

branch on the site. The lot is 64 feet by 90 feet. The increasing business of the locality insures the success of a branch bank on this desirable corner.

The Bank of Nova Scotia branch in St. John has, so our correspondent in that city tells us, followed the lead set last year by the Bank of New Brunswick, and fitted up a dining-room, in which the clerks in the office are served free a midday meal. This will probably result in the other bank agencies in St. John adopting the same plan. Reports say that the Bank of New Brunswick has found it possible to serve the clerks with a good three-course dinner for the very modest sum of 13 cents a head per day.

A dispatch from New York says that Mr. Uchida, the Japanese Consul-General, received notice on Tuesday last that a domestic loan of 100,000,000 yen (about \$49,000,000) was announced in Tokio. The bonds will bear 6 per cent. interest; are payable in seven years, and the issue price will be 90. For a loan to a nation, these terms are pretty heavy.

The Royal Trust Company, of Montreal, is empowered to act as trustee, guardian, etc., in Ontario. The order-in-council was passed in pursuance of a special Act put through the Legislature of the Province by the old Government two years ago. Under it the company was required to deposit \$200,000 as security.

The Premier of New Brunswick, Hon. L. J. Tweedie, says his Government has just received the first coal royalties ever paid into the Provincial treasury. Although the coal seam is not a large one, the quality for steam purposes is superior, and it is expected that by 1906 the output would reach from three to four hundred tons a day. The annual revenue of the Province, Hon. Mr. Tweedie declares, reaches about \$800,000, and \$300,000 comes from the public lands. This source of revenue, he explained, would increase rather than diminish, as the forests were so well protected and the laws governing the cut so strictly enforced that the supply of timber would never be exhausted. Fire, he admitted, is the most dangerous enemy.



TORONTO INSURANCE INSTITUTE.

An instructive and interesting paper was read at the last meeting of the Insurance Institute of Toronto, 28th February, 1905, on "Advertising," by Mr. J. K. McMaster, advertising manager of the Canada Life Assurance Company. Mr. McMaster's paper is one of a series which is being written on the subjects of the Syllabus of Examinations of the Institute, previous papers of the series being "Building Construction," "Sprinkler Equipment," and "Analysis of Life Assurance Accounts."

Life assurance advertising, as Mr. McMaster pointed out, is becoming one of the regular departments of a well-organized life assurance company. It affords plenty of scope for originality, tact and skill, not only in connection with the matter of an advertisement, but also in connection with the setting up of an advertisement, the literature of a company and its publications. The paper will be read with much interest by young men in our life assurance companies who are debating as to what special department of work they will prepare themselves for; it will be found valuable to the agents in the field, for it contains important suggestions as to how most effectually to place literature with intending applicants; it will prove interesting to the advertising manager of every life assurance company, because it is replete with original suggestions; and it will be helpful to the life insurance manager as indicating how best to develop a literary and advertising department.



LIFE AND ACCIDENT HAPPENINGS.

Numbers of people seem to think that while life insurance is a good thing for other people it is not necessary for them. This is playing with chance, and discounting the future in a way no man should do. The Union Mutual puts the matter well when it says:

"The ordinary man is skating on an argument of the thinnest ice when he tries to make himself believe that life insurance, while essential for others, is unnecessary for him.

His family will see the folly of such views some day if he never alters his attitude."

Judging from certain recent reports as to the position of plate-glass insurance in Germany, it would seem that the business of this branch is in anything but a flourishing condition. The reason is stated to be the ever-increasing price of glass. As is only to be expected, the rise in the price of glass has compelled most of the companies transacting this business to modify their tariffs accordingly.

On the 26th ult. there was a disastrous fire in New Orleans, La., involving a loss of something between \$4,000,000 and \$5,000,000. It raged along the water front, and wiped out the vast freight terminal of the Illinois Central, known as the Stuyvesant docks. Nearly a dozen squares of modern wharves, and freight sheds, two great grain elevators, hundreds of loads of cars, and vast quantities of freight, including 20,000 bales of cotton, were destroyed, together with a large number of small residences.

On Sunday last, says the Seaforth News, Rev. M. C. McLennan, pastor of the Kippen and Hills Green Presbyterian charges, probably better known to residents of Huron as the Liberal candidate in South Huron in the recent Provincial contest, preached his farewell sermon to these congregations. He has accepted a position in the insurance business at \$1,200 a year and expenses, and enters upon his work the 1st prox. at Owen Sound. There is abundant room in life insurance circles for advancement, and if Rev. McLennan can keep up the clip he set in the Provincial campaign it will not be many years before his feet are on the top round.

"Paderewski, the celebrated Polish pianist was once asked whether, in view of his complete mastery of the keys, he found it necessary to practise every day. With a smile he replied that if he left off practising for one day, the next time he played he would notice it; if he left off two days, his manager would notice it, and if he left off three days the public would notice it. Now, it is exactly the same with an agent's work. If he lets one day go by without producing its application, he will notice it himself; if he lets two days go by, his superintendent will begin to notice it, while if he lets three successive days go by, the home office will notice it. The only way to keep in perfect touch and tune is to do the regular drill every day."—Prudential Weekly Record.



ANSWERS TO ENQUIRERS.

H. McL.—Nonsense: that would be equivalent to saying, as the Irish secretary of committee did: "The monthly meetings will be held quarterly, instead of half-yearly, as before." Your association must not stultify itself by any such crab-like order of progress. There are some Ontario members, and certain other would-be members, who would go as far as Montreal if you gave them encouragement.

G. B., Peterboro.—Apply to the Ontario Department of Agriculture. They will have the figures.

Dalesman, Kingston.—The quantity of Portland cement imported into Canada last year (fiscal year ended with June) was 2,379,962 cwts., valued at \$965,526. Of this, \$178,217 worth came from Great Britain, \$154,580 from Belgium, \$98,435 from Germany, \$22,934 from Japan, and \$510,718 from the United States, and \$640 worth from France.



ILLUSTRATED LECTURE ON CONFLAGRATIONS.

We observe that the officers and members of the Insurance Institute of Toronto invite the general public to an open meeting to be held in St. George's Hall, on Monday, March 13th, at 7.45 p.m. The occasion will be an illustrated lecture by J. B. Laidlaw, Esq., entitled: "Lessons to be Learned from Conflagrations." In addition to a large number of stereopticon slides, a striking series of conflagration views will be shown by cinematograph. The subject will be of interest and value to all business men and property-holders, as well as those more directly in insurance circles. Ladies will be welcome at this open meeting of the Institute. The occasion is one of unusual interest, and we hope to see a good audience present, for unquestionably we need arousing on the subject of the hazards of conflagration.