

Victory Loan and the Insurance Interests

Insurance companies bulk up the largest of any line in subscribing to Victory Loans and their personnel work indefatigably for its success.

The life, fire, accident and miscellaneous insurance companies take more of the Victory Loans than any other line of business. Not only is this true, but head office officials are on all the Dominion or Provincial committees and take a prominent part in the actual work of organization, publicity and canvassing.

Throughout the Dominion the field organizations of life insurance companies practically stop all insurance work to devote their entire time to canvassing for subscriptions. In the campaign of 1917 it was found that the field man was the most effective canvasser. He has proved himself to be a salesman of a high order and in his work of soliciting insurance he has shown himself not only to be in close sympathy with the general public, but having made a particular study of human nature and psychology, or, in other words, good salesmanship. He has brought in subscriptions which outdistanced the general commercial canvasser as employed in the campaign. This is said without disparagement to many excellent examples to the contrary with the average commercial business man. But as a class the life insurance solicitor stands pre-eminent as a successful Victory Loan canvasser.

The fire and accident insurance man has also done remarkable work in the last campaign and has served the cause of Victory Loan with fidelity, energy and intelligence.

During the present campaign again the field forces of insurance offices are placed at the complete disposal of the various provincial and municipal organizations. In British Columbia this year insurance circles are well represented, and their work is enthusiastic and devoted. On the Provincial Executive Mr. F. W. Marsh, Manager of the Canada Life, is Chairman of Provincial Publicity and has entire control of all publicity arising from the provincial organization. Mr. F. W. Rounsefell, of Ceperley Rounsefell & Co., is Chairman of the Finance Committee, with Mr. J. P. Nicolls, of Macaulay & Nicolls.

The work and organization of provincial districts outside of Vancouver and Vancouver Island, is in charge of Mr. P. G. Shallcross, of Shallcross, Macaulay & Co., insurance adjusters.

On the Vancouver Island committee is Mr. Fred. M. McGregor, of the Mutual Life, who is ably assisting Mr. R. F. Taylor, Vancouver Island chairman.

In the Vancouver organization the East End and West End house canvass are respectively under the charge of Mr. C. Preston, manager of the Prudential Insurance Company, and Mr. J. T. Fahay, of the Metropolitan. These gentlemen turn over their large and competent industrial insurance organizations to the house canvas. Mr. A. Z. de Long, manager of Little & Loomis, Inc., is captain of the retail committee of the Business Sales Force, aided by Mr. Harry Howes, special agent of the Continental Insurance Company. Mr. C. A. Crysdale, manager of the Monarch Life, is taking an active part in the Office Building Committee, and Mr. Brenton S. Brown, manager of the Crown Life, is organizer for the Provincial Districts Committee of the Howe Sound district.

In narrating these few names, prominent in insurance circles, a large number are omitted. Before the campaign ends the entire membership of the Life Underwriters' Association and the Vancouver Island and Mainland Fire Underwriters' Board will participate.

UNION FIRE INSURANCE OF PARIS

The annual statement of the Union Fire Insurance Company of Paris, France, for the year 1917 has recently come to hand and reports favorable figures despite the continuance of war and the changed conditions in France. The net premium income for the year amounted to \$6,136,055, an increase of no less than \$505,679 over the previous year. The fire and general reserves fund at the end of 1917 amounted to \$5,949,000, an increase of \$410,000. These increases are similar to those experienced in 1916 over the previous year and give remarkable evidence of the great vitality of France, where this excellent old Company has its head office.

The Union of Paris, which was established in 1828, has paid in fire losses over \$105,000,000. It has confined its attention only to a purely fire insurance business. In 1911 it entered the Canadian field, and during that time has earned an excellent reputation for prompt settlements of claims and liberal treatment of its policy holders.

The head office staff of the Company has made unusual sacrifices for the cause of France. Two hundred of the staff have been called to arms, twenty-seven have been killed, seventy-one wounded and four missing. Sixty-one have been mentioned in dispatches, three have received the Military Medal and one, the Cross of the Legion of Honour. The general manager for Canada, Mr. Ferrand, has been on active service since the outbreak of war. The office is now in the capable charge of Mr. W. A. Wilson, superintendent of agencies.

LIVERPOOL & LONDON & GLOBE ELECT NEW DIRECTOR.

Announcement is made that Mr. James Carruthers has been appointed a Canadian director of the Liverpool & London & Globe Insurance Company, Limited, the other members of the Board being Mr. M. Chevalier, Sir Alexander Lacoste, Mr. Wm. Molson Macpherson and Sir Frederick Williams-Taylor, with Mr. J. Gardner Thompson, Manager; Mr. Lewis Laing, Assistant Manager, and Mr. J. D. Simpson, Deputy Assistant Manager.

VICTORY LOAN ORGANIZATION IN BRITISH COLUMBIA.

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dential Life, is organizer; the West End house, of which Mr. J. T. Fahay, of the Metropolitan Life, is organizer; and the transportation, of which Mr. L. Graham, of the Barber-Ellis, is organizer. This last committee is charged with providing sufficient cars to carry back and forth the canvassers. The work of the business sales organization is again re-divided into three sub-committees, namely, wholesale, captained by Mr. V. J. Creedon, of Creedon & Avery; the retail committee, under the captaincy of Mr. A. Z. DeLong, of Little & Loomis; and the office buildings committee, under the captaincy of Mr. F. A. Dietrich.

The industrial sales committee, under the charge of Secretary Richardson, of the Firemen's Union, as convenor, is in charge of the work of getting out as large a subscription as possible from the labor organizations and wage earners. The international community sales committee is under the convenorship of Mr. Norman Hardie, of Dodwell & Company, and is charged with the work of getting out the largest subscription possible from the Chinese, East Indians, Italians, and Japanese.

Over and around and under all this work is Mr. R. D. Dinning, Vancouver City secretary, joint manager of the Canadian Credit Men's Trust Association, who with Mr.

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