

Monetary Times

Trade Review and Insurance Chronicle of Canada

VOLUME 57
No. 4

TORONTO, JULY 28, 1916

ESTABLISHED
1867

Industrial Activities

Canadian Car and Foundry Company's domestic and export business figures for nine months. Pacific Burt Company's annual return. Smart-Woods sell \$500,000 bonds. Canadian Pacific controls smelters, **Page 41**

Our War Loan

The finance minister states it is of supreme national importance that the financial resources of Canada should be conserved for our own purposes and that as much as possible of the national debt should be held in this country, **Page 7**

Western Canada's Finance Plan

While the British treasury are mobilizing Manitoba and Saskatchewan bonds in London, they are not at present prepared to penalize holders who are not disposed to part with their holdings upon the terms offered. **Page 9 and Page 7**

Trade and Commerce

Latest official statistics of Canadian trade and commerce, **Page 50**. Hon. Arthur Meighen, gives positive assurance that Canadian nickel is not reaching Germany, and reads an important message from England, **Page 29**

Life Insurance, the Agent and the Public

	PAGE		PAGE
Why is Life Insurance Dropped?	31	Life Insurance and the State	18
How an Insurance Premium is Made	28	Too Much Bother to Prove Death	34
Business Men Cannot Buy Insurance	5	Life Agents and Government Departments	36
Manufacturers Must Have Insurance	38	Want Insurance Law Amended	37
Cut Rate Insurance Is Not Cheap	22	Life Insurance Premiums Taxes Unjust	30
Insuring Public is Confused	20	Licensing of Life Insurance Agents	29
Ethics of Life Insurance	34	Business Men Hear Insurance Speakers	29
Some Facts, Figures and Fallacies	25	Life Insurance and the University	18
Why a Man Must Insure	24	Life Agents and Their Contracts	32
Best Selling Life Insurance Policies	20	With Whom Should the Public Insure?	32
Selling Life Insurance	14	Efficiency in Insurance Work	40

WEEKLY STATISTICAL RECORD—44, 46, 48, 50, 52.

DIVIDENDS AND NOTICES—Page 45.

DEBENTURES FOR SALE—Page 42.

EDITORIALS—Page 9.

Annual Subscription \$3.00 - - Single copy 10 cents.

GENERAL
ACCIDENT **FIRE** AND LIFE
Assurance Corporation, Limited, of Perth, Scotland
PELEG HOWLAND, Canadian Advisory Director
THOS. H. HALL, Manager for Canada
Toronto Agents, E. L. McLEAN, LIMITED

THE
GENERAL ACCIDENT
Assurance Co. of Canada
Personal Accident and Sickness
Automobile and Liability Insurance
Inspection and Insurance of Steam Boilers
JNO. J. DURANCE, Manager TORONTO, ONTARIO

London & Canadian Loan & Agency Co., Ltd.
ESTABLISHED 1873 51 YONGE ST., TORONTO
Paid-up Capital, \$1,250,000 Reserve, \$725,000 Assets, \$5,146,572
Debentures issued, one hundred dollars and upwards, one to five years.
Best current rates. Interest payable half-yearly. These Debentures are an
Authorized Trustee Investment. Mortgage Loans made in Ontario, Mani-
toba and Saskatchewan.
W. WEDD, Jnr., Secretary. V. B. WADSWORTH, Manager

THE COMMERCIAL LOAN AND TRUST CO.
Head Office WINNIPEG
THOS. D. ROBINSON, President. C. W. N. KENNEDY, Vice-President.
WESTERN MORTGAGE INVESTMENTS UNDERTAKEN
FOR CLIENTS. Correspondence Solicited.
W. H. SPROULE, Manager.

Municipal Bond Sales
For 1915


Compiled, Revised and Tabulated from Official Reports
A list of original purchasers, price and income basis of the
Municipal Bonds sold in 1915, showing purpose, amount,
interest rate and maturity of each issue. The names of the
borrowing States, Counties, Cities, etc., are arranged
alphabetically.
PRICE \$5.00 PER COPY

THE BOND BUYER
The Authority on Municipal Bonds
25 West Broadway New York, N.Y.

CANADIAN FINANCIERS
TRUST COMPANY
Head Office - Vancouver, B.C.
Fiscal Agents for British Columbia Municipalities.

APPLICATIONS REGARDING THE SALE OR
PURCHASE OF ALL BRITISH COLUMBIA
MUNICIPAL SECURITIES INVITED.

ALFRED WRIGHT President ALEX. MACLEAN Manager & Secretary



LONDON & LANCASHIRE
GUARANTEE &
ACCIDENT
CO.

Personal Accident Sickness
Employers' Liability Workmen's Compensation
Fidelity Guarantee Elevator Insurance
Teams' Liability Plate Glass
Automobile Insurance

Head Office
Company's Building, 61-65 Adelaide Street East
TORONTO

BRANCHES—Quebec and Maritime Provinces.....MONTREAL
Manitoba and Saskatchewan.....WINNIPEG
British Columbia and Alberta.....VANCOUVER

OSLER & HAMMOND, STOCK BROKERS & FINANCIAL AGENTS
21 JORDAN STREET, TORONTO

Dealers in Government, Municipal, Railway, Call, Trust and
Miscellaneous Debentures. Stocks on London, Eng., New
York, Montreal and Toronto Exchanges Bought and Sold
on Commission.

Osler, Hammond & Nanton
STOCKBROKERS & FINANCIAL AGENTS
Corner of Portage Avenue and Main Street, WINNIPEG
Buy and Sell on Commission. STOCKS AND BONDS.
On Toronto, Montreal, New York & London, Eng., Exchanges.

The Saskatchewan Mortgage and Trust Corporation,
LIMITED
REGINA, SASK. Established 1909
Capital Paid up and Reserve, \$850,000.

We have One Thousand Shareholders and Two Hundred Agents.
OUR SPECIALTY is loans on improved farms and modern
city property.
We will represent you in any Financial or
Trust Capacity.

Lougheed, Bennett, McLaws & Co.
CALGARY, ALTA.

BARRISTERS, SOLICITORS AND NOTARIES

Solicitors for:

The Bank of Montreal, The Canadian Bank of Commerce, The Merchants Bank of Canada, The Royal Bank of Canada, The Canada Life Insurance Company, The Great-West Life Insurance Co., The Hudson's Bay Co., The Massey-Harris Co., Limited.

W. J. BOWSER, K.C. R. L. REID, K.C. D. S. WALLBRIDGE
A. H. DOUGLAS J. G. GIBSON

**Bowser, Reid, Wallbridge,
Douglas & Gibson**

BARRISTERS, SOLICITORS, ETC.

Solicitors for Bank of British North America
Yorkshire Building, 525 Seymour St., Vancouver, B.C.

J. EDWARD CALDWELL WALTER MILLS, K.C.
CALDWELL, MILLS & COMPANY
Barristers, Solicitors, etc.
MOOSE JAW, SASK.

Solicitors for The Home Bank, The Moose Jaw Securities, Limited, The Amortization Mortgage Company, Canadian Northern Railway, Metropolitan Life Insurance Company, Dominion Life Assurance Company, Canada National Fire Insurance Company, R. G. Dun & Co., Beaver Lumber Company, Limited, Gordon, Ironside & Fares, Ltd., etc.

CLARKSON, GORDON & DILWORTH

CHARTERED ACCOUNTANTS, TRUSTEES, RECEIVERS, LIQUIDATORS
Merchants Bank Building, 15 Wellington Street West, TORONTO

B. R. C. Clarkson,
H. D. Lockhart Gordon.

G. T. Clarkson,
R. J. Dilworth.

Established 1864

Charles D. Corbould

CHARTERED ACCOUNTANT AND AUDITOR

ONTARIO AND MANITOBA

806 Sterling Bank Bldg. Winnipeg
Correspondents at Toronto, London, Eng., Vancouver

A. A. M. DALE

CHARTERED ACCOUNTANT

WEYBURN SASK.

EDWARDS, MORGAN & CO.

CHARTERED ACCOUNTANTS

Imperial Life Building, 20 Victoria Street	TORONTO, Ont.
617 Herald Building, First Street West	CALGARY, Alta.
710 London Building, Pender St. W.	VANCOUVER, B.C.
710 Electric Railway Chambers, Notre Dame Avenue	WINNIPEG, Man.
201 Royal Trust Building, St. James Street	MONTREAL, Que.
George Edwards, F.C.A.	Arthur H. Edwards, F.C.A.	
W. Pomeroy Morgan	W. H. Thompson	H. Percival Edwards
Osborne W. Borrett	Chas. E. White	

ESTABLISHED 1882
Henderson, Reid, Gibson & Co.
CHARTERED ACCOUNTANTS

WINNIPEG	...	508-9 Electric Railway Chambers
	...	W. A. Henderson & Co.
LETHBRIDGE, ALTA.	...	Acadia Block
MEDICINE HAT, ALTA.	...	402 Huckvale Block
W. A. HENDERSON	A. B. GIBSON	J. D. REID
		BASIL JONES

JENKINS & HARDY

ASSIGNEES

Chartered Accountants

Trustees

15½ TORONTO STREET
52 CANADA LIFE BUILDING

TORONTO
MONTREAL

G. S. LAING F. C. S. TURNER WILLIAM GRAY
LAING and TURNER

Chartered Accountants

Trust and Loan Building,
WINNIPEG

McCallum Hill Block,
REGINA

D. A. Pender, Cooper, Slasor & Co.

CHARTERED ACCOUNTANTS

402 GREAT WEST PERMANENT BUILDING
WINNIPEG

RONALD, GRIGGS & CO.

AND

RONALD, MERRETT, GRIGGS & CO.

Chartered Accountants Auditors Trustees Liquidators

Winnipeg Saskatoon Moose Jaw London, Eng.

Rutherford Williamson & Co.

Chartered Accountants

Trustees and Liquidators

86 Adelaide Street East, Toronto

CORRESPONDENTS AT
Halifax St. John, N.B.

Cable Address—"WILLCO."
Winnipeg Vancouver

COLLECTIONS

R. G. DUN & CO.

ESTABLISHED 1841

Dominion Bank Building, Toronto, Canada

L. COFFEE & CO.

GRAIN MERCHANTS

THOMAS FLYNN

Established 1845

Board of Trade Building,
Toronto, Ontario

A. E. AMES
H. R. TUDHOPE
F. J. COOMBS
C. E. ABBS

A. E. AMES & CO.

ESTABLISHED 1889.

INVESTMENT BANKERS

GOVERNMENT MUNICIPAL AND CORPORATION BONDS AND STOCKS

Members Toronto Stock Exchange

Private Wire connections NEW YORK MONTREAL BOSTON PHILADELPHIA

Orders executed on all principal exchanges on commission

53 King Street West, Toronto
CANADA

Montreal Office:
40 Transportation Building

ESTABLISHED 1869

Total Funds Exceed **\$109,798,258.00**
Canadian Investments Over **\$9,000,000.00**

FIRE AND LIFE

North British and Mercantile INSURANCE COMPANY

DIRECTORS

W. McMASTER, Esq. G. N. MONCHÉ, Esq. E. L. PEARSE, Esq.

Head Office for the Dominion: MONTREAL

Agents in all the principal Towns in Canada

RANDALL DAVIDSON, Manager Fire Department
H. N. BOYD, Manager Life Department

Evans & Gooch, Resident Agents, Toronto, 26 Wellington Street East

COMMENCED BUSINESS 1901
RECEIVED DOMINION CHARTER 17th June 1908

Capital Stock Subscribed **\$500,000.00**
Capital Stock Paid Up **\$174,762.70**

The Occidental Fire INSURANCE COMPANY

Under the control of the
North British and Mercantile Insurance Company

RANDALL DAVIDSON, President
C. A. RICHARDSON, Vice-President and Secretary

DIRECTORS:

S. E. RICHARDS W. A. T. SWEATMAN N. T. HILLARY
Head Office, WINNIPEG, MAN.

Agents Required at Unrepresented Points
Resident Agent, Toronto, Bryce B. Hunter, 51 Yonge Street

THE CANADIAN APPRAISAL COMPANY'S appraisal is an expert detailed analysis of quantities and values, and is reliable as a basis for all purposes of insurance placing or collection, and for accounting.

The Canadian Appraisal Company Limited

Head Office Montreal
Royal Bank Bldg. Toronto



Railway Passengers Assurance Co.

OF LONDON, ENG.

Head Office for Canada and Newfoundland: TORONTO
Manager and Attorney, F. H. Russell.

ALL KINDS Accident, Health, Employers' and Public
Liability, Motor Car, Elevator, Teams,
Plate Glass, Burglary and Fidelity Bonding.

PUBLISHED EVERY FRIDAY
BY
The Monetary Times
Printing Company
of Canada, Limited

Publishers also of
"The Canadian Engineer"

Monetary Times

Trade Review and Insurance Chronicle
of Canada

Established 1867

Old as Confederation

JAS. J. SALMOND
Managing Director

FRED. W. FIELD
Editor

A. E. JENNINGS
Advertising Manager

Business Men Cannot Always Buy

WHEN They Need Life Insurance Most and the Bank is Pressing for More Collateral. Physical Conditions Often Bar the Taking of More Life Insurance—Value of Life Insurance to Big Corporations and Small Ones.

THE value of life insurance to business corporations, the high place it has in the consideration of Canadian banks, and how to sell it, were the leading themes of the address of Mr. William J. Graham, superintendent, group monthly premium and home purchase departments of Equitable Life Assurance Society of the United States, an expert in the writing of business insurance.

"Business insurance as we will consider it here will be confined within the three sub-heads of co-partnership insurance, corporation insurance and credit insurance," said Mr. Graham. "Co-partnership insurance is the designation usually given to insurance that indemnifies the surviving partner or partners against the financial hazard of a partner's death. It is effected more usually by the different partners taking insurance policies directly for the benefit of the firm with firm as beneficiary or indirectly by making the beneficiary one another.

"Corporation insurance is in essence the same as co-partnership insurance for its purpose is to indemnify a corporation or a business for the loss of a life or lives whose energy, brains, credit are factors in the prosperity of the company.

"Credit insurance is the branch of business life insurance which means the protection of loans and collaterals against the untoward contingency of death, by providing in such event life insurance to wipe out the debt.

"So far as a man's estate is involved in the success of the business after his death it is plain that an insurance to indemnify the business against the loss of his life directly enhances the value of his estate. If the estate holds interest in the business anything that improves the business directly improves the estate. In many cases a policy payable to the business might prove more valuable to the estate than the same policy payable directly to the estate. This is particularly true of small businesses. It is true in degree of many credit insurances where the loans conserve the private estate and where it may prove far more valuable to have the loan liquidated by the insurance and the collateral released than to have the collateral sacrificed to pay the loan or taken over by the loaner.

"Business life insurance in its every phase is indemnity and protection against money loss that may follow decease of lives financially valuable. The test of business insurance utility in a particular situation is this query: To what extent may financial loss follow to the business and its credit without it? Consideration of this question uncovers the enormous field that exists for the exploitation of business life insurance.

"That certain communities have adopted business insurance to a much larger extent than other communities evidences that business life insurance will only be bought and sold as it is intelligently canvassed. In a recent instructive editorial on business insurance in The Bellman, William C. Edgar, its erudite editor, pointed out that Minneapolis has perhaps gone further to date with business insurance than any other city. This is no indication that Minneapolis has more need for business insurance or has in general the soundest business ideas existent in our whole country. It does indicate that Minneapolis is a progressive community containing progressive life insurance men who have perhaps devoted more attention to business insurance and its intelligent canvass than has been done by agents in other cities.

"To focus our big subject down to where we can take a hurried glance at a few individual cases we will turn over a few leaves of the business insurance book of Minneapolis. Naturally The Bellman omits reference to the fact that the life of Mr. Edgar had been insured for the protection of the companies to which his knowledge, personality and standing are big assets. He knows from practical application what business insurance means.

"The first large case in Minneapolis was the insurance on the life of Frank H. Peavey to the amount of a million dollars. This policy in a way antedated the business insurance era—so recent is it—and was not directly a business insurance policy. At the unexpected death of Mr. Peavey within two years from the time this policy was taken out the million dollars paid to the estate of this man whose personal credit and prestige were not over represented by this sum proved of great benefit to the company and its credit. The two chief officials of the present Peavey Company are carrying between them a million of insurance on modern business plans. Scores of other policies written in relatively small amounts up to policies running seven figures are outstanding in that city.

"The business insurance of one and a half million dollars recently paid upon the death of Thomas Shevlin was the natural sequence to the intelligent work which has been done in Minneapolis on the subject of corporation insurance. Shevlin was a young man of large promise—a man who believed in himself tremendously—who imparted his self-confidence to others—a man whose ambitious plans entailed necessarily large credits. In Mr. Shevlin's lifetime the huge business insurance which he carried did much to support not only the credits needed but the estimates of value which his corporation put upon him. In his untimely death the insurance moneys supplied

the basis for making good all credits and indemnifying the business to the extent of the policy in dollars and cents the money loss of the life. In this Mr. Shevlin's associates, big men, were intimately concerned and Mr. Shevlin's estate further conserved by the importance of this insurance to the Shevlin Company.

"Some of the big figures in the Minneapolis banking world are directors in a local life company and have learned first hand that life insurance can protect a business or a bank against money losses following the insured to death effectively as it can protect the family. Life insurance has come into vogue because certain lives are financially valuable to others. It is, therefore, no far cry to insist upon insurance for the interested business associate just as you do for the interested family.

"There is not time to point out other cities that may dispute with Mr. Edgar the claims that he puts forth for Minneapolis in the way of business insurance outstanding and it would be unprofitable to do so because there is not a city in the United States or the Dominion of Canada to-day carrying an appreciable fraction of the business insurance that should be carried."

Mr. Graham read letters from many leading bankers of the United States and Canada emphasizing the importance they placed on their clients carrying life insurance.

Wants, But Cannot Have.

"When a man's banker says, 'Yes, we will let you have the loan but you must give us additional collateral, a life insurance policy,' that man cannot always go out and buy life insurance at that time. He must buy it ahead of time. The business man cannot always buy life insurance when he needs it most. He may be rejected by the doctor; that often happens. They can get fire insurance and accident insurance at any time, but not life insurance. When the pressure comes from the banker and the business man is under a great strain his blood pressure is high and his general vitality is low. That is the time he cannot get insurance protection.

"The business which fails because of the death of one of its executives fails because of the failure of that executive to take out business life insurance. The greatest field for that insurance is among the small businesses, where capital is scarce, is sorely needed; where the business is dominated by a few, by perhaps one man, by a man and his wife—the corner grocery, the drug store."

Mr. Graham noted that the Federal Reserve Bank of New York, in its individual statement form which it is attempting to get its member banks to use, inquires as to the amount of insurance carried and as to who is beneficiary.

Form of Policy.

Discussing the form of the business insurance policy, Mr. Graham said:

"It is most important that a business insurance contract be written in a way that will make the business the direct owner of the policy. There are two legal points in the writing of corporation insurance that are of the utmost importance. One is the fixing of the insurable interest and the other is in the right of assignment—both having to do with the ownership of the policy. To absolutely insure that the business is the owner of the policy it is advisable in all instances and necessary in most that the corporation be made the direct applicant-beneficiary. It is also necessary that the relationship under which the life becomes valuable to the corporation be clearly set forth. It is further necessary that the insured consent to the insurance upon his life, and that the insured act in his individual capacity while the corporation applicant-beneficiary acts in legal capacity as its rights are wholly statutory. By so

doing, all assignable rights and, in fact, the entire ownership of the policy legally vests which it is desired to vest, in the applicant-beneficiary.

"Any other plan is likely to bring a contest as to the insurable interest in the policy taken out by the man's individual act for the benefit of a corporation or raise issue as to rights under an assignment of such policy to a corporation both as to the matter of the rights, themselves and as to the extent of these rights as provable under the assignment.

Limitations—Joint-Life Insurance.

"It is desirable in practically all cases to issue separate policies where more than one life is concerned. A common fallacy in co-partnership insurance has been the thought that the insurance should be on the joint life plan. A joint life insurance is merely a promise to pay one claim on the first death, which cancels the whole contract, whereas each life should be protected to the extent of the value of the company in such a way that the contract cannot be cancelled upon the payment of the first claim. A joint life insurance on two lives leaves the surviving partner without insurance on his own life and perhaps without insurability. It also means that in event of discontinuance of the partnership the necessity to surrender the whole insurance to avoid carrying insurance on a man no longer valuable to the concern. Where there are three partners or three lives involved in one policy the case becomes much worse, and four lives or more are practically prohibitory from an underwriting standpoint. Moreover, there are difficulties in the way of placing business insurance upon two lives or more upon the joint plan because the probabilities are greatly increased that the lives will not all be found uniformly acceptable by the medical department.

"On a joint insurance this means a loss of the business. On single life policies often a different form of rated or higher premium insurance or substandard insurance can be placed on the weaker life and the protection consummated that way. By carrying separate policies, in event of discontinuance of partnership or retirement from partnership for various reasons, the terminating individual may either have his particular policy surrendered for its cash value to the firm or else continue this insurance as an individual policy by paying individually the cash value back to the firm.

Plan of Policy.

"The form of insurance is usually the whole life plan, although there are many business insurances written on endowment plans. Endowment plans are most applicable where it is desired to use the same both as indemnity and as a sinking fund against the future impairment of the life or against some other contingency calculated to arise at the end of the endowment period. Term insurance is occasionally used, but in business insurance just as in individual insurance the use of the term plan usually means a weak agent. In the term plan some arbitrary number of years must be fixed for the continuance of the insurance and it is obviously difficult to prophesy in advance just what this period should be. Where there is no right to renew, to understate the period would be serious, and where there is a right to renew the insurance at attained age the increased cost of doing so may prove awkward and disappointing. The ordinary life policy fits admirably here for pure protection because it is a contract with unlimited right to renew from year to year for the same level premium for the term of life. The surrender values of this policy are such as to make the net cost of the insurance during the period for which it is carried compare favorably with the limited term plan."

WESTERN CANADA'S REFUNDING PLAN

London Advices Regarding the Scheme—Manitoba and Saskatchewan Offering This Week

Mail advices are to hand from London this week confirming the statement of *The Monetary Times* two weeks ago that the American Dollar Securities committee has notified that the imperial treasury is desirous, in connection with the arrangements for regulating the American exchange, to purchase Manitoba 4 per cent. debentures of 1949, and 4 per cent. registered stock of 1950, and Saskatchewan 4 per cent. bonds of 1949, and 4 per cent. registered stock of 1951. The price offered in each case is 80, plus accrued interest to the date of transfer to the treasury. It is worth noting that "this offer has not the effect of rendering the dividends on the securities in question liable to additional income tax."

In other words, while the treasury are anxious to obtain both issues, they are not at present prepared to go to the length of penalizing holders who are not disposed to part with their holdings upon the terms offered. With regard to the latter, Manitoba 4 per cent. debentures of 1949 stood at 91 at the end of July, 1914, and marked in the early part of June at 77½, whilst the registered stock was a point higher on the eve of hostilities, and changed hands last week at 81 1/16. Saskatchewan 4 per cent. bonds of 1949 stood at 89 at the end of July two years ago and marked at 80½ a few days ago, whilst the registered stock, which was 88 in July, 1914, last, marked at 78½. Seeing that the treasury prices are plus accrued interest—the latter being, of course, included in the stock exchange prices, and that the transaction is carried out free of cost to the seller—the terms offered are attractive.

Welcomed in United States.

Our London contemporary, "Canada," discussing this matter, says: "It will be of interest to note if this new departure on the part of the treasury is followed up by similar offers with regard to other Canadian provinces, and whether efforts will be made to purchase Canadian municipal bonds. We have been surprised that the American Dollar Securities committee have not earlier turned their attention to this class of investment, especially in view of the way in which American investors have been absorbing them recently. Whether by way of collateral or for purposes of direct conversion, there can be doubt that Canadian provincial and first-class municipal issues would be welcomed in the United States upon terms which in comparison with those now offered should not be to the serious disadvantage of the treasury."

Offering in New York.

The Monetary Times understands that an issue of \$1,000,000 of Manitoba bonds and \$1,000,000 Saskatchewan bonds are being made in the United States this week on a 5.38 per cent. basis. This offering is presumably in connection with the Western refunding scheme, authoritative details of which were printed in *The Monetary Times* last week on page 22.

Bond houses are interested in the rates at which our Western borrowers are likely to raise large amounts in New York to-day. The Dominion of Canada paid a 5.90 rate for its \$75,000,000 loan there. The Anglo-French bonds are selling on the exchange to yield the investor a little better than a 6 per cent. rate on his money, and the new American Foreign Securities Company's bonds, guaranteed by the French government with bonds of neutral countries as collateral, can be purchased to yield 5¾ per cent. What is the width of the market for such bonds as the city of Winnipeg and the provinces of Manitoba and Saskatchewan as compared with the Dominion of Canada?

The subject is discussed in the editorial columns of this issue.

A resolution was unanimously carried by the Life Underwriters' Association expressing strong disapproval of the practice of misrepresentation of policies, companies' ratios, or other agents, of twisting or switching of policies or agents, and urging on the incoming executive the desirability of getting either under the Dominion act, or in every province a clause included in the insurance act whereby such practices should be penalized, and in the meantime that all companies be asked to circularize their agents and managers deprecating the practice.

SAVE FOR THE WAR LOAN

Finance Minister Asks Canadians to Steer Clear of Foreign Offerings

The minister of finance has issued a statement calling attention to the fact that Canadians are being circularized from the United States to purchase foreign government securities issued in the United States for munitions credits. He urges investors in Canada to reserve their funds instead for the forthcoming Canadian war loan. Sir Thomas White points out that on account of our rapidly increasing war expenditure and the heavier demands which the future will make in this respect it is of supreme national importance that the financial resources of Canada should be conserved for our own purposes, and that as much as possible of the national debt should be held in Canada.

Plenty of Capital.

The minister states that there is an abundance of capital in the United States to absorb all issues made in that country, and the allied interest will not, therefore, suffer through Canadians refraining from participation and husbanding their resources to meet their own national needs. Under the war measures act the government has power to prohibit the offering of foreign securities in Canada, as has been done in Great Britain, but has preferred to rely upon the patriotism of the Canadian investing public rather than to adopt repressive measures.

Offering Which Brought Statement.

The bond offering which caused the issue of the Canadian finance ministers statement was that of \$94,500,000 three-year 5 per cent. gold notes of the American Foreign Securities Company, which was organized for the purpose of advancing \$100,000,000 to France. A syndicate composed of twenty banking houses, located in New York, Chicago, Pittsburg and Philadelphia, and headed by J. P. Morgan and Company and Brown Brothers and Company, is making the offering for subscription at 98 and interest, yielding about 5.73 per cent. The notes have been offered in Canada.

LIFE INSURANCE COMPANIES TO HELP WAR LOAN

Mr. J. F. Weston, managing director of the Imperial Life, Toronto, announced during the course of his address at the insurance agents' banquet at Hamilton last week, that the life insurance companies of Canada were preparing to subscribe a larger amount to the second war loan of September next, than they did to the first loan in November last. The amount subscribed last time by the life insurance companies was about \$13,000,000.

COBALT ORE SHIPMENTS

The following are the shipments of ore in pounds from Cobalt Station for the week ended July 21st:—
La Rose Mine, 86,946; Mining Corporation of Canada, 64,980; McKinley-Darragh-Savage Mines, 85,388; Dominion Reduction Company, 88,000; Buffalo Mines, 68,780. Total 394,094 pounds, or 197 tons.

From Temagami—Pyrites Ore—

Rand Syndicate, 159,300 pounds, or 79.6 tons.

The total shipments since January 1st, 1916, now amount to 16,353,577 pounds, or 8,176.7 tons.

JUNE BANK STATEMENT

The Canadian chartered banks' statement for June shows the following changes from the previous return. *The Monetary Times'* complete analysis of the statement will appear in the next issue. The figures are:—

	June.	Change during month.
Demand deposits	\$ 428,117,340	+ \$15,815,850
Notice deposits	767,598,130	+ 2,534,080
Total deposits in Canada	1,195,715,470	+ 18,349,948
Call loans in Canada	86,776,474	+ 1,949,838
Call loans elsewhere	182,757,015	+ 19,350,956
Current loans in Canada	747,470,545	+ 15,666,372
Current loans elsewhere	60,081,564	+ 481,222
Circulation	123,373,395	+ 8,526,072

NATIONAL FINANCE COMPANY'S LIQUIDATION

Shareholders' Outlook is Not Bright—Some Sales of Properties and Securities Effected

In connection with the liquidation of the National Finance Company's affairs, the following particulars are included in a report of Mr. R. Kerr Houlgate, manager of the Yorkshire and Canadian Trust Company to April 30th, 1916:—

"The statement of affairs shows that, according to book figures, the assets amount to the sum of \$3,072,611.85, and the liabilities, including the amount due to shareholders on account of capital, viz., \$1,667,397.75, to the sum of \$2,649,278.12; making an excess of assets over liabilities of \$423,333.73 (exclusive of contingent liabilities in respect of guarantees of payment, aggregating \$159,847.67, as also in respect of guarantees under trust investments, aggregating \$373,981.85). These figures are arrived at by showing the assets at the figures they were carried at in the company's books at the date of liquidation, and not at their present value. It is practically impossible to estimate the true value of the assets at the present time, but it might be pointed out that unless conditions in the next year or two materially change, particularly as to realty values, it is very doubtful just what will be realized for the benefit of the ordinary creditors; while the shareholders' position would appear to be hopeless.

Contributory Payments.

"During the period of the above report, lists of creditors were settled before the court, as also those of the contributories. The list of contributories shows an amount as being due from them of \$342,655 in respect of their shares, and the sum of \$132,499 was called by order of the court, being \$20 on each share held, or such smaller amount as might be owing on any share. There has been received the sum of \$20,875 on account of the above ordered call. All of the contributories, with the exception of ninety-five, met in full or arranged for the payment of the call. Judgment for the amount called has been given by the court against those who failed to pay or arrange for the payment of the call against them.

"During the year four sales were effected of properties owned by the company at satisfactory figures considering the conditions of the realty market, and the moneys realized have been used to protect other assets. Since liquidation four properties have been dropped through foreclosure or mutual arrangement, and the liabilities were thereby reduced by \$408,652 in respect of mortgages and agreements payable. The properties in every case had depreciated in value to such a great extent, and as they were not producing sufficient revenue to meet accruing interest on the principal liability against them, to say nothing of taxes, water rates and general expenses, it was deemed advisable not to carry them any longer, the court concurring with the liquidator in this. A payment of approximately \$58,000 was received on account of the lands adjoining the Welton Block, and applied mainly against the balance owing to the Canadian Pacific Railway under the agreement of purchase covering the land.

Selling Municipal Bonds.

"Municipal bonds to the extent of \$74,005 were disposed of, and call loans for a similar amount were fully satisfied from the proceeds. Call loans payable at the present time only amount to \$4,878, and arrangements for their settlement are pending through the sale of the bonds still on hand.

"At the date of liquidation the liabilities (exclusive of the liability to shareholders) amounted to \$1,538,868, and at the 30th of April, 1916, they amounted to \$981,880, showing a reduction therein of \$556,988. Guaranteed liabilities in regard to trust investments at the above respective dates were \$1,121,235, and \$373,981, a reduction of \$747,253; while contingent liabilities have been reduced from \$214,750 to \$159,847.

Liquidator Reduces Expenses.

"Early last year it was quite evident that it would be a considerable period of time before any assets could be disposed of or realized on, and so the liquidator has endeavored to reduce to a minimum the general expenses in connection with the liquidation from time to time, and to secure extensions of the various liabilities in order that no equities or assets of the company would be lost. The reduc-

tion of the operating expenses is shown by the comparative statements of earnings and disbursements for the three periods ending the 30th of April, 1915, the 31st of October, 1915, and the 30th of April, 1916, in which the amounts of \$7,387, \$3,777 and \$2,564 respectively appear as charges, representing salaries, printing, stationery, postage and miscellaneous expenses. The coming period will show a further large reduction under the above charges. Other reductions have been effected, in one case a reduction of 2 per cent. per annum of interest under a mortgage payable, which means a saving to the liquidation of \$700 per annum."

CANADIAN BANK CLEARINGS

The following are the returns of the bank clearing houses for weeks ended July 13th, 1916, and July 15th, 1915, with changes:—

	Week ended July 13, '16.	Week ended July 15, '15.	Changes.
Montreal	\$ 82,117,101	\$ 47,950,503	+ \$34,166,598
Toronto	47,592,814	36,623,246	+ 10,969,568
Winnipeg	37,935,967	17,366,483	+ 20,569,484
Vancouver	6,824,518	5,020,890	+ 1,803,628
Ottawa	5,856,406	4,032,160	+ 1,824,246
Calgary	3,934,481	2,778,648	+ 1,155,833
Quebec	4,090,005	3,156,680	+ 933,325
Hamilton	3,570,180	2,738,882	+ 831,298
Edmonton	2,093,441	1,833,414	+ 260,027
Halifax	2,827,606	2,091,244	+ 736,362
London	2,072,793	1,747,230	+ 325,563
Regina	2,177,671	1,153,550	+ 1,024,121
St. John	1,977,543	1,676,968	+ 300,575
Victoria	2,203,513	1,591,666	+ 611,847
Saskatoon	1,036,310	712,005	+ 324,305
Moose Jaw	835,167	532,873	+ 302,294
Brandon	513,886	417,262	+ 96,624
Brantford	613,548	512,940	+ 100,608
Fort William	575,213	389,146	+ 186,067
Lethbridge	531,658	297,150	+ 234,508
Medicine Hat	297,970	187,704	+ 110,266
New Westminster	283,819	289,755	- 5,936
Peterboro	531,166	442,338	+ 88,828
Totals	\$210,492,776	\$133,542,737	+ \$76,950,039
Sherbrooke	509,750		
Berlin	461,823		

The following are the returns of the bank clearing houses for weeks ended July 20th, 1916, and July 22nd, 1915, with changes:—

	Week ended July 20, '16.	Week ended July 22, '15.	Changes.
Montreal	\$ 78,408,200	\$ 47,670,717	+ \$30,737,483
Toronto	46,252,618	37,103,580	+ 9,149,038
Winnipeg	39,702,256	16,615,941	+ 23,086,315
Vancouver	6,335,843	5,627,664	+ 708,179
Ottawa	5,360,642	4,230,566	+ 1,130,076
Calgary	4,348,529	2,769,082	+ 1,579,447
Quebec	4,054,899	3,408,065	+ 646,834
Hamilton	4,665,251	3,196,863	+ 1,468,388
Edmonton	1,960,228	1,899,922	+ 6,306
Halifax	2,684,497	1,907,663	+ 776,834
London	1,905,806	1,682,043	+ 223,763
Regina	1,980,887	1,125,135	+ 855,752
St. John	1,792,169	1,563,202	+ 228,967
Victoria	1,538,485	1,317,955	+ 220,530
Saskatoon	1,023,187	727,522	+ 295,665
Moose Jaw	993,425	570,238	+ 423,187
Brandon	669,005	428,686	+ 240,319
Brantford	599,087	490,512	+ 108,575
Fort William	566,600	561,549	+ 5,051
Lethbridge	583,511	322,452	+ 261,059
Medicine Hat	358,238	185,975	+ 172,263
New Westminster	315,357	287,312	+ 28,045
Peterboro	495,142	331,750	+ 163,392
Totals	\$206,539,862	\$134,024,403	+ \$72,515,459
Sherbrooke	495,516		
Berlin	478,098		

Monetary Times

Trade Review and Insurance Chronicle
of Canada

Address: Corner Church and Court Streets, Toronto, Ontario, Canada.
Telephone: Main 7404, Branch Exchange connecting all departments.
Cable Address: "Montimes, Toronto."
Winnipeg Office: 1208 McArthur Building. Telephone Main 2663.
G. W. Goodall, Western Manager.

SUBSCRIPTION RATES

One Year	Six Months	Three Months	Single Copy
\$3.00	\$1.75	\$1.00	10 Cents

ADVERTISING RATES UPON REQUEST.

