



The Chronicle

Banking, Insurance and Finance

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THE GENERAL FINANCIAL SITUATION

By all accounts, the Victory Loan is going as well as those primarily responsible for its success could have either hoped or anticipated. The success which the flotation is meeting is not merely pleasantly satisfactory, but it is the best possible guarantee of continued activity in Canadian business during the coming twelve months. The belief is expressed in some quarters, although it is difficult to say what real foundation there is for it, that the present loan is being subscribed in larger proportion by business firms and corporations than the former loans. It is quite possible, although until the final figures are made known, it cannot be said definitely, that small subscriptions to the present loan may not be so numerous as on preceding occasions. With the best will in the world, a good many folk find it hard to keep up with the prices of commodities and at the same time, set aside funds for a small investment. Be that as it may, and the point is not of particular importance, there is no doubt that so far as the business community is concerned, subscription to the Loan, is the most efficient means possible at the moment for ensuring continued business activity. The funds which are invested in this Loan will come back with interest as payment for commodities purchased, and transportation and other services afforded.

With the Loan an assured success, it can be said with confidence, that the outlook for Canadian trade in general is "set fair" for another twelve months. But if business activity is continued, and the purchasing power of the community as a whole maintained, it is also evident that prices of commodities are not likely to recede, except in so far as excess production forces them down. And of that excess production, in staple lines at least, there are as yet no signs.

There are, however, some interesting developments in trade under way. The revival in British exports for October, in spite of the handicap of the railway strike, suggests that in some at least of the British industrial centres, the critical period of transition from war-time to peace-time produc-

tion is in process of completion, and that an increased output is being secured. British exports in October amounted to £738,250,000, an increase of £79,000,000 in comparison with October of 1918. Imports, on the other hand, increased only £36,000,000 in comparison with twelve months ago, of which increase about £20,000,000 is in raw materials. Discussing these figures with a prominent boot and shoe man this week, The Chronicle learned that while Canadian boots are being exported to Europe, British boots, men's, women's and children's, in all lines, are beginning to make their appearance, not only in Canada, but in the United States, modelled on the lasts in favour on this side of the Atlantic. The curious thing about this development is that it was heavy British buying of leather in the spring months, which has sent up the price of Canadian boots to the present level, that makes the head of a family gasp. It is calculated that this British clearance of the leather market a few months ago has, in fact, made a difference in the price of men's shoes of between two and three dollars a pair.

With regard to the recent strength of pulp and paper stocks on the local markets, it appears that one reason for the companies' existing prosperity is an unprecedented demand for newsprint. A good authority informed The Chronicle this week that many of the big United States dealers are now using 20 to 30 per cent. more newsprint than they were a year ago. This increase is attributed to enlarged advertising patronage, resulting in a considerable increase in the size of the daily newspaper. This enlargement in advertising, of course, merely a reflection of business aggressiveness in catering to the wants, or in many cases, the supposed wants of a public which has an unparalleled purchasing power, but the fact that the demands upon newspaper space have developed to such an extent is, we believe, not generally appreciated.

A correspondent asks us for an expression of opinion on the question of the future of interest rates, whether in the next two or three years they

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Banking, Insurance and Finance

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MONTREAL, FRIDAY, NOVEMBER 14th, 1919

THE GENERAL FINANCIAL SITUATION

(Continued from front Page)

are likely to decrease materially, with the consequent corollary of a substantial rise in the price-level of existing securities giving a fixed return. Speaking broadly, we should say that the decline in the rate of interest from the high levels brought about as a result of urgent war borrowings, is not likely to be very rapid. In Canada, there has been a slight decrease in the last twelve months, which may be measured by the fact that the present War Loan is being issued on the same terms as the last Loan, but with the interest taxable, while in the case of former loans it was free from taxation. The degree of taxation to which the interest on the present Loan is subject in the hands of the individual holder makes the extent of the lowered rate which the Dominion Government has found it necessary to pay, for its accommodation.

A certain reaction in interest rates, following the lessening of the strain of war expenditures, was to be expected, but for a variety of reasons, it is fair to anticipate that in the immediate future, such reaction will not go much further. The price of capital, like the price of staple commodities, is governed by the inexorable law of supply and demand, and that practically all over the world, capital will be in great demand during the next few years, there is every indication. Certainly, it is likely to be in great demand in Canada. Here, as elsewhere, undertakings of all kinds have been held in suspense during the war, building development has entirely failed to keep pace with the increase in population, and new developments in many lines of business and industry are being planned. That large amounts of capital will be available for these purposes we fully believe, but that the supply will be in excess of the demand for some years to come, seems scarcely likely. Moreover, we do not think it possible that the interest rates upon capital are likely to come down markedly, while the prices of staple commodities and wages remain at a high level. If these remain high, the products of which the in-

vestor is a consumer will remain high in price, and in consequence the investor will be forced in self-defence to demand a higher rate of interest upon his money. Those associated with investment houses and stock brokerage firms are thoroughly familiar with the efforts of investors to obtain larger incomes in order to keep pace with the increased cost of living. It may be noted in this connection that lately there has been a flood of new capital issues in the London market, but a perusal of some of the propositions recently issued shows many different terms being offered to the investor, in comparison with those which were familiar enough in London prior to the war.

The question of the future of interest rates is, in fact, bound up with the great question of production. As deflation takes place, and the supply of commodities becomes more plentiful, the present level of prices will recede, but not before. But, by all present signs, deflation will be a very gradual process. And while with production catching up to demand in certain lines, there would naturally be a reduction of demand for new capital in those quarters, the lack of not only bringing the regions devastated by the war again into civilized shape, but of developing hitherto untouched resources and regions which are yet beyond the confines of industrial civilization is so enormous, that it is quite probable that there will be a sustained and even urgent demand for capital for many years to come, and a ruling interest rate in consequence, that is comparatively high.

TRAFFIC RETURNS.

Canadian Pacific Railway

Year to date	1917	1918	1919	Increase
	Sept. 30	\$106,475,000	\$108,138,000	\$121,176,000
Week ending	1917	1918	1919	Increase
	Oct. 7	2,842,000	3,458,000	3,965,000
" 14	3,335,000	3,534,000	4,029,000	505,000
" 21	3,429,000	3,509,000	4,241,000	732,000
" 28	4,989,000	5,023,000	5,878,000	855,000
Nov. 7	3,204,000	3,437,000	3,821,000	384,000

Grand Trunk Railway.

Year to date	1917	1918	1919	Increase
	Sept. 30	\$45,544,759	\$40,754,680	\$48,317,156
Week ending	1917	1918	1919	Increase
	Oct. 7	1,014,812	1,460,738	1,611,553
" 14	989,667	1,433,788	1,619,110	185,322
" 21	916,866	1,296,165	1,486,851	190,636
" 28	1,463,382	2,157,396	2,418,862	261,466

Canadian National Railways.

Year to date	1917	1918	1919	Increase
	Sept. 30	\$56,492,853	\$64,569,137	\$8,076,284
Week ending	1917	1918	1919	Increase
	Oct. 7	1,789,180	2,102,281	313,310
" 14	1,745,665	1,974,750	229,085	229,085
" 21	1,915,656	2,129,180	213,574	213,574
" 28	3,030,017	3,183,584	153,567	153,567
Nov. 7	1,717,273	1,948,591	231,318	231,318

PRESENT CONDITIONS OF UNREST

Most people are probably convinced that an indefinite continuance of the present condition of agitation and unrest will inevitably result in a very serious diminution of trade and in consequent loss and suffering to all classes of our population. It is, however, difficult to suggest the remedy for the evil.

