Only One-Sixth of Insurable Popula-

tion of 3,000,000 is

Protected

PREVENTION OF DISEASE

surance-Teaching the Public to Save.

Canadians Under-insured.

ely advice of the life insurance examiner.

Campanies Have Many Opportunities Says Canada Life President in Discussing Economics of In-

omics of life insurance" formed the sub-

IES OF LAND ERS GOING TO B.C.

L. XXIX. No. 277

British Colu British Columbia has a vast tys splendid climatic condi-en practically closed to set-transportation facilities, but he main line of the Grand trough to Prince Rupert, is rom experienced cultivators, ssibilities of this new diessibilities of this new dis-

c Railway, while it has not nd for sale, has just issued of information for intending ng the natural resources of eals with the Coast district vell as the central interior d Valley Lands." nd Trunk agents.

BANK CLEARINGS. learings through the banks

United States, according to st week \$2,640,792,891, a decompared with the \$3,121,last year and of 12.3 per the corresponding week in 8,010,209,331.

ent exhibit is largely accent.. respectively, appear, able increase in stock mar-

improvement in business, reflected by the increasing t many cities outside New en centers included in this only 9.6 per cent. smaller only 9.6 per cent. smaller year and 6.3 per cent. less week two years ago. t a number of points, and d and New Orleans report

are far more than offset inges for the year to date ears:

\$479,169,000 \$463,881.000 507,830.000 542,454.000 545,120,000 548.253.009

PER IMPROVES e are slight indications of are slight indications of time of commercial paper, rn of the money paid out to the first of the month, in their attitude of only al. Rates continue at 31/2

ng at 2 to 212 per cent., maturity. But offerings et, in spite of the great anding, as shown by the ompanies.

AL TO-DAY. lay, fair and mild. covering the lower lake ntario, which is now ex-

erally fine, and for the

E DOUBLED.

The trade balance in e week ended Saturda with Detroit estimated for the preceding week epartment of Commerce to the public, estimated entire month of March

market opened steady. p 9; Oct. 10.50, up 8.

PACIFIC

XCURSIONS.

nd Int. Stations onths.

Train Leaving 9.45 p.m

UNK RAILWAY
SYSTEM

EXPOSITION. Until Nov. 30th.

St., Cor. St. Francols-vier-Phone Main 6905.

" Uptown 1187 Penium income for the year (or re-invested assets) a IIPS.

. Apr. 19th

eerage Branch, 23 St. cy, 530 St. Catherine

LINES

OF NAVIGATION ROM

.S., to Liverpool; London; and

ently employed in

NDINAVIAN, Etc.

d Class & "Cabin"

g and all further in-he Allan Line, Uptowa Montreal; or

General Agents

- 4 Youville Square

Glasgow.

ERVICE

iverpool:-

mey can be turned into capital it must be gathered vice which life insurance is rendering to the coun-Canada needs capital, and the very best method Curing it under present conditions is to apply the rifty teachings of life insurance.

BANKERS WILL CONVENE.

New York State Bankers' Association has fixed ates of its annual meeting, to be held at Saratoga, June 24 and 25,

FRED W. G. JOHNSON INSURANCE AND REAL ESTATE B11 Board of Trade Building once; - Main 7682; Up. 1320 Your patronage solicited

CANADIAN PEOPLE Mugh under Insured ASSESSMENT INSURANCE PROVEN COLOSSAL FAILURE

Not Based Upon Facts and Disregards Increasing Death Risk—Variety of One Year Term System.

"Assessment life insurance has proven a colossal failure," says the agents' bulletin of the Mutual Life Assurance Company of Canada, "because it was not based upon facts. Institutions built upon false prembased upon races. Institutions while and. A society grows old; its claims consequently increase in number. Assessments gradually become prohibitive. Members drop out who are insurable in other institutions, while members remain who are too old or too weakly to secure insurance. The society's revenue soon becomes insufficient to meet claims and the order dies, because the rates have been so inadequate that there is no rethe reconomics of instances and the same serve. The only safe basis to build upon is laid in of a recent of the Canada Life Assurance Co., the experience of past years.

cox, president of the control men at the Toronto "The assessment system disregards the fact that each year a man advances in life the risk of death in-Edn. C. A. He reviewed the position of the business is a canada, emphasizing particularly the fact that the creases. If he paid for his insurance year by year, as the possibilities of improving health by means of risk of death during the next twelve months, the annual premium would constantly increase until it would become in old age prohibitive. Now, the levent is one great truth, and that is the economic value of the State of the lives of its citizens. Of the other candidation of Canada, according to the latest fore, the amount is too great in earlier years and too.

