



# The Chronicle

## Banking, Insurance and Finance

ESTABLISHED JANUARY, 1881

PUBLISHED EVERY FRIDAY

Vol. XXXV. No. 18

MONTREAL, APRIL 30, 1915.

Single Copy 10c  
Annual Subscription, \$3.00

### CANADIAN LIFE INSURANCE.

Considering the difficult circumstances under which the business of the year was carried on, the showing of the life insurance companies carrying on business in the Canadian field during 1914, as revealed in the preliminary report of the Dominion Superintendent of Insurance, is on the whole a satisfactory one. For the first year since 1907, as was to have been anticipated, there was a falling-off in the aggregate amount of policies new and taken up, but the decline is apparently to be accounted for mainly by a sharp falling off in the volume of industrial new business transacted by one of the large American companies in Canada. The difficulties of carrying on business of that kind under such conditions as have existed in Canada recently are readily appreciated. The high-water mark in the matter of policies new and taken up was reached in 1913, with a total for all companies—Canadian (Canadian business only), British and American—of \$231,608,546, though the Canadian companies alone reached their maximum in 1912. Last year there was a falling-off for all companies of \$14,706,730 to \$216,901,816. On the whole, ordinary business appears to have been well maintained. The Canadian life companies (including two unimportant fraternal), report \$125,357,824 policies new and taken up against \$131,493,582 in 1913; and the American companies, \$82,267,302 against \$93,164,269, the falling-off in their case being accounted for, as suggested above, by a sharp decline in the industrial business of one company. The British companies, reinforced by an Australian company which has opened up an industrial branch here, report an actual gain of \$2,325,995 over 1913—\$9,276,690 against \$6,950,695.

\* \* \* \*

The exhibit of gain in insurance in force is much less satisfactory and it is apparent that, even making the most liberal allowance possible for compulsory surrenders, reductions and lapses owing to stress of financial circumstances, that there is a very large amount of waste, which there ought not to be. The Canadian companies report a net gain in business in

force of \$42,727,539, from \$771,379,634 to \$814,107,173—about 33 per cent of the business new and taken up. The amount of their policies terminated during the year by death, maturity and expiry was only 11 millions, leaving some 72 millions to be accounted for by surrenders, decreases, lapses, etc. The American companies raised their insurance in force from \$300,056,410 to \$387,031,397, also about 33 per cent. of their business new and taken up. In their case, industrial insurance cuts considerably more of a figure in proportion to the whole business than in the case of the Canadian companies and it is notoriously difficult to avoid a very large lapse ratio in that business, particularly where, as in Canada, a large proportion of the population migrates very freely. The British companies' returns under this heading are incomplete, but the figures given are sufficient to show the extent of the evil. The companies themselves are partly to blame. As long as some of them continue to worship blindly the false gods of big new business, and make contracts with their agents on a brokerage basis, it is only to be expected that the lapse evil will persist. They would in the long run be a good deal better off, if they contented themselves with less new business and remunerated their agents on a basis which would encourage them to look after renewals. It is more true in the case of life insurance than in anything else that "the business that stays is the business that pays."

\* \* \* \*

There was a further large increase last year in the amount of policy loans outstanding. In the case of the Canadian companies this increase (including premium obligations on policies in force) amounted to \$5,333,157, bringing up their total at December 31st last, to \$36,208,469. Including the British and American companies, the total increase in these loans in 1914 approaches \$6,800,000. A good many business men had reason to thank their stars last year that they could obtain ready cash so easily and cheaply by pledging their insurance policies, but there is only too

(Continued on p. 495).

Established 1817

# BANK OF MONTREAL

Incorporated by Act of Parliament

Capital Paid Up, \$76,000,000.00

Rest, \$16,000,000.00

Undivided Profits, \$1,232,669.42

## Head Office, MONTREAL

### BOARD OF DIRECTORS

H. V. MEREDITH Esq., *President.*

R. H. ANGUS, Esq.  
HON. ROBT. MACRAY.  
A. BAUMGARTEN, Esq.  
D. FORBES ANGUS, Esq.

E. B. GREENSHIELD<sup>9</sup> Esq.  
SIR THOMAS SHAUGHNESSY, K.C.V.O.  
C. B. GORDON, Esq.  
D. FORBES ANGUS, Esq.

SIR WILLIAM MACDONALD  
G. R. HOMER, Esq.  
H. R. DRUMMOND, Esq.  
WM. McMASTER, Esq.

SIR FREDERICK WILLIAMS-TAYLOR, *General Manager*

A. D. BRAITHWAITE, *Assistant General Manager.*

G. SWEENEY, *Supt. British Columbia Branches.*

F. J. COCKBURN, *Supt. Quebec Branches.*

E. P. WINSLOW, *Supt. North West Branches*

D. R. CLARKE, *Supt. Maritime Provinces and Newfoundland Branches.*

### BRANCHES IN CANADA

In all the important Cities and Towns in the following Provinces:

- PROVINCE OF ONTARIO.
- PROVINCE OF QUEBEC.
- PROVINCE OF NEW BRUNSWICK
- PROVINCE OF PRINCE EDWARD ISLAND.
- PROVINCE OF BRITISH COLUMBIA.
- PROVINCE OF NOVA SCOTIA.
- PROVINCE OF MANITOBA.
- PROVINCE OF SASKATCHEWAN
- PROVINCE OF ALBERTA

### BRANCHES OUTSIDE OF CANADA:

- LONDON, England, 47 Threadneedle Street, E.C., G. C. CASSELL, Manager.
- NEW YORK, N.Y., 64 Wall Street, R. Y. HEDDEN, W. A. BOG.
- CHICAGO, Illinois, 106 South La Salle Street
- ST. JOHN'S, Newfoundland.
- CURLING, Newfoundland.
- MEXICO CITY, Mexico, D. F.
- Sub-Agency, 9 Waterloo Place, Pall Mall, S.W.
- J. T. MOLINEUX, Agents.
- SPOKANE, State of Washington.
- GRAND FALLS, Newfoundland.

### BANKERS IN GREAT BRITAIN

- LONDON,
- The Bank of England.
- The Union of London and Smith's Bank, Limited.
- London County and Westminster Bank, Limited.
- The National Provincial Bank of England, Limited

LIVERPOOL, The Bank of Liverpool, Limited.

SCOTLAND, The British Linen Bank and Branches.

### BANKERS IN THE UNITED STATES

- NEW YORK, - The National City Bank
- National Bank of Commerce
- National Park Bank.
- PHILADELPHIA - Fourth Street National Bank
- ST. LOUIS - The Mechanics-American National Bank
- BOSTON - The Merchants National Bank
- CLEVELAND - The First National Bank of Cleveland
- PITTSBURG - The Bank of Pittsburgh, N.A.
- DETROIT - The First and Old Detroit National Bank
- RUFFALO - The Manufacturers' and Traders' National Bank
- SAN FRANCISCO - First National Bank of San Francisco
- The Anglo and London-Paris National Bank
- MINNEAPOLIS - Northwestern National Bank
- SEATTLE - Seattle National Bank
- ST. PAUL - First National Bank of St. Paul.

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

## THE CANADIAN BANK OF COMMERCE

ESTABLISHED 1867. Head Office: TORONTO

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

SIR EDMUND WALKER, C.V.O., LL.D., D.C.L., *President*  
ALEXANDER LAIRD, *General Manager*  
JOHN AIRD, *Assistant General Manager.*

*Branches of the Bank in Canada are distributed geographically as follows.*

Alberta	-	52	Ontario	-	88
British Columbia	-	43	Prince Edward Island	-	5
Manitoba	-	23	Quebec	-	82
New Brunswick	-	4	Saskatchewan	-	60
Nova Scotia	-	13	Yukon Territory	-	2

*Branches of the Bank outside Canada:*

- Newfoundland—St. John's.
- United States—New York, Portland, Ore., San Francisco, Cal., Seattle, Wash.
- Great Britain—London. Mexico—Mexico City.

Collections effected promptly and at Reasonable Rates.

## The Molsons Bank

Incorporated 1855

**Paid Up Capital - \$4,000,000**  
**Reserve Fund - 4,800,000**

HEAD OFFICE - MONTREAL

Branches in 93 of the leading cities and towns in Canada. Agents and correspondents in leading Cities of the United States and in Foreign Countries throughout the world.

# 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, APRIL 30, 1915.

## FINANCE OF THE WEEK.

There is undoubtedly a feeling of growing confidence in business circles and a disposition to take a considerably more cheerful view of the outlook than was the case even a few weeks ago. Several factors have contributed to the building-up of this intangible, though important asset. There is, in the first place, a certain feeling of confidence in regard to the military situation. While it is recognised that there is much stern work before the Allies, and possibly even from time to time considerable set-backs, yet it is understood that the military chiefs, who are implicitly trusted, view the situation with confidence as to eventual results, and the recent fears, which though they may not have been publicly expressed, must have been felt privately by many, that a German conquest of Europe was within the range of possibility have subsided. Coupled with this increased confidence is the feeling, which events at the close of last week have undoubtedly increased in Canada, of determination of utmost endeavor to "see the thing through, cost what it may." This feeling of determination is indirectly a factor towards business improvement through the impetus it gives to a maximum of effort along the lines of useful and telling production.

### OTHER FACTORS.

Then again, western advices show that the business of preparation for this year's crops has been taken in hand with great energy, and probably under any circumstances a very fair margin of profit will be available to producers. Through this, those interested in transportation and industries are encouraged in regard to prospective earnings. A certain amount of profit will accrue also as a result of the large and rapidly increasing supplies of war munitions and equipment which are being sent to Europe. Profits in this connection are likely to be exaggerated in the popular imagination, as those who have rushed in to buy "war specialty" stocks at high levels may easily find to their cost. Viewed in perspective and in the light of information which is now available regarding some of the contracts, the recent gamble in several of these stocks, which gamble shows some

signs now of subsiding, it is clear, was not justified by the prospects. The business is a new one to many of the companies undertaking it, and in a sense accordingly, considerably more speculative as to profits than their ordinary business. However, a certain proportion of profits will undoubtedly be realised from this business—though it is not very likely to come up to the expectations of those who have rushed in to buy stocks, and this is a factor which has contributed its quota towards the creation of the greater feeling of confidence now prevailing.

### MONTREAL'S NEW LOAN.

A further important borrowing in the American market by the City of Montreal is announced. Tenders will be received up till noon to-day by the Bank of Montreal for the purchase of \$6,100,000 5 per cent. three year gold bonds, dater May 1st and maturing May 1st, 1918. The purpose of the loan is to retire \$3,650,000 maturing treasury bills and to provide for construction of public works. Delivery and payments with interest accrued are to be made in New York on May 14th.

### C. P. R.'S NET EARNINGS.

C. P. R.'s net earnings to which so great an interest attaches by reason of their importance as an indication of the trend of Canadian business did not quite realise in March the expectations which had been formed as a result of their performance in both January and February. The gains in net earnings in those two months have been succeeded by a decline in March. However, the decrease in the latter month is quite a small one. Gross earnings for the month were \$7,852,989, a decrease of \$1,594,472, or 16.9 per cent. Expenses were again reduced sharply—about 23 per cent.—but this considerable curtailment did not wholly offset the shrinkage in gross revenue. Net earnings of \$2,973,014 were \$126,224 or 4.1 per cent. lower than in the same month a year ago.

The March statement completes nine months of the company's fiscal year. For that period gross earnings at \$76,635,820 stand about 23.5 per cent. lower and net earnings at \$25,765,838 about 21.4 per cent. lower than in the corresponding period of 1913-14.

Mr. E. Willans, general manager of the Imperial Guarantee and Accident of Toronto, was a visitor to Montreal this week.

The building in Winnipeg of the defunct Dominion Trust Company has been purchased from the liquidator by the Molsons Bank for \$203,000. The building was purchased in December, 1912 by the Dominion Trust for \$300,000.

Mr. G. V. Holt, who for the last thirteen years has been manager of the Canadian Bank of Commerce at Seattle, has been appointed manager at Vancouver in succession to the late Mr. William Murray. The new Seattle manager is Mr. E. B. Ireland, formerly manager at Sydney, N.S.



### THE MARCH BANK STATEMENT.

A feature of the newly-issued March bank statement is the new high figure reached by notice deposits, which are reported as aggregating at the close of last month, \$676,875,790, an advance of \$5,787,177 for the month, of \$30,732,186 for the year and of \$5,661,665 in comparison with the previous high record for these deposits on July 31, 1914, when they were returned at \$671,214,125.