There is probably no one cause which tends to promote this unrest more than the continuance of the present high prices, which bear with especial, but by no means exclusive, severity on the working classes, and which in turn lead to continual demands for increased wages to meet them. But the increase of wages itself, instead of being a remedy, simply increases the evil which it is designed to meet, and so things go round in a vicious circle from which, by that means, there is no escape.

Profiteering is, in the popular mind, one of the chief causes of high prices, but while it undoubtedly exists and is much to be condemned, it is probably only a minor contributor to the evil.

The real remedy lies not in mere palliatives like the constant increase in wages or the abolition of profiteering, but in attacking the root of the disease of which these are the consequences.

The root of the disease is that we are spending as a nation more than we earn.

The real remedy, then, for the evil of high prices lies, in the long run, in the increase of production of commodities both for export and home consumption, so that our foreign exchanges may be improved and that the ordinary laws of supply and demand may operate in normal fashion. If the supply of all necessary commodities were again brought up to the demand for them, these laws would at once operate and there would soon be a fall in prices, not perhaps to the pre-war rates, but at least to a much lower level than the present.

It should, therefore, be explained to working men that to a great extent the remedy for the evil lies in their own hands, and that it is only by their own industry that a real improvement can be effected. The interweaving of the threads of cause and effect in modern commerce, and their bearing upon our social polity, are an intricate business, but there are some, at any rate, of the principles which underlie their working that can be made clear to any ordinary intelligence, which is certainly not lacking in the great majority of our working men.

The producing power of the nation depends upon its capital almost as much as upon the industry of its people. Either without the other is shorn of half its value, and if all the capital were

equally distributed, or held by the State as trustee for the people, there would be an end to all enterprise. Neither the individuals, each of whom would have only £444 of capital, nor the State, administering the capital thus distributed, could possibly afford to run the risks which wealthy men have continually to run in the foundation of new enterprises and the exploitation of new ideas and inventions.

But, if an appeal to the working man, however direct and cogent it may be, on the lines of economic exigency, is to have its full force and effect, it must be accompanied by another appeal addressed not only to the working man, but still more to the wealthier classes. There never was a time in which greater need existed for economy, both public and private, than the present, and the working man is likely to turn a deaf ear to such an appeal as ought to be made to him if he sees that the more fortunate classes are not doing their share towards the common good.

The luxury and thoughtless extravagance indulged in at present, especially amongst some of those who through the war have acquired newly-found riches, and whose title to them is none too good, are much to be condemned. The rich and the well-to-do should not forget that they, quite as much as the working man, owe a duty to the country, and are trustees of their good fortune for the common welfare of the State.

The ostentation of wealth is bad in itself, and bad also in its indirect effects, and the influence it has upon those who are less fortunate in that respect.

To the rich, therefore, both men and women, an appeal should be made to exercise some self denial, to cease from flaunting magnificent motor cars and dresses before the eyes of those to whom such things are unattainable, to be content, each in his own degree, with a simpler life and simpler and less expensive pleasures, and to utilise the surplus which they will thus be enabled to save in helping the nation to regain its former prosperity. One can safely say that in reality they will lose little, and gain much, by so doing; for happiness in life does not, after all, consist so much in eating dinners at three or four pounds a head, or in driving motor cars, costing three or four thousand pounds a piece, as in being members of a contented and prosperous community.



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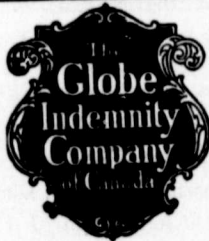
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SIR JOHN AIRD SAYS CANADA MUST DEVELOP EXPORTS.

Sir John Aird, general manager of the Canadian Bank of Commerce, who arrived in London, Eng., the end of last month after a tour through Holland, Belgium and France, has given his views to the press of the economic position of Canada. He pointed out that the war created a large amount of business, connected chiefly with war work, which had made Canada rich; but, on the other hand, her assistance to the Empire had brought a tremendous debt. The net result, however, was very much in favor of Canada, whose people had been fairly frugal during the war and had saved a great deal of money, as was indicated by the bank returns, he said. To them was payable a great proportion of the interest on the money raised by Canada for war purposes.

As this interest would remain in the country for reinvestment, they did not feel much anxiety with regard to the interest on Canadian debt held abroad, either in Great Britain or the United States, said Sir John. If Great Britain were in a position to repay Canada the net amount owing for food supplies Canada would be in a very satisfactory condition as regards exchange, because she could then in turn pay the United States, which had a large balance against her, created to a considerable extent by the provision of raw materials, such as steel, required in making munitions, according to Sir John.

"We have had," Sir John Aird went on, "a good average of crops and prices. But I do not think Canadians are now any better than British people as to extravagant expenditure. What would help Canada more than anything—and the same might be said of everybody—is economy and efficiency. Efficiency is at the bottom of it all. If we can bring that about, and go on producing such crops as we have been producing, we shall be able to increase our export trade very largely. That is all Canada needs—an increase of its export business, not only with the motherland and other parts of the Empire, but with foreign countries.

"Efficiency," he repeated, "is the keynote. It does not make so much difference how many hours a man works; if he can produce in eight hours going hard as much as in ten hours idling, so much the better. It is in efficiency we are in danger of falling down, both in this country and in Canada, as compared with the United States and other lands. I am hopeful that the labor leaders will see things in this light and make the rank and file see them. If labor and capital do not combine for a common object, then other nations will get ahead of us, especially the Germans, who are willing workers and seem to be anxious to restore their country."

Sir John expressed the hope that next year many new settlers would come to Canada from Great Britain. Western Canada was already getting a considerable number from the United States. These Americans made first class settlers, he said. They understood Western farming conditions, were used to the climatic conditions and could endure them, and as a rule brought money or, what was equivalent, live stock and implements. This class of American immigrants had become good citizens, as a rule. But Canadians would, on the whole, prefer to see English, Scotch and Irish come to Canada, and not to have as large a foreign element in their population as the United States had. One of the advantages Great Britain possessed in settling labor troubles was that she was able to deal entirely with her own people, he declared. The United States was not—and had the negro problem, too. Of late years there had been an improvement in the class of British settlers in Canada, he asserted. The man who came to Canada must make up his mind that, if he was to progress, he must work, said Sir John. It must be remembered that, while the soil of the United States had been pretty well brought under cultivation, that of Canada had as yet only been scratched.

"We have large quantities of raw material—timber, paper, steel, iron and coal—which we are sending you now. Yes, Canada is shipping to Great Britain a good deal of coal and steel—coals to Newcastle!—besides quantities of cereals, live-stock and dead meat. We practically control the nickel output of the world; a third great mine has just been opened. Also, we are one of the biggest silver producing countries. We have had our labor troubles this year, but we think they are fairly well settled, though we may feel some effect from them this winter," added Sir John.

PERSONALS.

The firm of Edwards and Thom, Fire Adjusters, Toronto, has been formed. Mr. D. C. Edwards is one of the oldest and best known adjusters in Toronto, and Mr. E. J. Thom, who recently formed a partnership with Mr. Edwards was for many years inspector of the Union Assurance Society of London which position he resigned to take up adjusting, for which his experience has well qualified him.

