

A MISLEADING LEAFLET.

INTEREST EARNINGS OF LIFE INSURANCE COMPANIES.

Enterprise and push are the notes of the great North-West of Canada. It is a young country, full of the fire, enthusiasm, confidence, and daring of youth. Naturally enough, the institutions of the North-West display the local characteristics. The Great West Life entered the field of insurance full of most commendable ambition. It has made a strenuous effort to secure a good share of what life insurance business was in sight, or could be unearthed by energetic and attractive presentation of its claims, personally, or by advertising literature. It has gone beyond this, and issued a Leaflet which has all the appearance of being the re-production on a small scale of the title page of *THE CHRONICLE* for December 21, 1900. Below the title of this journal, in miniature, the leaflet has a copy of an article we published on "Interest Earnings of Life Insurance Companies," and at the foot of the sheet appear these words: "Moral—Insure in *THE GREAT-WEST LIFE*." The sheet has all the appearance of having been photographed from *THE CHRONICLE* of above date. Now, all the first page of our issue of December 21, 1900, was devoted to a Christmas Greeting, and the article on "Interest Earnings of Life Insurance Companies" appeared on 6 pages later on, and was not in the form reproduced by the Leaflet issued by The Great West Life. Of course, the phrase, "Moral—Insure in the Great West Life," was not in any one of our pages; though any person looking at the Leaflet must assume that it was there as represented, apparently reproduced from a photograph. The company has placed this journal in a disagreeable position by issuing an advertisement which seems to prove that we specially advised the public to patronize the Great West Life. We repeat that, the apparent photographic reproduction of the first page of our issue of December 21, 1900, is wholly a composition. With the exception of the title, it does not represent any page, or any part of *THE CHRONICLE*. In justice to this journal the Leaflet ought to be cancelled and called in as promptly as possible.

THE ROYAL AND LANCASHIRE.

The persistent rumours which have obtained currency, from time to time, regarding the Lancashire Insurance Company, came to a definite point two days ago in the statement that, the Royal Insurance Company had acquired control. Enquiry at the office of the Royal Insurance Company in Montreal elicits the information, that the statement is correct, but that the details of the acquisition are not yet to hand, nor has there been any indication, as to whether the Lancashire will be run for the future as a separate organization or not.

A CANADIAN ARCTIC EXPEDITION.

An enterprising navigator is ambitious of the honour of being the first to reach the North Pole, which, after all, is only a geographical expression indicating the point where the imaginary lines of latitude converge. Since the year 1500, when John and Sebastian Cabot sought to solve the problem of the Arctic Circle, there have been a large number of expeditions of Danish, Swedish, Russian, British, French, Dutch, American and other distinguished navigators and scientific explorers sent on the same, almost fruitless, errand, in which millions have been spent and hundreds of lives lost. In 1743 the British Government offered a reward of £20,000 for the discovery of a North-West passage via Hudson's Bay. The first to discover that North-West channel was Franklin, who, with his crew, perished of starvation in a later exploration. Besides historic national enterprises there have been scores of private ones conducted by masters of whaling vessels. These explorers were practical men, who had a practical object in view, they went to find a North-West passage from Europe to Asia, which, when found, proved so impracticable as to be valueless. Such an object justified large expenditures, as, if a navigable North-West channel had been found, it would have been of inestimable value to the world's commerce. The experience of all these explorers, spread over 500 years, has demonstrated the non-existence of a navigable trading-ship channel in the Polar regions. It has also shown the utter uselessness of ranging about a vast area of continental size, merely to reach a geographical point, the location of which is as well known as the mark for the hour of noon on the clock face. There is an idea prevalent that, on the top of the globe there is some mark placed there by Nature to give map-makers the point from whence to draw their lines downwards to the Equator. This mark is called the North Pole, the discovery of which is talked about as though it had been lost, or as if its precise situation were unknown, or, as though there were a real pole, or some towering rock, sticking out there as a land mark to explorers. But, it is in the highest degree improbable that any explorers will ever be able to move about in that region with their scientific instruments, with the freedom requisite for taking such exact observations as would enable them to affirm with certainty that they had reached the locality known as the North Pole. The highest point reached is 8 degrees distant. Some have told us a tale about there being an open lake on the flattened top of the earth, like a water-tank on the roof of a house. Such a story ranks with those of Munchausen and Jules Verne. The North Pole lake being spoken of as a summer resort, as it is by one writer, shows that his imagination needs cooling by an Arctic winter. Scientific explorations, as such, only the illiterate decry. But, between any such enterprise and one conducted for mere curiosity or out of a mor-