



# The Chronicle

## Banking, Insurance and Finance

ESTABLISHED JANUARY, 1881

PUBLISHED EVERY FRIDAY

Vol. XXXVII. No. 54.

MONTREAL, SEPTEMBER 14, 1917.

Single Copy 10c  
Annual Subscription \$3.00

### THE NEXT WAR LOAN.

The fourth Canadian domestic war loan will be issued in November, probably within seven weeks from now. Its exact terms will not be known, or even finally settled, until the issue is immediate. In any event, however, they will be extremely attractive. Present conditions suggest a probable yield slightly in excess of  $5\frac{1}{2}$  per cent., a rate of return upon a Canadian Government long-term security that will make the patriotic duty of subscription to the loan, a magnificently lucrative bargain to the subscriber. There will be no self-sacrifice or self-denial involved in a bargain of that sort.

\* \* \* \*

It is extremely important that this loan should be fully subscribed. But to obtain the desired result will probably be a more difficult matter than in the case of the issues preceding. Yet upon the loan's success and that of subsequent issues depends not only the meeting of Canada's war bills as they are incurred, but the maintenance of Canadian trade and industry at a high level of activity during the further continuance of the war. Let us put a complicated matter as simply as possible. The Dominion Government is meeting out of the war loans, and out of any surplus revenues available, its war expenditures in Canada. But in order to avoid sending a vast amount of funds out of the country at this time, the necessary amounts to meet the huge expenses of the Canadian forces in England and France are being borrowed from the British Government—the account to be settled up after the war. *Per contra*, the British Government's purchases on this side of the Atlantic, in Canada and the United States, are on such an enormous scale that it is unable to pay cash for them. As the actual producers—farmers, manufacturers, workmen—of the food stuffs and goods required by the British Government in Canada must be paid cash, loans either from the Canadian Government or the banks have to be arranged. Accordingly, large portions of the proceeds of the three loans already issued have not been used by the Canadian Government for its own war expenses, but lent to the British Government to finance its purchases in Canada. Other amounts have been loaned by the banks for the same purpose. Up to a recent date, the Canadian Government had loaned the British Government about \$320,000,000,

plus \$113,000,000 in long term securities issued in return for loans granted by the British Government at the outbreak of war, and the banks have lent direct to the British Government, a further \$100,000,000.

\* \* \* \*

If the British Government is to continue purchasing in Canada, those loans must be continued. The banks are undoubtedly to some extent handicapped in regard to direct loans to the British Government, owing to the necessity of their providing for the ordinary commercial demands of the Dominion, while these loans represent a somewhat indefinite tying up of resources. Through temporary loans, short-dated, to the Canadian Government they can, of course, ensure the regular supply of funds to the British Government. But again, unless these bank loans are repaid out of "real money" by public subscription of long-term war loans, inflation with its results of a further rise in prices and depreciation of currency will result. Under war conditions a certain amount of inflation is inevitable. But it must be kept sternly within bounds if financial soundness is to be maintained, and the most efficacious way of keeping it within bounds is by the subscription of "real money," according to every man's ability, to the war loans.

\* \* \* \*

This involves thrift. If during the next two years of war, (and it would probably be unwise to reckon upon a shorter period than that), we insist on spending individual surpluses on more automobiles, expensive furs, luxuries of any kind, instead of lending those surpluses—small or large—to the Canadian Government, for the use of the British Government in making purchases in Canada, we have no right to complain, if there is a lessened demand from abroad for the products of our fields and factories. Up to the present we have done well in raising war loans, but not nearly so well as we might have done. To the last Canadian war loan there were 40,000 subscribers, one in every 200 of the Dominion's population; to the Liberty loan in the United States, there were 4,000,000, one in every twenty-five. Something more of publicity and organisation than in the case of the former loans is apparently to mark the new issue. The essential thing is that every individual be shown that subscription to the War Loan, according to his means, is not only a patriotic duty but "good business."

# BANK OF MONTREAL

ESTABLISHED 100 YEARS (1817-1917)

Capital Paid up, \$16,000,000      Rest, \$16,000,000      Undivided Profits, \$1,557,034  
 Total Assets - - - \$386,806,887

## BOARD OF DIRECTORS:

Sir Vincent Meredith, Bart., President  
 Sir Charles Gordon, K.C.B.E., Vice-President  
 R. B. Angus, Esq.      Wm. McMaster, Esq.  
 Lord Shaughnessy, K.C.V.O.      Major Herbert Molson, M.C.  
 C. R. Hosmer, Esq.      Harold Kennedy, Esq.  
 H. R. Drummond, Esq.      H. W. Beauleck, Esq.  
 D. Forbes Angus, Esq.      G. B. Fraser, Esq.

## Head Office: MONTREAL

General Manager—Sir Frederick Williams-Taylor.  
 Assistant General Manager—A. D. Braithwaite.

BRANCHES OF THE BANK LOCATED IN ALL IMPORTANT CITIES AND TOWNS IN THE DOMINION.

Savings Department connected with each Canadian Branch and interest allowed at current rates.  
 Collections at all points throughout the world undertaken at favourable rates.

Travellers' Cheques, Limited Cheques and Travellers' Letters of Credit issued, negotiable in all parts of the world.

This Bank, with its Branches at every important point in Canada, offers exceptional facilities for the transaction of a general banking business.

## PRINCIPAL BRANCHES OUTSIDE OF CANADA:

LONDON, Eng.  
 47 Threadneedle St., E.C.  
 G. C. CASSELS, Manager.  
 Sub-Agency—9 Waterloo Place,  
 Pall Mall, S.W.

CHICAGO: 108 South La Salle Street.

NEWFOUNDLAND: St. John's, Curling and Grand Falls.

NEW YORK: 64 Wall Street

R. Y. HEBDEN,  
 W. A. BOG.

J. T. MOLINEUX,  
 Agents.

SPOKANE, Washington.

## THE CANADIAN BANK OF COMMERCE

ESTABLISHED 1867.      Head Office: TORONTO

Paid-up Capital - \$15,000,000  
 Rest - - - 13,500,000

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

BRANCHES OF THE BANK IN EVERY PROVINCE  
 OF CANADA AND AT THE FOLLOWING  
 POINTS OUTSIDE CANADA:

Great Britain—London.      Mexico—Mexico City.

United States—New York, Portland, Ore., San  
 Francisco, Cal., Seattle, Wash.

Newfoundland—St. John's.

Agents and Correspondents throughout the World

## The Molsons Bank

### 148th DIVIDEND

The Shareholders of the Molson's Bank are hereby notified that a Dividend of TWO AND THREE QUARTERS PER CENT. (being at the rate of Eleven per cent. per annum) upon the capital stock has been declared for the current quarter, and that the same will be payable at the office of the Bank, in Montreal, and at the Branches, on and after the

FIRST DAY OF OCTOBER NEXT,  
 to Shareholders of record on 15th September 1917.

THE ANNUAL GENERAL MEETING  
 of the Shareholders of the Bank will be held at its banking house, in this City, on MONDAY, the 5th of NOVEMBER next, at three o'clock in the afternoon.

By the order of the Board,

EDWARD C. PRATT,  
 General Manager.

Montreal, 21st August, 1917.

The C  
 almost in  
 eager den  
 to the w  
 within a  
 operations  
 the west  
 a refusal  
 lending o  
 ction of  
 debenture  
 and, in fa  
 paid, mal  
 operation.

The pe  
 appears to  
 of the co  
 and while  
 parent a l  
 fairness.  
 have mad  
 all clear t  
 Whatever  
 tion, how  
 war devel  
 ment the  
 important  
 production  
 mortgage  
 of as vit  
 large imm  
 corporation  
 of immens  
 on a muc  
 terest rate  
 fine reput  
 of many  
 ability to  
 procurable

F  
 On pag  
 bilities an  
 loan and  
 are fairly  
 loan comp  
 or two ex  
 companies  
 present su



# The Chronicle

**Banking, Insurance and Finance**

ESTABLISHED 1881.

F. WILSON-SMITH,  
Proprietor.

PUBLISHED EVERY FRIDAY.

ARTHUR H. ROWLAND,  
Editor.

Office:

406-408 LAKE OF THE WOODS BUILDING,  
10 ST. JOHN STREET, MONTREAL.

Annual Subscription, \$3.00. Single Copy, 10 cents.

MONTREAL, FRIDAY, SEPTEMBER 14, 1917.

## THE POSITION OF CANADIAN LOAN CORPORATIONS.

The Canadian loan corporations are at present almost in a position of "marking time." There is no eager demand for their funds as in the years prior to the war, resulting in an enormous expansion within a comparatively short time of the companies' operations. Grossly unfair legislation in several of the western provinces has had its natural effect of a refusal on the part of some companies to continue lending operations until assured the ordinary protection of the law. The amount of the companies' debentures held abroad shows a declining tendency, and, in fact, the high rates which would have to be paid, make renewal a not particularly profitable operation.

The period of unfair provincial legislation now appears to be passing. Within recent months, some of the companies' grievances have been remedied, and while many serious ones remain, there is apparent a better tendency to treat the companies with fairness. Schemes of Government credit to farmers have made their appearance, though it is not yet at all clear that these schemes are economically sound. Whatever developments there may be in this connection, however, it is obvious that in any large post-war development of Canadian agriculture and settlement the loan corporations will have an extremely important part to play. An increased agricultural production pre-supposes an adequate supply of mortgage funds, and a large inflow of capital will be of as vital importance to Canada after the war as large immigration. Given fair treatment, the loan corporations will be in a position to perform services of immense value to Canada after the war, probably on a much larger scale than before. While the interest rate for capital from abroad may be high, the fine reputation of these corporations as a class and of many individual loaning companies ensures their ability to secure additional funds, where these are procurable, on the most favorable terms.

### FURTHER ENLARGEMENT OF ASSETS.

On page 857 is published a table showing the liabilities and assets as at December 31st, 1916, of the loan and trust companies of Ontario. The figures are fairly, though not entirely, representative of the loan company business of Canada. But with one or two exceptions, the figures of the leading loaning companies in the Dominion are included in the present summary. The business of these companies

during recent years has made great progress. At the close of 1907, their mortgages on realty were \$111,608,006, and their assets, \$206,945,906. Three years later, at the close of 1910, mortgages had increased to \$131,138,109 and the companies' assets to \$308,729,139. In a further period of four years, to the end of 1914, mortgages had increased to \$170,496,683, and the companies' assets to \$545,180,739. In 1915, as was to be anticipated, there was a decline in the amount of the companies' mortgages to \$167,643,566, the companies' assets, however, showing a gain of \$46,000,000 to \$591,932,396. Last year saw a further decline in mortgages, although a slight one, their total at December 31st last being reported as \$163,423,748. Assets were enlarged a further \$17,500,000 to \$609,491,716.

### LENDINGS AND SECURITY HOLDINGS.

The new lendings of the companies on mortgage were slightly enlarged last year in comparison with 1915, but are little more than half those of 1914. The respective figures are: 1916, \$14,466,758; 1915, \$13,149,583; 1914, \$27,286,009. (Including the funds loaned by trust companies, etc., as agents, the new lendings were \$21,483,601 against \$20,801,351 and \$39,373,538 in the years preceding). There was an increase in the amount of mortgaged land held for sale, from \$502,312 in 1915 to \$813,650 in 1916. These last figures, however, are nearly \$10,000 less than those reported for 1913. The companies' holdings of securities again show some interesting changes. Holdings of Government securities were much more than tripled, being reported as \$6,067,037, against \$1,787,874. At the end of 1914, it may be noted, holdings of Government securities were only \$217,198 and at the close of 1913, \$25,000. Holdings of municipal securities which in 1915 decreased by about \$1,500,000, from \$5,219,367 to \$3,764,670, were doubled last year, reaching \$7,643,654. There was again a very heavy decrease in the holdings of miscellaneous securities, these being reported as \$21,433,867 against \$33,681,809 in 1915, \$38,364,730 in 1914, and \$43,064,885 in 1913. Cash is \$1,300,000 less than in the year preceding at \$12,213,420 against \$13,525,507.

