

The Chronicle

Banking, Insurance and Finance

ESTABLISHED JANUARY, 1881

PUBLISHED EVERY FRIDAY



Vol. XXXIX. No. 36

MONTREAL, SEPTEMBER 19, 1919

Single Copy 10c
Annual Subscription \$3.00

THE GENERAL FINANCIAL SITUATION.

Among the business community in general, satisfaction has been expressed this week at the desire of the Government to "go slow" in the matter of further gratuities to returned men. While there is no change in the general desire that returned men should be accorded the most generous treatment possible—a matter in which Canada's present record is unequalled by that of any other of the lately belligerent countries—there is a very widespread feeling that considerable caution should be exercised in granting further rewards of a monetary character, and that in the granting of any such rewards, the greatest care should be taken that they do not conflict, or run counter to, the national interest. It is a matter on which it is quite easy to be misunderstood, but at the same time, there needs to be quite frankly expressed the opinions which are widely held by business men, and which need emphasis at the present time.

It is a very elementary fact, though, like other elementary facts, one apt to be overlooked, that additional gratuities or any kind of financial rewards to returned men, can only come from one source—taxation. Pensions and the payment of interest upon war debts are the two chief items ensuring relatively high taxation in Canada—very high in comparison with that preceding 1914—for many years to come. It is possible, and even probable, that the point has not yet been reached in Canada at which taxation can be safely imposed without inflicting a real hardship upon large portions of the community. But, however that may be, it is at least quite clear that the present condition of the national finances is such that no expenditure which is avoidable should be entered upon. The 1919 scale of Federal income taxation is as high as that in the United States—a country which feels a burden of this kind to a considerably lesser extent than Canada, owing to its proportionately much larger liquid wealth—and there is still in force a severe war tax upon business profits. It should never be forgotten that high taxation means a high cost of commodities—it is, in fact, an important ingredient in high prices, since taxation enters into the cost of the production and

distribution of goods, not merely once, but at every stage of their production and distribution.

The point of view of the national finances is, however, only one side of this question, and nobody, except the most blindly selfish, grudges taxation that may be necessary to pay the most generous allowances within reason to returned men. But there is another side to this question, much in the minds of business men. The noisy demand for a \$2,000 gratuity in cash, made by a small but vociferous section of those returned, is, of course, preposterous, and not to be thought of. The question then further arises, is any further cash gratuity wise, either in the interests of the men themselves, or in the national interests as a whole? We hope we shall not be misunderstood, either by returned men or by others, when we say that in our opinion such a cash gratuity would not be wise.

The reason why in our opinion a further cash gratuity would be unwise is, to put the matter quite frankly, that such a gratuity would merely put a premium upon idleness, and in the world's present condition, idleness is the unforgivable sin. The probabilities are, in fact, it is a certainty, that there would be only this effect in the case of a minority of returned men. The great majority of returned men are, we believe, perfectly satisfied with the financial treatment given them by the Government, and are only too glad to resume their former civil occupations, and contribute their quota towards the production of essential commodities, and the performance of necessary services. But the fact remains that at the present time, Canada cannot afford to make idleness possible or desirable for even a small number of folk. One has only to look at Great Britain to see the evil results that accrue from an unwise government policy which puts a premium on idleness. The basic trouble in Great Britain at the present time is that a very fair proportion of the population simply refuses to work. The writer received only this week a letter from a Canadian business man at present in England describing how, at a little village in Kent, far removed from the industrial centres, the village

(Continued on page 949)

BANK OF MONTREAL

ESTABLISHED OVER 100 YEARS (1817-1919)

Capital Paid up, \$20,000,000

Reserve, \$20,000,000

Undivided Profits, \$1,661,614

Total Assets - - - \$489,271,197

BOARD OF DIRECTORS:

Sir Vincent Meredith, Bart., President
 Sir Charles Gordon, G.B.E., Vice-President
 R. B. Angus, Esq. Wm. McMaster, Esq.
 Lord Shaughnessy, K.V.O. Lieut.-Col. Molson, M.C.
 C. R. Hosmer, Esq. Harold Kennedy, Esq.
 H. R. Drummond, Esq. H. W. Beauclerk, Esq.
 D. Forbes Angus, Esq. G. B. Fraser, Esq.
 Colonel Henry Cockhutt J. H. Ashdown, Esq.
 E. W. Beatty, Esq., K.C.

Head Office: MONTREAL

Sir Frederick Williams-Taylor—General Manager

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 favorable 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.
 Trafalgar Square Branch

In the United States:—
 NEW YORK, CHICAGO, SPOKANE,
 SAN FRANCISCO—British American Bank
 (owned and controlled by Bank of Montreal)
 and at MEXICO CITY

PARIS, FRANCE—Bank of Montreal—(France) 17 Place Vendome,
 NEWFOUNDLAND: St. John's, Carbonear, Curling, Grand Falls, and Greenspond.

THE CANADIAN BANK OF COMMERCE

Established 1867 Head Office: TORONTO

Paid-up Capital - \$15,000,000

Reserve - - - - - 15,000,000

SIR EDMUND WALKER, C.V.O., LL.D., D.C.L.
 President

SIR JOHN AIRD, General Manager.

H. V. F. JONES, Assistant General Manager.

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

Great Britain—London. Mexico—Mexico City.
 UNITED STATES—New York; PORTLAND, ORE.; SAN
 FRANCISCO, CAL.; Seattle, Wash.; NEWFOUNDLAND—
 ST. JOHN'S; BELLEORAM, BURIN, GRAND BANK,
 HARBOUR BRETON.

Agents and Correspondents throughout the World

THE MOLSONS BANK

156th DIVIDEND

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

FIRST DAY OF OCTOBER NEXT

to Shareholders of record on 15th September 1919

THE ANNUAL GENERAL MEETING

of the Shareholders of the Bank will be held at its Banking house, in this City, on MONDAY, the 3rd of NOVEMBER next, at three o'clock in the afternoon.

By the order of the Board.

EDWARD C. PRATT,

Montreal, 26th August 1919.

General Manager.

The Chronicle

Banking, Insurance and Finance

ESTABLISHED 1881. PUBLISHED EVERY FRIDAY
 F. WILSON-SMITH, *Proprietor and Managing Editor.*

Office:

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

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

MONTREAL, FRIDAY, SEPTEMBER 19th, 1919

GENERAL FINANCIAL SITUATION.

(Continued from front page)

green was every day ornamented with idle men, while fields of grain nearby were simply going to waste, owing to the impossibility of getting men to harvest them. The simple reason for this state of affairs is that a foolish government pays dole. Why work, when a nice paternal government will pay you for being idle—at the expense of the folks who do work? We do not say that this kind of thing is likely to happen in Canada on any large scale, if the opportunity which a further cash gratuity would give, were afforded, but we do say that under present conditions the risk that it would happen, cannot be run, and that any further monetary reward to returned men should be in such a form as would not encourage any among them inclined to laziness, to indulge in that propensity at the expense of the community.

Only time can show what definite results, if any, will be secured from the industrial conference which is taking place at Ottawa this week. Human nature being what it is, it will probably require a good deal of delicate management to get the conference through without misadventure, but given the necessary tact and diplomacy in this respect, some good may result from a frank inheritance of views. Employers have heard a good deal lately about labor's rights and demands, and it will be at least an advantage if labor representatives at the present conference learn to appreciate something of the problems confronting employers, and their point of view.

One curious effect of the present low rate of sterling exchange is that British holders of securities having their domicile on this side of the Atlantic are able to realize their holdings at a considerable profit. A substantial volume of sales on this account was lately reported in the New York market, though the movement thus far does not appear to have extended to Canadian stocks. While British holders of Canadian securities are in a relatively fortunate position in this respect, Canadian holders of British secur-

ities are in a sorry plight. To begin with, they receive their dividends, less an income tax of six shillings in the pound—nearly thirty per cent.—and the fourteen shillings in the pound they actually receive is, of course, worth considerably less in Canadian currency than par of exchange. And, to add insult to injury, as the Canadian shareholder no doubt considers it, the Canadian income tax authorities collect their impost on the fourteen shillings. While realization of British securities by Canadian holders would, under present conditions of exchange result in a substantial loss of principal, the six shilling British income tax is a heavy imposition, the effect of which, if continued for some years, as seems likely, will be the gradual liquidation, as favorable opportunities occur, of those holdings.

One other effect induced by war taxation may be noted. British and American firms and corporations doing business in Canada through branches of the parent company find their Canadian profits liable to double income taxation—and to some extent war profits—they are taxed in Canada and again in England or the United States. The result of this is that in a number of cases firms and corporations are taking steps to form their Canadian business into separate concerns with a Canadian charter. Under this arrangement, while Canadian income and war profits tax is paid as before, taxation in Great Britain and the United States is avoided, except in so far as dividends paid or credited to the parent company are concerned, while if the profits are retained in Canada for the development of the business, instead of being distributed in dividends, taxation in Great Britain and the United States is altogether avoided. This development is an interesting instance of the far-reaching changes in commercial organization brought about by the war.