Mr. H. E. Southam, manager of the Accident branch of the Norwich Union Fire Insurance Society, who has been on the side for the past six weeks, and recently visited Montreal, sailed for home in the 8th instant.

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A CHECK TO SPECULATION?

During the war years and the year which has elapsed since the armistice a tremendous inflation occurred all over the world. In the war years this inflation was primarily for the purpose of providing the governments with what they needed. Since the conclusion of the armistice the inflation has gone on and its purpose has been the bocking of prices both for commodities, real property, securities and practically everything else. There has undoubtedly been some real anxiety among expert observers for a long time past concerning the prospect of bringing on an ultimate commercial crisis, due to the over-inflation of credit, with the resulting disorders in the field of prices or production as well as of consumption. The needs of the case were noted by the committee of investigation which was appointed by Great Britain some eighteen months ago, and which reported about a year ago in favor of an early effort to check inflation. As the committee did its work before the close of the war, it naturally directed its attention toward the checking of war inflation, and it pointed out methods toward the attainment of that end. It would, however, have applied its remarks with even greater force to the peace inflation which has come to pass since the armistice. And its views have been echoed and adopted not only in the United States but elsewhere ever since they were first made public. The whole question has been, both here and in England, when the time would come that the conditions of government financing and the power of endurance of the community would permit the action and adoption of a contraction policy. Now that the determination has been reached to try to check speculation, a turning point has apparently been arrived at, and the principal remaining question is how effective a check to speculation has been administered and whether it will result in an actual and direct contraction of credit.

BANK MERGERS IN ENGLAND.

How bank amalgamations are viewed in England is told by Mr. Nutting in his report to the Department of Commerce at Washington. "It is not surprising that many people viewed these gigantic amalgamations with concern," he writes, "and feared they might ultimately result in the formation of a money trust for, in their opinion, the evils which would attach to such a trust could scarcely be exaggerated. This the banks concerned admitted but they claimed to be strenuously opposed, now and in the future, to anything in the nature of a money trust and held that competition was keener than ever before. Further, they stated they were confident that this condi-

tion would remain so long as even five great banks, each represented in every town of importance throughout the country, continued to exist. Ultimately, after much discussion, a committee was appointed by the Treasury to look into the whole matter.

"This committee, in its report on the subject, recommended that in future all banking amalgamations, before being carried through, must first be approved by the government and that such approval may be withheld if the proposed consolidation in any case involves an appreciable overlapping either of interests or territory. The banks in defending their policy of amalgamation, maintained that it was an essential part of their programs for the provision of the fullest banking facilities for the trade. They realized that the country's recovery depended upon an immense increase in production and that a greater proportion of such production must in future be destined for foreign parts, because of the reversal of the position from that of a substantial creditor almost to that of a debtor nation."

PERSONAL LIABILITY FOR FIRES

The amendment to the Criminal Code passed at the last session of Parliament, which makes indictable offences, negligence which causes a fire and failure to make improvements recommended to prevent fires from occurring, is now being utilized. Fire Commissioner Latulippe, of Montreal, had before him last week, two men charged under this amendment, one with causing a fire by smoking in a garage, while using gasoline in cleaning chains, the other for having caused a fire by striking a match and using it to look into a barrel of gasoline. Both were committed for trial before the King's Bench.

The amendment to the Criminal Code under which these charges were brought is as follows:

"Everyone is guilty of an indictable offence and liable to two years' imprisonment, who, by negligence causes any fire which occasions loss of life or loss of property. The person owning, occupying or controlling the premises in which such a fire occurs, or on which such a fire originates, shall be deemed to have caused the fire through negligence, if such person has failed to obey the requirements of any law intended to prevent fires or which requires apparatus for the extinguishment of fires or to facilitate the escape of persons in the event of fire, if the jury finds that such fire, or the loss of life or the whole or any substantial portion of the loss of property, would not have occurred, if such law had been complied with."

A further amendment makes an indictable offence failure to comply with requirements imposed by a fire prevention officer or authority.




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R. LONG, Special Agent, 515 Yorkshire Bldg., VANCOUVER, B. C.

Union Assurance Society, Ltd.

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

CANADA BRANCH, MONTREAL.
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Agencies throughout the Dominion

EXCELSIOR

INSURANCE LIFE COMPANY

A Strong Canadian Company

J. J. Robichaud, Provincial Inspector.

MONTREAL TRUST BUILDING, 11 Place d'Armes, MONTREAL

The Law Union & Rock

INSURANCE CO. LIMITED, LONDON. Founded in 1868

Assets Exceed - - \$50,000,000.00

Over \$10,000,000 invested in Canada

FIRE and ACCIDENT RISKS accepted.

Canadian Head Office: 277 Beaver Hall Bldg., MONTREAL

Agents wanted in unrepresented towns in Canada.

W. D. AIKEN, Superintendent, J. E. E. DICKSON
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GOOD SALESMAN WANTED IN MONTREAL

If you are a good salesman, a hard worker and ambitious, we will help you to make good, whether experienced in Life Insurance or not. Attractive openings for men of fair education and good records. Apply stating experience and references, to

M. D. McPHERSON, Provincial Manager, 180 St. John Street, MONTREAL, P.Q.

THE CONTINENTAL LIFE INSURANCE CO.

GEORGE B. WOODS, President TORONTO, Ont. CHAS. H. FULLER, Secretary

ALDERMEN OF MEDICINE HAT, ALTA., DISLIKE PAYING FIRE PREMIUMS ON CIVIC PROPERTY

At a council meeting of the Medicine Hat Aldermen, held on the 3rd instant, Ald. McLarty raised a discussion as to the advisability of cutting down expenses on the insurance premiums now paid by the City. His suggestion was to carry only a minimum amount of insurance, and put aside the difference in premiums now paid the companies, and the premiums on the reduced average on civic property. The saving in premiums, Mr. McLarty stated, could be used as a fire reserve account, and would amount to a considerable sum in a few years. He, therefore, submitted a motion that "A committee be appointed to investigate the advisability of considering the reduction of fire insurance premiums, and to report as to the most economical way insurance could be carried." This was seconded by Ald. Burns, and carried.

We understand the premiums paid at present on civic property amounts to \$2,789, annually. The value of the city property of Medicine Hat represents a large amount in dollars, on which an inadequate amount of insurance is now probably carried. This would be sharply shown, in case of a serious fire, in which event \$2,789 would not go very far in replacing the loss by a fire that was at all serious, particularly in these days of the high cost of materials and labour.

The proposal for self-insurance has the usual charming simplicity of all these schemes. The Aldermen of the City of Edmonton had such a scheme some two or three years ago, but upon close investigation wisdom prevailed, and they have not since attempted to take up with such a Will-of-the-Wisp. Municipal self-insurance is not economical and cannot possibly be so, since it is merely a gamble with the ratepayers' property, of which the Aldermen are in the position of being morally, if not legally, trustees. In the event of any city issuing bonds it would not be likely to increase the financial popularity of the city with investors, if the bondholders were to have suddenly taken away from them part of their security in the shape of fire insurance. Such action could not fail to re-act unfavourably upon the city's credit.

We understand that the mover and seconder of the above motion, Alderman McLarty and Alderman Burns, are both prominent and influential citizens of Medicine Hat, and it is hoped in the interests of the city both gentlemen will display sufficient business perspicacity by continuing to have civic property protected by an adequate amount of sound insurance.