On the other side of the account, the total of capital shows only a slight change from that reported for 1915. Reserve funds were increased by nearly \$2,000,000 to \$37,214,440, about 58 p.c. of the paid-up capital. Unappropriated profits were increased by \$550,000 from \$3,517,084 to \$4,103,946, following a decrease of \$1,500,000 in 1915. This movement suggests both increased earnings and a cessation of the necessity for writing down securities held.

### DEPOSITS AND DEBENTURES.

The deposit and debenture accounts are very satisfactory. Deposits show an increase of nearly \$1,300,000 to \$24,545,533, following an increase of \$800,000 in 1915. Debentures payable in Canada are up by over \$300,000 from \$26,642,486 to \$26,963,098. The 1915 increase was nearly \$2,000,000 and the relatively small growth in comparison with the year preceding is probably to be accounted for by the diversion into war loans of a large proportion of funds, both institutional and private, which would ordinarily go into these loan companies' debentures. Debentures payable elsewhere, after being \$210,000 higher in 1915 than in 1914, at \$77-

(Continued on page 859).

# The Bank of British North America

Established in 1836. Incorporated by Royal Charter in 1840

**Paid-up Capital, - \$4,866,666**  
**Reserve Fund, - 3,017,333**

Head Office in Canada:

**140 ST. JAMES STREET, MONTREAL**

H. B. MACKENZIE, General Manager.

THE BANK OF BRITISH NORTH AMERICA has declared an interim dividend for the half year ended 31st May last, of **40 Shillings** per share, less income tax, being at the rate of **8%** per annum, payable on the 5th October next.

The amount carried forward is **£39,000**, as compared with **£17,500** for the same period last year.

**Every Description of Banking Business Transacted.**

**Savings Department at Every Branch.**

**Highest Current Rates of Interest Allowed on Savings Accounts.**

**G. B. GERRARD, Manager,**  
 MONTREAL BRANCH

# The Merchants Bank of Canada

Head Office - MONTREAL

Capital Paid-up - - - \$7,000,000  
 Reserve and Undivided Profits 7,421,292  
 Total Deposits - - - 92,102,072  
 Total Assets - - - 121,130,558

**BOARD OF DIRECTORS:**

SIR H. MONTAGU ALLAN, C.V.O., President  
 K. W. BLACKWELL, Vice-President  
 THOS. LONG F. HOWARD WILSON A. B. EVANS  
 F. ORR LEWIS A. J. DAWES E. F. HEBDEN  
 ANDREW A. ALLAN F. ROBERTSON THOS. AHEARN  
 C. C. BALLANTYNE G. L. CAINS Lt.-Col. J. R. MOODIE  
 E. F. HEBDEN, Managing Director  
 D. C. MACAROW, General Manager  
 T. E. MERRETT, Superintendent of Branches and Chief Inspector

**A GENERAL BANKING BUSINESS TRANSACTED**  
**233 BRANCHES AND AGENCIES IN CANADA**  
 Extending from the Atlantic to the Pacific  
**SAVINGS DEPARTMENT AT ALL BRANCHES**

Deposits received and Interest allowed at best current rates

New York Agency: 63 and 65 WALL ST.

# IMPERIAL BANK OF CANADA

Head Office, - Toronto

Capital Paid Up - - - \$7,000,000  
 Reserve Fund - - - \$7,000,000

PELEG HOWLAND, President  
 E. HAY, General Manager



**Government, Municipal and other High Class Securities Bought and Sold.**

Correspondence Invited

ADDRESS

**THE MANAGER, BOND DEPARTMENT, TORONTO.**

MONTREAL  
 LIABILITIES  
 Capital  
 Capital  
 Capital  
 Liabilities  
 Perma  
 Stoc  
 Pre  
 Stoc  
 Termi  
 Stoc  
 Pre  
 Inst  
 Reserve  
 Dividen  
 Conting  
 Unappro  
 Profits o  
 Other li  
 Total  
 Liabiliti  
 Depos  
 Intere  
 Deben  
 Deben  
 Deben  
 Intere  
 deb  
 Due o  
 com  
 Borrow  
 on o  
 Owing  
 Other  
 Tot  
 Conting  
 Grat  
 sh  
 Debts se  
 land  
 Mortg  
 Mortg  
 Interest  
 Debts se  
 Munic  
 deb  
 Govern  
 Shareh  
 Stocks  
 othe  
 Office pr  
 Freehold  
 Office  
 Cash  
 Other  
 Balanc  
 Total a  
 Assets no  
 Grand



THE LOAN AND TRUST COMPANIES OF ONTARIO.

Summaries of their Liabilities and Assets, as at December 31st, 1916.

Table with columns: LIABILITIES AND ASSETS, Loan Companies having only permanent stock, Loan companies having terminating stock as well as permanent stock or having terminating stock only, Loaning Land Companies, Trust Companies, GRAND TOTALS. Rows include CAPITAL STOCK, LIABILITIES (Shareholders, Public, Contingent), and ASSETS (Mortgages, Debts, Office premises, etc.).

## THE ROYAL BANK OF CANADA

INCORPORATED 1869  
 Capital Paid up \$12,900,000 Reserves \$14,300,000  
 Assets \$270,000,000

HEAD OFFICE - MONTREAL.  
 360 BRANCHES THROUGHOUT CANADA  
 33 Branches in Cuba, Porto Rico, Dominican Republic, Costa Rica  
 and Venezuela

BRITISH WEST INDIES  
 Branches in Antigua, Bahamas, Barbados, Dominica,  
 Grenada, Jamaica, St. Kitts, Trinidad, British  
 Guiana and British Honduras.

LONDON, Eng.  
 Princes St., E. 6.

NEW YORK,  
 Cor. William & Cedar Sts.

SAVINGS DEPARTMENT  
 In connection with all Branches. Ac-  
 counts opened with deposits of ONE  
 DOLLAR and upwards. Interest paid,  
 or credited at highest current rates.

## 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 73 Cornhill, E.C., conducts a  
 General Banking and Foreign Exchange  
 Business and has ample facilities for  
 handling collections and remittances  
 from Canada.

# THE BANK OF TORONTO

Incorporated 1855.

Head Office: TORONTO, Canada.

ASSETS - - \$73,000,000.00

### DIRECTORS.

W. G. GOODERHAM, President. J. HENDERSON, Vice-President.  
 WILLIAM STONE, JOHN MACDONALD, LT. COL. A. E. GOODERHAM,  
 BRIGADIER-GENERAL F. S. MURPHY, J. L. ENGLISH, WM. I. GEAR,  
 PAUL J. MYLER, A. H. CAMPBELL,  
 THOS. F. HOW, General Manager  
 JOHN R. LAMB, Supt. of Branches. D. C. GRANT, Chief Inspector.

### Bankers

NEW YORK—National Bank of Commerce.  
 CHICAGO—First National Bank.  
 LONDON, Eng.—London City and Midland Bank, Limited.

### PRODUCTION.

Increased effort and efficiency in labor, more economy, and less waste in living, building up capital by harder work and greater savings, will enrich your country. The men and women at home must produce more to cover war's waste.

It is easier to make money than to save it. A Savings Account at The Bank of Toronto will help save what your increased effort provides.

## THE BANK OF NOVA SCOTIA

INCORPORATED 1832.

CAPITAL \$6,500,000.00  
 RESERVE FUND : : : 12,000,000.00  
 TOTAL ASSETS over : : : 100,000,000.00

Head Office - - - HALIFAX, N.S.  
 JOHN Y. PAYZANT, President.

Gen'l Manager's Office, TORONTO, ONT.  
 H. A. RICHARDSON, General Manager.

Branches throughout every Province in Canada, and in  
 Newfoundland, Jamaica and Cuba.

BOSTON CHICAGO NEW YORK

## THE BANK OF OTTAWA

ESTABLISHED 1874

Capital Paid-Up  
**\$4,000,000**  
 Rest **\$4,750,000**

95 BRANCHES  
 in  
 CANADA

### BOARD OF DIRECTORS.

HON. GEORGE BRYSON, President.  
 JOHN B. FRASER, Vice-President.

RUSSELL BLACKBURN ALEX. MACLAREN  
 SIR GEORGE BURN M. J. O'BRIEN  
 SIR HENRY K. EGAN HON. SIR GEORGE H. FRYLIE  
 HON. GEORGE GORDON E. C. WHITNEY  
 General Manager. Asst. General Manager.  
 D. M. FINNIE H. V. CANN

W. DUTHIE, Chief Inspector.

Interest added half-yearly to Savings Balances.  
 Prudent people gradually build up savings funds,  
 and are thus prepared for the opportunities or  
 necessities of the future.

# THE HOME BANK OF CANADA

Original Charter 1854

Branches and Connections  
 throughout Canada.

### MONTREAL OFFICES:

Transportation Building, St. James Street  
 Hochelaga Branch, Cor. Davidson and  
 Ontario Streets.  
 Verdun Branch, 1318 Wellington Street.



675.55.  
 to \$73  
 ticipate  
 ury au  
 to mal  
 amount  
 not tal  
 high r  
 small c  
 This  
 —a wi  
 of bor  
 would  
 funds l  
 is, how  
 investo  
 adian l  
 exceed  
 It may  
 fidence  
 loan co  
 to mee  
 land s  
 find l  
 rates w  
 pre-war  
 ner the  
 ities ar  
 there w  
 to resu  
 of cour  
 continu  
 issues,  
 facilit  
 of the  
 objects

The  
 and deb  
 as follo  
 Interes  
 Deposits  
 Debentur  
 Debentur  
 The





**THE POSITION OF CANADIAN LOAN CORPORATIONS.**

(Continued from page 855).

675,533, now show a decline of not quite \$4,000,000 to \$73,784,756. This decline was, of course, anticipated. While some time ago the British Treasury authorities gave permission to the companies to make new issues of their debentures up to the amount of those repaid, some of the companies did not take advantage of this permission owing to the high ruling rates of interest, combined with the small demand in Canada for loans.

This decrease, therefore, in part reflects the policy—a wise one under the circumstances—of restriction of borrowings by the corporations. In part, also, it would probably be accounted for by withdrawals of funds by British investors for other purposes. There is, however, every reason to believe that old-country investors maintain supreme confidence in the Canadian loan corporations, which have steered through exceedingly difficult times with very great success. It may, we think, be anticipated with some confidence that when the war is finally over, and the loan corporations are again large borrowers, in order to meet the demand for loans arising out of new land settlement and development, that they will find British investors eager to supply them at rates which, while possibly high in comparison with pre-war standards, will indicate in a practical manner the esteem in which the loan companies' securities are held in Great Britain. To what extent, there will be ability on the part of British investors to resume their investment in these debentures is, of course, not clear. But presumably, even with a continuance of Treasury control of British capital issues, sale of the companies' debentures will be facilitated in Great Britain after the war, as the use of the funds thus obtained will certainly be upon objects of "national importance."

**INTEREST RATES.**

The average rates of interest paid on deposits and debentures by the companies in recent years are as follows:—

Interest paid on	Rate per cent.				
	1916.	1915.	1914.	1913.	1912.
Deposits.....	3.68	3.69	4.119	3.750	3.7385
Debentures.....	4.760	4.683	4.570	4.599	4.4350
Debenture stock..	4.25	4.0	4.0	4.0	4.0

The average rate of interest received on realty

and other securities owned during the last two years is shown in the following table:—

	Rate per cent. on			
	Mortgages of realty.		Other securities.	
	1916.	1915.	1916.	1915.
Loan companies (perman-ent stock).....	7.116	7.107	5.815	5.823
Loan companies (termi-nating stock).....	6.906	6.64	6.30	6.30
Loaning land companies..	6.10	6.28	5.66	5.66
Trust companies.....	6.873	6.913	6.833	5.872
Average, all companies..	6.748	6.735	6.152	5.913

**THE GERMAN SOCIAL INSURANCE SYSTEM.**

Some folk admire the German system of Government social insurance so much that they desire to introduce it on this side of the Atlantic. This is what Mr. James W. Gerard, former United States Ambassador to Germany, says about it in his "My Four Years in Germany," now running serially:—"The workingmen in the cities are hard workers. Probably they work longer and get less out of life than any other workingmen in the world. The laws so much admired and made ostensibly for their protection, such as insurance against unemployment, sickness, injury, old age and so on, are in reality skilful measures which bind them to the soil as effectually as the serfs of the Middle Ages were bound to their masters' estates."

