

The Chronicle



Banking, Insurance and Finance

ESTABLISHED JANUARY, 1881

PUBLISHED EVERY FRIDAY

Vol. XXXVI. No. 43.

MONTREAL, DECEMBER 15, 1916.

Single Copy 10c.
Annual Subscription \$3.00

CANADA'S TRADE.

The tendency in some quarters to present complacency regarding Canada's trade was sharply criticised in the addresses made at last week's meeting of shareholders of the Bank of Montreal. Both Sir Vincent Meredith and Sir Frederick Williams-Taylor were then at pains to point out the temporary character of our present trade, and the great changes in its character which are bound to follow the conclusion of peace and the re-division of European energies into channels of trade competition and re-development. Study of the latest figures of the trade returns suggests that the advantages which have been given us through the enormous swing of the pendulum in our foreign trade during recent years are being, to some extent, thoughtlessly frittered away, with the result that the *post-bellum* financial burden upon the country will be correspondingly enlarged. In October, the balance of our merchandise exports over our merchandise imports was \$16,119,182, exports amounting to \$87,315,734 and imports to \$71,196,552. This balance is by far the smallest recorded since last April. While also exports were lower than in any month since April, imports were larger than in any previous month with the single exception of August. Nearly 50 per cent. of these exports come under the heading of free goods, consisting largely of raw materials used for manufacturing purposes and for which the present industrial activity has stimulated the demand. Probably the great bulk of these are essentials. But it is to be feared that the same cannot be said of the dutiable goods, which certainly comprise a great mass of merchandise, that while in demand by the public, cannot by any manner of means be regarded as essentials at the present time.

* * *

Thus the general public by its thoughtlessness and ignorance is helping appreciably to cut down Canada's favorable balance of trade, at a time also when it has a tendency to suffer eclipse from other reasons. Inevitably, the coming months will see a very considerable decline in Canada's

exports of agricultural produce, as the huge crop of 1915 becomes finally exhausted, and only the modest production of the current year is available, though current high prices will have a tendency to keep up the figures. Presumably, exports of manufactures will remain at a high level. While naturally enough, very little is said in public about the matter, it is generally understood that Canadian munition makers have orders on their books which will keep them going at full speed at least until next summer. Our mining, fishery, forest and other productions should also keep up well. But it appears not improbable that sensational changes in our foreign trade returns are a thing of the past for the time being, and that while with a continuance of war conditions, our exports will continue at a high level, the trade returns of the near future will be less spectacular than they have recently been.

When present conditions give way to new circumstances, what will happen? Sir Vincent Meredith expressed the opinion last week that during the rehabilitation period our manufacturers will be kept busy, but that subsequently, the keenest possible competition in the world's markets will have to be faced. Probably sooner or later, we shall revert to the position as regards our trade balances which we formerly occupied—that of having a balance against us made good by borrowing. When the time arrives for another spell of exceedingly active development of the Dominion with the help of borrowed foreign money, our trade balance will inevitably swing that way, and in any case Canada is bound to be a borrowing community for many years to come. It may be said that the possibilities of our being able to borrow freely after the war for new development are very fair, but in fact they are only possibilities, and in view of the uncertainty surrounding the conclusion of the struggle, they should not be too freely relied upon. It will be better to make certain of our capacity to look after our obligations abroad, by increasing our production of staple exports and by reducing unnecessary imports than to rely wholly on those possibilities.

BANK OF MONTREAL

ESTABLISHED 1817

Capital Paid up, \$16,000,000 Reserve Fund, \$16,000,000 Undivided Profits, \$1,414,424
 Total Assets - - - \$365,215,542

BOARD OF DIRECTORS:

SIR VINCENT MEREDITH, BART., *President.*C. B. GORDON, Esq., *Vice-President.*

R. B. Angus, Esq.

Hon. Robt. MacKay

A. Baumgarten, Esq.

William McMaster, Esq.

E. B. Greenshields, Esq.

Lord Shaughnessy, K.C.V.O.

H. R. Drummond, Esq.

Captain Herbert Molson

Sir William Macdonald

C. R. Hosmer, Esq.

D. Forbes Angus, Esq.

Harold Kennedy, Esq.

Head Office: MONTREAL

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

Assistant General Manager—A. D. Braithwaite.

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

Savings Department connected with each Canadian Branch and Interest allowed at current rates.

Collections at all points throughout the world undertaken at favourable rates.

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

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

PRINCIPAL BRANCHES OUTSIDE OF CANADA:

LONDON, Eng.

47 Threadneedle St., E.C.

G. C. CASSELS, Manager.

Sub-Agency—9 Waterloo Place,

Pall Mall, S.W.

CHICAGO: 108 South La Salle Street.

NEW YORK: 64 Wall Street

R. Y. HEBDEN.

W. A. BOG.

J. T. MOLINEUX,

Agents.

SPOKANE, Washington.

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

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*JOHN AIRD, *General Manager.*H. V. F. JONES, *Assistant General Manager.*BRANCHES OF THE BANK IN EVERY PROVINCE
OF CANADA AND AT THE FOLLOWING
POINTS OUTSIDE CANADA:

Great Britain—London. Mexico—Mexico City.

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

* Newfoundland—St. John's.

Agents and Correspondents throughout the World

The Molsons Bank

Incorporated by Act of Parliament 1855

Paid Up Capital - \$4,000,000

Reserve Fund - 4,800,000

HEAD OFFICE - MONTREAL

Board of Directors.

Wm. Molson Macpherson, *President.*S. H. Ewing, *Vice-President.*

Geo. E. Drummond

W. A. Black

F. W. Molson

Wm. M. Birks

E. J. Chamberlin

Edward C. Pratt

General Manager.

The Chronicle

Banking, Insurance and Finance

ESTABLISHED 1881.

PUBLISHED EVERY FRIDAY.

F. WILSON-SMITH,
Proprietor.

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, DECEMBER 15, 1916

THE EFFECTS OF WAR FINANCING.

Right from the outset of the war, there has been spirited debate concerning its financial effects upon the nations engaged. It may be said that broadly speaking, debaters of this question hold two views which are sharply conflicting. One group alleges that Europe after the war will stagger under the burden of the enormous war debt, and that recovery to any reasonable degree of financial solvency will be a matter of years. The other party decries all this talk of disaster as mere moonshine. An internal war debt, they argue, does not make a country any poorer, because people get back in interest on war loans the amount that they pay in taxes. In other words, they merely take money out of one pocket and put it into another.

* * *

The real facts of the case in regard to this matter were put with admirable simplicity the other day in the New York Evening Post. Both the pessimists and the optimists, the Post points out, are wrong—the pessimists because they count the loss twice; the optimists, because they do not count the loss at all. There is a real loss. A nation cannot blow up its capital in munitions and be none the poorer for it. But the pessimists are wrong in saying that Europe will suffer from depletion of capital by war and also as a result of enormous taxes. Europe will suffer from depletion of capital but not as a result of the enormous taxation which will have to be paid. The taxation will result in a redistribution of wealth, but not *per se*, in the reduction of the country's wealth. The loss through war occurs in another way. For instance, a citizen holding a \$100 War Loan bond on which he receives six dollars in annual interest and paying six dollars annually in taxation loses either six dollars or \$100 capital. For if the war had not broken out this citizen would still have had his \$100. Instead of investing it in a War Loan, he would have put it in some other security, have received his six dollars a year from it and would not have had it taken away from him in taxes.

