

The Chronicle

Banking, Insurance and Finance

ESTABLISHED JANUARY, 1881

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THE BANKING POSITION.

The annual reports of the important banking institutions which have appeared within the last few days confirm the impression created by the Bank of Montreal's half-yearly report last week of the great strength of the Canadian banking position at the present time, and of the ability with which the banks are being guided through a period of remarkable and unique difficulty. While the Imperial Bank shows in its new statement readily available assets equal to over 59 per cent. of its liabilities to the public, the Merchants Bank announces actual cash holdings—specie and Dominion notes—equal to 22.9 per cent. of liabilities to the public, more than double the proportion held a year ago. In both cases, substantial earnings have been sacrificed in order that a strong position may be maintained. A decrease of over \$200,000 in earnings is reported by each of the banks named in comparison with their previous financial year. This sacrifice no doubt has been willingly made, in the interests of the safety both of the individual institutions and of the financial fabric generally. The important point, however, is that it has been made, for to judge by the loose talk of some folk, even legislators, it might be supposed that banking is unlike any other business, and that, no matter what conditions may be, the banker can acquire large profits without any difficulty.

* * *

The crisis which was precipitated by European complications last July and the unprecedented conditions which have since ruled and will probably continue for some time to come, have demonstrated afresh the inherent soundness and strength of the Canadian banking system. The firmness of its foundations had been previously tried by periods of crisis, but nothing which has gone before has equalled in severity the present test. Probably, it will only be possible clearly to appreciate the magnitude of the crisis thrust upon the banks and the excellence of the administration which steered them successfully through its dangers, when present-day affairs can be viewed in perspective during the quiet of a renewed period of normality. This much is, however, clear. The Canadian system of large institutions entrusting the direction of their affairs to experienced financiers of proved ability and judgment, which while actively competing amongst themselves for business in normal times, are yet able to make a common stand in times of danger, has abundantly justified itself. Doubtless the ignorant and prejudiced—whom we have always with us—in the future continue to cavil at the banks, and put forward hare-brained schemes for the revolution of Canadian banking. The vast

majority of business men, however, will remember with satisfaction the great services in the maintenance of the Canadian financial fabric which were rendered by the banks during the darkest days of 1914. The banks have sustained a feeling of confidence that possibly enough would have broken down had the banking circumstances of Canada been other than they are. It is easy to conceive that had there been in Canada last year local independent banks, such as were sturdily advocated no longer ago than the last revision of the Bank Act, there might easily have been serious financial disasters.

* * *

As it is, general confidence in the soundness of the Canadian banking structure has been steadily maintained through the darkest days. A few ultra-nervous people here and there may have withdrawn deposits but at no time has there been a serious run on the banks. Whatever days of adversity there may be in the future, the demonstrated power of the banks will be sufficient to keep the public's confidence. One small new institution has gone under, but it was already in difficulties prior to the outbreak of war, and it was at once recognized that the failure had no general significance. Probably the recognized leaders of Canadian banking have from time to time advised the smaller institutions as to the course which should be adopted in cases of exceptional difficulty. One point comes to mind which may yet necessitate delicate handling. While the banks have recently reported reduced profits, it is to be anticipated that they have not yet passed the worst of their experience in that connection. There may be the temptation in some cases to continue the dividend at a level which is not justified by the profits of the business. In those circumstances the courageous course of cutting the dividend would be the wise one. Under normal circumstances, indeed, such action would be likely to provoke comment of an undesirable character. But the present times are not normal, and the cutting of a dividend with a frank statement of the reasons why would be readily understood, and infinitely preferable to the distribution of funds that would be better employed in the maintenance of a bank's position. A Western institution has recently adopted this course. Such action may be disappointing to shareholders and lead to temporary depreciation in the market value of the stock. That, however, is a minor matter compared with the desirability and even necessity of the maintenance of the banking institutions of the Dominion in the strongest possible position alike in their own interest and in that of the country at large.

Established 1817

BANK OF MONTREALIncorporated by Act
of Parliament

Capital Paid Up, \$16,000,000.00

Rest, \$16,000,000.00

Undivided Profits, \$1,252,864.00

Head Office, MONTREAL**BOARD OF DIRECTORS**

H. V. MEREDITH Esq., President.

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HON. ROBT. MACKAY.
A. BAUMGARTEN, Esq.
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D. R. CLARKE, Supt. Maritime Provinces and Newfoundland Branches.**BRANCHES IN CANADA**

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

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

BRANCHES OUTSIDE OF CANADA :

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

BANKERS IN GREAT BRITAIN

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

LIVERPOOL, The Bank of Liverpool, Limited.

SCOTLAND, The British Linen Bank and Branches.

BANKERS IN THE UNITED STATES

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

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

Collections at all points of the world undertaken at most favourable rates.

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

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

**THE CANADIAN BANK
OF COMMERCE**

ESTABLISHED 1867. Head Office: TORONTO

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

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

ALEXANDER LAIRD, General Manager

JOHN AIRD, Assistant General Manager.

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

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

Branches of the Bank outside Canada :

Newfoundland—St. John's.

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

Great Britain—London. Mexico—Mexico City.

Collections effected promptly and at
Reasonable Rates**The Molsons Bank**

Incorporated 1855

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

Besides its 93 Branches in Canada, the Molsons Bank has agencies or representatives in almost all the large cities in the different countries of the world, offering its clients every facility for promptly transacting business in every quarter of the globe.

The Chronicle

Banking Insurance and Finance

ESTABLISHED 1881.

PUBLISHED EVERY FRIDAY.

F. WILSON-SMITH,
Proprietor.ARTHUR H. ROWLAND,
Editor.*Office:*406-408 LAKE OF THE WOODS BUILDING,
10 ST. JOHN STREET, MONTREAL.

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

MONTREAL, FRIDAY, MAY 28, 1915.

FINANCE OF THE WEEK.

The announcement of the re-constitution of the British ministry has had a favorable effect on business sentiment. Sober people were not disturbed by Lord Northcliffe's frenzies (which have been received with delight in Germany), but undoubtedly the "Lusitania" horror, followed by the superabundant gossip of alleged friction among high authorities in London and of grave errors in the war administration, was disturbing, not only in Great Britain, but throughout the Empire. Only very ignorant or very foolish people imagine that it is possible to get through the war without mistakes being made. Some have been made; probably more will be made. Human nature cannot be expected to retain an infallible judgment when it has been overworked for months, under a strain of anxiety that is inconceivable to the man in the street. Sensible people allow for this, if the unthinking do not, and are content to set off solid achievements of hard work and administrative genius against an occasional blunder.

Except for its evidence of the unanimity of the British people, the composition of the new Cabinet as a whole is of less importance than the appointments made to a few important offices, charged with the direct administration of the war on land and sea and with the delicate task of handling foreign relations. The strain of the latter upon Sir Edward Grey will be relieved by the advent of Lord Lansdowne. Similarly, Mr. Lloyd George will lift part of the burden of responsibility from Lord Kitchener by organising the supply of munitions. Mr. Balfour may not be a born party leader, but nobody questions his matured wisdom and diplomacy and at the Admiralty he may be expected to exercise a calming influence, while leaving the tacticians to work out by themselves the problems for the solution of which they are responsible. The financial community in London has undoubtedly been distinctly disappointed by the withdrawal of Mr. Lloyd George from the Exchequer and the selection of Mr. McKenna. The war has done marvellous

things for Mr. Lloyd George. It has changed him from a rather narrow partisan, with the saving graces of enthusiasm and high ideals, to a statesman who has handled admirably a host of financial problems of unprecedented character and difficulty to the satisfaction of the financiers who were formerly his most scathing critics. The financiers have the assurance, however, that the present changes are only temporary and that there will be no innovations in policy.

THE CANADIAN OUTLOOK.

In regard to the Canadian business outlook, there appears to be good reason for the preservation of a spirit of sober optimism. The economic backbone of the country, as has been aptly expressed, is being stiffened in two ways. Production—particularly agricultural production—has been stimulated to an amazing extent and orders for war munitions and supplies continue to pour in. The extent of the munition business, which a year ago was unknown in Canada, may be gauged from the fact that 12,000 shells a day are now being manufactured in the Dominion, an output which it is expected by the middle of next month will be increased to 50,000 a day; over 500,000 shells have been shipped to England; orders for nine millions have been given out by the Shell Committee, the value of these orders being something like \$170,000,000; and 30,000 workmen are being employed. At the same time, many other factories than those manufacturing shells are busy with war supplies of all kinds. The effect of these war orders must be to offset at least in part the heavy expenditure which is being made by the Dominion Government on account of the Expeditionary Force and in other ways, and, as has previously been pointed out, is extremely valuable as a means of helping to meet foreign obligations at a time when they could not be met by the simple process of further borrowing. Additionally, capital expenditure on construction, which is not immediately productive, has been reduced to a minimum, and thrift is being steadily practised both in private and in public expenditures. As regards immigration, this is being continued to a certain extent from the United States, and at the conclusion of the war it seems likely enough that there will be a great wave of immigration here from Europe of a desirable character, which will not be content to stop around the cities but will seek the open spaces we have waiting to be filled up.

FINANCIAL ASSISTANCE TO ITALY.

An interesting point regarding the foreign exchange situation is raised by a Montreal correspondent of a New York journal. He suggests that France and England will extend financial assistance to Italy so as to enable their new ally to obtain supplies to the greatest advantage in New York. At present Italian exchange there is at a discount

The Bank of British North America

Established in 1836. Incorporated by Royal Charter in 1840

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

Head Office:

5 GRACECHURCH STREET, LONDON, E.C.

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

COURT OF DIRECTORS

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

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

H. B. MACKENZIE, General Manager

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

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

Agents and Correspondents in every part of the world.

Collections Made at Lowest Rates.

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

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

G. B. GERRARD, Manager,
MONTREAL BRANCH

THE MERCHANTS' BANK OF CANADA

Head Office, MONTREAL.

Capital Paid up **\$7,000,000** Reserve Fund and Undivided Profits **\$7,245,140**

Pres: SIR H. MONTAGU ALLAN. Vice-Pres.: K. W. BLACKWELL
 E. F. HERBEN, General Manager.
 T. E. MERRITT, Superintendent of Branches and Chief Inspector

BRANCHES AND AGENCIES.