These figures are very satisfactory. Nevertheless, care needs to be taken that too much is not read into them and into the steady increase which has been taking place in these deposits since September 30. Their rise and present aggregate is due, not only, or perhaps even chiefly, to the piling-up of savings, but also owing to the accumulation of idle commercial funds and the maintenance by many financial corporations of cash balances considerably in excess of those usually held. On the other hand, there is little doubt that generally, economy is being practised to a considerably greater extent than even a year ago and that a volume of real savings is thus being accumulated. In the country districts this movement has been helped along by the high prices received by farmers recently for their products, while in the towns which have been the harder hit by recent events, the trend towards personal economy is distinctly seen.

Demand deposits, which showed a slight gain in February, marked the substantial advance last month of \$8,400,000 to \$339,814,286, but that total is still approaching six millions less than the aggregate for the corresponding date of 1914.

#### COMMERCIAL LOANS LOW.

On the other hand, slowness in commercial developments is suggested by the fact that commercial loans in Canada have failed to maintain the slightly upward tendency which was a feature of the February bank statement. In March these loans decreased nearly

2½ millions—about a million more than the February increase—to \$769,138,883, some 54 millions less than the total at which they stood on the corresponding date a year ago. Canadian call loans increased by some \$650,000 to \$68,245,261, but are still some \$800,000 below the level of the corresponding date a year ago. Loans to municipalities show a further increase of \$2,789,546 and at \$41,227,449 are nearly \$10,000,000 higher than at the corresponding date a year ago.

#### RISE IN FOREIGN CALL LOANS.

With increased resources which could not be employed in ordinary commercial loans, the banks last month increased largely their foreign call loans, which at March 31, were \$101,938,685, a gain of above 12 millions for the month. A year ago these loans were as high as \$145,000,000, whence they were sharply decreased to around \$74,000,000 in November. Since then they have been again steadily advanced.

As a result of this movement the banks' reserve position is one of exceptional strength. Their holdings of specie in their own vaults and in the Central Gold Reserve, and Dominion notes plus net bank balances abroad and foreign call loans, were at the end of January in the proportion of 27.3 per cent. to their circulation and deposits.

#### HOTEL FIRES IN SASKATCHEWAN.

Mr. McLean, the Provincial Fire Commissioner of Saskatchewan, is reported to be making an investigation into five of the hotel fires in that province which followed the provincial government's recent announcement of a "banish-the-bar" policy.

It is understood that the fire insurance companies generally are following a very cautious policy in regard to hotel risks in Saskatchewan, having regard to recent events, while the possibility is also being borne in mind, that the "banish-the-bar" agitation may extend to one or other of the remaining western provinces.

### ABSTRACT OF THE BANK STATEMENT FOR MARCH, 1915.

(Compiled by The Chronicle).

	March 31, 1915.	February 27, 1914.	March 31, 1914.	Month's Change.	Year's Change.
<b>LIABILITIES.</b>					
Circulation	\$ 96,666,544	\$ 97,789,392	\$ 96,848,384	— \$ 1,122,848	— \$ 181,840
Demand deposits	339,814,286	331,415,179	345,590,642	+ 8,399,107	— 5,776,356
Notice deposits	676,875,790	671,088,613	646,143,604	+ 5,787,177	— 30,732,186
Foreign deposits	97,737,998	92,092,034	114,523,736	+ 5,645,964	+ 16,785,738
Total liabilities	1,300,863,637	1,281,079,445	1,299,017,586	+ 19,784,192	+ 1,846,051
<b>ASSETS.</b>					
Specie	65,671,275	66,125,031	45,661,913	— 453,756	+ 20,009,362
Dominion Notes	137,413,021	138,727,871	96,227,321	— 1,314,850	+ 41,185,700
Deposits in Central Gold Reserve	5,550,000	5,250,000	3,500,000	+ 300,000	+ 1,750,000
Securities held	114,332,018	110,999,382	102,408,341	+ 3,332,636	+ 11,923,677
Canadian call loans	68,245,261	67,591,769	69,088,240	+ 653,492	— 842,979
Foreign call loans	101,938,685	89,800,982	145,218,223	+ 12,047,703	— 43,279,538
Canadian current loans	769,138,883	771,635,208	823,490,422	— 2,496,325	— 54,351,539
Foreign current loans	41,745,737	43,661,379	53,279,411	— 1,915,642	— 11,533,674
Loans to municipalities, etc.	41,227,449	38,437,903	31,890,843	+ 2,789,546	+ 9,336,606
Total assets	1,545,723,564	1,525,052,085	1,546,622,640	+ 20,671,479	— 899,076

# THE ROYAL BANK OF CANADA

INCORPORATED 1869

Capital Paid up \$11,560,000 Reserves \$13,174,062  
Assets \$179,404,054

HEAD OFFICE - MONTREAL.

340 BRANCHES THROUGHOUT CANADA

28 Branches in Cuba, Porto Rico and Dominican Republic  
Kingston, Jamaica. Bridgetown, Barbados.  
Nassau, Bahamas. St. George's, Grenada.  
Port of Spain and San Fernando, Trinidad.  
Georgetown and New Amsterdam, British Guiana.  
Belize, British Honduras.

LONDON, Eng.  
Princes St., E. C.

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

SIR EDMUND B. OSLER, M.P., President

W. D. MATTHEWS, Vice-President

C. A. BOGERT, General Manager

## TRUST FUNDS SHOULD BE DEPOSITED

in a Savings Account in The Dominion Bank. Such funds are safely protected, and earn interest at highest current rates.

When payments are made, particulars of each transaction may be noted on the cheque issued which in turn becomes a receipt or voucher when cancelled by the bank.

Head Office, Toronto

# THE BANK OF TORONTO

DIVIDEND No. 134

**NOTICE** is hereby given that a **DIVIDEND** of Two and Three-quarters per cent. for the current quarter, being at the rate of Eleven per cent. per annum, upon the paid-up capital stock of the Bank, has this day been declared, and that the same will be payable at the Bank and its Branches on and after the 1st day of June next, to Shareholders of record at the close of Business on the 14th day of May next.

By Order of the Board,

**THOS. F. HOW,**  
General Manager.

THE BANK OF TORONTO, TORONTO,  
April 28th, 1915.

# THE BANK OF NOVA SCOTIA

INCORPORATED 1832.

CAPITAL	\$6,500,000.00
RESERVE FUND	12,000,000.00
TOTAL ASSETS over	90,000,000.00

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

# HOME BANK OF CANADA

ORIGINAL CHARTER 1854

## NOTICE OF QUARTERLY DIVIDEND.

Notice is hereby given that a Dividend at the rate of SEVEN PER CENT (7 P.C.) PER ANNUM upon the paid up Capital Stock of this Bank has been declared for the THREE MONTHS ending the 31st May, 1915 and that the same will be payable at the Head Office and Branches on and after Tuesday, the 1st of June, 1915. The Transfer Books will be closed from the 17th to the 31st of May, 1915, both days inclusive.

By Order of the Board,

JAMES MASON,  
General Manager.

Toronto, April 21st, 1915.

# The Bank of Ottawa

Established 1874

Head Office - - - OTTAWA, Canada

Paid-up Capital	\$4,000,000
Rest and Undivided Profits	4,978,299
Total Assets, over	50,000,000

## BOARD OF DIRECTORS

HON. GEORGE BRYSON, President.

JOHN B. FRASER, Vice-President.

SIR HENRY N. BATE,	DAVID MACLAREN
RUSSELL BLACKBURN,	DENIS MURPHY,
SIR HENRY K. EGAN,	HON. SIR GEORGE H. PERLEY.
E. C. WHITNEY.	

GEORGE BURN,	D. M. FINNIE,
General Manager.	Assistant General Manager.
W. DUTHIE, Chief Inspector.	

**MUNICIPAL BOND PROSPECTS.**

Canadian municipalities during 1914 sold securities to the amount of \$83,498,431, as compared with \$115,761,925 during 1913, according to Mr. E. R. Wood's recent review. This total was divided almost equally between the East and the West, \$41,495,446, or 49.70 per cent., being issued by the Eastern municipalities, as against \$61,914,134 in 1913, while \$42,002,985, or 50.30 per cent., were issued by those of the West, in comparison with \$53,547,791 in 1913. During 1913 there was a feeling, general throughout the country, that the time had come for caution in spending money for permanent work, and this feeling reacted upon the municipalities to such an extent that during 1914 there was no small curtailment in the amount of money required for new work. At the same time, says Mr. Wood, many corporations had carried over bonds for work completed during the previous year or two in the hope that the onerous terms which the dullness of the fall of 1913 had imposed upon those who sold securities at that time would show improvement later on. This was augmented by the necessity to refinance short-term notes issued to bridge over the period of high money in 1913 and for which permanent securities were issued in 1914. The result was that during the first few months of 1914 a large number of municipalities came into the market with securities that were issued to pay for work completed during the previous year. This is one reason why the effect of municipal economy in 1914 is not more apparent in reducing the amount of bonds sold, and we may expect, says Mr. Wood, during the coming year, to see a very material decline in municipal construction and current expenditure, and consequently in the amount of municipal offerings which the market will have to absorb.

There are, however, two important factors which will in some measure militate against this result. A number of municipalities, especially in the West, have unsold balances of bonds to dispose of. In addition, a number of municipalities are pressing the commencement of work that might be left until a future date, in order to help out the unemployment that might otherwise cause considerable distress in the large industrial centres.

**CANADIAN LIFE INSURANCE.**

(Continued from front page).

much reason to think that not all the borrowing was of the legitimate kind—a good deal of it is undoubtedly to be regretted. The companies again made an impressive advance in their assets. The Canadian companies' assets at December 31st, totalled \$257,448,374, an increase of \$24,203,879 during the year. The assets in Canada of the British companies total \$39,037,187, an increase of nearly \$1,500,000 and of the American companies \$76,361,818, an increase of over 6½ millions. Together the assets of the life companies operating here reach the impressive total of \$372,847,379. The greater proportion of that amount has actually been invested in Canada, and means a good deal in Canadian development.

**CANADIAN BANK OF COMMERCE DECLARES BONUS.**

The Canadian Bank of Commerce, in common with the Bank of Montreal, is continuing to maintain its 1 per cent. half-yearly bonus, that for the current half-year having been declared payable with the regular quarterly dividend of 2½ per cent. These bonus declarations by the two leading banks of the Dominion are particularly significant at the present time as an indication, not only that the banks are maintaining their earning powers, but that in the bankers' view underlying conditions are such as not to necessitate additional precautions beyond those already taken.

**CURIOSITIES.**

A London contemporary culls some curious items of information revealed in the returns under the British Assurance Companies' Act. An insurance company with a premium income of £85 and a loss on the year's transactions of £203, does not appear to stand forth as a "money-spinner." Yet this is the record of the British Fire Insurance Company. Again, the Fire Fund, Limited, did direct business for premiums of £2 4s. 4d.; but had an interest income of £2 3s. 6d. It has a fire insurance fund of £2, and a balance of £4 8s. 10d. on its revenue account. Just why these concerns linger on is not altogether evident, says our contemporary. Perhaps it is that a certain value may at some date attach to their high-sounding titles.

ESTABLISHED 1873

The

**Standard Bank**

of CANADA

**Head Office, TORONTO**

124 BRANCHES THROUGHOUT THE DOMINION



**K**EEPING a bank account for "household expenses" and paying all bills by cheque has many advantages. It shows the balance on hand, the amount expended, provides receipts for every payment and does not require a large deposit to begin with



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

# National Trust Co.,

LIMITED  
 CAPITAL . . . . . \$1,500,000  
 RESERVE . . . . . 1,500,000

Acts as executor and trustee under will.  
 Administers real estate.  
 Allows interest on savings deposits.

**MONTREAL DIRECTORS**

H. B. WALKER, F. W. MOLSON,  
 H. J. FULLER, T. B. MACAULAY  
 W. M. BIRKS

**TEMPORARY OFFICES:**

**179 St. James Street**

PERCIVAL MOLSON, Manager.