MR. W. E. GRAY.

Mr. W. E. Gray, general manager of the Employers Liability Insurance Corporation of Lon-

don, for the past ten days, arrived in Montreal on the 8th instant, where he spent a few days at the Corporation's important branch here. Mr. Gray's present visit to Canada and the United States is the first one since before the war, and is necessarily a hurried one, owing to the lateness of the season. He announced that the Corporation has purchased a valuable site in Boston, on which a large modern building will be erected for the housing of its large office staff connected with the head office in the United States, the number of which are well over 800 members and which are at present housed in different buildings. Mr. Gray entertained the heads of departments of the Montreal staff at dinner in the Windsor Hotel on the 12th instant. Those present included the general manager for Canada, Mr. C. W. I. Woodland, Toronto, and Mr. John Jenkins, fire manager for Canada, Montreal. The business of the Employers both in Canada and the United States has increased to very large proportions in recent years, and no other financial company operating in any business has a higher prestige.

BE TO POLICYHOLDERS WHAT DOCTOR IS TO PATIENT

A physician, a lawyer, or a dentist builds up a practice by constantly adding to his group of patients or clients by rendering satisfactory service which they tell their friends and relatives about. The casual client or patient merely increases the business somewhat and is not looked upon as an important part.

Much of this theory can be made to work in the accident and health business. A majority of new policyholders written are going to buy more disability insurance within a few years, or at least are going to revise their contracts to fit the new conditions. Each one is a center of influence, with relatives, business associates and friends. If the original policy is well sold and the policyholder rendered the proper kind of service by the agent, he should thereafter be the client of that particular agent. His future business and much of the business of his friends and relatives should go to that agent, because most of these friends and relatives are not ordinarily tied up to any other disability agent.

Such a relationship with policyholders, of course, carries corresponding obligations, very similar to the obligations of a professional man. Old policyholders must be carefully looked after. The agent must know whether a policyholders' circumstances are changing and to what extent they are changing. In other words, the agent must establish such a close relationship with policyholders that when accident or sickness occurs, the policyholder owns a contract that affords absolute protection. Under-insurance is almost

THE BRITISH AMERICA ASSURANCE COMPANY

Incorporated 1882

Fire, Marine, Hail and Automobile

HEAD OFFICE: TORONTO

Old Reliable Progressive
 Assets over - - - - - \$4,000,000.00
 Losses paid since organization over - - - - - \$45,000,000.00

DIRECTORS:

W. B. MEIKLE, President

SIR JOHN AIRD
 ROBT. BICKERDIKE, Montreal
 LT.-COL. HENRY BRUCK
 ALFRED COOPER, London, Eng.
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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
 F. A. TASKER, Branch Manager.

FOUNDED A. D. 1819

THE PHENIX FIRE INSURANCE COMPANY OF PARIS, FRANCE

SURPLUS TO POLICYHOLDERS, \$6,000,000

THOMAS F. DOBBIN, Manager for Canada
 EDMUND POSTER, Assistant Manager.

Lewis Building, St. John Street, - MONTREAL
 Applications for Agencies invited.

The Travellers Life Assurance Company

of Canada

HEAD OFFICE: MONTREAL

Hon. GEO. F. GRAHAM, President

TO AGENTS: Write to the Home Office for particulars of direct renewal contract. Valuable territory available in Quebec and Western Ontario.

THE LONDON MUTUAL FIRE

INSURANCE COMPANY
 ESTABLISHED 1859

Asset: - - - - - \$639,691.53
 Surplus to Policyholders - - - - - 164,317.87



DIRECTORS:

A. H. C. CARSON, Toronto - - - - - President
 F. D. WILLIAMS - - - - - Vice-President
 A. C. McMASTER, K.C. W. T. KERNAMAN
 S. G. M. NESBITT E. N. COWAN
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HEAD OFFICE - 33 SCOTT ST., TORONTO

QUEBEC BRANCH OFFICE

W. J. CLEARY,
 BRANCH MANAGER.

17 St. John Street, - MONTREAL

ESTABLISHED 1864.

New York Underwriters Agency

A. & J. H. STODDART
 REGISTERED

100 William Street - New York

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MURPHY, LOVE, HAMBROOK & BASCOM,
 Toronto, Ont.
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JOHN Wm. McLEOD & ROBERT Y. HUNTER
 Montreal, Que.
 WHITE & CALKIN
 St. John, N.B.
 AYER & SCOTT, LTD.
 St. John, Nfld.

T. D. RICHARDSON, Supt. for Canada TORONTO

Founded A. D. 1750

SUN INSURANCE OFFICE

Head Office: Threadneedle St., London, Eng.

THE OLDEST INSURANCE OFFICE IN THE WORLD

Canadian Branch:
 15 Wellington St. East
 TORONTO, Ont.

LYMAN BOOT
 Manager

**INSURANCE COMPANIES SUBSCRIPTIONS
FOR 1919 VICTORY LOAN.**

The following subscriptions to the Victory Loan are reported:—

Life Companies.

Aetna, Hartford	\$ 250,000
Canada Life, Toronto	10,000,000
Confederation, Toronto	4,000,000
Continental, Toronto	500,000
Dominion Life, Waterloo	750,000
Equitable, New York	1,000,000
Excelsior, Toronto	1,000,000
Gresham Life, Montreal	100,000
Great West, Winnipeg	5,000,000
Imperial, Toronto	2,000,000
London Life, London	1,000,000
London & Scottish, Montreal	500,000
Mutual of Canada, Waterloo	5,000,000
Manufacturers, Toronto	5,000,000
Metropolitan, New York	5,000,000
New York Life, New York	5,000,000
North American, Toronto	2,000,000
National Life, Toronto	500,000
Northern Life, London	100,000
Prudential Life, Newark	4,000,000
Travellers of Canada, Montreal	100,000
Travelers of Hartford	600,000
Sun Life, Montreal	10,000,000
Standard, Montreal	150,000

Fire and Miscellaneous Companies.

Aetna, Hartford	\$ 50,000
American Central, St. Louis	40,000
Boston Fire	50,000
Boiler Inspection, Toronto	25,000
British Traders, Toronto	25,000
British America	Not known
Canada Fire, Winnipeg	50,000
Connecticut Fire	100,000
Dominion of Canada Guar. & Acc.	100,000
Employers' Liability	50,000
Eage Star and British Dominions	50,000
Guardian Ins. Co., Montreal	120,000
General Accident, Toronto	100,000
Great American, New York	100,000
Guarantee of N. A., Montreal	100,000
Hartford Fire	500,000
Imperial Und., Toronto	50,000
London Guarantee, Toronto	100,000
Lumber Mutual, Boston	25,000
London Mutual, Toronto	20,000
Maritime, Toronto	50,000
Merchants, Toronto	40,000
Mount Royal, Montreal	50,000
Northern of London, Eng.	25,000
North. British & Mer., Montreal	100,000
Ocean Accident, Toronto	50,000
Royal Exchange, Montreal	50,000
Scottish Union & National	25,000

Sun Ins. Office, Toronto	50,000
Union of Canton, Toronto	75,000
Western	Not known

Fraternal.

Ancient Order of United Workmen	100,000
Ancient Order of Foresters	30,000
Canadian Order of Chosen Friends	500,000
Independent Order of Foresters	500,000
Order of Canadian Home Circles	50,000

A complete list of Insurance Companies' subscriptions has not been received as we go to press. We understand that both the British America and Western of Toronto have subscribed substantial amounts.

