

BRITISH COLUMBIA WOULD BORROW MORE

Complain that Eastern Institutions Fail Them and They Must Go South for Capital

(Staff Correspondence.)

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THE future of Vancouver will be built up around its shipping and export trade, and, while just at present export trade is somewhat quiet from Pacific Coast ports, the outlook for the future is undoubtedly bright. Vancouver has a wonderful harbor, and has immense possibilities before it. The natural resources of the province of British Columbia are possibly greater than any other province in the Dominion, and much capital will be needed to develop them.

There is a more or less marked feeling of bitterness among representative men in Vancouver at the financial institutions of eastern Canada and our big financial men for their lack of foresight in not giving greater assistance or taking advantage of the great opportunities there are for the development of British Columbia resources. They claim that American interests are much keener in seeing the need and taking advantage of it, and that many of the important developments have American capital behind them, particularly in mining, pulp industry and numbers of others.

More Capital Needed

Surely the great heritage that Canadians have in the province of British Columbia should be attractive enough to Canadian and British capital, so that in the immediate future the necessary money for turning these great resources into wealth would be made available.

In Point Grey municipality considerable growth has taken place this year. More than six hundred houses have been built, and there is urgent need for increased water supply to take care of the population. To further show the growth and importance of Vancouver, the C.P.R. contemplates making extensive enlargements and alterations to the magnificent Hotel Vancouver, at present one of the largest and finest of the C.P.R. hotels.

British Columbia Electric's Position

Population and business is increasing steadily at the Pacific Coast. Figures compiled by the public utility companies show many more consumers than there were a year ago. The British Columbia Electric Railway Company has made some two thousand new lighting connections in the last year, and there were many homes built outside the lighting area. A recent compilation places the population of Greater Vancouver at 203,000.

In the last few months the increase in street car traffic in and around Vancouver has been, roughly, 500,000 a month. In meeting this increase the British Columbia Electric Railway Company is in an anomalous position. In the first place, the government of the province at its last session put through an Act, changing the rule of the road from left to right. The cost of this change would be mainly connected with changing the tracks and rolling stock of the street railway companies, and it is estimated that the change would cost about a million dollars. The British Columbia Electric Railway Company in the meantime cannot order any more rolling stock until this change is put under way, but no one in the province has decided who is to pay for making the change, and there the matter rests. In the meantime the traffic continues to grow.

Utilities' Jurisdiction Not Yet Settled

Another condition is connected with the fares charged in Vancouver. The railway company is at present under the jurisdiction of the Dominion Railway Commission, although the commission has taken a stated case to the Supreme Court of Canada for hearing in February on the question of its jurisdiction. At the last session of the Federal House an Act was passed, returning the British Columbia Electric Railway Company to provincial jurisdiction at the end of one year, which expires in July, 1921. This means that the com-

pany will return to the original fares as fixed in the dozen or more franchises with cities and municipalities. As the company now collects six and seven-cent fares, authorized first by the late Provincial Public Utilities Commission and then ratified by the Dominion Railway Commission, the possibility of a return to a five-cent fare is serious. In the meantime the company is receiving requests for extensions and better service, but, owing to the uncertain condition of its fares, it replies that nothing can be done in the direction of further investment until its fares are definitely fixed.

Industrially, Vancouver is forging ahead rapidly. Since January, 1916, 296 new power consumers have located in the city, with a connected horse-power of 15,529. In the same time 8,186 new lighting customers connected with the British Columbia Electric lines. Similar increases are recorded by the British Columbia Telephone Company.

"EQUITABLE" NOT AN INSURANCE TRADE MARK

Department Holds American Company Has No Proprietary Interest in Title—Ontario Equitable Life and Accident Will be Name of New Company

THE word "equitable" is of such common use in the names of insurance companies that no one company can claim its exclusive use. This is the substance of a ruling of the Ontario Insurance Department in connection with the application for incorporation of the Ontario Equitable Life and Accident. Superintendent Gray says:—

"It was urged that the word 'equitable' was so associated in Canada with the business of the Equitable Life Assurance Society of the United States as to have become the property of that company in connection with life insurance in a manner similar to a trade name in a commercial enterprise. I have come to the conclusion that the Equitable Life Assurance Society of the United States has no proprietary interest in the word 'equitable.' It was, in the first instance, copied by this company from the Equitable Life Assurance Society of England, which had already acquired a world-wide reputation. The word 'equitable' is part of the name of another English company, known as the 'British Equitable Assurance Company,' and also that of another company, called the 'Scottish Equitable Life Assurance Society,' and of at least two other companies incorporated in the United States. Furthermore, the cases establish that the word is not of a quality which contains the essentials necessary to constitute a trade mark or trade name. (See Standard Ideal vs. Standard Sanitary 1911 Appeal Cases, p. 78.)

Aim to Prevent Confusion

"Aside from the above considerations, the real question upon which the decision of the department must be based is whether the name 'Ontario Equitable Life and Accident Insurance Company,' proposed to be given to the new company, is liable to be confused with the name, 'The Equitable Life Assurance Society of the United States.' My conclusion is that no confusion will result from the fair use of both names.

"If any attempt is made by representatives of the new company to pass off the policies of the new company as being the policies of the other company, there are proper and adequate legal remedies for such an offence.

"In order that the misuse of the name, innocent or otherwise, may be guarded against, the applicants will be asked to provide an undertaking or agreement in form satisfactory to the department to the effect that in any abbreviation of the name of the company for ordinary purposes the word 'Ontario' will be retained to distinguish the name from that of any other company whose name includes the word 'equitable.'

"In coming to this conclusion and adopting this suggestion I have had regard to what has been the practice of insurance departments in other jurisdictions, particularly in Canada and Great Britain, in similar circumstances."