Ontario	Quebec
Acton Lucan	Montreal (Head Office) St. James St.
Alvinston Lyn	" 1255 St. Catherine St. East
Athens Markdale	" 320 St. Catherine St. West
Belleville Meaford	" 1330 St. Lawrence Blvd.
Berlin Mildmay	" 1866 St. Lawrence Blvd.
Bothwell Mitchell	" 672 Centre Street
Brampton Napanee	" 2215 St. Denis Street
Branford Newbury	Beaucharnois Quebec, St. Sauveur
Bronte Oakville	Bury Maisonneuve
Chattham Orillia	Chateauguay Ormstown St. Jerome
Chatsworth Ottawa	Basin Quyon St. Jovite
Chesley Owen Sound	Huntingdon Rigaud St. Johns
Clarkson Perth	Lachine Shawville Vaudreuil
Creemore Prescott	Napierville Sherbrooke Verdun
Delta Preston	Quebec Ste. Agathe
Eganville Renfrew	
Elgin Sarnia	Manitoba
Elora Stratford	Brandon Oak Lake
Finch St. Eugene	Carberry Portage la Prairie
Ford St. George	Gladstone Russell
Fort William St. Thomas	Hartney Souris
Galt Tara	Macgregor Starbuck
Gananoque Thamesville	Morris Winnipeg
Georgetown Thorold	" Bannerman Av.
Glencoe Tilbury	
Gore Bay Toronto	Alberta
Granton " Dundas St.	Acme Lethbridge
Guelph " Dupont and	Brooks Mannville
Hamilton Christie Sts	Calgary Medicine Hat
" East End " Parkdale	Camrose Munson
Hanover Walkerton	Carstairs Okotoks
Hespeler Walkerville	Castor Olds
Ingersoll Wallaceburg	Chauvin Raymond
Kincardine Watford	Coronation Redcliff
Kingston West Lorne	Dayland Deer
Lancaster Westport	Delburne Rimbye
Leamington Wheatley	Donalda Rimbey
Little Current Williamstown	Edgerton Sedgewick
London Windsor	Edmonton Stettler
London, East Yarker	" Namayo Av. Strome
	" Alberta Av. Tofield
	" Athabasca Av. Trochu
Saskatchewan	Edson Vegreville
Antler Limerick	Hughenden Viking
Arcoa Maple Creek	Islay Wainwright
Battleford Melville	Killam West Edmonton
Carnduff Moose Jaw	Lacombe Wetaskiwin
Erskine Regina	Leduc
Gainsborough Regina	
Gull Lake Saskatoon	Chilliwack Sidney
Humboldt Shaunavon	Nanaimo Vancouver
Kisbey Unity	New Westminster " Hastings St.
	Oak Bay Victoria

St. John, N.B. Halifax, N.S.

SUB-AGENCIES—Ontario—Beachville, Calabogie, Frankville, London South, Muirkirk, Newington, Pelee Island.
 Manitoba—Austin, Griswold, Laurier, Sidney.
 Alberta—Botha, Cozar, Lothaine.

IN UNITED STATES—New York Agency, 63 Wall Street
 BANKERS IN GREAT BRITAIN—The London Joint Stock Bank, Limited
 D. C. MACAROW - - - Local Manager, Montreal

IMPERIAL BANK OF CANADA

CAPITAL PAID UP - - - \$ 7,000,000.00
 RESERVE FUND - - - 7,000,000.00
 TOTAL ASSETS - - - 79,000,000.00

DIRECTORS:

PELEG HOWLAND, President.
 ELIAS ROGERS, Vice-President.
 WILLIAM RAMSAY of Bowland, Stow, Scotland;
 J. KERR OSBORNE, CANTHA MULLOCK, HON. RICHARD TUNBER, Quebec.
 WM. HAMILTON MERRITT, M.D., St. Catharines, W. J. GAGE,
 SIR J. A. M. AIKINS, K.O., M.P., Winnipeg.
 HON. W. J. HANNA, LIEUT.-COL. J. F. MICHIE, JOHN NORTHWAT.

BRANCHES IN PROVINCE OF ONTARIO:
 Amherst-burg Fergus London Port Arthur St. Davids
 Aurora Fonthill Marshville Port Colborne Sault Ste. Marie (3)
 Belwood Fort William Nashville Preston St.
 Bolton Galt New Lisakeard Ridgeway Thomas (2)
 Brantford Hamilton Niagara South Porcu- Thessalon
 Caledon E. Hallow Falls (2) ple Toronto (17)
 Cobalt Humb'rstone Niagara-on- South Woods- Timmins
 Cochrane Ingersoll the-Lake leo Welland
 Cottam Jordan- North Bay Sparta Woodstock
 Davisville Vineland Ottawa St. Cathar- Windsor
 Elk-Lake Kenora Paigra- ines (2)
 BRANCHES IN PROVINCE OF QUEBEC:
 MONTREAL (3). QUEBEC (2).
 BRANCHES IN PROVINCE OF MANITOBA:
 Brandon Portage la Prairie Winnipeg (3)
 BRANCHES IN PROVINCE OF SASKATCHEWAN:
 Balgonie, Broadview, Fort Qu'Appelle, Hague, Kandahar, Moose Jaw,
 North Battleford, Prince Albert, Regina, Yorkton, Wadena, Wynyard.
 BRANCHES IN PROVINCE OF ALBERTA:
 Athabasca Landing, Banff, Calgary, Edmonton, (4) Lethbridge,
 Mulet, Red Deer, Strathcona, Wetaskiwin.
 BRANCHES IN PROVINCE OF BRITISH COLUMBIA:
 Arrowhead, Chase, Cranbrook, Fernie, Golden, Inverness, Kamloops,
 Moyle, Natal, Nelson, Revelstoke, Vancouver (6), Victoria (2),
 Wilmer.
 Savings Bank Department

of around 14 per cent.—the depreciation being nearly as great as that of German exchange. It would not be surprising, it is suggested, if there ensued an improvement in the position of Italian bills in the New York market as a result of financial support extended by London and Paris. This need not necessarily affect sterling quotations greatly, but it increases the probability of gold shipments from Ottawa.

THE MERCHANTS' BANK STATEMENT.

The annual statement of the Merchants Bank for the year ended April 30, issued in anticipation of the annual meeting next Wednesday, is a highly satisfactory document disclosing the maintenance of an extremely strong cash position. Including a deposit of \$1,000,000 in the Central Gold Reserve, which has no claim against it on account of excess circulation, the Bank held at April 30 in specie and Dominion notes \$16,425,949, giving the high proportion of 22.9 per cent. of actual cash holdings to liabilities to the public which are \$71,769,614. These cash holdings have been much more than doubled in comparison with last year, when they were reported as \$7,856,405, a proportion of 11.4 per cent. to liabilities to the public.

Total quick assets are \$33,086,571, a proportion of 44.6 per cent. of liabilities to the public, against \$24,923,404, a proportion of 36.3 per cent. last year.

Total deposits show an increase of about \$3,500,000 from \$59,256,044 to \$62,729,163. Foreign call loans have been reduced by nearly \$3,000,000 and current loans are down over six millions from \$53,784,690 to \$47,502,099. Total assets are \$86,190,464 against \$83,120,741.

The conservative policy followed by the bank has naturally had an effect upon net profits which for the year are reported as \$995,432 against \$1,218,694 in the previous year. A balance of \$248,135 brought forward makes the total available on this account \$1,243,566. The 10 per cent. dividend absorbs \$700,000; \$32,500 is allocated to patriotic and philanthropic objects; the war tax on note circulation absorbs \$15,926; \$250,000 is written off for depreciation in bonds and investments, and a balance of \$245,141 is carried forward.

The following is a comparison of the leading items of the balance sheet for the last two years.—

	1915.	1914.
Capital Stock.....	\$ 7,000,000	\$ 7,000,000
Reserve.....	7,000,000	7,000,000
Circulation.....	6,204,069	5,597,714
Deposits (not bearing interest).....	12,692,061	13,309,594
Deposits (bearing interest).....	50,037,102	45,946,650
Total Liabilities to Public.....	71,769,614	68,696,518
Specie and Legals.....	*16,425,949	7,856,405
Call Loans abroad.....	964,193	3,770,117
Total of Quick Assets.....	*33,086,571	24,923,404
Current loans and discounts.....	47,502,099	53,784,690
Total Assets.....	86,190,464	83,120,741

*Including \$1,000,000 Deposit in Central Gold Reserve.

American fire companies are complaining of continuous losses on dwelling house risks.

Fifty thousand fires, which have occurred in Texas since December, 1910, have been tabulated and analyzed by the State Fire Insurance Commission, which finds that sixty per cent. of such fires have been due to preventable causes.

THE APRIL BANK STATEMENT.

A new high record in notice deposits is notified in the April bank statement, published yesterday. Their total is reported as \$686,075,124, an increase of practically \$9,200,000 upon the March total, and an advance of over \$32,000,000 in comparison with the total reported on the corresponding date a year ago. Both demand and foreign deposits also increased substantially last month. The former are up by over \$7,800,000 to \$347,325,937 and foreign deposits by \$6,472,000 to \$104,210,620. Probably these latter movements would be in part accounted for by the financial operations consequent upon the purchase of war supplies in Canada.

A very large increase in the foreign call loans was made last month, their total at April 30 being \$121,522,971, an increase of \$19,584,286 during the month. Even at their enhanced level, however, they are over 18 millions below the exceedingly high level reached at the end of April, 1914. Canadian current loans show a further falling off of \$6,207,032 to \$762,931,851, the decrease for the twelve months being no less than \$72,773,213. Foreign current loans are also down by over four millions to \$37,705,039, a fall of \$16,656,474 compared with a year ago. There was a slight decline last month in the amount of specie and Dominion notes held, but obviously the banks' reserve position continues to be an exceedingly strong one.

LLOYDS BANK MAKES AN INNOVATION.

An important innovation in English banking practice is being made by Lloyds Bank, which will open savings bank departments at all its branches, over 880 in number, and receive deposits of savings of any amount. Hitherto the English banks have not touched this class of business which has been confined to the savings bank department of the Post Office and to a few savings banks of a special type. The latter, however, owing to one or two failures, have lately fallen in public esteem. It is probable that the new departure will prove an important factor in the promotion of national thrift, as Lloyds lead in this matter will probably be followed by other banks. It is noteworthy that this is the second important departure in English banking which Lloyds have initiated quite recently, it having been only a year or two ago when they established a subsidiary institution in Paris, a development that has been followed by other banks.

So far as can be gathered at present, the insurance losses consequent upon the sinking of the "Lusitania" are as follows:—Life, about \$650,000; accident, about \$760,000; marine, about \$6,000,000. The British War Risk Bureau has \$4,800,000 of the marine insurance loss.

