

THE PRUDENTIAL AND CANADA.

The Canadian Division of the Prudential Insurance Company, of Newark, N.J., is described in the "roll call of the divisions" appearing in the Prudential Weekly Record. "In extent of territory embraced," says the Record, "no other Division in the entire Prudential organization is even remotely approachable to the Canadian Division. It reaches from Halifax, Nova Scotia, to Calgary, the chief town of Alberta, a stretch of about three thousand miles. In point of population the Canadian Division also far surpasses that of any other Division, having at the present time approximately seven and a half millions of people. Because of the steady, thrifty, reliable and generally high-class character of its inhabitants, the prosperity that abounds and is certain to continue to abound among them, and of the almost virgin state of the vast domain as regards Prudential tillage, the "Land of the Maple Leaf" is a land of boundless opportunity for Industrial and Ordinary operations, and it requires no great prophetic power to perceive that before long the yield of Prudential richness in Canada will far surpass present expectations. Indeed, the yield already, for that matter—and be it remembered that it is only two and a half years since Prudential plowing began anywhere in the Dominion—is something wonderful."

The Record quotes the following letter written by Vice-President Forrest F. Dryden, to the Canadian Superintendents in July last:—

With very great pleasure I announce that, with the official increase of July 10th, the Canadian Division now has in force an Industrial debit of over \$10,000.

When the Prudential entered the Dominion of Canada, on February 1, 1909, we had such confidence in the splendid citizenship of the various communities and the interest we believed they would show in our liberal contracts that we set as a goal the building up of the above debit in two and a half years.

This mark has been reached with a margin of three weeks to spare, and most heartily do I congratulate every Superintendent, Assistant and Agent in the entire Canadian field for his part in the splendid work. Nor do we overlook the fact that the organization had to be entirely recruited and developed during this period, and that the achievement is therefore all the more creditable.

Ordinary insurance in force amounting to over \$9,000,000 has also been secured in the same time, and combining results in both departments, the Prudential ranked number fifteen, in volume of business in force, among fifty-five companies doing business in Canada at the close of 1910.

I am nevertheless convinced that the surface has barely been scratched, and that the opportunities in both Industrial and Ordinary are limited only by each man's capacity and willingness to apply himself unreservedly to the work.

The Record also contains an excellent portrait and short biography of the Divisional Manager, Mr. Evander J. MacIver. Mr. MacIver entered the service of the Prudential 16½ years ago. When the company resolved upon opening up Canada, Mr. MacIver, having been a resident of Canada for many years prior to his entering the service of the company, and in business there after graduating from McGill University, Montreal, was assigned to special work in connection with the projected opening. This special work was begun on December 28, 1908. Two weeks after this, on January 11, 1909, even while the Division was being organized, he was appointed manager, and has remained in the position ever since.

The various districts of the Prudential in Canada with their superintendents are as follows:—

Toronto No. 1.	J. H. Olmsted (Acting)
Toronto No. 2.	H. Robinson.
Hamilton.	C. L. Boyd.
London, Ont.	G. H. Davis.
Stratford, Ont.	Frank E. Bradley.
Montreal No. 1.	Charles G. McAron.
Ottawa	F. E. Millett.
Quebec.	Horace LeGendre.
Winnipeg.	William White.
Peterborough, Ont.	John I. Allen.
Montreal No. 2.	A. H. Poulson.
St. John, N.B.	T. R. McAron.
Kingston, Ont.	J. T. Lefever.
St. Catharine's, Ont.	Ray Swackhamer.
Calgary, Alta.	W. C. Bowden.
Halifax, N.S.	Ralph P. Brown.
Guelph, Ont.	F. B. Hilliard.

Agency organisations and organisers are also maintained at the following places:—

Fort William.	S. W. Shepard.
Windsor, Ont.	George Burnett.
Three Rivers, Que.	X. G. Schmidt.
Sault Ste. Marie, Ont.	R. E. W. Ziegler.

Notes on Business.

Lloyds' Circumstances.

A recent issue of our contemporary, The Policyholder, of Manchester, contained an article quoted from London Truth, and written under the heading of "The Threatened Scandal at Lloyds." The Truth writer observes that for a great many years most of the insurance offices were content to leave marine insurance to be done by Lloyds and by companies which only transact this class of business. "Underwriters at Lloyds," proceeds Truth, "took to fire, workmen's compensation and accident insurance, and to a lot of speculative policies which were mere gambling and not insurance at all. Partly to meet this competition, partly to retain their connections for other classes of insurance, partly for the profit obtainable, most of the big insurance companies have now undertaken marine insurance, having, in many instances, purchased marine companies as the most convenient method of starting the business. This creates a rivalry against which, even as regards marine insurance, Lloyds may find it very difficult to make headway. In past centuries Lloyds has done magnificent work, and if the underwriters at Lloyds had confined themselves to marine insurance, they could probably have kept it and prospered; but they were tempted to enter other fields, in which the conditions were different from those of marine insurance, and are such that no prudent business man, if he thinks of it, deem it wise to entrust his interests to Lloyds."

"No evidence of any sort or kind," proceeds Truth, "is available as to the security afforded by underwriters at Lloyds. The holders of such policies 'go blind' on a number of unknown gentlemen, each of whom is responsible for the amount which he underwrites, but he is not responsible for the liabilities of other members of the same syndicate. There are some syndicates at Lloyds composed of men each of whom is likely enough to pay his share of the losses which arise; but in spite of contemplated legislation no policyholder has any real evidence that supplies substantial proof that if a claim arises under