The Monetary Times was established in 1867, the year of Confederation. It absorbed in 1869 The Intercolonial Journal of Commerce, of Montreal; in 1870, The Trade Review, of Montreal; and the Toronto Journal of Commerce.

The Monetary Times does not necessarily endorse the statements and opinions of its correspondents, nor does it hold itself responsible therefor. The Monetary Times invites information from its readers to aid in excluding from its columns fraudulent and objectionable advertisements. All information will be treated confidentially.

SUBSCRIBERS PLEASE NOTE:

When changing your mailing instructions, be sure to state fully both your old and your new address.

All mailed papers are sent direct to Friday evening trains. Any subscriber who receives his paper late will confer a favor by complaining to the circulation department.

BRANTFORD LIFE UNDERWRITERS

In Brantford, Ontario, a life insurance agent was accused of deliberate misrepresentation of life insurance policies. The allegation was that he had misrepresented several policies and had sold twenty pay life contracts for twenty-year endowment policies. The Brantford Life Underwriters' Association took up the matter, obtained a number of affidavits supporting the charges and reported the case to the grievance committee of the Dominion Life Underwriters' Association, the parent body. The chairman of that committee was, to use his words, "so convinced in his own mind" that the complainant's charges were not sustained "that he did not submit the case to the other members of the grievance committee."

The members of the Brantford association at the annual convention of the Dominion association last week, raised this question and it was apparent that they felt considerable dissatisfaction, and properly so, at the way in which this case had been handled. Unfortunately there were no strong advocates of the Brantford case at the convention such as there were when the Hamilton rebate incident was raised at the Toronto convention last year. Sufficient was said, however, to have the Brantford case referred back to the grievance committee for consideration of the full committee.

The Monetary Times thinks that the Brantford Life Underwriters' Association has just cause for complaint, if only because of the action of the grievance committee's chairman, action which he must have known in this particular case especially, would have led to adverse criticism. Again, the Brantford association believed they had thoroughly proven misrepresentation. They took great care in marshalling their facts and in obtaining the necessary affidavits. The fact that an equal number of affidavits was obtained by the defence, documents which, we understand, were more of a general nature than relating to the specific case, does not change the position.

The Dominion Life Underwriters' Association should be more fully alive to the opinions of their rank and file in these matters. The members of the Association who have been lectured without end as to the ethics, morals and righteousness of the life insurance business, expect their officers to exhibit a little backbone when dealing with such matters as rebates, switching and misrepresentation. Unless the Dominion association drops its policy of pussy-footing in these matters, resignations will take the place of sarcastic criticism. The Dominion Life Underwriters' Association must practise what it preaches if it desires to live.

WESTERN CANADA'S REFUNDING PLAN

The offering in New York this week of \$1,000,000 of Manitoba's and \$1,000,000 of Saskatchewan's ten-year bonds, is apparently made in connection with the scheme for retiring certain Canadian debts in London and refunding them in New York. Part of the present issues in New York are 4½s and part are 5s. The price of the 4½s is, we understand, 93½ less ¼ of 1 per cent. This financing, therefore, is done on approximately a 5¾ per cent. basis.

Much has been heard as to the large saving to be effected by purchasing the securities in London and reselling in New York, but unless there are some factors of which the general bond market is not cognizant, it is difficult to see that the saving will be substantial, even if there is any at all. The Western borrowers are paying 80 and interest for the securities which are being mobilized in London. Taking into consideration the profit in exchange, less the shipping and insurance charges, the purchase price would be reduced to about 78½, which is approximately a 5¾ per cent. basis. Without considering the suggestion heard in some quarters that a higher price than 80 has recently had to be paid in London for the bonds, these figures indicate that the securities are being sold to the investor on exactly the same basis at which they are being bought in London, namely 5¾ per cent., only in the case of the sale in the United States, that figure makes no allowance for expenses, which we understand are in the neighborhood of 2½ per cent. The question of saving, therefore, seems to come down to the possibility of again refunding, in London, at a lower basis, say, at the end of ten years. It is difficult to understand why the new bonds should have been offered so cheaply, as the basis is substantially lower than the current New York quotations. This is emphasized by the new offering of Greater Winnipeg Water District bonds in New York on a 5¼ per cent. basis, as compared with 5¾ per cent. for the Manitoba and Saskatchewan issues.

Advices from London seem to indicate that it is unlikely that the large holders of these Western securities in the United Kingdom will sell at the price mentioned, 80 and interest, because such a sale necessitates the burden of a very heavy capital loss and it is difficult, if not impossible, to reinvest the proceeds to any better advantage. While there are available government securities yielding 6 per cent., these are short-term issues and cannot therefore be considered in this connection. The talk of many millions of Canadian securities, now in London, coming on the New York market during the next few months should be accepted with reserve, in fact present indications are that the total amount will be relatively small. Unfortunately these rumors have already disturbed conditions in the New York market so far as Canadian securities are concerned, the inference being that "bargains" will soon be on the counter,—in the opinion of The Monetary Times an unwarranted conclusion.

Life Insurance and the Business Man

Economic Value of Life Insurance to the Individual, to the Family and to the State—That Business Men, when they most need it, cannot obtain Insurance because the Medical Examiner Objects, is a Hint to get Insurance Ahead of Time—Report of the Hamilton Convention of the Dominion Life Underwriters' Association

REPRESENTING life insurance of \$1,289,000,000 in force in this country, the life underwriters of Canada met in convention at Hamilton, Ontario, last week. Several hundreds of the men who helped to place nearly half a million life insurance policies in the Dominion last year, bringing premiums to their companies of over \$45,000,000, gathered to discuss the problems of the business, its economic value to the individual, to the family, and to the state, and to discuss the improvement of conditions both for the salesman and for the insured. The significant phase of the convention, from the general public's standpoint (and *The Monetary Times'* report of the convention is written on the following pages from that viewpoint), is that it was made clear that the men who sell life insurance policies, stand out as a general rule as clean-cut, alert business men with the greatest faith in what they are selling and with a strong desire to give the public the best sort of life insurance policy and most suited to individual needs. These characteristics are becoming stronger in life insurance salesmen as a group and as the companies take greater care in training them for the business, such desirable conditions will improve still further.

One of the most striking statements at the convention, and which may surprise many active but complacent business men, was that life insurance could not always be purchased. Often does that apply when life insurance is needed most. Here is an illustration: A banker desires more collateral, a life insurance policy, from one of his clients. That client cannot always purchase life insurance at that time. He may be rejected by the medical examiner; it frequently happens. When the pressure comes from the banker and the business man is under a great strain, his blood pressure is high and his general vitality is low. That is the time he cannot get insurance protection. It is clear, therefore, that he must buy it ahead of time.

That the best patrons of the life insurance companies are the most successful business men, was a statement of Mr. Kenneth Bethune, a prominent Hamilton manufacturer, in addressing the convention. It is a hint which may be taken by prospective insurers, large and small. This manufacturer described life insurance as "the safest system of finance ever devised, founded on a scientific basis, its investments restricted by law to the best securities and always meeting every obligation in full." Happy is he, added the manufacturer, who is wise enough to purchase such an amount of life insurance as his means will afford.

One of the most interesting addresses (printed practically in full as the leading article in this issue) was that of Mr. William J. Graham, superintendent of the group monthly premium and home purchase departments of the Equitable Life Insurance Society of the United States. It dealt with business life insurance which he described as "indemnity and protection against money loss that may

follow decease of lives financially valuable." The test of business insurance utility in a particular situation is this query: To what extent may financial loss follow to the business and its credit without it? Consideration of the question gives an idea of the large field that exists for the writing of business life insurance. Mr. Graham considered his subject under the three sub-heads of co-partnership insurance, corporation insurance and credit insurance. Co-partnership insurance, he explained, is the designation usually given to insurance that indemnifies the surviving partner or partners against the financial hazard of a partner's death. It is effected more usually by the different partners taking insurance policies directly for the benefit of the firm with firm as beneficiary or indirectly by making the beneficiary one another.

Corporation insurance is in essence the same co-partnership insurance, for its purpose is to indemnify a corporation or a business for the loss of a life or lives whose energy, brains, credit are factors in the prosperity of the company.

Credit insurance is the branch of business life insurance which means the protection of loans and collaterals against the untoward contingency of death, by providing in such event life insurance to wipe out the debt.

"Some of the big figures in the Minneapolis banking world," said Mr. Graham, "are directors in a local life company and have learned first hand that life insurance can protect a business or a bank against money losses following the insured to death as effectively as it can protect the family. Life insurance has come into vogue because certain lives are financially valuable to others. It is, therefore, no far cry to insist upon insurance for the interested business associate just as you do for the interested family."

Attending the convention were also a number of officials from the head offices of life insurance companies. Mr. J. F. Weston, one of them, and the managing director of the Imperial Life, raised the important question of the taxation of life insurance premiums by our governments. These taxes are a penalty upon thrift. The legislatures do not yet realize the great value of life insurance to the state, and policyholders do not fully understand that they pay the unjust taxes placed by the governments upon thrift as practised by the purchase of life insurance.

In the following pages the principal features of the life underwriters' convention are summarized. Life insurance funds of \$400,000,000 are already invested in this country of 8,000,000 population. When every person in Canada who should be insured, carries even only a small policy, there will be \$3,000,000,000 of life insurance on the books of the companies doing business in Canada instead of about half that amount as at present. Life insurance is a business, therefore, of which we may with advantage learn more. Its benefits are best recognized by seeing to it that adequate life insurance is carried on one's life.

BANK OF MONTREAL

Established 1817

Capital Paid up	- - -	\$16,000,000
Reserve Fund	- - -	\$16,000,000
Undivided Profits		\$1,321,193
Total Assets	- - -	\$390,421,701.

BOARD OF DIRECTORS:

H. V. Meredith, Esq., President

- | | |
|----------------------------|-----------------------|
| R. B. Angus, Esq. | C. R. Hosmer, Esq. |
| E. B. Greenshields, Esq. | A. Baumgarten, Esq. |
| Sir William Macdonald | C. B. Gordon, Esq. |
| Hon. Robt. Mackay, | H.R. Drummond, Esq. |
| Lord Shaughnessy, K.C.V.O. | D. Forbes Angus, Esq. |
| William McMaster, Esq. | |

Head Office: MONTREAL

General Manager—Sir Frederick Williams-Taylor, LL.D.

Assistant General Manager—A. D. Braithwaite.

Branches and Agencies { Throughout Canada and Newfoundland
Also at London, England
And New York, Chicago and Spokane in the
United States

A GENERAL BANKING BUSINESS TRANSACTED

THE CANADIAN BANK OF COMMERCE

Established 1867

Head Office TORONTO

Paid-up Capital	\$15,000,000
Reserve Fund	\$13,500,000

SIR EDMUND WALKER, C.V.O., LL.D., D.C.L., *President*
JOHN AIRD *General Manager*
H. V. F. JONES ... *Assistant General Manager*

377 Branches throughout Canada and in the United States, England, Mexico and Newfoundland.

NEW YORK AGENCY—16 Exchange Place

J. P. BELL, Agents
H. P. SCHELL,

LONDON, ENGLAND, OFFICE—2 Lombard St., E.C.
C. CAMBIE, Manager

MEXICO BRANCH—Avenida San Francisco, No. 50
D. MUIRHEAD, Assistant Manager

ST. JOHN'S, NEWFOUNDLAND
S. H. LOGAN, Manager

The large number of branches of this Bank in all parts of Canada enables it to place at the disposal of its correspondents unexcelled facilities for every kind of banking business with Canada, and especially for collections.

Savings Bank Department at every Branch
(Yukon Territory excepted).

THE BANK OF TORONTO

INCORPORATED 1855

Dividend No. 140.

Notice is hereby given that a DIVIDEND OF TWO AND THREE-QUARTERS PER CENT. for the current quarter, being at the rate of ELEVEN PER CENT. PER ANNUM, upon the Paid-up Capital Stock of the Bank, has this day been declared, and that the same will be payable at the Bank and its Branches on and after the 1st day of SEPTEMBER next, to Shareholders of record at the close of business on the 11th day of August next.

By order of the Board,
THOS. F. HOW,
General Manager

The Bank of Toronto,
Toronto, July 19th, 1916.

IMPERIAL BANK OF CANADA

HEAD OFFICE, TORONTO

CAPITAL PAID UP \$7,000,000 RESERVE FUND \$7,000,000
PELEG HOWLAND E HAY
PRESIDENT GENERAL MANAGER



Drafts, Money Orders and Letters of Credit issued available throughout the world.

Dealers in Government and Municipal Securities.

Dealers in Foreign and Domestic Exchange.

Savings Department at all Branches. Interest credited half-yearly at current rates.

General Banking Business transacted.

17 Branches in Toronto
126 Branches in Canada

At the Life Underwriters' Convention, Hamilton

(Drawn for *The Monetary Times* by E. D. Gates.)

THE accompanying "one minute" sketches were made for *The Monetary Times* at the Hamilton life insurance convention by Mr. E. D. Gates, a newcomer in the ranks of the Imperial Life's insurance salesmen. Mr. Gates used the bottom of a *Monetary Times* circular on which to sketch four of his subjects. The delegates are as follow:—

- (1) **H. C. Cox**, Toronto; president of the Canada Life.
- (2) **J. W. W. Stewart**, managing director of the Monarch Life, Winnipeg.
- (3) **George T. Wilson**, vice-president of the Equitable

Life, New York. He addressed the convention on "Efficiency."

- (4) **J. F. Weston**, Toronto; managing director of the Imperial Life, of Canada, who delivered an address on the patriotism of life insurance.

- (5) **Mr. Jackson**, Brantford; with the Sun Life Assurance Company there.

- (6) **J. Burt Morgan**, Victoria; Great-West Life; elected president of the Life Underwriters' Association of Canada, 1916-17.

- (7) **W. Lyle Reid**, Ottawa; Sun Life; immediate past-president of the Life Underwriters' Association of Canada; member of executive board.

- (8) **George Hunt**, superintendent of agencies, Imperial Life of Canada; secretary of the Life Underwriters' Association of Canada, and member of finance committee.

- (9) **E. J. L'Esperance**, Montreal; local manager of the Imperial Life of Canada.

- (10) **A. J. Meiklejohn**, Montreal; local manager Confederation Life; past president of the Life Underwriters' Association of Canada; chairman education committee, and member of publicity committee.

- (11) **Edward A. Woods**, Pittsburg; president of the National Life Underwriters' Association of the United States; vice-president of the Life Underwriters' Association of Canada. He addressed the convention on "Salesmanship."

- (12) **Ernest W. Owen**, Detroit; local manager of the Sun Life of Canada, who addressed the convention on "The to-day of unprecedented opportunity in life insurance."

- (13) **George H. Allen**, Toronto; city manager North American Life; past-president, Life Underwriters' Association of Canada, and member of executive board and of board of directors of the Life Underwriters' News.

- (14) **T. B. Parkinson**, Etna Life, London; chairman of transportation committee for many years.



Kindly send me, gratis, copy of *The Monetary Times* of July 29th containing report of Life Underwriters' Convention.

Name _____

Address _____

THE BANK OF BRITISH NORTH AMERICA

Established in 1836. Incorporated by Royal Charter in 1840

Paid-up Capital - \$4,866,666.66
Reserve Fund - \$3,017,333.33

HEAD OFFICE

5 GRACECHURCH STREET, LONDON, E.C.

Head Office in Canada
ST. JAMES ST., MONTREAL

H. B. MACKENZIE, General Manager

This Bank has Branches in all the principal cities of Canada, including Dawson City (Y.T.), and Agencies at New York and San Francisco in the United States.

Agents and Correspondents in every part of the world

Collections made at Lowest Rates

Drafts, Money Orders, Circular Letters of Credit and Travellers' Cheques issued, Negotiable anywhere

Agents in Canada for Colonial Bank, London, and West Indies

SAVINGS DEPARTMENT AT EVERY BRANCH



THE BANK OF NOVA SCOTIA

Capital paid-up - \$ 6,500,000
Reserve Fund - 12 000,000
Total Assets - 100,000,000

HEAD OFFICE - HALIFAX, N.S.

BOARD OF DIRECTORS

JOHN Y. PAYZANT, President
CHARLES ARCHIBALD, Vice-President
G. S. CAMPBELL J. WALTER ALLISON
HECTOR McINNES HON. N. CURRY
JAMES MANCHESTER W. W. WHITE, M.D.
S. J. MOORE W. D. ROSS
M. C. GRANT

General Manager's Office, Toronto, Ont.

BRANCHES IN CANADA

30 in Nova Scotia 23 in New Brunswick
7 in Prince Edward Island 11 in Quebec
67 in Ontario 14 in Western Provinces

IN NEWFOUNDLAND

Bay Roberts Bell Island Bonavista Bonne Bay
Brigus Burin Carbonear Channel
Fogo Grand Bank Harbor Grace St. John's
Twillingate Wesleyville

IN WEST INDIES

Havana, Cuba. San Juan, Porto Rico.
Jamaica—Black River, Kingston, Mandeville, Montego Bay,
Port Antonio, Port Maria, St. Ann's Bay, Savanna-la-Mar.

IN UNITED STATES

BOSTON CHICAGO NEW YORK (AGENCY)

CORRESPONDENTS

Great Britain—London Joint Stock Bank Ltd.; Royal Bank of Scotland.

France—Credit Lyonnais.

United States—Bank of New York, N.B.A., New York; Merchants National Bank, Boston; First National Bank, Chicago; Fourth Street National Bank, Philadelphia; Citizens National Bank, Baltimore; Canadian Bank of Commerce, San Francisco; First National Bank, Minneapolis.

THE MOLSONS BANK

Capital Paid-Up, \$4,000,000 Reserve Fund, \$4,000,000
Incorporated by Act of Parliament 1855.

HEAD OFFICE MONTREAL

BOARD OF DIRECTORS

Wm. MOLSON MACPHERSON, President S. H. EWING, Vice-President
Geo. E. Drummond Wm. M. Birks F. W. Molson
W. A. Black E. J. Chamberlin
EDWARD C. PRATT, General Manager
E. W. WAUD, Superintendent of Branches.
H. A. HARRIES, Inspector T. CARLISLE, Asst. Inspector
T. BERRSFORD PHEPOS, Western Inspector

BRANCHES

ALBERTA

Calgary
Camrose
Edmonton
Lethbridge

BRITISH COLUMBIA

Revelstoke
Vancouver
East End Brch.

MANITOBA

Winnipeg
Portage Av. Br.

ONTARIO

Alvinston
Amherstburg
Aylmer
Belleville
Berlin
Brockville
Chesterville
Clinton
Delhi
Drumbo
Dutton
Exeter
Forest

Formosa
Frankford
Hamilton
Market Branch
James & Barton

Hensall
Highgate
Iroquois
Kingsville

Kirkton
Lambton Mills
London

Lucknow
Meaford
Merlin
Morrisburg
Norwich
Ottawa
Owen Sound
Port Arthur
Ridgetown
Simcoe
Smith's Falls
St. Mary's
St. Thomas
East End Brch.

Teeswater
Toronto
Queen St. W. Br.

Trenton
Wales | Waterloo
West Toronto
Williamsburg
Woodstock
Zurich

QUEBEC

Arthabaska
Bedford
Chicoutimi
Cowansville
Drummondville
Fraserville
and Riviere du
Loup Station
Knowlton
Lachine
Matane
Mont Joli
Montreal
St. James St. Br.
St. Catherine St. Ville St. Pierre
Branch
Waterloo

Marketand
Harbor Branch
St. Henri Branch
Maisonneuve Br.

Cote des Neiges Br.
St. Lawrence
Boulevard Brch.
Cote St. Paul Br.
Park and Bernard
Ave. Branch

Montreal, West
Tetreaultville
Pierreville
Quebec
Upper Town
Richmond

Roberval | Sorel
St. Cesaire
St. Marie Beauce
St. Ours
St. Therese de
Blainville
Trois Pistoles
Victoriaville
St. Pierre
Waterloo

AGENTS IN GREAT BRITAIN AND COLONIES—London and Liverpool—Parr's Bank, Limited. Ireland—Munster & Leinster Bank, Limited. Australia and New Zealand—The Union Bank of Australia, Limited. South Africa—The Standard Bank of South Africa, Limited.

FOREIGN AGENTS—France—Societe Generale. Belgium—Antwerp—La Banque d'Anvers. China and Japan—Hong Kong and Shanghai Banking Corporation. Cuba—Banco Nacional de Cuba.

AGENTS IN UNITED STATES—Agents and Correspondents in all the principal cities.

Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange. Commercial letters of Credit and Travellers' Circular Letters issued available in all parts of the world.

SELLING LIFE INSURANCE

A Man is Better Insured in Any Company Than None At All

Salesmanship was a theme of Mr. Edward A. Woods, of Pittsburgh, at the final session of the life underwriters' convention. Mr. Woods is president of the National Association of Life Underwriters in the United States, and general agent at Pittsburgh, of the Equitable Life of New York. He is reputed to have the largest life insurance agency business in the world and to give this reputation some practical backing in Hamilton, he brought with him many of his agents to that city (reported as numbering 140) in a special train from Pittsburgh. He is a short, slight man with a nervous temperament under pretty good control. Probably, he prefers writing a man for a big insurance policy than addressing large audiences, chiefly because to him the former task is much the easier.

The main part of his address dealt with the selling of life insurance and the lack of training which the life insurance salesman usually gets. "Most of you," said Mr. Woods, "were given a rate book, an hour's talk and told to go out and get business. How many agents here started in the life insurance business that way?" asked Mr. Woods. A number of hands shot up. "Do you want your sons to start in the business the same way?" he continued, a question which brought a volley of "Noes." Mr. Woods gave a number of valuable hints on salesmanship, which were somewhat spoiled by a lengthy period of poetical and philosophical oratory, which followed, punctuated with statistics in the millions and set in an atmosphere of go in the shade. Mr. Woods has a curious intonation, too, the last word of sentence after sentence being sustained and a change coming only just in time to save actual monotony of voice.

Growth of Life Insurance.

Illustrating the growth of life insurance, Mr. Woods said that when he went into the business, there were 600,000 life insurance policies in force. Now there are 42,000,000. The convalescent period after war had always taken a long time. Life insurance men would play a very important part in the reconstruction of the economic position after the conclusion of the present great war. He predicted that unfair competition in life insurance would be eliminated within a comparatively short time. Companies and agents would be working first for the general good of the life insurance business. The agent would recognize the fact that it was far better that a man be insured in any company than in none at all.

He gave some practical hints as to how to sell life insurance. He advised against the sudden production of the policy for the prospect's signature. "Men are like horses," said Mr. Woods. "They often shy at a piece of paper. Put the wife's name and the amount of insurance in large letters. Show the husband the paper. Let him associate the ideas.

"In any ideal transaction, both parties are in a good humour. Never try to do business by arguing. The tone of voice has a great deal to do with a sale. The tone should be conciliatory, not argumentative."

Mr. Woods contrasted the salesmanship of a few years ago with that of to-day. The old style was illustrated by a horse sale. It was a case of getting the horse sold, obtaining the cheque and getting away before the purchaser had time to find out what was wrong with the horse! Salesmanship to-day was the parting of something of value to the man who wanted it, to the satisfaction of both parties.

Selection of Salesmen.

The selection of life insurance salesmen in the past had been poor. Every two years an entirely new set of men represented the life insurance business of the United States. If companies found it necessary to select their risks, surely it was equally as necessary to select their salesmen.

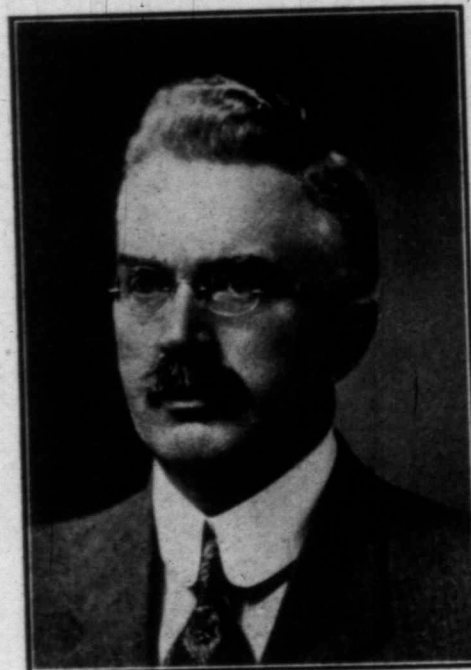
"Sixty thousand persons annually pass out of the life insurance business in the United States, as failures. This is excessive, particularly for a grade of work that is so high as that of the life insurance salesman should be. Many of the figures showing the excessive turnover in other industries is because of the fluctuation of cheap or transient labor, adding materially to the high percentage of turnover. This should not be true of life insurance, where the proper selection and training of an agent are or should be of a high order and where, consequently, there should not be the tran-

sient employment to account for the excessive turnover figures in most occupations.

"The cost to the companies of training these failures is estimated at \$6,000,000."

NEW OFFICERS OF LIFE UNDERWRITERS' ASSOCIATION

Mr. J. Burt Morgan, Great-West, Victoria, was elected president of the Dominion Life Underwriters' Association last week. Mr. W. Lyle Reid, Sun Life, Ottawa, is hon-president. The following vice-presidents were elected: Maritime province, J. T. Wilson, Canada Life, Halifax; Ontario and Quebec, E. Morwick, Mutual Life, Hamilton; Manitoba and Saskatchewan, D. J. Johnston, Aetna Life, Winnipeg; Alberta and British Columbia, P. A. Wintemate, Manufacturers' Life, Calgary; and the president of the National Life Underwriters' Association of the United States. The



MR. J. BURTT MORGAN

Elected President of the Canadian Life Underwriters' Association, 1916-17; Manager at Victoria of the Great-West Life Assurance Company, of Winnipeg.

other officers elected were Geo. H. Hunt, Imperial Life, Toronto, secretary; F. T. Stanford, Canada Life, Toronto, treasurer. The executive committee is as follows:—

- | | |
|-------------------------------|--------------------------------------|
| J. E. Parks, Belleville | A. E. Dawson, Peterboro |
| J. A. Wilson, Brandon | R. E. Williams, Prince Albert |
| F. J. Reid, Brantford | A. Lesage, Quebec |
| H. B. White, Brockville | J. T. Lachance, Quebec |
| J. W. Keith, Calgary | R. G. McCuish, Regina |
| J. O. Hyndman, Charlotte-town | Geo. J. Alexander, Eastern Townships |
| W. T. Hart, Edmonton | T. J. Parkes, Eastern Townships |
| A. Finzell, Fort William | H. J. McAvoy, St. Catharines |
| G. P. Hamilton, Guelph | L. I. Lowe, St. John |
| J. C. Stredder, Halifax | F. S. Bonnell, St. John |
| J. L. McDuff, Halifax | G. J. A. Reamy, Saskatoon |
| W. C. McCartney, Hamilton | A. Waddell, Stratford |
| Geo. L. Goodrow, Hamilton | G. E. Archibald, Sydney |
| M. G. Johnston, Kingston | M. H. Bingeman, Toronto |
| Vivian Reeve, London | W. E. Nugent, Toronto |
| E. R. Alford, Medicine Hat | J. B. Hall, Toronto |
| G. E. Williams, Montreal | J. A. Johnston, Vancouver |
| J. P. Rowley, Montreal | Alex. Peden, Victoria |
| C. C. Gauvin, Montreal | W. M. G. DesBusay, Winnipeg |
| Wm. Houston, Moose Jaw | C. M. Twiss, Winnipeg |
| T. J. Patton, North Bay | |
| A. S. Wickware, Ottawa | |
| A. D. Kennedy, Ottawa | |

The next life underwriters' convention will be held at Winnipeg some time in 1917.

The Dominion Bank

HEAD OFFICE TORONTO

Sir EDMUND B. OSLER, M.P., President
 W. D. MATTHEWS, Vice-President
 C. A. BOGERT, GENERAL MANAGER

The London, England, Branch

Of the Dominion Bank at 78 Cornhill, E.C.

Conducts a General Banking and Foreign Exchange Business, and has ample facilities for handling collections and remittances from Canada.

The Standard Bank of Canada

Quarterly Dividend Notice No. 103

Notice is hereby given that a Dividend at the rate of THIRTEEN PER CENT. PER ANNUM upon the Capital Stock of this Bank has this day been declared for the quarter ending the 31st day of July, 1916, and that the same will be payable at the Head Office in this City and its Branches on and after Tuesday, the 1st day of August, 1916, to Shareholders of record of the 22nd of July, 1916.

By order of the Board,

GEO. P. SCHOLFIELD, General Manager
 Toronto, June 27th, 1916.

THE Royal Bank of Canada

INCORPORATED 1869

Capital Authorized \$ 25,000,000
 Capital Paid-up 11,750,000
 Reserve and Undivided Profits.... 13,236,000
 Total Assets 214,000,000

HEAD OFFICE, MONTREAL

Sir H. S. HOLT, Pres. E. L. PEASE, V. Pres. and Man. Dir.
 C. E. NEILL, General Manager.

320 Branches in Canada and Newfoundland.

Thirty Branches in Cuba, Porto Rico, Dominican Republic and Costa Rica.

BRITISH WEST INDIES

ANTIGUA—St. John's; BAHAMAS—Nassau;

BARBADOS—Bridgetown; DOMINICA—Roseau;

GRENADA—St. George's; JAMAICA—Kingston;

ST. KITTS—Basseterre

TRINIDAD—Port of Spain and San Fernando.

BRITISH HONDURAS—Belize.

BRITISH GUIANA—Georgetown, New Amsterdam, and Rose Hall (Corentyne).

LONDON, ENGLAND

Bank Bldgs,
 Princes Street, E.C.

NEW YORK CITY

Cor. William and
 Cedar Streets.

Business Accounts carried upon favorable terms.
 Savings Department at all Branches.

AUSTRALIA and NEW ZEALAND BANK OF NEW SOUTH WALES

(ESTABLISHED 1817)
 AUSTRALIA

PAID UP CAPITAL
 RESERVE FUND
 RESERVE LIABILITY OF PROPRIETORS



AGGREGATE ASSETS 30th SEPT., 1915

J. RUSSELL FRENCH, General Manager

344 BRANCHES and AGENCIES in the Australian States, New Zealand, Fiji, Papua (New Guinea), and London. The Bank transacts every description of Australian Banking Business. Wool and other Produce Credits arranged.

HEAD OFFICE: GEORGE STREET, SYDNEY.

LONDON OFFICE: 29 THREADNEEDLE STREET, E.C.

AGENTS: BANK OF MONTREAL, ROYAL BANK OF CANADA

.....	\$ 17,500,000.00
.....	13,000,000.00
.....	17,500,000.00
.....	\$ 48,000,000.00
.....	\$ 288,756,341.00

LLOYDS BANK LIMITED,

HEAD OFFICE:

71, LOMBARD ST., LONDON, E.C.



Capital Subscribed - - - - -	\$156,521,000
Capital paid up - - - - -	25,043,360
Reserve Fund - - - - -	18,000,000
Deposits, &c. - - - - -	652,522,495
Advances, &c. - - - - -	275,044,415

THIS BANK HAS 900 OFFICES IN ENGLAND AND WALES.

Colonial and Foreign Department: 17, Cornhill, London, E.C.
 London Agency of the IMPERIAL BANK OF CANADA.

French Auxiliary: LLOYDS BANK (FRANCE) LIMITED,
 with Offices at PARIS, BORDEAUX, BIARRITZ and HAVRE.

PERSONAL NOTES

Mr. A. S. Wickware, Imperial Life, Ottawa, is chairman of the legislation committee.

Mr. William McBride, familiarly known as Uncle Billy, is chairman of the transportation committee.

Mr. H. G. Cox, president of the Canada Life, received an ovation upon his appearance at the second day's sessions.

Mr. Sydney C. Tweed, assistant superintendent of agencies, Mutual Life of Canada, gave an excellent paper on the training of new life insurance agents.

Mr. Fred. Halstead, superintendent of agencies, Dominion Life, presided at a meeting of 40 agents of that company, at Hamilton last week. The concluding sessions of their conference were held at the company's head office, Waterloo, Ont.

Mr. E. E. Reid, assistant actuary of the London Life, was one of two actuaries who gave interesting addresses at the convention, Mr. M. P. Langstaff of the Dominion Life, Waterloo, being the other.

Messrs. F. T. Stanford, Canada Life, Toronto; George H. Allen, North American Life, Toronto; and W. A. Peace, Imperial Life, Toronto, were appointed board of directors in connection with the publication of *The Life Underwriters' News*.

Mr. J. B. McKechnie, general manager and actuary of the Manufacturers' Life, was one of the prominent head office officials at the convention. Mr. Harvey, of the actuarial department of the North American Life, was also at the convention.

Mr. J. A. Tory, Sun Life, Toronto, together with Messrs. F. T. Stanford, Canada Life, Toronto; J. B. Hall, Dominion Life, Toronto; George Junkin, Manufacturers' Life, Toronto; and George Hunt, Imperial Life, Toronto, were appointed finance committee of the association.

Mr. F. T. Stanford, Canada Life, Toronto, is chairman of the publicity committee. The other members are Messrs. John A. Tory, Sun Life, Toronto; A. J. Meiklejohn, Confederation Life, Ottawa; C. A. Emerson, Manufacturers' Life, Toronto; D. J. Johnston, Etna Life, Winnipeg; and A. Homer Vipond, New York Life, Montreal.

Mr. J. W. W. Stewart, managing director of the Monarch Life Insurance Company, Winnipeg, attended all the sessions of the insurance convention and acted also as a judge of the competition as to novel ways of selling life insurance. Mr. Stewart spoke optimistically of Western conditions, in discussing them with *The Monetary Times*.

Mr. Wood, of the Wood Milling Company, Hamilton, was one of the generous local business men who placed his car at the disposal of the delegates, in order that they might see Hamilton. He and Mr. W. McKay, a Hamilton representative of the Mutual Life of Canada, piloted several newspapermen around the city. Gasoline ran short but good stories did not.

Mr. Alex. Bissett, Canadian manager of the London & Lancashire Life Assurance Company, Montreal, presided at a gathering of the company's branch managers at Hamilton last week. Mr. Tom Mills, of Kingston, was the veteran at the gathering. Mr. Morris, the Toronto district manager, was among the company's managers participating in an interesting conference.

Mr. W. Lyle Reid, Sun Life, Ottawa, was appointed a member of the executive board of the association, which will meet every two months, the other members of the board being: the officers of the association, together with Messrs. George Williams, North American Life, Montreal; George Goodrow, Dominion Life, Hamilton; and George H. Allen, North American Life, Toronto.

Mr. W. J. Graham, manager of the group insurance department of the Equitable Life, New York, and Mr. Warren M. Horner, of Minneapolis, responded to the toast of "Our American Co-workers," at the insurance banquet. Mr. Graham conveyed fraternal greetings from the neighboring republic, while Mr. Horner urged a measure of reform in the employment of "part-time" insurance agents.

Hon. James V. Barry, assistant secretary of the Metropolitan Life of New York, and formerly insurance commissioner of Michigan State, addressed the underwriters at the banquet on Thursday, in a speech of oratory and anecdote. An interesting reference to policy loans was his opinion that policyholders should not be encouraged to borrow on their policies and loans should be only the last resource.

Mr. J. L. Purdy, Canada Life, Toronto, was the winner of the essay competition, the subject being "Present-day problems of the life insurance field man." Mr. D. L. Kennedy, Sun Life, Toronto, was second, and Mr. A. E. Dawson, Imperial Life, Peterborough, was third. The association cup and ten dollars in gold for the best essay was presented by Mr. W. Lyle Reid, Sun Life, Ottawa, Mr. Reid donating the cash prizes.

Mr. J. A. Johnson, Great-West Life, Vancouver, in his usual humorous style, made a caustic reference to the insurance column of a paper published in Toronto. "The man who runs that column," said Mr. Johnson, "has a fad for non-participating insurance. We should send him a delegation from this convention to teach him a few things, because if ever there was an ass in this world who pretended to teach people insurance, this particular one deserves the leather medal."