# The Royal Trust Co.

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

**EXECUTORS AND TRUSTEES**

**BOARD OF DIRECTORS:**

H. V. Meredith, President.

Sir William C. Van Horne, K.C.M.G., Vice-President.  
 SIR H. MONTAGU ALLAN, E. B. GREENSHIELDS  
 K. H. ANGUS, C. R. HOMER  
 A. BAUMGARTEN, SIR W. C. MACDONALD  
 A. D. BRAITHWAITE, HON. R. MACKAY  
 H. R. DRUMMOND, SIR T. G. SHAUGHNESSY,  
 C. R. GORDON, K.C.V.O.  
 SIR LOMER GOUIN, K.C.M.G.  
 SIR FREDERICK WILLIAMS-TAYLOR

A. E. HOLT, Manager

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

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

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.

# The Trust and Loan Co.

OF CANADA

Capital Subscribed . . . . . \$14,600,000.00  
 Paid-up Capital . . . . . 2,920,000.00  
 Reserve Funds . . . . . 2,511,049.13

MONEY TO LOAN ON REAL ESTATE AND  
 GUARANTEE VALUES OF LIFE POLICIES.

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

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

**Safety  
 Deposit Vault**  
 Terms exceptionally  
 moderate.  
**Correspondence  
 invited.**

B. HAL. BROWN, President and Gen. Manager

**THE  
 Life Agents' Manual, \$3.00**  
**THE CHRONICLE, MONTREAL.**

# AUSTRALIA and NEW ZEALAND BANK OF NEW SOUTH WALES

(ESTABLISHED 1817)

Paid-up Capital . . . . .	\$17,500,000.00
Reserve Fund . . . . .	12,500,000.00
Reserve Liability of Proprietors . . . . .	17,500,000.00
	<hr/>
	\$254,228,800.00



Aggregate Assets 31st March, 1914

J. RUSSELL FRENCH, General Manager.

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

Head Office: GEORGE STREET, SYDNEY. London Office: 29, THREADNEEDLE STREET, E.C.

## FIRE PREMIUMS AND LOSSES IN CANADA, 1914.

We publish in this issue our annual tables, which have been compiled for a great number of years, showing the ratio of net losses incurred to net cash received for premiums in 1914 by the fire companies operating in Canada under Dominion licenses. For many years past, with the exception of 1909, these statistics, which are compiled from the report of the Dominion Superintendent of Insurance, have shown a marked expansion in the volume of business transacted by the companies and, of recent years, in the number of organisations operating in this field. A few years ago, there was almost an avalanche of American companies newly entering the Dominion, while last year, in spite of the depressed circumstances one or two companies from outside made a start here. As was to have been anticipated, the gain in premiums received last year was not so great as in some of the immediately preceding years, though premiums made the substantial advance of some \$1,800,000 over those of 1913. However, there is little doubt that the competition for the Dominion's fire insurance business is quite keen enough for comfort, and that altogether apart from the illegitimate competition of the unlicensed concerns of various kinds, who at the close of 1904 had insurance in force in Canada equal to about six per cent. of the amount which the licensed companies reporting to the Dominion Government had in force at the same date.

### SUPREMACY OF BRITISH COMPANIES.

In spite of the increased competition of recent years, the British companies continue to maintain their supremacy in the Canadian field. Last year the amount of their premiums was well over 50 per cent. of the total premiums received by all the fire companies holding a Dominion license, and it must be remembered also that a number of the companies which figure under the heading of Canadian companies are in reality in the position of subsidiaries of the big British corporations. Several of the American companies also—one with a Canadian income of important proportions—are also controlled by British companies. While every now and again some insurance nationalist is found to cavil at this condition of affairs, nobody with a sense of perspective is likely to begrudge the British companies the enviable position in Canadian fire insurance which they enjoy. In the past they have done magnificent work in helping build up the Dominion. Some of them have been well established in Canada for generations—in at least one instance for well over a century—and their managements have ably maintained the highest traditions of British business in sound underwriting and quiet, unassuming but none the less effective service.

Probably in no case, over a long period of years, have the profits secured by the British companies from their Canadian business been more than moderate, and these have been well earned considering the

services which have been rendered. The companies' enormous resources have been at all times available, and have been freely drawn upon, to meet the losses occasioned by the conflagrations which have from time to time swept the cities and towns of the Dominion from the Atlantic to the Pacific. Moreover, the companies have invested very large amounts of funds in the Dominion, and in the erection and maintenance of handsome and commodious office structures in the several large Canadian business centres, they have displayed a public spirited policy that is distinctly to their credit.

### THE BUSINESS OF 1914.

As already noted, the business of the fire companies last year did not expand to so great an extent as in some recent years. It may be anticipated that probably the current year will accentuate this movement. The lightness of stocks and the pause in building operations will tend to keep down the volume of premiums. The premiums received by the whole of the companies last year totalled \$27,546,880, an increase, as already noted, of about \$1,800,000 on those of 1913 which were \$25,745,947. As might be anticipated from their recent vigorous invasion of the Canadian field, the American and French companies secured the lion's share of this increase in premium income, their total being \$8,772,188 against \$7,508,052 in 1913. The British companies show an advance of nearly \$600,000 from \$13,138,597 in 1913 to \$13,710,942 in 1914. On the other hand, the Canadian companies show an actual decline of over \$35,000 in comparison with their 1913 premium income, to \$5,063,750, within \$350 of their 1912 income. It is interesting to note that last year five companies had Canadian premium incomes in excess of a million dollars, compared with three in 1913. They are:—Royal, \$1,450,549; Liverpool and London and Globe, \$1,383,305; Hartford, \$1,049,834; Phoenix of London, \$1,035,778; Commercial Union, \$1,000,069. These figures are exclusive of the premium incomes of subsidiary and controlled companies operating in Canada.

The year does not appear to have been a very profitable one for many of the companies. The loss experience was on the whole less favorable than that of 1913, markedly so in the case of the British companies, the average loss ratio of which comes out at 58.21 against 54.78 in 1913, making the worst average showing in a number of years. The Canadian companies' loss ratio is fractionally higher at 61.52 against 61.31 or the highest since 1908. On the other hand the American and French companies show an average of 54.40 against 56.96 in 1913.

### TWENTY YEARS' RECORD.

The additional table summarising the loss record of the whole of the companies for the past twenty years shows at a glance the course of the fire insur-

# FIRE INSURANCE BUSINESS IN CANADA FOR THE YEAR 1914

## With Comparative Results from 1908 to 1913

(Compiled by The Chronicle).

COMPANIES.	Per cent. of Losses incurred to Premiums.						Business of 1913.		Business of 1914.			
	1908	1909	1910	1911	1912	1913	Net Cash received for Premiums	Net Losses Incurred	Net Cash received for Premiums	Net Losses Incurred	P.C. losses incurred to Premiums	
	p.c.	p.c.	p.c.	p.c.	p.c.	p.c.	\$	\$	\$	\$	p.c.	
<b>CANADIAN—</b>												
Aeolia	40.8	46.9	70.95	67.01	69.72	57.74	144,172	83,248	142,580	93,133	65.32	
Anglo-American	97.9	52.0	59.06	63.85	68.92	70.09	202,743	142,115	204,229	130,540	63.92	
Beaver									29,334	746	2.51	
British America	68.5	55.4	69.34	41.51	55.49	52.86	482,282	254,937	489,750	311,266	63.55	
British Colonial									11,742	198,129	36,427	18.38
British Northwestern									53,481	46,321	37,504	80.96
Canada National				1.50	23.57	37.12	131,416	48,785	190,437	89,747	47.13	
Canadian	71.1	43.7	42.19	32.31	35.52	42.71	292,204	124,809	279,683	130,683	46.73	
Central Canada Mnfrs.	69.1	57.3	31.54	85.84	80.26	110.49	56,085	61,966	213,769	173,363	81.10	
Dominion	88.8	45.2	60.74	53.74	60.29	69.40	264,599	183,642				
Eastern Canada Mnfrs.	69.2	57.3	99.03						110,559	94,638		
Equity	86.3	57.3	71.29	50.43	76.50	68.78	160,747	110,559	284,286	136,209	47.91	
Factories									91,998	87,868	53.45	
Hudson Bay									96,449	87,868	46,964	
Imperial Underwriters									17,065	95,208	49,086	
Liverpool-Manitoba									217,208	419,495	247,671	
London Mutual	67.1	58.7	40.61	63.35	49.41	62.63	478,306	299,580	558,456	375,666	67.27	
Manitoba	74.2	46.5	52.05	55.45					107,862	244,851	193,532	
Mercantile	53.6	49.1	70.00	52.55	41.70	44.68	241,393	107,862	131,265	96,038	73.16	
Montreal-Canada	97.7	65.4	54.30	75.94	58.18	69.68	146,959	102,396	381,844	153,661	40.24	
Mount Royal									239,468	126,539	98,410	
North Empire									53,660	39,410	75,490	
North West									125,711	68,533	54.52	
Nova Scotia	26.8	39.8	66.32	40.19	55.91	55.91	115,078	49,854	129,812	87,716	67.57	
Occidental		34.9	44.59	33.91	42.33	52.86	158,378	83,726				
Ontario	77.1	70.4	83.29	85.33	58.21	94.00	100,518	94,477				
Ottawa	49.5	85.8	428.85	17.27					66,826	21,586	41,504	
Pacific Coast	129.4	38.4	46.38	30.00	27.52	32.30	229,960	129,583	247,651	118,763	47.95	
Quebec	30.9	72.3	42.30	43.28	43.61	56.35						
Richmond & Drummond	75.0	106.8										
Rimouski	61.7	53.2	86.63	67.73	68.81	110.00	199,770	219,722				
Sovereign	95.2	64.2	46.18	52.65	54.01							
Western	71.1	51.4	50.96	54.90	39.77	41.91	597,472	250,409	409,719	326,179	79.61	
<b>Totals and Averages</b>	<b>72.1</b>	<b>55.9</b>	<b>60.03</b>	<b>53.08</b>	<b>52.58</b>	<b>61.31</b>	<b>5,099,298</b>	<b>3,126,579</b>	<b>5,063,750</b>	<b>3,115,119</b>	<b>61.52</b>	
<b>AMERICAN AND FRENCH—</b>												
Aetna	36.5	38.2	47.48	45.24	54.12	53.36	321,364	171,481	358,554	198,972	55.49	
American Central									82,575	163,551	119,983	
American Insurance									66,371	62,518	32,784	
American Lloyds				4.36	9.79	85.82	14,749	12,657	17,010	599	3.52	
California					7.40	23.81	29,416	7,005	37,410	21,062	56.30	
Connecticut	67.4	53.0	54.38	48.26	51.88	57.05	139,412	79,536	110,499	52,168	47.21	
Continental				42.26	71.39	69.99	268,195	187,456	299,678	192,152	64.12	
Equitable F. & M.									34,106	23,162	67.91	
Fidelity-Phenix	50.1	39.2	56.36	45.81	64.54	73.40	372,746	273,596	362,151	176,426	48.72	
Fireman's Fund									19,972	94,993	65,451	
Fireman's Insurance									34,520	89,562	31,037	
General of Paris									58,888	82,382	63,263	
German-American	67.6	49.6	62.08	44.18	51.02	61.23	420,036	257,176	470,652	304,883	64.78	
Germania									58,287	66,668	42,654	
Glens Falls									113,442	105,086	52,123	
Globe & Rutgers									729	99,867	15,394	
Hartford	46.9	45.4	70.84	34.44	48.00	51.94	871,942	452,846	1,049,834	518,331	49.37	
Home	55.2	49.1	63.00	53.84	52.10	36.51	734,750	268,232	898,923	433,932	48.27	
Ins. Co. of N. A.	65.2	55.2	39.68	51.87	52.86	66.45	408,030	271,155	441,420	198,111	44.88	
Ins. Co. State of Pa.									154,917	156,885	124,734	
Lumber	67.0	80.8	120.03	83.33	44.85	82.68	111,410	92,111	100,581	77,009	76.56	
National-Ben Franklin									155,675	34,969	22.46	
National of Hartford	19.7	27.7	61.00	43.02	73.03	69.78	585,141	408,352	637,386	368,220	57.77	
National of Paris									103,479	10,248	9.90	
National Union									214,154	117,704	54.99	
Niagara				37.83	59.12	79.63	195,005	155,282	187,012	87,247	46.65	
Northwestern National									41,255	113,160	61,907	
Phoenix of Hartford	48.3	38.5	50.05	57.93	39.55	49.91	459,969	229,586	402,016	260,725	62.36	
Providence-Washington									158,638	94,779	135,298	
Queen	66.9	52.7	62.85	59.30	48.62	66.88	594,859	361,695	607,874	356,172	58.59	
Rochester-German	54.7	49.3	57.75									
Springfield		35.1	43.62	50.72	44.34	62.49	374,055	233,753	481,373	281,330	58.44	
St. Paul	49.0	31.6	50.72	61.45	51.58	50.14	224,655	112,644	236,513	105,892	44.77	
L'Union of Paris									110,989	187,704	114,225	
Westchester									152,863	103,933	67.99	
<b>Totals and Averages</b>	<b>55.7</b>	<b>46.1</b>	<b>59.27</b>	<b>48.95</b>	<b>50.23</b>	<b>56.96</b>	<b>7,508,052</b>	<b>4,276,640</b>	<b>8,772,189</b>	<b>4,772,100</b>	<b>54.40</b>	

\* Not including Nova Scotia and British Columbia business.