**COMMERCIAL UNION'S NEW MOVE.**

It is understood in London that the Commercial Union Assurance Company has made an offer for control of the National Insurance Company of Great Britain, which has its head office at Glasgow, and transacts fire, accident, burglary, etc., business. The Commercial Union offers £6 2s per share for the National's £5 shares, £1 paid up, £6 of the purchase price to be paid in War Loan. The National was established in 1897.

At the Life Underwriters' Association Winnipeg convention, the executive committee was instructed to take action looking towards the enactment of standard and uniform provisions governing change of beneficiary in every province of the Dominion.

**LLOYDS BANK LIMITED,**

HEAD OFFICE:

71, LOMBARD ST., LONDON, E.C. 3.



CAPITAL SUBSCRIBED	• -	(\$5 = £1.)	<b>\$156,521,000</b>
CAPITAL PAID UP	- -		<b>25,043,360</b>
RESERVE FUND	- -		<b>18,000,000</b>
DEPOSITS, &c.	(June, 1917)		<b>705,268,005</b>
ADVANCES, &c.	do.		<b>337,869,515</b>

**THIS BANK HAS NEARLY 900 OFFICES IN ENGLAND & WALES.**

Colonial & Foreign Department: 17, CORNHILL, LONDON, E.C. 3. London Agency of the Imperial Bank of Canada.

The Agency of Foreign and Colonial Banks is undertaken.

**French Auxiliary: LLOYDS BANK (FRANCE) LIMITED,**

with Offices at PARIS, BIARRITZ, BORDEAUX, HAVRE and NICE.

**The Trust and Loan Co.**  
OF CANADA

Capital Subscribed, . . . \$14,600,000.00  
Paid-up Capital, . . . 2,920,000.00  
Reserve Funds, . . . 2,785,996.58

MONEY TO LOAN ON REAL ESTATE

**30 St. James Street, Montreal.**

**Royal Trust Co.**  
EXECUTORS AND TRUSTEES

Capital Fully Paid - - - \$1,000,000  
Reserve Fund - - - 1,000,000

BOARD OF DIRECTORS:  
SIR VINCENT MEREDITH, BART., President.  
SIR H. MONTAGU ALLAN, C.V.O., Vice-President.

R. B. ANGUS  
E. W. BRATTY, K.C.  
A. D. BRAITHWAITE  
F. J. CHAMBERLIN  
I. R. DRUMMOND  
SIR CHARLES GORDON, K.C.B.E.  
HON. SIR LOWMYER GOUIN, K.O.M.G.

C. R. HOSMER  
LIEUT. COL. BARTLETT  
MCLENNAN, D.S.O.  
WILLIAM MCMASTER  
MAJOR HERBERT MOLSON, M.C.  
LORD SHAUGHNESSY, K.C.V.O.  
SIR FRIDVAIRCE WILLIAMS-TAYLOR.

A. E. HOLT, MANAGER

OFFICE AND SAFETY DEPOSIT VAULTS:  
**107 St. James St., MONTREAL.**

BRANCHES: Calgary, Edmonton, Halifax, Ottawa, Quebec, Regina, St. John, N.B., St. John's, Nfld., Toronto, Vancouver, Victoria, Winnipeg.

**PRUDENTIAL TRUST COMPANY**  
LIMITED

HEAD OFFICE  
**9 ST. JOHN STREET MONTREAL.**

Trustee for Bondholders  
Transfer Agent & Registrar  
Administrator Receiver Executor  
Liquidator Guardian Assignee  
Trustee Custodian

Safety Deposit Vault  
Terms exceptionally moderate.  
Correspondence invited.

Real Estate and Insurance departments  
Insurance of every kind placed at lowest possible rates.

**B. HAL. BROWN, President and Gen. Manager**

**Ideal War-Time Policies**

COMBINING SAVINGS,  
INVESTMENT AND PROTECTION FEATURES.

Its a question whether there is a more completely satisfied class of men anywhere than those Mutual Life policyholders who are to-day receiving settlements under maturing endowment policies. Year by year they have laid by in premiums sums that that would otherwise probably have been dissipated; and now they find that for every \$100.00 so invested, from \$125.00 to \$210.00 have been received depending on the length of the endowment term. Meanwhile their homes have been protected for the face value of the policies. Thus endowments in the Mutual of Canada combine an easy savings system with a gilt-edged investment and perfect home protection.

SECURE AN ENDOWMENT WITH  
**The Mutual Life Assurance Co. of Canada**  
WATERLOO, ONTARIO.

**THE LIFE AGENTS' MANUAL**  
Published by The Chronicle, Montreal

**WESTERN**  
Assurance Company  
Incorporated in 1851

**FIRE, EXPLOSION, OCEAN MARINE AND INLAND MARINE INSURANCE**

ASSETS OVER \$5,000,000

LOSSES paid since organization of Company . . . . . over \$66,000,000

DIRECTORS  
W. R. BROCK, President  
W. B. MEIKLE, Vice-President and General Manager

SIR JOHN AIRD  
ROBT. BICKERDIKE, M.P.  
ALFRED COOPER  
H. C. COX  
D. B. HANNA  
E. HAY  
JOHN HOSKIN, K.C., LL.D.

Z. A. LASH, K.C., LL.D.  
GEO. A. MORROW  
LT. COL. THE HON. FREDERIC NICHOLLS  
BRIG.-GENERAL SIR HENRY PELLATT, C.V.O.  
E. A. ROBERT  
E. R. WOOD

HEAD OFFICE - TORONTO

AUSTRALIA and NEW ZEALAND  
**BANK OF NEW SOUTH WALES**  
(ESTABLISHED 1817)

Paid-up Capital	- - - -	\$18,526,600.00
Reserve Fund	- - - -	13,625,000.00
Reserve Liability of Proprietors	- - - -	18,526,600.00
	- - - -	<u>\$50,678,200.00</u>
Aggregate Assets 30th September, 1916	- - - -	\$277,488,871.00

J. RUSSELL FRENCH, General Manager.

338 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.**  
Agents: Bank of Montreal  
Royal Bank of Canada  
Bank of British North America.

London Office: **29, THREADNEEDLE STREET, E.C.**

MONTREAL

The  
pansy L  
the year  
the maj  
Insuran  
of Janua  
marine i  
previous  
accident  
as regard  
of the M  
the Rel  
first-rate  
which o  
Guardian  
organisa  
taken, w  
acquired  
ture issu  
nominal  
first occ  
importan  
and that  
ment sh  
constitut  
those re  
The G  
ped to t  
time. I  
agement  
and an  
quired  
honorable  
cess in  
tered.

FIRE

The G  
in the fi  
marked  
the part  
expansio  
reached  
preceding  
annual  
Coincide  
mium in  
amount  
ment in  
were 50  
a ratio  
against  
result, if  
tion of l  
the loss  
agement,  
1916 at  
tionately  
37.02 per

The C  
one. TH  
518,500  
income-



### GUARDIAN ASSURANCE COMPANY LIMITED.

The year 1916 was marked by notable developments in the policy of the Guardian Assurance Company Limited. Securing increased powers early in the year, the Company a few months later acquired the majority of the shares of the Reliance Marine Insurance Company, of Liverpool, and from the first of January of this year began also the transaction of marine business on its own account. The Guardian, previously prominently identified with fire, life and accident operations, has thus brought itself into line, as regards diversity of objects, with other leaders of the British insurance world. In connection with the Reliance Marine transaction, through which a first-rate organisation and sound marine business, which can be considerably augmented from the Guardian's own connections, were acquired, a re-organisation of the Guardian's capital was undertaken, with the result that the Reliance Marine was acquired without any increase of capital or debenture issue on the Guardian's part and with but a nominal payment in cash. This is believed to be the first occasion on which a transaction of this size and importance has been put through in this manner, and that an inevitably delicate and complex arrangement should have been thus successfully achieved constitutes distinctly a matter for congratulation to those responsible for it.

The Guardian is, of course, exceedingly well equipped to undertake a policy of wise expansion at this time. Its strong financial position, the skilful management at its disposal, a world-wide organisation, and an enviable position in the public esteem, acquired as a result of generations of upright and honorable dealing with policyholders, ensure its success in the larger field of operations it has now entered.

#### FIRE DEPARTMENT'S FAVORABLE EXPERIENCE.

The Guardian has long occupied a prominent place in the first rank of British fire offices, and last year marked a particularly satisfactory achievement on the part of the fire department. A notably large expansion was recorded in premium income, which reached \$3,374,020, against \$3,148,675 in the year preceding. The increase of \$225,345 is the largest annual increment reported for twenty-five years. Coincidentally with this satisfactory growth in premium income, for the second year in succession, the amount absorbed by losses was less than the requirement in the preceding twelve months. Net losses were only \$1,648,835 following \$1,741,336 in 1915, a ratio to premium income of but 48.87 per cent. against 55.3 in the preceding year. This excellent result, it may be noted, marks the lowest proportion of losses to premiums recorded since 1910, when the loss ratio was 48.1 per cent. Expenses of management, while slightly higher in amount than in 1916 at \$1,241,025, were somewhat lower proportionately to premiums, being 36.78 per cent. against 37.02 per cent.

#### A STRONG FINANCIAL POSITION.

The Company's financial position is a very fine one. The reserve for unexpired fire risks of \$1,518,500 is maintained at 45 per cent. of the premium income. In addition there is a general reserve fund

of \$2,625,000, which with the balance on profit and loss account of \$813,785 makes total funds available for the protection of fire policyholders of \$4,957,285, equal to 147 per cent. of last year's premium income, apart altogether from the paid-up capital of \$5,000,000. The figures speak for themselves regarding the amplitude of the security afforded by the Guardian to every policyholder. Clearly the Company can regard with equanimity any possible conflagration loss.

#### ACCIDENT DEPARTMENT.

The Guardian's accident department also enjoyed a successful experience in 1916. Premiums reached \$1,153,175, a growth of practically \$170,000 upon the total of \$984,260 reported for 1915. The exceptionally fine quality of the business obtained is shown in the fact that for the last five years at least the claim ratio of this department has been less than 40 per cent. Last year claims absorbed \$430,700, a ratio of 37.35 per cent. against \$353,350 (35.89 per cent.) in 1915. The unexpired risk reserve is maintained at over 40 per cent. of the premium income and now amounting to \$475,000, gives with the general reserve of \$560,500, an accident fund of \$1,035,500.

#### THE GUARDIAN IN CANADA.

The Guardian, whose total assets now exceed \$37,000,000, has been transacting fire business in Canada since the year of Confederation. Enjoying  
(Continued on page 863).

ESTABLISHED 1873.

The  
**Standard Bank**  
of CANADA  
Head Office, TORONTO



A General  
Banking  
Business  
conducted,  
offering  
special  
facilities  
in the  
handling of  
business  
accounts.



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



CANADA BRANCH HEAD OFFICE, MONTREAL

**DIRECTORS**

M. Chevalier, Esq. Sir Alexandre Lacoste  
 William Molson Macpherson, Esq. Sir Frederick Williams-Taylor, LL.D.  
 J. Gardner Thompson, Manager. Lewis Laing, Assistant Manager.  
 J. D. Simpson, Deputy Assistant Manager.



Head Office : Cor. Dorchester Street West and Union Avenue.  
 MONTREAL

**DIRECTORS**

J. Gardner Thompson, President and Managing Director.  
 Lewis Laing, Vice-President and Secretary.  
 M. Chevalier, Esq. A. G. Dent, Esq. John Emo, Esq.  
 Sir Alexandre Lacoste. Wm. Molson Macpherson, Esq.  
 J. C. Rimmer, Esq. Sir Frederick Williams-Taylor, LL.D.  
 J. D. Simpson, Assistant Secretary.

LICENSED BY THE DOMINION GOVERNMENT



## THE FIDELITY-PHENIX

FIRE INSURANCE COMPANY OF NEW YORK

"THE OLD PHENIX"

**Assets Exceed : \$19,300,000**

Head Office for Canada and Newfoundland,

W. E. BALDWIN, Man. 17 St. John St., MONTREAL JOS. ROWAT, Asst. Man.



## The Northern Assurance Co. Limited of England.

**ACCUMULATED FUNDS, 1916 \$39,935,000.00**  
 Including Paid up Capital Amount \$1,460,000.00

Head Office for Canada: No. 88 NOTRE DAME ST. WEST, MONTREAL.  
 G. E. MOBERLY, Manager.