President, Canada Life Assurance Co., who says each payment being just enough to provide for the insurable population of Canada is protected.

President, Canada Life Assurance Co., who says each payment being just enough to provide for the insurable population of Canada is protected.

DODON FIRE COMPANES

CONTRIBUTIONS TO ARIGADE** is the state of the characteristics. Of the state of the

insurance, which is an impossible system in practice, inasmuch as the heavy premiums become payable precisely at the time when the ability to earn them fails. Sent occasion, the total being £1.140.552.050. of \$1,000,000,000.

"At present we have in force a little over \$1,000,.

By paying the level premium the assured provides a once for to-day and to-morrow. By adopting the as 900,000 of hie insurance, out as the average policy outer for to-day and to-morrow. By adopting the a is for \$2,000,00, the number of our people insured sessment method the assured tides over to-day, b for E.000.000 the indicate the second of the breakers booming on the molicy were \$1,000,00; and the proportion of our inmable population actually insured therefore narrows huge assessment societies have dashed themselves t

Iowa soon will see the end of the asses "That the people of Canada are under-insured, howance business which once flourished in the state. The r; is obvious; but there is a business reason why is own life. Business demands that he shall protest his creditors against the misfortunes of firetest his creditors against the misfortunes of firetest his creditors. The misfortunes of firetest his creditors against the misfortunes of firetest his creditors against the misfortunes of firetest his creditors against the misfortunes of firetest his creditors. The misfortunes of firetest his creditors against the misfortunes of firetest his creditors against the misfortunes of firetest his creditors. The misfortunes of firetest his creditors against the misfortunes of firetest his creditors against the misfortunes of firetest his creditors. the mortgage on his property or stock of goods plan. Insurance Comm. oner English ann ands such protection. Unfortunately a man's that he has issued a certificate to the reorganized -usually his wife and children-cannot ex. Concern, which now is reincorporated as a stock comthe same force or make their demands equally in-

the same force or make their demands equally indated, and their claims are in consequence ignored."

The interesting to note," it goes on, "the slow but
sure disappearance of assessment insurance compandable health, Mr. Cox stated that in Canada, life inlies in lowa. When the Merchants' Life of Burlington
was overniged forth. ce in the ordinary pursuit of its vocation, has was organized forty-one assessment companies were th year had many thousands of citizens examined doing business in the state. Its passing marks the physicians to ascertain their fitness for insurance.

The disease preventive measures adopted by people rough these examinations must have a very importate bearing on the general health. The properties of dollars of insurance in force. They were all right in the properties of the p until the season of the general health. The continued hemselves to be in perfect physical condition have been found to be impaired in health, and their lease of life has been extended by the assessment plan.

of life has been extended by the appropriate and "Some companies have invited their policyholders SIX APARTMENTS GUTTED IN accept the services of the regular examiners, tree charge, for an annual examination large, for an annual examination, so that incipi-ST. ANTOINE STREET BLAZE mt disease may be checked, but the general and undse course pursued by the majority in not consult-

ing a physician until disease manifests itself, stands Six families were driven from their homes last ever in the way of a wide acceptance and adoption of this ing by a fire which broke out shortly after seven o'clock in the apartment of J. C. Sadler, at 586 St. Anowever, is doing other service for toine street, just west of Atwater avenue. The fire has gained much notoriety since he assumed office

depend more largely upon own resources to Sadler at 586, Mrs. M. McEniry at 588, and John Har- of justifying rates.

