

THE LONDON MUTUAL FIRE REPORT.

It was noted in connection with the 1915 report of the London Mutual Fire Insurance Company that the premium income had been reduced apparently in consequence of the present management's increased care in the selection of business. That revision of the business was continued last year is shown by the decrease in net premiums for 1916, as a result, largely, it seems, of reduction of lines and increased use of re-insurance facilities. While gross premiums in 1916 were about the same as in 1915, \$670,380 against \$672,145, net premiums were \$363,684 against \$479,030. The loss experience was somewhat less favorable than in 1915, net claims paid and outstanding absorbing \$282,883, against \$273,527 in the preceding year. After payment of expenses and commissions, there is a profit for the year of \$10,694.

Cash assets are reported as \$471,117, holdings of bonds, debentures and stocks having been written down by \$28,792 to the government standard of market values as at January 1st, 1917. The cash surplus over all liabilities including capital is \$115,904, the total surplus to policyholders including paid-up capital and the unassessed portion of premium notes being \$380,895.

The London Mutual's interests in Montreal are in charge of Mr. W. J. Cleary, who is actively developing the business of the Company in this territory. The London Mutual has been held for many years in good reputation among large sections of the insuring public for fair and prompt dealings with its policyholders. The conservatism of policy which, as is evident, is being pursued by the present management, while naturally tending to restrict the scope of the Company's present operations, should be distinctly beneficial in the future.

CANADIAN PATRIOTIC FUND: INSURANCE STAFFS SUPPORT DAY'S PAY SCHEME.

In connection with the "day's pay" scheme organised as part of the recent Montreal campaign for the support of the Canadian Patriotic Fund and Red Cross, Messrs. J. W. Binnie (Globe & Rutgers), and J. MacEwen (Norwich Union), undertook the work of canvassing the local insurance offices, except life. The gratifying response which their efforts met with from the various staffs is shown by the following list of returns:—

William Cairns	\$ 52.00
Caledonian Insurance Co.	143.00
Canada Accident Ins. Co.	160.00
Canadian Fire Underwriters Association	365.00
Commercial Plate Glass Assurance Co.	63.00
Commercial Union Assurance Co.	280.00
Continental Insurance Co.	60.60
Dale & Co., Limited	1,200.00
Employers' Liability Assurance Corporation, Ltd.	450.00
F. W. Evans Co., Ltd.	138.00
Fox & Morris, Ltd.	25.00
Globe & Rutgers Fire Ins. Co.	165.00
Globe Indemnity Co.	193.00
Guarantee Company of North America	354.80
Guardian Accident & Guarantee Co.	142.00
Irish & Maulson, Ltd.	115.04
Liverpool & London & Globe Ins. Co.	330.00
London Assurance Corporation	37.00
London & Lancashire Fire Insurance Co.	89.00
London Mutual Fire Insurance Co.	59.40
Lukis, Stewart & Co., Ltd.	64.00
New York Underwriters' Agency	43.80
Northern Assurance Co., Ltd.	206.00
Norwich Union Fire Ins. Co.	44.00
Phoenix Assurance Company of England	120.00

Phoenix Assurance Company of Hartford	\$ 174.00
Royal Exchange Assurance Co.	187.00
Springfield Fire & Marine Insurance Co.	62.80
Travelers Insurance Company of Hartford	264.00
Union Assurance Society	300.00
U. S. Fidelity & Guarantee Co.	25.00
Willis Faber and Co.	60.00
Royal Insurance Co., Ltd.	278.45
Total	\$6,255.89

NORTHERN LIFE ASSURANCE COMPANY.

The Northern Life Assurance Company, of London, Ontario, reports a successful year's business in 1916. A record total of new business written and revivals amounting to \$2,580,392 was achieved, the insurance in force being increased to \$11,181,726. Income advanced substantially to \$558,716, compared with \$513,935 a year ago. Total payments to policyholders were \$119,598. Assets were increased by nearly \$300,000 to \$2,823,784, against \$2,531,028 a year ago. There is an apparent decline in surplus, but in addition to a substantial enlargement of the policy reserves bringing them up to \$2,052,827, an addition of \$40,000 has been made to the contingent reserve fund. Upon the Company's conservative basis, a surplus is now reported of \$101,514.

The Northern Life announces that it is extending its organization and is prepared to offer advantageous terms to competent producers. Local agents who would be interested in a connection with the Company should communicate with the provincial manager for Quebec, Mr. R. I. Dutton, 901 McGill Building, Montreal.

ESTABLISHED 1873.

The

Standard Bank

of CANADA

Head Office, TORONTO

124 BRANCHES THROUGHOUT THE DOMINION



THE business man who has customers in various parts of Canada or elsewhere will find the services of this Bank of invaluable assistance in collecting drafts, etc.



Montreal Branch: 136 ST. JAMES STREET
E. C. GREEN, Manager.