**FIRE INSURANCE BUSINESS IN CANADA FOR THE YEAR 1914—Continued**

COMPANIES.	Per cent. of Losses incurred to Premiums.						Business of 1913.		Business of 1914.		P.C. losses incurred to Premiums
	1908	1909	1910	1911	1912	1913	Net Cash received for Premiums	Net Losses Incurred	Net Cash received for Premiums	Net Losses Incurred	
	p.c.	p.c.	p.c.	p.c.	p.c.	p.c.	\$	\$	\$	\$	
BRITISH—											
Alliance	58.5	31.7	45.80	55.85	47.67	39.13	224,905	88,005	213,203	135,454	63.53
Atlas	64.5	46.0	63.34	67.14	56.27	54.01	541,479	292,446	526,216	344,142	65.40
Caledonian	78.8	41.6	58.90	51.98	49.39	56.59	436,727	247,125	442,976	274,789	62.03
Commercial Union	49.6	46.1	55.65	53.97	51.18	46.66	843,850	393,779	1,000,069	455,690	45.56
Employers' Liability				31.33	31.88	45.13	247,675	111,772	308,402	183,460	59.49
General	6.9	37.6	66.51	77.12	46.09	58.75	278,843	163,802	267,237	123,783	46.32
Guardian	64.0	52.7	57.76	63.88	61.74	63.83	867,322	570,972	958,195	568,539	59.33
Law Union & Rook	59.7	44.5	53.57	51.74	52.04	52.49	236,795	124,278	282,305	167,354	59.28
Liverpool & L. & G.	59.1	56.3	59.64	53.70	57.78	56.75	1,402,255	795,819	1,383,305	939,865	67.94
London & Lancashire	62.6	47.6	54.36	64.21	40.71	45.88	673,804	309,122	691,561	401,960	58.12
London Assurance	54.0	27.9	40.43	35.75	42.59	47.08	288,379	135,770	310,412	153,558	49.47
Marine									None	None	
North British	56.8	54.5	62.67	57.80	48.63	59.23	961,355	569,357	943,907	632,746	67.03
Northern	76.3	50.2	52.93	47.49	48.86	51.34	718,600	368,975	736,047	500,856	68.04
Norwich Union	63.8	44.2	54.96	47.23	54.50	57.05	805,204	459,403	770,642	481,309	62.45
Palatine					6.67	48.52	187,594	91,025	239,666	150,712	62.88
Phoenix	54.5	54.6	62.20	44.66	52.45	55.01	1,031,853	560,596	1,035,778	575,354	55.55
Provincial				9.13	10.08	75.42	29,811	22,482	45,591	50,793	111.41
Royal	50.6	52.5	56.41	53.37	57.35	59.44	1,291,623	767,703	1,450,549	739,830	51.00
Royal Exchange			2.35	40.23	39.71	39.36	406,218	159,888	422,440	160,755	38.05
Scottish Union & National	67.2	40.0	42.85	48.83	38.86	50.64	359,839	182,222	350,475	160,950	45.92
Sun	54.0	58.0	51.71	60.18	54.07	59.60	475,555	283,352	484,222	267,658	55.27
Union					44.05	52.29	494,145	258,406	480,991	273,141	56.79
Yorkshire	36.8	51.4	61.64	51.11	46.38	70.09	334,766	234,636	366,753	239,120	65.20
Totals and Averages	58.1	49.7	57.02	53.83	50.95	54.78	13,138,597	7,197,029	13,710,942	7,981,818	58.21

**Twenty Years' Premiums Received and Losses Incurred by Fire Companies with Dominion Licenses**

(Compiled by The Chronicle.)

Years.	Premiums Received.	Losses Incurred.	Per-centage.	Years.	Premiums Received.	Losses Incurred.	Per-centage.
1895	\$ 6,943,382	\$ 4,812,764	69.31	1905	\$14,285,671	\$ 6,185,612	43.30
1896	7,075,850	4,338,506	61.31	1906	16,687,963	6,863,829	46.73
1897	7,157,661	4,609,997	64.41	1907	16,122,922	8,742,904	54.23
1898	7,350,131	5,395,898	74.37	1908	17,572,113	10,347,567	58.88
1899	7,910,492	4,552,161	57.75	1909	17,049,464	8,604,477	50.47
1900	8,331,948	8,078,931	97.00	1910	18,725,531	10,931,918	58.38
1901	9,650,348	6,783,617	70.29	1911	20,575,255	10,810,929	52.54
1902	10,577,084	4,288,562	40.54	1912	23,194,518	11,855,704	51.11
1903	11,384,762	5,799,279	50.94	1913	25,745,947	14,601,148	56.71
1904	13,169,882	14,191,847	107.76	1914	27,546,880	15,869,097	57.61

**FIRE PREMIUMS AND LOSSES IN CANADA, 1914.**

(Continued from p. 497.)

ance business in Canada during that period. It will be seen that on the whole, the second decade makes a rather more favorable showing than the first. But only in three years of the twenty has the loss ratio of the companies fallen below 50 per cent. In one year, 1904, when the companies paid out seven and a quarter million dollars for the Toronto wholesale warehouse district fire, there was an actual excess of losses over premiums and in six other years the loss ratio was over 60 per cent. We are still as busy as ever in burning up our wealth. There are a few signs that public opinion is gradually being wakened up on this question, but the curious phenomenon is still in evidence that the job of furthering the fire prevention movement is largely left to fire underwriters themselves.

It should be noted in connection with the statistics of the fire insurance business of 1914, published in our issues of March 12th and 19th, that the figures

given as approximate were approximated by THE CHRONICLE and not furnished by the companies concerned.

**CAPTAIN W. H. CLARKE-KENNEDY.**

The satisfactory news came to hand on Wednesday morning that Captain W. H. Clarke-Kennedy, of Montreal, who had been previously reported killed in the fierce fighting at the close of last week near Ypres is alive and well. Prior to his departure for the front, Captain Clarke-Kennedy was assistant manager for Canada of the Standard Life Assurance Company, with which organisation he has spent his business life, first in London, England, and since 1903, with an interregnum of about two years in Johannesburg, attached to the Canadian branch in Montreal. Captain Clarke-Kennedy has always been exceedingly popular in social circles in Montreal, and his many friends here will hope that he will not only have the satisfaction of reading his own obituary, but that he will eventually be able to return to Montreal safe and sound.

# CANADA PERMANENT MORTGAGE CORPORATION

Established 1855.

Toronto Street, Toronto

President, W. G. GOODERHAM.

First Vice-President, W. D. MATTHEWS; Second Vice-President, G. W. MONK;

Joint General Managers, R. S. HUDSON, JOHN MASSEY Superintendent of Branches and Secretary, GEORGE H. SMITH.

PAID-UP CAPITAL, \$6,000,000.00 RESERVE FUND (earned) \$4,500,000.00 INVESTMENTS, \$32,496,750.55

DEPOSITS RECEIVED DEBENTURES ISSUED

Associated with the above Corporation, and under the same direction and management, is

## THE CANADA PERMANENT TRUST COMPANY

Incorporated by the Dominion Parliament. This Trust Company is now prepared to accept and execute Trusts of every description, to act as Executor, Administrator, Liquidator, Guardian, Curator, or Committee of the estate of a lunatic, etc. Any branch of the business of a legitimate Trust Company will have careful and prompt attention.

# WESTERN

Assurance Company

Incorporated in 1851

FIRE AND MARINE

ASSETS OVCF \$3,700,000.00

LOSSES paid since organization of Com-pany over \$61,000,000

### DIRECTORS

W. R. BROCK, President.

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

ROBT. BICKERDIKE, M.P.	JAMES KERR OSBORNE
H. C. COX	Z. A. LASH, K.C., LL.D.
D. B. HANNA	GEO. A. MORROW
JOHN HOSKIN, K.C., LL.D.	LT. COL. FREDERIC NICHOLLS
ALEX. LAIRD	GOL. SIR HENRY PELLATT C.V.O.
AUGUSTUS MYERS	E. R. WOOD

HEAD OFFICE TORONTO

THE LIFE AGENTS' MANUAL - \$3.00

Published by The Chronicle, Montreal

ESTABLISHED 1808

Total Funds Exceed

\$100,798,258.00

Canadian Investments Over

\$9,000,000.00

FIRE AND LIFE

## North British and Mercantile

INSURANCE COMPANY

DIRECTORS

W. MCMASTER Esq. G. N. MONCEL, Esq.  
E. L. PEARSE, Esq.

Head Office for the Dominion:

80 St. Francois Xavier Street - MONTREAL.

Agents in all the principal Towns in Canada.

RANDALL DAVIDSON, Manager.

Organized



Assets

\$8,966,071.46

Surplus to Policyholders

\$4,019,694.66

Applications for Agencies invited.

Canadian Head Office  
MONTREAL

J. W. BINNIE Manager

A STRONG TARIFF OFFICE, NOW ENTERING CANADA

FOUNDED A.D. 1819

## THE PHENIX FIRE INSURANCE COMPANY OF PARIS, FRANCE

EDMUND FOSTER, Supt. of Agencies.  
LEWIS BUILDING,

THOMAS F. DOBBIN, Manager for Canada.

ST. JOHN STREET, MONTREAL.

Applications for agencies invited

## DEFERRED AND UNPAID PREMIUMS.

### I.

One of the invariable requirements of the governmental supervision of insurance is the filing with the insurance departments, annually or semi-annually, a sworn statement of the condition of the company reporting, covering detailed accounts of income, expenditures, assets, etc. These general items are essential. But unfortunately an endless variety of questions are asked relating to matters that have comparatively no public interest whatever, and which cannot possibly help the most skilled and careful examiner in determining anything of importance in regard to the standing of the company.

It is not an easy thing to properly examine such a statement. The training of a mere accountant is not sufficient because there are several items appearing in such a statement that can be tampered with beyond almost the possibility of his detection. This applies with greatest force to the publications of the condition of life insurance companies; but it certainly applies in a greater degree than is suspected to the statements of all branches of insurance. An ingenious trickster who has had a long experience in his profession, and who is unscrupulous enough to resort to almost any method, rather than bring his income to a sudden close, can see glorious possibilities of refuge and safety in almost any one of the various items composing these accounts. In the present articles, attention will be given solely to the two items of "deferred premiums" and "unpaid" or "uncollected premiums."

### DEFERRED PREMIUMS.

"Deferred premiums" are only allowable as credits when they will become due before the end of the current policy year, and not then, unless the mode of valuation that was used in ascertaining the company's liabilities was such as to charge the company with the whole of the year's premium upon the policy—just as though it had been an annual premium. Premiums are payable annually, semi-annually, quarterly, or otherwise; but in all cases of valuations according to the usual methods, policies are treated as though their premiums were paid annually. This is done largely for convenience. It would create endless trouble and annoyance if it were compulsory to compute valuation tables, not only for annual premium policies, but also for those paying premiums semi-annually, quarterly, or monthly, and no particular benefit would be derived from this greatly increased labour.

Therefore, if a policy paying a semi-annual premium bearing a date, say August, 1913, be valued on the 31st of December, 1913, it is treated as though it had paid a full year's premium; and the reserve for an annual premium policy is charged up against the company as a liability. If this valuation is not made strictly in accordance with facts, and if the pursuit of such a method should be injurious to the companies, and should be detrimental to their good showing, it

is right that a proper and scientific adjustment should be made. A company is, therefore, permitted on such a policy to credit itself, as an asset, with the amount of one deferred net semi-annual premium. Practically, it credits itself with one gross semi-annual premium, making such a deduction as it is thought will about cover the cost of collection.