TRAFFIC RETURNS.

Canadian Pacific Railway

Year to date	1917	1918	1919	Increase
Aug. 31.....	\$94,523,000	\$94,846,000	\$103,958,000	\$9,112,000
Week ending	1917	1918	1919	Increase
Sep. 7.....	2,666,000	3,053,000	3,599,000	546,000
" 14.....	2,691,000	2,915,000	3,763,000	848,000

Grand Trunk Railway.

Year to date	1917	1918	1919	Increase
Aug. 31.....	\$41,082,168	\$34,408,155	\$41,322,909	\$6,914,754
Week ending	1917	1918	1919	Increase
Sep. 7.....	922,615	1,346,536	1,422,955	76,419
" 14.....	977,154	1,415,000	1,647,304	232,304

Canadian National Railways.

Year to date	1917	1918	1919	Increase
Aug. 31.....	\$49,434,472	\$55,941,869	\$6,507,397
Week ending	1917	1918	1919	Increase
Sep. 7.....	1,504,832	1,737,454	232,622
" 14.....	1,593,343	2,017,960	424,617

NATIONALISATION AS A REMEDY

The feeling against the present distribution of profit is mainly responsible for the demand for the nationalisation of special industries or of industry as a whole. This motive is avowed by the labour bodies which support the demand and which constitute the strongest force behind it. It is true that many of the theorists who advocate nationalisation lay more stress on another consideration, viz., the waste of the present competitive system and the alleged saving which would result from concentrating each industry under one management—i.e., that of the State. But this argument probably does not weigh greatly with the labouring classes, whose experience is likely to give them an instinctive knowledge of its fallacy.

It may be admitted at once that the nationalisation of industry would do away with disputes about the distribution of profit, since all surplus would go to the State, and therefore no jealousy could be felt of any individual getting too large a share of it. But it is worth while to enquire whether it would not at the same time do away with profit itself, and in so doing destroy the mainspring of production.

The advocates of nationalisation argue that workpeople would work for the State at least as well as for a private employer, and indeed better, because they would not feel, as they feel at present, that they were making profits for an individual who had no right to them. The answer to this is that organized production depends not only on the manual workers, but on the whole hierarchy, more or less elaborate according to the particular industry, which directs and supervises and keeps them going. If a man did just as much or as little work as he felt inclined the only effective workers would be those who were working on their own account, and organized industry would be impossible. There is discipline in a factory just as in an army, though of a different kind. This is true of factories which are co-operatively, no less than of those which are privately, owned. The effectiveness of production depends not only on the soldiers of the industrial army but also on the non-commissioned officers and officers. If the former are chronically discontented or mutinous, production will no doubt become difficult or impossible; but it will be no less injuriously affected if the latter do not perform their functions.

But, the advocates of nationalization reply, we will admit the weakness of the State in this matter as against the individual private employer, who manages his factory in his own interest and may supervise and direct his workmen with an energy and zeal not to be expected from an official. But nowadays most large industrial undertakings do not belong to individual owners, but to Joint Stock

Companies. They are controlled and managed from top to bottom by paid officials who may not own a single share in the company. Why should these men serve the State less faithfully or less efficiently than they serve a private corporation? They have no interest in acquiring riches for a multitude of shareholders who are absolutely unknown to them. May they not be expected to feel more interest and to exercise more energy when the result of their work will go to benefit the community as a whole?

The answer to this lies in the consideration pointed out above, that the mainspring of the present industrial system is profit; that it is this which keeps the system together, and the individuals above referred to working to a common end; and that nationalization will either kill this motive, or at any rate so deaden it as to make it practically non-operative. At present every employer of an industrial company, from the general manager downwards, is working to produce at a profit. The higher class of employees, at any rate, are directly conscious of this, and their knowledge not only governs their own work, but also, through them, the work of those whom they direct. The workman knows that if he does not pull his weight he will probably lose his job; that if he wants to improve his position he must show himself able in some way to do rather better than the average from the point of view of earning profits for the concern. The foreman equally knows that if his department gives continuously bad results he will not keep his place; and that if he wishes for a better one, the quickest way of getting it is to show himself able in some way to cheapen costs or to increase production. The manager knows that if he shows a loss on two years' working in succession his salary and reputation will be in danger. From top to bottom and from end to end of the organization runs the knowledge that the industry is carried on for the purpose of making a profit, and that if this end is not achieved something unpleasant is likely to happen to every individual in the organization. It is notorious that in cases where this factor is absent—e.g., where an industrial establishment, or a farm, is run as a hobby—profits are very rarely made, and it is only the outside subsidy that keeps the concern alive.

But when an industry or a factory is owned and worked by the State, the incentive to produce at a profit practically disappears. It matters to no one vitally whether that particular concern makes a profit or not. The apparently bottomless purse of the public is always behind it. If a loss is made, even in a private concern, it is generally easy to find good excuses for it. But in a private concern excuses do not "go" for any length of time. In

(Continued on Page 951)

a State-owned concern there is nothing to prevent their going on for ever until a general condition of bankruptcy becomes apparent. And then matters may be too bad to mend.

It is in its effect on the officers of industry rather than on the rank and file that the danger of nationalization lies. They are made of the same clay as other men; it is no pleasure to them either to work hard themselves or to compel others to do so; and when the constant stimulus is removed, which lies in the necessity to produce at a profit and in nothing else, reason and present experience alike indicate that effort will be relaxed, and supervision slackened. When the manager of a factory is no longer under the necessity of working with one eye always on his cost sheet; when that sheet is no longer the register by which, in his own opinion and the opinion of those over him, his success or failure will, broadly speaking, be judged; the time is not far off when profit will disappear, and with it the possibility of progress in industry.

The argument of the above paragraphs will be misunderstood unless the reader clears his mind of the prejudice associated with the word "profit." That prejudice is really concerned with the distribution of profit, not with the making of it. In this article "profit" means the surplus in the production of industry over and above its cost. Such a surplus must be made if production is to continue and increase, whether the "ownership of the means of production" rests in the hands of "capitalists," as under the present industrial system; or of the "workers," as under a co-operative system; or of the State. But whereas under the existing system the necessity of making a surplus is kept constantly before the mind of everyone concerned—it might be so under a co-operative system—it is certain it never could be so under a system of State ownership.

Other Aspects of Nationalization.

Everybody who has had much to do with the financial side of the present industrial system knows how overwhelming a case it is possible to make out on paper for the advantage of amalgamation and concentration in almost any industry. They also know how small a part of that advantage ever seems to be realized by amalgamation when it does take place. On paper, concerns like the United States Steel Corporation, or the International Harvester Company, should be able to drive all competitors from the field. In actual practice they have not only been unable to drive out many of their smaller rivals which continue to compete with them successfully, but have not even prevented the successful establishment of new concerns in the same line of business. And this in spite

of enormous resources, of exceptional control of men and material, and of their having the same incentive as their rivals in the way of private gain. Since the saving to be made, and the consequent advantage to be gained, by the elimination of waste in competition and by working on a huge scale, are not to be questioned, it must be concluded that to off-set this advantage there is some compensating factor at work which is more unfavourable to the large concern. This may probably be found in the fact that the force of the stimulus which lies in profit becomes weakened when a business is on so huge a scale that its losses do not react on it immediately.

Allusion has been made above to the theory which is put forward as an argument for nationalization, that it will eliminate the waste of private competition. But, if the mere weakening of the stimulus which lies in the necessity to make profits counter-balances all or nearly all the advantages of combination, can it be expected that its complete removal, which will follow on nationalization, would be less than disastrous?

It may be said that there are some services which are even now run by the State, and others which are run by municipalities, and that in these the profit-earning motive is absent, and that therefore this motive cannot be indispensable. The answer to this is that such services are in the nature of monopolies and are therefore in a position to make up any deficiency by increasing their scale of charges. Any community can run a certain number of its public services or even of its industries without regard to cost or to profit, by distributing the burden among the others, which take up the loss, either by paying unnecessarily high charges or by paying taxes to meet the deficit. But plainly this system cannot be extended to the whole of the industries of a community, and every extension of it makes the burden greater.

As regards State-owned services all the evidence tends to indicate that they could be performed much more cheaply to the users by private enterprise. This is not true to the same extent of municipally owned services, but in these the profit-earning stimulus does not disappear to anything like the same extent, since the community concerned is far smaller, and in consequence a loss reacts much more quickly on those interested.

Another argument in favour of nationalization has been brought forward recently by pointing to the number of industrial enterprises which the Government took over during the war. In many cases the management of these was put in the hands of industrial leaders who volunteered their services. Why, it is asked, should not men of this

Continued on page 953

The Trust and Loan Co.