**ONE SOURCE OF ADJUSTMENT
DIFFICULTIES**

In these days of business systems and trade papers it would seem that few merchants would be so careless or indifferent as to attempt to carry on a business without an adequate system of book-keeping. The adjuster occasionally finds trouble in arriving at the true condition of affairs in case of loss but in many of these cases it has been assumed that the merchant has purposely concealed his books or had them "burned out of sight". Now comes a startling report of an investigation made by the University of Minnesota, covering the business methods of 113 retail stores in that State in agricultural sections.

In making the survey, stores in other than strictly agricultural communities were excluded and every effort made to have the examples as nearly typical as possible. The primary object was to discover the credit phases of the situation but the findings are quite as interesting from an underwriting standpoint.

The most striking feature is that 40% of these merchants had practically no system of books whatever, although all extended more or less credit. Another 50% maintained a rough system of books which showed them approximately what their accounts receivable and payable amounted to, but only ten per cent. kept double entry books and knew their financial condition accurately. It is evident that more than half of the group considered could not know where they stood financially and most of them admitted the fact.

It is equally obvious that the financial statements furnished by such merchants as a basis for credit are the result of mere guesswork and that their proofs of loss would be open to the same impeachment. It is fair to assume that the methods employed by these merchants in ten Minnesota towns are neither better nor worse than those in thousands of similar communities throughout the United States and that this lack of even approximately accurate bookkeeping, is a fertile source of trouble.—Monitor.

"The Oldest Life Company in America"

Issued its First Policy in 1848

Three leadership achievements of the Mutual Life:—The American Experience Table of Mortality, the cornerstone of modern life insurance. The "contribution plan" of surplus distribution, used almost universally by American companies. The Continuous Instalment policy, the basic form of all Life Income contracts.

"Mutual Life"—known in every household Unexcelled policies and service, notable financial strength, co-operation with agencies. Life Insurance at its best!—the Agent's desire and ideal.

For terms to producing Agents address

The Mutual Life Insurance Company OF NEW YORK

34 Nassau Street, New York City

THE London Assurance CORPORATION OF ENGLAND.

INCORPORATED BY ROYAL CHARTER A. D. 1720

CAPITAL PAID UP - - - - - \$ 2,741,375
TOTAL ASSETS EXCEED - - - - - 42,500,000

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

Fidelity Insurance

Manufacturers—Contractors—Merchants

The Workmen's Compensation Act imposes upon you serious obligations respecting your liability for injuries or death suffered by your employees by reason of or in course of their work.

The Provident Assurance Company issues, at reasonable cost, an Employers' Liability Policy that provides complete indemnity against all liability imposed by law upon the assured for injuries to his employees, including all legal expenses.

The Provident Assurance Company

180 St. James Street, Montreal. Tel. Main 1626-7.
J. C. Gagne, Managing Director.

ATLAS ASSURANCE COMPANY LIMITED

Founded in the Reign of George III

Subscribed Capital - - - \$ 11,000,000
Capital Paid Up - - - - - 1,320,000
Additional Funds - - - - - 25,198,205

The Company enjoys the highest reputation for prompt and liberal settlement of claims and will be glad to receive applications for agencies from gentlemen in a position to introduce business.

Head Office for Canada:

260 St. James St., MONTREAL

MATTHEW C. HINSHAW, Branch Manager

Established 1886

Queensland Insurance Co. Limited of Sydney, N. S. W.

Capital Paid Up \$1,750,000 Assets \$4,015,811

Agents Wanted in Unrepresented Districts.

Managers for Canada:

Montreal Agencies Limited, Montreal



Assets: \$30,389,461.55

Surplus: \$8,824,000.31

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

L'UNION

FIRE INSURANCE COMPANY, Limited
Established 1828 Head Office: PARIS, France.

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

Fire and General Reserve Funds 6,792,000.00
Available Balance from Profit

and Loss Account. 118,405.00
Net Premiums in 1918. 7,105,053.00

Total Losses paid to 31 Dec.,
1918. 108,718,000.00

Canadian Branch:

LEWIS BUILDING, 17 St. John St., Montreal
Manager for Canada: MAURICE FERRAND

INSURANCE CLERKS MEETING.

An invitation was extended to all employees of Insurance Companies to attend a meeting which was held on Tuesday evening at the Coronation Hall, Bishop St. The meeting was called for 8 o'clock sharp and there were some two hundred insurance clerks present. Mr. Walker, who we understand holds a responsible position at the head office for Canada of the Phoenix Insurance Co. of Hartford, presided on the occasion. This gentleman informed our representative that an association is being formed, having as members insurance clerks engaged in all branches of the business, and that such association has for its primary object the betterment of the business.

If it is the intention of the leaders of this new movement, that the association now being formed will partake of the nature of an insurance institute, and provide educational facilities for its members, so as to increase the market value of each member by making him more efficient to discharge his duties, the profession and only the competent men in it would then benefit, and the incompetents would not find resting places in insurance offices.

There are many opportunities for advancement in the insurance profession, and we do not know of a case where a young man has equipped himself with an intimate knowledge of the principles and practices of the particular branch of the business in which he is engaged, who has not been equitably rewarded. Should the company with which he is serving fail to recognize ability and merit, competing companies in the field are always on the alert for live wires, and are willing to pay according to ability. As the initial fee for each member of this association is \$2, and we understand an annual fee of \$12 will be charged for the privilege

of enjoying the educational facilities to be available to members. With such a substantial fee as this for a large membership, the largest portion of which can be appropriated for the furnishing and renting of comfortable quarters, and the balance could no doubt be profitably employed as a nucleus for the establishment of an insurance clerks' orphanage. A similar institution in operation for many years in England receives the financial support of insurance clerks in addition to contributions by the companies. No doubt the insurance clerks of Montreal who are connecting themselves with the new movement will be sufficiently astute, to exercise caution in the expenditure of their funds, the accumulation of which, on the basis of the fees charged as above, would be considerable in a few years.

YOU CAN'T OVERWORK YOUR BRAIN

Don't be afraid of thinking too much. You can't. "The more the mind does," said William James, "the more it can do."

A great doctor—Dr. Boris Sidis—recently said: "In all my practise as a physician dealing with nervous and mental diseases, I can say without hesitation that I have not met a single case of nervous or mental trouble caused by too much thinking or overstudy. What produces mental trouble is worry—emotional excitement—lack of interest in one's work.

So, don't be afraid. Think. Study. Plan. Train your mental powers. You cannot overwork the brain as long as you allow it time to recuperate.

It is worry that destroys the brain—worry and fear and bad feelings and mental idleness.—Marketing.

SAFETY, SERVICE AND SATISFACTION

The FIDELITY-PHENIX organization is built on the foundation of Safety to our Assureds, Service to our Agents, and Satisfaction to both. The Soundness of every FIDELITY-PHENIX policy, and the Company's method of square dealing that keeps all honest claimants content, constitute the basis of FIDELITY-PHENIX Agency Service. Every FIDELITY-PHENIX man, in office or in field, is trained to give FIDELITY-PHENIX service. The Agent derives benefit from that Service in direct ratio to the use he makes of it.

Whenever the FIDELITY-PHENIX can serve you, the Company invites you to call on it.

Co-operation will pay us both.