It will therefore readily be seen that if companies' business is mixed, and they have policies paying annual premiums, semi-annual premiums, and quarterly premiums, they must effect an equitable adjustment of the over-valuation of their policies by crediting themselves with the ascertained value of their "deferred premiums."

If a valuation of a semi-annual premium should be made upon its true basis, no such credit would be required; but under the present system of valuation it is perfectly right and proper that the companies should receive the benefit of this credit.

### WEAKENING OF THE SPECIE RESERVE.

The weakening of the specie reserve supporting Dominion notes, while it may have seemed to be necessary or advisable in the present crisis, promises to have some disadvantages when normal conditions are restored, write Mr. H. M. P. Eckhardt in the *Journal of the Canadian Bankers' Association*. This cutting down of the gold reserve, in combination with the action of the Government in ceasing to pay gold on demand for all notes presented, must have a tendency to cause the bankers to value the Dominion notes less highly in the future for reserve purposes. Hitherto, until the war started, they have been regarded as practically equivalent to gold; and nearly all of the banks followed the policy of carrying a comparatively small amount of gold and a large proportionate amount of Dominion notes. If the permanent reserve basis of the notes had been left unchanged, the suspension of the specie payments by itself might not have affected the standing of the notes, inasmuch as everyone would recognize that the suspension was caused by a grave crisis, which is not likely to be repeated for a long time; but on account of the suspension, combined with the permanent weakening of the ratio of reserve, it is probable that a number of the important banks in future will carry a larger proportion of gold and a smaller proportion of Dominion notes in their vaults. The present crisis has made it clear that as a reserve the gold is superior to the notes and, indeed, to all the other forms of reserve—call loans, bank balances, etc. As the Dominion notes are on the same basis as gold in regard to the absence of revenue, the inducement for carrying the notes will be less. Hence it is within the possibilities that we may see a decided drop in the Dominion note circulation and in the specie reserve, held against it, as soon as financial affairs again become normal. If the view is correct, we may expect the large banks to carry more important reserves of specie in London and New York, and less proportionally in Dominion notes at Montreal and Toronto.

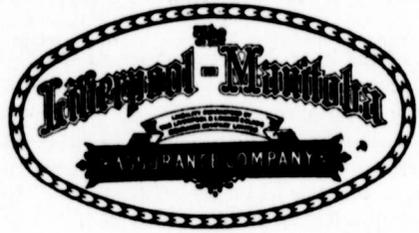
A London, England, tradesman recently displayed the notice: "Owing to the recent fire on these premises, business will be carried on as usual." Probably the insurance company looked upon the matter as a case of *lapsus calami*. At any rate, the slip is not quite so bad as that of the man who, being offered sympathy by a friend upon having had a fire at his premises "last" week, replied "Oh, no! Next week."



CANADA BRANCH HEAD OFFICE, MONTREAL.

**DIRECTORS**

M. Chevalier, Esq. T. J. Drummond, Esq. Sir Alexandre Lacoste.  
 William Molson Macpherson, Esq. Sir Frederick Williams-Taylor  
 J. Gardner Thompson, Manager. Lewis Laing, 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. T. J. Drummond, Esq.  
 John Emo, Esq. Sir Alexandre Lacoste Wm. Molson Macpherson, Esq.  
 J. C. Rimmer, Esq. Sir Frederick Williams-Taylor



**The Northern Assurance Co. Limited**

**"Strong as the Strongest"**

Accumulated Funds, \$41,265,000

HEAD OFFICE FOR CANADA,  
 88 NOTRE DAME STREET WEST,  
 MONTREAL.

G. E. MODERLY, Supt. of Agencies.

ROBERT W. TYRE, Manager.

"THE OLDEST SCOTTISH FIRE OFFICE"

**THE CALEDONIAN**

INSURANCE CO. OF EDINBURGH.

Founded 1806.

Head Office for Canada,  
 DOMINION EXPRESS BUILDING  
 Montreal

JOHN G. BORTHWICK  
 Canadian 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. S. COLLEY, Joint Managers.

**ATLAS ASSURANCE COMPANY**

LIMITED, of LONDON, ENGLAND

Established in the REIGN of GEORGE III

Income exceeds \$7,825,000  
 Funds exceed 12,850,000

Including the Fully Subscribed Capital, the resources of the Company amount to \$30,000,000.

Head Office for Canada - MONTREAL

MATTHEW C. MINDENAW, Branch Manager

Active and Influential Agents Wanted

**C. R. G. JOHNSON, POIRIER & JENNINGS, INC.**

AGENTS

INSURANCE

BROKERS

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

11 ST. SACRAMENT STREET  
 MONTREAL, P.Q.

## AVERAGE.

The true signification of the word average is: the mean sum, quality or value made out of unequal sums; qualities or values, by adding these together and dividing by the number of them; a mean proportion, medium, as average time or mean time; average price, medium price; an average of several years; the mean of many observations. In marine insurance it has another meaning of very extended application, and always includes the idea of contribution, in addition to that of common ratio or result.

Underwriting is emphatically a business of average, a calculation, a taking the chances upon some kind of measurement of probabilities; the contingency insured against may happen, or it may fail, or partly happen, or partly fail,—that is, there may be a total loss, or a partial loss, or no loss at all under the contract. In life insurance the contingency insured against—death—must happen, the only question being one of probability as to the time when it will occur. But while the individual life is uncertain, yet among a number of lives the death occurrences are subject to the law of average.

Rating of risks is experimental, tentative only. Some offices have made money on certain classes of risks, while on others they have lost. It has taken time to discover this, and will take time to remedy by a re-arrangement of its averages.

Insurance is based upon average experience of a large body of risks, taken collectively, rather than on the actual hazard attaching to any single one of them, upon the principle that the more extended the risks the broader is the chance for average.

Hypothesis formulates and systematizes all that is known upon a given matter, to aid in the further knowledge of it. Rightly construed, it is the right foundation of such right investigation as solves the riddles of the unknown, hence every tariff of rates, each premium rate and every life table is an hypothesis. Hypothesis is average.

The underwriter knows that as to any individual subject beyond sight or knowledge and sagacity there may be lurking fire on the one hand, or lurking villainy on the other, or mayhap both; but he puts his trust in the final average according to the traditions of his calling, and takes the chances. Even intuition, by which an underwriter is induced to accept or reject a risk, without exactly knowing why, is largely the result of average combinations in his mind.

An experienced underwriter has said: "No man can safely underwrite a single risk, while he may write a thousand with a profit at a rate based on the average loss on a thousand risks of like character. Neither can he fix an adequate rate of premium to a single risk, while he may, in the light of experience, fix a proper rate to a thousand; the law of average prevails to a wonderful degree in many departments

subject to the wildest caprices of chance in its individual members. Nothing but the winds and the waves can be more capricious and uncertain than human life in the individual man; yet life itself, in the aggregate, presents an average as certain as the simplest proposition in mathematics; the average life of a thousand men presents mathematical certainty.

Hence it is only by the application of the theory of average, the adding together of individual risks, or happenings, under the several contingencies covered by the insurance, and divided by the number of each, that anything like reliable data can be approximated in underwriting. Hence come the "average rate" and the "average line" in fire insurance.

Average, in fine, is the underlying principle of commerce and of many other subjects, more or less intimately connected with the common affairs of life.

---

## MULTIPLYING THE "MOVIES."

The growth of the moving picture industry, in response to the enormous development of the popular appetite for that kind of amusement, has created a new fire hazard to which the attention of fire preventionists has been actively directed and particularly to some of its later phases. The films have hitherto been used mostly in theatres, and it has been comparatively easy for the authorities to regulate their condition so as to secure their safety and make the licensing of the performances dependent upon that consideration. The result has been to materially reduce the hazard in regularly licensed show-places. But recently the popularity of the "movies" has caused the extension of their display to the churches and schools—for their educational value—and even to the homes of the people. As the pictures for these places must be contained in portable machines, their transportation—on account of their inflammability—also creates a hazard and, consequently, the area of danger is still more widely spread. The Fire Commissioner of New York has been constrained to ask the Board of Aldermen to prohibit the carrying of motion picture films in elevated, subway and surface cars unless in metal boxes with tight-fitting covers, and the Interstate Commerce Commission at Washington has prescribed regulations of a protective nature for the transportation of the articles. The more familiar use of the films now, in schools and homes, calls for a new and closer application of protective measures by public officials. It is charged that thousands of machines in schools and homes are operated by children. The only proper recourse under these circumstances is a non-inflammable film. The use of inflammable films must be prohibited. Action with that in view is being taken all over the country, and it should be universal.—Weekly Underwriter.

---

A daily insurance journal is being run in connection with the insurance features of the San Francisco exhibition.

Mr. J. B. Laidlaw, manager for Canada, Norwich Union Fire, was a visitor in Montreal this week, following a trip to the Maritime Provinces.

# COMMERCIAL UNION

ASSURANCE COMPANY LIMITED  
of LONDON, England

The largest general insurance Company in the world  
(As at 31st December 1913)

Capital Fully Subscribed . . .	\$14,750,000
Capital Paid Up . . . . .	1,475,000
Life Fund, and Special Trust Funds, . . . . .	69,826,740
Total Annual Income exceeds	42,500,000
Total Funds exceed . . . . .	124,500,000
Total Fire Losses Paid . . . .	164,420,280
Deposit with Dominion Govern- ment . . . . .	1,077,033

APPLICATIONS FOR AGENCIES SOLICITED  
IN UNREPRESENTED DISTRICTS.

Head Office: Canadian Branch:—

**Commercial Union Building,**  
MONTREAL

J. McGREGOR,  
Manager

W. S. JOPLING,  
Assistant Manager

# PALATINE

INSURANCE COMPANY LIMITED  
of LONDON, England

(As at 31st December 1913)

Capital Fully Paid . . . . .	\$500,000
Fire Premiums 1912, Net . . . .	\$2,498,625
Interest, Net . . . . .	132,120
Total Income . . . . .	\$2,630,745
Funds . . . . .	\$5,400,000
Deposit with Dominion Gov't . .	\$155,667

*In addition to the above there is the further  
guarantee of the Commercial Union Assurance  
Company Limited, whose Funds exceed  
\$124,500,000 . . . . .*

APPLICATIONS FOR AGENCIES SOLICITED  
IN UNREPRESENTED DISTRICTS.

Head Office: Canadian Branch:—

**Commercial Union Building,**  
MONTREAL

J. McGREGOR,  
Manager

W. S. JOPLING,  
Assistant Manager

# 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.

H. M. BLACKBURN,  
Manager.

LYMAN ROOT,  
Assistant Manager.

## OPPORTUNITIES

in Life Insurance are many.

FOR AN AGENCY, ADDRESS

**GRESHAM LIFE ASSURANCE SOCIETY, LTD.**  
Established 1848. Funds \$50,000,000  
GRESHAM BUILDING - - - MONTREAL.

## THE CANADA NATIONAL FIRE INSURANCE COMPANY

HEAD OFFICE: WINNIPEG, MAN.

A Canadian Company Investing its Funds in Canada

APPLICATIONS FOR AGENCIES INVITED

## GET OUR PRICES FOR FIRST CLASS WORK

Orders Filled on Dates Promised

**JOHN LOVELL & SON, LTD.**  
PRINTERS & BOOKBINDERS  
23 St. Nicholas Street - - MONTREAL

## LIFE AGENTS.

A connection with the Continental Life Insurance Co., of Toronto, would be to your advantage. For Eastern Ontario or Quebec Province, write

T. R. BROWNLEE,  
102 Bank Street Chambers,  
Ottawa, Ont.

GEO. B. WOODS, President. CHARLES H. FULLER, Secretary.  
H. A. KENTY, Superintendent of Agencies.

## MONTREAL CASUALTY UNDER- WRITERS' DINNER.

Montreal casualty underwriters, together with several Toronto and New York visitors, met together on Wednesday evening at an informal dinner held at the St. Regis. The happy idea of bringing the casualty underwriters together in this way originated in a conversation by Messrs. Paul H. Boring (Fidelity and Casualty Co.), E. E. Kenyon (Guardian Accident and Guarantee Co.), and Colin E. Sword (London and Lancashire Guarantee and Accident Co.), who subsequently made themselves responsible for the organisation of the affair and were rewarded not only by the general support of Montreal casualty underwriters, but by a thoroughly representative attendance. This is the first occasion on which Montreal casualty underwriters have been able to meet in this way, and the event, it is anticipated, will be productive of considerable good in the creation of a better feeling of *esprit de corps* among those actively engaged locally in the casualty business. It may be noted that while several companies were unable to be represented at the gathering, absence in each case was due entirely to legitimate reasons and not from any want of sympathy with the object of the gathering.