* * *

This argument, of course, makes no allowances for impoverishment which may be caused by borrowings abroad—to meet the interest upon which taxes have to be collected and instead of being redistributed, are sent out of the country in some

form of visible or invisible exports, by new borrowings or in the last, and a very unlikely resort, by exports of gold. The exterior borrowings of the European nations are, however, almost trifles in comparison with their internal borrowings, and impoverishment through this cause would be a minor factor. Here in the Dominion, as a result of our war expenditures, we have added to our external debt and created a new and comparatively large internal debt. So far as the additions to our external debt are concerned, their effect is to add to the burden of the interest obligations we have annually to meet abroad, through our exports or by fresh borrowings. These war borrowings, it will be noted, constitute a dead-weight addition to our foreign obligations, since they do not earn financial returns or pay for themselves as do borrowings for development or for commercial purposes. The whole question of the financial effects of war in these directions is, however, less simple in the case of Canada than in the European countries. Against the loss involved in war expenditures must be set the gain of actual new wealth directly arising from the war as a result of the demand for munitions and our agricultural and other products. How the balance will eventually be struck remains to be seen.

THE DOMINION'S REVENUE.

The Dominion's revenue for the eight months of the fiscal year to November 30th totalled \$144,912,574, almost enough to meet the war expenditure during the same period which was \$146,327,531, and over \$40 millions more than in the corresponding eight months of the last fiscal year.

To this revenue, customs contributed \$86,399,360 against \$60,155,959—which is satisfactory from the point of view of revenue but surely indicative of much buying abroad of goods that cannot be classed as anything else but luxuries.

Expenditure on Consolidated Fund Account for the eight months was \$69,567,574, leaving a balance of revenue on this account of over \$75 millions, which suggests that at the end of the fiscal year, there should be a very handsome revenue balance to go towards war costs. In connection with expenditures, it should be recollected that the annual interest charges on the public debt are now twice the pre-war standard. Apart from war expenses, expenditures on capital account for the eight months are only about \$16 millions.

THE DOMINION'S DEBT.

The net debt of the Dominion at November 30th last stood at \$706,128,082, a growth during the month of \$10,349,000 and for the year of over \$204 millions. Of the funded debt, \$362,703,312 is now payable in London; \$303,362,482 in Canada, and \$75,357,000 in New York. In regard to the amount payable in Canada, this doubtless includes beyond the two domestic War Loans, the amount of the British Government's loans to the Canadian Government, which were funded a few months ago. Temporary loans are \$119,067,808.

Following our usual custom, we propose to combine next week's issue of THE CHRONICLE with the final issue for 1916 to be published on December 29th.

The Bank of British North America

Established in 1836. Incorporated by Royal Charter in 1840

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

Head Office:

5 GRACECHURCH STREET, LONDON, E.C.

J. DODDS, Secretary W. S. GOLDBY, Manager

COURT OF DIRECTORS

F. R. S. Balfour	E. Geoffrey Hoare
J. H. Brodie	Frederic Lubbock
J. H. Mayne Campbell	C. W. Tomkinson
E. A. Hoare	G. D. Whatman

Hon. A. R. Mills, M.P.

Head Office in Canada: **ST. JAMES ST., MONTREAL**

Advisory Committee in Montreal:

SIR HERBERT B. AVES, M.P.
W. R. MILLER. W. R. MACINNES.

H. B. MACKENZIE, General Manager

J. ANDERSON, Superintendent of Branches.
O. R. ROWLEY, Superintendent of Eastern Branches, Montreal.
J. McEACHERN, Superintendent of Central Branches, Winnipeg.
A. S. HALL, Inspector of Branch Returns.
J. H. GILLARD and N. V. R. HUUS, Inspectors, Montreal.

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

Agents and Correspondents in every part of the world.

Collections Made at Lowest Rates.

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

Agents in Canada for Colonial Bank, London and West India.

G. B. GERRARD, Manager,
MONTREAL BRANCH

The Merchants' Bank of Canada

Head Office - MONTREAL

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

BOARD OF DIRECTORS:

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

A GENERAL BANKING BUSINESS TRANSACTED

206 BRANCHES AND AGENCIES IN CANADA

Extending from the Atlantic to the Pacific

SAVINGS DEPARTMENT AT ALL BRANCHES

Deposits received and Interest allowed at best current rates

New York Agency: 63 and 65 WALL ST.

IMPERIAL BANK OF CANADA

Head Office, - Toronto

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

PELEG HOWLAND,
President

E. HAY,
General Manager



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

Dealers in Government and Municipal Securities. Dealers in Foreign and Domestic Exchange.

Savings Departments at all Branches.

Interest Credited Half-yearly at Current Rates. General Banking Business Transacted.

126 BRANCHES IN CANADA

LIFE COMPANIES' INCREASING RESPONSIBILITIES.

In his presidential address to this week's assembly of Life Insurance Presidents, Hon. W. A. Day, president of the Equitable of New York, pointedly called attention to the fact that the growth in the magnitude of the trust committed to the care of the life insurance companies on this Continent demands from time to time a broadened conception of the responsibilities attaching to that trust. He expressed the opinion that the time has come when the companies should be more assertive in protecting life insurance interests, and that they should give greater heed to the factors, public and private, that tend to jeopardise or injure those interests.

It is gratifying to find a life insurance executive of Mr. Day's prominence bringing forward this matter. For some time, it must have been obvious to students of the business that the influence which the institution of life insurance has in public affairs is by no means commensurate with its importance. Take the matter of taxation. Whenever any new proposals for this are made, the protests of the companies are most often simply swept aside as merely the to-be-expected objections of wealthy corporations anxious to avoid their fair share of taxation. Or take the matter of legislation gravely inimical to those whose capital has been invested in good faith, like the legislation in the western provinces affecting mortgages. The fact that anybody else than a few wealthy lenders have been affected by this legislation has not been brought out at all. In both cases, the real sufferers, among others, are the hundreds of thousands of policyholders located between the Atlantic and the Pacific. But it seems that no pains are taken to mobilise their influence in defence of their rights.

Mr. Day is not only in favor of action where the policyholders are directly interested, but would have their aid secured in dealing with matters that indirectly endanger or injure the interests of the companies' constituency. He instanced the matter of laws calculated to restrict railway earnings. The life companies' reserve and other funds are invested in American railroads to the extent of over one and a half billion dollars, and laws which would adversely affect the security of railway bonds would affect 45 millions of policyholders and dependents, whose only representation at present is the right of individual appeal by the company officers. "May we not with propriety consider," pointedly remarked Mr. Day, "the wisdom of bringing the facts in all such cases not only to the attention of our lawmakers, but to the policy-holders themselves that their aid may be secured in protecting their rights? Can we be justly denied the privilege of appeal to our legislators through our policy-holders whose interests are at stake?"

The Minister of Finance, interviewed on his return from England, said he was surprised to find the extraordinarily favorable impression which has been created in official and business circles in London by the strength and stability of Canadian finance as revealed by the Dominion's successful loan operations and the establishment of credits for the Imperial Government towards meeting its commitments for munitions and supplies purchased in Canada.

THE FINANCE MINISTER'S STATEMENT.

A statement issued from Ottawa this week summarising the Finance Minister's views in regard to a present-day economic policy suggests the possibility of some interesting innovations. Sir Thomas White is reported as not merely academically in favor of national economy in food, dress and personal expenditures generally, but as insistent that "imports other than necessities of life or required for war purposes should be discouraged in order that the exchanges may be maintained and the national wealth conserved for the State." Probably the only really quick and efficient method of "discouraging" unnecessary imports is to prohibit them. Is the Finance Minister's statement a hint as to what may be shortly expected in this direction?

During the twelve months ending with October, Canadians spent about \$300,000,000 more for foreign merchandise than during the previous year. There is no doubt as to a very considerable proportion of this expenditure being for luxuries which could quite easily be done without. Whether, however, the Government is yet prepared to take so drastic a course as prohibition or prefers to trust to the method which may be ethically preferable but is certainly slower and less efficient in action, that of public education, remains to be seen. It may be noticed that in regard to the matter of the present investment of Canadian moneys abroad, the Minister of Finance still pursues the way of requesting conservation of investment funds for Canadian war purposes, instead of adopting the more forcible line. The same method of relying upon voluntary response is being followed by the Government in other directions.