Mr. M. P. Langstaff's paper on facts, fallacies and figures of life insurance, printed at some length on other pages of this issue, was voted one of the treats of the convention. Mr. Langstaff is one of the actuaries of the Dominion Life. He is thoroughly at home in the subject of life insurance, and has the knack of happily expressing his ideas in type. Mr. Langstaff distributed at the convention an interesting pamphlet, being a reprint of an article from *The Monetary Times Annual*, 1916.

Mr. Warren M. Horner, of Minneapolis, gave an instructive address on institutional advertising, the immediate result of which was the passing of a resolution that the executive confer with the Life Officers' Association to plan and put into force an educative advertising campaign. In answer to the objection that some of the insurance companies might not agree to the scheme, Mr. Horner replied:—"There was never any good done in this world without a few paying the price and doing the work." The proposal had the hearty support of the convention.

Mr. C. C. Ferguson, general manager and actuary of the Great-West Life, Winnipeg, thanked the association on behalf of his company for the honour conferred, by the election of Mr. Morgan as president of the association. The Great-West Life, he said, would do all it could as a company to make Mr. Morgan's tenure of office successful. Discussing Western conditions with *The Monetary Times*, Mr. Ferguson stated that the outlook was good. Mr. Ferguson attended also the sessions of the Great-West Life's \$100,000 club, the members of which to the number of about 40, held their gatherings at Hamilton.

Mr. George H. Allen, North American Life, Toronto, a past president of the Dominion Association, who has always taken an active part in association work, suggested that something should be done by the organization to help win the war. He proposed a generous monetary contribution by the members. Each member had been doing his bit, just as had the life insurance business generally, but he thought it would be a happy celebration of the tenth convention. He suggested a committee composed of Messrs. T. J. Parkes, A. J. Meiklejohn, E. R. Machum and A. Homer Vipond be appointed to consider the matter.

Mr. J. Castle Graham, the general secretary of the Dominion Life Underwriters' Association, an active and capable young officer, presented a report indicating the extent of the work of the past year. The advertising of the Life Underwriters' News had increased 300 per cent., he said, and a card system of 8,000 cards giving a complete list of the agency force of Canada, had been installed. A bulletin service had been inaugurated in order to keep the members posted as to what is going on from time to time within the association. A clipping bureau is also being established as nearly forty insurance papers, all insurance company publications, and *The Monetary Times*, are received regularly. Mr. Graham was appointed general secretary of the association, and managing editor of *The Life Underwriters' News*.

THE HOME BANK OF CANADA

ORIGINAL CHARTER 1854

Branches and Connections throughout Canada
EIGHT OFFICES IN TORONTO

7-10 King Street West Cor. Queen West and Bathurst Cor. Queen East and Ontario 1871 Dundas St., Cor. High Park Ave.	78 Church Street Cor. Bloor West and Bathurst 236 Broadview, Cor. Wilton Ave. 1220 Yonge Street Subway
--	---

THE BANK OF OTTAWA

DIVIDEND No. 100

Notice is hereby given that a dividend of Three per cent., being at the rate of Twelve per cent. per annum upon the paid up capital stock of this Bank, has this day been declared for the current three months, and that the said dividend will be payable at the Bank and its branches on and after Friday, the First day of September, 1916, to shareholders of record at the close of business on the 18th of August next.

By Order of the Board,

GEO. BURN,
General Manager 53

Ottawa, Ont.,
July 17th, 1916.

The National Bank of Scotland Limited

Incorporated by Royal Charter and Act of Parliament. ESTABLISHED 1825

Capital Subscribed.....	£5,000,000	\$25,000,000
Paid up	1,000,000	5,000,000
Uncalled	4,000,000	20,000,000
Reserve Fund	900,000	4,500,000

Head Office EDINBURGH

J. S. COCKBURN, General Manager. GEORGE A. HUNTER, Secretary.
LONDON OFFICE—37 NICHOLAS LANE, LOMBARD ST., E.C.

JOHN FERGUSON, Manager. DUGALD SMITH, Assistant Manager.

The agency of Colonial and Foreign Banks is undertaken, and the Acceptances of Customers residing in the Colonies domiciled in London, are retired on terms which will be furnished on application.

THE STERLING BANK OF CANADA

The Sterling Bank offers a service which is wide enough and efficient enough to handle satisfactorily any business offered to it.

Head Office

King and Bay Streets, Toronto

ESTABLISHED 1865 Union Bank of Canada

Head Office - WINNIPEG

Paid-up Capital	\$ 5,000,000
Reserve	3,400,000
Total Assets (Over)	90,000,000

BOARD OF DIRECTORS

Hon. Pres., SIR WILLIAM PRICE President, JOHN GALT, Esq.
Vice-Presidents, R. T. RILEY, Esq.; G. H. THOMSON, Esq.

W. R. Allan, Esq.	B. B. Cronyn, Esq.	F. E. Kenaston, Esq.
Hume Blake, Esq.	E. L. Drewry, Esq.	R. O. McCulloch, Esq.
M. Bull, Esq.	S. Haas, Esq.	Wm. Shaw, Esq.
Major-General John W. Carson, C.B.	J. S. Hough, Esq., K.C.	

G. H. BALFOUR, Gen. Manager H. B. SHAW, Asst. Gen. Manager
Supt. of Branches and Chief Inspector, F. W. S. CRISPO

Attention is particularly drawn to the advantages offered by the Foreign Exchange Department of our London, England, Office, and Merchants and Manufacturers are invited to avail themselves of the Commercial Information Bureau established at that Branch.

London, Eng., Branches, 6 Princes Street, E.C., and West End Branch, Haymarket, S.W.

The Bank, having over 315 Branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of Banking business. It has Correspondents in all Cities of importance throughout Canada, the United States, the United Kingdom, the Continent of Europe, and the British Colonies.

Collections made in all parts of the Dominion and returns promptly remitted at lowest rates of exchange. Letters of Credit and Travellers' Cheques issued available in all parts of the world.

BANK OF HAMILTON

HEAD OFFICE, HAMILTON

CAPITAL AUTHORIZED	\$5,000,000
CAPITAL PAID UP	3,000,000
SURPLUS	3,475,000

DIRECTORS

SIR JOHN S. HENDRIE, K.C.M.G., President.
CYRUS A. BIRGE, Vice-President.

C. C. Dalton	George Rutherford	W. A. Wood
Robert Hobson	J. Turnbull	

J. P. BELL, General Manager.

BRANCHES

ONTARIO

Ancaster	Gorrie	Mitchell	Selkirk
Atwood	Grimsby	Moorfield	Simcoe
Beamsville	Hagersville	Neustadt	Southampton
Berlin	Hamilton	New Hamburg	Teeswater
Blyth	" Barton St.	Niagara Falls	Toronto
Brantford	" Deering	Niagara Falls, S.	" Queen &
" East End	" East End	Oakville	" Spadina
Burlington	" Market	Orangeville	" College &
Chesley	" North End	Owen Sound	" Ossington
Delhi	" West End	Palmerston	" Yonge &
Dundalk	Jarvis	Paris	" Gould
Dundas	Listowel	Port Arthur	West Toronto
Dunnville	Lucknow	Port Elgin	Wingham
Fordwich	Midland	Port Rowan	Wroxeter
Ft. William	Milton	Princeton	
Georgetown	Milverton		

MANITOBA

Bradwardine	Gladstone	Minnedosa	Swan Lake
Brandon	Hamiota	Morden	Treherne
Carberry	Kenton	Pilot Mound	Winkler
Carman	Killarney	Roland	Winnipeg
Dunrea	Manitou	Snowflake	" Norwood
Elm Creek	Miami	Stonewall	" Princess St.
Foxwarren			

SASKATCHEWAN

Aberdeen	Caron	Mawer	Redvers
Abernethy	Dundurn	Melfort	Rouleau
Battleford	Estevan	Meota	Saskatoon
Brownlee	Francis	Moose Jaw	Stoney Beach
Carievale	Loreburn	Mortlach	Tuxford
	Marquis		

BRITISH COLUMBIA

Cayley	Stavelly	Armstrong	Vancouver E.
Champion	Taber	Kamloops	N. Vancouver
Granum	Vulcan	Port Hammond	S. Vancouver
Nanton		Salmon Arm	(Cedar Cottage P.O.)
		Vancouver	

LIFE INSURANCE AND THE STATE

Economic Relations of the Two—How Saving is Encouraged

The economic value of life insurance to the State was the subject of an interesting analysis by Mr. J. B. Hall, Toronto manager of the Dominion Life Assurance Company, Waterloo. After giving some figures as to the volume of life insurance carried in Canada, Mr. Hall stated that the essential constituent elements which enter into a state are: (1) people, (2) land, (3) government. Of what economic value is life insurance to the people composing the state? In what way does life insurance improve and enhance the value of the land upon which these people live? How does life insurance become of value to the government or the organized machinery of the state? asked Mr. Hall.

"The present-day tendency among the insurance companies, as evidenced by the action taken by one of the largest of American companies, and as indicated by the active interest taken by the leading officials of our large life companies in all that tends to promote longevity shows how earnestly they are endeavoring to fulfil their mission in this particular direction," said Mr. Hall. "The physical examinations which are required in all cases of life insurance have a very marked effect upon the public, for until the true meaning of life insurance is brought home to an applicant he seldom comes to an understanding of what the actual value of his life is, and how much this value is increased if the length of his life can be prolonged. Weaknesses and ailments not before known are often discovered, and remedies are applied which lengthen life, and thus add to the aggregate value of the state.

Habit of Saving.

"Through life insurance the families of the workers are protected so that should the bread-winner die the children are enabled to continue their education and become valuable producing assets to the community instead of being left a burden to the state. The freedom from worry which a life policy brings induces better health, greater efficiency, and leads at the end to an independent old age, all of which are of economic value to the state. The habit of systematic saving introduced by the taking of his first life insurance policy promotes thrift and thought for the future in the youth entering upon his life-work, and, as this gospel of life insurance is preached from day to day by the missionaries in this great cause, the gospel of thrift and conservation finds its way to the hearts and minds of the people.

"By thus improving the status of the individual as an economic unit in the community, and by protecting those who are unable to care for themselves, life insurance is able to lessen certain burdens which would otherwise fall upon the state. There can be no doubt that life insurance curtails the expense to the public treasury of poorhouses and police, of criminal courts and prisons, and of the various other necessary branches of the public service which have to do with the prevention and punishment of crime and the relief of the suffering and unfortunate.

"Some years ago a census was taken of the paupers in the Philadelphia almshouse, with the result that of the number observed—1,110—only three were found who had been beneficiaries of life insurance. In a census of the Montgomery county (Pa.) almshouse 133 were examined, and it was found that none of these people or their families ever had been beneficiaries of life insurance.

Upbuilding of Industries.

"Coming to the second heading—the land—I take this to include all the material assets of the state, such as land, forests, mines, buildings, railways and other means of transport and communication, power facilities and their developments, and commercial undertakings of all kinds. Anything which tends to facilitate the cultivation of land and increase its productivity, anything which helps to improve transportation facilities or assists in the manufacture or distribution of the raw products of the country, anything which makes commercial development possible is undoubtedly of vital interest to the people of the country and of untold economic value to the state. When one tries to measure the extent to which life insurance figures in the upbuilding of the national industries he becomes lost in a maze of statistics. How many farmers in this Dominion are enabled to develop their farms by using moneys borrowed from life insurance

companies? How many homes have been built with the aid of life insurance funds? How many miles of railway, how many miles of electric roads have been laid, how many miles of telephone or telegraph wires have been strung, how many boats built, how many factories and warehouses constructed, all with the aid of moneys supplied by life insurance companies? The extent to which life insurance companies have contributed to the upbuilding of this country runs into many millions. Loans are made—their purpose is accomplished, the loans are repaid, the money is loaned again, and again repaid, and so on for years and decades. Can anyone measure the value of life insurance to the state when this phase alone is under consideration? And where does all the money come from? From the people, from the policyholders, collected in small amounts and large amounts, from rich and poor, from the Atlantic to the Pacific. All this involves effort and organization, and yet if some such agency were not at work gathering together the wealth of the nation in this way, so that this wealth might be used for the upbuilding of the industries of the country, how far would we progress? The life insurance companies in this country and in the world constitute, perhaps, the greatest force in existence for the collection and distribution of wealth, a force which first educates the individual to save, collects his savings, and uses these savings for the welfare of the state, and at the last stands ready at the side of the individual himself to care for him and his loved ones in the time of stress and trouble."

Investments in Government Securities.

Mr. Hall then referred to the investments of life companies in governments' securities of various kinds, federal, provincial and municipal, pointing out how the companies helped the governments in that way. He recalled that at the end of 1914 the government report showed a distribution of life insurance investments as follows: First mortgages on real estate, \$122,358,800; bonds and debentures, \$143,486,064; stocks, \$17,445,626; loans and collaterals, \$2,271,222; and real estate, \$13,763,970; total, \$299,325,682.

LIFE INSURANCE STUDIES IN THE UNIVERSITY

In presenting the report of the education committee, Mr. A. J. Meiklejohn, its chairman, told of the life insurance work being done in Canadian educative institutions. A course of insurance was carried on in Toronto University under Professor Mackenzie, but purely of a technical nature preparatory to actuarial work and is of no direct interest to the field men, although students in this course are much in demand in head offices of the United States insurance companies. The insurance institutes of Montreal and Toronto have a course of insurance covering life, fire and accident branches. No degrees are granted by these institutes, although their certificates are accepted and endorsed by the insurance institutes of Great Britain and Ireland, a body incorporated by act of parliament with right to grant degrees. The educational work with the institute is entirely for the better training for men for various office duties. It does not attempt to cover the work from the standpoint of the field men.

The representatives of Queen's University, Kingston, have expressed themselves as being quite prepared to go on with extension work in connection with life insurance similar to that undertaken for the Canadian Bankers' Association, provided they are guaranteed that all expenditure would be met. They are anxious to co-operate in every way possible. Their idea seems to be that in the course of time when funds were available and the demand sufficiently evident, they will appoint a professor of insurance, who will undertake to give lectures at the University, supervise the extension work for the field men and during the summer visit and hold conference at different local centres. They are quite prepared also to do something on the actuarial side if there be a need for this.

Mr. J. A. Wilson, Canada Life, Brandon, is president of the Brandon Life Underwriters' Association, which won the cup presented by Mr. John R. Reid, Sun Life, of Ottawa, for the greatest percentage increase in membership during the past year.

THE Merchants Bank OF CANADA

ESTABLISHED IN 1864

Capital Paid-up \$7,000,000
Reserve Fund and Undivided Profits 7,250,984

Head Office, MONTREAL

Board of Directors:

SIR H. MONTAGU ALLAN, President
K. W. BLACKWELL, Vice-President
THOMAS LONG ANDREW A. ALLAN F. HOWARD WILSON
ALEX. BARNET C. C. BALLANTYNE FARQUHAR ROBERTSON
F. ORR LEWIS A. J. DAWES GEO. L. CAINS
ALFRED B. EVANS B. F. HEBDEN

E. F. HEBDEN, Managing Director
D. C. MACAROW, General Manager
T. E. MERRETT, Supt. of Branches and Chief Insp'r
GEO. MUNRO, Western Superintendent
C. E. BARTHE, Acting Superintendent of Alberta Branches
Inspectors—W. A. MELDRUM W. J. FINUCAN
P. X. HAHN

BRANCHES AND AGENCIES

QUEBEC

Montreal, Head Office: St James St.	Huntingdon	Shawville
" 1255 St. Catherine St. E.	Lachine	Sherbrooke
" 320 St. Catherine St. W.	Maisonneuve	Ste. Agathe des
" St. Denis St.	Napierville	Monts
" 1319 St. Lawrence Blvd.	Ormstown	St. Jerome
" 1866 St. Lawrence Blvd.	Quebec	St. Johns
" 672 Centre St.	St. Sauveur	St. Jovite
Beauharnois	Quyon	Vaudreuil
Bury	Rigaud	Verdun

ONTARIO

Acton	Galt	Lucan	St. George
Alvinston	Gananoque	Lyn	St. Thomas
Athens	Georgetown	Markdale	Tara
Belleville	Glencoe	Meaford	Thamesville
Berlin	Gore Bay	Mildmay	Thorold Tilbury
Bothwell	Granton	Mitchell	Toronto
Brampton	Guelph	Napanee	" Parl't St.
Brantford	Hamilton	Newbury	" Dundas St.
Bronte	East End	Oakville	" Dupont and
Chatham	Hanover	Orillia	Christie Sts.
Chatsworth	Hespeler	Ottawa	Walkerton
Chesley	Ingersoll	Owen Sound	Walkerville
Clarkson	Kincardine	Parkdale	Wallaceburg
Creemore	Kingston	Perth	Watford
Delta	Lancaster	Prescott	West Lorne
Eganville	Lansdowne	Preston	Westport
Elgin	Leamington	Renfrew	Wheatley
Elora	Little Current	Sarnia	Williamstown
Finch Ford	London	Stratford	Windsor
Port William	London East	St. Eugene	Yarker

MANITOBA

Brandon	Macgregor	Oak Lake	Starbuck
Carberry	Morris	Portage la Prairie	Winnipeg
Gladstone	Napinka	Russell	Bannerman Av.
Hartney	Neepawa	Souris	

SASKATCHEWAN

Antler	Profisher	Limerick	Regina
Arcola	Gainsborough	Maple Creek	Saskatoon
Battleford	Gull Lake	Melville	Shanavon
Carnduff	Humboldt	Moose Jaw	Unity
	Kisbey	Oxbow	Whitewood

ALBERTA

Acme	Donalda	Lethbridge	Sedgewick
Alliance	Edgerton	Mannville	Stettler
Brooks	Edmonton	Medicine Hat	Strome
Calgary	" Namayo Av.	Muhsen	Toffield
Camrose	Hughenden	Okotoks	Trochu
Carstairs	Islay	Olds	Vegreville
Castor Chauvin	Killam	Ponoka	Viking
Coronation	Lacombe	Red Deer	Wainwright
Daysland	Leduc	Rimbey	Wetaskiwin
Delburne			

BRITISH COLUMBIA

Chilliwack	New Westminster	Sidney	Victoria
Nanaimo	Oak Bay	Vancouver	
		Hastings St.	

NEW BRUNSWICK NOVA SCOTIA

St. John	Halifax
----------	---------

SUB-AGENCIES—Ontario—Beachville, Calabogie, Frankville, London South, Muirkirk, Newington, Pelee Island. Manitoba—Austin, Griswold, Lauder, Sidney. Alberta—Botha, Czar, Rumsey, Heisler, Forestburg.

NEW YORK AGENCY—63 and 65 Wall Street

BANKERS IN GREAT BRITAIN—The London Joint Stock Bank, Limited
TORONTO BRANCH—A. B. PATTERSON, Manager

Murray's Interest Tables

show the interest due on all your investments.

Tables range from 2½% to 8% from 1 day to 368 on sums from \$1.00 to \$10,000

IS INDISPENSABLE AS AN OFFICE TOOL— SAVES TIME — ABSOLUTELY CORRECT.

Price \$10.00

Address orders to

B. W. MURRAY
ACCOUNTANT

Supreme Court of Ontario, Toronto

THE QUEBEC BANK

Founded 1818

Capital Authorized, \$5,000,000. Capital Paid-up \$2,735,000.
Reserve Fund, \$1,011,785

DIRECTORS—John T. Ross, President. R. MacD. Paterson, Vice-President. Vesey Boswell, Gaspard LeMoine, Thos. McDougall, G. G. Stuart, K.C. J. E. Aldred, Peter Laing, John M. McIntyre.

Head Office: QUEBEC.

General Manager's Office: MONTREAL
B. B. STEVENSON, General Manager

This Bank has 58 Branches throughout Canada— 28 in the Province of Quebec and New Brunswick. 9 in the Province of Ontario, 21 in Western Canada.

Agents in the United States—Chase National Bank, New York; Girard National Bank, Philadelphia; National Shawmut Bank, Boston; The First National Bank of Chicago, Chicago; First National Bank, Minneapolis; Manufacturers and Traders National Bank, Buffalo; National Bank of Commerce Seattle; First National Bank, San Francisco. Agents in Great Britain—Bank of Scotland, London. Agents in France—Credit Lyonnais, Paris. 24

THE

Weyburn Security Bank

HEAD OFFICE, WEYBURN, SASKATCHEWAN

Capital Authorized \$1,000,000

BRANCHES IN SASKATCHEWAN AT

Weyburn, Yellow Grass, McTaggart, Halbrite, Midale, Griffin, Colgate, Pangman, Radville, Assiniboia, Benson, Verwood, Readlyn, Tribune, Expanse, Mossbank and Vantage.

A GENERAL BANKING BUSINESS TRANSACTED

H. O. POWELL, General Manager

THE ONTARIO LOAN & DEBENTURE CO.

LONDON INCORPORATED 1870 Canada

CAPITAL AND UNDIVIDED PROFITS .. \$3,550,000

5%

SHORT TERM (5 YEARS)
DEBENTURES
YIELD INVESTORS

5%

ASSETS OVER \$8,000,000

JOHN McCLARY, President

A. M. SMART, Manager

BEST SELLING LIFE INSURANCE POLICIES

Business Insurance Affords Salesman Good Opportunity— Monthly Income is Popular Policy

That the present period presents excellent opportunities for writing life insurance was the keynote of a splendid paper by Mr. Ernest W. Owen, Detroit district manager of the Sun Life. Particularly he mentioned the possibilities for the insurance salesmen for the development in this new day of—(1) Corporation and business insurance; (2) The income policy; (3) Insurance for special contingencies; (4) Insurance education for the masses; (5) Insurance advertising; and (6) Insurance for charitable bequests.

Value of Business Insurance.

Illustrating the value of business insurance, Mr. Owen stated that a little more than a year ago a motor car company was organized in Detroit. One of his agents placed \$250,000 on the life of the president. Most of the money secured by that company was by notes given to the bank and endorsed by the president, and the company realized that properly to safeguard their interests it was highly important that they should be protected by adequate life insurance on this man's life.

Another illustration was in regard to the death of the president of a manufacturing concern. The company had placed \$50,000 on his life. It transpired that Mr. A. had organized the company more than ten years ago, and by his genius and ability had built the business up to a point where not only the stockholders, who were receiving regular dividends, but also the citizens of the town, were proud of it and of him. He was more familiar with the operating details than anyone else. He kept in close touch with the market, enabling him to save in the purchasing and maintain prices in the selling. He treated the employees with such consideration and respect that labor troubles were unknown.

Banks and Life Insurance.

His loss was irreparable. No one connected with the company was qualified to take his place. Hasty action was not to be thought of. A mistake might ruin the concern. Above all, their credit must be maintained. Banks and trust companies carrying their paper were, most certainly, greatly interested. The hard-headed business men on the board were keenly alive to the situation. A complete inventory of the company's possessions was ordered. The books were audited and a trial balance made.

With a statement, full and detailed, and a draft for \$50,000 received from the life insurance company, a committee waited upon the directors of the bank where most of their business was done. When the meeting was over they advised that, not only had their old credit been maintained, but, in addition, an extended credit had been cheerfully granted.

Monthly Income Policy.

Dealing with the monthly income policy, a comparatively new thing in Canada, Mr. Owen thought that there was necessary an educative campaign showing the great advantage of this form of policy contract—first, to the insurer, and second, to the salesman who sells it.

"To the man who buys this form of contract," he continued, "there comes the satisfaction that his wishes are going to be carried out when he has gone—that the funds which he has left behind for the protection of his wife and little ones are going to be conserved, and that his beneficiary is not going to become the prey of some get-rich-quick schemer who has a gold brick proposition to present."

"The life insurance salesmen who are the greatest producers sell principally monthly income contracts, and one can sell income insurance where one has failed to sell the common forms of policy contract."

To Perpetuate Income.

"To illustrate, a friend of mine in Detroit (a life insurance salesman), was driving along a certain street with a friend and as they were passing a large factory, the friend said to the insurance salesman, 'The president of that company has the reputation of being insurance-proof. No salesman has yet succeeded in getting his name on the "dotted line." Do you want to try him?' He replied quickly, 'I do.' He succeeded in getting in to the president and without further delay, put this one question, 'Are you interested in a proposition

that will perpetuate your income?' The man thought for a minute and then replied, 'I am.' And immediately an appointment was made for my friend to submit his proposition in detail, with the result that he wrote the insurance-proof man for a good-sized monthly income contract. This is not an isolated case. You will find that when you try to sell incomes your production will be increased; your lapses will be reduced for the lapse ratio among men who buy income insurance policies is much less than among those who buy insurance in lump sums."

INSURING PUBLIC IS CONFUSED

Are There Too Many Policy Plans in the Life Insurance Agent's Manual?

Taking the affirmative in a discussion as to whether or not the rate book contains too many plans, Mr. G. J. Alexander, district manager at Richmond, Que., of the Manufacturers' Life, stated that had the life insurance companies adopted a simpler manual on life, endowment and term plans, cutting out the special plans, the companies would have retained more business on their books and misrepresentation and twisting among agents would have been less.

"What is the present day rate book to a new agent?" asked Mr. Alexander. "It is a jumbled mass of figures and remains so for some time, until he has mastered it." In the meantime, the way is opened to unconscious misrepresentation on his part as he goes forth to meet the public. Then again, if these figures are a maze to the new agent, who has tried to study his manual, what are they to the insurance prospect who perhaps only sees the covers of the book?

Special Insurance Plan.

"The new agent canvasses a prospect on some special plan, which he may not fully understand, explains it in a manner which may be wrongly understood by the prospect, and the result is trouble. Special plans are rarely fully understood by the insured and through misunderstanding he becomes disappointed, dissatisfied and allows his policy to lapse. In my 20 years' experience in the business canvassing, I have seen scores of cases of misunderstood policies of various companies, and the agents who sold them acted in good faith, as far as they knew. The general agent, or district manager, says, perhaps: 'I always instruct my new agents to confine themselves to two or three life and endowment plans at the start.' But the temptation is there to sell specials and they try it. Then, again think of what a simplified or reduced manual would mean to you in building up your staff. The ease with which a new man could grasp and learn the manual would mean greater permanency of the agency staff of the various companies."

Why Not a Few Plans Only?

"The well-thumbed pages of the manuals are those on the rates, ordinary life, limited payment life and endowment. I feel safe in saying that 80 per cent., and possibly more, of all insurance written, are upon these plans. Then, why not confine the business strictly to these, with the addition of term plans? We all know that these are the old, well-tried and fundamental plans and any special contract is simply a combination or combinations of these plans."

"The modern insurance policy on any of the previously mentioned plans (whole life, limited life or endowment) embodies many of the dividend and instalment features which are sometimes dressed up under catchy names and sold as special contracts."

"The present day manual, from the agents' standpoint, is to the new agent confusing and discouraging, many otherwise good men weary in learning it, give up and are lost to the business. It creates a tendency in many agents to spend too much time figuring and working on special plans, which time, if spent in trying to sell standard plans, would produce more and better results."

Plans of Simpler Manual.

"From the prospect or assured's standpoint, we have the great advantage which would be gained in educating the public to the plans of a simpler manual. If we are to confer the greatest good to the greatest number, let us get this manual business to a simple basis, so that even the schoolboy, when he listens to an address by any of our able

An Endowment Provides a Regular Income

An Institution, a Cause, a member of your family, or any other person, may be provided with an income for any period by creating a Trust Fund. Permit us, by letter or by confidential interview, to fully explain this matter.

THE TORONTO GENERAL TRUSTS CORPORATION

FEATHERSTON OSLER, K.C., D.C.L., **PRESIDENT**
 HAMILTON CASSELS, K.C., LL.D., **Vice-Pres.**
 SIR JOHN M. GIBSON, K.C.M.G., LL.D., **Vice-Pres.**
 A. D. LANGMUIR, **General Manager** W. G. WATSON, **Asst. General Manager**
 TORONTO OTTAWA WINNIPEG SASKATOON VANCOUVER

Montreal Trust Company
 INCORPORATED 1889

CAPITAL:
 Paid-up ... \$1,000,000. Rest ... \$750,000.

DIRECTORS
 SIR HERBERT S. HOLT, *President*
 A. J. BROWN, K.C., *Vice-President*

Sir W. M. AITKEN, Bart., M.P.	Hon. R. DANDURAND G. H. DUGGAN F. P. JONES Wm. MOLSON MACPHERSON C. E. NEILL HUGH PATON	H. L. PRASE JAMES REDMOND F. W. ROSS Hon. W. B. ROSS A. HAIG SIMS STUART STRATHY
----------------------------------	---	---

V. J. HUGHES, *General Manager*

142 Notre Dame Street West, Montreal

Chartered Trust and Executor Company

(Formerly The Title and Trust Company)

Is authorized to act as Administrator, Receiver, Executor, Liquidator, etc., without giving security.

An estimate of the Company's charges for acting in any Trustee Capacity will be gladly given. Enquiries solicited.

Board of Directors

E. F. B. Johnston, K.C., *President*. Hon. W. A. Charlton, W. J. Gage, Noel Marshall, *Vice-Presidents*. Geo. H. Hees, W. K. George, W. R. Hobbs, Jas. B. Tudhope, R. Wade, Jacob Kohler, A. McPherson, D. B. Hanna, John J. Gibson, *Managing Director*.

Chartered Trust and Executor Company
 Traders Bank Building Toronto

SOONER OR LATER you will be making a will.

Are you providing for the care and management of your estate in the modern way by naming a Trust Company as Executor of your will?

Send for our booklet, "I give, devise and bequeath."

The Union Trust Co., Limited

TORONTO

HENRY F. GOODERHAM, *President*
 J. M. McWHINNEY, *Gen. Mgr.*

WINNIPEG, Man.
 REGINA, Sask.
 LONDON, Eng.

Canadian Guaranty Trust Company

HEAD OFFICE: BRANDON

Board of Directors:

ALEX. C. FRASER, *President*. LT.-COL. A. L. YOUNG, *Vice-President*.

JOHN R. LITTLE, *Managing Director*.

HON. GEORGE W. BROWN, WILLIAM FERGUSON, H. L. ADOLPH, E. O. CHAPPELL, J. S. MAXWELL, JNO. A. McDONALD, G. S. MUNRO, WM. MARTIN, M. P., JOHN E. SMITH, F. N. DARKE, ALEX. A. CAMERON, D. A. REESOR.

Acts as Executor, Administrator, Trustee, Liquidator, and in any other fiduciary capacity.

THE ROYAL TRUST COMPANY
 EXECUTORS AND TRUSTEES

HEAD OFFICE, MONTREAL
 Capital Fully Paid - \$1,000,000 Reserve Fund - \$1,000,000

BOARD OF DIRECTORS

H. V. MEREDITH, <i>President</i> .	R. B. ANOUS A. BAUMGARTEN A. D. BRAITHWAITE E. J. CHAMBERLIN H. R. DRUMMOND C. B. GORDON HON. SIR LOMER GOUN, K.C.M.G. E. B. GREENSHIELDS C. R. HOSMER Hon. W. C. MACDONALD Hon. R. MACKAY HERBERT MOLSON LORD SHAUGHNESSY, K.C.V.O. Sir FREDERICK WILLIAMS-TAYLOR, LL.D.
---------------------------------------	--

Toronto Branch
 Bank of Montreal Bldg.,
 YONGE AND QUEEN STS.
 BRUCE L. SMITH,
 MANAGER

A. E. HOLT
 Manager

Westminster Trust Company

Head Office. New Westminster, B.C.

ACTS AS
 Executors, Trustees, Liquidators and Assignees

J. J. JONES, *Managing Director* J. A. RENNIE, *Secretary-Treasurer*

THE FIDELITY TRUST CO.

HEAD OFFICE
 Union Trust Building WINNIPEG
 CAPITAL \$1,000,000

CHAS. M. SIMPSON, *President and Managing Director*
 W. L. PARRISH, M.P.P., *Vice-President* R. S. EWING, *Secretary*
 TRUST FUNDS CAREFULLY INVESTED

The Standard Trusts Co.

Head Office 346 Main Street, WINNIPEG

J. T. GORDON, Esq., *President*
 (President, Gordon, Ironsides & Fares Co. Ltd.)

Authorized Capital	\$ 1,000,000.00
Subscribed and Fully Paid	750,000.00
Reserve	455,000.00
Total Assets	15,250,000.00

Acts as Trustee, Executor, Administrator, Guardian, Agent, &c.

Insure your Estate against mismanagement and loss by making your Will appointing this Company your Executor and Trustee. Will forms supplied free. All business of a trust nature transacted.

WILLIAM HARVEY,
 Vice-President and Managing Director

W. E. LUGSDIN,
 Secretary-Treasurer

agents or managers, or reads a text book on insurance, can understand what life insurance means and the benefits of the simple, well-trying plans and will be ready to buy insurance when he becomes a man. The prospect buys when he thinks he understands the contract, but should he discover he did not really grasp the meaning of the attractively titled proposition, he very often blames the agent, throws up the insurance, the business lapses from the company's books, and that is bad business."

Mr. E. Morwick, general agent at Hamilton of the Mutual Life, differed altogether from Mr. Alexander. "It is idle to suppose that any plan is thoughtlessly placed in our rate books," he said. "Rather should we conclude that each plan has received careful consideration by our actuaries and are placed in our rate books because of its adaptability to certain conditions or public need."

Fit Insurance to Prospect.

"I would not consider it advisable to suggest that our actuaries have been too prolific, or that they should discontinue the search for still more seductive or attractive plans. There is little doubt that the multiplicity of plans and their suitability to individual needs and circumstances, has contributed very largely to the universality of life insurance."

"Mother Nature never duplicates men, each man being a distinct individuality, with widely different viewpoints and ideas regarding life insurance. This being so, the wisdom—yes, the necessity of different plans is quite apparent, which are but an attempt to provide some attractive plan to each individual. It is no part of this discussion to determine which is the better plan of insurance, if that was even possible. Each plan has its distinctive feature, and the persistency of business written depends very largely on the intelligent selection of a plan suitable to each client. The number of plans need not confuse our prospects because a wise underwriter will not display or attempt to explain all plans to any possible client. Any life underwriter, failing thoroughly to understand or analyse all plans—need not feel discouraged for their names are legion who do not—and yet are most successful underwriters. At the same time a determined attempt to understand all plans, will be well repaid by increased confidence born of knowledge, and is mighty good mental calisthenics."

Actuarial Camaraderie.

"Let us occasionally 'sit at the feet' of our actuarial Camaraderie and learn of them. Strive to know absolutely everything about your own company and their plans, then know, if possible, more about the other companies and plans than their representatives do, use your knowledge tactfully and honestly, and the number of plans will be a source of strength rather than a handicap in the securing of business."

Mr. T. J. Parkes, Sun Life, Sherbrooke, supported the views of Mr. Morwick. He thought there were not too many plans in the book. He had once "rattled" his own actuary by fixing a special line of cover for a man and this was done from the manual. When submitted to the actuary he had said such a policy was impossible, but it was shown the plan was evolved from the rate book. Mr. Parkes' reference to "rattling" the actuary and to the little suburban man who could not be expected to understand the manual, brought a jocular remark from Mr. G. J. Alexander, Richmond, who dubbed Mr. Parkes as "one of the assistant actuaries of the Sun Life."

Mr. George E. Archibald, Sydney, read a paper at the convention on the economic value of life insurance to the individual.

Mr. George H. Hunt, Imperial Life, Toronto, secretary of the association, presented a very business-like report. He noted that a letter from Mr. J. Lawrence Priddy, president of the New York Life Underwriters' Association, suggesting a plan to cure the rebate evil, was brought up by President Reid. Considerable discussion followed as to ways and means of overcoming this evil, and it was finally moved by Mr. Parkinson and seconded by Mr. Hendry, that the association send a memorial to all companies to the effect that Clauses 87 and 88 of the Dominion Act, affecting provinces where business is being transacted, be put on all application forms and that the legislative committee draft this and confer with the Life Officers' Association.

CUT RATE INSURANCE IS NOT CHEAP

It is Not in the Best Interests of the Public—Some Remedies Suggested

The discussion as to cut rates for life insurance policies brought forth the general opinion that so-called cheap insurance is not in the best interests of the public and chiefly because insurance is based on cold, scientific calculations.