Mr. H. M. Lambert, managing director of the Guardian Accident and Guarantee, filled the chair admirably. The post-prandial proceedings were quite informal in character. Two toasts only were honoured, that of "The King" and "Our Canadian Troops," the remainder of the evening being mainly devoted to an excellent musical programme, interspersed with a few brief speeches from leading underwriters on topics of particular interest to the casualty insurance fraternity.

The following is a list of the subscribers, the majority being present:—

Canada Accident Assurance Company, Messrs. T. H. Hudson, Manager, R. W. Marshall, G. A. McGowan, G. Stevenson.

Commercial Plate Glass Assurance Company, Mr. I. Crepeau, Manager.

Dominion Gresham Guarantee & Casualty Co., Messrs. F. J. Stark, General Manager, A. Kennedy, Secretary-Treasurer, F. H. Pyper.

Dominion of Canada Guarantee & Accident Insurance Co., Mr. Ed. Roberts, Provincial Manager.

Employers Liability Assurance Corporation Limited, Messrs. J. Jenkins, Montreal Manager, James Allan, H. E. Miller.

Fidelity & Casualty Company of New York, Messrs. W. A. Reid, Assistant Superintendent of Agencies, New York, Paul H. Boring, Resident Manager, P. Rainville, G. Declercq.

Globe Indemnity Company of Canada, Messrs. John Emo, General Manager, P. M. Welch, Assistant Manager.

Guarantee Company of North America, Messrs. H. E. Rawlings, Vice-President and Managing Director, W. S. Chadwick, Assistant Secretary, H. J. McKeon, R. H. Dumbrell.

Guardian Accident & Guarantee Company, Messrs. H. M. Lambert, Managing Director, E. E. Kenyon, Secretary, B. A. Page, J. U. Fletcher, A. E. Neveu.

Imperial Guarantee & Accident Insurance Co. of Canada, Messrs. Ed. Willans, Managing Director, Toronto, Geo. K. Martin, Provincial Manager, C. Brown.

Law Union & Rock Insurance Company Limited, Messrs. W. D. Aiken, Accident Superintendent, Wm. Thompson, T. P. Brown.

Lloyds Plate Glass Insurance Company, Mr. J. M. Morris, General Agent.

London & Lancashire Guarantee & Accident Co. of Canada, Messrs. Colin E. Sword, Manager, D. S. MacLeod.

Maryland Casualty Company, Messrs. A. McBean, N. T. F. Buch.

Merchants & Employers Guarantee & Accident Company, Mr. A. Desrosiers, Assistant Manager.

Mount Royal Assurance Company, Messrs. J. E. Clement, General Manager, J. R. MacDonald, J. A. Blondeau. New York Plate Glass Insurance Company, Mr. Geo. W. Pacaud.

Norwich Union Fire Insurance Society Limited, Messrs. John B. Laidlaw, Manager for Canada, Toronto, John McEwen, Superintendent.

Ocean Accident & Guarantee Corporation Limited, Mr. A. James, Provincial Superintendent.

Provident Guarantee & Accident Company, Messrs. J. C. Gagne, General Manager, J. H. Lussler, C. E. Arpin.

Railway Passengers Assurance Company, Mr. D. K. MacDonald.

Royal Exchange Assurance, Messrs. Arthur Barry, Manager for Canada, J. A. Jessup, Manager Casualty Department.

Travelers Insurance Company, Messrs. F. F. Parkins, Chief Agent and Attorney for Canada, E. F. Hussey, J. P. Brown, C. Mott Cairns, C. Salsbury.

United States Fidelity & Guaranty Company, Messrs. W. R. Kirkpatrick, Manager, F. D. Knowles, Assistant Manager.

Mr. F. Wilson-Smith.

The following gentlemen contributed to the musical programme:—Messrs. R. H. Dumbrell, W. A. Kirkpatrick, M. M. MacAuslane (violinist), Geo. K. Martin, P. Rainville, and Harold Key (accompanist).

## WORKMEN'S COMPENSATION IN NOVA SCOTIA.

The new workmen's compensation measure of the Nova Scotia government, which is on the lines of the Ontario Act has now passed the provincial legislature. The important amendment, enabling certain employers to contract out of the State administered scheme provided by the Act, the text of which amendment was given in our last week's issue, was maintained. But it remains to be seen whether anybody else than the Steel interests of the province and one or two other politically important people, whom it was apparently desired to placate will be allowed to get away from the State Fund.

The whole thing seems to have been a piece of political expediency. Nobody asked for the new legislation, which appears to have been jammed through the Legislature mainly because it will afford a useful cry next year, which is the due date for a provincial election. It is to be hoped at least that the putting into force of the Act will be suspended until such time as it can be seen how the Ontario Act will work out. Otherwise, Nova Scotia may have good reason to regret its rashness.

## UNITED STATES LIFE COMPANIES' RATE OF INTEREST.

Returns of twenty-nine of the oldest life insurance companies of the United States for the year ended December 31, 1914, compiled by the N. Y. Spectator, show that the average rate of interest earned was 4.83 per cent. This is one point below the rate of the preceding year, a showing which is considered satisfactory in view of the fact that many corporations either passed or reduced their dividends last year, while interest payments were defaulted on a large number of bond issues.

For seven years the rate of interest earned by the American companies has remained fairly steady, fluctuating only between 4.77 and 4.84 per cent.

Mr. W. A. Reid, assistant superintendent of agencies, Fidelity and Casualty Company of New York, was in Montreal this week.

# THE BRITISH AMERICA ASSURANCE COMPANY

Incorporated 1833.

## FIRE, MARINE and HAIL

HEAD OFFICE: TORONTO

Old Reliable Progressive  
Assets over - - \$2,000,000.00

Losses paid since organization  
OVER - - \$38,000,000.00

### DIRECTOR

W. R. BROCK, President

W. B. MEIRLE, Vice-President

ROBT. BICKERDIE, M.P.  
JOHN HOBBS, K.C., LL.D.  
D. B. HANNA  
ALEX. LAIRD  
Z. A. LASH, K.C., LL.D.  
GEO. A. MORROW

AUGUSTUS MYERS  
LT. COL. FREDERIC NICHOLLS  
JAMES KERR OSBORNE  
COL. SIR HENRY PELLATT  
E. R. WOOD.

W. B. MEIRLE,  
General Manager

E. F. GARROW,  
Secretary

THOMAS F. DOBBIN, Resident Manager  
MONTREAL

## NORWICH UNION FIRE INSURANCE SOCIETY, Limited

INSURANCE AGAINST

Fire, Accident and Sickness  
Employers' Liability  
Automobile, Plate Glass

Agents wanted for the Accident Branch.

Head Office for Canada - - TORONTO  
Head Office for Province of Quebec, MONTREAL

JOHN MacEWEN, Superintendent for Quebec.

THE LIFE AGENTS MANUAL, \$3.00  
THE CHRONICLE, MONTREAL

First British Insurance Company Established in Canada

A. D. 1804

## Phœnix Assurance Co. Ltd.

OF LONDON, ENGLAND. (Founded 1782)

FIRE LIFE

TOTAL RESOURCES, over - - \$78,500,000.00  
FIRE LOSSES PAID 425,000,000.00

DEPOSITS with Federal Government and  
Investments in Canada, for security  
of Canadian policyholders only, exceed 2,500,000.00

AGENTS WANTED IN BOTH BRANCHES. Apply to

R. MacD. Paterson, } Managers.  
J. B. Paterson, }

100 St. Francois Xavier St. - Montreal

Established 1864.

## New York Underwriters Agency.

A. & J. H. STODDART REGISTERED  
100 William Street, NEW YORK

### PROVINCIAL AGENTS.

MURPHY, LOVE, HAMILTON  
& BASCOM,  
TORONTO, Ont.  
OSLER, HAMMOND & NANTON,  
Winnipeg, Man.  
ALFRED J. BELL & Co.  
Halifax, N.S.

JOHN WM. MOLSON  
& ROBERT Y. HUNTER  
Montreal, Que.  
WHITE & CALKIN,  
St. John, N.B.  
ATY & SONS, LTD.,  
St. John's, Nfld.

T. D. RICHARDSON, Supt. for Canada, TORONTO

## L'UNION

### FIRE INSURANCE COMPANY, Limited

Head Office: PARIS, France.

Established 1838

Capital fully subscribed . \$ 2,000,000.00  
Net Premiums in 1913 . . 5,561,441.00  
Total Losses paid to 31st Dec., 1913 90,120,000.00

Canadian Branch:

LEWIS BUILDING 17 ST. JOHN STREET, MONTREAL

Manager for Canada:

MAURICE FERRAND

## BRITISH COLONIAL FIRE INSURANCE COMPANY

Office: ROYAL BUILDING, 2 Place d'Armes, - Montreal.

### STRONG AS THE STRONGEST

Agents wanted in Unrepresented Districts

President: HON. C. E. DUBORD

Director and Secretary: THEODORE RESNIEZ

Manager: E. W. THOMPSON

INSPECTORS.

(LAVIN BROWN, Jr., 81 Yonge Street, Toronto, Ontario.

ARTHUR PATTON, Brandon, Man.

R. A. CHARLTON, P. O. Box 501, Montreal, Que.

## UNBRITISH TAXATION.\*

(By *W. H. Somerville, A.I.A., A.A.S., Associate Secretary, Mutual Life of Canada.*)

Public men are calling our attention, as a nation, and as individuals, not only to the virtues of, but to the necessity for, economy and thrift. Farmers are being urged to grow more wheat to help meet the conditions brought about by the war, while owners of vacant land are admonished to make it productive, if possible. The citizen is being appealed to for the support of various public and charitable enterprises so that he is probably with the minority who has not to consider ways and means of his own. The Dominion Government has financial problems on its hands; while the putting to an end, largely, for the time being, of the borrowing of our Provincial Governments and municipalities has directed attention to their financial position. The result is that it has been suggested that apparently the Provinces have not escaped the prevailing optimism of the past decade and have entered into enterprises upon a more extensive scale than was prudent. Undoubtedly much provincial enterprise has been directed into channels which have greatly benefitted the public; but if as a result, it is found necessary to augment the revenue we may concern ourselves with at least one source from which this increased revenue is derived.

### TAXATION WITHOUT JUSTIFICATION.

The expenses of war will have to be met by increased taxation, but even before it started, the Province of Ontario made the life companies subjects of increased taxation. Money was needed for purposes of Government, and without attempt at justification, the rate of taxation on premium income was advanced from 1 p.c. to 1¼ p.c. While taxes are not popular, life companies do not suggest that they should be relieved of their proper share; but there is cause for alarm to them when, simply because the tax is expedient and easy to collect, the rate is increased 75 p.c. The proceeds are used for public purposes but when the money is taken from holders of insurance policies, and from them only, the tax can no longer be defended. It is not for the general public good and it is unfair as between the man who insures his life and the one who does not. If it were a direct tax, the realization of the burden would likely raise an outcry which, however, largely passes unnoticed in the present form.

### AN AMPLE CONTRIBUTION.

As a business enterprise, the life company contributes its full share to the treasury of each community where it has an office. For instance, if it occupies rented offices, it not only pays in the rent, its share of tax on land and building, but in addition, a tax on its business assessment. This assessment is not merely the proportionate value put upon the premises it occupies, but that value increased by 75 p.c. This is surely sufficient compensation for the privilege of conducting a business not for making profits but for purpose of equalizing unfortunate losses, consequent upon the early termination of life. The service which that life company performs in alleviating distress ought rather to be encouraged by special inducements than to be hampered by a tax.

\*In Great Britain the amount expended on life insurance up to one sixth of the taxpayer's earnings is deducted from the income in calculating the income tax.

The Dominion Government recognizes this principle in connection with government annuities; and there is hardly as much merit in looking after one's old age by the purchase of an annuity as in providing for one's dependents by means of a life insurance policy. We therefore cannot but think that the limit of Provincial taxation should be the cost of the supervision of insurance companies, plus a nominal license fee.