BANKERS AND THEIR CLIENTS.

The Canadian bankers have been rescued from an awkward position as a result of the decision of the Court of Appeal in London, in what is known as the Banbury case. The late Sir Edward Clouston gave Captain Banbury an introduction to the manager of the Victoria, B.C., branch of the Bank of Montreal, and the latter put the Captain in touch with the Westholme Lumber Company. That organization had a contract to supply the city of Victoria with water from Sooke Lake, and had some difficulty in financing the undertaking. Captain Banbury agreed to lend the company \$125,000, upon which he was to get 8 per cent. interest and 12½ per cent. of the profits that might arise from the contract, and in addition he took as security a second mortgage on the lumber company's properties. The Westholme Lumber Company's undertaking did not work out as well as anticipated, and Capt. Banbury, as a result, was faced with probable loss, and brought action against the bank for damages on the ground that he was introduced to the lumber company in question by the agents of the bank. In the first instance the case was tried before the Lord Chief Justice but the jury disagreed. In the second trial the jury found in favor of the Captain. The Bank appealed and the Court of Appeal has now reversed the jury's decision.

Had the jury's decision been maintained, it would have meant that the Canadian banks would have been placed in the position of guarantors of every investment of which their agents spoke favourably. Such a position, to put it mildly, would have been an extremely uncomfortable one.

THE ROYAL BANK OF CANADA

INCORPORATED 1869

Capital Paid up \$11,820,000 Reserves \$13,236,000
Assets \$235,000,000

HEAD OFFICE - MONTREAL.

325 BRANCHES THROUGHOUT CANADA

28 Branches in Cuba, Porto Rico, Dominican Republic and Costa Rica

BRITISH WEST INDIES

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

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

NEW YORK,
Cor. William & Cedar Sts.

SAVINGS
DEPARTMENT

In connection with all Branches. Accounts opened with deposits of ONE DOLLAR and upwards. Interest paid, or credited at highest current rates.

The DOMINION BANK

Head Office: TORONTO

SIR EDMUND S. OSLER, M.P., President
W. D. MATTHEWS, Vice-President

C. A. BOGERT, General Manager

The LONDON ENGLAND BRANCH
of THE DOMINION BANK

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

THE BANK OF TORONTO

Incorporated 1855.

Head Office: TORONTO, Canada.

CAPITAL \$5,000,000
RESERVED FUNDS \$6,439,382

DIRECTORS.

W. G. GOODERHAM, President. J. HENDERSON, Vice-President.
WILLIAM STONE, JOHN MACDONALD, Lt. Col. A. E. GOODERHAM,
BRIGADIER-GENERAL F. S. MCGHEE, J. L. ENGLEHART, WM. I. GEAR,
PAUL J. MYLER, A. H. CAMPBELL,
THOS. F. HOW, General Manager
JOHN R. LAMB, Supt. of Branches. T. A. BIRD, Chief Inspector.

Bankers

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

ACCURACY and
EFFICIENCY in
BANKING.

The customers of The Bank of Toronto are assured of accuracy, promptness and efficiency in all their transactions. This Bank with its staff of trained officials, pays special attention to this phase of modern Banking Service. Your business and private accounts are invited. Complete facilities at all Branches.

THE BANK OF NOVA SCOTIA

INCORPORATED 1832.

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

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

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

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

BOSTON CHICAGO NEW YORK

HOME BANK OF CANADA

ORIGINAL CHARTER
1854

Branches and Connections throughout Canada.

Head Office and Nine Branches in Toronto.

MONTREAL OFFICES:

Main Office: Transportation Building, St. James St.
Bonaventure Branch, 523 St. James St.
Hochelaga Branch, Cor. Cuvillier and Ontario Sts.
Verdun, Que.

The Bank of Ottawa

Established 1874

Head Office - - - OTTAWA, Canada

Paid-up Capital - - - \$4,000,000
Ret and Undivided Profits - 4,996,504
Total Assets, over - - - 55,000,000

BOARD OF DIRECTORS

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

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

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

THE INSURANCE OFFICIAL'S IDEALS.

A recent presidential address before the Insurance Institute of London, delivered by an insurance official well known in Canada, Mr. T. M. E. Armstrong, general manager of the Ocean Accident and Guarantee, can be studied with much profit by insurance officials on this side of the Atlantic. Mr. Armstrong forcefully drew attention to the necessity imposed of a proper training and adequate study in order to achieve fitness for administration of so important a trust as the insurance business. The rise of the State insurance idea, he pointed out, needs intellectual vigour on the part of insurance men, if the idea is to be successfully combatted. "These are not days when insurance officials can peacefully recline and enjoy the benefits that they have inherited," said Mr. Armstrong, "any more than the old-fashioned landowner can to-day simply enjoy what he has got. Our companies are wealthy, but their wealth will not save either them or us unless we rise to the occasion and adapt our education to the needs of the hour. Times have changed; every man now must justify his existence. It is necessary for us members of this Institute so to educate ourselves in our business that even in the opinion of our critics we are proficient."

This statement is as true regarding conditions on this Continent as in Europe. In fact, the menace of State insurance is probably more insistent here, owing to a greater temperamental willingness to make bold experiments—though possibly after the war the differences in this respect between Europe and America will not be so great as they have been hitherto. In order to cope with new conditions, Mr. Armstrong calls for the steady cultivation of the professional spirit; the willingness not only to master the intricacies of the business, but to be tenacious of its traditions, which are nearly always good. He complains that the present position of affairs in the Insurance Institute is unworthy, since it is the men at the top of the tree who are most actively engaged in the institute and the juniors, those to whom the Institute can be of invaluable service, take but comparatively little advantage of it, this being the case even before the war called many of them away on active service.

A HIGH IDEAL.

"Our Institute," said Mr. Armstrong, "should be a perfect beehive of activity. Our meetings should be crowded by Students, anxious and eager to make the Institute a real, living entity. So far the Insurance principle has manfully grasped certain large venomous risks which were particularly visible, but there is much yet to be done. We ought to have Research Committees and Critical Committees and Investigation Committees. We ought to study the science of the business as well as its arts. Our Institute should be as an ancient hall clad with the ivy of hidden knowledge, its Gothic arches stuffed with medieval lore, and its floor populated by a body of members whose enthusiasm for the permanent success of their calling transforms it into a veritable gold mine of information and a Parliament of able and learned men."

Mr. Armstrong holds up a high ideal for the young insurance official—one which might well be emphasised increasingly in Canada. Something is being done here for the systematic training of the younger generation of insurance officials in

the intelligent study of the business, but more might well be. Possibly, better results would be achieved if there were more direct encouragement by seniors. Certainly it is of the highest importance for the continued well-being of the business that the younger generation of officials should be trained up to keen intellectual appreciation of its position and possibilities, and present day managers who encouraged their juniors to intelligent professional study would undoubtedly derive an immediate benefit in the character of the service rendered. Rule of thumb service is pretty poor in comparison with that rendered by the trained and professionally intelligent mind.

PRINCIPLES OF COMMERCE.

Under this title the Macmillan Company of Canada has published a new work by Harry Gun-nison Brown, assistant professor of economics in the University of Missouri. Mr. Brown's purpose has been to present the theory of commerce in its several important aspects while yet so emphasising the relations of the different branches of the subject to each other as to give unity to the whole. In accordance with this purpose the book has been published in three parts, the first dealing with the exchange mechanism of commerce; the second, with its economic advantages and the third with its transportation costs.

It is estimated by an official of the Royal Arcanum that at least 60,000 of its older members will have withdrawn before the end of the year as a result of the recent rise in rates.

