A MISLEADING ANNUAL STATEMENT.

The Australian Provincial Assurance Association, Limited, in a letter addressed to THE CHRONICLE, dated 10th January, 1916, from the Company's Head Office at Sydney, Australia (in which country THE CHRONICLE, as in nearly all other parts of the world, has circulated for the past thirty-five years), and signed by the general manager, Mr. Selby Pierce Wood, made the request that we publish the Company's advertisement and at the same time write an article on the Association's results to date as set forth in its annual report. From the tone of the letter it was to be inferred that the really important matter was the "write up," and that the rest of the offer was merely made for the purpose of securing this.

As neither the Company nor its affairs, so far removed from Canada on a distant continent, were likely to interest our readers in Canada, THE CHRONICLE declined to make any reference to the institution or apportion any part of its columns to the Company's advertisement. Additional reasons for this action were supplied by the Company's literature, which is of a very bizarre type and does not inspire confidence, however impressively it may read to the uninitiated. Prominent reference is made by the Company to the fact that the Association completed ordinary branch business in its first three financial years to an amount exceeding $5,000,000, in such a way as to suggest to the unwary that the figures represent business in force. The real amount of business in force is, in fact, nowhere stated in the literature sent us by the Company, though as a criterion to the progress made by any Company, young or old, the addition made to business in force each year is essential.

THE CHRONICLE would have refrained from making this statement of facts had it not been for the appearance of what it considers an unduly eulogistic and misleading article on the Association in a monthly contemporary published in Toronto, the publication in question having evidently received a similar request to that sent THE CHRONICLE.

STATEMENT OF CANADIAN ACCIDENTS DURING JANUARY, 1916.

Trade or Industry.	Killed.	Injured.	Total
Agriculture	3	8	11
Lumbering	5	3	8
Mining	5	16	21
Railway Construction	..	1	1
Building Trades	1	8	9
Metal Trades	7	111	118
Woodworking Trades	..	8	8
Clothing	..	1	1
Textile	..	4	4
Food and Tobacco Preparation	..	4	4
Transportation:—			
Steam Railway Service	43	99	142
Electric Railway Service	1	4	5
Navigation	1	..	1
Miscellaneous	2	25	27
Public Employees	..	3	3
Miscellaneous Skilled Trades	5	14	19
Unskilled Labour	2	6	8
Total	75	315	390

So many prospects have enlisted that the outlook for the agent is not so alluring: a good time for a campaign for the insurance of women.—*Mutual Life of Canada.*

A PERTINENT INDICATION FOR AGENTS.

The effect of present conditions upon the insurance business is an interesting thing to watch. It brings out strongly the foresight and resourcefulness, or lack of these qualities, on the part of companies. Some made money last year; some did not, and find, in consequence, that economies are necessary. The more astute of the latter class effect a needed reduction in expense by judicious elimination of field and home office dead-wood and inefficiency, and at the same time press hard for more and better agents and increasing premiums through well-directed advertising. Those of less perspicacity make their first step in economy, and it is a false one, in cutting off their advertising in the trade journals which give real service. The latter is particularly true of the class of companies which spend the least for advertising in any line and regard that modicum not as the investment which any advertising is, but rather as a begrudged gratuity. Such advertising will not be much missed in any case by those insurance newspapers recognized as excellent mediums by the more progressive element. But the absence of such companies from the usual channels of publicity is an indication which agents will do well to watch. Companies whose advertising is burdensome, even in small items, to an extent that requires its withdrawal, are not ones which an agent of acumen would prefer to represent. Other companies which have studied the right use of trade advertising are consistently increasing their scope and the attractiveness of their copy, seizing the present excellent chance to profit at the expense of the less sturdy and less progressive organizations. The elimination process in insurance is rapid these days and there is no better sign o those who read the live papers in the business to show which way the wind is blowing than the presence or absence from advertising pages of company names. The first sign of company decadence is the tendency to drop out of the running in the matter of advantageous publicity reaching insurance producers.—*Weekly Underwriter.*

TORONTO LIFE UNDERWRITERS' ASSOCIATION.

The following officers and committee were elected at the annual meeting of the Life Underwriters' Association of Toronto held recently:—

Hon. President, W. A. Peace, Imperial Life; President, M. H. Bingeman, Great-West Life; Vice-Presidents, J. F. McIntyre, Sun Life; J. M. Heale, Mutual Life of Canada; J. L. Purdy, Canada Life; F. G. Hassard, Dominion Life; Hon. Secretary, J. K. Shook, on active service; Secretary, R. G. Mimms, Imperial Life; Treasurer, J. Lorne Scott, Dominion Life; Executive Committee, C. E. Barnett, Mutual Life of Canada; E. J. Harvey, North American Life; W. A. Peace, Imperial Life; Mr. Stewart, Prudential Life; G. M. Cummings, Aetna Life; S. S. Snider, Equitable Life; J. M. Grover Thyare, Travelers' Life; W. E. Nugent, Sun Life, and G. H. Junkin, Manufacturers' Life.

Sixteen branches of Canadian banks were opened during January, eleven of these being in the province of Quebec. Fourteen were closed, of which seven were in Quebec province. The total number of Canadian bank branches is now 3,261, of which 3,163 are in Canada.