

New Companies

Federal Charters.

The Alexandra, Limited, Ottawa, \$150,000.
Purity Flour Mills, Limited, Toronto, \$100,000.
The Robert Simpson Western, Limited, Regina, \$4,000,000.
The National Co-operative Live Stock Association, Limited, Ottawa, \$100,000.
St. Maurice Paper Company, Limited, Montreal, \$10,000,000.

Ontario Charters.

The Western Canada Timber and Fuel Company, Limited, Fort Frances, \$40,000.
The Brothers of the Christian Schools of Ontario, Township of King.
Burtons, Limited, Toronto, \$40,000.
St. Julien Land Company, Limited, Toronto, \$40,000.
The Record Publishing Company, Limited, Niagara Falls, \$40,000.
The United Liquor Company, Limited, Keewatin, \$40,000.
Tomenson, Forwood & Company, Limited, Toronto, \$100,000.
The Walter Bentley Company, Limited, Niagara Falls, \$50,000.
Dumfries, Limited, Toronto, \$300,000.
The Western Machinery Company, Limited, Port Arthur, \$40,000.
Swastika Gold Mines, Limited, Toronto, \$2,000,000.
Consolidated Steel Company, Limited, Toronto, \$100,000.

Quebec Charters.

La Compagnie des Engrais Chimiques Anglo-Francaise, Limitee, Quebec, \$20,000.
General Lumber Company, Limited, Montreal, \$20,000.
The Khaki Kit Kitchen Company, Limited, Montreal, \$20,000.
Saint Lawrence Fish and Meat Company, Incorporated, Montreal, \$20,000.

LIFE INSURANCE FIGURES.

It is estimated that about one person in four of the entire population of the United States and Canada carries life insurance. Many carry more than one policy, so that the entire number of policies increase in number and in amount much more rapidly than does the population, for about two and a half million policies are added each year, and the increase in amount would double the total in less than ten years. The security of this vast business is in the assets of the companies concerned, amounting to no less than five and a quarter billions of dollars. This is a triumph of modern thrift.

LIGHTNING LOSSES.

During the quarter ending September 1st, fires by lightning caused a loss in Ohio of \$91,163. None of the buildings destroyed was rodded. There was no record of lightning striking a rodded building.

Figures given out by the Provincial Department of Agriculture show that the official estimates of the total grain crop of Manitoba for 1915 was 234,191,333 bushels. Last year's total was 139,626,753 bushels. Of this total, wheat amounted to 96,662,916 bushels, as compared with 52,491,879 bushels last year.

How Much Did This Policy Cost?

Under an Endowment payable at the end of thirty years and which matured in December last the results were as follows:

The total premiums amounting to \$876.00 were reduced by the payment of dividends to \$673.29. In addition the assured received a final dividend of \$15.85 with the amount of his policy, in all \$1015.85 or \$150.88 for each \$100.00 deposited with The Mutual of Canada. Had the assured died during the thirty years his family would have received the face value of the policy. He received back his money with interest and in addition had protection for his household for thirty years. This is a normal result under long term annual dividend Endowments in

The Mutual Life Assurance Company of Canada
WATERLOO, ONTARIO



COL. W. C. MacDONALD,
Of Confederation Life, elected Vice-President of
Canadian Life Underwriters' Association.

November Fire Losses

The losses by fire in the United States and Canada during the month of November, 1915, as compiled from the records of the New York Journal of Commerce and Commercial Bulletin, aggregated \$21,204,850, as compared with \$21,372,750 in November a year ago. The losses for the first eleven months reach a total of \$161,959,100, or slightly over fifty million dollars less than for the same months last year, when they aggregated \$212,084,200. The following table gives a comparison of the monthly losses by fire during the first eleven months of 1913, 1914 and 1915.