* * *

Periods of depression such as we are passing through are testing times for life insurance companies, no less than other forms of business activity, especially with regard to their agency organizations. It is in times like these that any weakness in the agency department makes itself apparent, not only in the record of new business produced but also, and perhaps more significantly, in the matter of wastage through business of poor quality, as recorded in the items of lapses and not taken policies.—*Mutual Life of Canada.*

THE ROYAL BANK OF CANADA

INCORPORATED 1869

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

HEAD OFFICE - MONTREAL.

340 BRANCHES THROUGHOUT CANADA

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

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

NEW YORK,
Cor. William & Cedar Sts.

SAVINGS
DEPARTMENT

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

The Dominion Bank

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

W. D. MATTHEWS, Vice-President

C. A. BOGERT, General Manager

TRUST FUNDS SHOULD BE DEPOSITED

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

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

Head Office, Toronto

THE BANK OF TORONTO

Incorporated 1855.

Head Office: TORONTO, Canada.

PAID UP CAPITAL \$5,000,000
RESERVED FUNDS \$6,402,810

Directors

DUNCAN COULSON, President; W. G. GOODERHAM, Vice-Pres.; J. HENDERSON, 2nd Vice-Pres.; HON. C. S. HYMAN, WILLIAM STONE, JOHN MACDONALD, LT. COL. A. E. GOODERHAM, LT. COL. F. S. MEIGHEN, J. L. ENGLEHART, WILLIAM I. GEAR, THOS. F. HOW, General Manager. J. R. LAMB, Supt. of Branches

T. A. BIRD, Chief Inspector
Bankers

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

BANKING SERVICE.

A prompt and dependable banking service is provided for business men carrying their accounts at The Bank of Toronto. The reputation, resources and facilities of this Bank are a guarantee of satisfactory service to the business community.

THE BANK OF NOVA SCOTIA

INCORPORATED 1832.

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

Head Office - - - HALIFAX, N.S.

JOHN Y. PAYZANT, President.

Gen'l Manager's Office, TORONTO, ONT

H. A. RICHARDSON, General Manager.

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

BOSTON CHICAGO NEW YORK

HOME BANK OF CANADA

ORIGINAL CHARTER 1854

NOTICE OF QUARTERLY DIVIDEND.

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

By Order of the Board,

JAMES MASON,
General Manager.

Toronto, April 21st, 1915.

The Bank of Ottawa

DIVIDEND No. 95

NOTICE is hereby given that a dividend of Three per cent. being at the rate of Twelve per cent. per annum upon the paid-up capital stock of this Bank, has this day been declared for the current three months, and that the said dividend will be payable at the Bank and its branches on and after Tuesday, the First day of June, 1915, to shareholders of record at the close of business on the 18th of May next.

By Order of the Board,

GEORGE BURN,
General Manager.

OTTAWA, Ont., April 26th, 1915

IMPERIAL BANK'S REPORT.

The annual statement of the Imperial Bank presented at the shareholders' meeting held in Toronto on Wednesday is in line with those of the other leading banking institutions recently issued in showing a particularly strong liquid position. The Bank's readily available assets on April 30 amounted to \$36,067,000, as compared with \$34,473,000 at the end of the previous year. The actual cash assets, represented by current coin and Dominion Government notes, were at the end of the year \$15,048,000, as against \$12,944,000 on April 30, 1914. At the close of the year readily available assets were equal to over 59 per cent. of the total liabilities to the public.

Current loans and discounts in Canada show a reduction from \$41,331,000 to \$36,245,000, and call and short loans in Canada are reduced from \$4,050,000 to \$3,966,000. On the other hand, a reduction in deposits is shown. Interest-bearing deposits stood on April 30 at \$47,266,000, as compared with \$49,178,000 in the previous year. The aggregate of non-interest bearing deposits was \$7,815,000, as compared with \$9,060,000.

Profits naturally show a falling off. They were in the year ended April 30, \$1,031,359, which compares with earnings of \$1,236,984 in the 1914 year, \$1,125,000 in 1913, \$1,004,000 in 1912, and \$841,000 in 1911. With a balance to the credit of the profit and loss account on April 30, 1914, amounting to \$1,265,000, the profits of the year made a total of \$2,297,000 available for distribution. Of this amount, dividends took \$840,000. Last year the provision for depreciation of securities and other contingencies amounted to \$250,000. This year an amount of \$400,000 is reserved for this purpose. Contributions to patriotic and relief funds amounted to \$14,000, and the war tax on bank circulation from January 1 to April 30 was \$17,000. An amount of \$1,012,000 was carried forward.

POST WAR CREDIT CONDITIONS.

Instead of money becoming tight and scarce after the war, in the opinion of some American authorities, it is likely to remain redundant. Credit has been mobilized to such an extent that it will be a difficult problem to demobilize it. That is to say, people who have borrowed will continue to pay their annual interest charges rather than to pay back the principal. This tendency in human nature is suggested clearly by the failure of policy-holders of insurance companies to pay back loans that have been made to them by the companies. It also is indicated by the indisposition of individuals to pay off mortgages on their homes. This in principle will apply. Hence these authorities it will take perhaps years for credit conditions to return to those that were current before the war.

The British Exchequer proposes to make an attempt to discriminate between *bona fide* endowment insurance and an obvious attempt to evade the income tax and super-tax through a sort of endowment assurance, which is alleged to be an abuse of recent growth in Great Britain.

FOREIGN BORROWING IN THE UNITED STATES.

Leading New York bankers estimate that more than \$247,000,000 in foreign loans has been placed in the United States since the commencement of the war. This does not take into account the amount of subscriptions from the United States for the second German war loan, as anything like accurate details on this point were difficult to obtain; neither does the compilation cover British credits which have been established in a private way awaiting the conclusion with American bankers of the much-talked-of \$150,000,000 loan or credits. It is natural to assume, therefore, that the advances already made to European countries are much larger than the total indicated. Some authorities estimate that financing on this score not accounted for would probably reach \$50,000,000. So this would make a grand total of more than \$300,000,000 loaned by the United States to foreign countries since the outbreak of the European conflict. But the great bulk of these loans has been placed since the first of the year.

Prominently represented in the total are Canadian securities amounting to \$85,500,000 made up of provincial, municipal and corporation issues. France has been the next largest borrower, followed by Argentina and Russia.

Bankers who played the most important part in these financial operations are authority for the statement that a very large part of the proceeds obtained by foreign countries has been disbursed in the United States by the borrowers, the loans or credits having been negotiated to make payment for supplies of various kinds.

ESTABLISHED 1873

The

Standard Bank

of CANADA

Head Office, TORONTO

124 BRANCHES THROUGHOUT THE DOMINION



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



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

National Trust Co.,

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

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

MONTREAL DIRECTORS

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

MONTREAL OFFICE:

153 St. James Street

PERCIVAL MOLSON, Manager.

The Royal Trust Co.

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

EXECUTORS AND TRUSTEES

BOARD OF DIRECTORS:

H. V. Meredith, President.

Sir William C. Van Horne, K.C.M.G., Vice-President.

SIR H. MONTAGU ALLAN, E. B. GREENSHIELDS
 R. B. ANOUS, C. H. HOSMER
 A. BAUMGARTEN, SIR W. G. MACDONALD
 A. D. BRAITHWAITE, HON. K. MACKAY
 H. R. DRUMMOND, SIR T. G. SHAUGHNESSY,
 C. B. GORDON, K.C.V.O.
 SIR LOMER GOUIN, K.C.M.G.

SIR FREDERICK WILLIAMS-TAYLOR

A. E. HOLT, Manager

OFFICE AND SAFETY DEPOSIT VAULTS:

107 St. James St., MONTREAL.

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

WESTERN

Assurance Company

Incorporated in 1851

FIRE AND MARINE

ASSETS OVER \$3,700,000.00

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

DIRECTORS

W. R. BROCK, President.

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

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

HEAD OFFICE . TORONTO

The Trust and Loan Co.

OF CANADA

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

MONY TO LOAN ON REAL ESTATE AND
 SURRENDER VALUES OF LIFE POLICIES.

30 St. James St., Montreal

PRUDENTIAL TRUST COMPANY

LIMITED

HEAD OFFICE

9 ST. JOHN

STREET

MONTREAL.

B. HAL. BROWN, President and Gen. Manager

Trustee for Bondholders
 Transfer Agent & Registrar

Administrator Receiver Executor
 Liquidator Guardian Assignee
 Trustee Custodian

Real Estate and Insurance Departments

Insurance of every kind placed
 at lowest possible rates.

Safety

Deposit Vault

Terms exceptionally
 moderate.

Correspondence
 invited.

THE LIFE AGENTS MANUAL, \$3.00

THE CHRONICLE, MONTREAL

AUSTRALIA and NEW ZEALAND BANK OF NEW SOUTH WALES

(ESTABLISHED 1817)

Paid-up Capital - - - -	\$17,500,000.00
Reserve Fund - - - -	12,500,000.00
Reserve Liability of Proprietors - - - -	17,500,000.00
	\$47,500,000.00
Aggregate Assets 31st March, 1914	\$254,228,600.00



J. RUSSELL FRENCH, General Manager.

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

Head Office:
GEORGE STREET, SYDNEY.

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

ROYAL INSURANCE COMPANY, LIMITED.

Probably there are few insurance companies more widely known the world over than the great Royal of Liverpool. Comparatively a modern organisation, having been established in 1845, it has long occupied a leading place among the British insurance giants, and continues to move steadily forward both in the extent of its operations and the amplitude of its resources. At the present time the Royal's assets total over \$110,000,000, while its annual premium income approaches \$34,000,000. In several branches of insurance the Royal occupies a prominent position. The enormous proportions of its fire business, producing now an annual premium income of over \$20,000,000, are well known. In its life department, the Royal has achieved a remarkable record. For the long period of half a century, it has maintained unaltered its quinquennial bonus to policyholders—an addition of \$15 per annum to each \$1,000 assured. The uniformity of the bonus through good and bad times alike, and its recent declaration at a time of unprecedented financial disturbance, constitute an achievement only possible where sobriety and wisdom of administration have steadily built up a financial position that is proof against practically every conceivable adverse circumstance.

THE FIRE DEPARTMENT'S YEAR.

The following is a comparison of the Company's fire business for 1914 with that of 1913:—

	1914.	1913.
Premiums after deduction of re-insurances.....	\$20,070,442	\$20,068,778
Net Losses.....	11,449,860	10,514,624
Ratio of Losses to Premiums..	57.0	52.4
Fire Fund at end of year.....	16,060,000	16,060,000

The Royal shared last year the relatively unfavorable experience reported by the majority of the great British fire companies. The premium income, which since the opening of the present century has increased by about 65 per cent., made only a slight advance upon that of 1913, sufficient, however, to constitute a new high record. On the other hand, there was a sharp rise in losses which increased nearly a million dollars in comparison with the previous year, so that the loss ratio was 57.0 per cent., compared with 52.4 per cent. in 1913, and the highest ratio experienced since 1906, the year of the San Francisco conflagration in connection with which the Royal paid out in losses no less a sum than \$6,250,000. It may be noted that from its foundation to December, 1914—a period of just under seventy years—the Royal has paid out in fire losses an enormous sum aggregating over \$250,000,000.