ESTABLISHED 1873.

The

Standard Bank

of CANADA

Head Office, TORONTO

124 BRANCHES THROUGHOUT THE DOMINION



IT IS an advantage sometimes to keep a bank account in the names of two persons, so that either one may make withdrawals. Such an account is called a "joint account." We shall be pleased to furnish particulars.



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

The Trust and Loan Co.

OF CANADA

Capital Subscribed.	\$14,600,000.00
Paid-up Capital.	2,920,000.00
Reserve Funds.	2,719,284.07

MONEY TO LOAN ON REAL ESTATE

30 St. James Street, Montreal.

The Royal Trust Co.

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

EXECUTORS AND TRUSTEES

BOARD OF DIRECTORS:

Sir Vincent Meredith, Bart., *President.*
 Sir H. Montagu Allan, C.V.O., *Vice-President.*

R. B. ANGUS	E. H. GREENSHIELDS
A. BAUMGARTEN	C. R. HOMER
A. D. BHAITHWAITE	SIR W. C. MACDONALD
E. J. CHAMBERLAIN	HON. R. MACRAY
H. R. DRUMMOND	HERBERT MOLSON
C. B. GORDON	LORD SHAUGHNESSY, K.C.V.O.
HON. SIR LOMER GOVIN, K.C.M.G.	SIR FREDERICK WILLIAMS-TAYLOR, LL.D.

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.

PRUDENTIAL TRUST COMPANY LIMITED

<p>HEAD OFFICE</p> <p>9 ST. JOHN STREET MONTREAL.</p>	<p style="text-align: center; font-size: small;">Trustee for Bondholders Transfer Agent & Registrar</p> <table style="width: 100%; font-size: x-small;"> <tr> <td>Administrator</td> <td>Receiver</td> <td>Executor</td> </tr> <tr> <td>Liquidator</td> <td>Guardian</td> <td>Assignee</td> </tr> <tr> <td>Trustee</td> <td>Custodian</td> <td></td> </tr> </table> <p style="font-size: x-small;">Real Estate and Insurance Departments Insurance of every kind placed at lowest possible rates.</p>	Administrator	Receiver	Executor	Liquidator	Guardian	Assignee	Trustee	Custodian		<p style="text-align: center;">Safety Deposit Vault</p> <p style="font-size: x-small;">Forms exceptionally moderate.</p> <p style="text-align: center;">Correspondence invited.</p>
Administrator	Receiver	Executor									
Liquidator	Guardian	Assignee									
Trustee	Custodian										

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

WESTERN

Assurance Company

Incorporated in 1851

FIRE, EXPLOSION, OCEAN MARINE AND INLAND MARINE INSURANCE

ASSETS	over	\$4,000,000.00
LOSSES paid since organization of Company	over	\$63,000,000

DIRECTORS

W. R. BROCK, *President*

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

JOHN AIRD	AUGUSTUS MYERS
ROBT. BICKERDIKE, M.P.	Z. A. LASH, K.C., LL.D.
ALFRED COOPER	GEO. A. MORROW
H. C. COX	LI. COL. FREDERIC NICHOLLS
D. B. HANNA	Col. Sir HENRY PELLATT C.V.O.
JOHN HOSKIN, K.C., LL.D.	E. R. WOOD

HEAD OFFICE . TORONTO

PROTECTION—SAVINGS—INVESTMENT

"3 in 1" All the three features of savings, protection and investment are combined in the participating endowment policies issued by The Mutual Life of Canada.

Savings. Many who would save little or nothing under any other system have succeeded with the help of an endowment policy in securing "the first thousand."

Investment. No other security is more safe than a Mutual Life endowment policy, and as to profit, these policies return from \$120 to \$210 for every hundred invested in them, in addition to the protection afforded.

Protection. In addition to the savings and investment features, the home of the policyholder is absolutely protected throughout the endowment term for the amount of the contract—which is therefore the best security a man can hold.

The Mutual Life Assurance Co. of Canada
 WATERLOO, ONTARIO.

LLOYDS BANK LIMITED,

HEAD OFFICE: 71, LOMBARD ST., LONDON, E.C.

	(85 - £1.)
Capital Subscribed	\$156,521,000
Capital paid up	25,043,360
Reserve Fund	18,000,000
Deposits, &c.	669,793,390
Advances, &c.	282,679,485

THIS BANK HAS 900 OFFICES IN ENGLAND AND WALES.

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

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



FIRST YEAR COMMISSIONS AND THE LAPSE PROBLEM.

To the Editor of The Chronicle.

Sir:—It is not possible to draw an indictment against a nation and, in a lesser degree, it is almost equally impossible to draw an indictment against any business class within the nation; but I confess it has often seemed to me inexplicable that the Life Insurance companies of Canada should not have taken advantage of their limited number and of the communion of mind which must have existed between their officials, to come together more than they have done upon vital principles affecting the welfare of the business in which they are engaged.

I will not dwell upon the many improvements that could be effected by mutual co-operation; but surely the question of commissions is one that cries aloud for settlement in a sensible, business-like and satisfactory manner. If anyone feels inclined to dispute this, I would ask him to consider the lapse ratio in the Dominion and beg him to tell me candidly what is the principal cause. I have not the faintest doubt (if he replies honestly and frankly) his response will be that the primary cause for the absurd lapse ratio is extravagant first year's commissions. These commissions do not at all inhere in the agent's bank account but are passed away from him in the way of rebate (we may shrewdly guess) and to "helpers," "middlemen," and so on.

Who values anything that costs him nothing? And, unfortunately, this is true in too many cases where a Life Insurance Policy is "purchased."

One can imagine such a condition existing, as it does exist, in the United States, where each separate State is a law unto itself; where Insurance Companies are formed, literally, by the hundreds; where some States have as many as fifty or sixty Old Line Life Insurance Companies created under their laws; but that it should obtain in a Country where the doctrine of States Rights has not been carried to such a ridiculous extreme, is lamentable.

How fortunate it would be if on the Northern half of the Continent were created a standard to which all sensible insurance men could repair—a standard that would in years to come be a veritable blessing not only to the Companies themselves, but also to those who make the selling of Life Insurance their life's vocation.

I am, &c.,

NOV: EBOR:

December 13th, 1916.

A LARGER VIEW OF MONOPOLISTIC STATE INSURANCE.

A system of State monopoly is inimical to the best interests of the wage workers, and unjust to the insurance companies. It assails the personal liberty of the insurers; deprives business men of the right to compete with the State, and relegates the conduct of a most important business to ever-changing officials, more or less the creatures of political vicissitudes, who operate the law under the methods of a close monopoly. This is a serious phase of the general question, and, we think, concerns the wage workers even more than it does the insurance companies.—*Labor World, Pittsburgh.*

FIRE PROTECTION STAFF WANTED.

An interesting suggestion was made in a recent address at Ottawa by Mr. Franklin H. Wentworth, secretary of the National Fire Protection Association, before the Commission of Conservation, that that body should appoint an engineer whose specific duty should be to consider the fire waste problem and how to solve it. Do you know, remarked Mr. Wentworth, that there is not in Canada to-day anyone from whom a person interested in fire protection or fire waste can get information on the subject except the insurance companies. There is no fire protection engineering staff in the country to whom a municipality or an individual property-owner can appeal. In Canada and in the United States, this matter has been left entirely to the insurance companies, as presumably the only agency or financial interest concerned with fire waste.

NEED OF LOCAL INTEREST.

