

## THE CITIZENS' INSURANCE COMPANY (OF CANADA.)

Subscribed Capital..... 1,000,000

Especially empowered by Act of Parliament, and fully authorized by Government under the Insurance Bill.

HUGH ALLAN, . . . . . PRESIDENT.

### Life Department.

THIS sound and reliable Canadian Company—formed by the association of nearly 100 of the wealthiest citizens of Montreal—issues policies on all the Modern Plans, including—Limited Payments, Endowments, Part Credit Premiums (without notes), Income Producing System; and several new and valuable plans.

A comparison of the very Low Rates, and of the liberal and unrestricted nature of this Company's Policies, with those of any other Company, British or American, is specially invited.

*All Life Policies are absolutely Non-forfeitable.*

Persons intending to assure their lives are particularly requested to first examine the Prospectus, List of Shareholders, and Policies of this Company, which, together with all information concerning the constitution of the Company, the working of the various plans, &c. may be obtained at the

Head Office, Montreal—No. 71, GREAT ST. JAMES STREET.

EDWARD RAWLINGS, Manager

Agent for Toronto:  
W. T. MASON

Agent for Hamilton:  
R. BENNER

THE CANADIAN MONETARY TIMES AND INSURANCE CHRONICLE is printed every Thursday evening and distributed to Subscribers on the following morning.

Publishing office, No. 60 Church-street, 3 doors north of Court-street.

Subscription price—

Canada \$2.00 per annum.

England, stg. 10s. per annum.

United States (U.S.Cy.) \$3.00 per annum.

Casual advertisements will be charged at the rate of ten cents per line, each insertion.

Address all letters to "THE MONETARY TIMES."

Cheques, money orders, &c. should be made payable to J. M. TROUT, Business Manager, who alone is authorized to issue receipts for money.

## The Canadian Monetary Times.

FRIDAY, FEBRUARY 25, 1870.

### COMPETITION AND INCOMPETENCY.

Competition in the business of insurance has become so keen that companies anxious to extend their borders, or even to retain the business they already have, must make extra efforts. The local Fire Mutuals are pushing their interests with an energy which has no parallel in their past history. Other home companies are equally in earnest, and use every exertion to secure a full share of what is to be had. As a consequence, foreign companies are now, and will be for the future, on their mettle, if they desire to keep pace with competing rivals. The old jog-trot method of letting things take their course is fast disappearing, and with it the serene satisfaction which characterized the old-fashioned agent when each year's business was not less in amount than that of its predecessor. We have caught a portion of the spirit which urges our cousins across the lines to new conquests. A few years ago our in-

surance agents were a listless, easy-going set of men, who understood little or nothing of the principles or practice of insurance; who neither knew nor cared what was going on in the insurance world; who did not even trouble themselves to inquire into the standing of the companies they represented, much less that of their rivals; and who, had they the necessary information to found conclusions upon, would have grown hopelessly confused with actuarial calculations. They vended or peddled insurance, and retained commissions—that was the sum and substance of their knowledge. According to their ideas, an insurance company was a milch cow, and the position of agent involved the duty of milking it. With them the present was everything, the future was an object of solicitude to their successors only.

But that day has gone by. It is true that some of our agents are still affected by former traditions, but, on the whole, it may be safely said that a new order of things now obtains. Some see it more distinctly than others, but ere long, it is hoped, we shall have a rattling among the dry bones which the most somniferous will be unable to disregard. For the future it will not do to select agents who are either ignorant or incapable. Live men are wanted, such as are not only possessed of brains, but who know how to use them. Enterprising men are wanted, who can not only procure business, but retain it. Faithful men are wanted, who will study the interests of the companies they represent, while they are (properly enough) serving their own. The marvellous progress of the insurance companies of the United States is due in the greatest degree to the intelligent class of men they employ, and the liberal treatment such men receive. These agents are shrewd enough to see that insurance business, like any other business, has peculiar features, which must be understood before success can be attained, and they set earnestly to work to fit themselves for it. They avail themselves of the experience of others; and in the very large circulation which American insurance journals have, we see evidence that there is a desire to keep "posted." How is it with us? There are many agents throughout Canada who take no insurance journal, who know nothing of the business they are engaged in beyond the mere routine of transmitting applications and collecting premiums. There are even managers whose ignorance of theory is well nigh surpassed by their incapacity in practice. We have heard of some English companies having occasion to complain of the way in which their Canadian business was conducted. Although they, perhaps, could not see what was wrong, it was plain

to us, when we called to mind who their managers were, why there was cause of complaint. Ignorance was at the bottom of it. The companies alluded to were relying on officials whose incompetency was a matter of notoriety. However, foreign companies are now fully alive to the necessity of a proper representation in Canada; and the number of papers we send abroad to head-offices bears witness to the existence of a desire to become acquainted with our system of doing business, as well as to be informed of the results attained by the different companies.

### CANADA INSURANCE UNION.

An association, under the above name, has been formed by three Canadian Insurance Companies—the British America, Western, and Montreal—for the purpose of taking large ocean risks. With them are associated twenty of the leading business men of Montreal, making an organization which has been not inaptly termed a Canadian Lloyds. Each of these Companies has a representative in Montreal, who, with one appointed to act for the mercantile men interested, form a Committee of Management. This Committee is authorized to bind the Companies and the merchants to the extent of their respective lines, subject to certain prescribed regulations. They are limited to \$40,000 on any one cargo in a steamship; and, in a sailing vessel, to \$20,000. These limits are reduced according to circumstances. The Union does not touch hulls, unless on Canadian account, or in a few special cases, experience having shown that, as a rule, the best hulls are always insured abroad, and only inferior ones are offered here.

Risks are divided, the Companies taking equal shares and the private underwriters becoming responsible for \$250 each to every \$5,000 assumed by the Companies.

Some such arrangement was greatly needed in order to accommodate the large and growing direct trade that our merchants are doing, without sending to New York for insurance, which has been sometimes attended with very unsatisfactory results. Some of the tea risks cannot even now be insured with that freedom from restrictions which is desirable, but this union evinces the right spirit and may prove the initiatory step towards a more unrestricted coöperation between the mercantile and insurance interests for the accomplishment of ends in which they are alike interested.

The merchants of Toronto and Hamilton may very properly consider whether it is wise to continue to send to New York and Montreal to have their risks underwritten; and whether, in their efforts to build up western