ADEQUATE RATES IN FIRE INSURANCE NECESSARY.

A well managed fire insurance company will accumulate invested assets amounting to several times its capital and surplus, the income from which will provide for dividends and fluctuations in losses. If the rates charged are materially less than the average or the selection of risks is poor, the company will soon join the mortality list if it does not reform, and the agents will be looking for connections that offer more prespect of permanency, remarks the Insurance Intelligencer, in discussing the subject of cut-rate insurance.

To successfully write insurance at less than customary rates the company must resort to such a rigid selection of risks in a given classification that the volume handled will be very small and consequently unsatisfactory to the managers, or the expenses must be reduced in some way—the point of attack here is apt to be the agents' compensation.

The agent should ask himself whether there is any profit in the long run in representing a company whose methods are such that they cannot be continued, and whether his policyholders are apt to be as well satisfied with the service rendered by a company which is losing money as compared with that furnished by institutions on a sounder footing.

In the final analysis a given amount of money will buy a stated amount of insurance or so many eggs. It the price is materially cut without a saving in cost of distribution, both the insurance and the eggs will probably in the end be found to be really worth not more than the amount paid for them.

ROLL OF HONOUR.

By the death of Second-Lieutenant A. C. H. Field, Mr. and Mrs. Arthur H. Field, of Knockholt, Southwood Road, New Eltham, have been deprived of their only son. Whilst taking part in his first engagement on April 4-5 he received wounds which proved fatal. Second-Lieutenant Field, who was a member of the staff of the Phœnix Assurance Company, Limited, was one of those who had realised their duty to their country before the war, as for some years he was a member of the West Kent Yeomanry. He was called up with his regiment the day after war was declared, and on January 28, 1915, he received a commission in the Royal Fusiliers. He left for foreign service on January 3rd of this year, being attached to the South Wales Borderers, and acting as signalling officer to the battalion. He was 26 years of age.—*Finance Chronicle.*

WHY PAYS?

The London & Lancashire Fire Insurance Company has just got out a new folder under the heading of "Who Pays?"—the fire loss. The answer is, of course, that every man, woman and child in Canada pays, in indirect and possibly never-appreciated taxation on everything that is purchased. A series of "Don'ts" ends with the excellent advice "Do not merely be careful, but rather never be careless." The folder is decorated with a stirring representation of the burning of the Ottawa parliament buildings. It should do good work.

THE MUTUAL OF CANADA AND THE WAR.

Like every other truly Canadian and Imperial institution The Mutual Life has made a generous contribution to the war both in money and in men. The war has cost the Company as a whole many of its most efficient agents and Head Office employees not to mention the loss of numberless prospects and the consequent curtailment of business suffered in common with sister companies.

The war has meant in addition to this a great deal of personal sacrifice on the part of those most intimately associated with the management of the institution. Our President, Mr. E. P. Clement, has given a son and a nephew to the army; the Vice-President, Mr. F. C. Bruce, of Hamilton, a son; the Second Vice-President, Mr. J. K. Fisken, of Toronto, two sons; Mr. L. J. Breithaupt, one of our directors, a son and son-in-law, while Mr. Hume Cronyn, another member of the board, has two sons in the aviation corps.

Two of the Company's directors have made the ultimate sacrifice, Mr. George Pattinson, of Preston, having lost by death a son in the battle of Givenchy, and sadder still to tell, Sir Montagu Allan who has two sons in the service, lost two beautiful and accomplished daughters in the sinking of the "Lusitania."

These facts show what a heavy burden the war has been to a comparatively small group of men, and while not claiming any special virtue in the bearing of this burden we may fairly claim that Canada's only Mutual has been truly Canadian and truly Imperial in its attitude toward the war and has borne its share of responsibility, of anxiety and of irreparable loss.—*Mutual of Canada's Agents' Journal.*

MORE STATE INSURANCE PRACTICE.

The New York State Compensation Fund has lately been boasting about its dividends to policyholders of $347,541.45 for eighteen months. But during this period the Fund received an expense subsidy from the State, in other words, the tax-payers at large, amounting to $273,785.88. So that approximately 80 per cent. of these so-called dividends were in effect, merely a forced transfer of cash from the pockets of the tax-payers at large to those of the few favored individuals insured in the State Fund. Vice-President J. Scofield Rowe, of the Aetna Life, in calling attention to those facts, suggests that the Fund should repay to the general body of tax-payers the amount of its subsidy for expenses before declaring any dividends. But if that were done, where would the State Fund's pæans of triumph be?

PLATE GLASS GOING UP.

American plate glass underwriters are reported as being given considerable worry by the plate glass situation. The market price of glass has risen to such an extent that in some parts of the country the companies will now have to pay 50 per cent. more for replacement than they would have had to pay prior to December 31st, 1915. And the limit has not yet been reached.

Bonds with coupons attached are now being issued in exchange for the Canadian War Loan certificates issued at the time of subscription. The exchange can be made through any of the chartered banks.