Mr. Wentworth also suggested that as a complement to this, in every city the appointment of a local commission should be made. Any board of trade or any commercial club throughout the Dominion, in any of the cities, might easily appoint a fire protection committee. But the Commission could definitely start such local committees by going into the towns and picking out in each a capable architect, a capable builder, a capable business man—a group of half a dozen leading men of the town, and appointing them a local fire prevention commission. The fire chief should be the executive officer, because the fire chief is the one most interested in checking fires. He is thinking about it all the time, and if, said Mr. Wentworth, he can call in this group of leading citizens to consult with him, and help him to do the things that need to be done for the safety of the city, there would be in every city a little group who will appreciate the dignity of appointment, and be willing to study the matter and work out improvements locally in their own cities. They could help to administer the details of a model building code, they could inaugurate regular inspection by the fire department, so that the housekeeping of the towns may be improved; they might do innumerable things to improve the character of the cities in respect to fire waste.

MISSED EVEN THE BANK CLERKS.

Life insurance agents have hardly begun to scratch the surface of their possibilities. This fact has long been understood as a general proposition, but the experience of one of the companies which is writing group insurance in a large way serves to emphasize it. In issuing these group policies on thousands of employes the company finds what other insurance is carried, and even its managers are surprised to learn how large a proportion of the group insurers have no other insurance protection. Even so obvious a class of prospects as the salaried employes of banks and trust companies has been sadly overlooked. The statistics on thousands of bank clerks insured under group policies showed that about 35 per cent. of them carried no other insurance. The life insurance agent who says he has no material to work on does not know what he is talking about.—*Insurance Post.*

FOR THE SMALL INVESTOR

The unquestionable safety of his investment is much more important to the person with limited resources than to the capitalist. To enable those who have only small sums to invest to do so safely, we issue

\$100 BONDS

These moneys are all invested by us in first mortgages on carefully selected improved real estate securities and behind them are nearly

ELEVEN MILLIONS DOLLARS

of Shareholders' Capital and Reserve, also invested in equally safe securities. These bonds are a

LEGAL INVESTMENT FOR TRUST FUNDS

Apply for copy of Annual Report and full information.

Canada Permanent Mortgage Corporation
 TORONTO STREET Established 1855. TORONTO

Representing

**THE MUTUAL LIFE
 INSURANCE COMPANY
 OF NEW YORK**

You will make money.

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

FOR TERMS TO PRODUCING AGENTS, ADDRESS:

George T. Dexter

2nd VICE PRESIDENT

34 Nassau Street New York, N.Y.

Atlas Assurance Co., Limited
 of LONDON, ENGLAND

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

At the Accession of	Income	Funds
KING GEORGE IV.	\$ 387,065	\$ 800,605
KING WILLIAM IV.	657,115	3,038,380
QUEEN VICTORIA	789,865	4,575,410
KING EDWARD VII.	3,500,670	11,185,405
KING GEORGE V.	6,846,895	15,186,090
and at 31st DECEMBER, 1915	7,757,140	19,953,150

In addition the Company has a Subscribed Capital of Eleven Million Dollars (of which \$1,320,000 is paid up).

Agents wanted in unrepresented districts.

Head Office for Canada:

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



Assets:
\$10,178,345.13

Surplus to Policyholders:
\$5,169,684.89

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

**AUSTRALIA and NEW ZEALAND
 BANK OF NEW SOUTH WALES**

(ESTABLISHED 1817)

Paid-up Capital	\$17,500,000.00
Reserve Fund	13,375,000.00
Reserve Liability of Proprietors	17,500,000.00
	\$48,375,000.00
Aggregate Assets 31st March, 1916	\$310,327,208.00



J. RUSSELL FRENCH, General Manager.

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

Head Office:
GEORGE STREET, SYDNEY.

Agents: Bank of Montreal
 Royal Bank of Canada

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

CANADIAN FIRE RECORD

(Compiled specially by The Chronicle.)

FIRE AT PETERBORO, ONT.

By the fire which occurred on the premises of the Quaker Oats Company, Peterboro, Ont., the following Companies are said to be interested, among many others. The greater portion of insurance is placed in the United States:—Mount Royal, \$13,500; British Crown, \$23,000; London & Lancashire, \$75,000; National of Paris, \$21,000; Sun, \$12,500; Economical, \$2,500; Wellington, \$5,000; Merchants and Manufacturers, \$20,000; Hand-In-Hand, \$10,000; Merchants, \$4,000; North Empire, \$25,000; Monarch, \$2,500; National-Ben Franklin, \$5,000; Dominion, \$15,000; Anglo-American, \$10,000; British Dominions, \$25,000; Liverpool & London & Globe, \$26,000; National Union, \$15,000; Glens Falls, \$10,000; Provincial of England, \$30,000; American Lloyds, \$85,000; Factories, \$5,000; Factory Underwriters, \$10,000; total \$450,000. About \$1,000,000 is said to be placed in the United States. Loss about total.

It is generally conceded that too many sprinkler risks have burned during the past year to warrant the low rates given such plants. Periodical inspections of the above property indicated good management and cleanliness under intelligent administration.

BROCKVILLE, ONT.—M. McCartney's bakery destroyed, December 7.

SUMMERSIDE, P.E.I.—Business section of town heavily damaged, December 13. Fire started in Sinclair & Stewart's departmental store. Sinclair and Stewart lost stock valued at \$150,000. They occupied two buildings, one owned by Neil Sinclair, valued at \$25,000, the other by Otto Crabbe; total insurance, \$143,000. The other losers are Hon. J. A. McNeil, warehouse, with agricultural implements, carriages, etc., barn, blacksmith shop, \$8,000; building occupied by several tenants, \$5,000. These tenants lost as follows: John Steele barber, \$500 worth of stock; A. Ching, grocer, \$3,000 worth of stock; A. C. Rogers, agent, \$500, furniture, etc.; Arnett and Stavert, agents, \$500, furniture, etc.; H. H. Beer, stock of boots and shoes, \$6,000; B. E. Dalton lost his building, occupied by himself as druggist and Mrs. McLellan as bookstore, total loss, \$20,000.

Neil Sinclair lost the building occupied by W. B. Mills, dry goods, total loss, \$5,000; C. McCullough, tailor, building and stock, \$4,000; Colin Milligan, tailor, building and stock, \$5,000; B. H. Locke, grocer, Roy Silliphant, butcher stock, \$3,000. Other buildings destroyed or damaged are:—building owned by C. C. Gardiner, \$2,000; Thos. Andrews, agricultural implements, etc., warehouse and stock, \$12,000; F. W. Strong & Co., general store, warehouse and stock, \$33,000; H. P. Strong, building occupied by C. Lafferty, barber; Heath Strong, lawyer; E. W. Strong, lawyer; W. J. Lidstone, general store; total loss, \$25,000; Percy Bowness, photographer's studio, undertaking rooms and residence occupied by himself; store of J. Tanton, butcher, total loss, \$800; John McInnis, tinshop and tools, \$1,600; Mrs. Maud Murphy, double tenement, \$2,500; Johnson Rhynard, residence, \$1,000; A. S. Phillips, furniture, \$500; Royal Bank of Canada, damaged to extent of \$500; barn owned by H. Holman, damaged, \$200. The origin of the fire is supposed to be spontaneous combustion.

FIRE AT CAMPBELLFORD, ONT.

On the 10th instant a fire occurred on the premises of the Dickson Bridge Works Company at Campbellford, Ont. Insurance as follows:—*On machinery*, Phoenix of London, \$15,000; Norwich Union, \$15,000; Liverpool & London & Globe, \$10,000; North British & Mercantile, \$20,000; total, \$60,000; loss heavy.

On shells, Hudson Bay, \$10,000; Imperial Underwriters, \$10,000; British America, \$17,300; London & Lancashire, \$25,000; Yorkshire, \$10,000; Caledonian, \$17,000; Employers, \$20,000; Guardian, \$25,700; Union, \$8,000; total \$141,000. Loss about total.

On building, Employers, \$7,600.