## BRITISH COLONIAL

FIRE INSURANCE COMPANY

2 PLACE D'ARMES, MONTREAL

**Agents Wanted in Unrepresented Districts**

**C. R. G. JOHNSON, POIRIER & JENNINGS, INC.**  
**AGENTS — INSURANCE — BROKERS**

ETNA INSURANCE CO. OF HARTFORD  
 ST. PAUL FIRE & MARINE INS. CO.

11 ST. SACRAMENT STREET  
 MONTREAL, P.Q.

MONTRE  
 TH  
 Mr. C  
 Under  
 vestment  
 company  
 contributi  
 surance.  
 nouncem  
 of prim  
 field rep  
 panies.  
 which di  
 to, and  
 stances,  
 of young  
 there w  
 Ferguson  
 clusions  
 agents,  
 pressing  
 isations.  
 That  
 of a l  
 desperat  
 But poss  
 tions do  
 sonal equ  
 ous influ  
 really fi  
 diere o  
 pany wh  
 long wa  
 possible  
 managen  
 started  
 been ble  
 such a d  
 we cheer  
 new com  
 agement  
 and acti  
 Too oft  
 ment is  
 money in  
 manner  
 With  
 would-b  
 CHRONI  
 these co  
 any par  
 advice  
 stances  
 compani  
 the war  
 the hop  
 meantim  
 ticularly  
 on their  
 hard row  
 at prese  
 panies v  
 a good  
 life com  
 sary fo  
 through  
 thirty y  
 younger



## THE PROBLEM OF NEW LIFE COMPANIES.

Mr. C. C. Ferguson's paper at the Winnipeg Life Underwriters' Convention on the subject of the investment value of stock in a new life insurance company, is an exceedingly interesting and valuable contribution to the theoretical literature of life insurance. But was the time and place of his pronouncement quite the right one? The subject is not of primary interest in a convention attended by field representatives of both old and young companies. Moreover, the matter is one regarding which differing conclusions may be legitimately come to, and a variety of opinions held. In the circumstances, it is scarcely surprising that representatives of young companies felt a sense of grievance in that there was no opportunity for discussion of Mr. Ferguson's paper, but that its discouraging conclusions were allowed full rein in a gathering of agents, some of whom may be interested in suppressing the competitive activities of young organizations.

That under present circumstances the early years of a life insurance company in Canada involve desperately hard sledding is sufficiently well known. But possibly Mr. Ferguson in his elaborate compilations does not make enough allowance for the personal equation in management and for the tremendous influence upon a life company's progress of a really first-class management, compared with a mediocre one. For instance, the Imperial Life, a company which is now just about twenty years old, is a long way ahead of what Mr. Ferguson allows to be possible in his "model company" with "excellent management." The Imperial Life was, of course, started under exceptional auspices and has always been blessed with the best of management. That such a development is the exception and not the rule, we cheerfully admit, since a main difficulty facing any new company is that of obtaining a first-class management, including directors who will really direct and actively aid in the development of the company. Too often the directors are dummies, the management is absurdly extravagant and shareholders' money is wasted instead of being expended in such manner as to bring benefit to the company.

With Mr. Ferguson's advice of "Don't" to the would-be investor in new life companies, THE CHRONICLE agrees—it has been given before in these columns. But we do not know that there is any particular point in especially emphasizing this advice at the present time, since existing circumstances entirely preclude the starting of new life companies, and it will probably be several years after the war before conditions are such as to encourage the hopeful promoter to get busy again. In the meantime, the younger Canadian companies, particularly the three or four which did not really get on their feet prior to 1914, are necessarily having a hard row to hoe. But it may be assumed that stock at present market values in some of the younger companies will, given proper management, turn out to be a good investment, following the history of Canadian life companies generally. Meantime, it is not necessary for the senior companies, who were going through somewhat similar experiences twenty-five or thirty years ago, to try to make it harder for the younger companies at present.

## GUARDIAN ASSURANCE COMPANY.

(Continued from page 861).

a high reputation for fair dealings with policyholders, and equipped with a well-established Dominion-wide organization, the Guardian's Canadian business is steadily expanding from year to year under the management of Mr. H. M. Lambert, of Montreal, an underwriter well known and highly esteemed in Canadian fire insurance circles. Last year the Guardian's Canadian net fire premium income totalled \$989,086, an increase of nearly \$19,000 over the preceding year, losses paid absorbing \$588,909. In addition to its fire business, the Guardian transacts in Canada a casualty insurance business in its various branches, through the medium of a subsidiary, the Guardian Insurance Company of Canada, formerly the Guardian Accident and Guarantee Company, established in 1911. This subsidiary Company is entirely owned and controlled by the Guardian Assurance Company, which re-insures the whole of its contracts. It received last year a net premium income of \$89,130, claims absorbing \$39,846. At the close of the year its total assets were \$284,091. Under Mr. H. M. Lambert (managing director) and Mr. John Good (secretary), this subsidiary company is making satisfactory progress in its field.

### THE COMPANY'S WAR SERVICES.

The summary of the Company's war services given at the present annual meeting, constitutes a fine record. Of the pre-war staff 324 joined the Colours, and of these fifteen have made the supreme sacrifice, 37 have been wounded, two are missing, two prisoners and six have been invalided out of the army. The Company subscribed to the 5 per cent. British War Loan over \$7,600,000, more than 20 per cent. of its total assets. Its total holdings of British Government securities are \$7,903,835. In the interests of exchange, it sold to the British Government all the American securities they were prepared to purchase, and lent all that the Government would borrow. In fact, the Company has rendered every service within its power.

### AWARDED MILITARY MEDAL FOR CONSPICUOUS BRAVERY.

An employee of the Royal Insurance Company, Signaller D. W. Rowan, 37th Battery, 10th Brigade, Canadian Field Artillery, has been awarded the Military Medal for conspicuous bravery at the front. Previous to his enlistment, Signaller Rowan was rating and cancellation clerk of the Royal Insurance Company at Winnipeg, Man.

### HIS OWN CONDEMNATION.

Herr Carl Schreiner, American manager of the Munich Re-Insurance Company, whose activities led to his hasty exit from England in disguise at the outbreak of war, now writes to a New York journal: "I am a German and have never hesitated to act as such." The excellent Herr could not have put better the case for his being promptly locked up.

A new application for a receivership for the Royal Arcanum has been filed at Boston.

## COMMERCIAL UNION

ASSURANCE COMPANY LIMITED  
of LONDON, England

The largest general insurance Company in the world  
(As at 31st December 1916)

Capital Fully Subscribed . . .	\$14,750,000
Capital Paid Up . . . . .	1,475,000
Life Fund, and Special Trust Funds, . . . . .	76,591,535
Total Annual Income exceeds	51,000,000
Total Funds exceed . . . . .	151,500,000
Total Fire Losses Paid . . . .	193,774,045
Deposit with Dominion Govern- ment . . . . .	1,245,467

Applications for Agencies Solicited in Unrepresented Districts.

Head Office: CANADIAN BRANCH

**COMMERCIAL UNION BUILDING, 232-236 ST. JAMES STREET, Montreal.**

J. McGREGOR, Manager. W. S. JOPLING, Assistant Manager.

## PALATINE

INSURANCE COMPANY LIMITED  
of LONDON, England

(As at 31st December 1916)

Capital Fully Paid . . . . .	\$1,000,000
Fire Premiums 1916, Net . . . .	\$2,566,130
Interest, Net . . . . .	144,290
Total Income . . . . .	\$2,710,420
Funds . . . . .	\$5,248,690
Deposit with Dominion Gov't	\$276,900

*N.B.—In addition to the above there is the further guarantee of the Commercial Union Assurance Company Limited, whose Funds exceed \$151,500,000*

COMMENCED BUSINESS 1901  
RECEIVED DOMINION CHARTER 17th JUNE 1908

Capital Stock Subscribed	Capital Stock Paid up
<b>\$500,000.00</b>	<b>\$174,762.70</b>

### The Occidental Fire

INSURANCE COMPANY  
Under the control of the North British & Mercantile Insurance Company

RANDALL DAVIDSON, *President*  
O. A. RICHARDSON, *Vice-President and Secretary*

DIRECTORS  
S. E. RICHARDS    W. A. T. SWAYMAN    N. T. HILLARY

Head Office - - - WINNIPEG, MAN.  
Agents Required at Unrepresented Points

ESTABLISHED 1808

Total Funds Exceed	Canadian Investments Over
<b>\$109,798,258.00</b>	<b>\$9,000,000.00</b>

### FIRE AND LIFE

## North British and Mercantile

INSURANCE COMPANY

DIRECTORS  
WM. McMASTER, Esq.    G. N. MONCEL, Esq.  
E. L. FRASER, Esq.

Head Office for the Dominion:  
80 St. Francois Xavier Street - MONTREAL.

Agents in all the principal Towns in Canada.  
RANDALL DAVIDSON, Manager.  
HENRY N. BOYD, Manager, Life Dept.

## SUN INSURANCE OFFICE

FOUNDED A.D. 1710

Head Office:  
Threadneedle Street, LONDON, ENGLAND

### THE OLDEST INSURANCE OFFICE IN THE WORLD.

Canadian Branch:  
15 Wellington Street East, Toronto, Ont.  
LYMAN ROOT,  
*Manager*

## Union Assurance Society Ltd.

OF LONDON, ENGLAND.  
(Fire Insurance since A.D. 1714)

CANADA BRANCH, MONTREAL  
T. L. MORRISSEY, *Resident Manager.*

NORTH WEST BRANCH, WINNIPEG  
THOS. BRUCE, *Branch Manager.*

Agencies throughout the Dominion

## EXCELSIOR

INSURANCE LIFE COMPANY

A Strong Canadian Company  
VICTOR ARCHAMBAULT, *Provincial Manager.*  
Montreal Trust Building, 11 Place d'Armes, Montreal.

The  
having  
comp  
Act, h  
insura  
old-est  
Hamp  
The  
with t  
execu  
same  
are, th  
which  
given  
existi  
tion o  
tablish  
the co  
surplu  
of \$1,  
report  
in 191  
crease  
curre  
53.0 p  
ceding  
low e  
only \$  
miums  
An  
in Can  
Robert  
repres  
inion  
very  
tion t  
cial p  
from  
North  
of mar  
real.  
establi  
chief  
of No  
through  
membe  
wardn  
pices  
being  
prospe

For  
Messrs  
don, a  
were  
Under

One  
a first  
the pr  
tion a  
priority  
gaga a  
the tw  
—J. F  
ing mo



### ALLIANCE OF PHILADELPHIA ENTERS CANADA.

The Alliance Insurance Company of Philadelphia, having made the necessary deposit and otherwise complied with the requirements of the Insurance Act, has received a Dominion license to transact fire insurance in Canada, under the management of the old-established and well-known firm of Robert Hampson & Son Limited, of Montreal.

The Alliance of Philadelphia is closely associated with the Insurance Company of North America, executive officers of the senior company acting in the same capacities for the Alliance. Its policyholders are, therefore, assured the high standard of service, which continued for no less than 125 years, has given the Insurance Company of North America its existing magnificent reputation. The financial position of the Alliance, also, is unexceptionable. Established in 1905, under the most favorable auspices, the company reported at December 31st last year, a surplus over capital (\$750,000) and all other liabilities of \$1,165,845, a gain of \$190,000 upon the amount reported twelve months previously. Net premiums in 1916 (fire and marine) were \$1,386,814, an increase of over \$340,000 upon 1915. Net losses incurred were \$735,303, a proportion to premiums of 53.0 per cent. against 54.4 per cent. in the year preceding. A feature of the Alliance accounts is the low expense ratio. Expenses last year absorbed only \$430,339, a proportion of 31.0 per cent. to premiums.