Mr. E. R. Machum, Manufacturers Life, St. John, in opening the discussion, recalled that six or seven years ago certain United States companies began to issue a special whole life policy at a very low rate—only about 1 per cent. above the net premium. This reduction in loading necessitated a corresponding decrease in the commissions to agents on this special plan. As these United States companies do business in Canada, the Canadian companies were placed in a somewhat unpleasant position when in competition with these "cut rates," with the result that several of them adopted competition rates.

"Numerous objections to these 'cut rates' have been urged," said Mr. Machum. "This cut-rate policy was only offered to the wealthier class—those who could carry \$5,000 or upwards. Hence there was discrimination and in favor of the class that needed it least. If any discrimination is justifiable it ought to be in favor of the poorer and not the wealthier class. One of the fine things about insurance is that there have been no wholesale rates, but that the man who can only buy \$1,000 pays the same price, pro rata, as the man who can purchase \$100,000. Distinctions, based on wealth, have always wrought injustice and it will be an evil day for insurance when such distinctions are permitted. It is true that in Canada the law required that this policy be issued in \$1,000 policies, but my understanding is that if issued for less than \$5,000 the agent, in most companies, received no commission and, therefore, it was not offered to the small insurer."

Will not Provide Expenses.

"Again, it follows as a matter of course, that if any part of a business is transacted at a rate which will not provide for the expenses, the loss on that particular part of the business must be made good by the remainder. It must be manifest that no company could successfully carry on its work if the loading for expenses on all plans was reduced to the percentage of loading used on these special cut-rate plans, and consequently, the policyholders insured under other plans must contribute to the expenses which should be equitably borne by those holding cut rate policies."

"Where agents are selling under commission contracts, the loss principally falls upon them, but in all companies, a large proportion of the agents are on salary and expenses. In those cases it is almost impossible to apportion the salary and expenses in such a manner that an equitable percentage shall be applied to one plan or another."

"The commissions paid on these special plans vary from 10 per cent. to 20 per cent. An agent writing \$100,000 at age 30 with a 20 per cent. commission would receive about \$350; half a million would be required to give an income of \$875 and the million dollar man would have for salary and expenses the princely sum of \$1,750 and we have not many million or half-million producers."

Remedies Suggested.

Mr. Machum suggested the following remedies: (1) Induce the offending companies to voluntarily withdraw the offending plans. This ought not to be a difficult matter at this time. An act passed by the New York legislature on February 28th, 1916, and which became operative on June 30th, has already cured the evil so far as the United States companies operating in Canada are concerned. As already mentioned the competition of the United States companies was the primal cause of the adoption of cut rates by the Canadian companies. That the Canadian companies have not been favorable to these plans is amply shown by the fact that not a single one of them has published openly and above board in their manuals, the premiums for the cut-rate policy, but have sent them out on separate slips marked Confidential, with the evident desire that this plan should be kept from public knowledge as much as possible; in effect saying: "Sell the poor fellow who is not in the know the adequately loaded policy, but for your wise friend we have a special delicacy to offer, but for goodness sake keep it

The Hamilton Provident and Loan Society

Capital Subscribed	\$2,000,000.00
Capital Paid-up	1,200,000.00
Reserve and Surplus Funds ..	1,014,032.60
Total Assets	4,874,409.66

DEBENTURES issued for term of five years with interest at 4½% per annum, payable half-yearly. The Debentures of this Society are a legal investment for Trust Funds. Correspondence invited.

Head Office, King Street, HAMILTON, Ont.
GEO. RUTHERFORD, President D. M. CAMERON, Treasurer

CANADA PERMANENT MORTGAGE CORPORATION

Toronto Street Toronto
Established 1885.

President—W. G. Gooderham.
First Vice-President—W. D. Matthews.
Second Vice-President—G. W. Monk.
Joint General Managers—R. S. Hudson, John Massey.
Superintendent of Branches and Secretary—George H. Smith.

Paid-up Capital	\$ 6,000,000.00
Reserve Fund (earned)	4,750,000.00
Investments	33,546,242.74

DEBENTURES

For sums of one hundred dollars and upwards we issue Debentures bearing a special rate of interest, for which coupons payable half-yearly are attached. They may be made payable in one or more years, as desired. They are a **Legal Investment for Trust Funds**. We shall be pleased to forward a specimen Debenture, Copy of Annual Report and full information to any address we receive.

STABILITY

EVERY dollar of Huron & Erie Assets—which total over seventeen million dollars—is invested by the

Board of Directors at their weekly meetings in the safest Canadian securities to be found.

THE HURON & ERIE MORTGAGE CORPORATION
INCORPORATED 1864

HEAD OFFICES LONDON, CAN.
T. G. MEREDITH, K.C., President HUME CRONYN, General Manager

Be sure your Will is made, naming a Strong TRUST COMPANY as your

EXECUTOR

Ask for Booklet: "The Corporate Executor."

CAPITAL, ISSUED AND SUBSCRIBED ..	\$1,171,700.00
PAID-UP CAPITAL AND RESERVE	860,225.00

The Imperial Canadian Trust Co.

Executor, Administrator, Assignee, Trustee, Etc.
HEAD OFFICE: WINNIPEG, CAN.
BRANCHES: SASKATOON, REGINA, EDMONTON, CALGARY, VANCOUVER AND VICTORIA

5%
Absolute Security

OVER 200 Corporations, Societies, Trustees and Individuals have found our Debentures an attractive investment. Terms one to five years.

The Empire Loan Company
WINNIPEG, Man.

Executors and Trustees

Should you wish to be relieved of your responsibilities as Executor, Trustee or Guardian, you may transfer them to us, and feel assured that every detail will be attended to promptly and properly.

Correspondence and interviews solicited.

THE TRUSTS AND GUARANTEE COMPANY, LIMITED

BRANTFORD TORONTO CALGARY
JAMES J. WARREN, PRESIDENT E. B. STOCKDALE, GENERAL MANAGER

THE DOMINION SAVINGS AND INVESTMENT SOCIETY

Masonic Temple Building, London, Canada.
Interest at 4 per cent. payable half-yearly on Debentures
T. H. PURDOM, K.C., President NATHANIEL MILLS, Manager

THE TORONTO MORTGAGE COMPANY
Office, No. 13 Toronto Street

Capital Account, \$724,550.00 Reserve Fund, \$530,000.00
Total Assets, \$3,386,136.85
President, SIR WM. MORTIMER CLARK, LL.D., W.S., K.C.
Vice-Pres., WELLINGTON FRANCIS, K.C.
Debentures issued to pay 5%, a Legal Investment for Trust Funds
Deposits received at 4% interest, withdrawable by cheque.
Loans made on improved Real Estate on favorable terms.
WALTER GILLESPIE, Manager

The Valuation of an Estate

Estates sometimes contain paintings, antiques or other valuable articles, to be distributed to the heirs in specific proportions.

Such distribution must be based upon intelligent valuation of the property.

The valuation of estates in the company's charge which contain art objects is guided by consultation with the best available expert opinion.

National Trust Company Limited

Capital Paid-up, \$1,500,000. Reserve, \$1,500,000
18-22 KING STREET EAST, TORONTO.

quiet. We cannot afford to give cake to everybody." Surely, the companies will be glad to get away from such a humiliating position, but if not, if any company still thinks it can secure an advantage by continuing these rates, then we will have to pursue another course, as an alternative remedy.

(2) Legislative measures. Take the necessary steps to obtain an amendment to the insurance act whereby it is provided that no plan of insurance can be issued in Canada under which the loading is appreciably lower than on other plans in the same section non-participating or participating. The determination of the limitation herewith referred to is one that would not be difficult to ascertain (practically).

"I do not believe," said Mr. Machum, in conclusion, "in seeking legislation until it is necessary to do so, but if the forms of insurance which we have been considering are not voluntarily withdrawn by the companies issuing them, then I hold it is the duty of the Life Underwriters' Association to take the steps necessary to promote legislation along the lines which are being followed by the National Association of Underwriters of the United States."

"Nice Way of Rebating."

Mr. F. J. Reid, North-American Life, Brantford, thought that the cheap policy which had been introduced by some companies, "is a nice way of rebating and always was."

Mr. G. E. Williams, North American Life, Montreal, suggested that the executive committee of the association should see the heads of the companies issuing cut rates, asking them to discontinue the practice. If that did not effect the remedy, he suggested that legislation should be secured to stop the evil.

Mr. T. J. Parkes, Sun Life, Sherbrooke, took a similar view. "Anything which puts out of business men who are trying to insure the public by clean methods, is not in the interests of the public," he said. "A policy which does not support itself, should be prohibited by law."

Mr. Morwick, Mutual Life, Hamilton, thought the evil was curing itself. He had never failed to write the business in competition with cheap rates. Mr. E. R. Machum, Manufacturers Life, St. John, was opposed to any legislation until absolutely necessary.

The matter was left to the executive committee to deal with.

WHY A MAN MUST INSURE

Economic Value of Life Insurance to the Family— Two Examples

The economic value of life insurance to the family was a topic ably treated by Mr. C. D. Devlin, district manager at North Bay of the Confederation Life. "The business of life insurance, being founded on well ascertained natural laws, and on principles of finance which, in their broad aspect are of the simplest description, there exists no necessity for discussion as to the safety of life insurance for the family. The economic significance of life insurance lies in its distinct recognition of the principle of association for the distribution of losses.

"The man who has insured his life pays a comparatively small sum over a term of years at a time when he can do so without encroaching on the comforts of his family, thereby assuring to the family in the event of his death, a payment of money at a time when the loss of the earning power of the head might otherwise mean want and destitution, thus averting damage of a serious kind, affecting the comfort, conveniences, or even the necessities in the standard of life of his family.

"If a wife holds insurance on her husband's life, the consequence is that, although what her husband gives her during his life is somewhat diminished, her income will not suddenly cease at his death. The tendency of insurance is therefore to make regularity out of irregularity, relative certainty out of relative uncertainty.

Life Insurance and Family.

"Each family requires for its subsistence, a certain sum of money, which varies, both as to its amount and the length of time during which it will be needed, according to the circumstances which surround each individual case. This income is, in some cases, derived from the invested funds inherited or accumulated, but, in general, it represents the earn-

ings of that one upon whom rests the responsibility of supporting the various individuals who have the right to look to him for maintenance. The relations between life insurance and the family spring from this state of affairs, and depend upon the value which one human life has to another.

Law of Mortality.

"But what of life itself? Has it a value beyond what it provides in a day, a month, or in a year, which can be measured with any degree of accuracy? Supposing its possessor to be of good constitution and free from hereditary taint, it is well known that he, or others of his class, will be governed as to the length of their lives, by a law of mortality so certain that their average lifetime may be measured with as much precision as that which governs any series of future events. For example; a man is 30 years old, in good health, married, and has a small family, and his surplus earnings are \$1,500 a year, and money is worth 4 per cent. per annum.

"By a standard mortality table, the present value of the future surplus earnings of this life is \$25,560. It is true that this is based on averages, and the assumption that he will, through his life, receive and spend just the amounts as here estimated, yet this value will not probably be realized. It is well nigh certain that his death will occur either before or after the date expected. Disease or accident may rob him permanently of his productive power. Circumstances which no skill, guided by research, can calculate, and no judgment foretell, may change the current of his life, and enhance or diminish the value of his efforts. And yet this value rests upon a foundation composed of elements no more uncertain than those which determine the worth.

An Economic Loss.

A hardware merchant in a prosperous community was apparently making a financial success of his business, and no doubt was well able to provide life insurance for the protection of his wife and two children but, unfortunately for them, he preferred to postpone the time of providing the protection, and the best answer he would give was a promise that he would apply for a policy of insurance in two months' time. Before the two months had passed by, that young hardware merchant was suddenly taken ill, and in a very few days death occurred. His two children are now living with their grandmother, his wife, formerly used to the comforts of a home with family surroundings, is now a waitress in a hotel. All of which is an economic loss, especially so as the children will not have the advantages of the education they should receive or would have received, if their father had lived and was able to provide as he had at one time anticipated.

Insurance Came The Start.

"Here is the experience of a machinist with a wife and family, who, under ordinary circumstances, lived well, and saved a small amount each year, part of the savings being used to pay the premium on a one thousand dollar, twenty-year endowment policy. The husband, however, was taken ill, the usual pay cheques were no longer available, and it was necessary to draw on the savings in the bank, with the result that the account was soon depleted. The husband and wife as a last resort took advantage of the loan value on the policy, borrowed from the company, and opened up a very small store which was attended to by the wife, until her husband was able to assist her. The business prospered, further insurance on the life of the husband was in later years added, and when the endowment policy matured, the proceeds were applied to help pay off the mortgage on a business block purchased a short time before. The husband is now dead, the widow carries on the business as usual, has \$10,000 on her own life, is able to have her daughters educated in the best colleges in the United States and Canada, while her only son is doing his "bit" with the Canadian boys in France, and has recently received high military honors. Insurance gave this family a start in life, when all other funds were gone, when they had no friends to lend financial assistance, it assisted in paying off a mortgage, it protected a business when the husband died, and best of all, it is helping the children to receive the education which will fit them for higher and better duties in the future.

"Life insurance in its final analysis is simply a business method to make the world a better and happier place for families to live in, than which no purpose could be higher or more worthy."

Mr. John R. Reid, Sun Life, Ottawa, continues as chairman of the grievance committee.

FACTS, FIGURES AND FALLACIES

They are Found in Life Insurance Canvassing—Participating and Non-participating Insurance

In an instructive and logical address at the life underwriters' convention, Mr. M. P. Langstaff, A.I.A., F.A.S., of the Dominion Life Assurance Company, Waterloo, said it had been his observation that insurance salesmen are divided into three main types:—

1. The purely practical man, with a disdain for theory, the "plain, blunt man who speaks his mind," and one who, by the sheer force of his personality and dominating will, often wins pronounced success.

2. The purely theoretical man, who has an intimate knowledge of all the practices, involved or otherwise, of his own and all other companies (a knowledge of things, too often acquired at the expense of his knowledge of men) and who too frequently crams his prospect with such a multiplicity of figures and statements as to make his confusion worse confounded.

Ideal Type of Agent.

3. The ideal type—the man who combines in correct proportions his study of the theory of his business with his study of the personality of his fellow-men. He is one who by the proper study of the true theory of his subject has imparted to his mind that firm knowledge which is essential to confidence in its practical application. He has, then, the advantages of the two aforesaid types without their defects. He is at home when canvassing the man who demands facts, wishes to see figures, and rejects fallacies. He is equally au fait when approaching the prospect with a temperament which must be played upon as delicately as the musician plays upon his instrument.

One of the snags, the bugbear of insurance men, continued Mr. Langstaff, is ratios, and of the making of these there is no end. There are some ratios which peculiarly favor the young company and make an unfavorable appearance in the report of the old company; others in which only an old company can make a reputable showing. Then, again, some ratios appear outwardly to be all-sufficing proof of superiority, but inwardly and on close inspection there is little or nothing to them. "They are full of sound and fury, signifying nothing." Others are directly and reprehensibly deceptive—on the surface fair to the eye, but when examined closely found to be merely "whited sepulchres."

Mr. Langstaff continued: It is remarkable how distinctly we can divide our ratios into the two broad classes—(A) those favoring young companies; (B) those favoring old companies. Let us consider first (A) "Young Companies' ratios.

Old and Young Companies.

(1) (a) Death losses per M. assured; (b) actual to expected death losses; (c) actual to expected death strain. Ratio (a) combines three gross fallacies—viz.: (1) It takes no account of the effect of medical selection which, in a young company with its large proportion of new business to old, would figure very markedly. (2) It ignores the fact that a young company has a greater proportion of young lives on its books than has an old company, and that these young lives are not contributing, or have not contributed, as much to the mortality costs as the old lives. (3) No allowance whatever is made for the reserves accumulated under those policies that fall in as death claims. Thus, if a \$1,000 policy has in the 15th year an accumulated reserve out of the policyholder's payments of \$700, we can see that the real loss is only \$300. In an old company while, naturally, more losses per M. assured occur, yet their virulence is considerably mitigated by the fact that a large proportion of these claims is on policies many years in force and upon which substantial reserves—particularly substantial in the case of endowments—have been accumulated.

Death Losses per M.

To take account of the effect of medical selection, strongest, of course, at the outset, and gradually wearing off, we should, in comparing two companies, have before us the death ratios of each for insurances one year old, two years old, three years old . . . ten years old, etc. To estimate the importance of young lives and reserves, we should know also the proportions of the different plans, the ages, etc.—data not furnished to rival agents, we may be sure.

This ratio, death losses per M. assured, is, then, impossible as a basis of fair comparison. So for the same reasons is the ratio of actual to expected losses, where only the amounts of assurances are considered and the reserves ignored. It would easily be possible for one company, by having a larger proportion of young or recently-examined lives, to show a smaller ratio herein, and yet in reality not have nearly as favorable a mortality experience as an older company.

The only passably fair basis of comparison of the death rates of two companies is the ratio of actual to expected death strain. This is ascertained by summing the total death strain (amounts minus reserves) actually incurred and taking the ratio of the total to the sum of the total death strain expected for all policies according to some standard mortality table—a "Select" table of course—i.e., one giving effect to the lower mortality experienced in the early policy years due to medical selection. Occasionally, companies in publishing this ratio, disguise the fact that they have used an "Aggregate" or the "Ultimate" table where "selection" is ignored, in computing their expected mortality. Their expected mortality is, accordingly, abnormally high, thus making their ratio of actual to expected death strain abnormally low. Some perhaps make this mistake through ignorance. However, the alert agent in competition will do well to suspect any abnormally low death rate for an old company till he has ascertained their basis of computation.

New Business and Gains.

(2) (a) Business written to business in force; (b) gain in business in force to old business; (c) gain in business to new business. No fallacy lurks in the use of these ratios as a basis of comparison between companies. Rather, it protrudes. It is patent that no well-established company with a goodly volume of old business on its books can hope to show the ratio of, say, some "mushroom" company whose total business in force is perhaps one-tenth of the yearly business written by the older company. With companies of approximately equal ages and sizes, however, it may give an indication of the rates of progressiveness and stability of business, but should be used with caution. Thus a high ratio for a company in any particular year may indicate large increase in stable new business, and light lapse and termination rates; but then again, it may only be the resultant of undue weakness in preceding years, where, e.g., terminations may have been unduly high.

(3) Interest earned on investible assets. This is, in the main, a "Young Companies' ratio, for they, with their small assets and small income, can generally invest with greater ease in high-yielding and yet safe securities than can the large companies with their deluge-like receipts. A comparison of the gross rates of interest, however, is not always a safe guide. The policy of one company in investing mainly in, say, bonds, subject to little investment charge, will cause their gross rates to verge closely on their net rates, whereas a company investing largely in mortgages will, while showing a larger gross rate on that account, have heavier proportionate investment expenses to deduct in ascertaining their net rate.

Security and Interest Rates.

The adage, "High Interest Rate—Low Security," is worthy of the utmost respect, but then so, too, is the well-tryed management of any of our well-established companies, and an extraordinarily high interest rate in such cases may well be the resultant of caution, intelligent selection, and fortunate opportunities.

It is a well-known fact that high interest earnings are the most potent source of profit to policyholders, and while I should not say to prospects, "Choose your company, in all cases, by its high interest rate," I shall certainly say, "Reject in all cases a company afflicted with a very low rate of interest."

One Basis of Assets.

(4) (a) Assets to reserves or liabilities; (b) security to policyholders per \$100 of liability to policyholders. A comparison of companies on the basis of assets to reserves takes no account of the ages of the companies or the bases of reserves used, and certainly favors the young company when it has a large paid-up capital and also values its new business on the low basis allowed by the government. Then, again, the young company may have recently issued its capital stock at a high premium. (In case where the security to policyholders is used instead of the assets in finding the ratio,

the subscribed and unpaid capital also enters into the proposition.) Where the two companies under consideration have different reserve bases, one valuing on, say, the 3% per cent. basis, and the other on the 3 per cent., the worth of the ratio is altogether vitiated—but as a matter of fact the ratio has little or no value for comparative purposes under the best of conditions. Take, e.g., any one company. At the outset it may sell its capital stock at a high premium and value its business in force on the lowest basis allowed by the government. Its showing in either of the above ratios will temporarily be very good. Of course, if it pays out all the premium on the sale of capital stock in excessive commissions on its sale, has other huge organization expenses, and writes a costly new business, the reverse will be the case. When this company gets a little older, it may decide to carry the full reserve, dispensing with the modification allowed by the government on new business. It may also begin paying dividends on its quinquennial and annual dividend business, or writing a greater proportion of non-participating or low-priced insurance. The ratios as above will then be considerably lowered. If it retains a large margin of surplus, however, or writes a large proportion of deferred dividend business, and decides not to push too energetically for new business, it may, of course, show higher ratios herein than a more progressive company, especially if the latter company is paying liberal profits to policyholders as they are earned.

Some Other Considerations.

(5) (a) Surplus to assets; (b) surplus to liabilities. Both these ratios generally indicate a sound position, but have much the same defects for comparative purposes as the two mentioned under (4) above. One feature which might affect the ratio considerably is the amount of contingent reserve which a company has transferred from the surplus. The practice of companies differ very greatly sometimes in this respect.

It is perhaps needless to say that the net assets should be taken. The ratio of a company might be considerably altered were no consideration given to a heavy bank overdraft, due and unpaid claims, etc., appearing in the liabilities.

Old Companies' Ratio.

(B) "Old Companies' " Ratios.

(1) (a) Expenses to premium income; (b) expenses to total income; (c) expenses to insurance in force. Expense ratios are favorites of the old companies, and they present them in peculiar lights and weird colors. "When other helpers fail and comforts flee," the old company falls back on some tricky expense rate, and it would be difficult to find one not too poor to do them reverence. They are indeed ticklish items that require careful and delicate handling. No other ratios lend themselves so readily to unfair deductions; no other ratios contain so many lurking fallacies. It is well-nigh impossible to obtain an absolutely fair comparison of the expense ratios of companies, as they are affected so readily and in such a pronounced way by the various peculiarities of the business of each company. The three mentioned above are the ones most generally used. It is obvious at once from a consideration of the great proportionate cost of new business that the company doing the largest proportion of new business to old business will, in all probability, show the highest ratio of expenses to premium income. The ratio then is a tax on the young company, or in the comparison of companies of equal age and size upon the more progressive one. Where the total income is used, the ratio is even more unfair, for we now introduce the large interest income of the old companies upon which the expense is negligible as compared with that upon the collection of premiums.

What Figures Show.

It is easy to show by figures how a young company, getting its business actually cheaper than an old company, can yet be made to appear to be obtaining it at a greater proportionate cost.

Assume Company A has business in force December, 1913, \$150,000,000.

	Income in year 1914.
Premium income on old business	\$ 7,500,000
Interest income	2,500,000
Premium income on new business	500,000
Total income	\$10,500,000

Its expenses are 15 per cent. of premiums on old business, and 100 per cent. of premiums on new business.

15 per cent. of \$7,500,000 is	\$1,125,000
100 per cent. of \$ 500,000 is	500,000

Total expenses

\$1,625,000

Ratio of expense to income $\frac{\$1,625,000}{\$10,500,000} = 15.5$ per cent.

Now take a smaller Company B, which has business in force, December 31, 1914, \$10,000,000.

	Income in year 1914.
Premium income on old business	\$400,000
Interest income	125,000
Premium income on new business	100,000
Total income	\$625,000

Its expenses are 10 per cent. of premiums on old business, and 90 per cent. of premiums on new business.

10 per cent. of \$400,000 is	\$ 40,000
90 per cent. of \$100,000 is	90,000

Total expenses

\$130,000

Ratio of expense to income $\frac{\$130,000}{\$625,000} = 20.8$ per cent.

Thus, on the surface it appears that company B is run more expensively than company A, because its expense ratio is 20.8 per cent., while A's expense ratio is only 15.5 per cent. As a matter of fact, however, company B would be by long odds the better company in which the policyholder could invest, for while he would be charged 100 per cent. for expenses on his first premium in company A, he would be charged only 90 per cent. in company B while he would be charged 15 per cent. for expenses on each subsequent premium paid in company A; he would be charged only 10 per cent. for expenses on subsequent premiums in company B.

Percentages Vary.

It is sometimes argued that the old company with much paid-up business on its books will suffer in these expense comparisons owing to the income being smaller on that account. But its expenses on such business are also practically nil, so that little effect on the expense-income ratio is caused thereby. Indeed, where the ratio expense to business in force is used, the more paid-up business there is with its negligible expense, the lower will be the ratio. In this latter ratio, the kind of business written would also be important, for a company writing chiefly endowment insurance might make a very poor showing in comparison with a company whose business consisted largely of term or ordinary life insurance.

The only logical ratio for expenses is to find the total cost of new business to new premiums and of renewal business to renewal premiums. But no statistician or expert can say just what the total cost of new or renewal business has been even in his own company, much less for another company. He has to apportion arbitrarily such items as advertising, printing, administration expense, telegraph, postage, etc. The proportion of such expense applicable to new business necessarily varies in different cases and accordingly cannot be honestly expressed by any fixed percentage of total expenditure, and therefore no attempt to do so should be made.

(2) (a) Assets per M. assured; (b) surplus per M. assured; (c) surplus earned per M. assured; (d) reserves to insurance in force. It is so obvious at a glance that any one of these ratios favors the older and larger company that no comment on the fallacy, or rather rank injustice, of using them in a comparison of a young with an old company, need be made. For companies of approximately equal ages and sizes, the ratios can perhaps be used, but subject to many qualifications. For example, the rate of progression of the company is to be considered. The proportion of the plans of insurance would be important, the endowment plans with their large accumulations contributing greatly to assets, surplus and reserves. A large proportion of deferred dividend business would help (a), (b) and (c), meaning as it does larger accumulations, while a great proportion of annual dividend or non-participating business would lower these ratios. In the case of (b) and (d) the reserve basis is, of course, all important. If different bases are used, it is futile to make a comparison.

(3) Percentage of income saved. Most of the remarks made in reference to expense ratios hold here. It is clear that the larger the proportion of new business to old, the smaller will be the percentage of income saved, whether new business is or is not being obtained at a reasonable price. The ratio discriminates, therefore, against the young company. The amounts of surpluses being paid out and the proportion of endowment and high-priced plans should be considered. Again, some companies have a regular period for surplus distribution for all plans and years of issue. Should the ratio be considered for any such company in one of these years of distribution, it will show considerable distortion from the usual trend. As a matter of fact for this ratio or any ratio, it is generally wise to consider the trend of the same ratios for some years past to notice any discrepancy in regularity. For example a company might through some peculiar circumstances have a very heavy mortality one year which in all probability would be followed by a light mortality the following year. This would distort many of its ratios and, perhaps, especially in the case of a young company, render them useless for comparison.

Surplus on Ledger Assets.

(4) Surplus earned on ledger assets. This is a very important ratio and a good comparative one for companies of approximately equal ages, sizes and rates of progression, as it focalizes all significant ratios on the supreme point of earning power. The ratio is, however, well nigh impossible to ascertain accurately for the other company, and hence its chief importance—but as a matter of fact this statement holds true of every other known ratio—is to enable the management of any company to test their own progress year by year in order to eradicate defects, introduce improvements, and still further nourish strong points. Quite often, however, the ratio can be approximately found from a company's published statement as follows: From surplus to policyholders, deduct the paid-up capital, thus obtaining the divisible surplus; from this latter amount deduct the divisible surplus as shown by the accounts at the end of the previous year and add the profits paid to policyholders during the year. The increase or decrease in the amount of dividends due and unpaid over that of the previous year should then be added or subtracted and to this result should be added the amount of dividends which the shareholders receive in excess of the interest earned on their paid-up capital.

A change in the reserve basis during the year will make it impossible to find from the statement alone the year's gain in surplus. It should also be noted whether any contingency reserve funds have been increased during the year by amounts drawn from the surplus. The dividends paid to policyholders shown in a company's statement will very probably include premium reductions earned in preceding years and now simply falling due. The "outsider," however, has no means of obtaining this proportion, which, of course, should be deducted in ascertaining the true surplus earned.

Lapse Ratios Important.

(5) (a) Terminations to new business; (b) lapses to insurance in force. The "lapse" problem has been to the fore very much during the last few years, and it has received particular consideration from many sides, while, at the same time, the companies have endured much condemnation by one or two "weakly" journals, whose knowledge of life insurance is hardly on a par with their propensities for criticism. One of the most able papers on this "lapse" problem, that I have had the pleasure of reading, is that of Mr. B. W. N. Grigg, in the last number of the Toronto Insurance Institute Proceedings. But he is at fault in succumbing to the fallacy which lies in the first of these ratios. For instance, he gives the new business for Canadian companies in the year 1914, and with it compares the terminations (consisting of surrenders, lapses and not takens), and draws this conclusion: "We are confronted with the fact that in the year 1914, of every \$100 of insurance written, \$63 vanished on account of surrenders, lapses or refusal to accept." Now these figures are not facts. Of the \$63, "surrenders" comprise \$9 and have no relation whatever to the new business of the year since they occur on policies three or more years in force; "lapses" comprise \$44 of the remaining \$54, but they, too, are largely due to the preceding two years' business, since they occur on policies upon which some payment has been made and which have therefore been in force on the average, we shall say, of a year and a half; "not takens" make up the remaining \$10, and fully one-third of these would be on the preceding year's business. It is clear, then, that in constructing ratios of this kind, the history of

each year's business would have to be known. Take, again, Mr. Grigg's use of the year 1914. This year, as you all know, was very hard on insurance companies. Business written was light. Lapses were heavy, and particularly so due to the fact that the preceding year 1913 had been one of the best in insurance history for the writing of new business. And yet Mr. Grigg takes the lapses due mainly to this large 1913 business and compares them with the unusually light, 1914, new business. Understand me, I do not state that Mr. Grigg's stricture that "lapse" rates are too high, is incorrect. I quite agree with what he says in that respect, and the conclusions he deduces from these high rates are perfectly sound and well-timed. I point out merely that the figures by which he arrives at his conclusion are incorrectly taken, and if used as a comparison between companies would, not improbably, lead to the most unfair deductions.

Necessary to Onward Movement.

A low lapse rate is not necessarily a matter for congratulation. It may be quite the reverse, indicating unprogressiveness and stagnation. Quite often the most energetic and reliable companies have high lapse ratios which they regard not as a reproach, but as a necessary accompaniment to vigorous headway. Generally speaking, however, when the necessary allowances have been made for new business, a heavy lapse rate is a bad sign, indicating "forced" business, slackness in looking after existing policyholders, and perhaps a growing lack of confidence in the company on the part of the public. Lapse ratios as a rule decidedly favor the old company, both apparently owing to its larger proportion of old to new business, and actually due to the fact that its greater reputation for stability and security attracts a larger proportion of the careful investors. In figuring on this ratio, the amount of revivals should, of course, be considered, and also the company's practice in respect to the entry of lapses, whether immediately on lapse or after the expiry of a considerable time when all hope of continuance is gone. Some companies leave a considerable "buffer" between the lapses recorded, and those actually realized, until a year of depression comes, when they "write off" every bit of business they can possibly dispose of this way. As in a year of depression, or "war" year, conditions distort many of the ratios of all companies, their heavy lapse rate for such years passes unnoticed, whereas their light rate in "good" years comes in for hearty commendation on the part of themselves and financial journals. The lapse trend for several years should, therefore, be considered. It is pleasant to be able to state that the attitude of the Underwriters' Association to the "twister" has practically banished lapses due to his malign agency.

Participating v. Non-Participating.

There is one fallacy that I must not ignore—it is the fallacy that non-participating insurance is better than participating. I think the argument here can be put in a nutshell as follows: The main elements of the premium are interest, mortality and loading factors. Both the non-participating premium and the participating premium must be calculated on the assumption of future experience in these three elements, and a considerable margin allowed therein for the sake of safety. In a good, reliable company—and that, I believe, every company we represent is—that margin of safety or some part of it is certain to be returned to the participating policyholder, and at least refund of any excess premium he has paid for the participating feature; with the non-participating policy the whole of the safety-margin is forfeited by the assured. In other words, the participating policyholder gets his insurance carried at absolutely net rates, the non-participating policyholder does not.

An interesting discussion followed Mr. Langstaff's paper, centring largely around the manner in which the premium rates for participating and non-participating policies were made. Mr. E. R. Machum, St. John, J. A. Johnson, Great-West Life, Vancouver, G. E. Williams, North American Life, Montreal, Archer Wickware, Imperial Life, Ottawa, W. J. Phillips, Ottawa, took part in the discussion.

Mr. J. A. Johnson, Great-West Life, Vancouver, told of a well-known United States company, which for a few years had written both participating and non-participating insurance, and, he added, "the man who holds the two kinds of policies, both of the same date, in that company, finds that the participating policy is costing him a great deal less than the non-participating policy." This discussion was developing to an interesting stage, when, unfortunately, the pressure of programme procedure stopped it abruptly.

HOW INSURANCE PREMIUM RATE IS MADE

"Mysteries" of the Mortality Table Explained—Rate is Conservative

How the premium paid on an insurance policy is made up, was the theme of an instructive address by Mr. E. E. Reid, assistant manager of the London Life. He explained, in a way interesting both to those who buy and sell life insurance, what are often erroneously considered the mysteries of the mortality table. He presented a hypothetical mortality table, in which the deaths occur at only four periods, thus necessitating a minimum of calculation, and yet giving such results as approximated sufficiently near, for illustration purposes, to the exact figures.

"Consider a mortality table, starting with the usual assumption that at age 20 there are 100,000 lives under observation," said Mr. Reid. "Suppose that these all live to age 35, when 15,000 die upon attaining that age; that the remaining 85,000 lives live to age 50, when 25,000 die. The remaining 60,000 lives may be supposed to live to age 65, when 30,000 die, and these 30,000 we may suppose all to die at age 75. Such a table is all that would be necessary for our purpose were it not for the interest factor, which enters into all financial considerations extending over a period of years. While the tool represented by the mortality table is an absolutely essential to the calculation of a premium, no tool is absolutely essential in reference to the interest factor. Nevertheless, tools in the shape of interest tables greatly facilitate the work, just as in any other piece of construction, the more efficient the tools the more rapid and perfect the execution.

"Put in tabular form, this mortality table will appear as follows:—

Ages.	No. living.	No. dying.
20	100,000
35	85,000	15,000
50	60,000	25,000
65	30,000	30,000
75	30,000

When Individual Will Die

"Now, suppose we are asked to calculate the premium that a person age 20 should pay throughout life to insure \$1,000 payable at death, assuming the deaths to occur according to this hypothetical table. We cannot take any individual, for we do not know when the individual will die. If, however, we take 100,000 individuals our table tells us how many live the periods indicated, so we will first deal with the whole group. To obtain the value of the payments to be made by the insuring company, i.e., the present value of the claims, we have four calculations to make: 15,000 claims of \$1,000 each are due at the end of 15 years, 25,000 claims are due at the end of 30 years, 30,000 at the end of 45 years, and 30,000 at the end of 55 years.

"According to government requirements we must adopt a rate of interest of 3½ per cent. From the interest tables in the manuals of almost every company are found the figures which will make this calculation an exceedingly easy one. Set out in full it is as follows:—

Discount term.	Amount of claims.	Discounted value of \$1.	Value of benefits.
15 years	\$15,000,000	× .596891	= \$ 8,953,365
30 years	25,000,000	× .356278	= 8,906,950
45 years	30,000,000	× .212659	= 6,379,770
55 years	30,000,000	× .150758	= 4,522,740
			\$28,762,825

"It is thus seen that on the above abbreviated mortality table the value at age 20 of \$1,000, payable at the death of each of the 100,000 lives, is \$28,762,825, or an average value for each life—usually designated single premium—of \$287.63.

Finding the Value.