### A TAX ON GROSS SALES.

The premium income of a life company is analogous to the gross sales of a manufacturing establishment. Is it likely that the members of the Canadian Manufacturers' Association, for instance, would mildly submit to the imposition of a tax of 1¼ p.c. on their gross sales? The answer is emphatically "No"; but they should bear the imposition, if they are to stand on an equal footing with the life company.

There still seems to be much misconception as to the nature of insurance premiums. In a book on Taxation, recently issued, these sentences appear:—"Finally, earnings form the basis of taxation in other states. Gross earnings, such as gross premiums of insurance companies and gross receipts of public service companies, are frequently taxed, while the dividends of gas and electric light companies in Delaware, New Jersey and New York, are subject to taxation." It is needless to mention that, in an insurance company, gross earnings are very different from gross premiums. For instance, while in 1913 our gross premiums were upwards of \$3,000,000, our surplus earnings were something over \$800,000. A tax of 1 p.c. on our gross earnings, divided among the various provinces, would be more nearly our equitable contribution.

If insurance premiums are to be taxed when paid to the companies, the proceeds should be exempt in the hands of the beneficiary; but insurance moneys are not exempt from succession duties, when an estate is liable for them. It is to be hoped that agents and policyholders alike will take an active interest in bringing about more enlightened views upon the subject of taxation of the people's thrift.

### MEDICAL EXAMINATIONS IN WORKMEN'S COMPENSATION.

An important decision under the British Workmen's Compensation Act was given in the House of Lords recently. The question raised by the appeal was whether under paragraph 4 of Schedule 1 of the Act an employer was entitled in the course of the same proceedings to require a workman to submit himself to more than one medical examination as a condition precedent to his right to compensation. The County Court Judge had held that the right conferred in the Act was not limited to a single examination; and he suspended a workman's right to compensation until he had submitted himself to a second examination. The Court of Appeal affirmed this decision and it was also upheld in the House of Lords. In delivering judgment, Lord Loreburn remarked that there was nothing either in the Act or in the good sense of the thing to warrant the idea that only one examination could be required, and that under paragraph 4 the workman must submit to examination when it was reasonably demanded by the employer. Disputes may now be expected as to the interpretation of the term "reasonable."



**ONTARIO AND NORTH WEST BRANCH**  
 8 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, 81 St. Peter Street.

**THE YORKSHIRE INSURANCE COMPANY, LIMITED**  
 ESTD. 1824 YORK, ENGLAND ASSETS EXCEED \$20,000,000

**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. C. J. Doherty Hon. Alphonse Racine, Alex. L. MacLaurin, Esq. Canadian Manager, P. M. WICKHAM, Montreal

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

**ROYAL EXCHANGE ASSURANCE**

Founded A. D. 1720  
 Losses paid exceed \$235,000,000  
 Head Office for Canada  
 Royal Exchange Building  
 MONTREAL  
 ARTHUR BARRY, Manager



Correspondence invited from responsible gentlemen in unrepresented districts to Bro and casualty agencies  
 Head Office, Royal Exchange, London

FOUNDED 1792.  
**INSURANCE COMPANY OF NORTH AMERICA**  
 PHILADELPHIA, PA.

**CAPITAL, SURPLUS TO POLICY HOLDERS** \$4,000,000.00  
**ASSETS** 8,844,871.95  
**LOSSES PAID EXCEED** 17,816,188.57  
**ROBERT HAMPSON & SON, LIMITED**  
 GENERAL AGENTS FOR CANADA. MONTREAL

**THE LAW UNION & ROCK**  
 INSURANCE CO. LIMITED, LONDON. Founded in 1806

**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. ALLEN, Superintendent. J. E. E. DICKSON, Canadian Manager  
 Accident Dept.

**THE LIFE AGENTS' MANUAL - \$3.00**  
 Published by The Chronicle, Montreal

**MOUNT ROYAL ASSURANCE COMPANY**

PAID UP CAPITAL	\$200,000.00
TOTAL FUNDS	729,267.26
NET SURPLUS	262,241.22

**The NATIONALE FIRE INSURANCE COMPANY OF PARIS, FRANCE.**

SUBSCRIBED CAPITAL	\$2,000,000
TOTAL FUNDS	7,421,250
NET SURPLUS	1,267,100

**AGENTS WANTED IN UNREPRESENTED DISTRICTS.**

**HEAD OFFICE FOR CANADA**

J. E. CLEMENT, General Manager.

H. H. YORK, Inspector for Ontario.

L. C. VALLE, Inspector for Quebec

**WHAT IS A CONSEQUENTIAL LOSS.**

The question as to what is a consequential loss is one not entirely free from difficulty, writes Mr. W. N. Bament, general adjuster of the Home of New York. It arises most frequently in connection with breweries, packing houses and cold storage plants. Where the cooling apparatus is located in the same building as the stock, there is no question as to liability for the incidental damage to the latter on account of the interruption of the process of refrigeration. It is where the stock is stored in a building which depends for its refrigeration upon an ice plant located in an adjacent or distant building, that the question of liability for so-called consequential damage presents itself.

Several years ago, in a western city, a large packing house, including the refrigerating plant, was destroyed by fire. About one hundred feet distant from the ice plant, and connected therewith by a cold air conductor, were two storage warehouses, containing about five million pounds of meat. No fire, smoke or water entered the storage buildings, the only damage to the meats therein being that due to a rise in temperature from the shutting off of cold air from the ice plant. The insured asked the consent of the local representatives of the insurance companies to "handle the salvage," and supposing that reference was made to the salvage in the packing house proper, consent was given, whereupon the insured took the entire stock in the two warehouses, shipped some to Boston, some to Buffalo, and some to other places, and presented a claim to the companies for loss and expense incurred of about \$250,000. The companies took exception to the amount of the claim, and demanded an appraisal, which resulted in an award of nearly \$50,000 more than the original claim. The policies simply covered on stock in the warehouses, and contained no reference to consequential loss. This is probably the largest loss of the kind on record.

**NO COURT DECISION.**

There never has been any court decision bearing directly on this question, and when the above loss occurred, some insurers, although willing to admit that if the whole plant, including the warehouses and contents had been written under blanket policies for single premiums the entire property might possibly have been regarded as one risk, took the position that inasmuch as the contents of the warehouses were written under specific policies which had no connection with the general insurance covering the packing house plant, no liability existed for damage to the stock caused by the rise in temperature. If the case could have been tried unaffected by the element of waiver, the court would no doubt have inquired, as in other contracts, whether the loss was within the reasonable intentment of the parties.

If, as has uniformly been held, damage to adjacent property by explosion caused by fire, is regarded as too remote to come within the protection of the policy, it is not clear why the same reasoning does not apply, with equal force, to damage by rise in temperature caused by fire in a neighboring building. If the loss is not regarded as the inevitable physical effect of the fire, in one case, it is not easy to perceive why it should be in the other. And as a matter of principle, it should make no difference whether all the buildings are owned by one man, or whether there are separate ownerships.

In order to guard against any question arising in case of loss on this class of property, policies are now written expressly disclaiming liability for consequential loss, and if the insured desires insurance of this nature, he can secure it by taking out a separate policy covering such risk, or by having an endorsement made on his policy and paying an additional premium therefor.

**INSURANCE.**

Insurance! Word so often used  
 In casual talk, from lip to lip,  
 By fool and rogue debased, abused—  
 Thou art the Captain of the Ship!  
 Who dare to put to sea, if Thou  
 Deny thy permit to depart?  
 To Thee the Lords of Ocean bow,  
 And Merchant Princes in the Mart.  
 Hail, Fire and Tempest pour their wrath  
 On helpless man, and where shall he  
 Turn, shuddering, from their dreadful path,  
 For saving help except to Thee.  
 And when, in Fate's appointed hour,  
 He leaves his loves, his kith, his kind,  
 Who but Thyself shall have the power  
 Where he would fain have bound, to bind?  
 J. L. KENWAY.

**THE ROLL OF HONOUR.**

The roll of honour of those Canadians killed in action near Ypres at the close of last week includes two names of peculiar interest to Canadian insurance men. One is that of Lieutenant A. D. Kirkpatrick, the eldest son of Mr. A. M. M. Kirkpatrick, general agent for Ontario, of the Home Insurance Company of New York, and himself a special agent of the Home. The other is that of Lieutenant F. R. Medland, a son of Mr. W. A. Medland, and a partner in the old-established and highly-esteemed insurance firm of Medland and Son, of Toronto. While Canadian insurance men are proud to know that two of those so intimately associated with them have willingly and gladly made the supreme sacrifice in the cause of freedom and civilisation, they tender to those bereaved their respectful and sincere sympathy in their grief.

**STATEMENT OF CANADIAN ACCIDENTS, MARCH, 1915.**

Trade or Industry.	Killed	Injured	Total
Agriculture .....	6	6	12
Lumbering .....	7	6	13
Mining .....	5	26	31
Railway Construction .....	1	1	2
Building Trades .....	6	11	17
Metal Trades .....	3	41	44
Woodworking Trades .....	..	6	6
Textiles .....	..	2	2
Food and Tobacco preparation .....	2	1	3
<b>Transportation—</b>			
Steam Railway Service .....	3	49	52
Electric Railway Service .....	..	4	4
Navigation .....	1	2	3
Miscellaneous .....	..	7	7
Public Employees .....	1	8	9
Miscellaneous Skilled Trades .....	3	6	9
Unskilled Labour .....	..	4	4
<b>Total .....</b>	<b>38</b>	<b>180</b>	<b>218</b>



# The Employers' Liability

**Assurance Corporation Limited**

" " " OF LONDON, ENGLAND " " "

**TRANSACTS:**

**Personal Accident, Health, Liability,  
Fidelity Guarantee and Fire Insurance.**

*Most Liberal Policies Issued*

**Offices: MONTREAL, TORONTO**

Gen. Manager for Canada & Newfoundland, **CHARLES W. I. WOODLAND**  
JOHN JENKINS, Fire Manager.

Canadian  
Government  
Deposit over

**\$1,340,000**

**STANDS FIRST**  
In the liberality of its Policy Contracts, in financial strength, and in the liberality of its loss settlements

## THE CANADA ACCIDENT ASSURANCE COMPANY

**HEAD OFFICE: Commercial Union Building, MONTREAL**

**CAPITAL \$500,000.00**

**Personal Accident, Sickness, Plate-Glass, Guarantee and Liability Insurance.**

Board of Directors:

**S. H. EWING, President**      **J. S. N. DOUGALL, Vice-President**  
**HON. N. CURRY,**      **JAMES MCGREGOR,**      **J. K. OSBORNE,**      **T. H. HUDSON**  
**T. H. HUDSON, J. W. MCKENZIE, Joint Managers.**

Branches:      MONTREAL      VANCOUVER      CALGARY      REGINA

FOUNDED 1871

## The OCEAN ACCIDENT & GUARANTEE CORPORATION, Limited of LONDON, England

**Accident, Health, Employers' Liability, Guarantee and Plate Glass Insurance**  
UNRIVALLED SECURITY      LIBERAL POLICIES

ASSETS EXCEED . . . \$14,500,000  
CLAIMS PAID, over . . . \$50,000,000

**Canadian Head Office** . . . . . **TORONTO, Ontario**  
**CHARLES H. NEELY, General Manager.**

**WHY NOT HAVE THE BEST ?**

## The Globe Indemnity Company of Canada

Head Office, MONTREAL.

formerly—The Canadian Railway Accident Insurance Company.

**DIRECTORS** —J. Gardner Thompson, *President.* Lewis Laing, *Vice-President.* A. G. Dent, W. Molson MacPherson, T. J. Drummond, Sir Alexandre Lacoste, Martial Obervaller, Sir Frederick Williams-Taylor.

**JOHN EMO, General Manager & Secretary.**

**ROBERT WELCH, Assistant Manager.**

Transacts **ACCIDENT INSURANCE, SICKNESS INSURANCE, LIABILITY INSURANCE IN ALL ITS BRANCHES, AUTOMOBILE INSURANCE IN ALL ITS BRANCHES, BURGLARY INSURANCE, GUARANTEE INSURANCE.**

Policies issued by this Company are the most liberal and up-to-date issued in Canada, free from unnecessary restrictions and conditions.

All policies guaranteed by the Liverpool & London & Globe Insurance Co., Ltd.; assets over Sixty-Five Million Dollars (\$65,000,000.00.)