OF CANADA

Capital Subscribed	\$16,000,000.00
Paid-up Capital	2,920,000.00
Reserve Funds	2,070,000.00

MONEY TO LOAN ON REAL ESTATE

30 St. James Street, Montreal

CANADA PERMANENT MORTGAGE CORPORATION

QUARTERLY DIVIDEND

NOTICE is hereby given that a Dividend of TWO and ONE-HALF PER CENT., for the current quarter, being at the rate of TEN PER CENT PER ANNUM on the paid up capital Stock of the Corporation, has been declared, and that the same will be payable on and after WEDNESDAY, the FIRST day of OCTOBER next, to Shareholders of record at the close of business on the Fifteenth day of September.

By order of the Board,
GEO. H. SMITH,
Assistant General Manager.

Toronto, 27th August, 1919.

Prudential Trust Company

LIMITED

<p>Head Office 9 St. John St., Montreal</p>	<p style="text-align: center;">Trustee for Bondholders Transfer Agent & Registrar Administrator Receiver Executor Liquidator Guardian Assignee Trustee Custodian Real Estate and Insurance Departments Insurance of every kind placed at lowest possible rates.</p>	<p>Safety Deposit Vaults Terms Exceptionally moderate. Correspondence invited</p>
--	---	---

B. HAL. BROWN, President and Gen. Manager

Western

Assurance Company
Incorporated in 1851

**FIRE, MARINE, AUTOMOBILE, EXPLOSION,
RIOTS, CIVIL COMMOTIONS AND STRIKES**

ASSETS over **\$7,000,000.00**

LOSSES paid since organization
of Company . . . over **\$74,000,000.00**

DIRECTORS

W. B. MEIKLE, President	
Sir John Aird	John Hoskin, K.C., LL.D.
Robt. Bickerdike, (Montreal)	Z. A. Lash, K.C., LL.D.
Lt. Col. Henry Brock	Geo. A. Morrow, O.B.E.
Alfred Cooper, (London, Eng.)	Lt. Col. The Hon.
H. C. Cox	Frederic Nicholl
John H. Fulton, (New York)	Brig.-General Sir
D. B. Hanna	Henry Pellatt, C.V.O.
	E. E. Wood

W. B. MEIKLE, Pres. and Gen. Man.	C. S. WAINWRIGHT, Secretary
JOHN SIME, Asst. Gen. Man.	A. E. PRINGLE Asst. Secretary

HEAD OFFICE - TORONTO

CONSERVATION OF LIFE INSURANCE

Life insurance is of supreme value in these uncertain times. Life insurance should not only be jealously guarded and kept in full force but it should be increased if at all possible. It is a well known fact that the dollar has greatly diminished in value so that a given income will not purchase much more than one half the amount that it would have yielded in pre-war days. Not only therefore should we resist every inducement to relinquish our insurance, we should rather increase our protection to the limit of our ability. There is nothing else to be compared with a life insurance policy as a protection for the home. During the policy holder's life it is an asset of ever increasing value; at death it is the financial anchor of one's dependents. Do not allow your "best friend" to induce you to give up a policy in a sound company. Take a new policy if you can but never give up the old.

The Mutual Life Assurance Co. of Canada

WATERLOO, - - - ONTARIO

The LIFE AGENTS' MANUAL

THE CHRONICLE - - MONTREAL

A BRITISH COMPANY

Union Insurance Society of Canton, Limited

ESTABLISHED 1822

Head Office: HONGKONG **Assets over \$18,000,000**

TOTAL ASSETS—Union and Allied Companies, \$30,000,000

FIRE, MARINE AND AUTOMOBILE

Head Office for Canada, 26 Toronto Street, TORONTO

General Agent Montreal, JOSEPH ROWAT **Manager for Canada, C. R. DRAYTON**

type continue to work for the State instead of for their own advantage or for that of shareholders? It must be remembered that these men came to their work with acquired habits, gained under the stress of competition and the necessity of producing at a profit. It must also be remembered that they were working under the impulse of patriotism produced by a war in which everyone was anxious to do his utmost and therefore maintained his activity at an abnormal point. Yet in spite of that, it is evident that in many cases they spent the Government money in a way in which they would hardly have spent their own. And some of them have been known to admit that on their return to business life they shocked their associates by the loose way they had acquired of looking at questions of working cost.

It may be said safely that the point of view of any man who has been managing a private company for five years will differ very widely from that of the same man after he has been managing the same concern for the State for the same length of time. In the first case the question of profit or loss will have been his paramount consideration, his test of success or failure, and his study by day and by night. In the second case he will have learnt to look to a quite different set of considerations as paramount, and profit or loss in running the industry will take a quite secondary place. It would be unnatural to expect any other result than higher costs in production and decreased output, in the latter case as compared with the former.

Most important of all in its effect on the point of view not only of the management of industry, but of the whole body of workers, would be the disappearance of competition. Competition is excluded if the State manages industry. In the past competition has been made a fetish, and today its repute suffers from the reaction. But it is one of the strongest elements in efficient production, and material welfare would certainly suffer from its elimination."—The Round Table.

VICTORY LOAN.

Preparations for the launching of the final Victory Loan have begun to wipe out the indebtedness of the Government. The loan is needed to meet the heavy expenditures attending the demobilization of the Canadian Army overseas. Gratuities and back pay run into enormous sums.

Sir Henry Drayton says that further credits will have to be made to finance the exports of our natural products. Victory bonds are an excellent investment, but they are more than that; they are a sign that Canadians have faith in their country, in its vast resources, in the stability of its government, in the will and power of the people to build

up and maintain a civilization, which will stand the greatest stress that can be brought to bear upon the foundations whereon the Dominion has been reared.

MR. E. ROGER OWEN.

Mr. E. Roger Owen, general manager of the Commercial Union, arrived in Montreal on the 17th instant, accompanied by his private secretary, Mr. Sydney Preston. He proposes to spend a few days in Montreal, and will leave on the 24th instant for Toronto, Winnipeg and Vancouver, going from the latter place to San Francisco. He expects to spend some weeks in the United States, where it is well known both the Commercial Union, and the many companies it controls, have very large interests. The same remark applies to the company's position in Canada. Mr. E. Roger Owen is a most distinguished insurance official, directing for many years the destinies of the largest general insurance company in the world. He informed The Chronicle that the British companies generally have well maintained their premium income in England during the present year, but the loss experience has not been so satisfactory, as it applies to Great Britain. He considers that the present unsatisfactory position of Exchange is temporary, and predicts that the situation will gradually improve as Great Britain's exports increase. The great English banking institutions, Mr. Owen states, were never in a more powerful position financially. Notwithstanding the many amalgamations which have been consummated among such institutions of recent years, thereby decreasing the number of banks, competition is keener than ever. Referring to the business of Marine insurance, Mr. Owen states that the results for 1919 will show a considerable decrease in premium income. The valuable service rendered to the Empire during the war by Mr. E. Roger Owen is well known.

MR. W. S. JOPLING TO BE MANAGER FOR CANADA.

Mr. E. Roger Owen, general manager of the Commercial Union Assurance Company, informed The Chronicle this week that Mr. W. S. Jopling, who has been connected with the Company for the past forty years, will succeed the late Mr. James McGregor, as the Company's manager in Canada.

The announcement of this most important promotion will be received with a great deal of pleasure among Mr. Jopling's colleagues in Canada, and by the insurance fraternity generally, with all of whom Mr. Jopling is deservedly popular, for his upright character and many sterling qualities as an underwriter. As is generally known, Mr. Jopling has been the company's assistant manager in Canada for many years, and it has been under his sole direction for nearly three years, during the illness and since the death of Mr. McGregor.



THE LIVERPOOL AND LONDON AND GLOBE INSURANCE COMPANY LIMITED CANADIAN BRANCH HEAD OFFICE - MONTREAL

DIRECTORS:

James Carruthers, Esq. Sir Alexandre Lacoste
M. Chevallier, Esq. Sir Frederick Williams-Taylor, LL.D.
William Molson Macpherson, Esq.

J. Gardner Thompson, Manager. Lewis Laing, Assistant Manager
J. D. Simpson, Deputy Assistant Manager



THE LIVERPOOL - MANITOBA ASSURANCE COMPANY

Liability Guaranteed by THE LIVERPOOL and LONDON and GLOBE Insurance Company Limited
Head Office: Cor. Dorchester St. West and Union Ave., MONTREAL

DIRECTORS:

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

FIRE INSURANCE



The Globe Indemnity Company of Canada

Liability Guaranteed by THE LIVERPOOL and LONDON and GLOBE Insurance Company Limited
Head Office: 343 Dorchester Street W., MONTREAL

CASUALTY Insurance including Accident, Sickness, Guarantee, Burglary
Employers' Liability and Automobile

== FIRE INSURANCE ==

DIRECTORS

John Emo, Secretary and General Manager
John Pinkerton, Assistant Manager
Lewis Laing, Fire Manager
J. D. Simpson, Assistant Fire Manager

J. Gardner Thompson, President. Lewis Laing, Vice-President
Jas. Carruthers, Esq. M. Chevallier, Esq. Wm. Molson Macpherson A. G. Dent J. D. Simpson
Sir Frederick Williams-Taylor, LL.D. Sir Alexandre Lacoste

410 TONS OF GOLD HAVE BEEN PAID TO POLICYHOLDERS BY Insurance Company of North America

THE OLDEST AMERICAN STOCK FIRE INSURANCE COMPANY

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

ROBERT HAMPSON & SON, LIMITED GENERAL AGENTS FOR CANADA MONTREAL

LONDON & LANCASHIRE LIFE AND GENERAL ASSURANCE ASSOCIATION LIMITED

of LONDON, ENGLAND

ESTABLISHED IN CANADA, 1865

ASSETS EXCEED \$24,500,000

DIRECTORS FOR CANADA:
A. J. DAVIS, Esq. H. B. MACPHERSON, Esq.
E. F. HARRISON, Esq. E. C. PRATT, Esq.
Manager for Canada: ALEX. BISSETT

BRANCHES THROUGHOUT THE DOMINION
HEAD OFFICE FOR CANADA:
LONDON AND LANCASHIRE LIFE BUILDING
164 St. James Street, Montreal, P.Q.