"We can in a like manner find the value of one dollar a year paid during the life of each of the 100,000 persons. Thus we have 15,000 pay a dollar a year for 15 years only, 25,000 pay each year for 30 years, 30,000 for 45 years, and the remaining 30,000 for 55 years. Taking from our interest tables the value of an annuity of one dollar a year for the

various terms above indicated, this calculation set out in full is as follows:—

Term of premium payments.	Number living.	Value of \$1 per an.	Value of payments.
15 years	15,000	× \$11.9205	= \$ 178,808
30 years	25,000	× 19.0358	= 475,895
45 years	30,000	× 23.2828	= 698,484
55 years	30,000	× 25.1133	= 753,399
			\$2,106,586

"If \$2,106,586 is the present value of \$1 per annum paid at the beginning of each year during the lifetime of the 100,000 individuals living at age 20, then \$21.07 is, on the average, the value of \$1 per annum payable during the lifetime of an individual age 20. Now, at the outset, the value of the benefit guaranteed under an insurance contract must be exactly balanced by the value of the premiums to be received. In our illustration we found the value of the benefit, or the single premium, to be \$287.63 and the value of each \$1 of premium to be \$21.06. How many dollars of premium will be necessary to give a value equal to \$287.63? Manifestly \$287.63 divided by \$21.06, or \$13.65.

Whole Life or Endowment.

"There is in the minds of many a very considerable difference between whole life and endowment insurance in so far as the calculation of premiums is concerned. As a matter of fact there is little difference, and an endowment policy can be calculated in the way indicated above quite as easily as a life policy. All that we need to do is to suppose that all those living at the end of the endowment term die at that point. Thus, taking the same mortality table as above, we can readily calculate the annual premium for a 30-year endowment insurance by supposing that of the 85,000 living at age 50 the whole 85,000 die at that time instead of the 25,000 provided for in the table. We then have only two calculations to make, both for the single premium and for the annual premium. The work may be set out as follows:—

Endowment term.	Amount of claim.	Discounted value of \$1.	Value of benefits.	Single premium.
15 years	\$15,000,000	× .596891	= \$ 8,953,365
30 years	85,000,000	× .356278	= 30,283,630	\$392.37
			\$39,236,995	

Term of premium payments.	Number living.	Value of \$1 per annum.	Value of year annuity payments.	Value of 30-year annuity of \$1.
15 years	15,000	× \$11.9205	= \$ 178,808
30 years	85,000	× 19.0358	= 1,618,043	\$17.97
			\$1,796,851	

Dividing the one result by the other, we have \$21.83 as the annual premium for a 30-year endowment at age 20.

Calculating the Results.

"It must be remembered that these figures are not intended to be in any way accurate. Deaths from so large a number as 100,000 occur year by year, and exact results are obtained by carrying out a calculation for every year from the age for which the premium is required until the last death occurs. The principle underlying the calculation, however, is fully illustrated in the examples taken, and if this method were extended to include each year of age from 20 to the limit of the mortality table, exact net premiums on the basis of whatever table is adopted would result.

"It must not be supposed that the actual calculation of premiums at all ages is carried out in the way here illustrated. Another very efficient tool that is used in the calculation of premium rates is one by which the single calculation of the present value of the claims and the present value of the payments year by year of those living is made in such a manner as to serve for the calculation of premiums at all ages, but it is not at all necessary to explain the construction and the use of this tool to appreciate the basis upon which the whole business of life insurance rests.

"It will be seen that the sufficiency of the premiums charged as calculated on the basis of any given mortality table depends on how closely that table expresses the actual mortality experienced, and how nearly the rate of interest

assumed approximates that realized. The mortality tables usually adopted for these calculations either embrace, at the various ages, both new and old business, or deliberately ignore the favorable experience of the first five or more years after medical selection. This is, of course, a measure of safety which is reasonable, and which at the same time helps to offset the initial cost of placing the business. Then, again, so far as business in Canada is concerned, it is generally acknowledged that the conditions are such that a favorable mortality experience may always be expected by all companies doing business with proper care. There has been but one table published showing the mortality experience under assured lives in Canada—that of the Canada Life Assurance Company. The result of this investigation indicated a mortality of less than three-fourths, on the whole, of that provided under the usual standard tables. That experience is now more than twenty years old, and it is a satisfaction to feel that a new table is now in course of preparation which will give accurate and up-to-date information in regard to this interesting feature of our work.

Rate is Conservative.

"As to the rate of interest of 3½ per cent. authorized by the insurance act, no one would be likely to suggest that it is not sufficiently conservative even for the longest term contracts. In the meantime the actual rate earned in excess of 3½ per cent. has left a much wider profit margin than was anticipated.

"I have, so far, dealt entirely with what is usually called the net premium. That is to say, the purely mathematical premium which, according to the table and the rate of interest used, will just meet the benefits conferred without making any provision for expenses. On non-participating business it is becoming the practice to make the loading, that is, the addition to the net premium added ostensibly for expenses, very light. This addition is, indeed, in the majority of cases, now too small to cover the expenses without drawing upon the gains from favorable mortality or from extra interest earnings. Where 10 per cent. formerly was, perhaps, a common loading for non-participating business, about 5 per cent. seems to be the rate favored at the present time. Sometimes the loading takes the nature of a percentage plus a certain constant addition to the premium, and this latter method is the usual one adopted in loading net premiums for the purpose of obtaining gross participating premiums. Such a combination more nearly meets the actual requirements, for every policy, irrespective of plan, entails a degree of clerical work in the office for which, irrespective of the size of the premium, a constant charge ought to be made. On the other hand, commission expenses usually form a percentage of the premium, and for this element of expense a percentage loading is, of course, proper.

"The loading on participating policies is ordinarily much heavier than the non-participating plan, and various reasons may be assigned for this. Under a participating policy the policyholder enters into partnership with the company, and, theoretically, must share the profits and the losses as well. For this reason such ample premium has been, in the past, charged as would likely enable the company to meet any unforeseen emergency by simply reducing dividends, or, in other words, increasing the premium actually paid up to the rate originally quoted. The difference between the standard non-participating and participating rates seems, however, to be larger than conditions now warrant. On the other hand, the inducement to save by putting aside safely from year to year that much more is a benefit to a large portion of policyholders that should not be ignored."

LICENSING OF LIFE INSURANCE AGENTS

A special committee, composed of Messrs. W. Lyle Reid, Sun Life, Ottawa; A. Homer Vipond, New York Life, Montreal; A. J. Meiklejohn, Confederation Life, Montreal; and A. S. Wickware, Imperial Life, Ottawa, was appointed to wait upon Premier Hearst, of Ontario, to urge the amendment of the insurance law to make it possible for any citizen of Canada recommended by his company, should be able to obtain a license to write insurance business in Ontario. The committee will also endeavor to arrange for a conference of the insurance superintendents of the various provinces with a view to obtaining uniformity of practice in the licensing of agents.

OUR NICKEL NOT REACHING GERMANY

Solicitor-General Meighen Makes a Positive Statement and Defends Government's Policy

That not a pound of nickel refined from the ore of Canada has reached Germany since the war began was the positive assurance made by Hon. Arthur Meighen, solicitor-general in the Canadian cabinet, at the banquet of the life insurance men at Hamilton last week. This statement, he said, was made to the people of Canada on the assurance of Major Bell, the government's supervisor of our nickel supply and its destination, an officer described by Mr. Meighen as capable, true and trusted. "All the Canadian nickel that gets over to Germany will not save the face of the Kaiser in this war," said the speaker.

Government's Three Alternatives.

Mr. Meighen outlined the three alternatives which confronted the government on the nickel question when war broke out. First, they could have prevented entirely the export of nickel, but the refinery was already established in the United States. To prevent the export would have stopped the flow of nickel to Great Britain and the allies. It would have slackened the speed of the munitions industries in Canada, the United States, Great Britain and the allied countries.

The second course, which seemed to have more friends now than a little while ago, was to have expropriated by an act of government the natural resources and establish a refinery of our own in Canada. To have done this the nation would have had to purchase the properties at a price based upon the nickel company's earning power. Otherwise, it would have meant confiscation, and confiscation was not the practice of British countries. This course would have involved a colossal expenditure, at a time when we were confronted with a financial responsibility as great as we desired. It would have entailed a delay of a year in order to establish here a refining plant, a delay at a time when it would mean the loss of thousands of lives. We would still have had to permit certain exports to feed certain industries in the United States.

Strictest Possible Supervision.

"The third alternative was to allow the flow of nickel to proceed, but to see to it by the strictest possible system of supervision that the policy of feeding our friends and starving our adversaries was continued. The government had chosen this, the third course, and that had the government's approval to-day."

Mr. Meighen then read a cablegram just received from the secretary of state for the colonies, Hon. Bonar Law, to the effect that the British government was satisfied with the precautions taken to prevent nickel from reaching the enemy. Mr. Meighen then gave a graphic description of our far-flung battle line, a dramatic touch being given to his conclusion by darkness coming over the banquet hall as the lights gradually faded and went out.

BUSINESS MEN HEAR PROMINENT LIFE INSURANCE SPEAKERS

The suggestion of *The Monetary Times*, in a recent issue, that the public should be permitted to attend at least one session of the life insurance convention at Hamilton, was adopted, the subject being introduced to the gathering by Mr. T. J. Parkes, Sun Life, Sherbrooke. The business men of Hamilton were invited to attend the Saturday morning session, when Mr. Edward A. Woods, Pittsburg, president of the National Association of Life Underwriters of the United States of America, and Mr. George T. Wilson, vice-president of the Equitable Life of New York, addressed the convention.

The suggestion of *The Monetary Times* was made in the following words: There are too many who still have an insufficiently intimate acquaintance with the life insurance agent and his policies. It might prove an interesting and instructive innovation were the life insurance men to arrange their programme so as to give an afternoon session for the benefit of the general public. Special talks and topics could be chosen for that session and free discussion allowed.

LIFE INSURANCE PREMIUMS TAXES UNJUST

Legislatures Placing Penalty Upon Thrift—Do Not Recognize Value to State

The relation between the love of country and the economic value of life insurance, or the patriotism of life insurance, was the theme of the address of Mr. J. F. Weston, managing director of the Imperial Life, at the underwriters' banquet. He took occasion also to complain of the continued tendency of the federal and provincial governments to tax far too heavily the premium income of the insurance companies, a tax which was paid by the policyholder—a penalty upon their thrift.

"The value of life insurance to the state is great," said Mr. Weston, "but I cannot find that our legislatures take that view. They vie with each other in placing taxes on the premium income, finding it an easy source of income. The people who pay the premiums make no protest, although it is a tax upon the thrift they practise. Our legislatures do not see in life insurance an institution which serves a patriotic end.

Ten Per Cent. Tax.

"A few weeks ago a member of the legislature in one of the United States introduced a bill to tax the premium income of companies with head offices outside the state 10 per cent. and that of home companies 5 per cent. This may possibly indicate patriotism to the state 50 per cent. greater than patriotism to the union, but the 5 per cent., as well as the taxes levied by all other states and provinces, is conclusive evidence that life insurance has not yet come to be regarded as a patriotic institution by our legislators, and that it has not taken hold of the imagination or esteem of the people to the point where they resent a tax upon it."

Continuing his unusually thoughtful address, Mr. Weston said: "Aggregations of capital for the carrying on of modern industries and commerce have been rendered possible by the relative immunity from loss which the individual investor or concern may secure by pooling its risks with a great number of similar risks through the medium of insurance. Fire insurance to protect against loss by fire, marine insurance to protect against damage or destruction of goods in transit, guarantee insurance to protect against breach of contract or dishonesty of employees. Capital guarantees itself against liability for injury to its workmen through employers' liability insurance and by any and every means made obligatory by law, or which hold the element of protection against any form of risk. More and more it is coming to recognize the inestimable value of good management by insuring the lives of the men who display such qualities in its service. It protects itself by as many varieties of insurance as it has risks to run which can in any way be made subject to insurance. This is the great underlying principle of security employed by capital for its protection.

Insuring of Lives.

"Is it less important to the body politic that the comfort and happiness of its individual members should be protected by the insuring of the lives upon which the means of such comfort and happiness depend? A nation's happiness and security is simply the aggregate of the happiness and security of its individuals. The vast bulk of our people depend entirely upon what they can earn by employing their strength, technical skill and whatever ability they have in the service of organizations, or under systems in which they have no vested interest, and which lack the power to support them when their usefulness is gone. It is appalling, if you pause to think of it, in what a preponderating number of cases the modern family depends solely on the earnings of a single life.

"The functions of, and need for, life insurance were recognized as soon as the risks associated with modern industrialism began to be felt. Its growth has been the most remarkable incident in the financial history of the last century. Within three-quarters of that time a number of companies on this continent have grown to be the largest single financial institutions in the world. The whole institution of life insurance, comprising all companies, has steadily developed in times of depression, as well as in times of prosperity, which demonstrates the increasing appreciation felt by the people for the protection which insurance gives. The number and amount of risks carried by the companies is

stupendous, but is still pitifully inadequate to cover the value of the lives upon which depend the maintenance of the homes of the country, the welfare of the next generation and the comfort of the worker of to-day when his period of usefulness is over. In a great majority of cases his insurance is all the average man has to show for his life's work, or to establish the claim of his family on the advantages of the community.

To Stimulate Business.

"Here on this continent we have been too busy exploiting the riches of a new country to have our governments do much towards stimulating the business of covering the risks underlying the lives of the people. In fact, the tendency has been opposite, by making insurance organizations tax collectors, and thereby reducing the amount carried through making it more expensive. The employers of labor, however, are coming very rapidly to encourage it in a very practical way through group insurance and by other plans.

"Wide as the recognition of the value and need of life insurance has become, it still requires, and will always require, a great educational propaganda to be carried on amongst the people. It requires all the initiative and combined force of the great organizations of all our companies to make its advantages apply to the great and growing need of the people. We have a field of limitless scope to develop in which the possibilities are constantly increasing. Our business will grow more rapidly in the future than it has done in the past because of the wider recognition on the part of the public of its paramount importance under present-day conditions. We can accelerate or retard its growth according to the methods we employ. No slipshod, drifting policy of mere expediency from the past has any chance of success in the brighter, keener period of the present. We need to employ practice which applies to all classes of insurers with absolute fairness if we are to avoid reactions and escape bringing the business into disrepute and ultimately involving it in legislative interference. Surely this should not be difficult in a business which rests on such a sound, scientific basis.

As to Salesmanship.

"Then as to salesmanship. I do not know why this greatest business of all businesses, in that it is sold to men in every class of business, should have the largest percentage of failures amongst its salesmen unless it is that it is too big for us to gain a clear enough perception of its real character and the breadth of its application. The agent of average ability who gets a comprehensive grasp of the business of life insurance, of the absolute need which exists for it amongst all classes of people, and of how its benefits can be made to apply to every department of human necessity, can make, and does make, a greater success than salesmen engaged in any other work. To such men every field holds a bountiful harvest for them to gather, but to the man who cannot secure this vision every field is a sterile waste.

Investments of Companies.

"In addition to the great personal advantages to be gained in the occupation, there is always the consciousness that in this business you are benefiting the community and the state. Look at your business from any angle in its relation to the state and you will discover that it is always rendering a patriotic service. As a concrete example of this, there is already invested over \$400,000,000 of life insurance funds in this country of eight millions population. The securities embrace government, municipal and high-class debentures of many varieties, mortgages on farm lands and other classes of property, all furnishing the means to develop and carry on the business of the country, and when an emergency arose, as it did on account of the war, and the minister of finance required to issue a domestic Canadian loan, the companies were able to subscribe a very substantial amount, and I have reason to know that they are now preparing to make a larger subscription to the next loan when it issues. This enormous amount of money is made up of the many small savings which the people have been educated to make by the persistent campaign of education which has been carried on by the life insurance agents everywhere. It is the result of thrift practised by the people, and the effect of that practice is not only shown by the millions of dollars which are yearly being paid to the dependants of those who have carried insurance, but is also shown in these vast investments which are contributing to the support of the community and the state."

WHY IS LIFE INSURANCE DROPPED?

Causes of Surrendered, Lapsed and Not Taken Policies —Position of Policyholder

Taking as his text the fact that last year in Canada, \$29,000,000 of life insurance was surrendered; nearly \$106,000,000 lapsed because of non-payment of premiums; and nearly \$20,000,000 was never placed after being issued, Mr. W. May, junior, Sun Life, Toronto, discussed ways and means of keeping insurance business of the books of the life companies. "Seven times as much business was terminated last year by surrenders, lapses, and not-taken, as was terminated by death, maturity or expiry. For every policyholder who died during 1915, 10 lapsed their policies. How then," asked Mr. May, "can the fieldman who sold this \$155,000,000 of lapsed business pretend to think that either they hold the confidence of their public or have impressed sufficiently upon that public the realization of the necessity for life assurance?"

Satisfied Policyholder.

"There is still another aspect of this question. Most will say it is true that the best advertisement a life man can have is a satisfied policyholder. What kind of an advertisement do you think these hundreds of men who lapsed their policies make? Is the influence, conscious or unconscious, which these men undoubtedly exert, in your favor or against you? Have you not heard it before in your canvass—'My father, my uncle, or my brother took insurance and dropped it, what is the good of me taking it out.' And you have to labor and explain, for obviously you cannot say that perhaps the father or the uncle or the brother was a fool. If it be true, and it is true, that policyholders are the best customers to the modern field man, then it is also true that these men who have lapsed or surrendered their policies are not only bad customers, but they exercise an influence which handicaps you in your canvass and is detrimental to your success.

"The largest number of lapses or surrenders is the result of some mistake at the time of the sale. Either the agent did not know sufficient to explain properly, or he was too careless or too lazy to fit his proposition to his client, or he did or said something through ignorance which bore fruit in later years and resulted in one policyholder the less. We have nearly all met the policyholder who thought he had a 20-year endowment policy with profits, which only cost him \$27.95 a year. The agent did not deliberately misrepresent the policy. Nevertheless, the policyholder did not understand what he had bought, and a moral obligation rests on the shoulders of the agent to make the policyholder understand. That was what the agent was being paid his commission for, and through the agent's neglect the policyholder did not understand, and on account of the misunderstanding lapsed his policy.

When a Man Loves.

"Take another case, an agent meets a young man of 21 years of age who takes a policy and makes it payable to his girl, naming her in the policy. Very nice thing to do on the part of the young man, and the agent aids and abets him in his laudable enterprise. But young men of 21 do not always marry the first girl they walk out with, and this special young man had changed his fancy and got another girl. Imagine the fix he was in when he was told that the original girl would have to sign a loan agreement with him when he wanted to borrow on his policy. Would she do it? Not she. Another lapse due to an agent not explaining or not knowing the possibilities of the situation.

"A young grocer doing real well in business is persuaded to take out a policy. It is held out as an inducement that the policy can be used as collateral security for business purposes, yet the agent allows him to make it payable in case of death to his mother who lives in Ireland. The result is that the collateral security is wanted in a hurry some day, the loan papers have to be sent to Ireland. The delay upsets the loan, upsets the grocer, and finally upsets the policy all through an agent only using his head to carry a hat on.

"A young engineer for instance makes his policy payable to a maiden aunt, applies for a loan, aunt refuses to sign loan papers, engineer refuses to pay further premiums. A young woman makes policy payable to her elder sister and then gets married. Husband has to pay the premiums, wants policy payable to himself. Sister jealous, does not approve of either the marriage or the brother-in-law, and refuses to sign off.

Husband mad, wife in tears, sister obstinate as a mule—another lapse. All through ignorance on the part of someone. You cannot expect the public to know. The agent ought to know, and ought to explain at the beginning. The man or the woman who is taking out the policy is his client, and is entitled to the benefit of expert advice.

Company Cannot Do.

"Take another cause of frequent lapses, namely, the promising on the part of the agent of something that he knows the company will not do.

"Then there is the agent with the strong personality. He is honest; he knows insurance, and he generally does a big business, but he has a heavy lapse ratio. He generally over-insures his clients. He persuades them against their will. He helps them over the first year, and sometimes the second by taking their notes, and waiting for his commission, but he cannot do that every year, and the minute he stops helping them the policy becomes burdened with debt, and finally lapses.

"Then there is the agent whose only thought is his commission. His client appears to him only as a source of revenue. He does not give a thought for his clients' interest and sells whatever he can most easily make commission out of.

"The companies themselves are to blame also. They spend too much time on the obtaining of new business, and too little on the care of what they have. Company officials lose in some cases their touch with the humanities. Lastly, in this list of lapse causes, there is want of money.

"What about the remedies? The first lies in the hands of the companies and the agency managers. They must set a high standard for the men they are going to let loose in the insurance world. No company or agency manager has the right to give a contract to a man who has failed in a dozen walks of life, to let him loose upon the public to repeat the mistakes which have already caused his failure.

Company Managers Can Help.

"The second remedy lies also in the hands of the managers, although they can be helped considerably by ourselves. It is the education of the field man.

"The third remedy is to bring home to the field man himself the importance of the lapse question. Instead of being valued solely on the basis of his new business production he should be made to realize that business which does not renew, instead of being a credit is a black mark against his name. Every policy which lapses should be brought to his attention, and a post mortem held on the case.

Position of Policyholder.

"Then lastly, there is the handling of the policyholder himself. Make the policyholder feel that he has joined some great co-operative concern, not that he has bought something. When his application has been obtained and his examination made, have the office write him a letter, a real letter, thanking him for it, congratulating him on joining, telling him the application has gone forward to head office, and that when it returns it will be handed to the agent concerned to deliver. See that the policy is delivered, wherever possible, in person, and thoroughly explained. Leave nothing indefinite, especially the terms of settlement. Complete the transaction in cash if you can. If you cannot get the whole premium, get as much as you can.

"Premiums should be collected direct from central offices. The man in the field should be relieved of everything which takes him away from his new business production."

Mr. May concluded his valuable paper by outlinging an effective and direct system for the collection of premiums.

Reasons for Lapses.

Discussing Mr. May's paper, Mr. T. E. Bourke, North American Life, Toronto, advised that one way to reduce lapses was for the agent to think not only of his commission when writing a policy. He should also keep in touch with all his policyholders.

Mr. L'Esperance, Imperial Life, Montreal, thought that the agent should take greater cognizance of the process which goes through a man's mind when he is induced to buy a policy. The agent should always remember just why his prospect purchased a policy and should keep him posted as to why he should continue to pay for it. The head office could help in this matter by sending literature periodically to the insured to remind him that his life insurance was still a good

thing. Mr. L'Esperance also suggested that a code of ethics and a few pointers as to the pitfalls of the business should be drawn up, printed and circulated among the agents.

Mr. Morris, branch manager at Toronto, London & Lancashire Life, speaking of the lapses, thought they could be reduced materially by agents giving far greater attention to selection of risks. Personally, he never went after, for example, farm help. He took the farmer, and the farmer's note, but those who wrote farm help usually had trouble in regard to the policies within thirteen months. Mr. Morris deprecated the emphasis which so many companies placed upon the getting of new business. Retaining the old was more important.

Policyholder to Blame?

In a discussion on the lapsing of insurance policies, Mr. G. E. Williams, North American Life, Montreal, stated that the blame for lapses had been thrown almost entirely on the field man. That was unfair. "It is not only difficult to get a man to pay the first premium on his policy," he added, "but it is often more difficult to get him to pay the second and the third. Nine-tenths of the lapse evil rests with the policyholders themselves, not with the field man."

Mr. Archibald Sydney took a different view. "If we salesmen sell the policy properly," he said, "and explain it properly and sell the right kind of policy, the lapse ratio should be very much less. We should constantly keep our clients mindful of the privileges contained in the policies they hold."

Mr. W. J. Phillips, Ottawa, thought one important phase of the lapse evil was that agents frequently sold policies for amounts greater than the prospects could properly afford.

PUBLIC SHOULD INSURE ONLY WITH ASSOCIATION AGENTS

The work and character of the meetings of the various local associations was described by Messrs. Parkes, Belleville; F. J. Reid, Brantford; J. Walter Keith, Calgary; McBeth, Edmonton; W. J. Bell, Guelph; Goodrow, Hamilton; Rogers, Amherst; Johnson, Kingston; Vivian Reeve, London; G. E. Williams, Montreal; Devlin, North Bay; Wickware, Ottawa; Lachance, Quebec; G. J. Alexander, Richmond; Gordon, St. Catharines; Bonnell, St. John; Wm. Welch, Saskatoon; Archibald, Sydney; Morgan, Victoria; Young, Toronto; J. A. Johnson, Vancouver; and J. W. W. Stewart, Winnipeg.

Mr. Johnson, Kingston, stated that his association proposed to make the public aware of the good work of life underwriters' associations, and to advertise so that the public would deal only with life underwriters' association.

Mr. Wm. Welch, Saskatoon, stated that several insurance "sharps" had canvassed in Saskatoon and that the local underwriters had advertised in the local press, asking the support of the citizens for the life insurance agents, who lived and worked in Saskatoon, and members of the life underwriters' association.

LIFE AGENTS AND THEIR CONTRACTS

Better working conditions for the life insurance agents was the subject of an earnest discussion at one of the largest sessions of the convention. A resolution was passed urging that agency contracts should in future embody a clause whereby an agent who had served his company would have his renewal commissions guaranteed to him or his heirs upon an equitable basis.

Mr. J. A. Johnson, Great-West Life, Vancouver, thought the companies should consider not only the new, but also the old agents in this connection. "The companies which are successful to-day are the companies which treat their agents the best," said Mr. Johnson. "Old policyholders also should always get justice. The best exponent in North America of fair treatment to policyholders is the Mutual Benefits Life (a company, by the way, with which Mr. Popps, a Canadian actuary, is associated). When the company changed its reserve to a 3½ per cent. basis, old policyholders were allowed cash surrender value, for example, on that basis. Several changes have been made in recent years in the reserve basis until it reached a 3 per cent. basis. But the Canadian companies are not as generous as they might be in regard to old policyholders, who might want to surrender their policies."

INSURING A COMPANY'S PRESIDENT

Loan Feature of the Policy was the Clinching Argument— J. L. Purdy's Essay

The following essay on the present-day problems of the life insurance field man, brought to its author, Mr. J. L. Purdy, Canada Life, Toronto, a presentation cup and ten dollars in gold:—

Assuming the title refers to the problems of the solicitor or producer in contradistinction to the organizer. It is obvious that in the last analysis there is but one problem, namely: "How to write business," or "How to write more business," or "How to write all the business the territory can be expected to yield." One or other of these aspects of the same statement will represent the problem of every solicitor, according to his experience or disposition, and the solution of course determines the important question of success or failure, and a bold man indeed is he who claims to have entirely solved it.

Not a New Problem.

The problem, it will be observed, is no new one; it is, in fact, hoary with age, having accompanied, with dogged persistency, the tremulous footsteps of the first insurance man, and will doubtless attend the obsequies of the last. The problem is the permanent and omnipresent factor, and any one of a dozen different solutions may be right according to results, assuming of course the processes to have been honest and honorable.

Be it specially noted that the problem is the permanent factor, and this is precisely as it should be, contentions to the contrary notwithstanding. Every sane, healthy and expansive person has his problems, it matters not his age or station; the bigger the man, the bigger and more complex they are, and the man without at least one is like a spent volcano burnt out!

It is always the field man's attitude towards his particular problem that counts. If the problem is regarded merely as a spectre, a ghostly apparition, all sorts of doubts, fears, anxieties and uncertainties overwhelm him, producing sure disintegration and collapse of purpose; whereas the calm and frank recognition of its necessary presence, and the assurance that inside of each man is the solution of every problem he will ever have to face—otherwise it wouldn't be his problem—this attitude, I say, releases the inexhaustible and inherent powers of his being, enabling him to take Difficulty Hill with ever increasing acceleration, placing him in the condition and position of never being called upon for too much or asked for anything he cannot deliver.

From the nature of the question, the observations which follow must inevitably go beyond the simple statement of the problem into the realm of the solution, and the few suggestions now offered are stated with the utmost diffidence, more especially as an effort will be made to hit a new trail, preserving at the same time a due respect and regard for the valuable contributions already made to the subject, and to which as field men we owe so much, and let us frankly admit that with patience and diligence we might have profited so much more.

Thinking of a Field Man.

"It is the field man's attitude towards his particular problem that counts." Let us examine this postulate at close range, for in spite of what is already known concerning it, there is still a wealth of meaning unrevealed. Evidently the thought or mental attitude is the one referred to, in other words, it is what a man, and especially a field man, thinks, that counts. Yes, what he thinks! Not what he fancies, or ruminates, but what he really thinks, an exercise involving a deliberate and positive arrangement of mind stuff—that's what counts. It will be recalled that on one occasion the Alps, the highest mountains in Europe, threatened to obstruct and thwart the designs of the great Napoleon, whereupon he is said to have exclaimed, "There are no Alps!" And hey, presto, for the purposes of that campaign at least, there were none, the potent power of thought having levelled them to the plain. By the same token, the successful field man's attitude is "that there are no problems," only opportunities, ceaseless opportunities, in a world of eternal unfoldment.

"Mind is the master power that moulds and makes, And man is mind, and evermore he takes Brings forth a thousand joys, a thousand ills. The tool of thought, and shaping what

he wills, He thinks in secret and it comes to pass; Environment is but his looking glass."

Are you ready for a revelation, Mr. Fieldman, the greatest probably of our time or any other? If so, read, mark, learn and inwardly digest the following: Given the right thought, the corresponding action follows, as the night the day. Thoughts of fear, doubt and indecision crystallize into weak, unmanly and irresolute habits, followed by failure, indigence and slavish dependence on others, and no amount of practice of the conventional precept, "a shave, a shine and clean linen," will of itself soften the circumstances or mitigate the fate. Whereas thoughts of courage, self-reliance, decision, perseverance, success, etc., crystallize into manly habits and circumstances of plenty, freedom and success. A particular train of thought persisted in, be it good or bad, cannot fail to produce its corresponding results in character and circumstances. Let a field man think and encourage strong, intelligently expansive and noble thoughts. Opportunities will then spring up on every hand to aid his fair resolves, and his particular problem is non est.

The mind it appears is the great transformer, its function being to transform thought into actions, conditions, environment. It is extremely important therefore that all thoughts incompatible with the consummation of one's purpose should be rigidly excluded from the transforming mind. That is the inner meaning of the terse, but little understood, slogan, "He can who thinks he can," the full import of which is still hidden from many who are in every other respect well informed.

As to Right Action.

As previously stated, the Life Underwriters' problem is the same yesterday, to-day and forever, namely, to get right action from himself, and corresponding right action from others, because it means business, more business, and still more business, and it is this dual activity which differentiates his work from the purely mechanical occupation requiring only the monotonous performance of certain physical operations in his own person. The sudden realization of this by an ill-trained and discouraged novice, frequently places him hors de combat. The difficulty experienced in getting right action from himself alone, by the process of assimilating the various sciences of salesmanship seems insuperable; how, therefore, can he expect to get right action from others, he argues, and forthwith becomes submerged by doubt, fear and indecision, and collapse of purpose ensues. Nearly all candidates for life underwriting honors meet with this experience in some stage of their careers; it is the great problem, and for want of a definite lead and clear guidance a great many excellent men drift back to routine occupations, and the full and proper development of many who stay is for the same reason retarded or never accomplished.

Get a clear conception and firm grasp, Mr. Fieldman, of the simple truth that right thought begets right action with the certainty of fate! The limitations of one's desires and ambitions are not, as is generally and erroneously imagined, imposed by persons or circumstances, but by thought alone. No person or thing can keep a man from reaching the height of his legitimate and cherished aspirations except the thoughts operating his own mind. Base thoughts bind and imprison a man to a hard environment. They are just the gaolers of fate. Noble and courageous thoughts liberate; they are the messengers of independence, freedom and exuberant expansion. "As a man thinks, so he is; as he continues to think, so he remains." So much for that part of the problem consisting of getting right action from oneself.

Soliciting a President.

Getting right action from others is of course a different proposition, but governed by precisely similar laws. Outside of physical compulsion, the only way to constrain a person to act in any particular way is by the operation of compelling thought. The moment any thought dominates a person's mind, action follows in exact ratio to the intensity of the thought, and consequently a field man needs, above all things else, to be a battery and distributor of positive thought. He has, for instance, to deposit in the man's mind the thought of his need for insurance, or of its appropriateness for a certain contingency in order to obtain the required action. That his prospect does not want his proposition is of little consequence; he knows of a certainty that he will desire it if the thoughts he wishes to impregnate his mind with are allowed to operate. Proofs of this could be furnished by every insurance man ad infinitum. I remember soliciting the presi-

dent of a company located in Toronto, who carried \$50,000 of insurance taken with an English company. He was at some pains to assure me that he required no more insurance, with which I assumed a ready acquiescence and went ahead.

"There is a serious flaw in your policy," I said. "The English companies do not tabulate their loan and surrender values in their contracts, consequently they are not readily negotiable. Now, through circumstances over which you have no control, you may find yourself in desperate need of quick and ready cash. A \$300,000 concern in this city had to assign quite recently for the want of a temporary loan of \$25,000." Finally, the thought regarding the need for a cash reserve took complete possession of his mind, and the desired action followed quite naturally, netting me a handsome commission. One other illustration must suffice. I was competing against a premium which was considerably lower than that of my company, and to the uninitiated it appeared that I would surely lose the business. "It is a very easy thing to exaggerate the importance of that difference in premiums," I said. "Remember, you are not buying a premium, you are buying a contract. Not because it is cheap, but for what it is and contains. How often do you buy a thing merely because it is cheap, tell me that? Can't see a single thing around the office which looks cheap. Your own particular line of goods are not sold altogether on the price, there being many others costing less. Look at this umbrella," I said; "it cost me \$11. I could easily get eleven umbrellas for the money, but it would be a great indignity for me to have to carry one. My policy costs more than that of the other fellows, but it is worth it, and you will remember its merits and associations with pleasure long after the price is forgotten." I succeeded in getting those thoughts operating in his mind, and the same happy result followed.

Disinclination to Listen.

It has long since been discovered not only by life underwriters, but nearly all salesmen, that attempts to set up and establish certain action-compelling thoughts in the minds of prospects are frequently resisted. Sometimes the resistance takes the form of a disinclination to listen or be concerned with a proposition for fear of being impelled to a course of action which circumstances do not warrant—which in itself is a tacit admission of the power of thought. At other times the prospect is openly hostile to the person soliciting for any one of a number of reasons, such as a disagreeable personality, over-aggressiveness, freakish dress or deportment, etc., and where there is no goodwill there can be little or no prospect of securing an application for insurance. It would be difficult to exaggerate the importance of goodwill in a canvass, for whilst it is possible, in spite of opposition, to establish action-compelling thought in a prospect's mind, he may out of what is sometimes called "sheer cussedness," place the business with the next man. The cultivation of "good-will," therefore, is of supreme importance, and as every eligible man must be regarded as an ultimate prospect, "good-will toward all men" is the eventual requirement. This is not in any shape or way a preachment—it is a cold analysis of the essential requirements for getting results, continuous and permanent results.

Magnetism and Salesmanship.

Just one other point remains to be considered. The word "Magnetism" is attracting attention, and is now quite commonly found by students in the vocabulary of salesmanship. Magnetism, like the power we call electricity, eludes definition. We only know that a subtle and indefinable charm exudes from the personality of a so-called magnetic person, and whilst under the spell one's will, the seat of resistance, is temporarily deposed. So that magnetism is a power worthy of cultivation. As far as can be discovered, the condition necessary to make a proper basis for magnetism to manifest is a physical one. Health, robust, exuberant health, is said to be the proper physiological basis, and having that, a person consciously or unconsciously attracts to himself magnetism which is suspected of being nothing more nor less than an accentuation of the all pervading cosmic force.

This essay was undertaken in exactly the spirit suggested by the invitation, namely, as a recreation as well as a competition. The beaten track has been deliberately avoided, and the opportunity seized to ventilate ideas gathered together in the course of study and investigation. Needless to say, the acceptance or rejection of the statements made will neither alter the facts or in any way affect the writer.

ETHICS OF LIFE INSURANCE

At What Point Should Competition Between Agents Cease?

