

years it remained over 0.30 lower than in 1873, while the loss ratio went up correspondingly. The demoralized condition prevailing at last compelled united action by the companies as a measure of self-preservation, and the result was the organization of the New York State Underwriters' Association and the formation of local boards, involving the adoption and enforcement of common-sense regulations. The result is seen in the increased rate and decreased loss ratio from 1882 to 1886, since which time the situation has been reversed. Now, again, under the stinging lash of experience, earnest efforts are being made, in which nearly all the companies have joined, to combine in New York on a tariff basis calculated to take the business out of its present slough of despond. Whether the few companies which decline to join in the agreement will succeed in preventing the much needed reform movement or not remains to be seen. The above table presents a striking object lesson for the entire school of underwriters, and cannot be too closely studied. The fact is, that notwithstanding the clamoring of the public ignorant of the real situation, for lower rates the rates are everywhere too low, and cannot too soon be advanced on the basis of an intelligent classification.

LIFE INSURANCE ISSUED AND IN FORCE IN CANADA FOR 16 YEARS.

INSURANCE ISSUED EACH YEAR.

| Year. | Canadian Companies. | British Companies. | American Companies. | Total. |
|-----------|---------------------|--------------------|---------------------|-------------|
| | \$ | \$ | \$ | \$ |
| 1875..... | 5,077,601 | 1,689,833 | 8,306,824 | 15,074,25 |
| 1876..... | 5,465,966 | 1,683,357 | 6,740,804 | 13,890,128 |
| 1877..... | 5,724,648 | 2,142,702 | 5,067,317 | 13,534,66 |
| 1878..... | 5,508,556 | 2,789,201 | 3,871,998 | 12,169,755 |
| 1879..... | 6,112,706 | 1,377,918 | 3,363,600 | 11,354,224 |
| 1880..... | 7,547,876 | 2,302,011 | 4,057,000 | 13,906,887 |
| 1881..... | 11,158,479 | 2,536,120 | 3,923,412 | 17,618,011 |
| 1882..... | 11,855,545 | 2,833,250 | 5,422,960 | 20,112,755 |
| 1883..... | 11,883,317 | 3,278,008 | 6,411,635 | 21,572,960 |
| 1884..... | 12,926,265 | 3,167,910 | 7,323,737 | 23,417,912 |
| 1885..... | 14,881,695 | 3,950,647 | 8,332,646 | 27,164,988 |
| 1886..... | 19,289,694 | 4,034,279 | 11,827,375 | 35,171,348 |
| 1887..... | 23,505,549 | 3,067,040 | 11,435,721 | 38,008,310 |
| 1888..... | 24,876,259 | 3,985,787 | 12,364,483 | 41,226,529 |
| 1889..... | 26,438,358 | 3,399,313 | 14,719,266 | 44,556,937 |
| 1890..... | 23,541,404 | 3,390,972 | 13,591,080 | 40,523,456 |
| Totals. | 215,799,918 | 46,148,348 | 127,360,858 | 389,303,124 |

*Including 20 months' business of the Canada Life.

AMOUNT OF INSURANCE IN FORCE.

