

SELLING INSURANCE TO WOMEN.

In 1915 the Canada Life wrote 291 policies on the lives of women. This number is materially greater than the similar business of former years, but of course the women are very great y in the minority amongst our policyholders, and doubtless we have many agents who have never canvassed a woman for insurance.

In former days, when a woman was approached for an application, it was doubtless the popular method to lay before her wondering eyes the profit results which were to be expected from a tontine policy. Those days are gone, and the average business woman to-day knows pretty well that there are a number of other investment propositions which promise larger returns than an Endowment policy will.

Again, the dependents of the average woman are only temporary. She will probably outlive her parents, and if she be helping to educate a younger brother, that brother, before very long, will be able to pay his own way. If she be looking forward to matrimony she will expect naturally that her husband will be able to provide for her wants. It will be seen from the foregoing that the argument which will be effective with the average business woman must be different from that used with the family man. In fact, the one great argument, and about the only one, which will be effective in canvassing women is Protection.

A recent writer gives these reasons for women insuring: "The spectre of an old woman without any money; the haunting dread that flashes through the mind of every self-respecting woman when she reflects that ninety out of every one hundred men at age sixty are dependent; the idea of having something that will pay her final expenses and to save her from being an object of charity; the benefit of compulsory systematic savings; the inspiration to leave them saved, which no other financial plan develops; something to fall upon in an emergency; the security against fraud, fluctuating values and worry; that one institution in which she can put her money with the greatest degree of safety and the least possibility of loss."

Of course there is the widow with children, whose education she wants to ensure; the woman with means who puts enough into insurance to be safe whatever happens, and the young woman who knows that after marrying, the companies will limit her privilege of taking this form of protection; but in the last analysis women buy life insurance because of the knowledge that their earning power is limited to a few years and that provision for their old age must be accomplished during their productive years.—*Canada Life.*

Scottish Union and National Insurance Co., of Edinburgh, Scotland

ESTABLISHED 1824

Capital,	\$30,000,000
Total Assets,	72,238,564
Deposited with Dominion Gov't,	391,883
Invested Assets in Canada,	7,166,267

NORTH AMERICAN DEPT., HARTFORD, CONN. U.S.A.

JAMES H. BREWSTER, Manager

ESMERT & EVANS, Resident Agents	Montreal
MIDL D & SON	Toronto
ALLAN KILLAM & MCKAY, LTD.	Winnipeg

LIFE INSURANCE A BIG BUSINESS.

Some idea of the extent to which life insurance has been developed in the United States can be gathered from the figures contained in the newly-published life report of the New York Superintendent of Insurance, of the companies reporting to his department. At the close of 1915 the companies were possessed of \$4,850,696,882 of admitted assets, an increase of \$213,922,261 over 1914. The liabilities, excluding gross surplus and special funds of \$263,746,678, were \$4,586,950,203, an increase of \$222,633,056 over the previous year.

The total income was \$925,732,364, an increase of \$51,371,759. The amount of premiums received was \$684,632,053, or \$30,711,159 more than in 1914. The companies disbursed in 1915 \$713,643,172, being \$69,326,415 more than in 1914. Of that amount \$512,390,266 was paid to policyholders.

THE BRITISH DOMINIONS.

The British Dominions General Insurance Company Limited, of London, England, which has been transacting fire business in Canada since 1912, under the management of Messrs. Dale & Company, of Montreal, is now entering the United States field for fire business. It is also announced that steps are being taken by the Company to include in its powers the transaction of life assurance and annuity business of all kinds and dealings in reversions and life interests, etc.

Canadian Pacific Railway Company

DIVIDEND NOTICE

At a meeting of the Board of Directors held to-day, the following dividends were declared:—
On the Preference Stock, two per cent. for the half-year ended 30th June last.

On the Common Stock, two and one-half per cent. for the quarter ended 30th June last, being at the rate of seven per cent. per annum from Revenue and three per cent. from Special Income Account.

Both dividends will be paid on 30th September next, to Shareholders of record at the closing of the books in Montreal, New York and London at 3 p.m. on Friday, 1st September next.

All books will be re-opened on Thursday, 5th October next.

By order of the Board,

W. R. BAKER, Secretary.

Montreal, 14th August, 1916.

Canadian Pacific Railway Company

NOTICE TO SHAREHOLDERS

The Thirty-fifth Annual General Meeting of the Shareholders of this Company, for the election of Directors to take the place of the retiring Directors and for the transaction of business generally, will be held on Wednesday, the fourth day of October next, at the principal office of the Company, at Montreal, at Twelve o'clock noon.

The Common Stock Transfer Books will be closed in Montreal, New York and London at 3 p.m. on Friday, the first day of September. The Preference Stock Books will be closed in London at the same time.

All books will be re-opened on Thursday, the fifth day of October.

By order of the Board,

W. R. BAKER, Secretary.

Montreal, August 14th, 1916.