**FIDELITY-PHENIX FIRE INSURANCE CO.
OF NEW YORK**

HENRY EVANS, PRESIDENT

Canadian Head Office: 17 St. John Street, Montreal

W. E. BALDWIN, Manager

G. W. PACAUD, Montreal General Agent, 80 ST. FR. XAVIER ST.

G. T. WILSON RESIGNS AS VICE-PRESIDENT OF EQUITABLE LIFE.

George T. Wilson has resigned as vice-president of the Equitable Life Assurance Society on account of impaired health. He will continue to be connected with the society and will take up such matters as the condition of his health will permit. This announcement will cause regret to his friends, of whom he has a very large number.

Mr. Wilson is now about sixty years old. He entered the service of the Equitable in 1875 as an office boy and worked up through various grades to the position from which he is now retiring. As vice-president he has been specially connected with the agency department of the society.

LIFE INSURANCE IN CANADA

Superintendent Finlayson of the Canadian Insurance Department, in his annual report, says 1918 was the most momentous in the history of Canada, so far as the experience of life insurance companies is concerned. After four years of unusually heavy mortality due to the war, the influenza epidemic came. Death claims were increased 24.3 per cent.

War claims in the five years amounted to \$17,155,418 on Canadian policyholders, almost entirely due to killed in action or dying from wounds.

Influenza, pneumonia and grippe death claims in the last three months of 1918 were nearly \$10,000,000. It is well to remember that January, February and March of this year were equally influenzic.

MERGERS AND MEANINGS.

Commenting on the proposed merged of the Royal and Liverpool & London & Globe, the Insurance Field, St. Louis, says:

Several years ago Henry Evans made a prediction that the time was not far distant when fire insurance in the United States would be carried on by not more than twenty-five or thirty companies. What water has gone over the dam since then has been in the direction of his prophecy. The tremendous merger of interests of the Royal and the Liverpool & London & Globe can be taken as a step in emphasis. The Royal, in which the whole ownership will be vested, will thus have more than \$77,000,000 of assets in the United States out of more than \$212,000,000 existing at its home in England and elsewhere. Its United States assets will top the largest American company by some \$25,000,000.

Tendencies toward concentration of ownership and control have been running more swiftly in Great Britain than in America. Over here it reaches out also to combine all the branches of in-

surance into one central pool of facilities. Fire, life, marine, casualty, bonding, surety—all these and as many of the fifty-seven varieties as possible the British company seeks to have in stock. Each line is in the hands of agents specializing in the class. In the United States it is the local agent who seeks to have every class in his office with special companies for each. The difference is that in America the agent owns the business he builds up and can keep it. In England the business belongs to the company and the agent loses it when he loses his agency. Now that it is known that the Royal and L. & L. & G. will continue their distinct operations apparently without change, the surprise at the merger is lessened. It is merely a financial concentration on a great scale in pursuance of the British tendency.

What of the effect in the United States? Are we to expect a movement here in the same direction among American companies? There have already been some purchases of companies by other companies and quite a little merging of final powers of control; but nothing on a large scale. Statutory conditions are different. The attitude of public opinion towards large concentration of power is greatly different. England is the heaven of trusts; the United States is the hell for trusts. For that reason any movement toward concentration on a great scale here would probably result in arousing much political opposition and in the proportion that it affected the army of agents unpleasantly it would greatly help that opposition.

There is a limit to which concentration can profitably and safely go. But the limit is not yet a surveyed line. It can only be sought by experiment and experiment is sure to be attended by danger. The further concentration goes the nearer we will in this country at least approach the line where satisfied employes fall away, letting the burden of unfriendliness fall on the corporation. In proportion as one great business falls into few hands the number of those who object to having it operated as a government function decreases. Nobody cares for anything except in proportion to his interest. Shall we see a movement toward or away from governmental control?

NORTH AMERICAN LIFE ASSURANCE CO.

Another record is broken in Received Business of the North American Life Assurance Company, Toronto, Canada, for October, 1919. Over \$2,000,000 of business was received, which is an increase of 52% over October, 1918.

Pacemakers for the month of October were: Messrs. J. A. Collins, of Edmonton, who led with the largest amount of business and largest number of applications, and T. E. Bourke, Montreal, who wrote the largest single application.

COMMERCIAL UNION ASSURANCE COMPANY, LIMITED.

Our contemporary the Pacific Coast Underwriter, in referring to the visit of Mr. E. Roger Owen, general manager of the Commercial Union, to San Francisco, and his purchase of an important site, for the erection of a large building for the housing of the Commercial Union, and its affiliated companies, said: "He has entirely changed the idea of the fire insurance world as to English methods of doing business. Previously the opinion existed here that the average British manager moved slowly. The result of Manager Owen's visit have proven that he at least moves with more than ordinary rapidity. The genius that can visit a city, pick a lot involving the investment of half a million dollars or more, plan the erection of a million dollar building, change a general agency, oversee the work of an already large department, and depart without any flurry, demonstrates that we may still learn from the leaders that come from overseas.

The purchase of the Nevada Block was a startling surprise. It is the most valuable piece of unimproved "financial center" real estate left and has remained an eye-sore to the public since the fire. The site is bounded by Pine, Montgomery and Summer Streets, and the line of the California Market. It was owned by the Flood and Hellman families. Many attempts in the past have been made to buy it. Various schemes have been suggested for its improvement. Manager Owen made an offer, demanded a quick acceptance or rejection and cabled the Home office that he had made the investment all within forty-eight hours. It is a full fifty vara lot and will afford ample opportunity for the Commercial Union to carry out its intentions of erecting a building which will be one of the show spots of this city as well as one that is befitting the dignity of a company which claims to be "the largest general insurance company in the world."

Until the absorption of the Liverpool & London & Globe by the Royal is completed the Commercial Union is still the "largest general insurance company in the world" and has behind it the largest record of absorptions.

No less than twenty British companies have been taken over since 1880. Of these the West of England, Palatine, Union and Ocean are maintained as direct writing companies, the parent company carrying in its statement debenture stock of approximately \$ 10,000,000 in connection with their purchase.

With such a record behind it and with its known aggressiveness of management it is to be assumed that the Commercial Union will not give up its important position without a struggle.

Holdings in United States.

The Commercial Union's holdings in the United States are very extensive, embracing—

Commercial Union, London.
Commercial Union, New York.
Palatine of London.
Union of London.
American Central, St. Louis.
California Fire, San Francisco.
Ocean Accident & Guarantee.

In addition it operates the Hand-in-Hand and the Atlantic Underwriters.

The Commercial Union's authorized capital at the close of 1918 was £2,950,000, divided into £10 shares with £1 paid. Early in January of this year it capitalized accumulated profits adding £2 paid to its shares, making £3 paid and then dividing each share into two at £5 with thirty shillings paid. This plan latterly has been followed by not a few leading British companies.

LIFE INSURANCE COMPANIES MUST MAINTAIN THEIR SURPLUSES

The need of a life insurance company for a substantial surplus, and of rates high enough to accumulate it, is forcibly pointed out by Former Commissioner Hardison, of Massachusetts, in his sixty-fourth life report issued this month. Mr. Hardison makes this point in discussing the influenza epidemic which caused considerable uneasiness among life and accident underwriters last year, but which subsided without loss to any insured person through the inability to pay its claims of any company operating in Massachusetts. The Commissioner states that a different story might be told, had the companies been lacking in this respect. Life insurance companies above all other corporations must maintain their surpluses to take care of emergencies like the one in question, for that is the purpose for which they are created. The insuring public is coming to realize this fact more and more as this great and beneficent business comes through every test with its resources unshaken and its integrity intact.

