

### POLICY LOANS

Most policy loans come to the notice of agents before they are made and the agent who can and will use his influence to persuade the policyholder against it will be doing the highest duty of his business. Far better that luxuries be sold at a sacrifice than that the reserve money which protects the family in case of death be dissipated in paying for luxuries or for expenditure in the vain hope that the ways to easy money will return. It is the money of wife and children, or creditors, that is being borrowed on insurance policies and the agent's appeals ought to be as persuasive as possible and as firm as he can make them. Any man may conceivably spend what is his but the money he has accumulated in life insurance is not his if his beneficiaries ever need it. It is theirs. Hard times are sure to come to most families. Life insurance is the sheet anchor for just such times.

It is notable that banks are said to be frowning upon loaning money for the purchase of pleasure automobiles. All over the country there are persons, firms and associations financing the purchase of automobiles but the way to life insurance reserves will prove easier since the borrower will easily be obsessed with the idea that he is borrowing "his own money," when in fact he is borrowing the money of his wife and children. There are many other luxuries besides automobiles for which people have been and yet are spending money madly. Musical machinery, costly furniture and furnishings, jewelry and personal adornments have been moving out in a steady stream. The taste for them among those who never had them before grows by what it feeds upon. There will probably be no way of stopping it short of some general

stringency that cuts off the supply of cheap money. And when that process starts the borrowing begins.

*The Insurance Field.*

### NOVA SCOTIA FIRE PREVENTION ACT

With the object of conserving the Country's Assets, by minimizing the awful fire waste, the Fire Prevention Act of Nova Scotia (passed last year) is doing good work. With a view to the practical administration of the Act, and the carrying out of its provisions, the new Fire Prevention Board propose to appoint a qualified man as manager, and attention is directed to an advertisement on another page. The Fire Prevention Board is chiefly composed of a body of most influential insurance men, who may be depended upon to see that the provisions of the Act is carried out, and it is fully expected that the future results of fire underwriting in such a leading Province as Nova Scotia will be most favourable. The head office of the Board is at Halifax, and is constituted as follows:—

*Appointed by the Governor in Council, A. Handfield Whitman of Robin, Jones, & Whitman, Halifax, and C. V. Wetmore of Sydney.*

*Appointed by the Nova Scotia Board of Fire Underwriters, Col. W. E. Thompson of Thompson Adams & Co. Ltd. and B. P. Saunders of Saunders & Duffus, Halifax.*

*Appointed by the Union of Nova Scotia Municipalities, Lt.-Col. F. W. W. Doane, Halifax City, Engineer, and James Sealy of Kentville.*

Mr. A. H. Whitman is chairman of the Board, and Col. W. E. Thompson, Hon. Secretary.

## NIAGARA FIRE INSURANCE COMPANY

HEAD OFFICE, NEW YORK

INCORPORATED 1850

Cash Capital

**\$1,000,000.00**

Net Surplus 31st Dec., 1919

**\$3,393,907.58**

CANADIAN DEPARTMENT

22 ST. JOHN STREET, MONTREAL

W. E. FINDLAY, MANAGER

AGENTS WANTED

"THE OLDEST SCOTTISH FIRE OFFICE"

## Caledonian Insurance Company

OF EDINBURGH

FOUNDED 1805

## Caledonian-American Insurance Company

OF NEW YORK

Head Offices for Canada: - DOMINION EXPRESS BUILDING, - MONTREAL

JOHN G. BORTHWICK, Canadian Manager