

INCREASED DEMAND FOR ORDINARY LIFE INSURANCE.

It was to have been expected that if the monthly income form of settlement of life claims ever became popular, remarks the Boston Standard, that it would result in an increased demand for ordinary life insurance, in lieu of endowment or limited payment insurance, for most men are startled to find how small is the monthly income produced even by a five thousand dollar policy—to say nothing of the average sized policy of a little over two thousand dollars—and having once become convinced of the desirability of the monthly income plan, desire to secure the largest income producing policy the premium they can afford to invest will buy. And this is the ordinary life policy. So, the monthly income form of settlement having become popular and been attended by an increased demand for ordinary life insurance, the natural assumption is that the case is one of cause and effect, and that the demand for ordinary life insurance will continue to increase for some time to come, till some other adaptation of life insurance, simple it may be, but not as yet thought of and to be suggested by new social developments will cause the demand to shift to some other form. But as the outlook is that for a generation or so people generally are going to be compelled by circumstances to practice thrift to a greater extent than they have done for the past few decades, they will continue to be attracted by that form of permanent life insurance which will give their dependents the largest protection at the least cost. And the change is a healthy one. Ordinary life insurance cannot very well be misrepresented or twisted and its appeal is not to a man's lower, selfish instincts, but to that heightened sense of responsibility which comes with a higher form of civilization, as that term is understood by the free peoples of the world.

WAR TAXATION ON LIFE COMPANIES IN U. S.

The new war revenue bill of the United States Government proposes considerable additional burdens upon the life insurance companies. In addition to the doubling of the income tax, and the excess profits tax, which will affect the companies, a new tax of eight cents per \$100 on new life policies is proposed. This tax, on the basis of the business of 1916, would amount to more than \$3,000,000 a year. The Association of Life Insurance Presidents is opposing this tax.

NORTH AMERICAN LIFE.

An attractive new booklet issued by the North American Life contains a brief history of the Company and details of the present scope of its operations. Founded by those who united unimpeachable character with great business and professional skill, the North American Life has always followed high principles of business conduct, its record in this respect being steadily continued under Mr. L. Goldman, the present president and managing director, who has been associated with the Company since its inception, and those associated with him in the North American Life's management.

Mr. R. B. Bennett, M.P., of Calgary, has been elected a director of the Metropolitan Life Insurance Company, of New York, in succession to Sir William Mackenzie, who has resigned his directorship.

HOME NEWS (?) FROM ABROAD.

Word comes to The Spectator from a reliable source that many of the female employees in Canadian insurance company home offices have resolved to postpone marriage upon any existing betrothal until after the war is over. This is a most patriotic realization on the part of ladyfolk of their importance in business, and they are bravely meeting their responsibilities.—N. Y. Spectator.

FIRES IN MONTREAL DECREASING IN NUMBER.

According to a statement by Fire Chief Tremblay, there were 150 fires less in Montreal during the first four months of the current year than during the corresponding period of 1916. Chief Tremblay attributes this decrease to measures of fire prevention now being enforced.

Participating Life Policies Pay

—If they are MUTUAL POLICIES—

The Never-Ending Discussion—"Which is the More Economical?—Life Insurance with or without Profits," may be summed up in a word—it depends on the Profit-Earning Power of the Company Issuing them! Policies may be purchased in the Mutual Life of Canada either on the participating or the non-participating plan. The latter is cheaper at the outset, but we have found by long experience that the participating policy turns out in the end to be the cheaper. If the dividends are used to reduce the premiums, in a few years the premiums become less than those payable on non-participating contracts.

The Mutual Life Assurance Co. of Canada WATERLOO, ONTARIO.

Assurances \$109,645,581 : Assets \$29,361,963 : Surplus \$4,595,151

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