annually for spirituous liquor and about ten mil-

am amounting to over \$60,000.000. This was used for permanent construction work in this country— DECREASE IN

high the purchase of municipal bonds, erection of

BUSINESS IN MARITIME

PROVINCES FAIRLY GOOD. St. John. N.B., April 6.—St. John retail business that Senator Stephen B. Fleming, the expert investitis share. It is not possible to estimate exactly riotic and other funds and special Easter collections affairs. It is thought that some definite plan will be wholesale men say that their

At the annual meeting of the Canadian Consolidated Rubber Company at noon to-day it is expected that Mr. D. Lorne McGibbon, who is retiring from the presidency, will be succeeded in that position by the vice-president, Mr. J. H. McKechnie.

Harrisburg, Pa., April 6.-Railroad committee of the house reported out with a favorable recommendation the bill to repeal the so-called extra crew law.



pushed men and women—mostly men. Considered in gensel men and women—mostly men. Considered to men and women—mostly men. Considered to men and women—mostly men. Considered to mount and women—mostly men. Considered to mount in gensel men and women—mostly men. Considered to mount in the carrier year is asset aside to provide for those years when the annual istrative County of London. The contributions due by the companies, and based thereon, will be at the rate mount of the premium. Thus assessment insurance is, for the mount of the premium in strative County of London. The contributions due by the companies, and based thereon, will be at the rate mount and women—money and based thereon, will be at the rate mount and women—money and based thereon, will be at the rate mount and women—money and based thereon, will be at the rate of £35 per million toward the up-keep of the London Metropolitan Fire Brigade in 1915. The amount of property covered last year totalled £1,132,491,417, so that the premium in ance in force of prominent fire offices in the administrative County of London. The contributions due by the companies, and based thereon, will be at the rate of £450,000 and which in the

ls. sent occasion, the total being £1.140.652.0	50
at Atlas	(00 = 10 1=
s- Alliance	. 1 29,146,83
ut Br. Equitable	182.006,46
ne British Law	2.386.11
of Caledonian	16.216.12
o Century	. 6.250,12
Commercial Union	1.071,04
- Ecclesiastical	78.521.845
e Employers' Liability	6.160,987
Essex & Suf. Equitable	2.614,882
e Excess	3.786,927
e Farmers	
Fine Art & General	200
S Gen. Accident	17,227,216
Gresham	4.264,267
Guardian	1.661,193
Law Accident	30.468,86.
Law Accident	2,419,206
Law Fire	71,304,441
L. & L. & G.	47,427,716
Law Union & Rock	26,140,989
London Assurance	28,032,792
London & Lancashire	37,774,222
N. British & Mercantile	45,637,339
Northern	18,009,884
Norwich Union	41,938,618
Ocean Accident & Guarantee	7.599,656
Phoenix	67,244,287
Reyal	71,811,507
Royal Exchange	39,203,169
Scot, Union & National	11,544,495
State	3.392.708
Sun 1	16,242,175
Union	32,409,741
	1,145,600
1 OFKShire	14,250,245
	33,869,739

CHARGES COMPANY WITH ARSON.

Superintendent of Insurance Potts of Ilinois, who "Life insurance, however, is doing other service for toine street, just west of Atwater avenue. The fire between the sate was usual, 'pending the alterations in Europe.' It is not kely that the money chests of Europe will open as reby to us for our borrowings as in the past. It is robable that at least for the present we shall have been depend more largely upon our own resources to scale at 586. Mrs. M. McEniry at 588, and John Har- of justifying rates.

Jaged more largery upon our own
lance our greater undertakings.

We are saving more money than usual in Canthurst device from the rooms by a dense smoke which
may of ten thousand life insurance agents who are
by in and day out energetically and with personal
spin and day out energetically and with personal
mint and the protection of Canadian anomes through
lift and the protection of Canadian anomes and the fl PAYING CANADIAN SOLDIERS.

Lieut.-Col. Carson, of this city, has thoroughly reorganized the Canadian Pay and Records Offices in London, Eng.

great body of their policyholders, decided not to encourage proposals for new assurances on the lives of those proceeding to the front. Among these was the Equity and Law Life Assurance Society, whose meeting was held recently and the line taken by the meeting was held recently and the line taken by the Main 7850.

