

EQUITABLE

Q Mutual in Principal and Practice **Q**
U Impregnable in Strength **U**
I Enterprising, Conservative Management **I**
T Comprehensive, Adaptable Policies **T**
A Low Mortality Rate **A**
B Prompt Payment of Death Claims **B**
L Efficient Service to Policyholders **L**
E Training and Education for Agents **E**
S A satisfied constituency gained by Fifty-eight years of public service. **S**
These are some of the advantages enjoyed by representatives of
THE EQUITABLE LIFE ASSURANCE SOCIETY
OF THE UNITED STATES
 For agency openings address:
W. E. Taylor, Second Vice-President

EQUITABLE

ENLISTED UNDER AN ASSUMED NAME.

The settlement of the first actual war claim paid by one of the New York Life Insurance companies, created some difficulties. It transpired that the insured who lived in Cleveland, joined the Regular U. S. Army, and being anxious to see active service in the field as quickly as possible, he deserted and enlisted under an assumed name in a Canadian regiment. He subsequently died in England from wounds received in battle. Fortunately he had confided to a chum, the full story, and also his real name, and from that source and also, we understand, largely from the very obliging co-operation of the Canadian War Office, the company was able to connect the dead soldier with the man it had insured.

We believe when the war is over, a very interesting record might be compiled, setting forth the unusual cases, that came before the life insurance companies.

WESTERN CANADA FIRE UNDERWRITERS' ASSOCIATION.

The annual meeting of the Western Canada F. U. A. was held in Montreal on the 11th and 12th instants, Mr. T. H. Hall presiding. There was a large attendance of members from the West in addition to the members present from Toronto and Montreal. Some important business connected with the Association was discussed. Those present were: J. Holroyde, Commercial

Union; C. F. Codere, St. Paul; C. E. Sanders, Atlas; W. E. Fudger, Ocean; J. R. Stewart, Aetna; J. H. Curtin, Canada National; H. M. Lambert, Guardian; J. E. Moberly, Northern; Geo. Bell, National of Hartford; Lyman Root, Sun; J. E. Hounsoin, London Guarantee; John Pickering, Royal; F. W. Pace, Yorkshire; P. M. Wickham, Yorkshire; A. R. Pringle, Western; E. M. Foote, Scottish Union; W. A. Wilson, Union of Paris; T. Bruce, Niagara; J. W. Tatley, Phenix of Hartford; J. W. Green, Pacific Coast; A. W. Blake, London & Lancashire; F. W. Jeuness, Rochester Und.; F. W. Bryers, British America; James Wyper, Hartford Fire; J. W. Binnie, Globe & Rutgers; T. D. Richardson, New York Underwriters; J. G. Borthwick, Caledonian; G. S. Minty, Union of Canton; Harold Hampson, North America; W. P. Kennedy, London Assurance; John Jenkins, Employers; A. H. C. Carson, London Mutual; G. C. Johnson, British Crown; T. D. Belfield, Alliance of London; J. Gardner Thompson, Liverpool & Lon. & Globe; Alfred Wright, London & Lancashire; T. H. Hall, General of Perth; J. E. Wilson, St. Lawrence Und.; T. Meunier, British Colonial; E. Garrow, British America; A. Barry, Royal Exchange; T. F. Dobbin, British America; T. L. Morrisey, Union of England; J. B. Laidlaw, Norwich Union; F. W. Underdown, Home; and H. S. Angus, Eagle, Star and British Dominions.

CANADIAN FIRE RECORD.

(Specially Compiled by The Chronicle).

Fire at St. Catharines, Ont.—On the 4th instant a fire broke out in the pulpwood piles of the Ontario Paper Mills, St. Catharines, Ont. The loss is stated to be about \$150,000, insured in New England Mutuals. The property is owned by the Chicago Tribune.

Fire at St. Johns, P.Q.—On the 4th instant a fire broke out in the stables and storehouse of Mr. H. Claprood, grocer, St. Johns, P.Q. Loss about \$10,000.

Fire at Millington, P.Q.—On the 5th instant a fire destroyed the dwelling house, mill and barn of Mrs. Patch, Millington, P.Q. Loss about \$6,000.

Fire at Halifax, N.S.—On the 7th instant a fire destroyed the machine shop at the dockyards, Halifax, N.S., and several smaller buildings adjoining. Loss about \$10,000.

Fire at Winnipeg, Man.—On the 8th instant a fire destroyed The Telegram building, Winnipeg, Man., entailing a loss of about \$100,000. The insurance loss is stated to be 75 per cent. of insurance carried.

Fire at Euphrasia, Ont.—On the 8th instant a fire destroyed the dwelling house of Richard Lyons, Euphrasia Township, in the remote part of Grey County. Five lives were lost by the fire.

AMERICAN CENTRAL OF ST. LOUIS

Messrs. Foss & Smith, Winnipeg, have been appointed Canadian General Agents for the American Central Insurance Company of St. Louis. Mr. W. P. Foss, of this firm, is well known as the Company's superintendent for Canadian business for the past ten years.