

2nd.—To so inform and mold public opinion that hostile legislation now based on ignorance and unjust suspicion may be repealed. For legislatures always respond to public opinion.

And 3rd, and most important of all—

To teach young men and women the value of thrift and to offer them life insurance as the most desirable method ever invented for conserving savings.

This, in brief, is the plan I desire to present to your consideration. I do not here undertake to go into details. What I am eager to impress upon you is that just at this very juncture of the nations' history, there is an opportunity for the Life Insurance Companies to use national advertising on a large scale as a matter of public service—an opportunity such as never before has been presented to any financial or industrial group in the history of mankind.—Life Association News.

MUTUAL LIFE DIRECTORS.

At the recent annual meeting of the Mutual Life Assurance Company of Canada, two new directors were elected. W. G. Watson, assistant general manager of the Toronto General Trusts Corporation, takes the place of the late Geo. Wegenast, and G. B. Ryan, of Guelph, succeeds Sir Montague Allan, of Montreal.

NIAGARA FIRE INSURANCE CO.

An item appeared in these columns a fortnight ago entitled "Niagara Life in Canada." The reference was intended to apply to the Niagara Fire Insurance Company, whose head office is in New York City. This company, which commenced business in 1850, is a well established firm, and has been operating in Canada for some years under the general agency principle. Now, however, the method of controlling the business in this country has been changed, and a Canadian department has been established with headquarters at Montreal under the management of Mr. W. E. Findlay.

TRAVELLER'S LIFE.

Increases in all important departments marked the year 1918, according to the report of the Traveller's Life Assurance Company of Canada. The net premium income increased 34 per cent to \$204,071. The gross insurance in force now amounts to \$6,546,000, while the total assets stand at \$521,863, this latter item showing an increase of 23½ per cent for the year. The company earned on its investments 6.59 per cent, a high figure in view of its large investments in Canada War Bonds.

The only change in the directorate is the replacing of the late Senator Richardson by Sir William D. Reid.

SUN LIFE.

Advance figures of the financial statement of the Sun Life Assurance Company of Canada show that at the end of the year ending Dec. 31, 1918, total assets amounted to \$97,620,378, an increase of \$7,460,204 during the year.

Total income amounted to \$21,651,099 for the year, an increase of \$2,362,102. Profits paid to policy holders amounted to \$1,546,607, and the total disbursements to policyholders to \$9,768,564, an increase of \$928,318 over 1917.

Business issued in the year, with the full first year's premium paid to the company in cash, totalled \$51,591,392, a gain of \$3,779,824, while total insurance in force rose to \$340,809,656, an increase of \$28,938,710 within the year.

Results of the Montreal City Agency's year show that the business written on which the first year's premium was paid was \$4,031,361, and the new premium income \$148,607.

FIRE INSURANCE TAXATION.

With regard to the tax of one-quarter of one per cent., which is collected on fire insurance premiums for the purpose of providing funds to aid small municipalities to provide fire protection, the Minister of Public Works and Labor has passed through the Quebec Legislative Assembly a bill, and resolutions making it clear that the tax is only on fire insurance, even if one company should deal both in fire and life.

ASSOCIATED ADVERTISING CLUBS' "WOLF DRIVE."

Announcement has been made by the Associated Advertising Clubs of the World of a plan to put such weight behind its fight against fake stock promotion schemes, during the next few months, as to bring about a literal round-up of such fakers, this work being in charge of Richard H. Lee, who recently returned to the organization as its special counsel in charge of investigation work.

Work which the Association has in the past done in the oil fields will be continued and redoubled, it is announced, while the good work the Association has done to stamp fraudulent stock promotion schemes out of the automobile, and other industries, will be continued with renewed vigor.

The most recent big case handled by the advertising clubs was the investigation and report on the operations of Pandolfo, promoter of Pan motors, of Minnesota, who sold \$5,000,000 of stock to more than 50,000 people in forty-six States, and who was indicted, soon after the appearance of the report of the Association, on the same evidence as that upon which the report of the Association was based. Pandolfo is now awaiting trial in the Federal Court at Chicago.

