

**LIFE INSURANCE AND CHARITIES.**

The beginning of the year, when many philanthropically-inclined folk are accustomed to take in hand the matter of annual subscriptions to charities, is a good time for the life insurance agent to draw attention to the possibilities of life insurance in this connection. There are many charitable institutions all through the country that depend on the general public for support in the way of contributions and donations. They perhaps lead a more or less precarious existence. The agent can suggest that life insurance be taken out in behalf of these institutions either payable in a lump sum or on the monthly income plan. It is an easy matter to get the names of those who are contributing largely to these institutions and then solicit them for life insurance, pointing out the admirable way in which the insurance is adapted to meet the financial needs of enterprises of this character in giving them assurance of permanency of income.

Apart from the matter of annual income, the requirements of churches and other institutions regarding endowments are particularly difficult to satisfy in these times. The charitably-inclined are having great demands made upon them in connection with the war, and while willing enough to support their usual charities, do not perhaps feel themselves able to put down the large capital sums which under pre-war circumstances they would probably have had no hesitation in disbursing. It is possible to overcome this difficulty by means of endowment insurance. Supposing, for instance, that it is desired to raise an endowment of \$50,000 or \$100,000 for a church or charitable institution. To secure promises of the contribution of this capital amount at once, or over a period of two or three years, might possibly be difficult. But it would be considerably less difficult to take out a ten-year endowment policy, and collect each year the amount of the premium. While the attainment of the goal would be deferred, it is possible that by this method of easing the calls upon the subscriber, schemes of endowment could be now undertaken which would otherwise have to be indefinitely put off. The idea of the endowment policy as a means of creating a fund for churches, colleges and philanthropic institutions is not new. But present circumstances suggest that it can be pushed more successfully than ever by agents who are wide-awake to the opportunities for this business in their respective communities.

**MANUFACTURERS LIFE INSURANCE COMPANY.**

Mr. C. L. Sweeney, of Montreal, has been appointed Branch Manager at Montreal for the Manufacturers Life Insurance Company, his duties commencing at the first of the New Year. Mr. Sweeney is one of the young men who have made good in the life insurance field. He was Manager at Montreal for the Federal Life prior to its amalgamation with the Sun Life, and since that time has been identified with the latter Company, and has figured for some time past as one of the largest producers of the Sun Life's organization.

Mr. Sweeney brings to his new position a thorough knowledge of the insurance business in the City of Montreal, also youth, ability and energy, and he will undoubtedly be a distinct acquisition to the Manufacturers Life organization.

**IGNORANT MISREPRESENTATION.**

Some ignoramus in the United States has been lately endeavoring to bolster up the case for endowment insurance as an investment at the present time by the wild mis-statement that "Canadian mortgages are not paying principal or interest under the moratorium that has existed in that country since the beginning of the war." It is difficult to understand how such ridiculous notions as this get abroad. The facts—which everyone in Canada knows and we put them down here merely for the benefit of American readers—are (1) that no Dominion moratorium has been proclaimed, but that moratoria are confined to several provinces, in one or two of which there is a suspicion they were introduced more for the benefit of political friends than to protect men going to the Front; (2) that with some exceptions due to these laws, the Canadian life companies and other lenders on mortgage are going on collecting interest, and getting principal repaid, much as usual, as anyone can discover for himself by consulting the Dominion's insurance blue-book. It is true that lenders on mortgage suffer serious disabilities in the Western provinces as a result of provincial, and in one case Dominion, legislation. The moratoria, however, are not the head and front of the provinces' offending in this connection, but other legislation which whittles away the security of first mortgages through prior charges. It is also true that some lenders on mortgage have in the last year or two shown a greater proportion than formerly of interest overdue. But, as anyone familiar with the circumstances knows, it does not follow that the provincial moratoria are either wholly or mainly responsible for this fact. In view of the growing prosperity of the farming community, it is to be expected that even this showing will be shortly modified.

The case for endowment insurance as an investment at the present time is strong enough without it being necessary to attempt to bolster it up by serious misrepresentations of the kind quoted. Such misrepresentations reflect rather severely upon the calibre of those responsible for them, and are an injury to the business of life insurance as a whole.

**THE AGENT'S CENSUS.**

In a small town the first thing the agent should do, recommends one life insurance authority, is to make a list of those who are suffering because their natural providers neglected their protection—the widows who must work for the support of their children, the boys and girls who could not educate themselves because they were compelled to aid in the support of younger members of the family, the newsboys, the women keeping boarding houses, and all others who were unfortunately affected. Then, a list of those who should carry insurance would naturally follow. Such an agent would have the material for a successful canvass and, if diligent and efficient, the amount of business that will follow his efforts will be well worth all he has done.

Fire Chief Tremblay reports that the total number of fires in Montreal during 1917 was 1,576, compared with 1,381 during 1916. These included 22 second-alarm fires. There were 25 fatalities during the year.