PREVENTING FIRES NOBODY'S BUSINESS.

As long as preventing fires and their consequent damages is nobody's business but that it is "every fellow for himself," in case of fire, it must of course be expected that—

Fires will be numerous;
Much property will be destroyed;
Many persons will be killed or injured;
Fire departments will cost more;
Tax rates be higher;
Insurance rates be higher;
and

The Devil will take the hindmost.



THE EMPLOYER'S

Liability Assurance Corporation, Limited
of London England

Transacts
AUTOMOBILE INSURANCE, covering ACCIDENT, PROPERTY DAMAGE, COLLISION, FIRE, THEFT and TRANSPORTATION

PERSONAL LIABILITY, HEALTH LIABILITY, PASSENGER and FREIGHT, ELEVATOR FIDELITY GUARANTEE, CONTRAST BONDS, BURGLARY, MAIL, BOILER, PLATE GLASS, EXPLOSION and FIRE INSURANCE.

OFFICES:

Temple Building, Toronto. Lewis Building Montreal

Charles W. I. Woodland,
General Manager for Canada and Newfoundland

John Jenkins,
Fire Manager

Applications for Agencies Invited

Canadian
Government
Deposit
\$1,622,000.00

Stands First

in the
liberality of its
Policy contracts,
in financial strength
and in the
liberality of its loss
settlement.



TRANSACTS:

**Personal Accident Automobile
Sickness Burglary
Liability [All Kinds] Postal
Fidelity Guarantees. Plate Glas.**

302 St. James Street, MONTREAL

ROBERT WELCH, General Manager

Applications for direct Agencies Invited.

The Ocean Accident & Guarantee Corporation Limited

AUTOMOBILE INSURANCE

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

The "OCEAN" can meet these requirements under one contract

Branch Office:

MERCHANTS BANK BLDG,
MONTREAL

JOHN W. WETMORE,

Superintendent.

W. T. PERRY,

Manager for Canada

Canadian Head Office: Ocean Insurance Building, TORONTO

The Dominion of Canada Guarantee & Accident Ins. Co.

**The Oldest and
Strongest Canadian
Casualty Company**

TRANSACTS:

**ACCIDENT SICKNESS PLATE GLASS
BURGLARY AUTOMOBILE INSURANCE
GUARANTEE BONDS FIRE INSURANCE**

E. ROBERTS, Manager
701, LEWIS BUILDING, MONTREAL

C. A. WITHERS, General Manager
TORONTO

Branches: WINNIPEG CALGARY VANCOUVER

CANADIAN FIRE RECORD.

Fire at Carson, B.C.—On Oct. 29th, a fire destroyed the large warehouse and packing house of Grand Forks Co-operative Fruit Growers' Association at Carson. Loss about \$10,000, partly insured.

Fire at Truro, N.S.—On Oct. 30th, a fire destroyed five thousand feet of sawed lumber, property of W. D. Hill.

Fire at Halifax, N.S.—On the 5th instant, a fire occurred in a Hollis Street building, occupied by A. Milne Fraser, P. J. Hamilton and the Canada Cafe and families on the top floor. Loss about \$20,000.

Fire at Lakefield, P.Q.—On the 4th instant, fire broke out in Ball Bros.' garage, which was destroyed with one auto. Loss about \$2,500.

Fire at Lambton Golf Club, Toronto.—On the 7th instant a fire broke out in the coal sheds of the Lambton Golf Club and totally destroyed the sheds and garage. Spontaneous combustion is stated to be the cause in the coal in the bunkers in the shed. Loss about \$15,000.

Fire at Venne, Sask.—On the 11th instant, a serious fire occurred in a large general store, further particulars not to hand.

CLEAN THE FURNACE—SOOT WASTES HEAT.

Soot has an important bearing on the conservation of heat. While much has been said and written regarding the necessity for economy of fuel, this question of soot, equally important from the householder's standpoint, has been rather overlooked. Since the coal supply is limited, it is absolutely essential that the maximum quantity of heat obtainable from the fuel to be utilised. An examination of many heating systems shows that considerable quantities of soot have been permitted to remain deposited on the interior surfaces of hot-water furnaces, preventing the heated gases from the fire-pot from accomplishing their duty of imparting the ultimate amount of heat energy to raise the temperature of the water in the boiler. The seriousness of this loss is demonstrated by the accompanying table:

Loss in Conductivity of Boiler Plate Due to Difference in Thickness of Soot.

Thickness of Soot.	Poss P.C.
Clean	0.0
1/32-inch	9.5
1/16-inch	26.2
1/8-inch	45.2
3/16-inch	69.0



Penniless Old Men

You know many of them—men who in their prime made plenty of money, but who spent as freely as they earned. Old age finds them in a sorry plight.

You can escape their bitter experience if you will. A few dollars saved each year and invested in an Imperial Endowment will provide for your comfort in old age. Or it will take care of your family should death call you early.

Write for a free copy of our very interesting booklet entitled "Penniless Old Men." Address:

THE IMPERIAL LIFE
Assurance Company of Canada
 HEAD OFFICE . TORONTO



BRITISH COLONIAL FIRE INSURANCE COMPANY

MONTREAL

Authorized Capital, \$2,000,000.00

Subscribed Capital, \$1,000,000.00

Paid-up Capital, \$247,015.79

General Fire Insurance Business Transacted

THEODORE MEUNIER
Manager

THE YORKSHIRE INSURANCE COMPANY, LIMITED

ESTAB. 1824

YORK, ENGLAND ASSETS EXCEED \$39,000,000

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, M. P. Alex. L. MacLaurin, Esq. Canadian Manager,
G. M. Bosworth, Esq. Pamphile R. DuTremblay, M. P. P. M. WICKHAM, Montreal

APPLICATIONS FOR AGENCIES are invited from responsible persons.

DALE & COMPANY, Limited

Marine and Fire Underwriters

CORISTINE BUILDING, - MONTREAL

All classes of Insurance underwritten or placed in reliable companies.

Branch Offices at TORONTO, HALIFAX and VANCOUVER

LLOYD'S AGENTS MONTREAL

A SOUND WELL MANAGED LIFE INSURANCE COMPANY

stands as a bulwark against poverty. In a financial crisis, or in a bad money market a life insurance policy is possibly the only asset in a man's estate which upon his death would bring its face value. The financial strength of the Company with which he places his insurance should, therefore, be a man's first consideration, and his consideration should be along the line of Security, for that is what he wants.

During two decades, The National Life has pursued a policy of "Security First" in connection with its investments until to-day as a result of this policy, together with steady conservative growth, and economical management, the Company is in a financial position second to none.

THE NATIONAL LIFE

ASSURANCE COMPANY OF CANADA

Head Office

National Life Chambers

TORONTO

The Canada National Fire Insurance Company

HEAD OFFICE: WILKINSON, MAN.