APARTMENTS TO LET.

"THE RIGI." 271 Prince Arthua street west. There has a rea few vacancles in this desirable apartment house. Fireproof, all modern conveniences, balconies. Apply Janlior; phone Up. 321, or R. P. Adams, Main 7850. The various departments have been brought into directors conduced to a rather substantial falling-off The past six months have given positive evidence the stability, the solvency, and the fluidity of life co-ordination and an expert system of auditing and in new business. As it was, the society had to therance companies and of their influence upon the handling accounts has been introduced.

There are now 132 clerks engaged in the office.

There are now 132 clerks engaged in the office.

There are now 132 clerks engaged in the office.

The sub Pay and Records Office at Shorncliffe under the direction of Lieut.-Col. Frank Reid has also been established on similar lines. 237 gross was in respect of lives killed in action, and the statement in the report that, apart from war claims, the mortality was favorable tells its own tale

HAS HUNDRED MILLION IN SCOOL

HAS HUNDRED MILLION IN FORCE.

The Bankers' Life Company of Des Moines has The Pestal Life Insurance Co., which employs no agents, shows for the fourth consecutive year a loss in addition to a total sum of approxi
Talls was in addition to a total sum of approxi
Table was in addition to a total sum of approxi
The Pestal Life Insurance Co., which employs no agents, shows for the fourth consecutive year a loss in any surplus and fed is believed to be a new record for the amount of legal reserve insurance in force. This big total has been written in three years and three months or at the rate of better than \$30,000,000 a year, which is believed to be a new record for the amount of year. DECREASE IN ITS BUSINESS. reached and passed the \$100,000,000 mark in the the was in addition to a total sum of approxididy \$256,000,000 of life insurance assets, the acmulated savings of many years, collected in minute
must be scened time a decrease in business written. The
mulated savings of many years, collected in minute
must be scened time a decrease in business written. The
mulated savings of many years, collected in minute
from \$62,109,000 in 1916 to \$44,267,000 and
the second time a decrease in business written. The
business written by any legal reserve company in the
first three years of its history. With a record of over
liquidators; established 1864. Clarkson, Gordon &
Dilworth, chartered accountants, Torontomay earlier with a record of over
liquidators; established 1864. Clarkson, Gordon &
Dilworth, chartered accountants, Torontothe new business only \$2,575,000.

BUSINESS CHANCES WANTED.

ADVERTISER, WHO IS A THOROUGHLY PRACADVERTISER, WHO IS A

FAVORABLE RUMELY REPORT.

Introductions is to apply the Introduction of so many demands on people's generosity for pathis share. It is not constitute in Canada has The state of the s

EARNINGS UNDER INSURANCE.

The Leeds (England) Insurance Committee has prepared a report of the earnings of Leeds doctors under
the health-insurance act. The panel consists of 183
share in profits; 27 opportunities; particulars free,
Mutual Opportunities Exchange, Buffalo, N.Y. physicians and their earnings under the act are estiphysicians and their earnings under the act are esti-mated at £50,000 (\$291,990), an average annual in-for sale. G. T. Crow, Prairie Siding, Ont. come of approximately £320 (\$1,557.)

FORMER RUSSIAN AMBASSADOR DEAD. dation the bill to repeal the so-called extra crew law.

The committee decided to let the measure be debated on the floor of the House, and it was placed on the calendar.

Boston, Mass., April 6.—Curtis Guild, thrice governor of Massachusetts, and recently ambassador to Russia, died to-day of pneumonia at his home in Back Bay. He was 55 years of age.

St. west.

CORRUGATED GALVANIZED IRON SOLD DIRECT to consumers by the manufacturers: write for catalogue and prices. W. E. Dillon Co., Limited, 183 erican plan. Phone or write for particulars, G. E. Wesel.

CORRUGATED GALVANIZED IRON SOLD DIRECT to consumers by the manufacturers: write for catalogue and prices. W. E. Dillon Co., Limited, 183 erican plan. Phone or write for particulars, G. E. Wesel.

