

MORE FIRE INSURANCE NECESSARY.

A feature of the Chairman's address at the annual meeting in England of the Royal Insurance Company was a strong warning in regard to the present-day necessity of increase in fire insurance, owing to the recent great enlargement of values of buildings, machinery and stocks of all kinds of commodities. "I think that it is not sufficiently understood by the insuring public generally," remarked Mr. Hind, "how necessary it is that they should look into any policies which have not been recently revised and adjust the sums insured to present values if they desire to secure complete protection. Even the ordinary householder should recognise that the cost of the restoration of his dwelling and its contents if they were destroyed by fire would be materially larger than it would have been even a few years ago."

This warning is as necessary in Canada to-day as anywhere. The realization that fire insurance which was amply sufficient three or five or ten years ago is in a vast number of cases insufficient today is by no means general. Unless their minds are jogged by those conversant with the facts, members of the general public are not likely to be awake to the necessity which the rise in values has imposed upon them. It is notorious that nobody ever reads a fire policy. Once taken out, it is put away in a drawer or strongbox, and in very many cases is never disturbed except to have a new renewal receipt pinned to it. This is all very well in ordinary times, but under present circumstances the inevitable result is that a good many people who believe that they are properly covered against the fire risk, are in reality very inadequately covered. It cannot be too strongly emphasised that owing to the great increase in the price of commodities, and the dearth and scarcity of labour and materials, the cost of replacement of all descriptions has enormously increased, and if people have never before revised their insurances they should do so today. Brokers and agents will do well to call the attention of their clients to the urgent importance of this matter, particularly when the renewal of long-standing insurances comes up.

FIRE INSURANCE IN THE PRAIRIE WEST.

(Continued from page 627.)

to fulfil in the matter of insurance supervision. There will always be a certain number of companies in Canada, who, provincially incorporated in the first instance, will prefer to remain under provincial jurisdiction. Moreover, there are some provincially-licensed companies which have been in existence many years, and deservedly are held in high reputation in their respective fields. The duty now lies upon the various provincial authorities of so tightening up their insurance codes, where that is necessary, and of exercising such strict supervision in their administration that there shall be no longer opportunity for scallywags to trade on the ignorance of the public by selling "alleged insurance."

MESSRS. McGEORGE, CHAUVIN & TOWNSEND, LIMITED, EDMONTON, ALTA.

Messrs. McGeorge, Chauvin & Townsend, Limited, of Edmonton, Alberta, announce that Mr. E. B. Allsopp, who has been in charge of their insurance department for a number of years, has been admitted a member of the firm.

A TRIBUTE TO MR. J. K. MACDONALD.

The General Assembly of the Presbyterian Church in Canada paid striking tribute to Mr. J. K. Macdonald, president of the Confederation Life Association, at their Montreal meeting last week. Mr. Macdonald for many years has devoted much time and attention to the Aged and Infirm Ministers' Fund, and in honor of his approaching 80th birthday a resolution, which is to be suitably engraved, was offered to Mr. Macdonald, expressing the Assembly's appreciation of the great work done by him in that connection. Mr. Macdonald, in his reply, mentioned that the Fund had doubled since he took control of it. Speaking for the benefit of the young men, Mr. Macdonald said that when he had entered business life he had been remonstrated with for trying to carry on religious and philanthropic work in addition to his business activities. He was told it was too much for one man:

"I said, 'No, I can't give it up.' And young men, I want to tell you that you make no greater mistake than to fancy you have not time to do religious and benevolent work because of your other callings. For fifty odd years I have put in strenuous work at my business and other things requiring my attention and time, and I can say that such work has been a safety valve, and I believe that it is one reason why at the age of 80 I can still go out hunting and fishing, and why I am still able to do a fair share of a good day's work. But the end must come. I told my son that I would like him to take up this work when I lay it down if the Church will want him to do it." (Applause.)

The hopes will be general that Mr. Macdonald, who has always been distinguished by high business ideals, will not only be able for a long time to continue his gifts of time and talents to his Church, but also to afford the insurance fraternity the benefits of his mature experience and wisdom in counsel.

BRITISH CROWN ASSURANCE CORPORATION.

The 1916 report of the British Crown Assurance Corporation, of Glasgow, shows net premiums of \$475,837, losses paid and outstanding absorbing \$270,420. The Company's total assets at December 31st last were \$537,369, of which \$397,041 is represented by investments and \$71,493 by cash. Paid-up capital is \$486,000; and there is a reserve for liquidation of re-insurance treaties of \$43,740. Mr. J. H. Riddel, of Toronto, was recently appointed manager of this Company's Canadian branch with Mr. E. C. G. Johnson as assistant manager, and Mr. W. R. McKerlie, manager, hail department. We are informed that the 1917 Canadian premiums of the Company thus far show a considerable improvement over 1916, and losses a reduction.

The Census and Statistics office at Ottawa reports that according to conditions on May 31, the anticipated yield of wheat per acre is 7 per cent. less than the average of the seven years, 1910-16.

* * *

I firmly believe that if all the incompetent agents could be exterminated; and if the vacancies thus created should not be filled, the competent agents remaining would be able to double the amount of the insurance written in this country every year.—William Alexander, Secretary, Equitable Life, N. Y.