GENERAL FIRE

ACCIDENT AND LIFE
ASSURANCE CORPORATION LIMITED
OF PERTH, SCOTLAND.

Total security to Policyholders now exceed - \$12,500,000.

PELEG HOWLAND Esq.
Chairman Advisory Board.

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

INSURANCE COMPANY MUST PAY AUTO THEFT LOSS.

An interesting issue was decided in an insurance claim before Mr. Justice Mercier in the Superior Court, Montreal, last week.

Eaphel Ouimet sued the National Ben Franklyn Fire Insurance Company for \$1,200 he alleged was due on his insurance policy to recompense him for the loss by theft of his automobile on September 4, 1917.

The company admitted the existence of the policy, but denied that the automobile had been stolen, or, if stolen, the theft was committed by an employee of the plaintiff, which fact would relieve the company of liability under the policy.

The proof established that on the date in question one Jean Paul Desrosiers offered to clean the machine for plaintiff who, in good faith, accepted the offer and gave Desrosiers the keys of the garage. Instead of cleaning the auto, the man took it out for a spin, met with a serious accident, and abandoned the wreck of the machine at Pointe aux Trembles.

"Desrosiers," Mr. Justice Mercier said, in his judgment, "afterwards pleaded guilty to having stolen the automobile, and, as was established by documentary proof, was sentenced to serve two years in the penitentiary."

"The fact that plaintiff consented, in good faith, to allow Desrosiers to clean his automobile did not," His Lordship added, "make the man an employee of the plaintiff in the sense of the law, and it did not relieve the company defendant from their liability under the policy. The act of Desrosiers was covered by that policy just as if the automobile had been stolen by one who broke into the garage deliberately for that purpose. The only difference was that Desrosiers stole the auto by subterfuge and fraud, when he was in the employ of Dr. Dupont, and not a servant of the plaintiff."

Consequently, the Court dismissed the defendants' plea, and awarded plaintiff the \$1,200 claimed, and the costs of the action.

INCREASES IN WAGES UNAVAILING

The unions have at last become aware that, even for their own selfish interests, it avails little to gain an increase in the wages if the result is an increase in the cost of commodities. But it seems not yet to have occurred to them that the resultant increase of prices hits the brain worker with redoubled force, because he has no increase of pay to meet it. Five millions a day is the official estimate of what current strikes are costing us. It is the clearest possible case of the oppression by one class of all the others, to the harm of the nation as a whole.

PERSONALS.

We regret to learn that Mr. John Sime, the popular Assistant General Manager of the Western Assurance Company, is seriously ill.

Mr. C. C. Paull, Accident department of the Norwich Union, Toronto, was visiting the Montreal branch this week.

The Eagle Star & British Dominions has purchased the freehold of the premises in London, England, known as 1 and 2 Threadweedele street, with the object of erecting a new building. The site adjoins the British Dominions House, erected in 1914.

Mr. William Aeneas Mackay, general manager of the London & Lancashire Life, who has been visiting Canada and the United States for the past few weeks, left Montreal, on his return from the Coast, on the 16th instant, for New York, en route to England.

Sir Charles Hanson, ex-Lord Mayor of London, who has been spending a few days in Montreal, left for New York on the 16th instant, en route to England.

Mr. Harold Hampson, of the well-known insurance firm of Robert Hampson & Son, Montreal, who is as striking a figure on horseback as he is in fire insurance circles, was recently honoured by being elected Master of the Montreal Hunt Club. It may not be generally known that this club is nearly one hundred years old, and has the distinction of being longer in existence than any Hunt Club on this continent. It was organized in 1826, and Mr. Hampson is one of its oldest members. He is a fearless rider, with a reputation for clearing all obstacles, high or low, as easily and gracefully as he overcomes the many obstacles that are constantly obstructing the way in fire insurance. He has purchased two new hunters, which will, no doubt, be in evidence on the occasion of the first hunt breakfast of the season, to be held at the Forest and Stream Club on the 27th instant. Any of his colleagues having the temerity to ride one of them, can, no doubt, be accommodated on that date.

SCOTTISH METROPOLITAN ASSURANCE CORPORATION

Messrs. R. V. Winch & Co., Vancouver, B.C., have been appointed general agents for British Columbia of the fire department of the Scottish Metropolitan. The arrangement was consummated during the recent visit of Mr. W. E. Mackay, general manager of the London & Lancashire Life, who, together with Mr. Alex Bissett, Canadian manager, has been visiting important centres in the West. Messrs. R. V. Winch & Co. are an old established and influential firm.

THE PACIFIC COAST FIRE INSURANCE CO.

Head Office - - VANCOUVER, B. C.

Established 1890

Surplus security for Policy-holders
Over \$700,000.00

LIBERAL ADJUSTMENTS
PROMPT PAYMENTS

J. W. GRIER & CO.,
Managers Prov. of Quebec
MONTREAL

"The Oldest Scottish Fire Office"

**The Caledonian
Insurance Co. of Edinburgh**
Founded 1865.

Head Office for Canada,
Dominion Express Building
Montreal

JOHN G. BORTHWICK,
Canadian Manager.

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 Poli-
cies, 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

NIAGARA FIRE INSURANCE COMPANY

HEAD OFFICE, NEW YORK

INCORPORATED 1860

Cash Capital
\$1,000,000.00

Net Surplus 31st Dec., 1918
\$3,117,106.53

CANADIAN DEPARTMENT
W. E. FINDLAY, Manager

22 ST. JOHN STREET, MONTREAL
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

WESTERN ASSURANCE COMPANY.

It is officially announced that the board of directors of the Western Assurance Company, Toronto, have appointed Mr. A. R. Pringle its Canadian fire manager. He will also retain his present position as assistant secretary. Mr. Pringle is well known as a competent fire insurance official, and his promotion with this fine old Canadian Company, which he has served for many years, will be most popular in insurance circles.

It is also announced that Major C. C. Wansbrough has been appointed an assistant secretary of the company. This gentleman, who has been overseas during the war, has been in the service of the Western for many years.

PORT COLBORNE ELEVATOR EXPLOSION.

At the inquest held recently on the eight victims of the Government elevator explosion at Port Colborne, startling evidence was given by T. S. Harvey, mechanical superintendent of the elevator. He said while dust fans were in operation at the time, the leads to the various lofts were closed, the only lead open being to the scales. He never had the leads open in taking in grain except by special slides. He said that had the lead been open 50 per cent. of the dust from the grain would have been taken away, thus very materially lessening the danger of an explosion.

"The grain we were receiving that day was from Chicago and was pretty dusty," said Harvey. "American grain is usually much more dusty than our Canadian wheat."

He added that the orders against fanning dust from grain emanated from the desire on the part of the shippers to avoid waste.

"So by not having the leads to the fans open the lives of those eight men were probably sacrificed," observed Crown Attorney Cowper, of Welland.

Harvey admitted that the danger of an explosion was increased.

"And to avoid loss in weight of grain somebody takes a high chance?"

"Yes."

Harvey's theory of the cause of the explosion was dust swimming in the air.

The Port Colborne explosion was one of the most disastrous of its kind to occur in America in two years and possibly might have been avoided by strict adherence to the "Safety First" principles which have been outlined for grain and elevator men after exhaustive investigations into the causes of grain dust explosions by the Bureau of Chemistry.

The Port Colborne elevator was constructed of fire-resistive material, being made entirely of steel

and reinforced concrete, and consequently the loss by fire was comparatively small. Ten men, however, lost their lives, four were severely burned and six others slightly injured. A barge beside the elevator was completely wrecked and it is estimated that nearly \$1,000,000 worth of damage was done to the elevator structure. In this instance the destruction was caused by a grain dust explosion, which occurred shortly after 1 o'clock in the afternoon on Saturday, August 9, just after the men had returned from dinner, and had started up the plant. The origin of the fire which ignited the dust started in an elevator leg. The elevator had a capacity of 2,000,000 bushels.

