

A STRIKING TRIBUTE TO THE VALUE OF LIFE ASSURANCE

CANADA is patriotic. In the minds of generations yet to be, the stirring deeds of Langemarck and Ypres will take equal place with those of Paardeburg, Queenston Heights and Lundy's Lane.

But Canadians, too, are practical-minded. As a people, their estimates of the values of men and of things are sane and well-balanced.

Last fall and during the months since intervening, from every hamlet, town and city throughout the broad Dominion men were chosen to represent Canadian manhood and to set yet another seal upon the bonds which unite the Empire. Canadians appreciated deeply the motives which actuated their volunteers and, with one accord, decided to make them fitting and generous gifts as a tribute to their patriotism. They wished not only to send their sons and their brothers into the fray well-equipped and well-trained, but they desired, too, to relieve their minds of anxiety for the welfare of the mothers, wives and sisters they needs must leave behind.

What then did Canadian municipalities bestow upon their hardy sons? Accoutrements? No. Sums of money? No.

It is the finest tribute we have yet seen to the virtues and benefits of life assurance that the Canadian people through their representatives in the various city, town and county councils, unanimously concluded that the most suitable and valuable gift that could be bestowed was—a *life assurance policy*.

The Province of Ontario led the movement. According to complete statistics to hand, eight cities, seven towns and one county have assured the lives of no fewer than 13,025 Ontario volunteers for total assurances of no less than \$12,671,000. Canadian life companies had already treated volunteers among their policyholders with marked liberality in the matter of war assurance, and it was felt by all the Canadian life offices, in justice to the whole body of their policyholders, that it would not be the part of wisdom to undertake group war assurance upon so wholesale a scale. Accordingly, the risks above noted are carried by two American life companies and one Scottish com-

pany, Toronto leading in the number of its soldiers assured at the cost of the municipality, policies having been placed upon the lives of 11,350 men for a total sum of over \$11,000,000.

But the municipalities are going further. Many claims have already been paid in the City of Toronto to the widows of Toronto's volunteers and City Solicitor Johnson is authority for the statement that a number of these women have already been victimized by unscrupulous promoters. One widow, for instance, was persuaded to invest \$500 in a company professing to bore holes in rocks. She knew nothing about the enterprise except that the president of the concern lived in New York. City authorities investigated the matter and found the whole scheme to be a fake. But it had cost the woman half the money that stood between her and starvation. Another widow wisely invested \$200 of her \$1,000 in municipal debentures; but with the balance she bought a player-piano, a gramophone and carpets for her house. A few days later she went to the City Hall to find out whether she could draw cash for her debentures. As a result of these and other cases, steps have been taken to adequately protect soldiers' dependents against improvident expenditure of beneficiary funds whether voluntary or through the designs of unscrupulous schemers.

In other words, the municipalities are performing for the survivors of their volunteers the same services that all well-managed life companies to-day offer the beneficiaries under their policies.

Those of our policyholders whose wives and children have no particular business training fitting them for the handling of large sums of money, are reminded that under all standard Sun Life of Canada policies the assured may provide that at his death the value of the policy be taken in one lump sum or in instalments, or, better still, be left with the company to draw 3% interest annually together with an annual dividend. Such a provision, if taken advantage of, absolutely protects the beneficiary against the hazards of inexperience or fraud.