Mr. Lee is the man whose work landed the promoters of Emerson Motors behind the bars, and it was through his efforts that the promoters of Alliance Tires, and other fake companies, were punished.

"We have launched upon the biggest campaign in this history of this Association," writes Carl Hunt, director of the Extension Division of the Association, "for we have proved that we have a service of value to render, that we are well-prepared to do this work, and that there is such a demand and such a need for the service, that honest business men will readily rally to the support of the movement.

"This movement," he continues, "might be compared to a factory which has proved its product and is ready for quantity production, and we believe that the business men of the United States and Canada, long suffering at the hands of the promotion faker, will be ready with the additional support needed to put this job over in such a way as to make this type of genteel larceny decidedly unpopular.

"Every time we handle one of these cases, it has a wide influence on other fake promotions. It discourages them."

A bulletin from the Associated Advertising Clubs points to the fact that the work of the fake promoter is detrimental to legitimate business in many ways, among them being:

1. It diverts funds out of the channels of honest business, making legitimate flotations harder.
2. Advertising done by the fakers minimize the force of the advertisements of legitimate brokers.
3. Inexperienced persons who learned for the first time during the war to save and invest in conservative securities, are being induced to trade their bonds for fake stocks, and will thus be discouraged in habits of thrift and wise investment.
4. The fake promoter's favorite method for selling stock is to attempt to show that existing businesses in the line under consideration are making enormous profits, giving the impression that business teems with profiteers. They do

Commercial Union Assurance Company, Limited.
OF LONDON, ENGLAND.

The largest general Insurance Company in the World.
Capital Fully Subscribed \$ 14,750,000
Capital Paid Up 1,475,000
Life Fund, and Special Trust Funds 73,045,450
Total Annual Income Exceeds 57,000,000
Total Funds Exceed 159,000,000
Total Fire Losses Paid 204,667,570
Deposit with Dominion Government 1,323,333
(As at 31st December, 1917.)

Head Office, Canadian Branch:
Commercial Union Bldgs., 232-236 St. James Street,
Montreal, Que.

Applications for Agencies solicited in unrepresented districts.

J. MCGREGOR Manager Canadian Branch.
W. S. JOPLING Assistant Manager.

PROFESSIONAL

THE SOCIETY FOR THE ADVANCEMENT OF INSTRUCTION IN THE LANGUAGES.—Instruction in the Languages and Mathematics. No. 91 Mance Street, or telephone East 7302 and ask for Mr. E. Kay.

Founded in 1806.

THE LAW UNION AND ROCK INSURANCE CO. LIMITED
OF LONDON.

ASSETS EXCEED \$50,000,000.
OVER \$10,000,000 INVESTED IN CANADA.
FIRE & ACCIDENT RISKS ACCEPTED.

Canadian Head Office:

277 Beaver Hall Hill, MONTREAL

Agents wanted in unrepresented towns in Canada.
J. E. E. DICKSON, Canadian Manager.
W. D. AIKEN, Superintendent Accident Dept.

Security Above All

Whether with the intention of taking out insurance or associating yourself as representative with some Company, you first look for security.

The figures for 1919 emphasize the unexcelled position of the North American Life. After a year of War and Pestilence, the Company emerges stronger than ever, meriting its motto, "Solid as the Continent."

Business in Force over \$70,900,000
Assets " 18,100,000
Net Surplus " 2,750,000

Correspond with E. J. Harvey, Supervisor of Agencies.

NORTH AMERICAN LIFE ASSURANCE COMPANY

"SOLID AS THE CONTINENT"

HEAD OFFICE TORONTO.

not picture the failures, or the struggles that others have had in getting started. They show only the rosy side of the picture.

"We are going right ahead with the work, placing it on a bigger and broader scale," he says, "pinning our faith to the fact that most business is honest, and that honest business will supply the funds needed for this work. It is just as Merle Sidener, chairman of our National Vigilance Committee, in charge of this work said, 'We do not believe that those who are most vitally interested will fail to get behind this work, morally and financially, because otherwise, they would be in the attitude, through their inactivity, or playing into the hand of the faker.' That sizes the matter up. The time has arrived to drive the fakers to cover. It is like a wolf drive down in the mountain country. All hands are required."