

they have to realize upon them, to obtain more liberal terms it will be a great boon.

The Canada Life goes on year by year enlarging its business, its strength, and its hold upon the confidence of the public. The President, the Hon. Geo. A. Cox, is a financier of recognized eminence. The managing director, Mr. E. W. Cox, is showing ability in his management, and the company's interests in this city and province are diligently watched over by the local manager, Mr. Schmidt.

THE BANK OF YARMOUTH FAILURE.

The Bank of Yarmouth suspended payment on 6th inst. The collapse of this bank has caused no surprise in banking circles as its condition has been known to be critical for a length of time. The failure of one of its customers was the immediate cause of the collapse.

This bank, according to the Government return for January last, had only a paid-up capital of \$300,000, a reserve fund of \$35,000, circulation, \$52,989, deposits on demand, \$34,293, deposits payable after notice, \$239,153, current loans, \$623,436, total assets, \$732,678. It was one of the six banks whose paid-up capital is under \$500,000, and one of the four whose total assets are under \$1,000,000.

Since January, 1896, the reserve fund has been reduced from \$70,000 to \$35,000, the demand deposits from \$60,674 to \$34,293, the deposits payable after notice from \$501,716 to \$239,153, and the circulation from \$70,078 to \$34,293, all which changes indicated such a weakening of public confidence as could only have one result unless the depletion were stopped.

If the assets only realize 50 cents on the dollar there will be more than enough to pay the depositors in full and redeem the notes in circulation. Negotiations are said to have been going on for the business to be taken over by one of the Halifax banks. It is stated that the capital will be all wiped out.

BRITISH AMERICA ASSURANCE COMPANY.

The severe conditions under which the companies labour who are engaged in fire insurance business in Canada is shown by our having to repeat what was said only as far back as 1900, when we had to congratulate Mr. J. J. Kenny, the managing director, and Mr. P. Henry Sims, secretary, on having steered the company through the trying experiences of 1899, during which year fire losses were very enormous. Last year the fire companies had an exceptionally disastrous record, and as one of the conflagrations was in the home of the British America it was inevitable for that company to suffer heavily by the fire almost at its very door. This old Canadian company is an especial favourite in the United States, where its prompt and liberal settlements have secured it an extensive business in all the leading business centres. Owing to this it was a heavy sufferer by the Baltimore con-

flagration in February, 1904. Such a succession of conflagrations as occurred early last year, at Baltimore, Rochester and Toronto, with large fires at Des Moines, Cincinnati, Chicago, Oswego, Brooklyn, etc., is without precedent, but, through this terrible ordeal the British America came with its prestige rather heightened than lowered, for all claims were paid as promptly as they could be adjusted.

A company like the British America, that can point to a record stretching back to 1833, without its having a stain, or a reproach is a credit to the fire insurance business and to those by whom its affairs have been conducted.

The financial statement to 31st December, 1904, gives the total assets as \$2,043,678. The liabilities are, "capital stock subscribed, less calls in course of payment," \$835,397, losses under adjustment \$163,595, a dividend which was paid in January, \$20,644. These items make a total of \$1,019,636, the balance between that sum and the total assets is \$1,024,042 which sum constitutes the reserve fund.

The company since its organization has paid \$25,868,544 to policy-holders for loss claims.

The management is in the hands of Mr. J. J. Kenny, vice-president and managing director, and Mr. P. H. Sims, the very able and hardworking secretary. The gentlemen stand high in fire insurance circles as capable and honourable underwriters, they also enjoy a large measure of public confidence and respect.

LIFE ASSURANCE ADVERTISING.

At a meeting on 28th ult., of the Insurance Institute, of Toronto, a paper was read by Mr. J. K. McMaster, on "Life Assurance Advertising."

The paper opened with a reference to the rapid growth of life assurance which was attributed to the "tremendous force of the advertising which the business had received, chief among the forms of advertising being that of the exploiting of companies' merits by their own agents." The life assurance company's advertising was compared to the ground bait which attracts the fish to the spot where the fisherman waits with his line. The two most popular and important forms of publicity in this country were declared to be advertisements in the Press and the issue of company literature. The author deprecated intermittent advertising. He considers it more likely to have good results to keep hammering away for six months in one paper than dividing the same amount of copy among six papers for one month. The effect of such continuity and concentration would be more lasting and favourable than scattering advertisements over a number of papers at intervals.

In regard to company literature the value was dwelt upon of utilizing the staff of agents as the distributing medium for literature. The paper of Mr. McMaster was very highly appreciated and elicited warm encomiums from several speakers.