A paper on the ethics of competition in life insurance was read in French, by Mr. J. T. Lachance, manager at Quebec, of the Manufacturers' Life. The following is a summarized translation:—

The competition between life insurance agents is on a more loyal, more honest basis. To-day, agents of the different companies can meet as friends. The growth of life insurance in this country of late years, is due to the influence of the good relations which have existed between agents. We think too much of the present remuneration without giving thought to the legacy that we shall leave to those who shall come after us. If I look back to the former years of our profession, I cannot avoid seeing what a future, what legacy, men like late Honorable Geo. A. Cox, Honorable Geo. P. Graham, Sir Thomas White, the minister of finance, who now rules the insurance department at Ottawa, Honorable Senator P. A. Choquette, of Quebec, and so many others who have in the past, gone through the streets of our cities, and of our towns and country roads, with their rate-book, soliciting life insurance, and laying the foundation of this noble profession of ours. They have prepared the public opinion, and we, to-day, reap the benefit. Life insurance is an admitted profession. They are the men who nearly three-quarters of a century ago, commenced in our country, the education of our people in life insurance. To-day, life insurance is admitted by every one. The question is how best can we serve the insuring public.

Satisfy the Public.

Life solicitors should care more to the service they can render to the cause, to the insuring public, by making them best satisfied with the insurance they carry. This can be done by bestowing congratulations upon those who are already insured, no matter where, whether it is on the level premium plan, or on the assessment, as the man insured in any company, in fraternal society and on any plan, is far better off than the man who carries no insurance at all. Never say: "You should have taken some other plan of insurance," or: "This company cannot pay you the profits which we are paying." It is not the company who makes the agent, but the agent who makes the company. It is always the agent who sells the policy and not the assured, who selects the plan.

One cannot sell the same plan to every one, to the young man of 20 years and to the man of 60. A man whose business is well established, does not look upon life insurance as an investment. If he is young, he will require a long-term limited payment life; if old, he will not listen to anything but an ordinary life, or possibly to a short-term endowment. If an employee, he requires the greatest amount of insurance for the least possible premium, consistent with safety and on the limited payment plans if he is relatively young.

As to Twisting.

What is "Twisting?" In our vocabulary, it means: "The action of the unscrupulous villain who goes to a man who has a policy in a good, sound company and tries to sell him his plan on the representations that he, the assured, will gain in lapsing the policy he now carries, by surrendering it for cash or paid-up insurance." This is the worst action of which a dishonest agent can be guilty. Unfortunately, these men are still too numerous in our profession. This agent robs the public, robs the general agent, and is the cause of the ruins of the fundamental principle of our profession.

When should loyal agents cease competition? The great qualities of the life insurance agent, his ability, his courage make a great fighter of him, and one who will never admit defeat, a proof of his ability and of self-confidence. But there should be a point when competition should cease. I do not know when, but I do know with the honest, loyal man of the profession, that this point exists. In the early days, some of the local underwriters' associations had a clause in their by-laws, determining that when the application had been signed, all other competitors should withdraw. But progress has been made since that time and we must try to arrive at a practical and not a theoretical decision.

I heard a few years ago one of the delegates of the National Association of Life Underwriters of the United States say at one of our conventions: "That the company he represents had a general agency association." Every company should have an organization of this kind. He stated that in New York City, where they have several large general agencies, if one of the soliciting agents comes in contact with a prospect who says: "Yes, I have been approached by John Jones, of the same company, and have promised him my application," the agent will not try and write him by stating that he represents the same company and would serve him as well as John Jones would, and that he would grant the latter his commission. But he would simply, after a few words of encouragement, write to the agency with which John Jones is connected, and advise them." This gentleman was telling us that it often happens that this agent would, a little while later, write the same prospect for an additional amount of insurance. Why could not this be done by the members of the association? When an agent has spent time with a prospect, whose confidence he has succeeded in gaining in the great institution of life insurance, he has created a demand. The prospect has signed his application or has arranged to be examined, why should not the other competitors retire?

TOO MUCH BOTHER TO PROVE DEATH

How the Companies May Help Their Agents—Relations of Head Office and Field Force

The head office viewpoint and head office relations with the field force were discussed by Mr. L. G. Lugsdin, of the Toronto office of the Mutual Life of Canada. During the early years of the insurance business, he said, lack of experience created the necessity for caution if safety and security were to be conserved. The popularity of assessment societies, carrying the germ of early decay, drove the old-line companies to the opposite extreme of carefulness. "Privileges" in the policy contract were limited largely to the payment of premiums and the guarantee that death claims would be paid. "Conditions" were many and onerous. Such caution was also reflected in the agent's contract.

"The company, from head office viewpoint," said Mr. Lugsdin, "must be protected from gamblers and adventurers, whether in the guise of applicant or agent. Experience, however, assisted by competition, broadened the conception of privileges and restricted the meaning and application of conditions. A comparison between policy contracts of fifty years ago and to-day is interesting, the former having one page largely consisting of conditions, which in the latter have changed to privileges.

"Head office company officials are, and have been, willing to give all advantages warranted by due regard for safety and satisfactory financial returns. But here let me say that the action of individual companies in granting privileges in the contract of either the assured or the agent must be guided entirely by that company's ability to do so.

"Apart from the relationship between company and policyholders, directly through the policy contract, there are, arising out of this, other relationships which affect the company and the agent materially. The agent is directly affected by the opinion the public forms of the company, and this largely arises from the treatment accorded policyholders by head office officials.

Three Relationships.

"To achieve the best success we must consider three distinct and yet interwoven relationships. First, that between head office and the public; second, that between head office and agency staff; and third, between agency staff and public. Let us be certain that none of these three elements, head office, agency staff and public, is 'sufficient unto itself.' In the life business each needs the other, and is vitally dependent on the other. Therefore, the relationships co-existing must be amiable, each having for its end the highest service to the other.

"The company must be as a trustee for the public, and the public's attitude towards the company and agent must be one of absolute confidence. This attitude must be nurtured, first, by promptness in dealing with applications and

Ontario City and Town Bonds

To Yield from 4.85% to 5 1/2%

City of Toronto
City of Ottawa
City of Kingston

City of Berlin
Town of Cornwall
Town of North Bay

These are a few selections from our list of investment offerings. Full information gladly furnished on request.

Wood, Gundy & Company

Montreal Canadian Pacific Railway Building Toronto New York

**CANADIAN BONDS
AND DEBENTURES**
Bought, Sold and Appraised

W. GRAHAM BROWNE & Co.
222 St. James Street MONTREAL

Wholesale Dealers in

**Western Canadian School
and Municipal Debentures**

Correspondence Invited

A. F. CARROTHERS & CO.
Suite 218-219 McLeod Bldg.
EDMONTON, CANADA

\$19,927.07
Town of North Bay, Ont.

6% Debentures

\$12,205.62 maturing 1917-1938

7,721.45 maturing 1917-1931

Price: Rate to yield 5 3/8%

A. H. Martens & Company

(Members Toronto Stock Exchange)
ROYAL BANK BUILDING, TORONTO, ONT.
61 Broadway, New York, N.Y. Harris Trust Bldg., Chicago, Ill.

THE
Bond and Debenture Corporation
OF CANADA, LIMITED

**WESTERN MUNICIPAL
AND SCHOOL DEBENTURES**

805 Union Trust Building - Winnipeg

replying to correspondence, not three or four days after the receipt of a letter, but immediately, if at all possible; second, by courtesy and tact.

"Too often the purpose of the agent's work is made impossible or difficult of completion by a brusque letter from head office setting forth the company's rights, not intentionally unkind, but with lack of thought as to the effect on the recipient; third, by talking or writing in plain, untechnical terms, avoiding misconstruction; fourth, by referring everything possible to a dependable agent. Personal contact is more desirable than correspondence, otherwise we as agents would be rendered unnecessary. This, however, throws a great responsibility on us that we may intelligently discharge the double function of salesman and interpreters. That the relationship between head office and agency staff be favorable and satisfactory is, perhaps, as vital, if not more so, to the well-being and success of the business as that of any other of the factors. In the past, the contracts of agents with head office showed little uniformity. A chronic condition of suspicion and jealousy existed among the men and a general distrust of head office prevailed. The agent's contract was far from being secure, which insecurity tended to short service and lack of loyalty. Present conditions find more nearly uniform contracts, greater approach to permanency through continuous or guaranteed renewals and recognition of length of service. There has been a marked advance of late in the recognition of the importance of the agency staff."

Discussing Mr. Lugsdin's address, Mr. J. A. Johnson, Vancouver, suggested that one of the matters which the head office should note is the "unnecessary rigmarole" which a widow had to go through in regard to the claim for insurance. "A proof of death should be attached to every policy," said Mr. Johnson. "When a policyholder dies the widow has to swear he is dead; a doctor has to swear he is dead; an undertaker has to swear he is dead; a parson has to swear he is dead; and a friend has to swear he is dead."

"The second largest company in the United States is the New England Mutual, and they take the viewpoint that this process is largely unnecessary. 'We are not going to harrow the widow' is that company's motto," said Mr. Johnson. "The claim form contains only a few questions. Surely an obituary notice, telling all the deceased's good points and omitting his bad is a pretty fair indication that a man is dead. Notwithstanding the obituary notice, however, six or seven people have to swear to the death. There should be legislation in this matter. The company which first modifies its policy in regard to claim forms is going to give a good canvassing point to its agents." Mr. Tweed, Waterloo, supported this view.

Mr. T. J. Parkes related an experience, showing how head office officials were usually willing to consider fairly the grievances and claims of agents.

Mr. Morwick, Mutual Life, Hamilton, asked whether the agents are getting quite the proper consideration from the companies. "Corporations have no souls," said Mr. Morwick, "but they have quite a lot of commonsense behind their mahogany," was the terse way he expressed the company's position. "The head office is interested in better conditions for the agency staff and the improvement of the type of canvasser. It is difficult to get real men interested in the life insurance business. When a fire or accident insurance agent dies he has a business of some value to his estate. Up to the present this has not been the case with the life insurance agent. The head office should help to remedy that condition. Any effort in that direction will repay them."

Mr. W. Lyle Reid, Sun Life, Ottawa, was presented with a diamond pin by the Dominion Life Underwriters' Association, the presentation being made by Mr. A. Homer Vipond, New York Life, Montreal, in a very pleasing speech.

Mr. Cust, Hamilton, of the Northern Life, was a delegate to the convention, this being his first experience at these gatherings. Mr. Cust is writing the bulk of his business in the country districts, chiefly among farmers. "It is hard work," he said. "One has first thoroughly to convince them that life insurance is a good thing. But once we get the farmer he stays with us. The rural districts are a good field now. The farmers are prosperous and a number of young men are left on the farms, far more comparatively than have been left in the city in view of army enlistment," concluded Mr. Cust.

AGENTS AND GOVERNMENT DEPARTMENTS

Licensing of Life Agents Taken Up With Provincial Authorities

The relations of life insurance agents and the government insurance departments were dealt with in the presidential address of Mr. W. Lyle Reid. "One of my first official duties," said Mr. Reid, "was to interview the deputy superintendent of insurance for Ontario, Mr. Vale, with the view of having a clause inserted in the provincial insurance act making it possible for the department to cancel an agent's license for such improper practices as that of rebating, misrepresentation, switching, etc. The other members of the delegation were Messrs. Goodrow, Tory and Stanford. Mr. Vale intimated that he would lay our request before the attorney-general in the hope that the suggested legislation would meet with his approval. We have reason for believing that effect will be given to our wishes in due course."

Reciprocal Law Suggested.

"It was anticipated that the legislature of Quebec would exact a reciprocal law as regards agents' licenses, thus opening the way for an interchange of these licenses as between the two provinces. Assembly Bill No. 182, however, for which Mr. Robert, of Rouville, stood sponsor, and which is now law, is in reality a retaliatory measure. The practical outcome is the creation of a "deadlock" and, for the purpose of obtaining some measure of relief, your president, in conjunction with Mr. Tory, went into the matter first with Mr. Vale, of the Ontario Department, and later on, assisted by Mr. A. S. Wickware, the president of the Ottawa Association, with Sir Lomer Gouin and the Hon. Mr. Mitchell, the provincial treasurer of Quebec. The crux of the whole situation is the phrase in sub-section three of section five of the Ontario Act of 1914, which says that a man must be "a resident of Ontario" in order to obtain a license. The point of view of the Quebec authorities is that any "citizen of Canada" should be entitled to a provincial license. My purely personal opinion is that there is considerable force to this contention, because, after all, your legal status and mine isn't that of a resident of the province so much as the fact that each of us is a citizen of Canada, and, as such, a British subject. I sincerely trust that success will attend the efforts of the incoming executive to remove this deadlock."

Consulted by Attorney General.

"Upon several occasions I have made the statement that the Life Underwriters' Association has earned the recognition of the executive heads of the insurance departments of our federal and provincial governments. I don't think we are immodest when we say that this recognition is the direct outcome of the extent to which we have impressed them with the idea that we are sincere in our desire to keep the business of life underwriting on a high plane. As illustrating the force of this remark, I might point out that our good friend, past-president Machum, of St. John, was consulted by the attorney-general of that province during the past year and asked to make certain suggestions relative to the improvement of the New Brunswick Insurance Act. It has also come under my notice that Messrs. H. B. Andrews and R. S. Howland, of Winnipeg, were instrumental in convincing the Manitoba legislature that a bill introduced there, and which was designed to give local municipalities authority to tax outside agents \$15.00 for the privilege of doing business, would be a decidedly unfair piece of legislation."

Mr. T. B. Parkinson, Etna Life, London, was presented with a club bag, in appreciation of his valuable services as chairman of the transportation committee for many years. The presentation was made by Mr. T. J. Parkes, Sherbrooke, on behalf of the association. "I hope you will fill it with applications for insurance," said Mr. Parkes. "The man who sold us the bag carries \$300,000 life insurance," he added. In submitting the crisp report of his committee, Mr. Parkinson expressed the appreciation of the association to the press, *The Monetary Times* being among the journals specially mentioned in that connection.



"BULAK" Egyptian Cigarettes

"Bulak" Cigarettes are the supreme achievement of one of the greatest blenders of tobacco in Cairo, Egypt.

Their exquisite aroma is fully in keeping with their elegant appearance.

10 FOR 15^{C.}

WANT INSURANCE LAW AMENDED

Agents Desire the Practice of "Switching" to be Penalized

The life insurance agent who "switches" the holder of a policy from one company to another may be brought within the scope of the law in the near future. This was intimated in the report of the grievance committee, presented by Mr. John R. Reid, Sun Life, Ottawa, its chairman. The committee on March 10th last investigated and reported upon a case where an agent of one company had just about completed the operation of "switching" the holder of a \$3,000 twenty payment life policy upon which five payments had been made, by inducing him to take the cash surrender value and apply for a whole life policy in the agent's company. The deal slipped a cog, however, because the head office of the company affected, when the cash surrender value was applied for, very properly notified its Quebec agent who got busy, interviewed the policyholder and succeeded in persuading him to continue his policy. The Quebec Association wrote the Dominion Superintendent of Insurance for his opinion which was received in the following terms:—

"From the facts contained in your letter, it appears to me that this is a case of what is commonly known as 'twisting,' in which the agent of one company endeavored to persuade a policyholder in another company to surrender his existing policy and take a policy in the company represented by the agent.

"There has been more or less discussion in recent years regarding this evil, and I understand that, in some of the States of the United States, legislation has been enacted with the object of preventing its continuance. The Dominion Insurance Act, however, does not contain any provisions regarding this practice and I am therefore of the opinion that the agent in question cannot be proceeded against under the act."

The Quebec Association was thus replied to on behalf of the grievance committee.

"This case has been very carefully considered and the writer concurs in the opinion expressed by the superintendent

of insurance, namely, that no proceedings can be taken under the act because, it does not cover such practices. Allow me to assure you that I, personally, deprecate the unfair and dishonest practice of 'switching' or 'twisting' in the strongest possible manner, and that, I am satisfied, is the view of all right thinking life underwriters and all such will join with you in believing it to be the duty of our organization to endeavor to have the law so amended as to enable agents who practise this nefarious business to be penalized."

Public Did Not Understand.

Another interesting case was that reported by the Brantford Association. On this, the grievance committee's report said:—

"The complainant alleged deliberate misrepresentation of policy contract—a most reprehensible and serious charge, if true. The complaint was gone into very fully as the accompanying evidence will show. Notwithstanding the report of the local association committee which decided that the complainant's charges were sustained, the chairman of your grievance committee arrived at a different conclusion and was so convinced in his own mind that he did not submit the case to the other members of the grievance committee. As evidence, a certain number of declarations were submitted in substantiation of the charge while, on the other hand, an equal number of affidavits, regularly made, were submitted, testifying directly opposite, and giving the highest possible character to the agent complained against, who makes an affidavit in his own behalf backed up by a certificate of character from his district manager who occupies the position of vice-president of this association. To explain your chairman's point of view the following quotation is made from a communication addressed to the secretary of the local association: 'The writer has known of repeated cases where, to his certain knowledge, insurance, under 20-payment life contracts, had been written up honestly and intelligently and the parties, owing to the very lack of knowledge of insurance matters, to which reference is made by your committee, have entirely misunderstood the terms of their contracts. I have no doubt that each member of your association has had a similar experience in this regard.'"

MANUFACTURERS MUST HAVE INSURANCE

Best Patrons of the Life Insurance Companies Are the Most Successful Business Men

"The best patrons of the life insurance companies are the most successful business men." That was one of the telling remarks of Mr. Kenneth Bethune, general manager of the American Car Company, Hamilton, in addressing the convention on the subject of life insurance from a manufacturer's viewpoint. He discussed the many benefits of life insurance in such an attractive way as to elicit the delegates' opinion that the insurance profession had lost a good man when Mr. Bethune went into the manufacturing business.

"To the business man who knows the fickleness of fortune, life insurance reveals itself as a sure investment," said Mr. Bethune, "though to many of the unthinking it is erroneously regarded as an expense. Fire insurance and all other forms of insurance except life insurance insure against contingencies which may never occur, but there are two things which we cannot escape, namely, death and the taxes, and a life insurance policy carried to maturity is sure to be paid in full. Except in a few cases, where the insured lives to an extreme old age, he or those who survive to bear his name are sure to get back all that has been so invested at a fair rate of interest, and in cases of early maturity of the policy a tremendous return. A life insurance policy is not taxable and its value does not fluctuate. Real estate, stocks and bonds frequently depreciate in value in times of financial disturbance—its value is almost always increasing, for, unfortunately, I have known of one or two now discarded systems which failed under fire, but these are hardly worth mentioning, as it is only by avoiding our own mistakes and the mistakes of others that we may hope eventually to attain to perfection.

Safest System of Finance.

"Life insurance is the safest system of finance ever devised. Banks break, stocks depreciate, but life insurance, founded on a scientific basis, its investments restricted by law to the best securities, always meets every obligation in full. It protects business and investment. By means of its loan feature it helps to tide over illness, accident, expensive operation of family, loss of employment, or loss of fortune. It fosters good habits, it increases credit, it even lengthens life by lessening worry, by giving peace of mind, and by its medical examinations often discovering disease in time to remedy it. It makes an ideal investment for any size sum, and can be made to provide a sinking fund to educate children to carry out big business or philanthropic projects, to grasp business opportunities and to insure comfort in old age.

Savings Bank Accounts.

"It is easier to make money than to keep it. Every rich man finds this to be true. We hear it frequently said by those who should know better that they can handle their surplus cash better than any life insurance company, and yet few savings bank accounts are even ten years old, and are there any of us who have not lost thousands of hard-earned dollars by unwise investments which looked very alluring at the time.

"One of the greatest endorsements of life insurance is the character of the people who patronize it. Inquiry in any community will develop the fact that the best patrons of the life insurance companies are the most successful business men—the shrewdest financiers—men who have the best opportunities to purchase the choicest securities at the most attractive prices, and yet these men patronize life insurance heavily because of the service it renders. They know the fickleness of fortune and desire to have a good sum beyond the danger zone which will help them when they or their business or their dependants need it most. The improvident man lives from day to day and makes little or no provision for the morrow. When adversity overtakes him he has nothing to fall back upon except the charity of friends or strangers. The prudent man provides for the future, and when the needful day comes he has resources of his own upon which to draw. Man goes through this life but once. Happy is he who is wise enough to purchase such an amount of life insurance as his means will afford. He will find it his best investment—a sure, faithful and trustworthy friend. Life insurance, in a word, is one of man's most valuable possessions."

To Yield 6.31%

¶ Underlying mortgage debenture stock of oldest and one of largest Canadian steel and coal companies.

¶ Assets securing this issue amount to four times its value.

¶ Last year's earnings ten times interest requirements, and have averaged five times such requirements for past five years.

¶ In any multiple of \$100 payable Montreal, Halifax and New York.

Circular on request

Greenshields & Co.

Members Montreal Stock Exchange

Dealers in Canadian Bond Issues

Montreal

8% NET FARM MORTGAGES

We want \$1,000 on each of thirty-two quarter sections of first-class land. Principal re-payable in five years; interest payable the First of January and the First of July. All expenses paid by the Mortgagors. Titles examined by MacDonald, Craig, Tarr & Ross.

D. A. DOWNIE & COY.
 TRIBUNE BLDG. WINNIPEG, Man.

WRITE FOR BOOKLET ON "PROFITS FROM SAVING"

STANDARD RELIANCE MORTGAGE CORPORATION
 Head Office. 82-88 King St. E. Toronto

ROBINSON & BLACK
 Real Estate, Insurance & Financial Agents
 CENTRAL WINNIPEG PROPERTIES A SPECIALTY
 Reference: DOMINION BANK
 Office: 200 Garry Building, WINNIPEG

Port Arthur and Fort William Realty Investments

Inside City and Revenue Producing Property.
 Mortgage Loans Placed.

Write us for illustrated booklet descriptive of the twin Cities.

General Realty Corporation, Limited
 Whalen Building, PORT ARTHUR, Ontario

H. O'HARA & CO.
 (Members Toronto Stock Exchange)
 Stocks and Bonds dealt in on all Exchanges. Western Municipal, School District, Rural Telephone Debentures specialized in. Write for particulars.
 ROYAL BANK BUILDING, TORONTO.

5% DEBENTURES 5%
 For a limited time we will issue debentures bearing 5% interest payable half-yearly
The Dominion Permanent Loan Company
 12 King Street West, Toronto
 HON. J. R. STRATTON, President F. M. HOLLAND, Gen. Manager

 **WAGHORN, GWYNN & Co.**
 Stockbrokers, Financial & Insurance Agents
 VANCOUVER and LONDON, England

Representing **LOANS**
 Edinburgh Life Assr.,
 Caledonian Insr. Co.
 Scottish Life Assr. Co.
 Scottish Insr. Corp.
 Mortgage Co. of Canada
 Gen. Fincl. Co. of Canada

INSURANCE
 Caledonian Insr. Co.
 Scottish Union & National
 Alliance Assr., London
 National Plate Glass

The Canada Standard Loan Co.
 Head Office - WINNIPEG
\$100 BONDS ISSUED
 A convenience to investors of small means. Particulars and Interest rates on application.
 J. C. KYLE, Manager, 428 Main Street, Winnipeg

OLDFIELD, KIRBY & GARDNER
 INVESTMENT BROKERS
 WINNIPEG

Canadian Managers:
 INVESTMENT CORPORATION OF CANADA, LTD.
 London Office:
 4 GREAT WINCHESTER STREET LONDON, E.C.

USE "MILNES' COAL"
 HIGHEST GRADE OF ANTHRACITE
 The Price is just the same as other grades. Why not buy the Best?
 Head Office: Private Exchange:
 88 KING STREET EAST MAIN 5597

One of the best AUTHORIZED investments for TRUST FUNDS is our
5% DEBENTURE
 Ask for Booklet "About Debentures."

Paid-up Capital	\$2,410,925.31
Reserve	685,902.02
Assets	7,426,971.18

The Great West Permanent Loan Company
 WINNIPEG, TORONTO, REGINA, CALGARY,
 EDMONTON, SASKATOON, VANCOUVER, VICTORIA,
 LONDON, ENG. EDINBURGH, SCOT.

The Last Word in Accident and Sickness Insurance is
The Dominion Gresham's New "Gresham Maximum" Policy
 AGENTS WANTED EVERYWHERE.
 Applications in Ontario should be addressed to
 L. D. JONES, Superintendent of Agents for Ontario
 412 Jarvis Street, Toronto.

LEGAL NOTICE

THE LOWNDES COMPANY, LIMITED.

PUBLIC Notice is hereby given that under the First Part of chapter 79 of the Revised Statutes of Canada, 1906, known as "The Companies Act," letters patent have been issued under the seal of the Secretary of State of Canada, bearing date the 20th day of June, 1916, incorporating Elroy Barrie Schroeder, manager; Charles Arnold Stone, accountant; Harry Booker Sweetapple Hammond, student-at-law, and Jessie Harold Whitcomb and Annie Hunter, spinsters, all of the City of Toronto, in the Province of Ontario, for the following purposes, viz.:

- (a) To manufacture, buy, sell and deal in goods, wares and merchandise of all kinds;
- (b) To carry on any other business (whether manufacturing or otherwise) which may seem to the company capable of being conveniently carried on in connection with its business or calculated directly or indirectly to enhance the value of or render profitable any of the company's property or rights;
- (c) To apply for purchase or otherwise acquire, any patents, brevets d'invention, grants, leases, licenses, concessions and the like, conferring any exclusive or non-exclusive, or limited right to use, or any secret or other information as to any invention which may seem capable of being used for any of the purposes of the company, or the acquisition of which may seem calculated directly or indirectly to benefit the company, and to pay for the same in cash, shares or other securities of the company or otherwise, and to use, exercise, develop or grant licenses in respect of, or otherwise turn to account the property, rights or information so acquired;
- (d) To enter into partnership or into any arrangement for sharing of profits, union of interests, co-operation, joint adventure, reciprocal concession or otherwise, with any person or company carrying on or engaged in or about to carry on or engage in any business or transaction which the company is authorized to carry on or engage in, or any business or transaction capable of being conducted so as directly or indirectly to benefit the company; and to lend money to, guarantee the contracts of, or otherwise assist any such person or company, and to take or otherwise acquire shares and securities of any such company, and to sell, hold, re-issue, with or without guarantee, or otherwise deal with the same;
- (e) To enter into any arrangements with any Government or authorities, supreme, municipal, local or otherwise, that may seem conducive to the company's objects, or any of them, and to obtain from any such authority any rights, privileges, franchises and concessions which the company may think it desirable to obtain, and to carry out, exercise and comply with or surrender any such arrangements, rights, privileges, franchises and concessions;
- (f) To establish and support or aid in the establishment and support of associations, institutions, funds, trusts and conveniences calculated to benefit employees or ex-employees of the company (or its predecessors or associates in business) or the dependents or connections, of such persons, and to grant annuities, pensions and allowances, and to make payments towards insurance, and to subscribe or guarantee money for charitable or benevolent objects, or for any exhibition or for any public, general or useful object;
- (g) To promote any company or companies for the purpose of acquiring or taking over all or any of the property and liabilities of the company, or for any other purpose, which may seem directly or indirectly calculated to benefit the company;
- (h) To purchase, take on lease or in exchange, hire or otherwise acquire, any personal property and any rights or privileges which the company may think necessary or convenient for the purposes of its business, or capable of being profitably dealt with in connection with any of the company's property or rights for the time being;
- (i) To draw, make, accept, endorse, execute and issue promissory notes, bills of exchange, bills of lading, warrants and other negotiable and transferable instruments;
- (j) To purchase, lease or otherwise acquire and to hold, exercise and enjoy in its own name, all or any of the property, franchise, goodwill, rights, powers and privileges held or enjoyed by any person or firm or any company or companies, and to pay for such property, franchise, goodwill, rights, powers and privileges wholly or partly in shares of the company wholly or partly paid up, and to undertake the liabilities of any such person, firm or company;

(k) To aid in any manner any corporation any of whose shares of capital stock, bonds, debentures or other obligations are held or are in any manner guaranteed by this company, and to do any act or things for the preservation and protection, improvement and enhancement of the value of any such shares of capital stock, bonds, debentures, or other obligations, and to do any and all acts tending to increase the value of any of the property at any time held or controlled by this company;

(l) To purchase, take or acquire by original subscription or otherwise, and to hold and, with or without guarantee, to sell or otherwise dispose of shares, stock, whether common or preferred, debentures, bonds and other obligations in and of any other company carrying on a business in whole or in part similar to that of the company, and to pay for such shares, stocks, debentures, bonds, and other obligations either in cash or partly in cash, or to issue shares of this company fully paid up or partly paid up in payment, and notwithstanding the provisions of section 44 of the said Act, to use the funds of the company in the purchase of shares, stock, debentures, bonds and obligations in and of any such other company, and to vote on all shares so held through such agent or agents as the directors may appoint.

(m) To sell, let or hire, or otherwise deal with the assets of the company, or any part thereof, for such consideration as the company may think fit, and in particular for shares, debentures, debenture stock or other securities of any other company;

(n) With the approval of the shareholders, to remunerate any persons for services rendered to the company, in such manner as the company may deem expedient, and more particularly by the issue and allotment of shares, bonds and other securities of the company, wholly or partially paid up, but nothing in this clause contained shall be deemed to limit the power of the directors to fix and pay the salary of any and all officers, servants, agents and employees of the company;

(o) To lend money to customers and others having dealings with the company and to take security for the loan of such money; to guarantee the performance of the contractual and other obligations of any such persons and to give any guarantee or indemnity as may seem expedient;

(p) To pay out of the funds of the company all expenses of or incidental to the formation, registration and advertising of the company, or in or about the promotion of this company or the conduct of its business;

(q) To adopt such means of making known the products of the company as may seem expedient, and in particular by advertising in the press, by circulars, by purchase and exhibition of works of art or interest, by publication of books and periodicals and by granting prizes, rewards and donations;

(r) To sell, improve, manage, develop, exchange, lease, dispose of, turn to account or otherwise deal with all or any part of the property and rights of the company;

(s) To do all or any of the above-things as principals, agents, contractors or otherwise, and either alone or in conjunction with other, and either by or through agents, sub-contractors, trustees or otherwise;

(t) To do all such other things as are incidental or conducive to the attainment of any one or more of the above objects, and so that the objects specified in each paragraph of the clause shall, except when otherwise expressed in such paragraph, be in no wise limited or restricted by reference to or inference from the terms of any other paragraph or to or from the name of the company;

(u) To acquire and take over as a going concern the several businesses now carried on at the City of Toronto, in the County of York, under the Ontario Corporation, The Lowndes Company, Limited, with all the assets, stock-in-trade, and real and personal property owned or used in connection therewith and the goodwill thereof, and all the rights and contracts now held by said corporation, subject to the obligations, if any, affecting the same, and to pay for the same in paid-up shares of this company.

The operations of the company to be carried on throughout the Dominion of Canada and elsewhere by the name of "The Lowndes Company, Limited," with a capital stock of five hundred thousand dollars, divided into 5,000 shares of one hundred dollars each, and the chief place of business of the said company to be at the City of Toronto, in the Province of Ontario.

Dated at the office of the Secretary of State of Canada, this 22nd day of June, 1916.

THOMAS MULVEY,

Under-Secretary of State.

52-2

EFFICIENCY IN INSURANCE WORK

Combining a mixture of funny stories and epigrams, and an assurance of his pro-British neutrality, with a few references to the benefits of life insurance and some valuable hints as to how to get results, Mr. George T. Wilson, vice-president of the Equitable Life, of New York, addressed the life underwriters at Hamilton last week. Mr. Wilson has a genial personality and an easy way of speaking. He calls Pittsburgh, Pittsboig and pronounces such words as work, hurdles and heard, woik, hoidles and hoid. This yielded a musical effect and may have been a New Jersey demonstration of efficiency in pronunciation.

Efficiency, Mr. Wilson described as system plus horse-sense. Efficiency, he added, was meant to take the frenzy out of business, to make the blows fewer and more effective, and to obtain results with less waste.

"Promise without fulfilment," continued Mr. Wilson, "has no cash surrender value. A man who thinks he can do anything and get anywhere by giving 99 cents worth of

time for a dollar's worth of results, is making a big mistake. Success depends on fight, not flight. Life is an uphill climb, and the further we go up, the further we have to go. The easy down grade is largely the poet's fancy.

"Efficiency could often be obtained by not doing something which heats us up so that we have to take something to cool us down. There are only two kinds of people, those who lift and those who lean. There are 20 leaners to every lifter."

Mr. Wilson painted a glowing picture of the benefits of life insurance, for which, he said, there is no substitute. "No thinking man in these days gainsays the fact that life insurance is a necessity and that every man should carry life insurance."

"British Columbia produces more insurance per capita than any other province in Canada."—Mr. J. A. Johnson, Vancouver.

RECENT FIRES

The Monetary Times' Weekly Register of Fire Losses and Insurance

Chatham, Ont.—July 22—Mr. S. Dix's barn, Inshes Avenue. Insured.

Courtenay, B.C.—Conflagration destroying business section.

Doon, Ont.—July 22—Doon Fibre Company's factory. Loss, \$40,000. Insurance, \$5,000. Cause, overheated bearings.

Fredericton, Ont.—July 19—Residence of Mr. P. J. Ivory and Mrs. W. E. Smith. Loss, \$1,000. Insured.

Glace Bay, N.S.—July 14—Mr. J. McLeod's residence, North Street. Loss, \$1,000.

Hamilton, Ont.—July 20—Store of Mr. H. W. Melburn, 276-278 King Street West. Loss, \$6,200. Building owned by G. and B. Husband.

July 21—Brown Boggs and Company's factory, Victoria Avenue and King William Streets. Loss, \$50,000. Cause, oil vat boiled over.

Jaffray, B.C.—July 16—East Kootenay Lumber Company's mill. Loss, \$100,000.

Quebec, Que.—July 13—Mr. J. E. Boivin's residence, 8th Avenue. Cause unknown; Mr. R. Letourneau's residence. Loss, \$700.

Toronto, Ont.—July 21—National Candy and Cone Company, King and Niagara Streets. Loss, \$1,400. Cause unknown.

Winnipeg, Man.—July 11—Automobile of Mr. J. Couture, 466 St. Jean Baptiste Street, St. Boniface.

DOMINION BANK'S HALF-YEAR.

The Dominion Bank's return for the first half of 1916 shows profits of \$491,934, after deducting management charges, etc., and a balance brought forward of \$344,439. The sum of \$46,715 is allotted for government taxes, \$360,000 for dividends, and \$25,000 for patriotic fund contribution, and the balance carried forward is \$404,658.

The balance sheet shows assets approximating \$88,892,683, of which a large proportion were liquid assets, the total being \$37,204,989. Current loans in Canada are shown as reaching nearly \$45,000,000. In the liabilities deposits total \$67,107,784.

DOLLAR BONDS IN ENGLAND

Commenting on Western Canada's refunding scheme, the Wall Street Journal says:—"In carrying out their scheme of refunding Winnipeg and Manitoba will naturally require the co-operation of the British Government in gathering in the sterling securities and settling upon a price with the holders. This assistance will no doubt be forthcoming if it is not already assured, since the government stands to gain by reason of the fact that the transaction will tend to stabilize further sterling exchange. It can be taken for granted that if the supply of dollar bonds in England is exhausted and the present scheme is brought to a successful consummation, other Canadian cities and provinces will be urged to follow suit, if they do not do so on their own initiative. Thus a new source of New York credits is opened to the British government, and the process can be repeated so long as the absorptive powers of the New York security market are unimpaired. In fact it is conceivable that neutral countries might be induced to adopt similar measures for refunding their sterling debts into dollar issues, though here there would have to be sufficient incentive in the shape of a profit in exchange, which in the case of the British colonies might be ignored out of loyalty for the Empire."

A prize list of sixty-three thousand dollars, the largest share of which goes to Canada's producers, is planned by the Canadian National Exhibition, Toronto.

INVESTMENTS AND THE MARKET

News and Notes of Active Companies—Their Financing, Operations, Developments, Extensions, Dividends and Future Plans

Hudson's Bay Company.—The acreage of farm lands disposed of has risen from 8,600 to 45,100 acres, and the value from £31,100 to £147,000. Town lots shared in the improvement, the value of sales rising from £2,060 to £5,500. The total receipts of the land department for the quarter stand at £76,500, or an increase of £33,100 as compared with last year.

