

so by comparison with its own class; but that it is what our good brother claims for it, as an insurance company is stretching the fact and is a left-hand compliment to the life insurance companies which, Brother Livingston would not for a moment be a party to if he knew it.

Authors, prominent ones even, are not provident,—making hay while the sun shines, or laying by against a rainy day. On the contrary they are, as a rule, an unprovident happy-go-lucky race, as their biographies show. Still there are illustrious exceptions. Southey carried £4,000 life insurance; Samuel Taylor Coleridge had £2,660; Sir Walter Scott was a director of the Edinburgh Life, and held a policy for £2,000 in that company, besides which he effected £18,000 for the benefit of his creditors, making a total of £20,000 (£100,000) on his life. Contrary to the opinion long held, that Charles Dickens had no insurance on his life, the fact is he had £5,500 (\$27,500) life insurance which was paid to his beneficiaries. These are examples of forethought and thrift that should be followed by literary men. Life insurance is the readiest and most certain means for them to make provision for the future in favor of their families or other dependents. To each it may be said, "Go and do thou likewise."

"It is strange how regularly the States with the worst insurance record are found to be the most unreasonable and exacting towards insurance companies. Take Tennessee, the most recent one to legislate oppressively against insurance companies—her ratio of fire losses paid to premiums received was 73.03 in 1891, and 98.7 in 1892. However, it is claimed that the objectionable law is not as dangerous as it was thought to be, and that most of the companies that pulled out of Tennessee will go back again. One would think that the loss ratios above quoted would act as a deterrent, even if the law had never been enacted.—*Views*.

Yes, but what in such case would the commission man do? Loss ratios are nothing to him. They don't affect his income in the least. He profits by business that may result in serious loss to the company he has undertaken to represent! That is insurance conducted on the straight commission plan.

The Insurance *Herald*, Louisville, Ky., is authority for the statement that the Insurance *Radiator*, New Orleans, has been purchased by Mr. W. E. Underwood, late of the *Vindicator*, and that Mr. Underwood's intention is to remove the plant and office of publication to Dallas, Texas.

It would seem that there is but little if any use trying to enforce the law, whether Dominion or Provincial, against assessment insurance concerns which do not, as required by the insurance acts, use the words "assessment system," in their advertisements, etc., or against insurance agents who transact insurance without being licensed. In such cases the law is a "dead letter." A post card of date September 27th, informs us that "the insurance appeal case" (Allen of the Sexennial League) for "offering to undertake contracts"—the Insurance Corporations Act, 1892—"conviction was quashed by Judge Macdougall contrary to all expectations." The "glorious uncertainty of the law" could hardly be better illustrated. Of course the accused will now only laugh at their accusers, hold the law in contempt and go on in their evil courses. What is the use then of laws which are exceedingly difficult or impossible of enforcement?

At the meeting of the Western Union of Fire Underwriters, held at Niagara Falls, 19, 20, 21 Sept., inst., many old difficult questions affecting the existence of the "Union" were disposed of advantageously. The transactions have been kept pretty "close." Officers elected for the ensuing year are: President, Thos. S. Chard; Vice-President, Daniel C. Osmun; Secretary, C. S. Whittemore. Next meeting will be at Niagara Falls in March, 1894.

We hardly know what to say or think of what would seem to be a sort of hide-and-seek doings of the Gresham Life Office, which has been announced as soon to open up a branch in this country. We have seen that announcement, in a New York Journal. We have seen it contradicted, and yet again we have seen an advertisement in a Canadian contemporary that looked very much as if the Gresham had already arranged to honor Canada with its presence. But all may end as did the coming of the English and Scottish Law Life, a few years ago, when all the arrangements for the entry of that company were completed (!) by the same gentleman who is now the secretary of the Gresham. We should not be at all surprised at whatever may happen in the present case after what happened in that.

INSURANCE ADVERTISING.

A few weeks ago we met an old friend, a manager of a fire insurance company, and listened to his talk on many themes. On insurance advertising his views were somewhat peculiar. His words we do not remember, but this was the substance of what he said:—

"You know I am a pupil of J. B. Bennett, and you know that he was a great advertiser. I have followed his example. My advertising has all been in insurance Journals. Every trade and profession now has its own papers, its own literature—law, medicine, theology, railroads, agriculture, publishers, paper-makers. The list is endless. We have our papers, and they rank well with the rest.

"Well, it would not help my company for me to advertise in the *Church Union*, the *Law Journal*, or the *Agriculturist*. I want my company to be known by insurance men; I want them to be proud of it, as I am.

"I suppose there are at least 300,000 people in the United States who are interested in insurance. Those are the men I want to reach. They can be reached only through the insurance press. So I patronize insurance papers in every part of the country. My bills are not high. Some companies pay more for calenders, blotters and dodgers, than I do for press advertising.

"The editors become my friends, though personally unknown to me. They know that my company is a sound one. They are human; they cannot help having a friendly feeling for the manager that sends them drafts every six months.

"I am an insurance man, nothing else, and that is enough. My dealings are with my own fraternity. If I have any opinions to advance I send them to an insurance paper, as I have done to you, and not to the *Railroad Gazette* or the *New York Herald*. I have had more than thirty years experience; I take all the good insurance papers and advertise in them. My net surplus is all right, and I shall stick to my my profession as long as I live."—*Insurance Magazine*.

SEMI-ANNUAL FIGURES OF FIRE INSURANCE COMPANIES.

The following is from a table published in *The Investigator* of 10th August, inst., shewing the assets, reinsurance reserve and net surplus on June 30th, compared with January 1st, last, of the fire insurance companies named, as reported to the Indiana department. We omit the companies not licensed to do business in this country—Canada.

COMPANIES.		ASSETS.	RESERVE.	NET SURPLUS.
Agricultural,	Jan. 1....	2,389,629	1,416,425	636,579
Watertown, N. Y.	June 30...	2,296,972	1,432,011	259,783