MONTREAL.—J. A. Cowan's garage, automobile storage and repair shop at 1013 Mary Anne St. East, destroyed with twelve automobiles and much valuable machinery, December 7. Four adjoining dwelling houses slightly damaged.

Shed at corner of St. Lawrence and St. Zotique Streets, property of St. Vincent de Paul Society and filled with wood, destroyed with great part of contents, December 11.

Shed in Martineau's quarry, corner of Bellechasse and Marquette Streets, destroyed with several motors and other machinery, December 11.

OTTAWA.—Old Titus block on Sparks Street destroyed, December 9. Woolworth's store stock loss is placed at \$30,000. Other losses are Quinn-Giles, Limited, druggists, \$10,000; Walter Nixon, confectionery, \$7,000; Reid's bookstore, \$8,000; Langford, jewellery, \$4,000; and a number of other tenants in lesser amounts.

EMSDALE, ONT.—J. W. Macdonald's general store destroyed with contents, December 10. Loss about \$8,000 with insurance about one-third.

FIRE DEPARTMENT'S SURVEY OF CITY.

Fire Chief James Smart, of Calgary, has recently undertaken a fire survey of that city, and apparently with considerable success, as is shown by his report of progress. Chief Smart says:

"The survey of fire conditions in Calgary is about completed and I have every reason to feel that much has been accomplished in reducing the fire hazard.

"Our method of procedure was to have every building and premises inspected by the captain of the fire station covering the district. Instructions were given to note special information that might be helpful in preventing or putting out fire, to note conditions of chimneys and pipes, method of heating, fuel used, disposal of ashes and especially accumulation of inflammable rubbish in basements or yards. In addition, of course, the names of owner and occupant and short description of each building with its street and number.

"As the survey proceeded notices were sent to premises where conditions were reported dangerous, and where the captain had pointed out the required remedy. I am glad to say that in every instance so far the citizens have heartily co-operated in the work.

"An added value of the survey is that each captain is more familiar with the lay-out of the premises in which he may be called upon to combat fire."



CANADA BRANCH HEAD OFFICE, MONTREAL
DIRECTORS

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



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

DIRECTORS

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



FIDELITY (FIRE) UNDERWRITERS
OF NEW YORK

Policies assumed half by the Fidelity-Phenix Fire Insurance Company
and half by the Continental Insurance Company

Combined Assets \$49,748,239 Policyholders' Surplus \$29,245,805

HEAD OFFICE FOR CANADA AND NEWFOUNDLAND:
17 ST. JOHN STREET, MONTREAL

W. E. BALDWIN, Manager.

JOS. ROWAT, Asst. Manager.



The Northern Assurance Co. Limited

"Strong as the Strongest"

Accumulated Funds 1914, \$41,615,000 HEAD OFFICE FOR CANADA,
88 NOTRE DAME STREET WEST,
MONTREAL.

G. E. MOBERLY, Manager.



THE LAST WORD

IN
ACCIDENT AND SICKNESS INSURANCE
IS

**THE DOMINION GRESHAM'S
NEW "GRESHAM MAXIMUM" POLICY**

AGENTS WANTED EVERYWHERE

Applications in Ontario should be addressed to

L. D. JONES, Superintendent of Agents for Ontario,
412 JARVIS STREET, TORONTO.

PERSONALS.

Mr. Hugh C. Munday, business manager of "The Surveyor," New York, was a visitor to Montreal this week.

* * *

Mr. Kline, vice-president of the Fidelity-Phenix of New York, spent two days in Montreal last week, and two days in Toronto.

* * *

At the last meeting of the Board of Directors of the Bank of Toronto, Mr. Archibald H. Campbell, of Toronto was elected a Director of the Bank.

* * *

Mr. E. N. Killer, formerly with the Yorkshire Insurance Company, has been appointed special agent of the Fidelity-Phenix for Ontario. We understand he will commence his new duties on 1st January.

* * *

It may not be generally known among Canadian policy holders of the Metropolitan Life, that Mr. James S. Roberts, the accomplished and genial Secretary of the Company, hails from Liverpool, England. Mr. Roberts is Vice-President of the British Schools and Universities Club, New York City, and chairman of its Entertainment Committee.

* * *

English exchanges continue to record heavy losses among members of the staff of the British insurance companies. The latest list includes Lance-Corporal Arberry (Union), died of wounds; Lieutenant F. C. Caird (North British), R. N. V. R., killed in action; Sergeant J. F. Cobb (Royal), Royal Fusiliers, killed in action; 2nd Lieutenant J. W. Jones (Commercial Union), Welsh Regiment, killed in action; Lieutenant W. B. Bovey (Law Union & Rock), London Regiment, killed in action; Private C. J. Marriott (Law Union & Rock), Civil Service Rifles, killed in action; Lieutenant H. S. Young (Union), Royal Fusiliers, seriously wounded.

BRITISH ACCIDENT COMPANIES' GENEROUS ACTION.

The Accident Offices' Association, representing fifty of the largest companies effecting accident insurance in Great Britain, have unanimously decided not to make any increase in workmen's compensation premiums because of the employment of disabled soldiers and sailors. Another addition has thus been made, remarks the Post Magazine, to the growing list of liabilities undertaken by insurance companies without legal obligation or monetary equivalent. The return to civilian employment of many thousands of soldiers and sailors suffering from shock, nervous prostration, wounds and other physical infirmities must add considerably to the claims cost and the public have reason to congratulate themselves that the companies comprised in the Association (which up to five years ago were making in the aggregate a dead loss on their home employers' liability business) can see their way, thanks in large measure to the combination and classification of experience which the Association has rendered possible, to this broad-minded sharing of the national burden.

MONTREAL GANDERS ENTERTAIN THEIR CHIEF.

His Highness Most Loyal Grand Gander E. G. Carlisle of the Ancient and Honorable Order of the Blue Goose was entertained last Saturday evening by the members of the Quebec pond at a banquet held at the Ritz-Carlton. Over fifty of the local fire insurance men were present to do honour to Mr. Carlisle who is a prominent fire insurance official in Chicago. Most Loyal Gander A. H. Vallance was in the chair and those present included the following Company officials:—Messrs. J. W. Tatley, W. B. Colley, T. F. Dobbin, A. W. Wilson, J. W. Binnie, Captain Clift and Mr. Simpson.

The address of the Order's chief on its objects was received with enthusiasm. Mr. Carlisle also read a message from the Illinois Pond to the Quebec Pond, and by a unanimous vote the Executive was instructed to reply reciprocating the good wishes and kind messages.

The Executive was also instructed to send a telegram of felicitation to the Alberta Pond on the occasion of its installation.

After the banquet a most enjoyable musical evening was spent, Messrs. Glover, Davison, Underdown, Virtue, Vallance, Johnstone, Hamilton, McGowan, Brown, Jockel and Bowles taking part.

It is understood that a number of the managers will associate themselves with the Order in the very near future.

ONTARIO POND OF THE BLUE GOOSE.

On Friday December 8th, a luncheon of the Ontario Pond of the Blue Goose took place in the Board of Trade Assembly Rooms at Toronto, His Highness Most Loyal Grand Gander E. G. Carlisle, of Chicago, being the guest of honour. Mr. Carlisle addressed the gathering on the Order's objects and subsequently made a presentation on behalf of the Grand Nest to Past Most Loyal Gander J. Ross Stewart, in recognition of his great services to the Order. Among the visitors from out of town who were present to listen to Mr. Carlisle's address, were the following:—Messrs. Sloan, Bell, Steele, Heberling, Stead, Holroyd, Richardson, Wickham, Davis and Jenkins.

BANKS' WAR TAX CONTRIBUTIONS.

Eight banks which have so far published their reports in 1916 have made aggregate appropriations for meeting the War Tax on Circulation of \$391,898, as against \$212,541 appropriated by the same institutions in 1915. The increase for these banks is thus \$180,000.