An exceptional opportunity is now afforded agents in Canada to form connections with the firm of Robert Hampson & Son Limited, by whom representation of the Alliance throughout the Dominion is being arranged. The Alliance will make a very desirable acquisition for agents in a position to make new connections, its sound financial position, and the practical advantages derived from its association with the Insurance Company of North America, being reinforced by the highest type of management both at the home office and in Montreal. The firm of Robert Hampson & Son Limited, established in 1864, has acted for many years as the chief agents in Canada of the Insurance Company of North America and is not only well known throughout the Dominion, but, with its individual members, enjoys a high reputation for straightforwardness and the fair treatment of clients. The auspices under which the Alliance of Philadelphia is being entered in Canada are thus such as to make its prospects in this field most favorable.

For the best two essays on insurance topics, Messrs. J. E. Matthews, North American Life, Brandon, and George McBroom, London Life, London, were awarded cups and cash prizes at the Life Underwriters Winnipeg Convention.

\* \* \* \*

One case has been brought to my attention where a first mortgage of \$1,100 (50 p.c. of the value of the property) was registered against a quarter section and charges of \$1,400 were later registered in priority of the claim. This made the first mortgage a secondary claim, and raised the amount of the two claims above the total value of the property—J. F. Weston, discussing Western legislation affecting mortgages.

### FIRE INSURANCE AND GOVERNMENT.

An official of one of the insurance companies, discussing with us the other day a fairly substantial loss which had been incurred, mentioned the fact that the fire took place before the policies concerned had been completed, in the ordinary course of office routine. The loss was a genuine one, i.e., not the result of conspiracy or fraud, and the claim is being settled in the normal course.

An incident like this illustrates, perhaps somewhat freshly, the fact that fire underwriting cannot be reduced to an exact science, in spite of the half-informed suggestions to the contrary made from time to time. The element of speculation must always exist in it in large measure. That being so, it surely follows that the business is one which can only be carried on with private resources, which their owners are willing to venture, and that it would be improper for any Government to risk public money in such a highly speculative undertaking. The correct function of government with regard to the business of fire insurance is not to become an active participant in it,—that is certainly unjustified by the nature of the business—but rather to insist through wise regulations and strict supervision, that only reputable men and solvent corporations are allowed to engage in the business, and that it is carried on in such manner as will assure that the general public is fairly protected against risk of loss through fraud or financial failure. Further than this, the State cannot legitimately go. In Canada and elsewhere, much is being accomplished through the State acting upon these lines, and in Canada at all events both the Dominion law and its administration have been keyed up to a point that leaves practically nothing to be desired from the point of view of the protection of the law given to the policyholder.

It is now being contended in some quarters that the State, in addition to this supervisory power, should be able to fix or regulate the charges which may be made for their services by the fire insurance companies. This contention denies that those who pay, or are prepared to pay, the piper have the right to call the tune. It also overlooks the elementary fact that no organisation can be compelled to do business in a given locality against its will. If those who venture their funds in fire insurance are not to fix the rate that they shall be paid for the risks they undertake it may happen eventually that the risks will not be undertaken.

### CORPORATION OF INSURANCE BROKERS AND AGENTS.

A recent issue of the "Journal" of this Corporation says:—"At the recent Executive meeting membership applications or inquiries were received from brokers or agents resident in places as widely distant as Montreal and Bulawayo. This is largely due to the publicity given to the work of the Corporation by the insurance press, and especially to the paragraph which appeared in the last report intimating that we desire to get in touch with brokers and agents throughout the Empire. A special rate of membership has been adopted for members resident outside Europe, and the Corporation will be glad to supply particulars on application to the Head Office, 59a London Wall, London, E.C. 2."



**ONTARIO AND NORTH WEST BRANCH**  
 14 Richmond Street, East, TORONTO  
**PROVINCE OF QUEBEC BRANCH**  
 164 St. James St., Cor. St. John St., MONTREAL



**PERSONAL ACCIDENT SICKNESS FIDELITY GUARANTEE**      **PLATE GLASS AUTOMOBILE GENERAL LIABILITY**

*Head Office : TORONTO.*  
 Montreal, 164 St. James Street.      Quebec, 51 St. Peter Street

**THE YORKSHIRE INSURANCE COMPANY, LIMITED**

ESTD. 1824      YORK, ENGLAND      ASSETS EXCEED \$23,000,000

**FIRE**.....Every description of property insured. Large Limits.  
**LIVE STOCK**.....The Yorkshire is the FIRST COMPANY, licensed by the FEDERAL GOVERNMENT, to transact Live Stock Insurance in Canada.  
**ACCIDENT**.....Personal Accident, Employers', Automobile, Teams, General Liability, and Plate Glass.

**CANADIAN DIRECTORS** { Hon. G. J. Doherty      Hon. Alphonse Racine,      Canadian Manager,  
 G. M. Bosworth, Esq.      Alex. L. MacLaurin, Esq.      P. M. WICKHAM, Montreal

**APPLICATIONS FOR AGENCIES** are invited from responsible persons.

**ÆTNA INSURANCE COMPANY**

Established in Canada, 1821

**Ætna Fire Underwriters Agency**  
 OF ÆTNA INSURANCE CO., HARTFORD, CONN.

Applications for Agencies Invited  
 J. B. HUGHES, Special Agent, WATERLOO, Ont.  
 J. R. STEWART, Special Agent, 15 Wellington St. East, TORONTO, Ont.  
 R. LONG, Special Agent, P. O. Box 307, CALGARY, Alberta.

FOUNDED 1792.  
**INSURANCE COMPANY OF NORTH AMERICA**

PHILADELPHIA, PA.

**CAPITAL, SURPLUS TO POLICY HOLDERS . \$4,000,000.00**  
**ASSETS . 11,050,578.43**  
**LOSSES PAID EXCEED . 23,389,465.34**  
**183,224,309.15**  
**ROBERT HAMPSON & SON, LIMITED**  
 GENERAL AGENTS FOR CANADA.      MONTREAL

**The Life Agents' Manual**

Published by The Chronicle, Montreal

**THE LAW UNION & ROCK**

INSURANCE CO. LIMITED, LONDON.      Founded in 1808  
**Assets Exceed - \$48,500,000.00**

Over \$12,500,000 invested in Canada.  
**FIRE and ACCIDENT RISKS accepted.**  
 Canadian Head Office: 57 Beaver Hall Hill, MONTREAL.  
 Agents wanted in unrepresented towns in Canada.  
 W. D. AIKEN, Superintendent,      J. E. E. DICKSON, Canadian Manager.  
 Accident Dept.

**DISTRICT MANAGER WANTED**  
**for the COUNTY OF ESSEX, ONT.**

Liberal Contract and practical assistance furnished. All correspondence strictly confidential.  
 Address H. A. KENTY, Superintendent of Agencies.  
**CONTINENTAL LIFE INSURANCE COMPANY - TORONTO, ONT.**  
 GEORGE B. WOODS, President.      CHAS. H. FULLER, Secretary.



## CANADIAN FIRE RECORD

*Specially compiled by The Chronicle.*

### FACTORY LOSS AT WINNIPEG.

By the fire which destroyed the Gold Medal Furniture Manufacturing Company's premises at Winnipeg, Man., on August 28, the following companies are interested:—Ocean, \$2,064; Northern, \$516; Pacific Coast, \$774; Century, \$774; Continental, \$155; Michigan Millers, \$258; Dominion, \$516; Merchants, N.Y., \$774; Excess, \$413; Michigan Millers, \$103; Royal, \$1,548; Ohio Valley, \$129; Merchants, N.Y., \$620; Michigan Millers, \$155; Iowa Mutual, \$129; Dominion, \$516; Lloyds, \$516; Columbian, \$155; Firemen's, \$516; People's National, \$258; United Fireman's, \$258; North British & Mercantile, \$825; Western, \$3,300; British America, \$2,310; British Empire Underwriters, \$2,475; London Guarantee, \$774; Employers' Liability, \$516; People's National, \$258; United Firemen's, \$258; Occidental, \$413; British Colonial, \$825; London Mutual, \$783; Royal Exchange, \$1,290; Lloyds, \$1,238; Excess, \$1,548; Sun, \$516; North British & Mercantile, \$620; Lloyds, \$310; Excess, \$155; London & Lancashire, \$2,580; Lloyds, \$466. Total, \$33,000. Total loss.

### CONFLAGRATION AT ESTUARY, SASK.

By the conflagration which destroyed part of the town of Estuary, Sask., on August 20th, the following companies are interested:—Glens Falls, \$12,700; Rochester, \$9,000; Union of London, \$7,800; Sun, \$6,200; Delaware, \$6,000; Yorkshire, \$5,000; Globe & Rutgers, \$5,000; British Empire \$4,500; Law Union & Rock, \$3,600; Canadian, \$3,250; Ocean, \$3,000; Continental Fire, \$2,850; North Empire, \$2,800; Northern, \$2,500; Hartford, \$2,300; Royal, \$2,000; Aetna, \$2,000; St. Lawrence, \$1,300; Equitable, \$1,000. Total, \$82,800. Loss total.

### FIRE AT PARRY SOUND, ONT.

By the fire which occurred on the 11th instant, on the premises of the Parry Sound Lumber Company, we understand the following companies are interested:—ON LUMBER:—Norwich Union, \$500; North America, \$500; Northern, \$800; North British & Mercantile, \$500; Commercial Union, \$500. ON BUILDING: North British & Mercantile, \$1,200.

### FIRE AT ST. ANNE DE BELLEVUE, P.Q.

On the 12th instant, the Clarendon Hotel, St. Anne de Bellevue, P.Q., was destroyed by fire. Insurance as follows:—Northern, \$5,000; Guardian, \$5,000; Employers, \$5,000; Liverpool & London & Globe, \$5,000; British Colonial, \$5,000; London Mutual, \$2,500; Hartford, \$1,000; Total, \$28,500. Property loss about \$40,000.

### FIRE AT MONTREAL.

A fire occurred on the 11th instant, in the dwellings and stores, 1171 to 1181 St. Urbain St., Montreal. Insurance:—Northern, \$5,000; Caledonian, \$10,000; Total, \$15,000. Loss about \$5,000.

MONTREAL.—Two-storey wood and brick store and dwelling, 377 Fifth Avenue, Rosemount, destroyed, September 5. Two lives lost.

Premises of North Eastern Iron & Salvage Co., 133 Nazareth Street, damaged, September 11. Loss, \$2,000. Origin, unknown.

Roof of W. T. Guest's home, 841 Champagneur Avenue, Outremont, damaged September 3.

CHARLOTTETOWN, P.E.I.—A fire on the 8th instant, destroyed about nine wooden buildings, valued at \$25,000 with insurance of \$15,000, located between Grafton and Kent Streets.

GUELPH, ONT.—A. J. Kendrick's home, 22 Kathleen Street, damaged, September 1. Supposed origin, spontaneous combustion.

OTTAWA, ONT.—Barn on Ralph Ayer's farm destroyed with 200 bushels of oats and some hay, September 4.

COLLINGWOOD, ONT.—James Reid's dwelling house destroyed, August 25. Insurance \$3,000.

CORNWALL, ONT.—A. Helmer's farm house burned, September 6. Three lives lost.

Large live-y barrels of Hugh Leitch in rear of Standard block, Second street, damaged, September 2. Two horses, one valued at \$1,000, lost.

St. JOHN'S, QUE.—Block of boat houses north of Gouin bridge gutted, August 29.

SYDNEY, N.S.—Bank head at Dominion No. 1 Colliery destroyed, September 9.

WEIR, QUE.—Summer home of Mr. A. W. Hadrill, damaged. One life lost.

### BANK MANAGERS AS INSURANCE AGENTS.

To the Editor of THE CHRONICLE:—

Sir—The article entitled "Bank Managers, Insurance Agents and the Companies' Duty," in your issue of August 31st, has been read with much interest. For a company to appoint bank manager-agents has always seemed to me poor policy for this reason:—In the case of a regular agent, possibly his own interests are the first consideration and the company's the second. But in the case of a bank manager acting as agent, it may reasonably be assumed that the bank's interests will come first, the bank manager's interests as insurance agent, second, while the insurance company, which is often assuming a big liability, will have its interests placed third and made subsidiary to those of both the bank and the bank manager. It is not necessary to enlarge on the unsatisfactory conditions resulting from this state of affairs.

I understand that one of the leading banks some years ago made a rule that none of their managers should represent insurance companies. A well-known manager in a large city gave up the bank and kept his insurance agency! In the interests of their clients, banks should forbid their managers to act as insurance agents, since there is grave danger of a manager discriminating between clients who give him their insurance and others who do not.

