

The Editor of The Chronicle,
Montreal.

Dear Sir,

I read in the May 9th issue of your valuable paper an article devoted to the British Canadian Insurance Company, which leads one to believe that it is unsafe to insure with this Company.

I feel it my duty, as a shareholder of the Company, to answer some of your assertions, and clear up the impression of uneasiness which your article might have created.

Your reference to the "pretentious" title chosen by this Company is not serious, as no one can incriminate a group of citizens for having set the mark of their activity on the standard of a British institution.

The paid-up capital of \$50,260.00 is amply sufficient to meet any immediate contingency, inasmuch as it is untouched. Recent Government regulations provides for a certain portion of the subscribed capital to be set aside free from organization expenses, and this was fully complied with.

This Company is non-tariff, but what is there illegitimate about it. It does not imply that the rates are cut indiscriminately. The tariff companies give an exhibition these days in the Plate Glass line of insurance, of what they can do when they go on a rampage. The British Canadian Insurance Company refrains from such a business-seeking stampede.

Sane and healthy competition is commendable in every class of business, and insurance is no exception. The Company's rates are such as to be both advantageous to the insuring public and adequate to the Company's needs.

The necessary reserve for unearned premiums is gradually increased in keeping with the Company's growing business. And if at any time a call for more capital is necessary, the shareholders are responsible persons who may be depended upon to answer nobly.

Thanking you for the opportunity afforded me to acquaint the public with the Company's perfectly reliable business methods, and trusting that you will allow this letter the same prominence in your paper as that given to the article referred to,

I remain, Yours truly,

F. A. DESNOYERS,
British Canadian Ins. Co.

May 13th, 1919.

We consider the title of the above Company is pretentious, owing its similarity to that of the British and Canadian Underwriters of the Norwich Union Insurance Society, a British institution established in 1797 with assets of about \$20,000,000, and it is rather surprising that the Government should permit any organization to use a title that might easily be confused with one already in existence, in view of the recent litigation under which

the Guardian Insurance Company of Utah was restrained from operating in British Columbia on account of similarity in name of the Guardian Insurance Co. of London, England, an old and well-known Company. We note that the rates are not indiscriminately cut.

Notwithstanding the perfectly legitimate fact that the Company is non tariff, we must, however, adhere to the views expressed in last week's issue that in the interest of all concerned, a substantial increase in paid-up capital would be advisable in view of the numerous and hazardous branches of casualty insurance transacted and particularly as workmen's compensation policies are now being issued by the majority of the leading companies with unlimited indemnity and we assume the British Canadian Insurance Company does not propose to issue less favourable policies in this respect than its competitors.

LIFE INSURANCE IN CANADA 1918.

We publish on another page the life insurance figures for 1918, being indebted to the Superintendent of Insurance, Ottawa, for a preliminary report.

The showing of life insurance companies in the Canadian field was on the whole satisfactory.

The total of policies new and taken up during the year reached, (as per table) \$312,577,984, as compared with \$281,958,430 in 1917, an increase of over \$30,000,000.

The progress made by the Canadian Companies compares unfavourably with the increase reported in 1917 over their 1916 figures. The policies new and taken up in 1918 amounted to \$178,793,843, as compared with \$172,260,466 in 1917, a growth of about \$6,500,000. This compares with a growth of \$34,000,000 in 1917 over 1916.

On the other hand the progress made by the American companies is much more marked, the amount of policies new and taken up, having advanced from \$104,145,626 to \$127,821,128, a growth of over \$23,500,000, as compared with a growth of \$16,500,000 in 1917 over 1916.

One British Company, the Mutual Life & Citizens, shows a decrease in amount of policies new and taken up of over \$225,000. The other British Companies shows fair increases. The total policies new and taken up by all British companies operating in Canada amounted to \$5,963,013 against \$5,097,183, an increase of about \$900,000, as compared with a decrease of \$130,000 in 1917 under 1916.

The industrial business of the Metropolitan and Prudential combined amounted to \$44,810,373 in 1918, compared with \$40,686,330 in 1917, a growth of over \$4,000,000 in policies new and taken up.