GREAT RESOURCES.

The Royal's fire fund is maintained at \$16,060,000. Besides this fire fund, there is available to meet the obligations of the Royal's fire department, a reserve fund of \$7,786,667 and a profit and loss balance of \$5,436,374, making a total amount available for the security of policyholders, apart from paid-up and subscribed capital, of \$29,283,041, equal to 146 per cent. of the premiums of 1914. It is a position of magnificent financial strength.

THE LIFE DEPARTMENT'S QUINQUENNIAL.

As already intimated, a quinquennium of the life department closed with the year 1914, and the results achieved during the period have been so satisfactory as to permit the declaration of a bonus of the same amount, viz. \$15 per annum per \$1,000 assured, as has been declared at every quinquennium through the past half-century. As usual, the quinquennial valuation was of a most stringent character. The rates of interest assumed in the valuation of liabilities were 3 per cent. for assurances, and 2½ per cent. for annuities, being well within the return actually obtained. The mortality tables employed for assurances were the British Offices Life Tables (1893). Assurances for the whole term of life of all classes and durations have been valued by the O^{M(5)} Table with O^M Net Premiums; Contingent Assurances have been valued by the O^(NM) and O^(M) Tables; and the O^M Table in combination with O^M Net Premiums, has been employed for Endowment Assurances and the remaining classes.

The net premium method of valuation, which has invariably been used by this Company, has again been adopted, the whole of the Loading, or difference between the net mathematical premiums and the premiums payable, being left free to provide for future expenses and to contribute to future profits. On this occasion the net premiums have been based on the Select O^M Tables instead of on the Aggregate O^M Tables used five years ago, the effect being to increase the margin of loading and to add to the stringency of the valuation. The net premiums have been calculated for the nearest ages at entry, and in the case of policies accepted with additions to age the nearest ages at entry (and the valuation ages) have been correspondingly increased. In certain classes an additional reserve of loading has been made in order to increase the margin to a minimum of 10 per cent. of the office premiums. The valuation of every class also includes full provision for payment of claims as at the date of death, the necessary adjustment adding \$455,744 to the estimate of liabilities. While war claims incurred up to December 31, 1914, amounted to \$121,667, a special reserve of \$243,333 has been provided in the valuation against further war claims.

RESULT OF THE VALUATION.

The result of the valuation is that an amount of \$4,691,822 is allocated to policyholders, \$576,535 is carried forward undivided, \$486,667 is carried to the general contingencies fund, and \$632,667 is allotted as the shareholders' proportion. The policyholders' bonuses are allocated as follows:

Participating policies which have not previously participated receive a Reversionary Bonus of \$15 per \$1,000 on the sum assured for each full year's premium paid at the participating rate, and policies which have previously participated receive a Reversionary Bonus of \$75 per \$1,000 on the sum assured.

Participating policies under which claims by death or maturity may arise before the 31st December, 1919, will receive in addition an interim bonus at the quinquennial rate of \$15 per \$1,000 on the

CANADA PERMANENT MORTGAGE CORPORATION

Established 1855.

Toronto Street, Toronto

President, W. G. GOODERHAM.

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

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

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

DEPOSITS RECEIVED DEBENTURES ISSUED

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

THE CANADA PERMANENT TRUST COMPANY

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

Representing

THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK

You will make money.

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

FOR TERMS TO PRODUCING AGENTS, ADDRESS:

George T. Dexter

2nd VICE PRESIDENT

34 Nassau Street New York, N.Y.

ESTABLISHED 1809

Total Funds Exceed

Canadian Investments Over

\$109,798,258.00

\$9,000,000.00

FIRE AND LIFE

North British and Mercantile

INSURANCE COMPANY

DIRECTORS

W. M. McMASTER Esq. G. N. MONCEL, Esq.

E. L. FRASE, Esq.

Head Office for the Dominion:

80 St. Francois Xavier Street - MONTREAL.

Agents in all the principal Towns in Canada.

RANDALL DAVIDSON, Manager.

Organized



Assets

\$8,966,071.46

Surplus to
Policyholders

\$4,019,694.66

Applications for Agencies invited.

Canadian Head Office

MONTREAL

J. W. BINNIE . . . Manager

A STRONG TARIFF OFFICE, NOW ENTERING CANADA

FOUNDED A.D. 1819

THE PHENIX FIRE INSURANCE COMPANY OF PARIS, FRANCE

EDMUND FOSTER, Supt. of Agencies.

THOMAS F. DOBBIN, Manager for Canada.

LEWIS BUILDING,

ST. JOHN STREET, MONTREAL.

Applications for agencies invited

sum assured for each full year's premium due and paid after the 31st December, 1914.

Policies under which premiums are no longer payable are placed on the same basis as policies which are subject to annual premiums.

Policyholders in the Royal have good reason to be well content with their position as shown by this valuation and the public can hardly fail to be impressed with the steady advantages offered by a life office which insists on so strict a valuation and yet is able to maintain so satisfactory a bonus declaration at the present time. In regard to the life business of last year, new life policies issued were for \$8,006,659. Total premiums for the year, after deducting reassurances, amounted to \$4,070,232, and interest, less income tax, to \$2,010,160. Claims including bonus additions absorbed \$3,517,974. The life fund, which at the beginning of the year stood at \$51,245,246, was increased at its close to \$51,857,158.

THE ROYAL IN CANADA.

The Royal entered the Canadian field sixty-four years ago, and occupies that leading position in Canadian insurance which is commensurate with its ample resources and great strength. Both its Canadian manager, Mr. William Mackay, and the assistant manager, Mr. J. H. Labelle, are well known throughout the Dominion, and a large and increasing fire business is transacted in all parts of the country. Last year the Royal received in Canada net fire premiums, \$1,450,549, an increase of nearly \$160,000 upon 1913, and incurred net losses of \$739,830, giving the satisfactory loss ratio of 51.0 per cent. The Royal's life department, of which Mr. R. A. Mannings, of Montreal, is secretary, also shows steady expansion in its Canadian business. Last year new policies were issued in Canada aggregating \$1,631,042, an increase approaching \$150,000 on the figures of 1913, the net amount in force at the close of the year being \$7,828,638. In view of the magnificent position occupied by the Royal both in its fire and life departments, and the skilful Canadian management at its disposal, it is to be anticipated that year by year the Royal's Canadian interests will continue to advance and become an increasingly important factor in the progress of this great Company.

INSURER THE AGENT OF INSURED.

A circuit court in Wisconsin has recently given a decision which, if upheld, is of considerable importance to companies transacting a liability insurance business. In the case in question, Wisconsin Zinc Company vs. Fidelity & Deposit Company of Maryland, the court, over-ruling the defendant's demurrer, decided that when under the terms of an employer's liability policy the insurer assumes the control of the defence of a claim of an injured employee, the insurer must act in absolute good faith as the agent of the insured employer, not only in the trial of the suit brought by the insured employee but also in the determination of the question as to whether an offer of settlement made by the employee claimant should or should not be accepted. The law point decided is comparatively new and has not as yet been determined in any court of last resort. If the Circuit Court is upheld by the Appellate Courts the decision will have a very important bearing on employers' liability insurance.

AMERICAN SURRENDERS AND LAPSES.

Statistics of twenty-nine American life companies compiled by the New York Spectator show that for 1914, policies terminated by surrender amounted to 2.08 of the mean number in force, as against 2.04 for the preceding year, while the terminations by lapse rose from 2.96 to 3.20 per cent., being the highest ratio shown since 1908.

It is believed, says the Spectator, commenting upon these figures, that many policies were surrendered last year for their cash values owing to the strained financial condition which occurred at the outbreak of hostilities in Europe, and it is probable that many of these contracts will be replaced by new ones. Policy loans are, however, having an increasing effect on the surrender column, as borrowers fail to take up their loans or even to pay interest, and consequently each year reduces the reserve available for further loans until it becomes exhausted and the policies are marked off as surrendered. There is still a large amount of deferred dividend business maturing each year, and as of the contracts of this class are closed out entirely, there is an appreciable effect on the percentage of terminations by surrender.

Lapses were more numerous in nearly every company last year than in 1913, due no doubt to the financial situation. Policies going off the books in this way are under three years old and in many cases their holders have not acquired the habit of persistent payment which seems to be formed after three years' premiums have been paid.

Agents should take particular pains to see that their business renews from year to year and should follow up their policyholders systematically in the early years.

BRITISH FIRE COMPANIES IN GERMANY.

Some interesting points regarding the present position of German branches of British insurance companies are given by the French insurance paper, L'Argus, which got its information from a German journal. On the Continent, it seems, it is a general practice to issue fire insurances to continue in force ten years. Certain German policyholders have now refused to pay British companies premiums and the matter has been tried in some of the Courts. On the 11th March last the Landgericht of Leignitz held that a policyholder of the Phenix had the right to refuse to pay the premium. But, just previously, namely, on the 25th February, the Landgericht of Breslau, in an action by a policyholder against the Commercial Union, decided that the plaintiff must continue to pay the premium. In the one case the Court considered that the guarantees promised when the insurance was effected no longer exist; but the other Court pronounced a contrary opinion. In another action, prior to the above-mentioned cases, the Landgericht of Darmstadt held that the Commercial Union could not enforce payment of the premium. So exactly how the companies stand in their relation to their German policyholders does not yet appear.

This story is told of an insurance company without agents which tried to operate many years ago. One of the promoters was asked if any applicant ever came in of his own accord. "Just one—and he stole the secretary's overcoat," was the reply.

HOW MUCH FIRE INSURANCE ?

The advertising columns of one of the Prince Edward Island newspapers were the scene just lately of quite an exciting combat in printers' ink between two of the general agencies in that much-favored province. Agency No. 1 started off with a "plain matter of fact talk to property owners," telling them to carry at least 80 per cent. of the present actual cash value of their property:—"If you have not 80 per cent. send for us at once with as great dispatch as you would send for a competent veterinary if the life of a valuable animal was in danger. . . . We write all our own policies, make all endorsements, adjust all our losses and pay all claims right here and try to pay them as far as possible on the day of the fire."