| Year. | Canadian Companies. | British Companies. | American Companies. | Total. |
|-----------|---------------------|--------------------|---------------------|-------------|
| | \$ | \$ | \$ | \$ |
| 1875..... | 21,957,296 | 19,455,607 | 43,596,361 | 85,009,264 |
| 1876..... | 24,649,284 | 18,073,173 | 40,728,461 | 84,250,918 |
| 1877..... | 26,870,224 | 19,349,204 | 39,468,475 | 85,687,903 |
| 1878..... | 28,056,556 | 20,078,533 | 36,016,848 | 84,751,937 |
| 1879..... | 33,240,543 | 19,410,829 | 33,616,330 | 86,273,702 |
| 1880..... | 37,838,518 | 19,789,863 | 33,613,745 | 91,272,126 |
| 1881..... | 46,041,591 | 20,983,092 | 36,266,249 | 103,290,932 |
| 1882..... | 53,855,051 | 22,329,368 | 38,857,629 | 115,042,048 |
| 1883..... | 59,213,609 | 23,511,712 | 41,471,554 | 124,196,875 |
| 1884..... | 66,519,958 | 24,317,172 | 44,616,596 | 135,453,726 |
| 1885..... | 74,591,139 | 25,930,272 | 49,440,735 | 149,962,146 |
| 1886..... | 88,181,859 | 27,225,607 | 55,908,230 | 171,315,696 |
| 1887..... | 101,790,754 | 28,163,329 | 67,734,187 | 197,694,270 |
| 1888..... | 114,034,279 | 30,003,210 | 67,721,094 | 211,758,583 |
| 1889..... | 125,125,992 | 30,488,618 | 76,349,392 | 231,963,702 |
| 1890..... | 135,218,900 | 31,613,730 | 81,591,847 | 248,424,567 |

A PLEA FOR LIFE INSURANCE IN 1808.

We are indebted to the *Coast Review* for the following, which appeared in an old English paper, the *Nottingham Journal*, as long ago as October 1, 1808, in the nature of a plea setting forth the advantage of life insurance by the Pelican Life Office. The journal was recently brought back from his old home in England by a gentleman now residing in San Francisco. Here is the extract,—capitals and all :—

The board of directors think it due to those who may be still unacquainted with the importance and advantages of Life Insurance briefly to suggest some of its leading and peculiar recommendations to almost every rank in Society. Life Insurance is of manifest consequence to all who hold Estates for Life, Situations and Offices,—Civil, Ecclesiastical or Professional; to Officers in the Army and Navy, etc.; as by payment of an Annual Premium the Party insured is enabled to provide for Wife, Children, or others, whose future welfare he may wish for in vain, by other means, to promote. It affords a permanent ultimate Security to those who advance Money upon Annuities or otherwise. It renders Leases, determinable on one or more Lives, nearly equal in value to Freehold Estates, as an Insurance to the amount of the Fine, payable on the demise of a Party nominated in such Leases, will produce the Sum required for Renewal. It is a cheering refuge to Parties engaged in extensive and speculative Undertakings. It affords to Persons in Trade the certain means of Indemnification against a bad or doubtful Debt. In short, Life Insurance, established in Policy, sanctioned by Government, and confirmed by the test of Experience, is become, to almost every situation of human life, a Measure equally important, useful and beneficial.

REASONS FOR NOT ASSURING YOUR LIFE.

The following, in use as a leaflet by a prominent life company of this city, is good enough to pass around :—

- 1.—If you are sure you cannot die, there is no use providing for a contingency when there can be none.
- 2.—If you expect to get insurance for nothing, Don't Assure.
- 3.—If you know that you are too careless and indifferent to keep up your insurance, Don't Assure.
- 4.—If you need your money for tobacco and whiskey and get your support from your family, Don't Assure.
- 5.—If you prefer useless luxuries for yourself, to reasonable provision for your family, Don't Assure.
- 6.—If you are too selfish to wish any comfort to others, because you cannot enjoy it yourself, Don't Assure.
- 7.—If you feel good over the idea that your children may be dependent on the cold charities of the world after your death, Don't Assure.

8.—If you are happy over the idea of going to heaven while you are contemplating the probability of your family going to the poor house, Don't Assure.

9.—If you have no respect for yourself, and no regard for your family, Don't Assure, but spend your money to get rid of your life, for it is not worth living.

But before you exterminate yourself work out the following problem: Put down in figures the year in which you were born; to this add 3; then add your age, at your next birthday, provided it comes before January 1st otherwise your age at your last birthday; multiply by 1,000; from this deduct 679,423; substitute for the figures the corresponding letters of the alphabet as A for 1, B for 2, C for 3, etc. The result will give you a name by which you are probably known.