

**TRAFFIC RETURNS**

Canadian Pacific Railway				
Year to date	1918	1919	1920	Increase
July 31	\$82,133,000	\$89,095,000	\$103,925,000	\$17,830,000
Week ending	1918	1919	1920	Increase
August 7	\$2,882,000	\$3,442,000	\$3,956,000	\$54,000
Grand Trunk Railway				
Year to date	1918	1919	1920	Increase
July 31	\$28,306,417	\$41,479,399	\$47,423,281	\$5,943,882
Week ending	1918	1919	1920	Increase
August 7	\$1,236,343			
Canadian National Railways				
Year to date	1918	1919	1920	Increase
July 31	\$42,178,530	\$49,392,635	\$54,678,488	\$5,285,853
Week ending	1918	1919	1920	Increase
August 7	\$1,546,287	\$1,846,503	\$2,255,110	\$388,602

**PERSONALS**

Mr. J. M. Fox of Fox & Morris Limited, insurance brokers, Montreal will sail tomorrow the 21st, for England. Mr. Morris expects to be absent about two months and will combine business with pleasure during his stay on the other side of the water.

**A BANKER'S TRIBUTE TO INSURANCE**

There is no business that men have ever devised that really attests the advance of civilization and moral advancement of mankind so much as insurance. It is the most remarkable thing now many men follow it.

I think, however, it is the young men that have the feeling of apology when they approach a man on the subject of insurance, fire, life or accident or any of the various kinds. They have sort of the feeling. I have discovered, as if they were asking a favor. What a reflection that is on their intelligence. What a reflection it is on a man's intelligence when he apologizes for approaching you on any kind of insurance and more especially upon the subject of life insurance. You are doing any man, or any woman for that matter, the greatest sort of a service indeed when you bring sharply to their attention the value and the importance of life insurance. It is a privilege to have it presented. But it is the prevailing mistake that people make, it is like those things we feel we can do any time, put it off and sometimes never do it. They feel they can do it any time and therefore will not do it today. Therefore it takes a good salesman to bring it right up and press it up to his prospect and put him over on it.

It is a trick of nature for every one to regard every other man as mortal but himself. He feels that he is going to live indefinitely yet he can see easily how all the rest of them are going to die soon. So when you can bring it to him that the sooner he realizes it is important to make this necessary provision you have done him a splendid service.

We are using today the best wisdom of the centuries on the proved values and practices of business but we are adding something to it continuously and the finest testimony of the advance of civilization is settled, gentlemen, I tell you, in this question of insurance. Insurance after all is socialism worked out on a scientific basis and a commercial basis. Where the hazards and risks are spread over and carried by society at large—for every loss, I don't care how large or small, has to be borne by the entire community at large—and if it is, then it ought to be arranged for intelligently, ought to be recognized and carried as a common expense and through the insurance business that ideal is reached.

So, gentlemen, don't for a moment, one of you, have any sense offering an apology for being in the insurance business but thank God you are in it.

If it were not for this principle of insurance there would not be one-tenth of the goods sold or made, there would not be one-tenth of the credit in existence for the whole banking business, the whole financial structure rests on the fact that there is insurance. It has now come to be accepted as a matter of course that every sensible man is insured. We bankers think, of course, he is insured before he would ask for credit. It never occurs to ask a sensible man that question. If he looks like he has enough intelligence to apply for credit and expects to get it we assume that he has his property and values covered by insurance.

Now, in your particular business there are elements that call for peculiar talent and when you find men at it, it is a splendid testimonial to their fine character. Your business carries, and must have, a fine element of the missionary. You have to exemplify that human quality that looks a little beyond the dollar and directs attention to the claims of widows and orphans. So, as I say, there is a spirit of the missionary that lies behind your work and that makes a fine seller of life insurance and I take my hat off to such a salesman every time I see him. It requires a splendid talent and heart to sell life insurance. But if you have both of them you will find selling it the easiest thing in the world. I. E. CALDWELL.

**Large Increase in Number of Automobiles Licensed in United States During 1919**

According to data collected by Public Roads the number of Motor Cars, including commercial vehicles and 241,038 motorcycles registered in the United States during 1919 amounted to the large total of 7,565,446 cars. This represents an increase of 1,418,329 motor cars as compared with the year 1918. The registration and license fees amounted to a total of \$64,697,255.