To this trumpet-call, Agency No. 2 replied with the question: "Has it ever occurred to you that it is possible to get too much of a good thing? . . . The fact is that the favorable loss experience and consequent favorable rates enjoyed by P.E.I. is due in a great measure to the strict adherence to the good old-fashioned practice of letting the assured have an interest in the preservation of his property. . . . Keep a strict interest in protecting your property and keep the rates down."

Whether the battle ended here in a draw or whether it is still being waged, to the edification of the Islanders and the profit of the newspaper owner, we are not aware. But the controversy naturally suggests the question, how much fire insurance is the right amount to carry?

It depends upon circumstances. What is one man's meat may be another man's poison, which, being interpreted in the terms of fire insurance, means that an amount of insurance which might save an upright business man from ruin when he had a fire, might tempt a crooked one to arson and land him in jail. As much is heard of under-insurance as of over-insurance. Every now and again some jackass arises to announce that the insurance companies are responsible for over-insurance and therefore for the huge fire waste, which is piffle; on the other hand we remember having seen the hat passed round to help some religious or charitable institution that has been burnt out and did not carry sufficient insurance. It seems clear at all events that churches and charitable institutions ought to carry really adequate insurance. Those who are in the position of trustees of them for the public have no more right to carry their own risk—or a good part of it—than a municipal council has to gamble with the property of the ratepayers by carrying its own risks in a self-insurance scheme that provides funds entirely inadequate to replace possible losses.

Then there arises the question of moral hazard. What the fire morals of Prince Edward Islanders, as recorded by statistics, may be, we don't know, but unless they are remarkably different from those of other localities, we should say that there are some people on the Island, especially at the present time, to whom 80 per cent. in cash of the cash value of their insured property would look good, especially when they might get it on "the day of the fire." Still it is true enough that a good many folk carry very small insurance on their property and that, not from any desire to have an interest in the preservation of it, as from sheer carelessness and neglect to carry an adequate amount. Moreover, it must be remembered that the co-insurance clause has the purpose

of distributing rates equitably, so that those whose losses may be large pay a proportionately adequate amount of premiums. The effect is to lower premiums generally, for since fire insurance is an affair of co-operation and average, when large risks produce an inadequate volume of premiums, the shortage has to be made up by other premium payers.

In short, circumstances alter cases. But generally speaking, and bearing in mind the frailty of human nature, we should say that the public, the majority of whom are wise enough to carry fire insurance, stand to lose more by over-insurance than by under-insurance. The average careless individual is not going to be so careful as to where he throws down a lighted match when he knows he is well insured as he will be when it may be a case of loss, \$20,000, insurance \$10,000. Though whether, until by the double process of penalties and education the present condition of affairs in regard to the fire waste is altered considerably, he will be very careful under either circumstance, may well be doubted.

THE TRAINING OF LIFE AGENTS.

The recent decision in the New York State Courts, ruling that the Superintendent of Insurance has no authority to require special qualifications in persons who apply for licenses as brokers, and holding that any reputable citizen may engage in the Insurance business as an Agent, brings very clearly before us the fact that while Life Insurance ought to be a profession it really is not at this time. That is to say, unlike Law or Medicine, no special course of study is required as a prerequisite for the right to carry a rate book. There is no authorized or required instruction which shall, so far as possible, be a guarantee to the public that agents shall be so trained and equipped as to insure intelligent and reliable service on their part. That able, intelligent and conscientious agents are really, in the highest sense, professional men none of us can doubt who are privileged to be associated with them. That there are too many, far too many, whose knowledge of life insurance fundamentals is ludicrously inadequate, we also recognize—with sorrow. What the true remedy may be is a very open question. It would seem that the general introduction into our colleges of courses of instruction on life insurance and the granting of diplomas to those students who show themselves worthy might prove valuable. Yet, every company official knows well that oftentimes the very man who could not pass the simplest examination may, by reason of some special business aptitude, prove a successful business-getter and we have to confess that it is "orders we want."

The subject presents so many different angles and bristles with so many difficulties that it seems almost insoluble. Perhaps the most effective because the simplest means of reaching the end we all desire is the whole-hearted encouragement of Associations formed by Life Insurance men themselves, which lend their moral support to the good agent and discountenance wrong practices and slack methods. Companies might easily insist that every agent they appoint should agree to join the nearest Agents' Association and bind himself to abide by its rules and regulations. Such action on the part of the companies would be very helpful to the associations, and to the honourable, earnest men who are trying so hard to make them successful.

J. L. KENWAY.

Guardian Assurance Co.LIMITED
OF LONDON, ENGLAND**Total Assets, over \$35,000,000**Fire Insurances at
Moderate Rates**The Guardian Accident &
Guarantee Company**Accident, Liability, Plate Glass and
Burglary Insurances
and Guarantee Bonds**APPLICATIONS FOR AGENCIES INVITED**

Head Offices: Guardian Building, 160 St. James St., Montreal

**SECOND-HAND PLANT
---OR A GOING CONCERN?**

- ☞ The interests of your family demand that your life be protected in favor of your firm.
- ☞ The biggest part of your estate is probably locked up in your business—how will your family come out if that business has to be liquidated and sold for what it will bring—perhaps the price of a second-hand plant?
- ☞ *Canada Life Business Insurance* will enable the partners to pay your heirs a proper price for your share of the business as a going concern.

HERBERT C. COX,
*President and General Manager.***ROYAL INSURANCE COMPANY LIMITED.****NOTICE TO AGENTS.**

Agents of this Company can refer prospective assurers to our unique record of having paid the same rate of profits to our policyholders for the past 45 years. Insurances in force over \$112,000,000, Assets over \$48,000,000. Most favourable terms to Agents. Address the Secretary, Royal Insurance Company Limited, Life Department, Montreal.

QUEEN INSURANCE COMPANY.**FIRE INSURANCE ONLY—ABSOLUTE SECURITY**

WM. MACKAY, Manager.

J. H. LABELLE, Asst. Manager

ATLAS ASSURANCE COMPANY, LIMITED.

Established so long ago as 1808, the Atlas Assurance Company, Limited, has never attempted the task of merely acquiring gigantic dimensions. Its present-day business does not, indeed, lack magnitude, but that has happily come about, less on account of efforts directly made to acquire a certain volume of business than through the steady increment which comes naturally to a Company that might well make "safety first" its motto. The energies of the management being free from the harassing cares necessarily attached to the acquirement of new business upon a large scale, undivided attention can be given to the congenial task of guiding the Company's operations along sound and conservative lines, and to the task of continued building up of the Company from the strong position which it at present occupies to one which shall be yet stronger. The success of these efforts under the direction of Mr. Samuel J. Pipkin, the esteemed general manager, who is much respected by insurance men on this side of the Atlantic, is well known. Substantial additions to the funds are made consistently and the Atlas is being placed in such a position that a huge conflagration would no more than temporarily impair its progress and such a contingency could be met with the calmness and confidence born of financial strength.

THE EXPERIENCE OF 1914.

While the experience of the fire department last year did not constitute a stern test upon the Company's resources, the results accruing, in common with those of other important British fire companies, were somewhat less favorable than those achieved in the two previous years. Net premiums were \$5,199,770, and losses, including contributions to fire brigades, \$2,918,095, a ratio of 56.1 per cent., compared with 47.2 per cent in 1913. Expenses, however, showed an actual decrease of over \$60,000 in comparison with 1913 at \$2,013,590, a proportion to premiums of 38.7 per cent.

The fire funds are maintained at a highly satisfactory level. A 40 per cent. reserve for unexpired risks of \$2,079,910 is maintained together with an additional reserve of \$4,015,410, which with the balance on profit and loss account of \$227,735 makes total funds available for the protection of fire policyholders \$6,323,055, equal to nearly 122 per cent. of last year's premiums. This is altogether apart from the large paid-up and subscribed capital, and is an entirely satisfactory showing.

Elsewhere than in Canada, the Atlas carries on a considerable business in various branches of insurance other than fire. This will be seen from the following statement of its funds as at December 31, 1914:—

Fire fund.....	\$ 6,095,320
Life fund.....	11,399,730
Employers' liability, accident and general insurance funds.....	289,750
Sinking fund and Capital Redemption fund.....	566,935
Contingency fund.....	108,730
Investment Reserve funds.....	125,000
Profit and Loss Balance.....	227,735

THE ATLAS IN CANADA.

In Canada, the Atlas Assurance Company carries on an extensive fire business, it having been for many years under the management of Mr. Matthew C. Hinshaw of Montreal, one of the oldest and best known fire underwriters in the Dominion. Last

year the Atlas received net cash for premiums in Canada, \$526,216, and incurred net losses of \$344,142, giving a ratio of losses incurred to premiums received of 65.4 per cent.

INSURANCE ON PROPERTY MORTGAGED TO LIFE COMPANIES.

A statement of considerable interest to life insurance companies which lend upon mortgage has been made by Governor Whitman of New York in vetoing a bill designed to prohibit certain conditions on the making of loans. It was set out in the bill that "neither a trustee, director or officer of a life insurance company shall direct or require a borrower or such company, upon mortgage, to negotiate any policy of insurance on the mortgaged property through a particular insurance broker or brokers, or attempt to divert to any particular insurance broker or brokers, the patronage of borrowers from such life insurance company or refuse to accept an insurance policy on the property mortgaged or proposed to be mortgaged because it was not negotiated through a particular insurance broker or brokers."

Governor Whitman states that in his opinion the bill is not enforceable, as no act of the legislature can compel a corporation to loan its money to individuals unless the corporation is entirely satisfied with the terms upon which the loan is made. If the provision was a good one he could see no reason why it should be enacted in regard to life insurance companies and should not affect other corporations lending money on bonds and mortgages, such as bond and mortgage guarantee companies, trust companies and other corporations whose business it is to invest assets upon bond and mortgage security, instead of being confined as it is, solely to life insurance companies.

"The purpose of the bill," proceeds the Governor, "is to take away from a single class of lenders the right to name the insurance expert upon whom they must rely. It is urged in support of the bill that it is immaterial whether the lender selects its fire insurance broker or not, as it is protected by the so-called mortgages clause. But I believe that the mortgage clause does not protect the lender in the event of a mistake in the date of a policy or failure to properly describe the property covered, or numerous other contingencies involved in a complicated bond and mortgage transaction.

"Furthermore, it seems to me that in cases of building loans, the qualification of the broker who writes the insurance is a most serious matter and might cause great loss to the lender if the broker should be untrustworthy."

WHEN "CHEAP" INSURANCE IS NOT CHEAP.