Yours truly,

UNDERWRITER.

10th September, 1917.

Mr. George E. Kline, vice-president of the Continental, Fidelity-Phenix and American Eagle insurance companies, will retire from business January 1st next. The position Mr. Kline vacates was offered to Mr. Charles R. Street, the Chicago second vice-president of the Fidelity-Phenix, who, however, preferred to remain in the West, because of family, social and business ties. Mr. Fred. W. Koeckert, the Continental's second vice-president in charge of the Western department, will become vice-president of the three companies, Mr. Henry Evans retaining the presidency of the three.

# GUARDIAN ASSURANCE COMPANY

## LIMITED

Established 1821

THE ANNUAL GENERAL MEETING of this Company was held in London on May 25th, 1917, when the Directors' Report was presented.

### FIRE DEPARTMENT

THE FIRE PREMIUMS, after deducting Re-insurances, amounted to **\$3,374,020**, as against **\$3,148,675** in 1915 showing, an increase of **\$225,345**, and the Net Losses to **\$1,648,835** (48.87 per cent. of the premiums), as against **\$1,741,336** in 1915.

THE EXPENSES OF MANAGEMENT (including Fire Brigade Charges and Commission) amounted to **\$1,241,025** being 36.78 per cent. of the premiums.

### FIRE ACCOUNT

Amount of Fire Insurance Fund at the beginning of the year, viz.:—Reserve for unexpired Risks.....	\$1,417,000		Claims under Policies paid and outstanding... \$1,648,835
General Reserve Fund.....	2,625,000		Commission..... 503,740
		\$4,042,000	Expenses of Management..... 713,915
Premiums.....		3,374,020	Contribution to Fire Brigades..... 23,370
Interest and Dividends.....	\$171,770		Agents' Bad Debts and debts irrecoverable owing to the War..... 101,820
Less Income Tax.....	38,650		Depreciation in Securities written off..... 55,550
		133,120	Transfer to Profit and Loss Account..... 358,410
			Amount of Fire Insurance Fund at the end of the year, viz:—
			Reserve for unexpired Risks, being 45 per cent. of Premium Income for the year..... \$1,518,500
			General Reserve Fund..... 2,625,000
			4,143,500
			<u>\$7,549,140</u>
			<u>\$7,549,140</u>

### FUNDS OF THE COMPANY AS AT 31st DECEMBER, 1916

Capital paid up.....	\$5,000,000
Life Assurance Fund.....	20,413,415
Fire Insurance Fund.....	4,143,500
Accident, Burglary and General Assurance Fund.....	1,035,500
Redemption Assurances Fund.....	245,985
Officials' Fidelity Guarantee Fund.....	16,950
Investment Reserve Fund.....	1,725,000
Profit and Loss Account.....	813,785
	<u>\$33,394,135</u>

Head Office for Canada, GUARDIAN BUILDING, MONTREAL

B. E. HARDS, Assistant Manager. H. M. LAMBERT, Manager.



## LIFE INSURANCE PROSPECTS.

Mr. T. G. McConkey, the Canada Life's superintendent of agencies, mentioned in his interesting address at the Life Underwriters' banquet the other day, that the amount of life insurance protection *per capita* in the United States is \$227, while in Canada it is \$143. Considering the difference in the ratio of accumulated wealth to population in the two countries, and the fact that in Canada, for a long period prior to the war, the attention of almost every class of the community from the Atlantic to the Pacific was directed towards speculative opportunities (usually viewed through ultra-optimistic spectacles), this Canadian *per capita* showing may be considered quite a creditable one in comparison with the United States showing, and evidence alike of the energy of Canadian life agents and of appreciation by Canadians generally of the benefits and advantages of life insurance.

Viewed, however, from another angle, these *per capita* figures merely emphasize the vastness of the field which lies before life insurance agents. *Per se*, \$143 insurance per head, or \$700 for a family of five, is scarcely a princely provision. Even when every allowance has been made for the restricted means of the majority of insurance prospects and the existing high cost of living, it is apparent that the possibilities of life insurance in Canada have only yet been scratched. There is no doubt that recent and present events will, in due course, have a decidedly beneficial effect upon the business. Many thousands have in the last two or three years realised that there is many a slip in speculation, and that the more rosy the appearance of the speculation, the more disastrous the slip. The tragedy of the war, also, has driven home, as possibly nothing else could have driven home, the fact of the uncertainty of human life, upon which fact life insurance bases its primary appeal. It will be surprising, when the war is over, and our soldiers settle down again to civil life and work, and perhaps take upon themselves additional responsibilities, if they are not generally susceptible to the advantages of protecting themselves against future contingencies through life insurance. Business insurance and monthly income, two modern developments of the business, have made decided headway in Canada in the last two or three years, and the outlook is that both these developments will attain great popularity and bulk substantially in the amount of business written in Canada during the next decade.

### FOLLOWING BEATEN TRACKS.

The prospects for the steady growth and development of Canadian life insurance can be considered then exceedingly promising. Are the best means being adopted by the companies and their agents to turn those prospects into actualities? Friendly observers of present conditions in the business cannot fail to be impressed with the fact that agents are apt to follow beaten tracks and neglect possibilities a little on one side. Certain classes of men are approached by insurance agents a dozen times a year; others, just as good prospects and as easily accessible, never see an agent from one year's end to another. We came across the other day a professional man, who has never been canvassed by a regular insurance agent in his life, but who holds five life policies while still on the sunny side of forty,

the majority on highly rated endowment plans. A friendly suggestion from his office chief gave him the idea a dozen years ago, and since then all his policies have been taken out on his own initiative without the canvassing intervention of any agent. This is, no doubt, an exceptional case. Those who are so keenly convinced of the utility of life insurance as to make application for it without any exterior preliminary "shove," are necessarily rare birds. But this instance goes to show that even under present circumstances the ground is not fully covered by life agents and that there live in many communities, men not yet reached by agents, who are favorably inclined towards life insurance, or an increase of existing insurance, and need only a suggestion to sign the "dotted line."

Probably, the main factor in the turning of the present exceedingly promising prospects for life insurance in Canada into actualities, is an increase in the efficiency of the selling force. What is possible in this connection is illustrated in the address of Mr. Winslow Russell, the agency manager of the Phoenix Mutual of Hartford, at the Life Underwriters' Convention. Mr. Russell mentioned *inter alia* that his company has reduced its selling force from 1600 to 423:—"Yet we are putting on our books 100 per cent. more business with the 423 men than we did with the 1600." It is quality and not quantity of selling force that counts in the production of life insurance business, and in the education and training of high grade agents depends mainly the rate of future development, so far as production of new business is concerned, of life insurance in Canada.

### FRATERNALS' ADVERTISING SCHEMES.

The fraternal societies linked with the National Fraternal Congress are planning to spend \$125,000 on advertising. The reason for this move is that leading fraternalists consider that there is more opposition to fraternal insurance now than ever before, a scarcely surprising fact in view of the reckless way in which many fraternalists have been run and the bitter disappointments they have caused. The committee who suggest this advertising, deprecate the fact that a good many fraternalists are still doing business on inadequate rates, but they make no suggestions that the advertising shall be directed towards the encouragement only of the soundly financed fraternalists.

### A SUGGESTION FOR LIFE UNDERWRITERS.

Life insurance men in the United States, devoting a business day or two to the direct service of their country, sold \$08,000,000 Liberty bonds.

Could not Canadian life underwriters do as well proportionately in the service of *their* country, when the next War Loan is issued?

### NEW LICENSES.

The Globe Indemnity Company of Canada has received an additional Dominion license to transact the business of fire insurance.

The Canadian Surety Company has received an additional Dominion license to transact automobile business.

## CANADA PERMANENT MORTGAGE CORPORATION 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

on the paid-up capital Stock of the Corporation, has been declared, and that the same will be payable on and after **MONDAY, THE FIRST DAY OF OCTOBER** next, to Shareholders of record at the close of business on the Fifteenth day of September.

By order of the Board,

Toronto, August 29th, 1917.

GEO. H. SMITH, Secretary.

Representing

## THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK

You will make money.

The great strength, big dividends and incomparable benefits of the "oldest Company in America" mean certain success for you.

FOR TERMS TO PRODUCING AGENTS, ADDRESS:

**George T. Dexter**

2nd VICE PRESIDENT

34 Nassau Street New York, N.Y.

## 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.	\$ 387,065	\$ 800,605
KING WILLIAM IV.	667,115	3,038,380
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, 1916 7,980,685 20,730,010

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:

**260 St. James St., MONTREAL**  
MATTHEW C. HINSHAW, Branch Manager



Assets:  
**\$13,790,133.26**

Surplus to  
Policyholders:  
**\$6,950,190.55**

Canadian Head Office:  
**MONTREAL.**  
J. W. BINNIE, Manager

## .. THE .. London Assurance CORPORATION OF ENGLAND.

INCORPORATED BY ROYAL CHARTER A.D. 1720

CAPITAL PAID UP \$2,241,375  
TOTAL CASH ASSETS 22,457,415

Head Office for Canada, - **MONTREAL**

W. KENNEDY, W. B. BOLLEY, Joint Managers.

The LIFE AGENTS MANUAL  
THE CHRONICLE - MONTREAL

## L'UNION

**FIRE INSURANCE COMPANY, Limited**

Established 1826 Head Office: PARIS, France.

Capital fully subscribed \$ 2,000,000.00  
25 p. c. paid-up

Fire Reserve Funds 5,539,000.00

Available Balance from Profit  
and Loss account. 111,521.46

Net Premiums in 1916 5,630,376.43

Total Losses paid to 31 Dec., 1916 - 100,942,000.00

Canadian Branch:

LEWIS BUILDING, 17 ST. JOHN STREET, MONTREAL

Manager for Canada: MAURICE FERRAND.



**DEMAND FOR TRAINED FIRE INSURANCE MEN.**

Ten years ago the number of Dominion-licensed fire companies transacting business in Canada was 43; last year it was 87. And still they come. It is a notable fact that all through the war period, fire companies from abroad have continued to enter the Canadian field freely. Each year since 1914 has seen a batch of new arrivals, and the advent of the latest newcomers is recorded in our recent numbers and in this issue. There is no reason apparent why this movement should not continue steadily and indefinitely. Our American cousins are only just beginning to reach out for business beyond their own borders, and possibilities of British fire insurance interest in Canada are scarcely exhausted by the present list of British companies doing business here, imposing and substantial as that list is. Sooner or later, also, others of the old-established French fire companies will doubtless follow their compatriots, who in recent years have begun successfully to develop Canadian connections.

Whatever the results of this movement in regard to keenness of competition for business, it means that there will be a steady demand for well-trained and thoroughly competent insurance men. Considering the possibilities of the development of the business, in line with the general development of the Dominion within, say, the next thirty years, the importance of the younger members of the companies' staffs, in their own interests, thoroughly equipping themselves for the responsibilities and opportunities which are opening up before them, surely needs no emphasis. Those who will achieve the greatest success in the fire insurance profession in the future are those who make the most of their opportunities to study the principles and approved practice of the business in which they are engaged, and develop their abilities both mental and physical. While the opportunities for gaining knowledge are greater now than ever before, the standard of success is higher. He is, therefore, a wise student who specialises in some department of his chosen profession. The future demand will be for the man who knows everything about something, not merely something about everything. Breadth of knowledge is admirable, but not if at the expense of depth and exactitude.

With that period of the year coming on when study can best be pursued, the younger generation of fire insurance staffs will be well advised to consider the possibilities and opportunities of growth in knowledge which lie before them in the educational courses of the Insurance Institute and in other directions.

A London cable states that the Star Assurance Society, an old-established British life office dating from 1843, and with aggregate funds of over \$35,000,000 will shortly be absorbed by one of the big institutions.