Investigation into the causes of the explosion, which it is said will seriously hamper the supply of grain for export, was started immediately by an inter-departmental commission appointed by Hon. J. D. Reid, Minister of Railways and Canals, of Ottawa. Lieut.-Col. C. N. Monsarrat, chief consulting engineer for the Department of Railways and Canals, and chief engineer in charge of the Quebec Bridge construction, is chairman of this commission, and the other members include Hon. A. St. Laurent, Assistant Deputy Minister of Public Works for Canada; John Murphy, electrical engineer of the Department of Railways and Canals, and D. W. McLochlan, chief engineer for the Hudson Bay Terminal Dock and Harbor and engineer for the Department of Railways and Canals.

The Port Colborne elevator belonged to the Canadian Government and was operated by the Department of Railways and Canals. W. J. Fawcett, superintendent, was not in the building at the time of the explosion, but D. S. Harvey, mechanical superintendent, was in the elevator and was badly burned. Dr. H. H. Brown, of the Department of Agriculture, Washington, D.C., who, with D. J. Price, of the same department, is carrying on the Grain Corporation work to prevent similar grain dust explosions in the United States, went to Port Colborne immediately after the explosion and has been assisting the Canadian officials in determining its causes.

An amusing story was told at a Highland gathering recently by Andrew Carnegie concerning two Scotsmen. They were sitting at ease in their favourite hostelry, and their conversation turned on the subject of pleasure. "I dinna ken just what real pleasure may be," said one gloomily. "There's always summit to spoil things for you." "How do you mak' that oot?" asked the other. "Well, tak' smokin', for instance. If yer smokin' yer ain baccy, ye're thinkin' of the awfu' expense, and if ye're smokin' some ither body's yer pipe is rammit so tight it winna draw."

THE BRITISH AMERICA ASSURANCE COMPANY

Incorporated 1833

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:


Sir JOHN AIRD ROBY BICKERDIK, Montreal LT.-COL. HENRY BROCK ALFRED COOPER, London, Eng. H. C. COX JOHN H. FULTON, New York JOHN HOSKIN, K.C., LL.D.	W. B. MEIKLE, President D. B. HANNA Z. A. LASH, K.C., LL.D. GEO. A. MORROW, O.B.E. LT.-COL. THE HON. FREDERIC NICHOLLS BRIG.-GEN. SIR HENRY PELLATT, C.V.O. E. R. WOOD	JOHN SIME, Secretary E. F. GARROW, Secretary W. B. MEIKLE, Pres. and Gen. Man. JOHN SIME, A. S. Gen. Man. E. F. GARROW, Secretary
---	--	---

THOMAS F. DOBBIN, Resident Manager MONTREAL

THE LONDON MUTUAL FIRE INSURANCE COMPANY

ESTABLISHED 1669

Assets	\$439,691.53
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. KEERNAHAN
S. G. M. NESBITT	E. N. COWAN
W. H. HUNTER	

HEAD OFFICE - 33 SCOTT ST., TORONTO

QUEBEC BRANCH OFFICE

W. J. CLEARY,
BRANCH MANAGER,
17 St. John Street, - 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
F. A. TASKER, Branch Manager.

ESTABLISHED 1864.

New York Underwriters Agency

A. & J. H. STODDART
REGISTERED

100 William Street - New York

Provincial Agents

MURPHY, LOVE, HAMILTON & BARDON, Toronto, Ont. O'LEARY, HARRISON & NANTON, Winnipeg, Man. ALFRED J. HILL & Co. Halifax, N.S.	JOHN Wm. MOLESON & ROBERT Y. HUNTER, Montreal, Que. WHITE & CALLEN, St. John, N.B. AYER & SONS, LTD. St. John, Nfld.
--	--

T. D. RICHARDSON, Supt. for Canada TORONTO

FOUNDED A. D. 1819

THE PHENIX FIRE INSURANCE COMPANY OF PARIS, FRANCE

SURPLUS TO POLICYHOLDERS, \$5,575,000

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

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

Founded A. D. 1710

SUN INSURANCE OFFICE

Head Office: Threadneedle St., London, Eng.

THE OLDEST INSURANCE OFFICE IN THE WORLD

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

LETHBRIDGE
Manager

The Travellers Life Assurance Company

of Canada

HEAD OFFICE: MONTREAL
Hon. GEO. P. GRAHAM, President

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

CANADIAN FIRE RECORD.

Fire near Joliette, Que.—On the 15th inst., two barns and the stables of Vivian Brule were destroyed, together with 300 bushels of grain and 25 tons of hay. Loss about \$5,000.

Fire at Chatham, Ont.—On the 11th inst., the Springs Building of the Dowsley Spring and Axle Works, was completely destroyed by fire. Loss about \$45,000.

Fire at Moose Horn, Man.—On the 10th inst., about half the village of Moose Horn, about 119 miles northwest of Winnipeg, was destroyed by fire, said to have been caused by the explosion of a gasoline lamp in the local creamery plant. Loss about \$70,000.

Fire at Lachute, Que.—On the 15th inst., a fire destroyed the barns of Adelard Fillon, together with 50 tons of hay, oats, straw, harness and implements. Loss about \$3,000.

BILL NYE ON THE MEDICAL EXAMINATION

I was examined three years ago at the general office of the Mutual Endowment Widows' and Orphans' Dream of Wealth Insurance Association in New York, and quite a number of extremely personal questions were asked by a handsomely dressed physician, who only partially concealed his scorn when he noticed at the elbow of my red medicated flannels a September twilight on the French Broad river had been worked with lemon coloured Germantown wool.

He asked if ever pimples had shown themselves on my grandfather's side. I said no, which was true, although I was careful not to say that he had a rising once at the base of the clavicle. I considered that fair, as I was there to answer questions and not to volunteer information.

"Did hernia ever break out in your family, and, if so, how far back?"

This was the next question, and coming as it did from a man whom I did not know from Adam's off ox, as the saying goes, I flushed up to the roots of my hair and told him that my grandfather while trying to move a barn had incurred hernia, but as to how far back it was, I regarded that as nobody's business, and I would shrink from saying so, even to a well-dressed man in New York City.

He also gave me a little asculation to see if the swallows had been nesting in my broncho tubes, as I understood him.

"Are you a habitual drunkard, or have you ever been such?"

This question I answered in a guarded way, yet truthfully. Once I was invited to visit a neighbour

about eleven years ago to try some doughnuts and cider made on the place.

I now look back on that evening with shame and sorrow.

Little did I dream then that I would have to say anything about it in after years in order to get my life insured.

The cider was made of Siberian crab-apples and placed in a brandy cask which was not thoroughly renovated. Some two or three quarts of the brandy had been allowed to remain in it, and then the weather turned to be cold, freezing the cider solid, leaving in the centre a dose of distilled spirits of a peculiarly restless and felonious nature. I remember driving home in the crisp, frosty moonlight, but I did not unharness the horses until the following day.

The day following a special Providence brought on a merciful snowstorm, which had wiped out the tracks I made on that memorable night.

The examining physician enquired if I had ever had delirium tremens or discharge of the ear. I have not, though I had a discharge from my employer twenty years ago, but it did not become chronic, and today I regard myself as perfectly recovered from it.

I was asked age of grandparents, if living, and answered that if living maternal grandparents would be respectively 120 and 114; paternal grandparents, 118 and 110.

Now the company is trying to crawl out of the policy on the ground that my grandparents were not living at all. I did not pretend that they were living. I said that if living they would be those ages. I hate a corporation that wants to back out after it has made a fair and square trade that way.

Is it not disgraceful, after asking me all about my private affairs and personal habits, things that I never have told anyone, not even my dearest friend on earth—that an insurance company, claiming to stand with a large umbrella spread so as to keep off the storms of adversity from the helpless heads of widows and orphans, should seek to crawl out of so small a hole as that?—Exchange.

"When you take out a life insurance policy you make the biggest bank deposit you ever made in your life at one time. Did you ever put ten thousand—twenty thousand—dollars through the receiving teller's wicket and say, 'put that to the credit of my account?' No? Well, the minute you sign this application and pay me the first instalment on your new bank account, you have actually provided that whole sum—ready—waiting for service against the one big call that is coming to you sometime—the one on which you will never get any extension of time. That's banking in a new sense and banking with common sense and foresight.—The Federal.

Commercial Union Assurance Company Limited

of London, England

THE LARGEST GENERAL INSURANCE COMPANY IN THE WORLD
as at 31st Dec., 1918.

Capital Fully Subscribed	\$14,750,000	Total Annual Income exceeds	\$64,000,000
Capital Paid Up	4,425,000	Total Fire Losses Paid	215,897,380
Life Fund, Etc.	75,578,630	Deposit with Dominion Gov't	1,401,333
Total Funds exceed	174,000,000		

Palatine Insurance Company Limited

of London, England

as at 31st Dec., 1918.

Capital Fully Paid	\$1,000,000	Total Income	\$3,462,515
Fire Premiums 1918	3,305,020	Funds	6,062,500
Interest Net	157,495	Deposit with Dominion Gov't	358,266

N.B.—In addition to the above there is the further guarantee of the Commercial Union Assurance Company Limited, whose Funds exceed \$174,000,000.

