MOTHERHOOD ENDOWMENT.

Our esteemed contemporary "Insurance," Capetown, South Africa, publishes the following novel departure in connection with life insurance :—

There are various plans of insurance making provision on the death of children of all ages, also for endowing them with a sum payable at a certain age for education, dowry or other purpose, but hitherto we have heard of no scheme anywhere providing an endowment for a child (born in wedlock, of course) when only one month old, a further endowment when one year old, which also makes a third payment at the age of 15, and, moreover, provides, at the time, payment for medical expenses incurred at birth. This, however, is a brief outline of the plan evolved by The African Motherhood Endowment Society (Cape) Limited, which has been registered at Cape Town, and has fully complied with Government requirements by depositing security and obtaining its license. Indeed, we understand that the Society, being thus equipped, has already commenced business in the Cape Province, having, while in search of more permanent head offices, secured temporary accommodation in Courtis Chambers, 132 St. George's Street, Cape Town.

And here it may be remarked that the benefits enumerated will accrue to the policy-holder after the payment of only three annual premiums moderate in amount and subject to certain further dues which do not appear to be heavy.

In our next issue we expect to be in a position to publish full particulars of a proposition which, so far as we are yet able to judge, is feasible, and one that, coming forward at the present moment when any endeavour which encourages full realization of the fact that an increased birthrate is of national importance, ought on the face of it to meet with a good reception.