

The Chronicle

Insurance & Finance.

R. WILSON-SMITH.

Proprietor.

ESTABLISHED JANUARY, 18

PUBLISHED EVERY FRIDAY

VOL. XXVI. No. 10.

MONTREAL, FRIDAY, MARCH 9, 1906

SINGLE COPY, 10c
ANNUAL SUBSCRIPTION \$2.00

Books not Open to Policy-holders.

The Appellate Division of the Supreme Court in New York has decided that certain petitioners, policy-holders in the New York Life Insurance Company, had no right to have access to the company's books. This settles a long standing case.

Chronicles Wrongly Numbered.

By an unfortunate printer's error THE CHRONICLE for October 27, and that for November 3, 1905, are each numbered "44," instead of the former being No. 43, and the other No. 44. A glance at the date in each case would show that this error had been committed. Those of our subscribers who have the journal bound would do well to change the number on the October 27 issue to 43 before handing the file for the year to the binder.

Restriction on New Business.

The New York Investigation Committee recommends that the restriction placed on the new business to be acquired by the life insurance companies be as follows:

- Total insurance less than \$50,000,000 no limit.
- Total insurance between \$50,000,000 and \$100,000,000, 30 p.c. thereof.
- Total insurance between \$100,000,000 and \$300,000,000, 25 p.c. thereof.
- Total insurance between \$300,000,000 and \$600,000,000, 20 p.c. thereof.
- Total insurance between \$600,000,000 and \$1,000,000,000 15 p.c. thereof, and in no event shall a company's new business exceed \$150,000,000 annually.

What course would a company take if its maximum were reached say in August? The Surveyor remarks, "we suppose it would have to stop and compel its agents to remain idle the balance of the year, whether they were under contract or not. Good agents could not be secured and maintained by certain companies under such conditions. The arbitrary divisions of percentage of amounts of new

business that could be written would produce peculiar results; for instance: A company having \$299,000,000 in force on the first of the year could write very nearly \$75,000,000 this year, while another company having \$301,000,000 in force could write but slightly over \$60,000,000 this year; and similarly as regards the other points of division.

An Advertising Expert.

States, said:

"I don't take this occasion and this demonstration as a personal tribute to myself except in a very small part. As I look upon it, it is a tribute to an ideal. It was the ideal of advertising that brought out this demonstration. Advertising underlies success in any business on this earth except thieving and burglary. The man without advertising is a man without any foundation for his business, and the railroads have discovered it. My claim has been for a long time that advertising is the advance agent of the commerce of the world, and had it not been for advertising our commerce would not have been extended nearly as far as has been the case. Thousands and thousands of dollars have come here because the people in other countries have read railroad advertising and found what good machines were made here."

Life Company. Functions of a

The several aspects in which life assurance should be considered were pointed out by Mr. Ryan, F.I.A., general manager of the Pelican & British Empire, in a recent address. Regarding the dual functions of a life company he said:

"A life office is, in the first place, a trading body, dealing in life assurance policies. In this capacity it works up an organization of agents or friendly connections, seeks to acquire new members on remunerative terms, repurchases its policies, pays claims as they mature, and performs the usual func-

At a banquet given in his honour recently, Mr. Daniels, the advertising agent of one of the leading railways in the United