Smart-Woods, Limited.—The shareholders of the company ratified the bond issue to which reference was made in the last issue of *The Monetary Times*. The company has sold this issue of half-million dollars first mortgage serial bonds at a satisfactory price, the proceeds of same to be used to pay off loans. The previous issue of one million dollars of first mortgage bonds is being retired, the company finding that \$500,000 was sufficient to take care of its requirements.

Kaministiquia Light and Power Company.—Directors of the Kaministiquia Light and Power Company have declared a quarterly dividend of 1¼ per cent., payable August 15th, to holders of record July 31st; this is an advance of quarter per cent. on the last declaration. In 1910 Kaministiquia Power started paying 2¼ per cent. per annum, in 1911 this was raised to 3 per cent., in 1912 to 4 per cent., in 1913 to 5 per cent., in 1914-15 to 6 per cent., and it is now on a 7 per cent. basis.

Consolidated Mining & Smelting Company.—This company is controlled by the Canadian Pacific Railway Company, according to a statement of the railway company. The annual statement of the Canadian Pacific Railway indicated that the company held 26,190 shares of Smelters stock. At that time 58,052 shares of Smelters stock had been issued. The road, however, also owned control of the West Kootenay Power & Light Company, which was taken over by Smelters early this year, the basis of the deal being \$75 par value of Smelters for \$100 of West Kootenay.

Canadian Car and Foundry Company.—President Curry stated at the company's annual meeting, that the profits of the parent company and its subsidiaries for the first nine months of the present year amounted to \$1,178,353. After taking off \$298,000 for depreciation and renewals and \$480,717 for bond interest, the net earnings were \$398,742, which more than takes care of the preferred dividend. In addition to the \$298,000 written off for depreciation, \$600,000, the purchase price of new machinery, was written off. This was on home business, irrespective of Russian business.

On July 22, unfilled orders on the books of the company amounted to \$12,664,000. Of this total \$4,281,000 is held by the Canadian Steel Foundries and the balance by the Car Company. Of the total orders, \$6,949,545 is regular car business. The Canadian Steel Foundries has an order of \$3,202,000 for munitions. Regarding home business Senator Curry said that the \$398,000 profits were shown on business of about \$7,000,000. Domestic business was better than for two years past. Many of the railroads were already buying cars and would soon be in the market for more. Some of the export car business had to be completed at a loss. It was new business that had to be learned, but was going along nicely now. Orders placed by Canadian railways during 1914 and 1915 were only about 10 per cent of normal, but they have shown rapid improvement of late.

Though the company had earned its preferred dividend this year, it would be impossible to resume payments until the company had got back the \$3,500,000 expended on Russian business. There might be some hope of a dividend in January.

The financial report of Lethbridge, Alta., contains an interesting catechism prepared by Mayor W. L. Hardie to furnish the taxpayers with full information regarding the municipality's development. The auditor's report and other statistics are included.

For an issue of Raleigh Township, Ont., bonds, the following bids were received from Toronto, that of Messrs. G. A. Stimson & Company, Toronto, 99.03 being successful. The other offers were Brent, Noxon & Company, 98.39; Imperial Bank, 98.27; C. H. Burgess & Company, 97.74.

DEBENTURES FOR SALE

DEBENTURES FOR SALE

Sealed Tenders addressed to the undersigned and marked on outside "Tender for Debentures" will be received up to noon of Tuesday, the 8th day of August, 1916, for the purchase of \$25,000 General Debentures of the Town of Walkerville and accrued interest payable in 10 instalments, with interest at the rate of Five per cent. per annum.

The debentures will be delivered and must be settled for at the Town Treasurer's Office, Walkerville.

All debentures bear interest from July 14th, 1916, and have interest coupons attached. The principal and interest payable at the Canadian Bank of Commerce, Walkerville, on the 14th December in each year.

The highest or any tender not necessarily accepted. For any further particulars required address

ALFRED MIERS,
Town Clerk.

Walkerville, Ontario, July 14th, 1916.

CONDENSED ADVERTISEMENTS

"Positions Wanted," 2c. per word; "Positions Vacant," "Agents or Agencies Wanted," 3c. per word; other condensed advertisements, 3c. per word. Minimum charge for any condensed advertisement, 50c. per insertion. All condensed advertisements must conform to usual style. Condensed advertisements, on account of the very low rates charged for them, are payable in advance.

RELIABLE FIRM having cargo insurance to offer want General Agency for strong Marine Insurance Company; territory, British Columbia. Apply Box No. 499, *The Monetary Times*.

ACCOUNTANT and Bookkeeper; age 30; over 12 years' experience in bookkeeping and financial work, seeks position with Financial or Commercial Firm, having good prospects. Reply Box 497, *The Monetary Times*, Toronto.

EXPERIENCED ACCOUNTANT, with six years' experience as Auditor and eight years' experience as Accountant and Office Manager, wishes to secure similar position, or would accept any special work along above lines. Address: H. D. Hall, 131 Annette Street, City.

RAILWAY EARNINGS.

The following are the transcontinental railway earnings for the first three weeks of July:—

Canadian Pacific Railway.				
	1916.	1915.		
July 7	\$2,616,000	\$1,666,000	+	\$ 950,000
July 14	2,738,000	1,635,000	+	1,103,000
July 21	2,641,000	1,670,000	+	971,000
Grand Trunk Railway.				
July 7	\$1,155,029	\$ 990,278	+	\$ 164,751
July 14	1,211,393	989,629	+	221,764
July 21	1,140,226	980,998	+	159,328
Canadian Northern Railway.				
July 7	\$ 885,100	\$ 420,400	+	\$ 455,700
July 14	874,900	449,700	+	425,200
July 21	866,900	447,700	+	419,200

The Canadian Northern Railway's statement of earnings and operating expenses for June is as follows:—

	1916.	1915.	Increase.	
Gross earnings	\$3,377,200	\$1,779,600	+	\$1,597,600
Expenses	2,392,200	1,386,300	+	1,005,900
Net earnings	985,000	393,300	+	591,700
Mileage in operation	9,296	7,761	+	1,535

NOVEL SUGGESTIONS FOR SELLING LIFE INSURANCE

Mr. Russell T. Collins, Canada Life, Hamilton, was the winner of the \$25 prize offered by Mr. W. McBride, Winnipeg, for the most novel suggestion for selling life insurance. He related his experience:—

"Some months ago I called on a young farmer to solicit him for life insurance and found him very indifferent to the usual arguments used by me to interest him in my proposition. During the course of the conversation the fact developed that he was the possessor of a particularly fine trotting horse with which he had won a number of races. I had, as we often do in canvassing, an inspiration and put the following proposition to him:—

"Supposing, as a bookmaker, I came to you with a \$5,000 bond guaranteed by the Dominion government and were willing to deposit same subject to your order and the following conditions: That I would bet you 20 to 1 that your horse did not win his next race and would guarantee to renew the bet for the next 20 races. If at the end of the 20 races your horse did not win, we would give you the \$5,000 anyway, and if you got cold feet any time after the third race and did not desire to bet further we would return to you all your money less the amount necessary for running our business. After outlining this proposition I asked him if he would consider such, and he said, 'Try me.' I then proceeded to show him where he was the race horse; we, backed by the Dominion government guaranteed, that we would bet him at 20 to 1 that he did not live another year, we would be willing to renew the bet every year during the 20 years, and if he were alive at the end of that time we would give him the \$5,000 anyway. He immediately saw the point and to-day is the happy possessor of a 20-year endowment policy."

Mr. E. J. L'Esperance, Imperial Life, Montreal, advocated ten calls by the life insurance agent every day, with five heart to heart talks, with a sincere conviction of the value of what the agent had to offer the prospect.

Mr. McKay, Hamilton, Mutual Life of Canada, told of canvassing a prospect, who already had insurance in several other companies. The interview took place at 1.30 a.m. The prospect asked why, when he was satisfied with his present companies, he should place his new insurance with Mr. McKay. "The reason you should give it to me is simply because I am here right now to write it," said Mr. McKay, who advised life insurance agents when they came to the psychological selling moment to "psychologicalize that moment."

Mr. Newton H. Brown, Great-West Life, Toronto, gave the following illustration of the value of life insurance:—

Assume a prospect with property bearing \$5,000 mortgage at 5½ per cent. A \$5,000 policy maturing in, say, 20 years at a surrender value equal to its face at a cost of \$200 per year. It is evident that the cash return shows about 3½ per cent. compound interest. Therefore the actual cost of the protection is the loss of interest or 2 per cent. on the premiums paid. This cost the first year will be 2 per cent. on \$200 or \$4 and it will increase \$4 per year during the period. Thus the second year cost for carrying the \$5,000 risk will be \$8, the third \$12, fourth \$16, fifth \$20, or for the five years \$60. The total cost for 10 years will be \$220, or an average of \$22 per year. For the full period the difference in interest will be \$840 covering the cost of protection for \$5,000 for 20 years, or an average rate on a term basis of \$8.40 per \$1,000 per year with this remarkable difference that while the average for the 20 years is only \$8.40 per \$1,000 per year, the average for the first 10 years is only \$2.20 per \$1,000 per year and for the first five years only 60 cents per \$1,000 per year."

(Note.—Compound interest makes the apparent difference much larger than \$840 for the 20 years, but discounting this at compound discount to obtain the average cost shows a slightly lower average cost than \$8.40 per \$1,000—viz., \$8.16.)

Other competitors in this competition were Mr. T. Bourke, North American Life, Toronto; Manning, Mutual Life of Canada, Toronto; Vivian, London Life, London; T. Mills, London and Lancashire Life, Kingston; Turtle; Vivian Reeve, London; Reid, Brantford; Mann, National Life, Hamilton; and Ballantyne.

The judging committee was composed of J. W. W. Stewart, Monarch Life, Winnipeg; A. J. Meiklejohn, Confederation Life, Montreal; E. R. Machum, Manufacturers' Life, St. John.



Is Your Estate Properly Protected?

No matter how little or how much you own, these possessions make up your estate, and should be protected by efficient and economical management.

This can best be done by an Executor or Trustee. This Company, by acting in this capacity, will give your estate the benefit of experience gained in the management of many estates, of large and of only moderate size, and will scrupulously guard the interests of your heirs.

No charge for drawing up your will when the Sterling Trusts Corporation is appointed your Executor and Trustee.


Our officers will give you further information on request.

THE STERLING TRUSTS CORPORATION

MANAGING-DIRECTOR
HERBERT WADDINGTON

PRESIDENT
W. S. DINNICK

80 KING ST. EAST TELEPHONE M 2717 TORONTO



"SECURITY FIRST."

EXCELSIOR

INSURANCE **LIFE** COMPANY

AN EXCLUSIVELY CANADIAN COMPANY

— Established 1890 —

Surplus on Policyholders' Account \$772,532 15

Increase in 1915 - \$88,584 90

EXCELSIOR POLICIES ARE GOOD INVESTMENTS

Head Office TORONTO

CROWN LIFE

"Old Age and Death Never Come"

Says the fool. The man who systematically saves, even a little, by means of that best of all savings-investments, a Crown Life Policy, is playing safe.

A Crown Life 15 or 20 year Endowment Policy is practically a savings account with profit earning and life protection thrown in.

Let us send you some new insurance facts.

Crown Life Insurance Co., Toronto

Agents wanted in unrepresented districts 25

INVEST IN RUBBER

Plantation Companies' Shares

A Montreal Investor writes:—
"I was planting in Ceylon for several years, and have an intimate knowledge of Plantation Rubbers, and am a considerable shareholder in several properties. . . . I have the greatest faith in rubber shares as an investment. . . . My shares brought me in over 13% net all over last year on the original sum invested."

Another client writes:—
"I am a large holder of shares . . . and have had an Eastern experience, and now is certainly a great opportunity. . . . I am willing to purchase another 350 to 500 shares."
(Originals may be seen at our office.)

Write for free pamphlet "Rubber Facts" from

CLAYTON RIDGE & CO., Canada's First Rubber Share Specialists

Dept. E.7, Royal Bank Building, Toronto (Main 6753)

Provident Savings Bank and Trust Co. and Breed Elliott & Harrison

Cincinnati Chicago Indianapolis New York

Dealers in High Grade CANADIAN MUNICIPAL AND GOVERNMENT BONDS

WE BUY AND SELL

W. JENNINGS O'NEILL, Agent, Electric Railway Chambers, Winnipeg, Man.

NEW EDITION NOW READY)
(SEND IN ORDERS NOW)

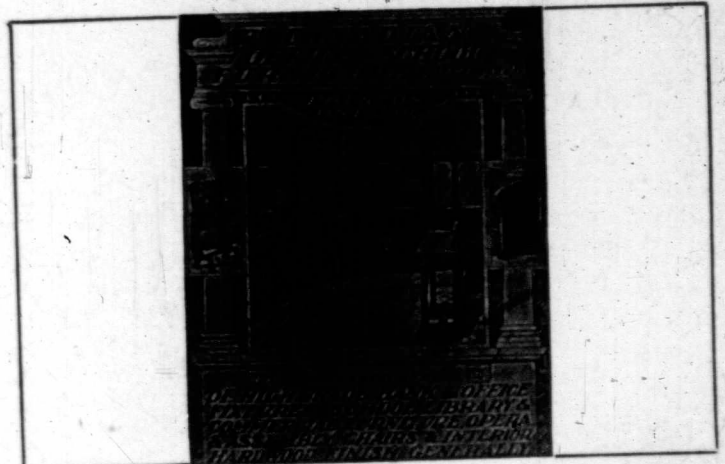
Manual of Canadian Banking

By H. M. P. ECKARDT

Price - \$2.50 Postpaid

Published by

THE MONETARY TIMES, 62 Church St., TORONTO



THE MONETARY TIMES WEEKLY STATISTICAL RECORD

DOMINION SAVINGS BANKS

BANK	Deposits for May, 1916	Total Deposits	Withdrawals for May, 1916	Balance on 31st May 1916
Manitoba:				
Winnipeg	\$ 4,761.00	\$ 585,551.46	\$ 6,615.10	\$ 578,936.36
British Columbia:				
Victoria	19,515.23	1,165,740.96	19,359.52	1,146,381.44
Prince Edward Island:				
Charlottetown	30,161.00	1,913,173.10	34,970.49	1,968,202.61
New Brunswick:				
Newcastle	2,226.00	275,261.58	1,280.17	273,981.41
St. John	77,692.94	5,569,225.23	93,520.82	5,505,704.41
Nova Scotia				
Amherst				
Barrington	325.00	13,231.68		136,230.68
Guysboro	454.00	119,165.37	1,132.58	118,032.79
Halifax	31,385.52	2,566,813.40	34,195.96	2,532,617.41
Kentville	3,565.37	2,651,019.19	3,713.06	2,647,306.53
Lunenburg	1,931.00	425,201.67	5,456.24	419,745.43
Pictou				
Port Hood	526.00	63,468.74	1,788.28	61,680.46
Shelburne	1,786.00	227,626.41	2,036.40	225,589.61
Sherbrooke	185.00	39,920.08	1,404.84	38,515.24
Wallace	1,756.00	137,617.56	1,192.22	136,425.34
Totals	176,930.06	13,661,515.43	206,686.71	13,454,828.72

POST OFFICE SAVINGS BANKS

Dr.	APRIL, 1916	Cr.	
BALANCE in hands of the Minister of Finance on 31st Mar., 1916	\$ 40,008,417.70	WITHDRAWALS during the month	\$ 861,700.49
DEPOSITS in the Post Office Savings Bank during month	789,562.32		
TRANSFERS from Dominion Government Savings Bank during month			
PRINCIPAL			
INTEREST accrued from 1st April to date of transfer			
DEPOSITS transferred from the Post Office Savings Bank of the United Kingdom to the Post Office Savings Bank of Canada	4,833.49		
INTEREST accrued on Depositors accounts and made principal on 31st March, 1916 (estimate)			
INTEREST allowed to Depositors on accounts closed during month	18.08	BALANCE at the credit of Depositors' accounts on 30th April, 1916	39,941,131.10
	40,802,831.59		40,802,831.59

GOVERNMENT FINANCE

PUBLIC DEBT		ASSETS		REVENUE AND EXPENDITURE ON ACCOUNT OF CONSOLIDATED PD.		EXPENDITURE ON CAPITAL ACCOUNT, ETC.	
1916	1916	1916	1916	Total 30th June 1916	Total 30th June 1916	Total 30th June 1916	Total 30th June 1916
LIABILITIES—	\$ cts.	Investments—Sinking Fds.	\$ cts.	REVENUE—	\$ cts.	War	\$ cts.
Payable in New York	75,000,000 00	Other Investments	127,091,351 10	Customs	33,562,743 03	Public Works, Railways and Canals	22,173,031 09
Payable in Canada	97,368,132 99	Province Accounts	2,296,327 90	Excise	5,658,861 26	Railway Subsidies	4,168,914 52
Payable in England	362,703,312 40	Miscel and Bkg. Accounts	278,144,277 19	Post Office	4,300,000 00		185,298 20
Temporary Loans	191,073,684 20	Total Assets	420,045,783 81	Pbc. Works, R'lways & Canals	5,897,465 26		
Bank Circul'n Redemp. Fd.	5,617,626 26	Total Net Debt 30th June	593,910,637 80	Miscellaneous	1,453,894 37		
Dominion Notes	174,830,987 04	Total Net Debt 31st May	577,896,690 82	Total	50,772,903 92		
Savings Banks	54,456,714 12	Increase of Debt	16,013,946 98	EXPENDITURE	10,523,045 41		
Trust Funds	9,999,212 77						
Province Accounts	11,920,481 20						
Miscel. and Bkg. Accounts	30,596,278 63						
Debt	1,014,306,421 61						

CHARTERED BANKS' LATEST STATEMENT, MAY, 1916

ASSETS		LIABILITY OF CUSTOMERS	
Current Coin in Canada	\$45,543,796	Liability of Customers	\$9,941,314
Current Coin elsewhere	20,867,915	Other Assets	2,475,874
Dominion Notes in Canada	147,083,196	Total Assets	\$1,827,562,131
Dominion Notes elsewhere	16,997		
Deposits for Security of Note Circulation	6,771,597		
Deposits Central Gold Reserve	14,810,000		
Notes of other Banks	13,550,797		
Cheques on other Banks	58,493,679		
Loans to other Banks in Canada	6,926,333		
Balance due from other Banks in Canada	24,278,684		
Balance due from Banks in United Kingdom	88,996,815		
Due from elsewhere	24,255,599		
Dominion & Provincial Government Securities	106,620,437		
Canadian Municipal Security	75,705,326		
Bonds, Debentures, and Stocks	84,826,626		
Call and Short Loans in Canada	183,406,059		
Call and Short Loans elsewhere	763,136,917		
Current Loans in Canada	59,600,342		
Current Loans elsewhere	3,761,897		
Loans to the Government of Canada	43,924,036		
Loans to Provincial Governments	6,489,067		
Loans to Municipalities	5,041,542		
Overdue Debts	1,718,643		
Real Estate other than Bank Premises	49,218,658		
Mortgages on Real Estate			
Bank Premises			

TORONTO STOCK EXCHANGE—UNLISTED SECURITIES

WEEK ENDED JULY 26TH

Latest Price	Sales	Latest Price	Sales	Latest Price	Sales	Latest Price	Sales	
Adanac	62	Dom. Foundry	86	40	McIntyre Ex.	43	Right of Way	76
Asbestos	20	Dominion Prod.	40		McKinley	51	Shawinigan	132
Asbestos	pref.	Gifford	5		Mining Corporation	69	Shaw rights	1
Beaver	41	Gould	1		Moneta	14	Sherwin Williams bonds	95
Buffalo	110	Great Nor.	6		Motherlode	13	Silver Leaf	1
Canadian Cottons	50	Hargrave's	4		Nat. S. Car	28	Steel Forge	3
Canadian F. & F.	com.	Home Bank	79		Nat. S. Car	pref.	Steel Prod.	211
	pref.	Poster	11		New Ray	41	Steel Radiation	27
Carriage Factories	39	Foley O'Brien Min. Co.	39		Ontario Steel Products	40	Teck Hughes	27
Cement	bonds	Imp. Porcupine	4		Ophir	12	Temiskaming	54
Chambers	22	Jupiter	33		Pearl Lake	9	Vipond	56
C.P.R.	notes	Kerr Lake	35		Peterson Lake	25	Vol. Oil	6
Dome Ex.	35	Loews	5		Plenarum	27	W. D. Cons.	36
Dome Lake	31	Lorraine	26		Porcupine Crown	70	War Loan	98
Dome Rights	65	Laurentide	42		Porcupine Vipond	89	Wayagamack	54
Dome Tex.	pref	Lyall	18		Preston	4	West Dorne	23
Dominion Bridge	212	MacDonald	11		Preston East Dome	4	Wetlaufer	13
D.m. Foundry	102	McIntyre	138	8375	Price Bros. (Bonds)	4		

DIVIDENDS AND NOTICES

CANADA CEMENT COMPANY, LIMITED

PREFERENCE SHAREHOLDERS

DIVIDEND No. 28

Notice is hereby given that a dividend of 1¾% for the three months ending June 30th, 1916, being at the rate of seven per cent. per annum, on the paid-up Preference Stock of this Company, has been declared, and that the same will be paid on the 16th day of August next to Preference Shareholders of record 1st day of August, 1916.

The Transfer Books of the Company will be closed from August 1st to 10th, both days inclusive.

By Order of the Board of Directors,
H. L. DOBLE,
Secretary.

Montreal, P.Q., July 18th, 1916.

BANK OF MONTREAL

Notice is hereby given that a Dividend of Two and One-Half per Cent. upon the paid-up Capital Stock of this Institution has been declared for the three months ending 31st July, 1916, and that the same will be payable at its Banking House in this city, and at its Branches, on and after Friday, the First Day of September next, to shareholders of record of 31st July, 1916.

By order of the Board,

FREDERICK WILLIAMS-TAYLOR,
General Manager.

Montreal, 21st July, 1916.

THE CANADIAN BANK OF COMMERCE

DIVIDEND No. 118

Notice is hereby given that a quarterly dividend of 2½ per cent. upon the capital stock of this Bank has been declared for the three months ending the 31st of August next, and that the same will be payable at the Bank and its Branches on and after Friday, 1st September, 1916, to shareholders of record at the close of business on the 16th day of August, 1916.

By order of the Board,

JOHN AIRD,
General Manager.

Toronto, 24th July, 1916.

THE MERCHANTS BANK OF CANADA

QUARTERLY DIVIDEND

Notice is hereby given that a dividend of Two and one-half per cent. for the current quarter, being at the rate of Ten per cent. per annum, upon the Paid-up Capital Stock of this Institution, has been declared, and will be payable at its Banking House in this city, and at its Branches, on and after the 1st day of August next, to Shareholders of record at the close of business on the 15th day of July.

By order of the Board,

E. F. HEBDEN,
General Manager.

Montreal, 27th June, 1916.

ILLINOIS TRACTION COMPANY

DIVIDEND NOTICE

A Quarterly Dividend at the rate of Three per cent. (3%) per annum on the Common Stock of the Illinois Traction Company has been declared for the Quarter ending July 31st, 1916, payable August 15th, 1916, to Shareholders of record July 31st, 1916.

By Order of the Board.

GEO. M. MATTIS,
Treasurer.

Champaign, Ill.

NOTICE OF Judicial Sale of Property

Pursuant to the Order Nisi and the Final Order for Sale in S.C. 10623, Judicial District of Calgary, there will be offered for sale, with the approbation of a Judge of the Supreme Court of Alberta, by Henry M. McCallum, Auctioneer, at the Court House, in the City of Calgary, in the Province of Alberta, at Two o'clock in the afternoon, on Wednesday, the 6th day of September, A.D. 1916, standard time, the following lands and premises, being and comprising:—

1. The whole of the Railways and branches constructed or acquired by the Defendant between a point on the Canadian Pacific Railway, one mile west of Pincher Station, in the Province of Alberta, and Beaver Collieries, the property of North American Collieries, Limited, a distance of about 14 miles, with all lands or right-of-way owned or used by the Defendant as appurtenant thereto, stations, freight houses, side tracks, shops, yards, engine-houses and other buildings and structures used in connection with the said Railway and Branches, or any part thereof, together with the franchises of the Defendant in respect to the same.

Terms: Ten per cent. cash; 15% in ninety days; 25% in six months; 25% in 9 months and 25% in 12 months. The last three payments bear interest at 5%.

Dated at the City of Calgary, in the Province of Alberta, this 3rd day of July, A.D. 1916.

LAURENCE J. CLARKE,
Clerk of the Court.

Approved: "L. F. Clarry."

The Canadian National Exhibition, Toronto, has been visited by fire at different times. The last occasion was in 1906, when \$350,000 worth of buildings were destroyed, including the Grand Stand.

Mr. W. J. Black has been appointed as Dominion commissioner of agriculture, succeeding the late Mr. C. C. James. Mr. Black was born at Mansfield, Ont., and is a graduate of Guelph Agricultural College and Toronto University. After editing the western edition of the Farmer's Advocate he was appointed, in 1905, president of the Manitoba Agricultural College, previous to coming to Ottawa.

Mr. J. Hendry, president of the British Columbia Mills Timber and Trading Company, died at Vancouver some few days ago. The late Mr. Hendry was a prominent factor in the lumber business of the Pacific Coast. He was also promoter of the Stave Lake Power Company, which was absorbed by the Western Canada Power Company; chairman of the Burrard, Westminster and Boundary Railway and Navigation Company; director of the British Columbia Sugar Refining Company; member of the Canadian Conservation Commission; honorary president of the British Columbia Lumber and Shingle Manufacturers, Limited; past president of the Canadian Manufacturers' Association; and past president of the Canadian Forestry Association; and was also president of the Vancouver board of trade for two years.

CANADIAN SECURITIES IN LONDON

Table of Canadian Securities in London, categorized by Government Securities (Dominion and Provincial) and Municipal. Includes entries for various provinces like Alberta, British Columbia, and Ontario, with specific bond and stock details.

Municipal (Continued) table listing securities for various cities including Victoria, Westmount, Winnipeg, and others. Includes sections for Canadian Banks, Railways, and Loan Companies.

Table of London Stock Exchange Prices, Week Ended July 13th. Includes sections for Loan Companies (Continued) and Miscellaneous securities.

* Latest price

You Can Improve Your Position

Have you heard of the Sales and Intelligence Departments of the Canada Life?

They give special assistance to the Company's representatives.

They teach a man the insurance business by correspondence and personal assistance free of charge

Then they place him in a position and help him to make good

The first two lessons of the Company's correspondence course will be sent to anyone interested. It will pay young men who desire to get on in the world to look into this. All correspondence strictly confidential.



CANADA LIFE ASSURANCE CO.
HEAD OFFICE, TORONTO.

Prosperous and Progressive

Up-to-date business methods, backed by an unbroken record of fair-dealing with its policy-holders, have achieved for the Sun Life of Canada a phenomenal growth.

To-day, the Company operates actively in forty-two countries and upon five continents.

In the past six years its assurances in force have nearly doubled; in the past eleven years they have more than trebled.

More than 166,000 of its policies are now in force for assurances totalling over \$265,000,000—much the largest amount carried by any Canadian life company.

**SUN LIFE ASSURANCE
COMPANY OF CANADA**
HEAD OFFICE—MONTREAL

WESTERN MONEY—WESTERN ENTERPRISE
WESTERN ENERGY

The Western Empire Life Assurance Company

Head Office: 701 Somerset Bldg., Winnipeg, Canada.

POLICIES SECOND TO NONE.
PLAIN BUSINESS CONTRACTS FOR BUSINESS MEN.

Vacancies for proven producers as District Managers. If you want to increase your earnings, see our latest Agency Contracts. Apply—

WILLIAM SMITH, Managing Director

WESTERN ASSURANCE COMPANY

INCORPORATED 1851.

Fire, Explosion,
Ocean Marine and
Inland Marine
Insurance.

Assets over \$4,000,000.00
Losses paid since organization " 63,000,000.00

Head Office: TORONTO, Ont.

W. R. BROCK,
President

W. B. MEIKLE,
Vice-President and General Manager

C. C. FOSTER,
Secretary

(FIRE) BRITISH CROWN ASSURANCE Corporation, Limited OF GLASGOW, SCOTLAND

The Right Hon. J. Parker Smith, Pres. D. W. MacLennan, Gen. Mgr.
Head Office Canadian Branch—TRADERS BANK BLDG., TORONTO
A. C. Stephenson, Manager
Liberal Contracts to Agents in Unrepresented Districts

CALEDONIAN INSURANCE COMPANY

The Oldest Scottish Fire Office

Head Office for Canada MONTREAL

J. G. BORTHWICK, Manager

MUNTZ & BEATTY, Resident Agents

Temple Bldg., Bay St., TORONTO

Telephone Main 66 & 67

Live OPPORTUNITIES are OPEN for AGENTS who CAN DELIVER

Men capable not only of writing applications but of collecting the premiums, are always welcome to our forces and can be advantageously placed.

Union Mutual Life Insurance Co. Portland, Maine

ARTHUR L. BATES, PRESIDENT. HENRI E. MORIN, SUPERVISOR

For Agencies in the Western Division, Province of Quebec and Eastern Ontario, apply to WALTER I. JOSEPH, Manager, 502 McGill Building, Montreal.

For Agencies in Western Ontario, apply to E. J. ATKINSON, Manager, 107 Manning Chambers, 72 Queen St. West, Toronto

The Northern Assurance Company, Ltd. of London, Eng.

CANADIAN BRANCH, 88 NOTRE DAME ST. WEST, MONTREAL
Accumulated Funds, 1914 \$41,615,000

Applications for Agencies solicited in unrepresented districts.

G. E. MOBERLY, Supt. E. P. PEARSON, Agt. ROBT. W. TYRE, Man. for Can.

BRITISH AMERICA ASSURANCE COMPANY
 (Fire, Mail, Ocean Marine and Inland Marine Insurance)
 Incorporated 1833 **Head Office, TORONTO**

BOARD OF DIRECTORS:
 W. R. BROCK, President W. B. MEIKLE, Vice-President
 JOHN AIRD Z. A. LASH, K.C., LL.D.
 ROBT. BICKERDIKE, M.P. GEO. A. MORROW
 ALFRED COOPER (London, Eng.) AUGUSTUS MYERS
 H. C. COX LT.-COL. FREDERIC NICHOLLS
 D. B. HANNA COL. SIR HENRY PELLATT, C.V.O.
 JOHN HOSKIN, K.C., LL.D.

E. R. WOOD
 W. B. MEIKLE, Managing Director E. F. GARROW, Secretary
Assets, Over \$2,500,000.00
Losses paid since organization over \$39,000,000.00

SIMPLICITY FIRST

is about as important in your life assurance as "Safety First," because a contract that is not simple to understand may not be safe for your particular purpose.

The life assurance policy of the future must be an attractive and exactly worded contract, but above all CLEAR and SIMPLE—the new policy standard as set by

The Sovereign Life Assurance Co. of Winnipeg

Commercial Union Assurance Co.
 LIMITED, OF LONDON, ENGLAND

Total Annual Income Exceeds \$ 47,250,000
 Total Funds Exceed..... 142,000,000
 Total Fire Losses Paid..... 183,366,690
 Deposit with Dominion Government .. 1,225,467

Head Office Canadian Branch:
COMMERCIAL UNION BLDG. - MONTREAL
 JAS. MCGREGOR, MANAGER
Toronto Office - 49 Wellington St. East
 GEO. R. HARGRAFT:
 General Agent for Toronto and County of York.

ATLAS Assurance Company, Limited OF LONDON, ENGLAND

The Company commenced business in the REIGN OF GEORGE III. and the following figures show its record:—

At the Accession of	Income	Funds
KING GEORGE IV. ...	\$ 887,065 ...	\$ 800,605 ...
KING WILLIAM IV. ...	657,115 ...	3,038,580 ...
QUEEN VICTORIA ...	789,865 ...	4,575,410 ...
KING EDWARD VII ...	3,500,670 ...	11,185,405 ...
KING GEORGE V. ...	6,846,895 ...	15,186,090 ...
and at 31st DECEMBER, 1915 ...	7,757,140 ...	19,953,150 ...

In addition the Company has a Subscribed Capital of Eleven Million Dollars (of which \$1,320,000 is paid up).
 Agents wanted in unrepresented districts.
Head Office for Canada, 179 St. James St., MONTREAL
 MATTHEW C. HINSHAW, Branch Manager

THE DOMINION OF CANADA GUARANTEE & ACCIDENT INS. CO.

Accident Insurance Sickness Insurance Plate Glass Insurance
 Burglary Insurance Automobile Insurance Guarantee Bonds
 The Oldest and Strongest Canadian Accident Insurance Company

Toronto Montreal Winnipeg Calgary Vancouver

UNION ASSURANCE SOCIETY LIMITED
 (FIRE INSURANCE SINCE A.D. 1714)

Canada Branch Montreal
 T. L. MORRISEY, Resident Manager

North-West Branch Winnipeg
 THOS. BRUCE, Branch Manager

MARTIN N. MERRY, General Agent TORONTO
 Agencies throughout the Dominion

Waterloo Mutual Fire Insurance Company
 ESTABLISHED IN 1863
Head Office, Waterloo, Ont.

Total Assets 31st December, 1915.....\$908,244.00
 Policies in force in Western Ontario, over 30,000.00

GEORGE DIEBEL, President. ALLAN BOWMAN, Vice-President.
 L. W. SHUH, Manager. BYRON E. BECHTEL, Inspector.

SUN FIRE FOUNDED A.D. 1710
 THE OLDEST INSURANCE CO. IN THE WORLD

Canadian Branch Toronto
 LYMAN ROOT, Manager

THE LAW UNION & ROCK INSURANCE CO., Limited OF LONDON Founded in 1806

Assets exceed \$48,000,000.00 Over \$12,500,000.00 invested in Canada
 FIRE and ACCIDENT RISKS Accepted
 Canadian Head Office: 57 Beaver Hall, Montreal
 Agents wanted in unrepresented towns in Canada.

W. D. Aiken, Superintendent J. E. E. DICKSON, Canadian-Manager
 Accident Department

The LONDON ASSURANCE
 Head Office, Canada Branch, MONTREAL

Total Funds \$20,000,000

Established A.D. 1720. FIRE RISKS accepted at current rates
 Toronto Agents S. Bruce Harman, 19 Wellington St. East

Economical Mutual Fire Ins. Co. of Berlin
HEAD OFFICE BERLIN, ONTARIO

CASH AND MUTUAL SYSTEMS
TOTAL ASSETS, \$725,000 AMOUNT OF RISK, \$27,000,000
GOVERNMENT DEPOSIT, \$50,000

JOHN FENNBELL, President GEO. G. H. LANG, Vice-President W. H. SCHMALZ, Mgr.-Secretary

TRADE OF CANADA BY COUNTRIES (Figures of the Department of Trade and Commerce, Ottawa.)