FRAUDULENT CLAIM IN EARLY STAGES IS NOT PUNISHABLE

Appeal Court Decides There is no Crime Until Com pany is Approached-Law Union and Rock's Valuation Report.

London, March 24.— Another quinquennial valua tion report was submitted during the week—that of the Law Union and Rock Insurance Company—and. no doubt, participating policyholders were well sat isfled with the results, which enabled a compound bonus of 30s, per cent, per annum to be declared after a stringent valuation of liabilities and assets had been made. As regards the latter, the directors had two alternatives—viz., to take the prices as at the latter of the prices are also assets that the prices are also assets that the prices are also assets that the prices are also assets as the prices are also as December 31, 1913, as suggested by the Board Trade, or to value on the prices as at December 31.

1914, and they decided that it was essential that the more stringent basis of valuation should be adopted in order to accertain the transfer of the second of t in order to ascertain the true position.

President, Canada Life Assurance Co., who says able to demonstrate its strength in convincing fash ion, and is not likely to create dissatisfaction minds of any of its supporters by having made safety the first consideration.

Bad intentions are not, apparently, punishable at

CONTRIBUTIONS TO BRIGADE

Bay intentions are not, apparently, punishable at law, even when you own that you mean to work a swindle. The jeweller who burgled his own jewell—admittedly with a design of obtaining insurance money—and got six months must have been pleasured by the design of the control of the

746.833 sion all the early stages of a fraudulent claim may 1906.483 be ventured upon, so long as application is not made twelve and sixteen years has led the Metropolitan Life Insurance Company, through the American Social $^{216.125}$ cover the little scheme there can be no calim. σ^{c} course; but the potential swindler gets off scot best pamphlet touching this problem.

RISKED \$2,000,000 ON LIVES OF CANADIAN OVERSEAS TROOPS

The total amount of insurance written by three The total amount of insurance written by the Actual Life on Canadian troops since the beginning of the war is \$2,000,000. The policies on the 1,100 Toronto members of Toronto's contribution to the land the war and the war recently obtained by the contribution to the land t that city, are twenty-year endowments, and were 40,989
32,792
74,222
and in the event of the death of an insured soldier will see that the beneficiary gets the amount of the policy. The Aetna Life intends to continue to write insurance of the lives of individual soldiers, but will not write any more group insurance on Canadian

WOOD AND COAL SHEDS BURNED. A fire at 12.35 this morning caused considerable

excitement in the west end of the city when the wooden sheds of the wood and coal yard of Paul 600 Fortin, 688 Atwater Avenue, were destroyed.

PERSONALS

Mr. J. W. Stewart is at the Windsor.

Mr. Gordon Cushing is at Atlantic City.

J. R. Hynes, of Toronto, is at the Wnidsor

Mr. J. Blais, of Ottawa, is at the Place Viger.

Mr. W. A. Cates, of Toronto, is at the Windsor. Mr. W. Power, of Quebec, is at the Place Viger.

Dr. A. Morisset, of Quebec, is at the Place Viger.

Mr. J. P. Turgeon, of Quebec, is at the Place Viger,

Senator Thorne, of St. John, is at the Ritz-Carlton Mr. A. D. McKay, of Winnipeg, is at the Wind-

Mr. W. D. Baillarge, of Quebec, is at the Ritz-Carl-

Mr. Walker Shaw left to-day for a visit to New

Captain H. P. Wright, of Ottawa, is at the Ritz-

The following were introduced on 'Change yesteray at the Board of Trade: C. R. Hunt, London, Ont., by P. G. Brockington; E. Beatty, New York, by A. G. Thomson; J. M. Riddell, Portland, Me., by N. C. Wight, R. J. Throsbie, Chicago, by W. H. Smith; I. M. Stephen, Kingston, by C. B. Esdaile; H. W. Nel-Kingston, by C. B. Esdaile; C. Tilt, Winnipeg, by T. H. Reeves

METROPOLITAN OFFERS PRIZE.