\* \* \* \*

The directors of the Western Assurance Company have appointed Mr. C. C. Turner to be Underwriter at the London Office. Mr. Turner has occupied the position of Deputy Underwriter for five years, and during the last six months has been Acting Underwriter at the London Branch of the Company.—*Post Magazine.*

**NOTICE OF ACCIDENT AND SICKNESS CLAIMS**

The amended Insurance Act passed third reading in the House of Commons on August 31st, and was sent to the Senate, after a discussion in the final committee stage, regarding the time limit for notice of accident and sickness claims. Mr. Morphy, of North Perth, contended that the period of not less than 30 days allowed in the amended Act, for the giving of a written notice of injury, or sickness, where such is required in the policy, is against the interest of the honest insured and opens the door wide-open for fraud. He suggested notice within twenty days for accidents and ten days for sickness. Sir Thomas White, Minister of Finance, read the following portions of a memorandum prepared by the Superintendent of Insurance on this subject:—

One of the clauses contained in the policy is to the effect that the insured shall have 30 days from the date of the accident within which to give notice thereof to the company. This provision conforms with what is the practice at the present time of a considerable number of companies licensed by the department. It may be pointed out that during the last few years there has been a tendency on the part of a number of the companies to increase the time within which notice may be given. Many of the older policies required "immediate notice." Those of the older date required 10 days, 14 days, 20 days, 21 days, and in recent years a number of companies have adopted 30 days. This tendency has been quite marked in practically all companies, and it is believed that the change is in the interests of the insured. The following companies have filed with the department policy forms containing provision for 30 days' notice: Canada Accident Assurance Co., Dominion of Canada Guarantee and Accident Co., Employers' Liability Assurance Corp., Globe Indemnity Co., Maryland Casualty Co., North American Accident Co., Yorkshire Insurance Co.

The following will indicate the provision of the policies of all companies licensed by the department at the present time.

Time within which notice may be given.	Number of Companies.
14 days . . . . .	3
15 days . . . . .	2
20 days . . . . .	5
21 days . . . . .	2
30 days . . . . .	7
3 months . . . . .	1
As soon as reasonably possible . . . . .	6

Other members than Mr. Morphy took the view that the 30 days provision is in favor of the insured, and eventually 30 days was allowed to stand.

**WANTED.**

The Representation of Fire Office or Management of Fire Department by thoroughly competent Insurance Official. Unquestionable references. Address,

A. H.,  
c/o The Chronicle,  
MONTREAL.



## You Look for Security.

Whether with the intention of taking out insurance or associating yourself with some Company, you look for security.

The latest figures emphasize the unexcelled financial position of this Company.

**BUSINESS IN FORCE** over \$59,600,000  
**ASSETS** - - - 16,400,000  
**NET SURPLUS** - - - 2,600,000

These are reasons why the Company is known as

**"Solid as the Continent"**

**NORTH AMERICAN LIFE ASSURANCE COMPANY**

**HEAD OFFICE - TORONTO, CAN.**

## NEW RECORDS

¶ Results secured during the past year re-affirm the position of the Sun Life of Canada as the *largest life assurance organization of the Dominion.*

¶ Fair-dealing and progressive business methods have given it leadership in annual New Business, Total Business in Force, Assets, Surplus Earnings, Net Surplus, Total Income, Premium Income and Payments to Policyholders.

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

## LONDON & LANCASHIRE LIFE AND GENERAL ASSURANCE ASSOCIATION, LIMITED

of LONDON, ENGLAND

ESTABLISHED IN CANADA, 1863

**ASSETS EXCEED \$22,000,000**

DIRECTORS FOR CANADA:

A. J. DAWES, Esq. H. B. MACKENZIE, Esq.  
 E. F. HEDDEN, Esq. E. C. PRATT, Esq.

Manager for Canada: ALEX. BISSETT

BRANCHES THROUGHOUT THE DOMINION

HEAD OFFICE FOR CANADA:

LONDON AND LANCASHIRE LIFE BUILDING,  
 164 ST. JAMES STREET, MONTREAL, P.Q.

## Our New Annuity Rates

are meeting with instant favor. This, coupled with the Special Plans and Rates offered Total Abstainers, gives our representatives an avenue of approach unsurpassed.

*For men of character and ability, we have some very attractive openings.*

R. JUNKIN,  
 MANAGER OF AGENCIES.

**THE MANUFACTURERS LIFE  
 INSURANCE COMPANY**  
 TORONTO - - - CANADA

## Scottish Union and National Insurance Co., of Edinburgh, Scotland

ESTABLISHED 1804

Capital, - - - - - \$30,000,000  
 Total Assets, - - - - - 79,656,734  
 Deposited with Dominion Gov't, - - - - - 391,883  
 Invested Assets in Canada, - - - - - 7,695,338

NORTH AMERICAN DEPT., HARTFORD, CONN. U.S.A.

JAMES H. BREWSTER, Manager

ERINHART & EVANS, Resident Agents - - - - - Montreal  
 MEDLAND & SON - - - - - Toronto  
 ALLAN KILLAM & MCKAY, LTD. - - - - - Winnipeg

## THE LIFE AGENTS' MANUAL

Published by: The Chronicle, Montreal

## METROPOLITAN LIFE INSURANCE COMPANY OF NEW YORK

Insurance in force in Canada Dec. 31, 1916 \$190,951,326  
 (Ordinary, \$91,184,000; Industrial, \$99,767,326)

Paid policyholders in Canada during 1916 - \$2,684,045.15

Over 960,000 Metropolitan policies held by Canadians.

This company has over 1120 employees in Canada.

For the exclusive protection of its Canadian policyholders, it has on deposit with the Dominion Government and Canadian Trustees, in registered Canadian Bonds and Mortgages, over \$23,400,000.

In 1916 the Company increased its holdings in Canadian securities by \$6,300,000.

Home Office 1 Madison Ave., New York City



**GERMAN LIFE COMPANIES SEE DANGER AHEAD.**

It seems that some of the German life companies are beginning to see financial danger ahead. According to a writer in the New York Annalist, at the beginning of the conflict the German war loan was considered an excellent investment on account of its high rate of interest of more than 5 per cent., whereas the average yield of the ordinary investments was only about 4.5 per cent. Moreover, the first war loans were, at a time when Germany still professed belief in a speedy victory, considered a very safe investment. Of late the situation has changed somewhat. Many companies, among which may be mentioned the famous old Gotha Life, have, under the cover of patriotic motives, tried to unload some of their war securities on unsuspecting policy holders by declaring themselves willing for the sake of the Fatherland to pay matured claims in war bonds instead of in cash. In fact, most of the companies have encouraged the beneficiaries under the terms of the policies to take war bonds instead of cash at the time of maturity of the policies.

This situation certainly does not indicate much faith among the German life insurance institutions in the ability of the Imperial Government to meet its future obligations. Another peculiar fact is the announcement by the Gotha in its annual report that this company attempted to purchase a large block of recent Swiss and Danish Government loans, but succeeded in getting less than one-tenth of the amount applied for. Surely it is an ominous sign when the companies try to unload their heavy holdings of imperial bonds on unsuspecting policyholders and make a mad rush for investments in neutral countries, at a considerably lower rate of interest than is earned on domestic bonds, besides sustaining a heavy loss due to the low value of the German mark abroad.

**ADVANCE IN BRITISH INSURANCE SHARES.**

The Manchester Policyholder notes a great advance during July in British insurance shares, the aggregate values of the shares of 64 companies being now on a par with their values in January, 1914. All life shares are, however, seriously below that level, the difference being made up by the increase in the price of marine shares. There can be little doubt, says the Policyholder, that confidence in the future is the main cause for the increases. Profits have been transferred to reserves, and dividends to-day are practically paid out of interest receipts in very many instances.

**PROMPT SETTLEMENTS.**

The following story, or variation of it, was a 'chestnut' thirty years ago. But it is still capable of raising a smile, and so it appears here in its latest guise:—

Two insurance agents—a Yankee and an Englishman—were bragging about their rival methods. The Britisher was holding forth on the system of prompt payment carried out by his people—no trouble, no fuss, no attempt to wriggle out of settlement.

"If the man died to-night," he continued, "his widow would receive her money by the first post to-morrow morning."

"You don't say?" observed the Yankee. "See here, now, you talk of prompt payment! Waal, our office is on the third floor of a forty-nine floor building. One of our clients lived on that forty-ninth floor and he fell out of the window. We handed him his check as he passed."

**EQUITABLE ADVANTAGES**

¶ The holder of an Equitable agency contract benefits not only by the impregnable strength and prestige of the Society, but also through being able to offer a variety of policies that meet with precision, the requirements of the insuring public.

Profitable openings at various points in Canada for men of character and ability with or without experience in life insurance.

ADDRESS:

**THE EQUITABLE**

LIFE ASSURANCE SOCIETY OF THE U.S.  
120 BROADWAY, NEW YORK

**410 TONS OF GOLD HAVE BEEN PAID TO POLICYHOLDERS BY Insurance Company of NORTH AMERICA**

THE OLDEST AMERICAN STOCK FIRE INSURANCE COMPANY

WE MAINTAIN A DEPARTMENT TO ASSIST AGENTS IN SECURING LOCAL RISKS CONTROLLED OUTSIDE. IF THERE ARE ANY SUCH RISKS IN YOUR FIELD, WRITE US ABOUT THEM. WE MAY BE ABLE TO HELP YOU. IT IS WORTH TRYING.

**ROBERT HAMPSON & SON, LIMITED GENERAL AGENTS FOR CANADA MONTREAL**





**GROWTH OF GROUP INSURANCE.**

According to an actuarial paper read before the recent Insurance Commissioners' convention, group insurance, which started in the United States in 1912, has developed so steadily that at the end of June last, the number of employees covered was about 325,000, the amount of insurance in force being about \$250,000,000. The average per employee insured is thus over \$760. The demand from employers for group insurance continues very great.

"The determination of the proper rate to be charged in the case of a particular group," said this paper, "is often an intricate problem, even after the basic rate has once been agreed upon. It depends on many factors which the underwriters of the insurance companies must determine from carefully prepared inspection reports. These reports deal with all the aspects of the proposed risk which may assist in the proper solution of the problem, such as the occupational hazards of the employment in general, the occupational hazard of different departments of the employment and of different commercial processes used; the tendency to occupational disease, adequacy of light, sufficiency of working space, supply of drinking water, sex, moral hazards, etc. It will be readily understood that with such a multiplicity of facts to judge from no one scale of rates can be devised which will measure the insurance hazard of all groups of employees. It has been necessary, therefore, to adopt different scales of rates which may meet varying conditions, ranging from groups where there appears to be no occupational hazard through those which have a slight occupa-

tional hazard and those which are exposed to the accidents of public carriers up to the extra hazardous occupations, such as those of fire and police departments."

A recent statement by Mr. T. B. Macaulay, president of the Sun Life of Canada, anent group insurance, says *inter alia*:—"From the standpoint of the public the group system is highly desirable, but I fear that from the standpoint of the companies there may be but little profit by reason of competitive rate-cutting.... The companies are but feeling their way, and the only wise course is to be conservative and cautious, especially in the matter of rates."

**LIFE UNDERWRITERS' OFFICERS.**

Mr. J. T. Wilson, manager of the Canada Life at Halifax, was unanimously elected as president of the Dominion Life Underwriters' Association at the Winnipeg convention.

The report of the nominating committee provided for four vice-presidents who were elected as follows: J. T. Parkes, of the Sun Life, Sherbrooke, Que.; G. Wetmore Merritt, of St. John's; J. H. Campbell, of the Equitable Life, Vancouver, and E. S. Miller of the Imperial Life, Regina, Sask. Mr. George H. Hunt, of the Imperial Life, Toronto, was re-elected honorary secretary, and Mr. J. H. Castle Graham, of Toronto, re-elected general secretary and treasurer.

Next year's convention will be held in Boston, Mass., and in 1919 the meeting will take place in Calgary.



**She's Daddy's Girl-**

The very sunshine of his life. He's planning great things for her—if he lives.

And if he dies—well, he's proud of the fact that she will then receive—regularly—each month—as long as she lives—a cheque from The Imperial Life to provide for her every need.