The moral that cheap insurance may be merely "cheap" insurance is pointed in the case of a coal owners' mutual employers' liability company in Illinois, which has gone into the hands of a receiver. This mutual avoided serious colliery disasters, merely becoming responsible for losses incurred in the course of normal operation. However, the members are now trying to get out of paying their obligations. The officers did their best to enforce collections, but finally decided to liquidate before additional losses were incurred. Prolonged litigation is assured, and if the creditors get any of their money they will probably have to sue the individual members, with all the handicaps and expenses of litigation and legal delays.



CANADA BRANCH HEAD OFFICE, MONTREAL.

DIRECTORS

M. Chevalier, Esq. T. J. Drummond, Esq. Sir Alexandre Lacoste.
 William Melson Macpherson, Esq. Sir Frederick Williams-Taylor
 J. Gardner Thompson, Manager. Lewis Laing, Assistant Manager.



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

DIRECTORS

J. Gardner Thompson, *President and Managing Director.*
 Lewis Laing, *Vice-President and Secretary.*
 M. Chevalier, Esq. A. G. Dent, Esq. T. J. Drummond, Esq.
 John Emo, Esq. Sir Alexandre Lacoste Wm. Melson Macpherson, Esq.
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The Northern Assurance Co. Limited

"Strong as the Strongest"

Accumulated Funds, \$41,265,000

HEAD OFFICE FOR CANADA,
 88 NOTRE DAME STREET WEST,
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G. E. MOBERLY, Supt. of Agencies.

ROBERT W. TYRE, Manager.

"THE OLDEST SCOTTISH FIRE OFFICE"

THE CALEDONIAN

INSURANCE CO. OF EDINBURGH.

Founded 1805.

Head Office for Canada,
 DOMINION EXPRESS BUILDING
Montreal

JOHN G. BORTHWICK
Canadian Manager

.. THE ..

London Assurance CORPORATION OF ENGLAND.

INCORPORATED BY ROYAL CHARTER A.D. 1720

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

Head Office for Canada, - **MONTREAL**

W. KENNEDY, W. B. COLLEY, Joint Managers.

ATLAS ASSURANCE COMPANY

LIMITED, of LONDON, ENGLAND

Established in the REIGN of GEORGE III

Income exceeds	\$7,625,000
Funds exceed	18,850,000

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

Head Office for Canada - MONTREAL

MATTHEW C. HINSHAW, Branch Manager

Active and Influential Agents Wanted

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

AGENTS

INSURANCE

BROKERS

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

11 ST. SACRAMENT STREET
 MONTREAL, P.Q.

DOES MISREPRESENTATION PAY ?

We refer especially to misrepresentation by either the company or the agent in obtaining a life insurance application. That no reputable company will knowingly misrepresent either its financial condition or the intent of its policy provisions is cheerfully conceded, but that such companies do not sometimes misrepresent the conditions and the results of policy provisions of competing companies cannot be as truthfully affirmed. It has been, we regret to say, not uncommon for some companies to use figures in statements in themselves strictly correct, so as to prove a weakness in a rival when compared with their own apparent strength. Printer's ink is freely brought into requisition in attractive circulars and in company literature, to demonstrate that "Codlin's your friend, not Short," by the use of comparisons which, to the average uninitiated insurant, have all the force of proof, when they in reality are worthless and misleading. Comparisons, to be of any fairness or value, must be with like things under like conditions.

USING FIGURES UNFAIRLY.

A similar use of figures, in themselves correct, has been made by various companies relating to ratio of assets to liabilities, management expenses, mortality rate, and the like, when the fact of entirely dissimilar conditions has been adroitly suppressed. This sort of thing illustrates forcibly the important truism that a half-truth may be, and generally is, an able-bodied untruth. Such methods are essentially misrepresentations. Does it pay to use such methods? We think not. Aside from the general proposition, affecting all legitimate transactions, that honesty is the best policy, it does not pay, for two distinct reasons: In the first place, no company can boast a monopoly of "smartness"; and however virile and shrewd may be its tactics, the "other fellow" is quite as wide-awake and enterprising, and is sure to expose the fallacy of the made-up case of an opponent, reaping thereby the benefit of a re-action against the attacking company in the mind of the would-be insurant. In the second place, great injury is done to life insurance as a whole, because public confidence is disastrously weakened, and in some cases destroyed, by an exposure of these unfair tactics. There is really no institution in the world so well calculated to deserve the confidence of the people as that of legitimate life insurance. In its fundamental principles and in the proper application of its methods it commends itself as the only absolutely reliable and easily available system by which men are enabled to provide for the future of their wives and children when the provider shall have fallen before the scythe of the grim reaper.

UNPRINCIPLED AGENTS.

The most mischievous form of misrepresentation

in the business has come, however, and still comes, from a class of unprincipled agents in the field. We wish we might truthfully say that company managers are as alert to watch closely the methods of business-getting by agents and to get rid of the perverters as they are to promote a big new business boom. The sole aim of this class of agents is to deliver the policy and pocket their commissions, on a flat brokerage basis, without interest in renewals. If deception is necessary to the getting of their man, they use it without the least hesitation. We have in mind a case which will serve as a sample of not a few in other localities. An agent, working under the city manager of a good company—not in Montreal, however—soon developed into a great business getter, especially cultivating a quarter of the city largely peopled by well-to-do, but not very bright, foreigners. It was noticed that ten and twenty payment life policies were more called for than any others by this champion solicitor. The premiums were promptly paid, the commissions as promptly collected, and all went swimmingly, until a rival agent made the discovery that his competitor had all along been selling to these credulous foreigners ten and twenty payment policies as ten and twenty year endowments, pure and simple. Of course he was not slow to inform these dupes of the deception practiced upon them. Coming to the knowledge of the company, to its credit we are able to say that its managers promptly dismissed the smart agent. When the renewals became due, however, no amount of explanation or offers of equitable adjustment could induce these deluded people to remain in the company. Did it pay? We rather think, and the company is decidedly of the opinion, that it did not. For the credit of the business we hope that such cases are not numerous; but this is by no means an isolated instance.

There are, however, other forms of deception practiced, as bad in principle, though not so disastrous in immediate results. They all bear fruit sooner or later, and injure not only the company concerned but the entire business. We are glad to believe that, under the reforming influence of life underwriters' associations, company regulations, and provincial laws, misleading tactics are gradually being repudiated. They cannot be routed out entirely any too soon.

The Bank of England yesterday continued its official rate of discount at the 5 per cent. level, which has now been in force some months.

* * *

American life and accident companies, following the "Lusitania" disaster, are reported to have resolved to issue no insurance in future on persons who travel to Europe while the war lasts. Holders of policies already in force cannot be affected by this rule.

COMMERCIAL UNION

ASSURANCE COMPANY LIMITED
of LONDON, England

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

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

APPLICATIONS FOR AGENCIES SOLICITED
IN UNREPRESENTED DISTRICTS.

Head Office: Canadian Branch:—

Commercial Union Building,
MONTREAL

J. McGREGOR,
Manager

W. S. JOPLING,
Assistant Manager

PALATINE

INSURANCE COMPANY LIMITED
of LONDON, England

(As at 31st December 1913)

Capital Fully Paid	\$500,000
Fire Premiums 1913, Net	\$2,498,625
Interest, Net	132,120
Total Income	\$2,630,745
Funds	\$5,400,000
Deposit with Dominion Gov't	\$155,667

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

APPLICATIONS FOR AGENCIES SOLICITED
IN UNREPRESENTED DISTRICTS.

Head Office: Canadian Branch:—

Commercial Union Building,
MONTREAL

J. McGREGOR,
Manager

W. S. JOPLING,
Assistant Manager

SUN INSURANCE OFFICE

FOUNDED A.D. 1710

Head Office:

Threadneedle Street - London, England

THE OLDEST INSURANCE OFFICE IN THE WORLD.

Canadian Branch:

15 Wellington Street East, Toronto, Ont.

H. M. BLACKBURN,
Manager.

LYMAN ROOT,
Assistant Manager.

OPPORTUNITIES

in Life Insurance are many.

FOR AN AGENCY, ADDRESS

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

THE CANADA NATIONAL FIRE INSURANCE COMPANY

HEAD OFFICE: WINNIPEG, MAN.

A Canadian Company Investing Its Funds in Canada

APPLICATIONS FOR AGENCIES INVITED

GET OUR PRICES FOR FIRST CLASS WORK

Orders Filled on Dates Promised

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

LIFE AGENTS.

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

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

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

THE LIMIT IN MALINGERING.

What must be about "the limit" in malingering in order to obtain workmen's compensation money is recorded by Sir John Collie, M.D., in the London Post Magazine. A man who had been in regular, steady employment for some time in the lead trade, upon the declaration of a strike immediately complained that he was suffering from lead poisoning, and furnished medical certificates to that effect. As the case gave rise to some suspicion, it was referred to a medical man of standing, who fearlessly reported that the case was one of malingering; but his opinion was not acted upon, for the man, for many months, was paid compensation for *right-sided* "drop wrist." He appears to have been no mean actor, for whilst he simulated paralysis of the right wrist so well as to obtain weekly certificates, he was actually at the same time engaged in giving performances as a professional Strong Man. Every night, at a Music Hall, clad only in gorgeous harness, he lifted enormous weights. One of his demonstrations consisted in stiffening the muscles of the *right* forearm and wrist and breaking with his right hand a thick strap which passed diagonally over his right shoulder to his left hip!

When detected he not only admitted it, but boasted how he had hoodwinked the examining medical men, and offered, for the payment of five pounds, to appear as a witness against another man who was also receiving fraudulent compensation for alleged lead poisoning. He had the temerity to leave with his employers some picture post-cards, showing himself in his professional garb and attitudes. He volunteered the information that these photographs were taken at the very time when medical men were examining and certifying that he was at his worst!

INCREASE OF ANNUITY BUSINESS.

A fact much commented upon lately has been the increased attention given by the British public to various forms of annuity contracts, writes the London Insurance Record. Securities which have long been labelled "gilt-edged" have fluctuated so greatly in value recently that it is little wonder that many investors—the smaller fry especially—are coming to look upon the term as a misnomer. Doubt and uncertainty has been the portion of every person dependent upon an income from investments. In the circumstances, it is not surprising that people take increasing advantage of the opportunities for investment offered by life assurance companies. Fortunate, indeed, are the possessors of annuities in sound life assurance institutions, for it has been truthfully said that they are able to take pleasure in the possession of the most heavily gilt-edged of all sources of income. The excellent terms now offered by first-class life offices under annuity contracts are in themselves sufficient to attract the attention of the small capitalist, but the knowledge that no further need exists for worry as to the condition of the money market, and that an income is guaranteed by institutions that conscientiously fulfil their obligations, and hold huge reserve funds for that purpose, is further reason for the recent extension of public interest in annuity business.