WESTERN CANADA FIRE UNDERWRITERS' ASSOCIATION.

A meeting of the Western Canada Association was held in Toronto last week, Mr. H. M. Lambert presiding. It was largely attended by Eastern, American and Western representatives. The new constitution was considered and passed.

EMPLOYERS' LIABILITY ASSURANCE CORPORATION.

We understand the Employers' Liability Assurance Corporation has re-insured the fire business of the Arizona Insurance Company in British Columbia.

COMMERCIAL UNION

ASSURANCE COMPANY LIMITED
of LONDON, England

The largest general insurance company in the world
(As at 31st December 1915)

Capital Fully Subscribed	\$14,750,000
Capital Paid Up	1,475,000
Life Fund, and Special Trust Funds,	74,591,540
Total Annual Income exceeds	47,250,000
Total Assets exceed	142,000,000
Total Fire Losses Paid	183,366,690
Deposit with Dominion Government	1,225,467

PALATINE

INSURANCE COMPANY LIMITED
of LONDON, England

(As at 31st December 1915)

Capital Fully Paid	\$1,000,000
Fire Premiums 1915, Net	\$2,500,505
Interest, Net	140,220
Total Income	\$2,640,725
Funds	\$4,738,520
Deposit with Dominion Gov't	\$250,567

N.B.—In addition to the above there is the further guarantee of the Commercial Union Assurance Company Limited, whose Assets exceed \$142,000,000

Applications for Agencies Solicited in Unrepresented Districts.

Head Office: CANADIAN BRANCH

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

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

COMMENCED BUSINESS 1901
RECEIVED DOMINION CHARTER 17th JUNE 1908
Capital Stock Subscribed \$500,000.00
Capital Stock Paid up \$174,762.70

The Occidental Fire

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

RANDALL DAVIDSON, President
C. A. RICHARDSON, Vice-President and Secretary
DIRECTORS
S. E. RICHARDS W. A. T. SWEATMAN N. T. HILLARY
Head Office - - WINNIPEG, MAN.
Agents Required at Unrepresented Points

ESTABLISHED 1803
Total Funds Exceed \$109,798,258.00
Canadian Investments Over \$9,000,000.00

FIRE AND LIFE North British and Mercantile

INSURANCE COMPANY
DIRECTORS
WM. MCMASTER Esq. G. N. MONCEL, Esq.
E. L. PRASP, Esq.
Head Office for the Dominion:
80 St. Francois Xavier Street - MONTREAL.
Agents in all the principal Towns in Canada.
RANDALL DAVIDSON, Manager.
HENRY N. BOYD, Manager, Life Dept.

SUN INSURANCE OFFICE

FOUNDED A.D. 1710

Head Office:
Threadneedle Street, LONDON, ENGLAND

THE OLDEST INSURANCE OFFICE IN THE WORLD.

Canadian Branch:
15 Wellington Street East, Toronto, Ont.

LYMAN ROOT,
Manager

THE . . . London Assurance CORPORATION OF ENGLAND.

INCORPORATED BY ROYAL CHARTER A.D. 1720
CAPITAL PAID UP \$2,241,375
TOTAL CASH ASSETS 22,457,415

Head Office for Canada, - MONTREAL
W. KENNEDY, W. B. DOLLEY, Joint Managers.

THE LIFE AGENTS' MANUAL

Published by The Chronicle, Montreal

SPONTANEOUS COMBUSTION.

Millions of dollars go up in smoke daily, due to spontaneous combustion, or more properly speaking, spontaneous ignition. No doubt, in addition to these, many other fires reported as of "unknown" origin, were in fact caused by spontaneous ignition. Spontaneous combustion is the ignition of a substance or body by internal development of heat without the action of any external flame. It often takes place in waste, rags, cloths, cotton, sawdust and other substances partially saturated with oil. Vegetable and animal oils especially absorb oxygen very rapidly and thus sufficient heat is produced to set the oily substance on fire. These fires occur at night as well as in daytime. They often develop in cellars, attics, storage closets, warehouses, shops and other out-of-the-way places, not under constant observation, and spread rapidly, fed by the highly combustible materials. Often such fires are not detected until they have had a good start, and so are hard to control and cause much damage. New schools, churches, factories, residences and other buildings undergoing repairs or renovation are often a prey to the flames because some painter or other worker has left some oily rags or mop around.

The prevention of these fires is quite simple and inexpensive. Care and good housekeeping will make them almost impossible. Oily waste and rags and oily or paint cloths in use during the day should be kept in a standard, self-closing, metal waste can. At the close of the day these should be burned up or otherwise destroyed. Oily metal filings, borings and cuttings, oily leather scraps, excelsior used for rubbing painted or varnished furniture or floors, cloths or mops used for the same purpose, and oily or wet sawdust should never be permitted on wooden floors or benches, but should be cleaned up, removed and destroyed. Oily overalls, jumpers or aprons should be hung on a brick wall or stored in metal closets. Inky cloths used to wipe rollers in print shops and lithograph establishments should be burned after use. Some sweeping compounds contain oil, and the only safe storage is in a metal barrel or box. Floor oils and "dust preventatives" contain the necessary materials for spontaneous ignition, and cloths used in applying them should be destroyed. Many fires in barns are caused by improperly cured, or heated hay and grain. Aside from proper curing and drying, perfect ventilation to carry away this heat is the best preventative of such fires. Cleanliness and care will prevent most of these "mysterious" and disastrous fires.

Certainly the novice in salesmanship will enhance his chances for success if at the very start of his efforts he takes to heart the truth of a certain, familiar adage, adapted as follows: "A premium in the hand is worth two promises in the mind."—*Mutual Life of N. Y.*

A LONDON LLOYDS' VENTURE.

"If at first you don't succeed, try, try, try again" isn't always the best advice when freak policies are in question. London Lloyds recently experienced greatly increased pecuniary loss in attempting to turn over salvage on one of their freak policies—a policy under which they had insured the management of an open-air performance of "Aida" at San Francisco for \$25,000 in case of the prevention of the performance by rain. The contingency insured against occurred—the rain falling in the traditional "bucketfuls"—and Lloyds were liable for the face of their policy. Hoping to recover some salvage, they held a postponed performance of the opera at great expense, which proved to be a loser, \$10,000 more being added to the original cost of the gambling venture.

THE MONTREAL CITY and DISTRICT SAVINGS BANK

NOTICE is hereby given that a Dividend of Two Dollars per Share on the Capital Stock of this institution has been declared and will be payable at its Head Office, in this City, on and after Tuesday, the 2nd of January next, to Shareholders of record at the close of business on the 15th of December next, at 3 p.m.

By order of the Board,

A. P. LESPERANCE, Manager.

Montreal, November 28th, 1916.

THE LAW UNION & ROCK

INSURANCE CO. LIMITED, LONDON. Founded in 1806

Assets Exceed - \$48,500,000

Over \$12,500,000 invested in Canada.
FIRE and ACCIDENT RISKS accepted.

Canadian Head Office: 57 Beaver Hall Hill,
MONTREAL.

Agents wanted in unrepresented towns in Canada.
W. D. AIKEN, Superintendent, J. E. E. DICKSON
Accident Dept. Canadian Manager

FOUNDED A.D. 1819

THE PHENIX FIRE INSURANCE COMPANY OF PARIS, FRANCE

SURPLUS TO POLICY-HOLDERS, \$5,754,937

THOMAS F. DOBBIN, *Manager for Canada.*
EDMUND FOSTER, *Superintendent of Agents.*

LEWIS BUILDING, ST. JOHN ST., MONTREAL
Applications for Agencies invited

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

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

11 ST. SACRAMENT STREET
MONTREAL, P.Q.

PARAGRAPHS.