You can provide in this way for *your* little girl. Our free booklet tells all about it. Write for a copy. Address—

**THE IMPERIAL LIFE**  
Assurance Company of Canada  
HEAD OFFICE - TORONTO



**THE EMPLOYERS'**  
**Liability Assurance Corporation, Limited**  
 of LONDON, England.

*Transacts:*  
 AUTOMOBILE INSURANCE  
 covering ACCIDENT, PROPERTY DAMAGE, COLLISION, FIRE, THEFT  
 and TRANSPORTATION  
 PERSONAL ACCIDENT, HEALTH, LIABILITY, PASSENGER and FREIGHT  
 ELEVATOR, FIDELITY GUARANTEE, CONTRACT BONDS  
 and FIRE INSURANCE

Offices: { Temple Building : TORONTO, ONT.  
 Lewis Building : MONTREAL, QUE.  
 CHARLES W. I. WOODLAND,  
*General Manager for Canada and Newfoundland.*  
 JOHN JENKINS, *Fire Manager.*

APPLICATIONS FOR AGENCIES INVITED

Canadian  
 Government  
 Deposit  
**\$1,342,455.00**

*Stands First*  
 in the  
 liberality of its  
 Policy contracts,  
 in financial strength,  
 and in the  
 liberality of its loss  
 settlements.



**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.



Founded 1871

**AUTOMOBILE INSURANCE**  
 A Comprehensive Policy covering  
 ACCIDENT, PROPERTY DAMAGE, COLLISION,  
 FIRE, THEFT and TRANSPORTATION is what the  
 public demands.

*The "OCEAN" can meet these requirements under one contract.*  
 Branch Office, MERCHANTS BANK BUILDING, MONTREAL.  
 ARTHUR JAMES, *Superintendent.* H. GORDON WARING,  
*Inspector, Automobile Department.*  
 Canadian Head Office: Ocean Insurance Building, TORONTO.  
 CHARLES H. NEELY, *General Manager.*

**THE DOMINION OF CANADA GUARANTEE & ACCIDENT INS. CO.**

*The OLDEST and*  
**STRONGEST CANADIAN**  
**CASUALTY COMPANY**

TRANSACTS:  
 ACCIDENT SICKNESS PLATE GLASS  
 BURGLARY AUTOMOBILE INSURANCE  
 GUARANTEE BONDS FIRE INSURANCE

E. ROBERTS, *Manager,* C. A. WITHERS, *General Manager*  
 701, LEWIS BUILDING, MONTREAL TORONTO  
 Branches: WINNIPEG CALGARY VANCOUVER



**STANDARDIZING AGENTS' LICENSES.**

Mr. J. Burt Morgan, the retiring president of the Canadian Life Underwriters' Association, referred in his address at the Winnipeg convention, to the question of the standardisation of provincial laws in respect of the licensing of agents. Mr. Morgan maintained that the resident clause contained in certain provincial acts is illogical, iniquitous and unjust, and should in every case be expunged. The eligibility of an agent to secure a certificate of authority anywhere in Canada, he observed, is the necessary corollary to a Dominion-wide license held by the company of which he is an accredited representative. Consultation with provincial insurance authorities had convinced him that there would be no difficulty in wiping out this anomaly as soon as the life men of the Dominion are prepared to endorse this principle.

The cup presented by Mr. L. Goldman, of the North American Life, for the best essay on salesmanship read at the Life Underwriters' Convention was won this year by Mr. D. H. Shortell, of the Confederation Life, Montreal.

**McGIBBON, CASGRAIN, MITCHELL & CASGRAIN**

**MITCHELL, CASGRAIN, McDUGALL, CREELMAN, STAIRS & CASGRAIN**

VICTOR E. MITCHELL, K.C. A. CHASE-CASGRAIN, K.C.  
 ERROL M. McDUGALL. JOHN J. CREELMAN.  
 GILBERT S. STAIRS, PIERRE F. CASGRAIN.

ADVOCATES, BARRISTERS, ETC.

ROYAL TRUST BUILDING, 107 ST. JAMES STREET, MONTREAL.  
 Bell Telephone Main 8069.

**TRAFFIC RETURNS.**

**CANADIAN PACIFIC RAILWAY.**

Year to date	1915	1916	1917	Increase
July 31,	\$48,708,000	\$73,047,000	\$82,500,000	\$9,453,000
Week ending	1915	1916	1917	Decrease
Aug. 7,	1,787,000	2,985,000	2,559,000	426,000
14,	1,815,000	2,943,000	2,746,000	197,000
21,	1,956,000	2,860,000	2,700,000	160,000
31,	2,856,000	4,092,000	4,018,000	74,000
Sept. 7,	2,002,000	2,679,000	2,666,000	13,000

**GRAND TRUNK RAILWAY.**

Year to date	1915	1916	1917	Increase
July 31,	\$27,672,692	\$32,589,209	\$36,503,344	\$3,914,135
Week ending	1915	1916	1917	Increase
Aug. 7,	993,773	1,256,376	1,320,706	64,330
14,	1,004,412	1,236,989	1,320,753	83,764
21,	1,052,483	1,304,848	1,371,233	66,385
31,	1,535,213	1,952,163	2,008,128	55,965
Sept. 7,	1,091,711	1,276,061	1,317,980	41,919

**CANADIAN NORTHERN RAILWAY**

Year to date	1915	1916	1917	Increase
July 31,	\$12,356,700	\$19,907,600	\$23,458,100	\$3,550,500
Week ending	1915	1916	1917	Decrease
Aug. 7,	438,500	868,000	775,500	92,500
14,	427,600	841,500	746,800	94,700
21,	465,400	846,300	748,500	97,800
31,	652,100	1,129,100	1,134,400	Inc. 5,300
Sept. 7,	456,500	708,900	715,800	" 6,900

**COUNTED OUT.**

The Banking and Commerce Committee of the House of Commons has reported against granting an extension to the Vancouver Life Insurance Company on the grounds that the financial statement covering the organization and operation of the Company for the past five years was not such as to cause the committee to believe that if the extension asked for was granted the company could succeed in establishing a sound insurance business.

**THE MONTREAL CITY and DISTRICT SAVINGS BANK**

NOTICE is hereby given that a Dividend of Two Dollars and Ten Cents per share on the Capital Stock of this institution (55% paid up) has been declared and will be payable at its Head Office, in this City, on and after Monday, the First of October next, to Shareholders of record at the close of business on the 15th of September next, at 1 o'clock p.m.

By order of the Board,

A. P. LESPERANCE, Manager.

Montreal, 20th August, 1917.

**Montreal Tramways Company**

**SUBURBAN TIME TABLE, 1916-1917**

**Lachine :**

From Post Office—  
 10 min. service 5.40 a.m. to 8.00 a.m. 10 min. service 4 p.m. to 7.10 p.m.  
 20 " " 8.00 " 4 p.m. 20 " " 7.10 p.m. to 12.00 mid.

**From Lachine—**

20 min. service 5.30 a.m. to 5.50 a.m. 10 min. service 4 p.m. to 8.00 p.m.  
 10 " " 5.50 " 9.00 " 20 " " 8.00 p.m. to 12.10 a.m.  
 20 " " 9.00 " 4 p.m. Extra last car at 12.50 a.m.

**Sault au Recollet and St. Vincent de Paul :**

**From St. Denis to St. Vincent de Paul—**

15 min. service 5.15 a.m. to 8.00 a.m. 30 min. service 8.00 p.m. to 11.30 p.m.  
 20 " " 8.00 " 4.00 p.m. Car to Henderson only 12.00 mid.  
 15 " " 4.00 " 7.00 p.m. Car to St. Vincent at 12.40 a.m.  
 20 " " 7.00 " 8.00 p.m.

**From St. Vincent de Paul to St. Denis—**

15 min. service 5.45 a.m. to 8.30 a.m. 30 min. service 8.30 p.m. to 12.00 mid.  
 20 " " 8.30 " 4.30 p.m. Car from Henderson to St. Denis  
 15 " " 4.30 p.m. 7.30 p.m. 12.20 a.m.  
 20 " " 7.30 " 8.30 p.m. Car from St. Vincent to St. Denis 1.10 a.m.

**Cartierville :**

From Snowdon Junction—20 min. service 5.20 a.m. to 8.40 p.m.  
 40 " " 8.40 p.m. to 12.00 mid.  
 From Cartierville—  
 20 " " 5.40 a.m. to 9.00 p.m.  
 40 " " 9.00 p.m. to 12.20 a.m.

**Mountain :**

From Park Avenue and Mount Royal Ave.—  
 20 min. service from 5.40 a.m. to 12.20 a.m.  
 From Victoria Avenue—  
 20 min. service from 5.50 a.m. to 12.30 a.m.  
 From Victoria Avenue to Snowdon,—  
 10 minutes service 5.50 a.m. to 8.30 p.m.

**Bout de l'Île :**

From Lasalle and Notre Dame—  
 60 min. service from 5.00 a.m. to 12.00 midnight.

**Tetraultville :**

From Lasalle and Notre Dame—  
 15 min. service 5.00 a.m. to 9.00 a.m. 15 min. service 3.30 p.m. to 7.00 p.m.  
 30 min. service 9.00 a.m. to 3.30 p.m. 30 min. service 7.00 p.m. to 12 mid.

**Pointe aux Trembles via Notre Dame :**

From Notre Dame and 1st Ave. Malsonneuve.  
 15 min service from 5.15 a.m. to 8.50 p.m.  
 20 " " 8.50 p.m. to 12.30 a.m.  
 Extra last car for Blvd. Bernard at 1.30 a.m.

The Prudential has a large force of Canadian employees at work in every large city in the Dominion selling Gibraltar-like life insurance policies and industriously paying death claims in afflicted homes day after day. The Prudential has throughout the United States and Canada Fifteen Million Policies in Force, equal to nearly twice the population of the Dominion and indicating the popularity of this big American Company.



### AGENTS WANTED

THE PRUDENTIAL INSURANCE  
COMPANY OF AMERICA

Incorporated under the Laws of the  
State of New Jersey.

FORREST F. DRYDEN, President

Home Office - NEWARK, N. J.

## The Strathcona Fire Insurance COMPANY

HEAD OFFICE MONTREAL

CAPITAL Subscribed - \$300,000

By over 500 Notaries of the Province of Quebec

DEPOSITED with the Provincial Government \$64,000

TOTAL ASSETS, December 31st, 1916 - \$342,395

90 ST. JAMES ST. - Main 7544

## THE PROVIDENT ASSURANCE COMPANY

All lines of

Accident, Sickness,

Liability, Guarantee and Automobile  
Insurance.

Head Office

160 St. James Street - MONTREAL

Representatives Wanted for Ontario and  
Maritime Provinces.

1850

1917

## THE UNITED STATES LIFE INSURANCE COMPANY

In the City of New York

Issued Guaranteed Contracts

JOHN F. MUNN, M. D.,  
President.

FINANCE COMMITTEE:

CLARENCE H. KELSEY,  
Pres. Title Guaranty & Trust Co.

WILLIAM H. FORTYER,  
Banker.

EDWARD TOWNSEND,  
Pres. Importers & Traders Nat.  
Bank.

Good men, whether experienced in life insurance or not, may make direct contracts with this Company, for a limited territory if desired, and secure for themselves, in addition to first year's commission, a renewal interest insuring an income for the future. Address the Company at its Home Office, No. 277 Broadway, New York City.

"THE OLDEST SCOTTISH FIRE OFFICE"

## THE CALEDONIAN

INSURANCE CO. OF EDINBURGH.

Founded 1805.

Head Office for Canada,  
DOMINION EXPRESS BUILDING  
Montreal

JOHN G. BORTHWICK,  
Canadian Manager.

FIRE

## BRITISH CROWN ASSURANCE

Corporation, Limited

of GLASGOW, SCOTLAND

The RIGHT HON. J. PARKER SMITH, President.

D. W. MACLENNAN, General Manager.

Head Office for Canada; TRADERS BANK BLDG., TORONTO

J. H. RIDDEL, Manager. E. C. G. JOHNSON, Asst. Manager.

AGENTS WANTED IN UNREPRESENTED DISTRICTS

## THE CANADA NATIONAL FIRE INSURANCE COMPANY

HEAD OFFICE: WINNIPEG, MAN.

SURPLUS TO POLICYHOLDERS - \$1,976,156.08

A Canadian Company Investing Its Funds in Canada

APPLICATIONS FOR AGENCIES INVITED



To insure bounding health and improved mental vitality—every morning take a glass of this invigorating and pleasantly refreshing

13

**Abbey's  
Effer-Salt**  
ALL DRUGGISTS  
SELL IT

For Nerves, Impure Blood—try  
ABBEY'S VITA TABLETS  
50 Cents a Box