COUNTRIES.	MONTH OF FEBRUARY				ELEVEN MONTHS ENDING FEBRUARY			
	1915		1916		1915		1916	
	Imports	Exports	Imports	Exports	Imports	Exports	Imports	Exports
<i>British Empire.</i>								
United Kingdom	7,013,754	14,461,712	7,450,878	34,515,386	83,118,153	187,345,114	70,615,126	403,934,238
Australia	55,616	243,410	85,646	905,012	300,950	5,110,400	3,333,823	6,798,637
Bermuda		31,785	1,280	51,508	22,383	295,473	27,451	402,426
British Africa:—								
East		11,234		2,557	19,900	55,218	3,252	68,478
South	4,458	9,569	136,973	374,424	307,605	3,793,495	175,432	5,028,091
West		177		16,091		35,479	50	125,413
British East Indies.	968,650	32,455	203,924	101,483	5,712,126	607,249	6,178,410	975,719
Guiana	3,199	48,694	664,702	170,439	2,694,167	526,048	5,559,844	1,065,500
Honduras	87,014	856	63,267	422,745	481,605	8,712	424,475	1,961
West Indies	97,844	324,839	337,471	18,962	6,100,725	3,716,043	5,533,145	3,568,038
Fiji	531,315	16,567	191,905	18,962	1,779,408	104,159	1,257,718	178,479
Gibraltar		10,866		31,324	150	1,436,314		1,428,100
Hong Kong	120,942	29,175	177,143	4	917,876	547,868	989,946	576,963
Malta		206,681	100,119	283,425	776	66,083	385	35,016
Newfoundland	37,581		433,127	4	1,192,042	4,196,458	1,554,289	4,683,373
New Zealand	430,890	151,199	471,371	441	3,471,066	2,451,135	3,916,686	3,091,583
Other British Empire	1,715	1,120			24,819	13,530	5,401	23,87
Totals, British Empire	9,332,778	15,630,342	9,887,679	37,337,569	106,146,751	210,311,718	99,574,243	431,985,872
<i>Foreign Countries.</i>								
Argentine Republic	349,062	118,487	525,891	269,170	2,628,553	613,971	3,841,772	2,309,022
Austria-Hungary	1,075		102		640,265	279,788	3,156	17,856
Azores and Madeira Is.			51		1,807	6,279	56,272	334,762
Belgium	4,181	30,016	5,496	39,842	1,865,853	3,259,359	813,811	1,015,823
Brazil	51,117	92,085	77,618	58,671	1,062,414	367,245	68,724	50,940
Central American States		4,378	13,518	8,795	413,470	68,724	829,983	497,569
China	67,500	35,540	78,016	3,114	1,025,841	265,359	140,274	69,419
Chile		5,995	49,939	2,724		39,784	126,985	31,278
Colombia	760	3,924	14,750	487	178,447	22,110	1,490,930	1,199,172
Cuba	40,215	123,590	51,951	116,645	1,410,129	1,257,478	43,551	93,342
Denmark	2,024	9,225	8,044	8,036	41,781	689,639	15,124	6,148
Dan. W. Indies	12	323		377	115,469	21,657	58,351	220,347
Dutch E. Indies	6,950	1,318	9,968	19,270	184,515	36,553	167,595	43,009
Dutch Guiana	44,375	2,388	50,485	3,718	186,376	36,553	335,686	37,398
Ecuador		418		282		8,354	6,444	18,657
Egypt	27	475	1,454		29,889	25,018	4,480,017	32,626,348
France	536,174	2,076,597	578,802	3,532,313	7,998,671	12,691,896	389	79,250
French Africa	933	6,025	25	11,009	8,303	3,481	29,722	
French West Indies			4,580		5,075,172	2,162,010	83,738	222,530
Germany	17,571	6,692	15,088	6,262	404,866	68,262	326,372	30,023
Greece	12,600	1,182	1,819	11,615	31,516	66,536	18,261	1,556
Hawaii	4,826					4,163		9,872,624
Hayti	113,310	45,964	105,298	193,438	1,381,494	1,790,067	838,283	742,283
Italy	302,303	57,209	269,774	131,184	2,508,509	804,523	3,491,733	605
Japan					75	1,712	45	86,488
Korea	73,098	2,676	29,855	9,307	1,197,815	15,231	569,886	157,914
Mexico		577	349	10,511	4,034	139,478	4,328	2,527,084
Miquelon and St. Pierre	117,030	50,638	74,111	40,655	1,673,050	5,199,686	949,949	334,239
Netherlands	22,491	29,856	26,217	64,213	366,213	986,546	290,551	135,348
Norway		11,558		6,928		106,580		47,262
Panama	413,891	1,422	234,993	735	1,408,185	8,732	1,012,712	7,323
Peru	275	1,122	38	39,838	6,125	38,390	12,192	566,638
Philippine Islands		32,958	3	15		370,056	3	53,226
Porto Rico	10,447		13,861	3,574	205,111	784,439	190,588	56,720
Portuguese Africa		5,936				67,783		6,172,857
Roumania	1,953	23,998		649,819	7,145	3,150	123,682	10,938
Russia	488,536	700	456,241	989	2,540,352	3,916	3,508,505	22,486
San Domingo		599	359	7,040	11,895	13,327	36,618	617,704
Siam	43,269	1,083	46,692	69,018	928,933	463,167	562,494	44,802
Spain	18,514	4,696	5,734	763	496,172	170,829	148,513	976,229
Sweden	410,970	212	448,139		3,558,647	15,896	3,206,048	
Switzerland	10,616				312,871	5,961	42,021	
Turkey	23,794,805	14,202,559	40,583,047	16,134,489	400,237,833	177,155,939	350,597,504	299,254,653
United States	982	14,969	2,762	41,916	41,536	300,024	27,867	321,119
Alaska	791	7,283	70,387	1,791	12,781	50,426	289,437	32,992
Uruguay	6,735	3,723	20,095	18,746	204,189	51,926	109,097	73,129
Venezuela		3,278	1,785	856	139,064	41,001	12,043	104,733
Other foreign countries								
Totals, foreign countries	26,899,048	17,021,647	43,877,257	21,541,752	440,859,433	210,814,340	379,903,332	361,114,206
Grand Totals	36,201,826	32,651,989	53,764,936	58,879,321	546,506,184	421,126,058	479,477,575	793,100,080

PRELIMINARY STATEMENT OF THE TRADE OF CANADA FOR MAY

	Month of May			Twelve Months ending May		
	1914	1915	1916	1914	1915	1916
IMPORTS FOR CONSUMPTION.						
Dutiable Goods	28,346,954	19,851,612	39,840,167	389,869,910	263,892,168	321,635,047
Free Goods	16,730,005	14,539,196	29,857,645	201,471,052	172,246,999	243,211,508
Total imports (mdse.)	45,076,959	34,390,808	69,697,812	591,340,962	436,139,167	564,846,555
Coin and bullion	537,594	656,136	632,369	15,378,272	132,349,976	34,129,108
Total imports	45,614,553	35,046,944	70,330,181	606,719,234	568,489,143	598,975,663
Duty Collected	7,619,746	7,255,412	13,089,872	102,452,842	78,347,546	113,570,816
EXPORTS.						
Canadian Produce—The mine	4,307,615	5,057,175	6,299,546	59,055,009	52,604,187	68,727,974
The fisheries	785,041	872,314	1,478,234	20,321,688	19,953,656	23,103,465
The forest	3,296,455	3,487,103	4,174,038	43,054,053	42,896,032	52,316,834
Animal produce	3,296,509	3,478,231	6,287,620	54,435,705	76,033,299	107,482,272
Agricultural produce	12,241,377	12,746,727	47,433,750	192,324,071	135,374,932	299,035,751
Manufactures	5,997,277	16,121,149	27,734,477	60,054,891	104,589,832	261,999,746
Miscellaneous	81,363	308,787	1,244,973	200,877	980,567	7,917,394
Total Canadian produce	30,005,635	42,080,486	94,653,138	429,446,294	432,432,505	820,583,436
Foreign produce	2,885,528	1,440,434	11,832,364	24,192,626	52,501,074	46,306,738
Total exports (mdse.)	32,891,163	43,520,920	106,485,502	453,638,920	484,933,579	866,890,174
Coin and bullion	433,294	1,455,457	156,783	23,742,195	34,126,626	97,364,676
Total exports	33,324,457	44,976,377	106,642,285	477,381,115	519,060,205	964,254,850
AGGREGATE TRADE.						
Merchandise	77,968,102	77,911,928	176,184,314	1,044,979,882	921,072,746	1,431,736,729
Coin and bullion	970,888	2,111,593	789,152	39,120,467	166,476,602	131,493,784
Total trade	78,938,990	80,023,521	176,973,466	1,084,100,349	1,087,549,348	1,563,230,513

*NOTE.—It will be noted that the figures relating to the imports of coin and bullion for the twelve months ending May, 1916, amounted to \$34,129,108, as against \$132,349,976 for the same period of 1913-14. Although it has been customary to include these figures in trade returns, the total trade figures are seriously disturbed by them in this instance and they should not be taken as an indication of the trade of Canada.

MUNICIPAL BOND MARKET

The Monetary Times' Weekly Register of Municipal Activities and Financing

Montreal, Que.—A temporary loan of \$2,000,000 has been authorized by the board of control.

New Glasgow, N.S.—Tenders close on July 28th for \$12,500 5 per cent. 10-year bonds. J. Roy, town clerk.

Walkerville, Ont.—For an issue of \$25,000 5 per cent. 10 instalment bonds, tenders close on August 8th. A. Miers, town clerk. (Official announcement appears on another page).

Winnipeg, Man.—An offering is being made of the Greater Winnipeg water district \$1,500,000 five per cent. bonds, due at the end of five years, purchased by Messrs. Wood, Gundy & Company, and the Dominion Securities Corporation of Toronto, and Messrs. C. Meredith & Company, Limited, of Montreal.

British Columbia.—The following certificates of approval have been issued by the municipal department:—
New Westminster, bonds, \$12,390.11, for local improvement paving, 5 per cent., 29 years, payable half-yearly; Nelson, hospital by-law, \$30,000, 5 per cent. bonds, 20 years, payable half-yearly; Point Grey, local improvement paving, \$10,756, 5 per cent., 10 years, payable half-yearly; Richmond, bonds, \$24,500, issued under waterworks by-law, 5 per cent., 40 years, payable half-yearly; Trail, school, \$7,500, 6 per cent., 20 years, payable half-yearly.

Carleton County, Ont.—The tender of \$41,433 by the Imperial Bank for the issue of \$40,000 5½ per cent. bonds was successful. Other bids were:—

G. A. Stimson & Company	41,404
Wood, Gundy & Company	41,332
Royal Securities Company	41,280
C. H. Burgess & Company	41,250
A. H. Martens & Company	41,107
Brent, Noxon & Company	41,061
Mulholland, Bird & Graham	40,908
W. L. McKinnon & Company	40,864
Macneill & Young	40,850
R. C. Matthews & Company	40,540
McDonald, Bullock & Company	40,506
Kerr, Bell & Fleming	40,316

Saskatchewan.—The following is a list of bond applications granted by the local government board:—

School Districts.—Griffin, \$6,000. W. Worten, Griffin; Elmwood, \$6,200. W. F. Chedister, Cadillac; Patriotic, \$1,600. H. Hovind, Summer Cove; Palmerston, \$1,200. S. A. Warne, Stony Lake; Clifton Bank, \$1,500. R. C. Tuff, Alsask; Farville, \$1,600. H. H. DeCamp, Radville; Bultch, \$1,500. A. J. Price, Whitebush.

Rural Telephone Companies.—North Ceylon, \$9,000. Simon Bean, Ceylon; Tipperary, \$600. E. G. Fisher, Lanigan; Salvador, \$20,600. R. A. Holton, Salvador; Antelope Lake, \$12,500. C. Williams, Webb; Zangwill, \$15,000. D. S. McIver, Young; Riverdene, \$6,500. W. H. Wine, Cabri; Dodsland, \$4,800. W. Underhill, Dodsland; Phoenix, \$6,200. A. Spence, Wapella; Kent, \$1,900. A. Heinrich, Davidson; Fillmore, \$3,500. C. Wiberg, Fillmore; Frankslake, \$11,200. Frank Keirl, Frankslake.

Town of Assiniboia.—\$68,000 and \$17,000. J. R. Nolan, Assiniboia.

VANCOUVER FIRES

During June the Vancouver fire department had 60 alarms as follow:—Fires where no damage occurred, 33; false alarms, 3; chimney fires, 4; fires outside city, 1; fires where damage occurred, 18; and smoke scares, 1. The total loss for the month was \$2,769. \$2,157 of this amount was covered by insurance, leaving the property loss above insurance \$612. The total value of property involved was \$166,410. Causes of fires were as follow: Grease on range, 1; paper over stove pipe hole, 1; false alarms, 3; coal oil lamp upset, 1; wood piled against stove, 1; chimney fires, 4; carelessness with cigars and cigarettes, 5; unknown origin, 3; rubbish fires, 1; children with matches, 2; flying sparks, 13; outside city, 1; bush fires, 15; smoke scare, 1; defective chimney, 1; over-heated stove, 1; tar pot, 1; hot ashes, 2; lamp exploded, 1; drying clothes, 1; and smoking in bed, 1.

The London Mutual Fire Insurance Company

ESTABLISHED 1859

Assets \$784,426.31
Surplus to Policyholders \$404,046.07



DIRECTORS

A. H. C. CARSON, Toronto..... President
R. HOME SMITH, Toronto..... Vice-President
F. D. WILLIAMS..... Managing Director
A. C. McMASTER, K.C. W. T. KERNAHAN
S. G. M. NESBITT H. N. COWAN
G. H. WILLIAMS

Head Office, 83 Scott St., TORONTO

BANK BRANCHES OPENED AND CLOSED

During June, 1916, there were 9 branches of chartered banks opened and 8 closed, according to Houston's Bank Directory:—

Branches Opened—9.

†Camp Hughes, Man. Bank of Hamilton.
†Camp Hughes, Man. Bank of Montreal.
†Glen Sutton, Que. Canadian Bank of Commerce.
†Notre Dame du Rosaire, Que. La Banque Nationale.
†Petawawa, Ont. Bank of Montreal.
†St. Janvier, Que. La Banque Nationale.
Ste. Marie Beauce, Que.... Banque d'Hochelaga.
Turtleford, Sask. Canadian Bank of Commerce.
Valcartier Camp Bank of Montreal.

Branches Closed—8.

Calgary, Alta., East End (closed July 6th) Bank of Montreal.
Clive, Alta. Quebec Bank.
McGregor, Ont. Banque Provinciale du Canada.
Medicine Hat, Alta. Imperial Bank of Canada.
New Westminster, B.C. Dominion Bank.
St. Joseph du Lac, Que. Bank d'Hochelaga.
Ste. Marie Beauce, Que. .. The Molsons Bank.
South Porcupine, Ont. Canadian Bank of Commerce.
Vancouver, B.C., Fairview Branch Dominion Bank.

†Sub branches.

Mr. William Wallace, for some years general manager of the Crown Life Insurance Company, has resigned his position. Mr. Wallace has been closely identified with the company since it commenced business. In the earlier years of its history he occupied many positions, and upon the reorganization of the company a few years ago, he was appointed general manager.

Montreal and Toronto Stock Transactions

Stock Prices for July 26th and Sales for Week.
Montreal figures supplied to *The Monetary Times* by Messrs. Burnett & Co., St. Sacramento St., Montreal. Toronto quotations "and interest."

Montreal Stocks		Asked	Bid	Sales
Ames-Holden.....com.	22	21½	631	
.....pref.	61	4614	
Bell Telephone.....	27	
Brazilian.....	60½	60½	1500	
British Columbia Fishing & Packing.....	58	
Canada Car.....com.	52½	1075	
.....pref.	92	30	
Canada Cement.....com.	83½	63	530	
.....pref.	93½	145	
Canada Cottons.....	35	
.....pref.	125	
Canadian Converters.....	
Canadian Foundries.....	195	
Canadian General Electric.....	118	117½	190	
Canadian Locomotive.....	59	
.....pref.	
Canadian Pacific Railway.....	300	
Canada Steamship Lines.....com.	28½	26	55	
.....pref.	84½	135	
.....(Voting Trust)	
Carriage Factories.....	40½	50	
Cedars Rapids.....	75½	
Cons. Mining and Smelting.....	36½	36	355	
Crown Reserve.....	
Detroit Railway.....	119	119	1005	
Dominion Iron.....pref.	75	
Dominion Bridge.....pref.	218	216	122	
Dominion Canners.....	
Dominion Coal.....pref.	
Dominion Steel Corporation.....com.	54½	54½	6475	
Dominion Textile.....	80	229	
.....pref.	102½	
Halifax Electric Railway.....	10	
Hollinger Gold Mines.....	29½	
Illinois Traction.....pref.	120	
Lake of Woods Milling.....	94	
.....pref.	120	
Laurentide Co.....	186	184½	968	
Lynn Con. Co.....	350	
Macdonald.....	13½	12	188	
Mackay.....com.	75	
.....pref.	
Montreal Light, Heat and Power.....	233½	231	244	
Montreal Loan & Mortgage.....	26	
Montreal Cottons.....com.	10	
.....pref.	102½	102	50	
Montreal Telegraph.....	1	
Montreal Tramways.....	75	3000	
National Breweries.....com.	
Nova Scotia Steel.....	124½	124	960	
.....pref.	113	50	
Ogilvie Flour Mills.....	1	
Ontario Steel Products.....	37	5	
Ontario Steel.....pref.	
Ottawa Light, Heat and Power.....	95	
Paton Manufacturing.....	102½	25	
Penmans.....	60	
Penmans.....pref.	
Price Bros.....	75	150	
Quebec Railway, Light, Heat & Power.....	33½	33½	1711	
Sawyer-Massey.....com.	
.....pref.	
Shawinigan Water and Power.....	132	130	116	
Sherwin-Williams.....rights	
.....com.	
.....pref.	
Smart Woods.....	12	
Spanish River.....com.	11	10½	1147	
.....pref.	35	33	50	
Steel Co. of Canada.....	55	54½	4755	
.....pref.	65	
Tooke.....	
.....pref.	80	
Toronto Railway.....	92	91½	943	
Tucketts.....	86	5	
.....pref.	
Twin City.....	
Windsor Hotel.....	
Winnipeg Railway.....	
Wygmk.....com.	62½	60	1515	
Bank of British North America.....	29	
Bank of Commerce.....	61	
Bank of Montreal.....	229	
Bank of Ottawa.....	
Bank of Toronto.....	209	
Bank d'Hochelega.....	257½	52	
Bank of Nova Scotia.....	
Dominion Bank.....	
Merchants Bank.....	177	175	6	
Molson's Bank.....	195	
Quebec Bank.....	1	
Royal Bank.....	
Union Bank.....	134	30	
Montreal Bonds				
Bell Telephone.....	Last Sale	98½	
Canada Car.....	100	10200	
Canada Cement.....	98½	98½	
Canadian Cottons.....	84	80	79	
Canadian Consolidated Rubber.....	100	96½	300	
Cedars Rapids.....	90½	62600	
Dominion Coal.....	94	
Dominion Cotton.....	90	99½	7500	
Dominion Iron and Steel.....	97½	90	
Dominion Textile.....A	97	
Dominion Textile.....B	97	
Dominion Textile.....C	96½	
Dominion Textile.....D	84	
Lynn Con. Co.....	92½	
Montreal Light, Heat & Power.....	90	11000	
Nova Scotia Steel.....	89	

Montreal Bonds (Continued)		Asked	Bid	Sales
Ogilvie.....	C	103
Price Bros.....	87½	88½
Quebec Railway, Light and Power.....	67	70	100
Sherwin-Williams.....	98½	500
War Loan.....	99	98	92500
Winnipeg Electric.....	67
Wygmk.....	84	1800
Toronto Stocks				
Ames-Holden.....com.	22	21½
.....pref.	63	61½	180
American Cynamid.....	37	35
.....pref.	67	65
Barcelona.....	144	14	281
Bell Telephone.....	150	143
British Columbia Fishing & Packing.....	60
Brazilian.....	60	59½	413
Canada Bread.....	21
.....pref.
Canada Car & Foundry.....com.	52
.....pref.	84	82
Canadian General Electric.....	119	270
.....pref.
Canada Landed & National Investment.....	161
Canadian Locomotive.....	61
.....pref.	87
.....(Bonds)	93
Canadian Pacific Railway.....	180	178	5
Canada Permanent.....	175½	10
Canadian Salt.....	115
Canada Steamship.....	26½	26	175
.....pref.	84½	84	316
.....Voting Trust
Cement.....com.	63½	63	1435
.....pref.	94½	35
City Dairy.....com.	110	98
.....pref.	75
Colonial Loan.....	440	415	10
Coniagas.....	169	169½	58
Consumers Gas.....	47
Crown Reserve Mines.....	75
Crow's Nest Pass.....	118	117
Detroit.....
Dominion Iron.....pref.	55	54½	795
Dominion Steel Company.....	93½	55
.....pref.	100
Dominion Telegraph.....	48	46	2
Duluth Sup.....	82
F. N. Burt.....	88	8
.....pref.	138
Hamilton Provident.....	20½	20½	74
Hollinger Gold Mines.....	213
Huron & Erie.....	65	60
La Rose Consolidated.....	144
Landed B. & L.....	132
London-Canada.....	82½	82½	311
Mackay Companies.....	68½	68	70
Mackay Companies.....pref.	94	90	35
Maple Leaf Milling.....	95½	94½
Maple Leaf Milling.....pref.	32
Monarch.....com.	82	81
Monarch.....pref.	700	675
Nipissing.....	124½	124½	75
Nova Scotia Steel.....
Ogilvie Flour Mills.....
.....pref.	25	22½
Pacific Burt.....com.	80
.....pref.	62	60
Penman's.....com.	82
.....pref.	10½	10	25
Petroleum.....	40
Porto Rico.....	34	33½
Quebec Light, Heat and Power.....	91	67
Rogers.....com.	94	90	35
.....pref.	60½	57
Russell Motor.....	92	90
.....pref.	20
Sawyer-Massey.....	74
.....pref.	126½	126
Shredded Wheat.....	100	5
Spanish River.....pref.	104	104	674
.....pref.	33	26
Smeiters.....	36½	150
Steel Company of Canada.....new	55	54½	175
.....pref.	88	85	62
St. L. & C. Nav.....	208
Toronto General Trust.....	50	44
Toronto Paper.....	92	91	565
Toronto Railway.....	22½	21
Trethewey Silver Mines.....
Tucketts.....	86½
.....pref.	97½	97	10
Twin City.....	188	23
Bank of Commerce.....	204
Bank of Ottawa.....	197
Bank of Hamilton.....	230	229	10
Bank of Montreal.....	261	255
Bank of Nova Scotia.....	190	1
Bank of Toronto.....	205	204½	8
Dominion Bank.....	200	199	3
Imperial Bank.....	178	175
Merchants Bank.....	198
Molson's Bank.....	214	212	4
Royal Bank.....	214
Standard Bank.....	135
Union Bank.....
Toronto Bonds				
Canada Bread.....	Last Sale	92½	93
Canada Car.....	85	88
Electric Development.....	85	88
Porto Rico.....	89	85
Prov. of Ontario.....
Rio Janiero 1st Mtge.....	96½	96½	2000
Steel Company of Canada.....



**LONDON
GUARANTEE AND
ACCIDENT COY.
Limited**

Head Office for Canada:
TORONTO

Employer's Liability	Personal Accident	Sickness
Elevator	Fidelity Guarantee	Court Bonds
Contract	Internal Revenue	Teams and Automobile

AND FIRE INSURANCE

ESTABLISHED 1869

THEY ARE POPULAR

The Seal of Public Approval is stamped upon North American Life Policies.

During 1915, Policies were issued for over \$9,100,000—the largest single year's Business in the history of the Company, and a 15% increase over that for 1914.

Liberal, up-to-date policy contracts, backed by a Company of unquestioned strength and integrity, make it an ideal one for any agent to represent.

SOME GOOD AGENCY OPENINGS ARE AVAILABLE.

Correspond with E. J. HARVEY, Supervisor of Agencies.

North American Life Assurance Co.

HOME OFFICE - TORONTO, ONT.

EDWARD GURNEY, President L. GOLDMAN, 1st Vice-President and Managing Director

RETURNING CONFIDENCE

The storm is the test of the ship. The strength of the Empire is being tested by the fiercest gale that every blew.

With the nation the institutions that compose it have suffered, not one financial organization has escaped.

The Life Insurance companies of England and Canada are being tested and tried but are not found wanting.

The Mutual of Canada, for instance, has not only held its own but has made substantial progress during every day of the war.

The wave of returning confidence finds The Mutual of Canada on the crest, stronger and more prosperous than ever.

**The MUTUAL LIFE ASSURANCE CO.
Waterloo OF CANADA Ontario**

E. P. CLEMENT, President.	Assurance in force, \$100,000,000 Assets \$ 27,000,000	GEORGE WEGENAST, Managing Director.
------------------------------	---	--

Take Time to Think

precisely what would happen if YOUR sudden removal occurred.

Business—home—family—how would your various interests be affected?

Thought of this kind must lead to LIFE INSURANCE.

And you may readily assure yourself (as over 59,000 others have done) that THE BEST IN LIFE INSURANCE is found in the Policies of

The Great-West Life Assurance Co.

DEPT. "F" WINNIPEG

HEAD OFFICE Over \$119,000,000 now in force.

**The Imperial
Guarantee and Accident
Insurance Company
of Canada**

Head Office: 46 KING ST. W., TORONTO, ONT.

IMPERIAL PROTECTION

Guarantee Insurance, Accident Insurance, Sickness Insurance, Automobile Insurance, Plate Glass Insurance.

A STRONG CANADIAN COMPANY

Paid up Capital	\$200,000.00.
Authorized Capital	\$1,000,000.00.
Subscribed Capital	\$1,000,000.00.
Government Deposits	\$111,000.

**Guardian Assurance Company
Limited** - Established 1821.

Assets exceed Thirty-Five Million Dollars

Head Office for Canada, Guardian Bldg.,
Montreal

H. M. LAMBERT, Manager. B. E. HARDS, Assistant Manager.

ARMSTRONG & DeWITT, General Agents,
6 Wellington Street East - Toronto

**LOOSE LEAF
LEDGER-BINDERS**

SHEETS and SPECIALTIES

**ACCOUNT BOOKS
OFFICE SUPPLIES**

All Kinds. Size and Quality Real Value.

BROWN BROS., LTD.

NEW ADDRESS—
Cor. Simcoe and Pearl Toronto

Great North Insurance Co.

Head Office - CALGARY, Alta.



OFFICERS

President and Manager ... W. J. WALKER, Esq.
1st Vice-President ... Hon. P. B. LESSARD, M.L.A.
2nd Vice-President, C. F. P. CONYBEARE, D.C.L., K.C.
Secretary ... A. H. MELLOR, Esq.

DIRECTORS

Hon. Alex. Rutherford, B.A., LL.D., B.C.L. ... South Edmonton
Hon. P. B. Lessard, M.L.A. ... Edmonton
P. A. Walker, M.L.A. ... Port Saskatchewan
Edward J. Pream, Esq. ... Calgary
C. F. P. Conybeare, D.C.L., K.C. ... Lethbridge
W. J. Walker, Esq. ... Calgary
Geo. H. Ross, LL.B., K.C. ... Calgary

The Standard Life Assurance Co., of Edinburgh

Established 1825. Head Office for Canada: MONTREAL, Que.
 Invested Funds.....\$ 66,500,000 Investments under Canadian Branch, over.. \$ 16,000,000
 Deposited with Canadian Government and Revenue, over..... 7,900,000
 Government Trust- Bonus declared 40,850,000
 ees, over..... 7,000,000 Claims paid..... 151,000,000
 D. M. McGOUN, Mgr. F. W. DORAN, Chief Agent, Ont.

A Cigar a day Costs no more than an Endowment Policy at Life Rate in the London Life Insurance Co.

LONDON Canada
 POLICIES "GOOD AS GOLD" 6

COULD YOU

make good as inspector for Eastern Ontario? If so write to THE CONTINENTAL LIFE INSURANCE CO.,

TORONTO
 GEO. B. WOODS, President CHARLES H. FULLER, Secretary
 H. A. KENTY, Superintendent of Agencies

The British Columbia Life Assurance Co.

HEAD OFFICE VANCOUVER, B.C.
 Authorized Capital, \$1,000,000.00 Subscribed Capital, \$1,000,000.00
 PRESIDENT—L. W. Shatford, M.P.P.
 VICE-PRESIDENTS—T. E. Ladner, L. A. Lewis
 Secretary—C. F. Stiver.
 Liberal contracts offered to general and special agents

British Colonial FIRE INSURANCE COMPANY
 2 PLACE D'ARMES, MONTREAL

Authorized Capital - \$2,000,000
 Subscribed Capital - \$1,000,000

Agents Wanted in Unrepresented Districts

LOANS DISCHARGED IN EVENT OF DEATH—

A NEW FEATURE IN ALL POLICIES ISSUED BY THE NORTHWESTERN LIFE ASSURANCE COMPANY
 Head Office: Bank of Nova Scotia Building - WINNIPEG
 GOOD OPENINGS FOR PRODUCERS. 6

Ask the Subscription Department about our Special Book Offer



Fire Insurance Company, Limited, of PARIS, FRANCE

Capital fully subscribed, 25% paid up\$ 2,000,000.00
 Fire Reserve Fund 4,919,000.00
 Available Balance from Profit and Loss Account 206,459.00
 Total Losses paid to 31st December, 1913..... 90,120,000.00
 Net premium income in 1913 5,561,441.00

Canadian Branch, 17 St. John Street, Montreal; Manager for Canada, MAURICE FERRAND. Toronto Office, 18 Wellington St. East J. H. EWART, Chief Agent.

First British Insurance Company established in Canada, A.D. 1804

Phoenix Assurance Company, Limited

FIRE of London, England **LIFE**
 Founded 1792

Total resources over.....\$ 90,000,000
 Fire losses paid 425,000,000
 Deposit with Federal Government and Investment in Canada for security of Canadian policy holders only exceed..... 2,500,000

Agents wanted in both branches. Apply to R. MACD. PATERSON, } Managers
 J. B. PATERSON, }

100 St. Francois Xavier Street, Montreal, Que.

All with profit policies affected prior to the 31st December will rank for a full year's reversionary bonus at that date.

Prosperous Farmers

are good buyers of Life Insurance. The Canadian West is full of them. A hustling Agent with ability and perseverance cannot help but get the applications. If you wish a place where you can grow, with Home Office help, top-notch commissions and attractive policies, lose no time in writing to

THE WESTERN LIFE ASSURANCE COMPANY

Head Office .. WINNIPEG

Agents Wanted

APPLY FOR PARTICULARS.

Gresham Life Assurance Society LIMITED

HEAD OFFICE FOR CANADA

Gresham Building ... Montreal

ESTD. 1848.

ASSETS \$53,000,000



Canada Branch
Head Office, Montreal

DIRECTORS
M. Chevalier, Esq.
T. J. Drummond, Esq.
Sir Alexandre Lacoste.
Wm. Molson Macpherson Esq.
Sir Frederick Williams-Taylor, LL.D.

J. Gardner Thompson, Manager.
Lewis Laing, Assistant Manager

ROYAL EXCHANGE ASSURANCE

FOUNDED A.D. 1720
Losses paid exceed \$235,000,000

HEAD OFFICE FOR CANADA
ROYAL EXCHANGE BUILDING,
MONTREAL

Canadian Directors
DR. E. P. LACHAPPELLE ... Montreal
J. S. HOUGH, Esq., K.C. ... Winnipeg
B. A. WESTON, Esq. ... Halifax, N.S.
H. V. MURPHY, Chairman ... Montreal
J. A. JESSUP, Manager Casualty Dept.
ARTHUR BARRY, General Manager



Correspondence invited from responsible gentlemen in unrepresented districts re fire and casualty agencies.

Head Office:
Royal Exchange, London

CONFEDERATION LIFE ASSOCIATION

Issues LIBERAL POLICY CONTRACTS ON ALL APPROVED PLANS.

OFFICERS AND DIRECTORS:
President: J. K. MACDONALD, ESQ.
VICE-PRESIDENT AND CHAIRMAN OF THE BOARD
W. D. MATTHEWS, ESQ.

Vice-President
SIR EDMUND OSLER, M.P.

John Macdonald, Esq. Thos. J. Clark, Esq.
Cawthra Mulock, Esq. Lt.-Col. J. F. Michie
Joseph Henderson, Esq. Peleg Howland, Esq.
Lt.-Col. A. E. Gooderham Lt.-Col. Frederic Nicholls

Gen. Supt. of Agencies J. TOWER BOYD
Managing Director and Actuary W. C. MACDONALD, F.A.S.

Medical Director
ARTHUR JUKES JOHNSON, M.D., M.R.C.S. (Eng.)

HEAD OFFICE ... TORONTO



Head Office—Corner of Dorchester St. West and Union Ave., MONTREAL

DIRECTORS:
J. Gardner Thompson, President and Managing Director.
Lewis Laing, Vice-President and Secretary.
M. Chevalier, Esq., A. G. Dent, Esq.,
T. J. Drummond, Esq., John Emo, Esq., Sir Alexandre Lacoste,
Wm. Molson Macpherson, Esq., J. C. Rimmer, Esq.,
Sir Frederick Williams-Taylor, LL.D.

THE MERCANTILE FIRE INSURANCE COMPANY

Incorporated 1875

All Policies Guaranteed by the LONDON AND LANCASHIRE FIRE INSURANCE COMPANY OF LIVERPOOL.

THE CANADA NATIONAL FIRE INSURANCE COMPANY

HEAD OFFICE: WINNIPEG, MAN.

SURPLUS TO POLICYHOLDERS, \$1,820,752.82

A Canadian Company Investing its Funds in Canada
General Fire Insurance Business Transacted

APPLICATIONS FOR AGENCIES INVITED

Toronto, Ont., Branch: 20 King St. West, C. E. CORBOLD, Mgr.

TORONTO PAPER MFG. COMPANY, LTD.

MILLS AT CORNWALL, ONT.

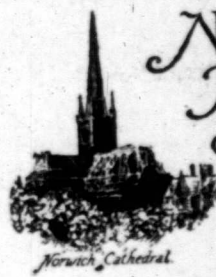
Manufacturers of Soft dried, Air dried, Tub sized Bond, Ledger and Linen Papers. S. C. and M. P. Writing, Envelope and Coloured Plats. Extra grade S. C., M. F. and Antique Book, Lithograph and Off-set Papers. Linen Finishing a specialty.

— Ask your dealer for samples and prices. —



ALFRED WRIGHT, Manager
A. E. BLOGG, Branch Secretary
8 Richmond Street E. TORONTO

Security, \$31,750,000



Norwich, England

Founded 1797
FIRE INSURANCE
ACCIDENT AND SICKNESS
PLATE GLASS
EMPLOYERS' LIABILITY
AUTOMOBILE INSURANCE

HEAD OFFICE FOR CANADA
12-14 Wellington St. East

Norwich Union Building
TORONTO

We own and offer

£50,000

\$243,333.33

Province of Saskatchewan

4½ % Bonds

Due: 1 January, 1919

Interest Payable 1 January and 1 July

Principal and Interest payable at the Canadian Bank of Commerce, London, Eng., or at the Holder's option in currency at the Exchange of \$4.86⅔ to the £ in Toronto and Regina, and in gold in New York.

Denominations: £100, £500 and £1,000
(\$486.66) (\$2,433.33) (\$4,866.66)

Price: On Application

DOMINION SECURITIES CORPORATION

LIMITED.

Established 1901

HEAD OFFICE
26 KING STREET EAST
TORONTO

E. R. Wood - - - President
G. A. Morrow - Vice-President
J. W. Mitchell - Vice-President
J. A. Fraser - - - Secretary
W. S. Hodgson - Treasurer
T. H. Andison - Ass't Secretary
A. F. White - - - Ass't Treasurer

MONTREAL BRANCH
Canada Life Building
R. W. Steele - - Manager
LONDON, ENG., BRANCH
No. 2 Austin Friars
A. L. Fullerton, Manager

BUSINESS FOUNDED 1795

AMERICAN BANK NOTE COMPANY

(INCORPORATED BY ACT OF THE PARLIAMENT OF CANADA)

ENGRAVERS AND PRINTERS

BANK NOTES,
BONDS, DRAFTS,
LETTERS OF
CREDIT, CHECKS,
ETC., FOR
BANKS AND
CORPORATIONS

SPECIAL SAFEGUARDS
AGAINST
COUNTERFEITING



POSTAGE AND
REVENUE STAMPS,
DEBENTURES
SHARE
CERTIFICATES,
ETC., FOR
GOVERNMENTS
AND
CORPORATIONS

WORK ACCEPTABLE
ON ALL
STOCK EXCHANGES

FIRE PROOF BUILDINGS

HEAD OFFICE AND WORKS: OTTAWA 208-226 WELLINGTON STREET

MONTREAL

BRANCHES:
TORONTO

WINNIPEG