Total Assets - - - - - \$2,468,522.46

A Canadian Company Investing its Funds in Canada

APPLICATIONS FOR AGENCIES INVITED

THE NATIONALE FIRE INSURANCE COMPANY OF PARIS, FRANCE

SUBSCRIBED CAPITAL.....	\$2,000,000
TOTAL FUNDS.....	7,491,399
NET SURPLUS.....	1,667,166

J. E. Clement, General Manager

J. A. Blondeau, Asst. Manager

L. C. Valle, Inspector

AGENTS NEED SIDE LINES.**By J. A. Gibberson.**

The "one man agency" in the small town presents a difficult problem in properly proportioned production. J. A. Gibberson of Alton has solved it. He is his only salesman and has two assistants. He began business in September, 1908. While his premium income is not great, he has made a substantial success by balancing his production.

At the start he did business in eight branches, fire, tornado, automobile, live stock, accident and health, liability and compensation, farm insurance, live stock and plate glass. In 1912 the Illinois compensation law was passed and in two years his business increased about five times. He added life insurance and bonding to his list. The percentages of his writings in 1914 were: Live stock, $1\frac{3}{4}$ per cent.; plate glass, 1 per cent.; burglary, $\frac{1}{4}$ per cent.; fire, 8 per cent.; tornado, $\frac{3}{4}$ per cent.; marine, $2\frac{1}{2}$ per cent.; automobile, fire and theft, $1\frac{1}{2}$ per cent.; liability and compensation, $54\frac{1}{2}$ per cent.; accident and health, 4 per cent.; bonds, $\frac{1}{2}$ per cent.; life, 4 per cent.; farm, $1\frac{1}{4}$ per cent.

In 1915 his casualty lines were raided by non-conference companies and he lost 80 per cent. of his compensation and liability business, which produced a 55 per cent. reduction in his total premium income. It was a hard blow, but not as bad as when every agency in a State has all of that line wiped out, as was the case in Ohio when the State Fund was established, says Mr. Gibberson.

Insuring Premium Income.

"When you face a situation of this kind, I believe that you will agree with me that you will arrange to conduct your business in the future such a way that the loss of all the business in any department will not vitally affect your income for the year. So during the latter part of 1915 I definitely decided that the proper way to develop my business was by special attention to the so-called 'side lines.' Therefore, beginning with the year 1916 I arranged for a plan of specialization in the miscellaneous lines."

Mr. Gibberson by 1918 had developed nineteen departments and in 1919 added another, hail insurance. The percentage for 1919 shows how well balanced the agency's premium income is:— Live stock, 2 per cent.; plate glass, 2 per cent.; burglary, 5 per cent.; combination residence, $\frac{1}{2}$ per cent.; fire, 36 per cent.; tornado, 3 per cent.; marine, 2 per cent.; automobile, liability and property damage and collision, 9 per cent.; automobile, fire and theft, 5 per cent.; liability and compensation, 10 per cent.; hail, $\frac{1}{2}$ per cent.; accident and health, 10 per cent.; registered mail, $\frac{1}{4}$ per cent.; bonds, 1 per cent.; life, 9 per cent.; farm, 2 per cent.; all risk, jewelry, $\frac{1}{4}$ per cent.; tourist bag-

gage, $\frac{1}{4}$ per cent.; mail package, $\frac{1}{4}$ per cent.; explosion and riot, 1 per cent.

Says this progressive agent: "I could lose my entire liability and compensation premium income and by rearranging my office and releasing one of my clerks would make about as much money as I do today, so the development of side lines has meant much to me and I am sure that it would mean as much to you."

Mr. Gibberson maintains a selected mail list, an addressograph, and by mimeograph letters produces excellent results. Whenever any event happens in or near Alton that has an insurance "slant" he shoots out a letter. His publicity department has become so well known in his territory that whenever anything unusual happens people look for his letters in the first mail to see what he has to say about it.

In October, 1917, he put on a special health and accident drive, sending out a series of six letters. This developed such an interest that men on his mail list would stop him on the street and ask for the "latest dope", tell him about prospects. He won the first prize in his class. In March, 1919, after two severe windstorms, he put on a tornado campaign and wrote several thousands dollars of premiums. A month later a bold hold-up occurred in Alto at 2 o'clock one afternoon. At 6 that night he had letters in the mail giving the details and showing what protection his office afforded against such risks. Last June he circularized 1,200 farmers on farm grain certificate insurance, with satisfactory results. On tourist baggage insurance he addresses members of the country club, parents having children at school, workmen having valuable tools away from home, etc., etc.

"I realize that there quite a few men who are too busy 'in their minds' to open one-cent mail, let alone read it, but I have demonstrated to my own satisfaction that two sets of circular letters on the same subject under one-cent mail will produce far more business than one letter on the same subject under two-cent mail. My experience has taught me that direct mail advertising on a special line of insurance, followed up by as much personal work as possible, will bring the best results in the development of the so-called side lines. I have so much faith in it that I have reorganized my office as of October 1st with the hope that beginning with 1920 I can spend most of my time soliciting business, letting my office force handle all the details of the business, as well as the department of publicity."

**THE
CENTURY INSURANCE CO.
LIMITED**
of Edinburgh Scotland
ESTABLISHED 1885

Assets
\$11,000,000.00
Allied Companies
Over \$30,000,000.00

Canadian Head Office - VANCOUVER, B.C.
GEO. W. PACAUD,
General Agent for Quebec

80 St. Francois Xavier Street
MONTREAL

Some of the Innovations Introduced
by the Equitable During its
**SIXTY YEARS OF
PUBLIC SERVICE**

Shortening, Simplifying and Liberalizing the Policy Contract

Immediate Payment of Death Claims

Incontestability after first policy year

Group Insurance for Employees

A Corporate Policy to Protect Business Interests

A Convertible Policy Adaptable to Altered Circumstances

Free Health Examinations for Policyholders

A Home Purchase Policy

A Refund Annuity guaranteeing return of Entire Principal

An Income Bond to provide for old age

New and Improved forms of Accident and Health Policies, thus completing the circle of protection against the hazards of Life, Accident and Disease.

THE EQUITABLE
LIFE ASSURANCE SOCIETY
of the UNITED STATES

120 BROADWAY W. A. DAY, President NEW YORK

"The Oldest Scottish Fire Office"

**The Caledonian
Insurance Co. of Edinburgh**
Founded 1805.

*Head Office for Canada,
Dominion Express Building
Montreal*

JOHN G. BOSTWICK,
Canadian Manager.

NIAGARA FIRE INSURANCE COMPANY
HEAD OFFICE, NEW YORK INCORPORATED 1850

Cash Capital Net Surplus 31st Dec., 1918
\$1,000,000.00 **\$3,117,106.53**

CANADIAN DEPARTMENT 22 ST. JOHN STREET, MONTREAL
W. E. FINDLAY, Manager AGENTS REQUIRED

SCOTTISH METROPOLITAN ASSURANCE COMPANY LIMITED,
Of Edinburgh, Scotland

Owned and Operated by the London & Lancashire Life & General Assurance Association, Limited.

ACCIDENT AND SICKNESS
Most Liberal and Up-to-date Policies

GUARANTEE BONDS

ELEVATOR AND GENERAL LIABILITY



**TOTAL SECURITY TO POLICYHOLDERS
OVER \$24,500,000**

AUTOMOBILE LIABILITY AND FIRE
Individual or Combined Policies

EMPLOYERS LIABILITY

PUBLIC AND TEAMS LIABILITY

HEAD OFFICE FOR CANADA - 164 ST. JAMES STREET, MONTREAL
APPLICATIONS FOR AGENCIES INVITED