

THE CIVILIAN

VOL. III.

JULY 29th, 1910

No. 7

A Call to the Service on Government Insurance.

By a Committee of the Federation.

This is not the first announcement made by *The Civilian* on the subject of Government Insurance. Some time ago a campaign of publicity was undertaken in these columns in this connection, with the result that over \$100,000.00 of new insurance was taken out. The importance of the proposition involved has not yet been seized upon by the service.

In the report of Senator Power's committee to the Senate last April in connection with the draft bill on Superannuation, the following reference is made to Government Insurance:

"With a view probably to remedy in some degree the defects of the superannuation law, the Act respecting Government Civil Service Insurance was passed in 1893. This Act was intended to provide for the widows and children of civil servants who availed themselves of its provisions. The number who have done so is exceedingly small, possibly owing to the fact that the largest amount for which insurance can be effected is two thousand dollars."

It is most gracious on the part of

the good Senator to attempt to condone the failure of the service to take up insurance. Some excuse had to be offered and the Senator was not aware of the right one.

The real reason for lack of enterprise on the part of the service is lack of information on the subject. As will be seen, an aggressive movement to overcome this difficulty is now being undertaken by a committee of the Federation. The genius of the insurance business consists largely in the personal canvass. If a man is about to marry or thinks he is about to die, the question of life insurance becomes a pregnant one. Otherwise he must be button-holed and held up at the point of a lead pencil by a specially skilled and highly developed artist in the business. There are no such means available in this case. The next best thing is the plan evolved at the annual meeting of the Federation which has now been crystalized into an organized attempt to advertise the benefits of the Insurance Act throughout the whole service in Canada and abroad.

The following circular letter is being issued from Ottawa:—

CIVIL SERVICE FEDERATION OF CANADA.

Dear Sir,—

At the annual meeting of the C. S. Federation of Canada held on the 23rd April, the following resolution was adopted in regard to Government Insurance, viz. :—

Insurance.—That for the purpose of emphasizing the advantages of Government Insurance amongst those entitled to benefit by it, a standing committee be appointed, to be known as "The Government Insurance Extension Committee," to consist of 10 members chosen from the largest cities where competent Associations of this Federation have their headquarters, and a chairman and secretary resident in Ottawa; that this committee have power to increase its numbers by appointing a member living in any of the smaller unrepresented districts, whenever deemed desirable; that this committee be instructed to institute and carry on a strenuous propaganda in the interests of this most desirable form of insurance.