Applications for Agencies Solicited in Unrepresented Districts

Head Office: CANADIAN BRANCH

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

W. S. JOPLING, Assistant Manager

Head Office
for Canada;
TORONTO



Assets
Exceed
\$80,000,000

Eagle Star

AND

British Dominions
Insurance Company Limited

Of London, England

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

DALE & COMPANY, LIMITED
GENERAL AGENTS
MONTREAL AND TORONTO

Head Office
for Canada
TORONTO



Security
over
\$80,000,000

The
BRITISH CROWN

ASSURANCE CORPORATION LIMITED
Of Glasgow, Scotland

Guaranteed by Eagle, Star and British Dominions
Insurance Company, Limited, of London, England

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

JOSEPH ROWAT, General Agent
LEWIS BUILDING MONTREAL

JOHNSON—JENNINGS, Inc.

AGENTS ——— INSURANCE ——— BROKERS

AETNA INSURANCE CO. OF HARTFORD
ST. PAUL FIRE & MARINE INSURANCE CO.
BRITISH TRADERS INSURANCE CO., LIMITED

11 ST. SACRAMENT STREET
MONTREAL, P.Q.

THE FIRE INSURANCE COMPANY OF CANADA

MONTREAL

Authorized Capital, \$1,000,000

Subscribed Capital, \$250,000

Paid Up Capital, \$100,000

GENERAL FIRE INSURANCE BUSINESS TRANSACTED

President: Hon. R. DANDURAND

Vice-President and Managing Director: J. E. CLEMENT

FIRE INSURANCE IN CANADA IN 1918.

(From the Report of the Superintendent of Insurance.)

During the year 1918 the business of fire insurance was transacted in Canada by 116 companies, as compared with 96 companies in the preceding year. Of the 116 companies, 28 were Canadian, 36 British and 52 Foreign. Two Canadian companies, The Imperial Guarantee and Accident Insurance Company and the North American Accident Insurance Company, one British company, the Marine Insurance Company, and one foreign company, the Columbia Insurance Company, transacted fire insurance only in connection with their automobile business. The business of the Automobile Insurance Company was limited to organization and it has since the beginning of the present year withdrawn from Canada.

The list differs from that of 1917 by the addition of four Canadian companies, The Fire Insurance Company of Canada, which commenced business for the first time late in 1918, The Guardian Insurance Company of Canada, which during the year had its license extended to include fire insurance, the Imperial Guarantee and Accident Insurance Company and the North American Accident Insurance Company, which transacted fire insurance limited to automobiles; six British companies, the British Traders' Insurance Company, the Car and General Insurance Company, The National Benefit Assurance Company, the Queensland Insurance Company, the Scottish Metropolitan Assurance Company and The Union Marine Insurance Company; and ten foreign companies and inter-insurance associations, the Boston Insurance Company, the Fire Association of Philadelphia, the Lumbermen's Underwriting Alliance, the Manufacturing Lumbermen's Underwriters, the Mechanics and Traders Insurance Company, The Newark Fire Insurance Company, the New Hampshire Fire Insurance Company, the New Jersey Insurance Company, the Northwestern Mutual Fire Association, and the Vulcan Fire Insurance Company of Oakland, California.

Of the new British companies, two, The National Benefit Assurance Company and The Union Marine Insurance Company, had previously operated under provincial licenses, and of the new foreign companies and inter-insurance associations, all except the Lumbermen's Underwriting Alliance, the Manufacturing Lumbermen's Underwriters and the New Hampshire Fire Insurance Company had previously operated in Canada under provincial licenses.

Since the beginning of the year 1919 licenses for fire insurance have been issued to the following companies: The American Alliance Insurance

Company, limited to the Province of British Columbia; The Halifax Fire Insurance Company, the Antigonish Farmers' Mutual Fire Insurance Company, the Cumberland Farmers' Mutual Fire Insurance Company, the Kings Mutual Fire Insurance Company, the Pictou County Farmers' Mutual Fire Insurance Company and The Mutual Fire Association of Canada, Limited, all limited to the Province of Nova Scotia; The General Accident Assurance Company of Canada and the Girard Fire and Marine Insurance Company.

A number of companies transacting fire insurance have since the beginning of the year 1919 obtained licenses for various classes of casualty insurance to which reference is made in this report.

Premiums and Losses, 1918.

Notwithstanding the unusually large value of property destroyed by fire during the year 1918, the experience of the companies has not been unfavourable when compared with that of previous years. This is probably in part due to the fact that the fire insurance companies were not liable in the case of several of the largest losses, and in part to the large proportion of value not covered by insurance due to appreciation since the insurance was effected.

The results of the year's operations in fire insurance in Canada may be shown by the following figures, the ratios for 1917 being also given for the purpose of comparison:

	Net premiums received.	Net losses paid.	Ratio losses paid to premiums received.	The same 1917.
Canadian companies \$	5,570,095	\$2,741,904	49.23	49.69
British companies ..	18,658,710	9,907,999	53.10	51.22
Foreign companies ..	11,725,600	6,709,349	57.22	55.63
Totals	35,954,405	19,359,252	53.84	52.42
Totals for 1917	31,246,530	16,379,102

The foregoing figures do not take into account the change during the year in the uncollected premiums and agents' balances, the change in the reserve of unearned premiums or the change in the outstanding unpaid losses of the companies. In other words, the figures are compiled on a cash, not a revenue, basis and therefore are not the most suitable for ascertaining the profit or loss on the underwriting for the year. If there is deducted from the premiums written during the year the increase in the reserve of unearned premiums during the year there is obtained the amount of premiums earned and by comparing with this the amount of losses incurred, the actual loss ratio for the year is obtained. These ratios may be summarized as follows:

Continued on Page 963

"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. 1790

CAPITAL PAID UP - - - - - \$ 3,741,375
TOTAL ASSETS EXCEED - - - - - 43,500,000

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

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. HINSMAN, 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. BINNIE, Manager

Employers' Liability

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

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

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

	Premiums earned.	Losses incurred.	Ratio losses same earned. 1917.	The 1918.
Canadian companies ..\$	5,109,065	\$2,554,922	50.01	54.48
British companies..	17,536,823	9,334,298	53.23	57.15
Foreign companies..	11,034,701	6,314,940	57.23	64.36
Totals..	33,680,589	18,204,160	54.05	59.03

The form of statement furnished to the companies this year provided for a more complete separation of the figures regarding the business according to the term of the policies than has been required heretofore, and it will be possible hereafter to show separately the experience of the business written for a term of one year or less and that written for the longer term. As this information was asked for this year for the first time, a few companies have not been able to make the separation, but the omissions will not appreciably affect the totals:

	Rates of losses incurred per cent. of premiums earned.	
	One Year or less.	All others.
Canadian companies ..	55.15	44.29
British companies..	54.80	48.73
Foreign companies..	57.70	54.94
Totals ..	55.85	49.08

Experiences of Fifty Years, 1869-1918.

The premiums received and losses paid for the fifty years over which our records extend, are given below:

FIRE INSURANCE IN CANADA.

Year.	Premiums received.	Losses paid.	Rate of Losses paid per cent. of previous received.
1869	\$1,785,539	\$1,027,720	57.56
1870	1,916,779	1,624,837	84.77
1871	2,321,716	1,549,199	66.73
1872	2,628,710	1,909,975	72.66
1873	2,968,416	1,682,184	56.67
1874	3,522,303	1,926,159	54.68
1875	3,594,764	2,563,531	71.31
1876	3,708,006	2,867,295	77.33
1877	3,764,005	8,490,919	225.58
1878	3,368,430	1,822,674	54.11
1879	3,227,488	2,145,198	66.47
1880	3,479,577	1,666,578	47.90
1881	3,827,116	3,169,824	82.83
1882	4,229,706	2,664,986	63.01
1883	4,624,741	2,920,228	63.14
1884	4,980,128	3,245,323	65.16
1885	4,852,460	2,679,287	55.22
1886	4,932,335	3,301,388	66.93
1887	5,244,502	3,403,514	64.90
1888	5,437,263	3,073,822	56.53
1889	5,588,016	2,876,211	51.47
1890	5,836,071	3,266,567	55.97
1891	6,168,716	3,905,697	63.31
1892	6,512,327	4,377,270	67.22
1893	6,793,595	5,052,690	74.37
1894	6,711,369	4,589,363	68.38
1895	6,943,382	4,993,750	71.92
1896	7,075,850	4,173,501	58.98
1897	7,157,661	4,701,833	65.69
1898	7,350,131	4,784,487	65.09

1899	7,910,492	5,182,038	65.51
1900	8,331,943	7,774,293	93.31
1901	9,650,348	6,774,956	70.20
1902	10,577,084	4,152,289	39.26
1903	11,384,762	5,870,716	51.57
1904	13,169,882	14,099,534	107.06
1905	14,285,671	6,000,519	42.00
1906	14,687,963	6,584,291	44.83
1907	16,114,475	8,445,041	52.41
1908	17,027,275	10,279,455	60.37
1909	17,049,464	8,646,826	50.72
1910	18,725,531	10,292,393	54.96
1911	20,575,255	10,936,948	53.16
1912	23,194,518	12,119,581	52.25
1913	25,745,947	14,003,759	54.39
1914	27,499,158	15,347,284	55.81
1915	26,474,833	14,161,949	53.49
1916	27,783,852	15,114,063	54.40
1917	31,246,530	16,379,102	52.42
1918	35,954,405	19,359,252	53.84

Totals .. 517,940,495 307,980,299 59.46

Taking the totals for the same fifty years, according to the nationalities of the companies, the following are the results:

Companies.	Premiums received.	Losses paid.	Rate of Losses paid per cent. of premiums received.
Canadian ..	\$106,401,412	\$64,914,463	61.01
British ..	302,284,128	181,637,292	60.09
Foreign ..	109,254,955	61,428,544	56.23
Totals ..	517,940,495	307,980,299	59.46

The loss rate for 1918 is below the average for the fifty years over which our records extend.