The need of hygienic education of children between Hygienic Association, to offer a prize of \$1,000 for the loses July 31, 1915, places the word-length at 3,500 and stipulates that manuscripts bearing pen names, should be mailed to The American Social Hygiene Association, Inc. 105 West 40th street.

SIR WILLIAM PRICE RESIGNS.

Sir William Price has resigned as president of the Quebec Harbor Commission and announces that he is

BROWN: On Sunday April 4th, 1915, at 43 Bellevue Apartments, Wm. Footer Brown, in his 68th year, Funeral from his son's residence, 10 Windsor Ave-nue, Westmount, on Tuesday, 6th inst., at 2.30 p.m. CHAPLIN: On April 5th, 1915, infant son of Mr. and Mrs. F. L. M. Chaplin, 650 Belmont Avenue, West-

Mrs. F. L. M. Chaplin, 650 Belmont Avenue, Westmount. Funeral private.
LOW—Alt be Western Hospital, Montreal, on Easter Sunday, April 4th, 1915, Captain John Low, of 270 Oxford Avenue, Notre Dume de Grace, late Captain H. M. 15th York Fast Riding Regiment and 74th Highlanders, Funeral from St. George's Church on Tuesday, April 6th, at 10 am. Please of Howers, RAMSAY On April 5th, 1915, at the residence of her son-in-law, J. H. Wadsworth, 447 Mount Pleasant Avenue, Westmount, Jessie McKay, wife of the late Solomon Ramsay, of St. Johns, P.Q., in her eighty-second year. Funeral private.

CLASSIFIED ADVERTISEMENTS

ic. Per Werd for Each Subsequent Insertion

****** AGENT WANTED.

ies. Apply Janitor; phone Up 521, or R. P. Adams, Main 7650.

ROOMS TO LET.

590 SHERBROOKE WEST, Ritz-Carlton Block Single and double rooms, suites, First-class board

ADVERTISER, WHO IS A THOROUGHLY PRAC-tical man, would like to meet party or parties with some money to invest in a small woollen mill. Ad-dress Box 441, Journal of Commerce.

EGERTON R. CASE, Registered Patent Solicitor Temple Bidg., Corner Bay and Richmond Sts., Tor-onto. Offices: Ottawa, Washington, Booklet or

SOLDIERS' SWAGGER STICKS AND CAVALRY and artillery whips; large stocks and all made-in-Canada goods retail. The Alligator, St. Catherine St. West.

SHORTS AND FEED SACKS-In good order; also

FHE REV. M. O. SMITH, M.A., Instructor in the Languages and Mathematics, No. 544 Sherbrooke St. West. Formerly at No. 78 McGill College Ave-nue. Tel. Uptown 3306.

IF MISS MARY ALICE DAVY, now or formerly of St. Hubert Street, Montreal, will call on Ross & Angers, Solicitors, 129 St. James Street, she will hear of something to her advantage.

SITUATIONS WANTED.

SITUATION WANTED AS MILLER— Any wheat, and system, any capacity. Box 127 Journal of Com-

SITUATION WANTED AS CHIEF by railroad detective; age 50; expert claims adjuster; 10 years' experience; give me a trial; my railroad experience is a very valuable asset. Box 53 Journal of Commerce.

WANTED—POSITION AS TINSMITH and plumber or assistant salesman and plumber; good reference. Box 71 Journal of Commerce.

YOUNG MAN REQUIRES SITUATION—Bookkeeper stenographer, references. Box 44, Journal of Commerce.

TYPEWRITER REPAIRS.

AGENTS FOR AMERICAN OLIVER TYPEWRIT-ers, Expert repairs on all makes. American Machin-ists, Limited, 324 Craig West. Main 1615. TUNGSTEN LAMPS.

EVERYTHING ELECTRICAL FOR LIGHTING, heating and wiring. Phone for quick service. Star Electrical Co., 803 St. Catherine West. Up. 1375.

REST, RECREATION AND SOLID COMFORT—
These are the attractions of Gray Rocks Inn. These strenuous times, business men and their families can the families can be seen as the seen and their families can the seen and the seen and their families can the seen and the s



their families can live at the Inn with every home comfort at less cost than they can at home. This time of year the place is ideal;