	1913	1914	1915
January	\$20,193,250	\$23,204,700	\$20,606,600
February	22,084,600	21,744,200	13,081,250
March	17,511,000	25,512,750	18,786,400
April	16,738,250	17,700,800	18,180,350
May	17,225,350	15,507,800	11,388,450
June	24,942,700	29,348,000	10,893,950
July	30,580,900	17,539,800	9,006,800
August	21,180,700	11,765,650	10,823,500
September	17,919,300	14,383,050	14,823,500
October	14,932,750	14,004,700	14,465,850
November	15,207,600	21,372,750	21,204,850

Total 11 m'ths \$208,596,900 \$212,084,200 \$161,959,100
December 16,126,450 23,507,150

Total for year \$224,723,350 \$235,591,350

THE CUBAN SUGAR CROP.

The Cuban 1915 sugar crop was the largest ever produced. In 1914, 176 centrals made up the crop, this year there were 188, with 12 large up-to-date mills entering on operations. All Cuba was quickened into unprecedented business activity and prosperity with the news of the great crop of 1914-15, which sold for approximately \$205,000,000. The best estimates of the amount of the present crop put it at 3,175,000 tons, which, at current prices, would make the grand total received for the crop \$250,000,000. What this means to the people of Cuba is indicated in the amount received for crops of recent years. The 1910-11 crop brought \$84,000,000; that of 1911-12 brought \$121,467,000; that of 1912-13, \$115,000,000; that of 1913-14, \$130,424,000, and that of 1914-15, \$205,000,000.

ONTARIO GOLD OUTPUT.

Returns made to the Ontario Bureau of Mines for the nine months, ending September 30, 1915, show an increase in value of gold of \$1,834,093 and a decrease in value of silver of \$2,051,760. It is pointed out that the increase in the production of gold amounts to one-third. The gold districts of northern Ontario, the report says, are fulfilling the prediction made several years ago that they would make good the loss caused by the waning of the silver mines of Cobalt. Thus, the combined value of the gold and silver output of the first nine months of the present year was only \$167,661 less than for the same portion of 1914, notwithstanding the fact that the yield of silver fell off over 20 per cent. Part of this decrease is due to the low prices which prevailed during the whole nine months, but which made a sharp recovery in November.

PRUDENTIAL TRUST COMPANY

LIMITED

WITH Influential and reliable Representatives in each Province of the Dominion and an office in 14 Cornhill, London, E. C., England, is well equipped to give attention to all Trust Company business, comprising Trustees for Bondholders, Transfer Agents, Registrars, and to act as Administrators under Wills, etc. The Company maintains Real Estate and Insurance Departments as part of its Organization. Safety Deposit Boxes.

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F. ROBERTSON, Director Merchants' Bank - Montreal
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MONTREAL

THE

Dominion Savings AND Investment Society

Capital - - - \$1,000,000.00
Reserve - - - 225,000.00

T. H. Purdom, K.C. Nathaniel Mills
President Managing Director

Dominion Savings Bldg.
LONDON, CANADA.

Forty Per Cent. Are Paupers

Amongst every 1,000 men who reach 65 there are 400 dependent on public or private charity. Of the remaining 600 most are on the border of poverty.

There is no escape from the law of averages except by early death or prudent provision for old age. The Canada Life Monthly Pension Policy is the ideal way. Payments begin at age 55 and are guaranteed for life—120 such payments guaranteed any way, and your dependents are protected in event of your untimely death.

Let us send you our attractive pamphlet describing this superior contract.

CANADA LIFE ASSURANCE COMPANY

TORONTO

HERBERT C. COX, President

THE FIRE INSURANCE BUSINESS.

The business of fire insurance is to each one engaged in it just about what he thinks it is. It is important then that all of us should be impressed with the purpose, magnitude and dignity of our vocation, and continuously defend it when slandered or unjustly assailed; to stand for its integrity against things that make for its discredit or hurt, and by our own administration to the smallest detail of our direct or indirect doing and influence, minister to its reputation for honesty and honor.—Glen Falls.

France has declared its attitude against drinking. French temperance society, The Alarm, has been reorganized on a large basis, headed by President Poincare, and including every prominent Frenchman.