# CANADIAN FIRE RECORD

*Specially compiled by The Chronicle.*

**SHERBROOKE, QUE.**—Fire damaged residence of Howard Dundin, Warren Street, Lennoxville. Loss, unknown. Origin, lightning.

**ST. THOMAS, ONT.**—All the barns owned by Clark Bros., of Union, south of City, destroyed by fire, together with a large quantity of grain and implements, April 21. James Bobier, Port Talbot, lost his barn and seventeen head of cattle and four horses, April 21. Loss, \$5,000 each. Origin of both fires unknown.

**MONTREAL.**—Verdun tenement house Nos. 388, 390, 392 Rielle Avenue, gutted by fire April 27. Damage, \$2,000, covered by insurance. Origin, unknown.

**MONTREAL.**—Premises of A. Dostert, furriers, 516 St. Paul Street, gutted by fire, April 22. Damage, \$10,000. Premises of James W. Grant, at 514 St. Paul Street also suffered from smoke and water.

Two storey shed at corner of St. George and Vallee Streets, destroyed, April 26. Damage, about \$1,000.

Fire originated on second floor of building at 404 St. Catherine Street west, occupied by Scott Brothers, April 25. Damage considerable. Main floor also badly damaged by fire and water. Origin, unknown.

Two storey wooden residence of Karl Barthe, at 30 Dorothy Street, badly damaged by fire, April 25. Damage, \$500.

Thibault laundry, 8 Harmony street, Hochelaga, gutted by fire, April 28. Damage, \$5,000. Origin, over-heated stove.

First storey of a building under construction at 3182 Clarke Street, destroyed, April 28. Total loss. Origin, unknown.

Garage of Alfred Mercure, 258 McDougall Avenue, Outremont, damaged, April 28. Origin, oil about the machinery of an automobile ignited.

**FREDERICTON, N.B.**—Henry T. Swan's saw mill and planer and some lumber at Tweedale, destroyed by fire, April 24. Loss, \$3,000. No insurance.

**ST. JOHN, N.B.**—Fire in C. H. Peter & Son's warehouse in Ward Street, damaged a large quantity of oats and gutted the building, April 22. Loss, \$20,000. Origin, unknown. Covered by insurance.

## MONTREAL SUGAR REFINERY LOSS.

The Canada Sugar Refinery, St. Patrick Street, Montreal, was damaged to the extent of about \$110,000 on April 27. Insurance, loss on which is 2.33 per cent., as follows:—

Aetna . . . . .	\$135,000	N. Y. Underwriters	
Alliance . . . . .	90,000	Agency . . . . .	\$90,000
British America . . . . .	180,000	Niagara . . . . .	67,500
British Colonial . . . . .	20,000	North America . . . . .	135,000
British Dominions . . . . .	90,000	North British & Mer. . . . .	90,000
Caledonian . . . . .	67,500	Northern . . . . .	225,000
Commercial Union . . . . .	225,000	North West . . . . .	225,000
Equitable Fire & Marine . . . . .	90,000	Norwich Union . . . . .	135,000
Employers' Liability . . . . .	180,000	Pacific Coast . . . . .	22,500
Fidelity Underwriters . . . . .	90,000	Phoenix of London . . . . .	225,000
Fireman's Fund . . . . .	112,500	Providence Washing-	
General of Perth . . . . .	180,000	ton . . . . .	112,500
German-American . . . . .	67,500	Queen . . . . .	112,500
Globe & Rutgers . . . . .	145,000	Rochester-German . . . . .	45,000
Guardian . . . . .	225,000	Royal . . . . .	225,000
Home . . . . .	125,000	Royal Exchange . . . . .	135,000
Law Union & Rock . . . . .	45,000	St. Paul . . . . .	135,000
Liverpool & L. & G. . . . .	225,000	Scottish U. & Nat. . . . .	45,000
London & Lancashire . . . . .	90,000	Springfield . . . . .	67,500
London Assurance . . . . .	67,500	Union of London . . . . .	135,000
Mount Royal . . . . .	90,000	Western . . . . .	67,500
		Yorkshire . . . . .	90,000
		<b>Total . . . . .</b>	<b>\$4,700,000</b>

**TORONTO, ONT.**—Harris Brothers factory on Danforth Avenue, damaged to extent of \$300, April 25. Origin, lightning.

Three barns, a drive shed, four hundred bushels of grain, and fifteen tons of hay, destroyed by fire, at Don, three miles from city limits, April 25. Loss between \$10,000 and \$15,000. Origin, lightning. Insurance, \$3,000.

**WINNIPEG, MAN.**—Residence of Montagne Viaoux, St. Charles, known as "Little Cote," destroyed. Loss, \$4,000. Loss partly covered by insurance.

Three storey building at 160 Jarvis Street, used as a church by Greeks, damaged. Loss, \$1,000 to building and \$200 to contents.

Wilson Lumber yard, Spadina Avenue, damaged. Loss over \$7,000. Partly insured.

Residence of Mrs. C. Douglas, 12 Power Street, damaged, April 27. Damage, \$300.

## LAKESIDE HOME, TORONTO. LOSS.

Insurance on the Lakeside Home for Sick Children, Toronto, destroyed on April 22, is as follows:—

Alliance . . . . .	\$2,500	Perth Mutual . . . . .	\$2,400
British America . . . . .	6,000	Queen City . . . . .	2,400
British Dominions . . . . .	2,400	Royal . . . . .	3,900
Fire Ins. Exchange . . . . .	2,400	Scottish Union & Nat. . . . .	4,000
Hand in Hand . . . . .	2,400	Waterloo . . . . .	2,400
Liverpool & L. & G. . . . .	2,400	Yorkshire . . . . .	5,000
London Assurance . . . . .	2,000		
Mercantile . . . . .	4,800	<b>Total . . . . .</b>	<b>\$50,000</b>
North America . . . . .	5,000		

## Loss 70 p.c.

## \$45,000 LOSS AT TORONTO.

The Canadian Machine Telephone Company's premises, 18-20 Duncan Street, Toronto, were damaged on April 25th, as the result of lightning. Insurance as follows:—

Aetna . . . . .	\$2,500	General . . . . .	\$2,000
Fidelity Phenix . . . . .	2,500	Mercantile . . . . .	15,000
Home . . . . .	5,000	Phoenix of London . . . . .	10,000
Caledonian . . . . .	2,000	Commercial Union . . . . .	10,000
German-American . . . . .	2,000	Union of Paris . . . . .	5,000
Pacific Coast . . . . .	4,000		
		<b>Total . . . . .</b>	<b>\$60,000</b>

## Loss 75 p.c.

## POSITION VACANT.

**SENIOR CLERK** wanted by first-class British Fire Office. Good salary to capable gentleman. Address: A.B., Box 1502, Montreal.

**STRONGEST NON-BOARD COMPANY**  
Established 1859

**The London Mutual Fire Insurance Co.**  
of CANADA

Head Office: TORONTO

**TOTAL LOSSES PAID \$6,000,000**

**PROVINCE OF QUEBEC BRANCH**

**W. J. CLEARY, R. de GRANDPRE,**  
Provincial Manager Inspector

17 St. John Street, MONTREAL



# RAILWAY PASSENGERS ASSURANCE COMPANY

(OF LONDON, ENGLAND)

*All kinds of* **Personal Accident and Sickness Insurance**  
**Employers and Public Liability**  
**Burglary, Plate Glass and Fidelity Guarantee**

HEAD OFFICE FOR CANADA AND NEWFOUNDLAND

**TORONTO, ONTARIO**

F. H. RUSSELL, *General Manager.*

MONTREAL BRANCH

201 LAKE OF THE WOODS BUILDING, 10 St. John Street

**Oldest Accident Office**



**Transacts:**  
**PERSONAL ACCIDENT**      **FIDELITY GUARANTEE**  
**SICKNESS**                      **BURGLARY and**  
**LIABILITY (all kinds)**      **LOSS OF MERCHANDISE and**  
**AUTOMOBILE**                      **PACKAGES THROUGH THE MAIL**  
**INSURANCE**

Applications for direct Agencies invited.

**ELECTRICAL BANK and STORE PROTECTION**  
**SPRINKLER SUPERVISORY SERVICE**  
**NIGHT WATCHMEN'S SIGNAL and FIRE ALARM SYSTEMS**

Head Office, GRESHAM BUILDING 303 ST. JAMES STREET MONTREAL

F. J. J. STARK, *General Manager.*

## "BUSINESS AS USUAL"

is Great Britain's motto and it ably typifies the cool courageous spirit of the Anglo-Saxon race, that spirit that has put them where they are to-day. Make it your own individual motto and show your ability in the next few months of trial. This is applicable especially to Life Insurance men. Good Agencies are open with

# THE FEDERAL LIFE ASSURANCE COMPANY OF CANADA

C. L. SWEENEY, Provincial Manager for Quebec, 180 St. James Street, Montreal.

## THE ONLY COMPANY

Showing in the Dominion Government Blue Book a complete detailed statement of its Invested Funds; our **SPECIAL POLICIES**

make attractive selling propositions. Under our

**LIBERAL AGENCY CONTRACTS**

which are "made to fit the man" the Producer reaps the fullest reward of his efforts.

For particulars apply direct to Head Office, **TORONTO.**

# THE NATIONAL LIFE ASSURANCE COMPANY OF CANADA

ELIAS ROGERS, *President.*

ALBERT J. RALSTON, *First Vice-President and Managing Director.*

F. SPARLING, *Secretary.*



**2,506,882 Policies were Issued**



and revived by The Prudential during 1914.

This is the greatest number of policies ever issued in a single year by this company.

THE PRUDENTIAL INSURANCE CO. OF AMERICA  
FORREST F. DRYDEN, President. Home Office: NEWARK, N.J.  
Incorporated under the laws of the State of New Jersey

## GENERAL

ACCIDENT **FIRE** AND LIFE  
ASSURANCE CORPORATION, LTD.  
OF PERTH, SCOTLAND.

Total Security to Policyholders over \$8,600,000

PELEG HOWLAND,  
Chairman,  
Canadian Advisory Board

T. H. HALL, Manager for Canada.  
JUDSON G. LEE, General Agent, Montreal.

## OF MUTUAL INTEREST

Two of the world's greatest life assurance companies, billionaires both, have recently been changed to a mutual basis.—why?

One reason is that under the mutual system every policyholder has a voice in the administration of affairs. The system is more democratic.

Again, under the mutual system there is no danger of a company running foul of the rocks of private interest. The mutual is therefore popular.

Still another reason is that under the mutual system the dividends are paid to those whose money created them. The mutual is more equitable.

We predict that some of our Canadian giants will follow suit and reorganize themselves on the same popular basis as that on which stands

**The Mutual Life Assurance Co.**  
OF Canada,

WATERLOO - - - ONTARIO

## ANGLO-AMERICAN

FIRE INSURANCE COMPANY

**MONTREAL-CANADA**  
FIRE INSURANCE COMPANY

Established 1859

J. W. RUTHERFORD, A. B. DUFRESNE,  
General Manager, Provincial Agent.  
ROOM 21, DULUTH BUILDING.  
Head Office Cor. Notre Dame and St. Sulpice Sts



"SECURITY FIRST"

Assets for Policyholders, over  
**\$4,000,000.00**

\$137 of Assets for each \$100  
of Liability.

A STRONG CANADIAN COMPANY.  
The **EXCELSIOR LIFE INSURANCE CO.**  
W. CROSBIE BABER, Head Office:  
Provincial Manager, Montreal. : TORONTO, ONTARIO.

## Union Assurance Society Limited

OF LONDON, ENGLAND.  
[Fire Insurance since A.D. 1714]

Canadian Branch:  
Corner St. James and McGill Streets, Montreal  
T. L. MORRISEY, - Resident Manager  
Agencies throughout the Dominion.

## The Imperial Guarantee

AND ACCIDENT INSURANCE CO., OF CANADA

Head Office: 46 King Street W.,  
TORONTO, Ont.

A Strong Canadian Company.

ACCIDENT AND SICKNESS INSURANCE  
GUARANTEE BONDS

PLATE GLASS AND AUTOMOBILE INSURANCE  
E. WILLIAMS, FRANK W. COX,  
General Manager, Secretary.

Keep it handy on  
your desk

DESK WORK  
EXACTS PENALTIES

Liver and Bowels slow down.  
Tone them up with

**Abbey's**  
Effer-Salt  
vescent

TAKE ABBEY'S VITA TABLETS  
The Best Tonic for Sick Nerves