Life is just one annual report after another!

The British Dominions General Insurance Company, is reported to be absorbing the Eagle Insurance Company, a British life office established in 1807.

The municipal authorities of Victoria, B.C., are reported as on the war-path for a reduction in fire insurance rates. Improved protection is the reason given for the request.

The more closely the situation is analysed, the more apparent does it become that the prevailing indifference to fire is due largely to the ease with which personal responsibility can be shirked.—*J. Grove Smith.*

It may seem an exaggeration to some, but the fact remains that insurance is the chief cornerstone of British credit, and our insurance offices are doing work of national importance equal to that of most businesses and occupations—*Policyholder.*

There is much said as to how life insurance can be sold. The market is glutted with books and the insurance papers with articles on the subject. But every little while a new man steps in who knows little more than the a.b.c. of the business and out-sells all the theorists. Put not your trust in theory, but, as brother Heale remarks, "go to it."—*Mutual Life of Canada.*

The Mutual Life of Canada's editorial eye must have been taking forty winks when it passed that stuff in the Agents' Journal about "our annual expenditures" on alcohol being \$1,745,000,000, tobacco \$450,000,000, candy \$365,000,000, etc. Even J. H. Roberts has never alleged that!

The British Government has already succeeded in mobilizing so much "pledgable" wealth that, without raising a finger, it would probably have in hand quite sufficient to cover all claims of the United States for at least another twelve-month of war.—*London Correspondent, N. Y. Evening Post.*

Some of the old Fraternalists are still in a very bad way. The Wisconsin insurance department places the valuation deficit of the Brotherhood of American Yeomen at \$64,663,000; Royal Neighbors of America at \$70,000,000; Woodmen of the World at over \$150,000,000; and Modern Woodmen of America at \$353,883,000.

Messrs. Macintosh & Hyde announce that the accounting business is being carried on under the same name by the present partners—Preble Macintosh, F.C.A., Alfred W. Cole, C.A. and D. Binny Robertson, C.A. The administration of estates has (with some exceptions) been transferred to the Royal Trust Company acting in conjunction with Mr. Macintosh.

TRAFFIC RETURNS.

CANADIAN PACIFIC RAILWAY.

Year to date	1914	1915	1916	Increase
Nov. 30	\$99,936,000	\$93,542,000	\$124,032,000	\$30,490,000
Week ending	1914	1915	1916	Increase
Dec. 7,	1,766,000	3,046,000	3,139,000	93,000

GRAND TRUNK RAILWAY.

Year to date	1914	1915	1916	Increase
Nov. 30	\$47,388,224	\$45,721,176	\$54,980,385	\$9,259,209
Week ending	1914	1915	1916	Increase
Dec. 7,	865,052	1,012,326	1,151,306	138,980

CANADIAN NORTHERN RAILWAY

Year to date	1914	1915	1916	Increase
Nov. 30,	\$19,213,900	\$24,306,000	\$34,219,500	\$9,913,500
Week ending	1914	1915	1916	Increase
Dec. 7,	502,700	830,600	917,900	87,300

TWIN CITY RAPID TRANSIT COMPANY.

Year to date	1914	1915	1916	Increase
Nov. 30	\$8,404,457	\$8,518,130	\$9,182,234	664,104
Week ending	1914	1915	1916	Increase
Nov. 7,	\$174,617	180,384	\$199,838	\$19,454
14,	173,206	183,538	191,417	7,879
21,	177,031	186,689	197,440	10,751
30,	218,450	236,461	248,362	11,901

CANADIAN BANK CLEARINGS.

	Week ending Dec. 14, 1916	Week ending Dec. 7, 1916	Week ending Dec. 16, 1915	Week ending Dec. 17, 1914
Montreal ..	\$82,591,505	\$90,396,773	\$70,668,095	\$44,954,489
Toronto ..	81,822,827	60,336,754	45,077,690	34,333,417
Winnipeg ..	55,543,080	66,008,663	62,667,863
Ottawa ..	5,223,273	6,942,569

**Montreal Tramways Company
SUBURBAN TIME TABLE, 1915-1916**

Lachine :

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

From Lachine—

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

Sault au Recollet and St. Vincent de Paul:

From St. Denis to St. Vincent de Paul—
10 min. service 5.20 a.m. to 8.00 a.m. | 30 min. service 8.00 p.m. to 11.30 p.m.
20 " " 8.00 " 4.20 p.m. | Car to Henderson only 12.00 mid.
10 " " 4.20 " 6.40 p.m. | Car to St. Vincent at 12.40 a.m.
20 " " 6.40 " 8.00 p.m.

From St. Vincent de Paul to St. Denis—

10 min. service 5.50 a.m. to 8.20 a.m. | 30 min. service 8.30 p.m. to 12.00 mid.
20 " " 8.10 " 4.50 p.m. | Car from Henderson to St. Denis
10 " " 4.50 p.m. 7.10 p.m. | 12.20 a.m.
20 " " 7.10 " 8.30 p.m. | Car from St. Vincent to St. Denis 1.10 a.m.

Cartierville:

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

Mountain :

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

Bout de l'Île:

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

Tetrautville:

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

Pointe aux Trembles via Notre Dame:

From Notre Dame and 1st Ave. Maisonneuve.
15 min. service from 5.15 a.m. to 8.00 p.m.
20 " " 8.00 p.m. to 12.20 a.m.
Extra last car for Blvd. Bernard at 1.20 a.m.

THE BRITISH AMERICA ASSURANCE COMPANY

Incorporated 1833.

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

HEAD OFFICE: TORONTO

Old Reliable Progressive
Assets over - - \$2,500,000.00
Losses paid since organization
over - - \$39,000,000.00

DIRECTORS:

W. B. BROCK, President.

W. B. MEIKLE, Vice-President

JOHN AIRD
ROBT. BICKERDIE, M.P.
ALFRED COOPER
H. C. COX
JOHN HOSKIN, K.C., LL.D.
D. B. HANNA

Z. A. LEAH, K.C., LL.D.
GEO. A. MORROW
AUGUSTUS MYERS
LT. COL. FREDERIC NICHOLLS
COL. SIR HENRY PELLATT
E. R. WOOD.

W. B. MEIKLE,
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.

L'UNION FIRE INSURANCE COMPANY, Limited

Head Office: PARIS, France.

Established 1828

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 FERRAN D

First British Insurance Office Established in Canada, 1804

INTENDING ASSURERS

Should read the "THREE MINUTES" Leaflet
of the

PHOENIX ASSURANCE CO., Limited,
OF LONDON, ENGLAND (Founded 1782)

Copies of this and full information regarding
the Company's system, its equitable principles
and liberal policies, may be obtained at the Head
Office,

100 ST. FRANCOIS-XAVIER STREET, MONTREAL
The Company offers to the Public every advantage which

LIFE ASSURANCE

conducted under the most favourable conditions is capable of
affording:

At the BONUS DIVISION for the five years
ending 31st DECEMBER, 1915

A UNIFORM ADDITION of \$75 per
\$1,000 was declared on all classes of
Full-Bonus Policies, at the rate of \$15
per \$1,000 assured in respect of each
full annual premium paid since 1st
January, 1911. This bonus applies
to new as well as existing policies.

H. B. F. Bingham, R. MacD. Paterson, } Joint
Life Superintendent. J. B. Paterson, } Managers

Agents Wanted

Established 1864.

New York Underwriters Agency.

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

PROVINCIAL AGENTS.

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

JOHN WM. MOLSON
& ROBERT Y. HUNTER
Montreal, Que.
WHITE & CALVIN
St. John, N.B.
ATRE & SONS, LTD.,
St. Johns, Nfld.

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

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

ESTABLISHED 1824

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

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

JAMES H. BREWSTER, Manager

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