The ratio of losses incurred per cent. of premiums received is 50.63 per cent., which is 6.21 per cent. lower than the 56.84 of the previous year, and is 6.53 per cent. lower than the average for the last fifteen years (57.16). The following are the rates of incurred losses from 1904:

Companies.	1918.	1917.	1916.	1915.	1914.
Canadian ..	45.87	53.75	56.34	53.18	61.50
British ..	50.03	55.33	60.05	49.54	58.15
Foreign ..	53.86	60.73	57.78	54.02	55.19
Totals ..	50.63	56.84	58.70	51.58	57.82
1913.	52.59	53.08	60.41	55.87	72.11
1912.	53.28	52.68	48.71	97.50	54.78
1911.	50.95	53.80	57.01	49.74	58.07
1910.	55.22	46.65	43.07	110.34	56.96
1909.	50.21	48.95	59.72	46.72	55.74
1908.	51.36	40.45	38.10	110.55	56.71
1907.	51.12	52.54	58.40	50.46	60.77
1906.	54.02	46.73	43.30	107.76	

Insurance Written and Rates of Premium.

The gross amount of policies, new and renewed, taken during the year by fire companies was \$4,606,035,056, which is greater by \$556,975,057 than the amount taken in 1917. The premiums charged thereon amounted in 1918 to \$48,770,112, being \$5,254,289 greater than the amount charged the previous year. The rate of premiums (1.059) is lower than that of 1917 (1.075). The loss rate (53.84) is 1.42 per cent. higher than the loss rate of the previous year (52.42) and 5.62 per cent. lower than the average loss rate (59.46) for the past fifty years.

The rate per cent. of premiums charged upon risks taken is shown in the following table:

Continued on page 965



**LONDON &
LANCASHIRE
FIRE**
INSURANCE COMPANY
LIMITED

Security - - \$42,000,000

ONTARIO AND NORTH WEST BRANCH
14 Richmond Street, East, TORONTO

PROVINCE OF QUEBEC BRANCH
164 St. James St., Cor. St. John St., MONTREAL.



**LONDON &
LANCASHIRE
GUARANTEE &
ACCIDENT**

**PERSONAL ACCIDENT
SICKNESS
FIDELITY GUARANTEE**

**PLATE GLASS
AUTOMOBILE
GENERAL LIABILITY**

Head Office, TORONTO
Montreal, 164 St. James Street. Quebec, 81 St. Peter Street.

Mount Royal Assurance Company

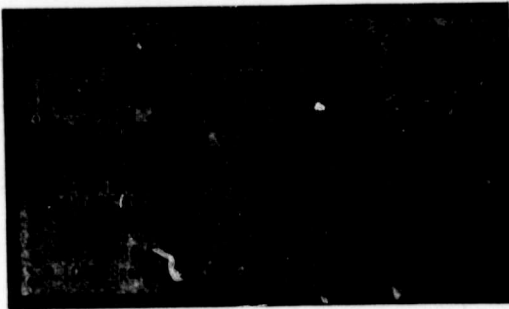
SURPLUS AND RESERVES, \$1,214,457 TOTAL FUNDS, \$1,436,842

TOTAL LOSSES PAID, \$2,692,201

Applications for Agencies Invited

HEAD OFFICE - - - - MONTREAL

P. J. PERRIN and J. R. MACDONALD, - - - Joint Managers



Union Assurance Society, Ltd.

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

CANADA BRANCH, MONTREAL.
T. L. MORRISBY, Resident Manager.

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

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 1806

Assets Exceed - - \$50,000,000

Over \$10,000,000 invested in Canada

FIRE and ACCIDENT RISKS accepted.

Canadian Head Office: 277 Beaver Hall Hill,
MONTREAL

Agents wanted in unrepresented towns in Canada.

W. D. AIKEN, Superintendent, J. E. E. DICKSON
Accident Dept. Canadian Manager.

LIFE AGENTS WANTED FOR CITY OF MONTREAL

If you are a productive worker, ambitious, and available for a good steady position in Montreal, with a progressive Company, who meets you more than half way, write (or call upon) stating experience, etc.,

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

THE CONTINENTAL LIFE INSURANCE CO.

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

Companies.	Gross amount of Risks taken during the year.		Premiums charged thereon		
Canadian	\$	903,126,573	\$9,812,949.24		
British		2,147,570,916	23,013,608.20		
Foreign		1,555,337,567	15,944,454.36		
Totals		4,606,035,056	48,770,111.80		
Rate of charged per cent of Risks taken.	The for 1917.	The for 1916.	The for 1915.	The for 1914.	The for 1913.
	1.09	1.14	1.19	1.25	1.24
	1.07	1.08	1.08	1.17	1.19
	1.03	1.03	1.04	1.08	1.09
	1.06	1.07	1.09	1.16	1.17
					1.21

it is now doing in many cases, the only possible result is a further increase in the cost of living which will restore the balance. We have been chasing each other around in this circle since 1914.

The question may be asked, why, then, has it been possible, during a period of years, to raise the average standard of living? The answer is, because of greater efficiency in production, which has come about through better organization and the increased use of machinery. This tendency will continue, but it is necessarily a slow process. Labor is quite naturally too impatient to wait for it. All of us "want what we want when we want it." But the disorganization of industry and the effort to standardize wages regardless of the quantity of production have exactly the opposite of the effect desired, because they reduce total production.

Separating the one-year and short term business from the longer term business, the respective rates are as follows:

Companies.	Rate of premiums charged per cent of risks taken.	
	One year or less.	All others.
Canadian	1.04	1.22
British	1.04	1.15
Foreign	1.00	1.21
Totals	1.02	1.19

The increase in the amounts taken in 1918 as compared with 1917 by Canadian companies is \$83,797,722. For British companies there is an increase of \$232,679,160, and for foreign companies there is an increase of \$233,696,476.

In 1917 the increase in amounts written by Canadian companies was \$76,522,932, and the increase for British companies reporting to the Department was \$308,544,921, and the increase for foreign companies reporting to the Department was \$245,753,466.

LABOR WANTS MORE

The plain fact is that demands by railroad men and factory workers for higher wages are due, not to any greater increase in the cost of living than in wages, but to the desire of employees to live better. Silk stockings, pianos, high-priced phonographs and automobiles are now a recognized part of the "standard of living" in the minds of many employees.

Every one must sympathize with this desire for a higher standard of living. It is as old as civilization and is the mainspring of human activities. Put it is unfortunately the fact that the only way humanity as a whole can live better is to produce more. The savage, whose industrial organization consists merely in the collection of food, cannot get more food unless he exerts himself more in collecting it. He cannot have a better or safer place to sleep, or more skins for warmth, unless he works harder to get them. And all the complication of modern industry have not changed this fundamental condition. To get more, we must work more.

When labor demands a greater increase in wages than the increase in the average cost of living, as

WANTED

Young man, with seven years experience in Fire Insurance Business, desires position as Mapping, Counter or Renewal Clerk. Both languages. Address,

CLERK,
c/o The Chronicle,
Montreal.

WANTED

A young man, having 15 years experience in Fire Insurance, and with a thorough knowledge of the business, would like to secure a responsible position. Has a good knowledge of both French and English. Address,

L,
c/o The Chronicle,
Montreal.

First British Insurance Company Established in Canada
A.D. 1804

Phoenix Assurance Co. Limited
OF LONDON, ENGLAND (Founded 1782)

FIRE LIFE MARINE

TOTAL RESOURCES, over \$97,000,000.00
CLAIMS PAID EXCEED. 500,000,000.00
DEPOSITS with Federal Government and Investments in Canada, for security of Canadian policyholders only, exceed . 3,000,000.00

AGENTS WANTED IN BOTH BRANCHES. Apply to

R. MacD. PATERSON } Joint Managers
J. B. PATERSON }

100 Francois Xavier Street - MONTREAL



THE EMPLOYERS'

Liability Assurance Corporation, Limited

of LONDON, England

Transacts

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

PERSONAL ACCIDENT, HEALTH, LIABILITY, PASSENGER and FREIGHT
ELEVATOR, FIDELITY GUARANTEE, CONTRACT BONDS
and FIRE INSURANCE

Offices: { Temple Building : TORONTO, ONT.
Lewis Building : MONTREAL, QUE.