STICK TO YOUR COMPANY.

It generally pays for an agent to stick to the company with which he entered the business. Of course, there are other considerations to be taken up, and as they sometimes alter cases they must be given due consideration.

It is a mistake, however, for an agent to move around too rapidly between the various offices, as it ultimately makes him an object of suspicion. Loyalty is a cardinal virtue which cannot be too much encouraged by a life insurance company. There are many ways of improving this spirit of loyalty, such as get-together meetings and prizes offered for increases in the weekly and monthly volume, but the difference in commission which an agent may receive by frequently changing from one company to another in the same territory, is not of itself sufficient inducement to make the change worth while.

This is particularly so in a small city or town where an agent gradually becomes identified in the public mind with a certain company and his reputation as a business getter is distinctly connected with getting business for that company. As a general proposition an agent can do more business by sticking to a company than by changing every three or four years, or oftener, to some competitor.—*Insurance Age*.

ONE MORE FAILURE.

A gentleman whose name has figured heretofore in the society columns of the newspaper now comes before the public as the president of an association which is going to run the industrial life insurance agent out of business. On his "advisory board" are the Hon. Joseph H. Choate, Dr. Albert Shaw, the Hon. Elihu Root and Mr. Austen G. Fox. His idea is to pay \$75 at death, and from \$10 to \$17 a week for 52 weeks, the application for a policy to be made at a home or branch office. No broker's or agent's commission can be allowed on the policy. A special clause provides that the insurance can in no way be diverted from the insured's family. The premium is to be paid annually, semi-annually or quarterly. Human nature has not changed much in the last few years, and the chances are that 999 men in a 1,000 will still wait for the solicitor to come around and give vent to the usual amount of persuasive eloquence.—*Insurance Times*.

PLATE GLASS LOSS ORIGINS.

The Fidelity and Casualty Company of New York reports a considerable growth of losses caused by the breaking of store front windows by stones hurled from the roadway by passing automobiles. Burglars' activities also accounted for an increased drain upon the Company's exchequer last year. "The principal cause of loss in our business, however," continues the Company, "is of indeterminate extent and involves the element of moral hazard, *i.e.*, 'cause unknown.'" These words cover a multitude of sins. The assured resorts to the expression, which causes him no inconvenience except possibly to his conscience, rather than become involved in dispute; and the insurance company, being unable to establish any reason to the contrary, has to replace. In this way we are frequently deprived of the right of recovery that would be open to us if the true facts were known and the persons liable for the breakage are protected."

THE BRITISH AMERICA ASSURANCE COMPANY

Incorporated 1833.

FIRE, MARINE and HAIL

HEAD OFFICE: TORONTO

Old Reliable Progressive
Assets over - - \$2,000,000.00
Losses paid since organization
over - - \$38,000,000.00

DIRECTORS:

W. R. BROCK, President

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ROBT. BICKERDIKE, M.P.
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Secretary

THOMAS F. DOBBIN, Resident Manager
MONTREAL

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

Phoenix Assurance Co. Ltd.

OF LONDON, ENGLAND. (Founded 1782)

FIRE LIFE

TOTAL RESOURCES, over - - \$78,500,000.00

FIRE LOSSES PAID - - 425,000,000.00

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

AGENTS WANTED IN BOTH BRANCHES. Apply to

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

100 St. Francois Xavier St. - Montreal

Established 1864.

New York Underwriters Agency.

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

PROVINCIAL AGENTS.

MURPHY, LOVE, HAMILTON
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WHITE & CALKIN,
St. John, N.B.
ATYR & SONS, LTD.,
St. John, Nfld.

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

NORWICH UNION FIRE INSURANCE SOCIETY, Limited

INSURANCE AGAINST

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

Agents wanted for the Accident Branch.

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

JOHN MacEWEN, Superintendent for Quebec.

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

L'UNION FIRE INSURANCE COMPANY, Limited

Head Office: PARIS, France.

Established 1828

Capital fully subscribed . . \$ 2,000,000.00

Net Premiums in 1913 . . 5,561,441.00

Total Losses paid to 31st Dec., 1913 90,120,000.00

Canadian Branch:

LEWIS BUILDING 17 ST. JOHN STREET, MONTREAL

Manager for Canada:

MAURICE FERRAND

BRITISH COLONIAL FIRE INSURANCE COMPANY

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

STRONG AS THE STRONGEST

Agents wanted in Unrepresented Districts

President: HON. C. E. DUBORD

Director and Secretary: THEODORE MEUNIER

Manager: H. W. THOMSON

INSPECTORS.

GAVIN BROWN, JR., 51 Yonge Street, Toronto, Ontario.

ARTHUR PATTON, Brandon, Man.

B. A. CHARLEBOIS, P. O. Box 208, Montreal, Que.

CANADIAN FIRE RECORD

Specially compiled by The Chronicle.

DAUPHIN, MAN.—Farrell & Mills furniture and undertaking store, badly damaged, May 21. Damage to stock \$4,000. Insurance \$20,000.

MONTREAL, QUE.—Andrews Home, 46 Belmont street, damaged May 25. Fire originated in hollow post through burning off of paint. Loss slight.

Grey Nunnery, Dorchester street, damaged by fire, May 28. Damage slight.

Considerable damage done to Madame Bergeron's grocery store, 1552 Bordeaux street, May 20.

MITCHELL, ONT.—Garage owned by F. E. Campbell and rented by Robert Chapman, destroyed with three automobiles, May 24. Insurance on building, \$500. Origin, spark from auto engine ignited gasoline.

TORONTO, ONT.—Factory of National Mattress, Felt & Bating Company, Gerrard street, damaged, May 18. Insurance as follows:—

ON BUILDING.	
N. Y. Underwriters . . . \$3,000	Queen \$3,000
Springfield 3,000	Caledonian 3,000
German-American 3,000	
Loss, 60 per cent. \$15,000	
ON STOCK.	
N. Y. Underwriters . . . \$1,400	Queen \$1,000
Springfield 1,400	Caledonian 1,000
German-American 1,200	
Total Loss \$6,000	
ON MACHINERY.	
N. Y. Underwriters . . . \$1,000	Queen \$1,000
Springfield 1,000	Caledonian 1,000
German-American 1,000	
Loss, 50 per cent. \$5,000	

REFINERY FIRE AT ST. JOHN, N.B.

Yesterday (Thursday) a fire occurred on the premises of the Atlantic Sugar Refinery, St. John, N.B. The following companies are interested.

ON BUILDING.	
Canada National . . . \$25,000	North Brit. and Mer. . \$20,000
Century 25,000	North West 25,000
Excess 175,000	Norwegian Undws. . . 15,000
Globe and Rutgers . . 100,000	Pacific 5,000
Guardian 50,000	North River 125,000
Home 200,000	Palatine 50,000
Ins. Underwriters . . . 15,000	Royal 30,000
Lloyds 155,000	Royal Exchange . . . 100,000
National of Hartford 300,000	Stuyvesant 15,000
N. Y. Underwriters . . 50,000	
\$1,500,000	
ON STOCK.	
First National . . . \$15,000	North Brit. and Mer. . \$50,000
Hudson Bay 10,000	Pacific 5,000
Ins. Underwriters . . . 15,000	Stuyvesant 15,000
Industrial 5,000	
Lloyds 75,000	
Middlesex Mutual . . . 20,000	
\$200,000	

The fire, it is stated, was caused by a light dropped in a bag of sugar. The building, which is new, in addition to being sprinklered is in every other respect as near fire proof as it is possible to make it.

The damage, we understand, was confined to one floor and was principally on stock caused by water and smoke.

The fire has not interfered with the shipping of goods.

Maple Leaf Milling Company, of Toronto, reports profits of \$1,048,997 against \$418,169 in the previous year. The total surplus is increased to \$1,034,406 against \$333,969 a year ago.

A NEW MORTALITY TABLE.

For some years past there has been more or less consideration given to the question of preparing a new American table of mortality, based on the experience of United States life insurance companies. The Actuarial Society of America has considered the subject at various times and the National Convention of Insurance Commissioners only recently asked the society to take up the matter again. At last week's meeting of the Actuarial Society the question took concrete shape in the form of a paper prepared by Mr. Henry Moir, actuary of the Home Life of New York, who expressed the opinion that a table is needed (a) which will be safe in computing premiums not only for companies which are strict in selection of risks and companies in healthy districts, but for all sections of the country; also safe for companies inexperienced in the selection of risks or who take the broad view that the average active business man is entitled to insurance, although not a first-class risk; (b) which will be based upon sums insured and giving due effect to the influence of the amount of insurance carried at different ages; (c) whose curve of mortality follows the modern line of experience, so that premium rates, reserves, surrender values, and surplus distribution may all be computed in a manner fair and just to policyholders of all classes, of all ages, and of all durations; conditions which do not completely hold at the present time.

Subsequently, the Council passed a resolution that a new mortality table or tables should be prepared under the direction of the Actuarial Society; that the committee of seven be continued for the purpose of conferring with the proper committee of the National Convention of Insurance Commissioners, and with the companies whose statistics may be desired; that, if the way be clear, the committee proceed with the work of preparing such new table or tables; and that the committee report the results of its conclusions to the council.

THIRD PARTIES NOT WANTED.

The life insurance agent should impress upon his policyholders and their beneficiaries that the intervention of attorneys, brokers or commission men is wholly unnecessary in the collection of death claims. It frequently happens that beneficiaries pay out money in connection with the settlement of a death claim when there is no necessity of doing so. The agent should make it clear to his client that all that is necessary is to promptly notify the manager of the company of the death of the policyholder, when the requisite blanks will be furnished. Attention should be called to the fact that in many cases the amount of protection which the insured intended for his beneficiaries when taking out the insurance was needlessly depleted through the intervention of a third party in the settlement of a claim.—*Insurance Post.*

Since the end of July last, when war broke out, notice deposits in the Canadian banks have increased by 15 million dollars, and Canadian current loans and discounts been reduced by 78 million dollars.



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



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

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

THE YORKSHIRE INSURANCE COMPANY, LIMITED

ESTBD. 1824 **YORK, ENGLAND** **ASSETS EXCEED \$22,000,000**

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

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

APPLICATIONS FOR AGENCIES are invited from responsible persons.

ROYAL EXCHANGE ASSURANCE

Founded A.D. 1720

Losses paid exceed \$235,000,000

Head Office for Canada

Royal Exchange Building
 MONTREAL

ARTHUR BARRY, Manager

Correspondence invited from responsible gentlemen in unrepresented districts re fire and casualty agencies



Head Office, Royal Exchange, London

INSURANCE COMPANY OF NORTH AMERICA

FOUNDED 1792.
 PHILADELPHIA, PA.

