

SERVICE OF INDUSTRIAL LIFE INSURANCE.

Perhaps one gets a clearer conception of the service performed by life insurance companies when he studies the business of Industrial life insurance. Three-quarters of all the policies in force are Industrial—thirty millions out of forty. When one thinks of the service performed, the number of individuals affected is perhaps more important than the amount. Is it not a startling fact that one out of every five of the population of the United States and Canada holds an Industrial life insurance policy and weekly pays his premium to a collector? Can any one institution be said to be as close to the people as that? When you consider that in Philadelphia and some other cities there are more Industrial life insurance policies in force than the number of the population, you begin to get an inkling of how close to the life of the people life insurance is. But it is not only the number of policies, but the insurance and financial exhibits which show the important part in the life of the people insurance plays. In number, the Industrial policies are seventy-five per cent. of the total; in amount of insurance and in premium income, nearly nineteen per cent., or, including the Ordinary business of these companies—and by far the most of their Ordinary business comes from the same classes as their Industrial—over thirty per cent.; in payments to Industrial policy-holders, twelve per cent., and to all policy-holders, twenty per cent.; in reserve accumulations, twenty per cent., nearly equally divided between Industrial and Ordinary; in assets, about twenty per cent.—Haley Fiske.

THE ROLL OF HONOUR.**ATLAS ASSURANCE COMPANY, LTD.**

The Atlas Assurance Company has recently sustained its fourth loss through the War, by the death of Mr. D. Davidson, of the Glasgow Branch. He joined the 9th Highland Light Infantry in September, 1914, and, after seeing much fighting was wounded by shrapnel at La Bassee on the 19th May last, the injuries he received ending fatally on the 29th August.

The other members of the Company's Staff who have given their lives for their country are:—

Mr. W. Thistlewood (Liverpool Branch) of the 6th Battalion King's Liverpool Regiment—died near Ypres, 21st April from shrapnel wounds.

Mr. W. G. Charles (Head Office, Accountants' Department), of the London Rifle Brigade—killed in action near Ypres, 27th April.

Mr. A. D. Allen (Head Office, Foreign Department), Sergeant in the King's Royal Rifles—killed in action in Flanders, 30th July.

All the above were highly popular and promising members of the Staff and their loss is deeply felt by their colleagues.—London Post Magazine.

A PATRIOTIC ACTION.

Mr. Charles Landau, President of Landau & Cormack, Limited, Tobacco Manufacturers, 253-257 Lemoine Street, Montreal, and Messrs. George Thomson & Brother, of 102 Notre Dame Street West, Montreal, are remembering the boys at the front by giving one quarter of one million Virginia cigarettes for Christmas.

WHAT IS A WORKMAN'S SALARY?

The local Court of Review has just decided an interesting point regarding the method of computation of a workman's salary, when the compensation due for an accident is in question. The case was that of Henry Reynolds vs. the Canadian Light & Power Company, plaintiff taking an action at common law, on which in the court of first instance he was given a verdict for \$6,000. Defendants appealed denying responsibility and pleading that in any event, the suit should have been taken under the Workmen's Compensation Act, since plaintiff was a workman earning less than \$1,000 a year.

The circumstances were that plaintiff was "laid off" for a considerable period before the accident; had he worked during that period his wages would have amounted to more than \$1,000 per annum. The Court of Review now held that the "idle days" were due to accidental causes and were beyond plaintiff's control and that for the purpose of the decision of this case, plaintiff is entitled to add to the actual amount he did receive the amount he would have received had he worked continuously. The Court accordingly upheld the decision of the lower court in plaintiff's favor.

MORE OPEN CONFESSION.

The rapid accretion of new members and of 'young blood,' that much-hugged delusion that has spelled destruction for so many well-meaning but ill-managed fraternalists, was sufficient for a time to overcome the effects of the inherent weakness of the system, and fraternity grew by leaps and bounds, until its own numerical prosperity well-nigh became its undoing for, be it known, brother fraternalist, that every member and every risk added upon an inadequate rate basis is not an asset but a liability, to one day be reckoned with. And then came the awakening. Fraternalists began to investigate, and they soon discovered that a fraternity enjoyed no special dispensation of providence, lessening its death rate, and that a fraternity must make the same provision for meeting its obligations as any other well ordered business institution, if it would have the support and retain the respect of the insuring public, and the business community. And to-day we are living in the era of readjustment.—W. H. Stowell, *Grand Recorder A.O.U.W.*

A FINANCIAL LIFEBOAT.

The past year has been one during which financial institutions have had wind and tide against them. Among all such, none have withstood the stress and strain more successfully than life insurance companies. Indeed, the experiences of the past year have been a wonderful vindication of the claims of life insurance organizations. Thousands of policyholders have found that while many of the securities held by them fell in value or became entirely worthless, their life insurance contracts have remained unaffected. We believe that public confidence in the institution of life insurance was never more deep seated and it is safe to predict that there will be a wonderful expansion of business for all the companies when normal conditions are restored. The reputation for stability which the life insurance system will have gained will prove a lasting asset.—*Mutual Life of Canada's Agents' Journal.*