CHARLES W. I. WOODLAND,
General Manager for Canada and Newfoundland.
JOHN JENKINS, Fire Manager.

APPLICATIONS FOR AGENCIES INVITED

Canadian
Government
Deposit

\$1,622,000.00

Stands First

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



TRANSACTS:

Personal Accident	Automobile
Sickness	Burglary
Liability <i>[All Kinds]</i>	Postal
Fidelity Guarantees.	Plate Glass.

HEAD OFFICE 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:

MEERCHANTS 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	

C. A. WITHERS, General Manager
TORONTO

E. ROBERTS, Manager
101, LEWIS BUILDING, MONTREAL

Branches: WINNIPEG CALGARY VANCOUVER

NOTICE

NOTICE is hereby given that the Employers Liability Assurance Corporation Limited, of London, England, has been granted license by the Government of the Dominion of Canada, to transact the business of Explosion Insurance in Canada, under License Number 812.

WANTED

Inspector—A bright young man to organise and develop Automobile business for a first-class Company. Must speak both languages. Apply stating age, experience and salary desired.

AUTOMOBILE,
c/o. THE CHRONICLE,
Montreal

The WATERLOO Mutual Fire Insurance Co.

ESTABLISHED IN 1863

Head Office - - - Waterloo, Ont.

TOTAL ASSETS 31st DEC., 1918, Over \$1,000,000
Policies in Force in Western Ontario Over 30,000

GEO. DIEBEL, ALLAN BOWMAN,
President Vice-President

L. W. SHUH,
Manager

WANTED

A young man with Marine Insurance experience for a large British Company. Apply, stating salary expected and experience, to

Marine,
c/o. The Chronicle,
Montreal

CANADA LIFE

Factors that help the
LIFE INSURANCE MAN

1. The Canada Life is the Oldest Canadian Company and has a record of 72 years of steady, solid growth.
2. The Strength and Safety of the Company need no demonstration.
3. Service and Return to Policyholders give the satisfaction that builds up a permanent business.
4. Canada Life Policies meet every insurance need and contain all that is best in Life Insurance.
5. The exceptional backing and co-operation of Home Office insure the success of any man with selling ability.

Good opportunities for the right men. Write Agency Department

CANADA LIFE ASSURANCE COMPANY

Home Office - TORONTO



W. E. BALDWIN,
MANAGER
CANADIAN HEAD OFFICE
17 ST. JOHN ST. MONTREAL

FIDELITY (FIRE) UNDERWRITERS

OF NEW YORK

HENRY EVANS, President

Policies assumed h&h: by the Fidelity-Phenix Fire Insurance Company and half by the Continental Insurance Company of N.Y.

COMBINED ASSETS Exceeds \$63,000,000

PROTECTION WITHOUT PARALLEL

FIRE . HAIL . TORNADO . MARINE

Wire or Write for Rates



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: WINNIPEG, MAN.

Total Assets - - - - \$2,468,523.08

A Canadian Company investing its Funds in Canada

APPLICATIONS FOR AGENCIES INVITED

THE NATIONALE FIRE INSURANCE COMPANY OF PARIS, FRANCE

SUBSCRIBED CAPITAL	60,000,000
TOTAL FUNDS	7,491,300
NET SURPLUS	1,867,100

J. E. Clement, General Manager

J. A. Blondeau, Asst. Manager L. C. Valle, Inspector

PRESIDENT OF EQUITABLE LIFE REFUSES SALARY INCREASE.

While it is generally conceded that President Day's work for the Equitable Life of New York has been of a character that warrants the highest reward, yet his salary of \$50,000 per annum is much smaller than any of the big companies pay their presidents. It is a small salary by comparison with those paid to heads of financial and industrial corporations with responsibilities much less than he bears. It came out recently that mere department heads of the Ford Company at Detroit were receiving \$100,000 salaries—men whose names are unknown to fame. In these days of amazing prodigality, when counsel for "movie" corporations are paid \$200,000 salary and every other man, woman and child is striking for more wages and less work, such men as President Day cool the atmosphere. The directors of the Society voted its President an increase this year, whereupon his voice became a veto and he refused to accept it on the ground that the heavy losses from influenza rendered it, in his opinion, highly undesirable at this time to increase expenses by any more salary to him.

PATRIOTISM AND POLITICS.

One of the wholesome expressions of General Pershing when he was receiving honor in New York is contained in his address to members of the American Legion before leaving on Thursday. After praising the soldiers for their service abroad and the spirit displayed in it, he said that more is expected of them at home as the result of that experience, because no one could pass through it without thereafter having a broader outlook on life and a more serious contemplation of its responsibilities." The American Legion, he told them, has "the great advantages for the display or for the exercise of the same patriotism with which they had been imbued during their service abroad, and it was the hope of all that they would enter upon their duties here with the same integrity of purpose and resolute patriotism with which they had conducted themselves on the battlefields of France. "Ours is a country of laws," he said, "and not of men, and it should be the purpose of this organization to stand for laws based upon sound principles of the Constitution."

This was wholesome talk in general terms which everybody would accept on principle, but there was added to it a bit of warning of special significance. He said that he would deplore it, if he felt that there was any chance of this Legion "becoming a political tool in the hands of political aspirants." He believed it had an opportunity of doing "great good in the country by becoming a school

of patriotism." As long as it keeps its skirts clean and free from petty politics," he added, he would be glad to encourage it in the increase of membership and in teaching the country more of patriotism than it had before the war. There are some implications in these remarks that would be quite as wholesome for young citizens generally as for the returned soldiers. Pershing seems to have no politics or partisanship in his view of duty to the nation, and of what that of citizens generally should be.

DISCUSSES FIRE LOSSES

Discussing the large fire losses in the United held at Hartford, on the 9th inst., Colonel James States, at a meeting of Insurance Commissioners R. Young said, in part:

"The fire insurance business must produce enough money to meet the fire losses, pay the expenses and leave a fair profit. So the fire loss becomes a very vital issue in the business and must receive careful attention and the active aid of the companies of their special and local agents as well as of the public. It is a question to what extent the heavy fire loss is due to the mad rush for business, taking risks to placate or please an agent, over-insurance, neglect of moral or other hazards, agents leaving to companies the bad or doubtful risk to be taken care of by cancellation, and how much their elimination will reduce the loss. The problem with the fire companies is to enlist not only their own people but the public in this fight against fire waste.

"There is no doubt but that the expenses of conducting the business are heavy. Many think too heavy. They take in the home office, the field, taxes, agency and other expenses that possibly may be classed under one of these heads. Where can they be reduced?

"No one can doubt the problems of fire companies that centre about their agents. They are the producers of the business and as such entitled to due consideration; but much depends upon their loyalty to their companies; their authority, its proper use and abuse; their compensation; their qualifications; their attitude on rates and rating bureaus, on rebating, on adjustments, on selection of business on over-insurance, on special rules and requirements, on collections and remittances; their willingness to work for fire prevention.

"There is no doubt of the position of the agent under the present system of transacting the business, and that when he renders proper service to his company as well as the assured he is invaluable. Too often fire agents do not do this but simply do business for the commissions involved."



The Northern Assurance Co. Limited

Of England

ACCUMULATED FUNDS, 1918 - \$75,229,660.00

Including Paid up Capital of \$4,010,100.00

Head Office for Canada: Lewis Building, 17 St. John Street, Montreal
G. E. MOBERLY, Manager



RAILWAY PASSENGERS ASSURANCE CO.

OF LONDON ENGLAND

DEPARTMENTS:
ACCIDENT, HEALTH, EMPLOYERS' AND PUBLIC LIABILITY, MOTOR CAR, ELEVATOR, TEAMS, PLATE GLASS, BURGLARY, AND FIDELITY BONDING

Head Office for Canada and Newfoundland . . . TORONTO
F. H. RUSSELL, General Manager

THE ST. PAUL FIRE AND MARINE INSURANCE COMPANY

INCORPORATED 1868

ASSETS OVER \$13,000,000

REPRESENTED IN TORONTO BY

McADAM, SHERRITT & COMPANY

General Agents

Excelsior Life Building

36 Toronto Street

BRITISH TRADERS' INSURANCE COMPANY, LIMITED

ESTABLISHED 1865

Head Office: HONG KONG

Head Office for Canada: TORONTO

FIRE & MARINE INSURANCE

LOSSES PAID SINCE ORGANIZATION OVER \$50,000,000

JOHNSON—JENNINGS, Inc., General Agents,
MONTREAL

Manager for Canada, C. B. DRAYTON

THE STRATHCONA FIRE INSURANCE COMPANY

HEAD OFFICE: MONTREAL,

90 ST. JAMES ST.

The Strathcona was founded in 1908, and has earned a reputation for solid strength, fair dealing and reasonable rates.

"To Such Ideals There Is An Assured Future."