CAPITAL, \$4,000,000.00
SURPLUS TO POLICY HOLDERS . 8,844,871.95
ASSETS 17,816,188.57
LOSSES PAID EXCEED . 159,000,000.00

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

THE LAW UNION & ROCK

INSURANCE CO. LIMITED, LONDON. Founded in 1808

Assets Exceed - \$48,500,000.00

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

Canadian Head Office: 57 Beaver Hall Hill.
 MONTREAL.

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

THE LIFE AGENTS' MANUAL - \$3.00

Published by The Chronicle, Montreal

MOUNT ROYAL ASSURANCE COMPANY

PAID UP CAPITAL	\$250,000.00
TOTAL FUNDS	729,867.36
NET SURPLUS	202,041.02

The NATIONALE FIRE INSURANCE COMPANY OF PARIS, FRANCE.

SUBSCRIBED CAPITAL	\$2,000,000
TOTAL FUNDS	7,491,390
NET SURPLUS	1,867,160

AGENTS WANTED IN UNREPRESENTED DISTRICTS.

HEAD OFFICE FOR CANADA - **MONTREAL.**

J. E. CLEMENT, General Manager.

H. M. YORK, Inspector for Ontario.

L. C. VALLE, Inspector for Quebec

Traffic Returns.

CANADIAN PACIFIC RAILWAY.				
Year to date	1913	1914	1915	Decrease
April 30..	\$41,495,000	\$33,813,000	\$27,275,000	\$6,538,000
Week ending	1913	1914	1915	Decrease
May 7..	2,572,000	2,119,000	1,594,000	525,000
" 14..	2,627,000	2,233,000	1,604,000	629,000
" 21..	2,663,000	2,199,000	1,575,000	624,000
GRAND TRUNK RAILWAY.				
Year to date	1913	1914	1915	Decrease
April 30..	\$17,175,648	\$16,110,787	\$14,755,831	\$1,354,956
Week ending	1913	1914	1915	Decrease
May 7..	\$1,060,639	\$978,178	\$863,195	\$114,983
" 14..	1,104,297	945,032	922,106	22,976
" 21..	1,069,065	963,587	938,386	25,201
CANADIAN NORTHERN RAILWAY.				
Year to date	1913	1914	1915	Decrease
April 30..	\$6,343,300	\$6,038,800	\$4,863,900	\$1,174,900
Week ending	1913	1914	1915	Decrease
May 7..	\$472,400	\$423,400	\$300,500	\$122,900
" 14..	480,200	407,200	245,700	161,500
" 21..	507,400	369,300	268,500	100,800
TWIN CITY RAPID TRANSIT COMPANY.				
Year to date	1913	1914	1915	Increase
April 30..	\$2,016,734	\$2,889,110	\$3,005,371	\$116,261
Week ending	1913	1914	1915	Increase
May 7..	\$160,189	171,704	171,796	92
" 14..	160,578	171,760	174,737	2,977

HAVANA ELECTRIC RAILWAY COMPANY.				
Week ending	1914	1915	Decrease	
May 2.....	\$54,809	49,672	\$5,137	
" 9.....	56,976	54,065	2,911	
" 16.....	52,058	51,232	826	
" 23.....	52,032	53,674	Inc. 1,642	
DULUTH SUPERIOR TRACTION CO.				
Week ending	1913	1914	1915	Decrease
May 7.....	\$23,028	\$24,094	\$20,212	\$3,882
" 14.....	23,134	24,138	19,629	4,509
" 21.....	23,685	25,068	20,336	4,750

MONEY RATES.

	To-day	Last Week
Call money in Montreal	6-6 1/2%	6-6 1/2%
" Toronto	6-6 1/2%	6-6 1/2%
" New York.....	1 1/2%	2%
" London	11-1 1/2%	11-1 1/2%
Bank of England rate.....	5%	5%

CANADIAN BANK CLEARINGS.

	Week ending May 27, 1915	Week ending May 20, 1915	Week ending May 28, 1914	Week ending May 29, 1913
Montreal..	\$38,214,453	\$48,906,035	\$46,566,397	\$45,151,658
Toronto...	27,975,905	34,908,036	34,111,146	35,287,090
Winnipeg..	16,568,110	20,276,604		
Ottawa....	3,416,964	3,926,462	3,259,891	3,134,898

McGIBBON, CASGRAIN, MITCHELL & CASGRAIN
CASGRAIN, MITCHELL, HOLT, McDougall, CREELMAN & STAIRS
 TH. CHASE-CASGRAIN, K.C. VICTOR E. MITCHELL, K.C.
 CHARLES M. HOLT, K.C. A. CHASE-CASGRAIN, K.C.
 ERROL M. McDougall, JOHN J. CREELMAN,
 GILBERT S. STAIRS, PIERRE F. CASGRAIN.
ADVOCATES, BARRISTERS, ETC.
 ROYAL TRUST BUILDING, 107 ST. JAMES STREET, MONTREAL.
 Bell Telephone Main 5069.

ATWATER, DUCLOS & BOND
ADVOCATES
 Guardian Building, 166 St. James Street, Montreal.
 A. W. ATWATER, K.C. C. A. DUCLOS, K.C.
 W. L. BOND, K.C.

McCarthy, Osler, Hoskin & Harcourt
BARRISTERS, SOLICITORS, ETC.
 HOME LIFE BUILDING, VICTORIA STREET, TORONTO
 JOHN HOSKIN, K.C. F. W. HARCOURT, K.C. H. S. OSLER, K.C.
 LEIGHTON MCCARTHY, K.C. D. L. MCCARTHY, K.C.
 BRITTON OSLER, J. P. H. MCCARTHY.
 Counsel: WALLACE NESBIT, K.C.

H. J. KAVANAUGH, K.C. JULIUS MATHIEU
 H. GERIN-LAJOIE, K.C. ALEXANDRE LACOSTE, JR.
 PAUL LACOSTE, K.C. T. J. SHALLOW
 J. H. GERIN-LAJOIE
 Sir Alexandre Lacoste, K.C.
Kavanagh, Lajoie & Lacoste
 ADVOCATES, SOLICITORS, ETC.
 Provincial Bank Building, 7 Place d'Armes
 Montreal, Canada

Montreal Tramways Company
SUBURBAN TIME TABLE, 1915

Lachine:
 From Post Office—
 10 min. service 5:40 a.m. to 8:00 a.m. 10 min. service 4 p.m. to 7:10 p.m.
 20 " " 8:00 " 4 p.m. 20 " " 7:10 p.m. to 12:00 mid.

From Lachine—
 20 min. service 5:30 a.m. to 5:50 a.m. 10 min. service 4 p.m. to 8:00 p.m.
 10 " " 5:50 " 9:00 " 20 " " 8:00 p.m. to 12:10 a.m.
 20 " " 9:00 " 4 p.m. Extra last car at 12:50 a.m.

Sault aux Recollet and St. Vincent de Paul:
 From St. Denis to St. Vincent—
 15 min. service 5:15 a.m. to 8:00 a.m. 30 min. service 8:00 p.m. to 11:30 p.m.
 20 " " 8:00 " 4:00 p.m. Car to Hendersons only 12:00 mid.
 15 " " 4:00 " 7:00 p.m. Car to St. Vincent 12:40 a.m.
 20 " " 7:00 " 8:00 "

From St. Vincent to St. Denis—
 15 min. service 5:45 a.m. to 8:30 a.m. 30 min. service 8:30 p.m. to 11:35 p.m.
 20 " " 8:30 " 4:30 p.m. Car from Henderson to St. Denis
 15 " " 4:30 p.m. 7:30 " 12:20 a.m.
 20 " " 7:30 " 8:30 " Car from St. Vincent to St. Denis
 1:10 a.m.

Cartierville:
 From Snowdon's Junction— 20 min. service 5:30 a.m. to 1:40 p.m.
 40 " " 5:40 p.m. to 12:00 mid.
 From Cartierville— 20 " " 5:40 a.m. to 9:00 p.m.
 40 " " 9:00 p.m. to 12:30 a.m.

Mountain:
 From Park Avenue and Mount Royal—
 20 min. service 5:40 a.m. to 12:00 midnight
 From Victoria Avenue—
 20 min. service 5:50 a.m. to 12:30 a.m.
 From Victoria Avenue to Snowdon—
 10 minutes service 5:50 a.m. to 8:50 p.m.

Bout de l'Île:
 60 min. service 5:00 a.m. to 12:00 midnight.

Tetraultville:
 15 min. service 5:00 a.m. to 9:00 a.m. 15 min. service 3:30 p.m. to 7:00 p.m.
 20 min. service 9:00 a.m. to 3:30 p.m. 20 min. service 7:00 p.m. to 4:30 p.m.

Pointe aux Trembles:
 15 min. service 5:00 a.m. to 9:00 a.m. 30 min. service 7:00 p.m. to 11:00 p.m.
 20 " " 9:00 a.m. to 3:30 p.m. 60 " " 11:00 p.m. to 1:00 a.m.
 15 " " 3:30 p.m. to 7:00 p.m.

EDWIN P. PEARSON AGENT
NORTHERN
 Offices:
 Adelaide St. East, Toronto **ASSURANCE CO.**



The Employers' Liability

Assurance Corporation Limited

“ “ “ OF LONDON, ENGLAND “ “ “

TRANSACTS:

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

Most Liberal Policies Issued

Offices: **MONTREAL, TORONTO**

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

Canadian
Government
Deposit over

\$1,340,000

STANDS FIRST

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

THE CANADA ACCIDENT ASSURANCE COMPANY

HEAD OFFICE: Commercial Union Building, MONTREAL

CAPITAL \$500,000.00

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

Board of Directors:

S. H. EWING, President J. S. N. DOUGALL, Vice-President
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T. H. HUDSON, J. WM. MCKENZIE, Joint Managers.

Branches: MONTREAL VANCOUVER CALGARY REGINA

FOUNDED 1871

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

Accident, Health, Employers' Liability, Guarantee and Plate Glass Insurance

UNRIVALLED SECURITY

LIBERAL POLICIES

ASSETS EXCEED - - - \$16,400,000

CLAIMS PAID, over - - - \$50,000,000

Canadian Head Office - - - TORONTO, Ontario

CHARLES H. NEELY, General Manager.

WHY NOT HAVE THE BEST ?

The Globe Indemnity Company of Canada

Head Office, MONTREAL.

formerly--The Canadian Railway Accident Insurance Company.

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

JOHN EMO, General Manager & Secretary.

ROBERT WELCH, Assistant Manager.

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

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

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