



NATIONAL PROSPERITY NUMBER

HOME INSURANCE COMPANY NOW IN ITS 125TH YEAR

In Its Annual Report for 1915 Total Assets Show a Remarkable and Healthy Increase.

The Home Insurance Company, New York, is 125 years old and said to be the largest fire insurance company in America and may be taken as a criterion by which to judge the increase in business during 1915 of other large casualty companies. In the annual report for 1915 the company's total admitted assets (market value) increased from \$35,313,139.27 to \$37,982,743.93, or no less than \$2,669,604.66. This is a record for a single year probably never before equaled by any fire insurance company. While some portion of this gain is undoubtedly due to the enhancement of the market value of the securities held, it is clear from the figures for the reserves that the greater part was derived from the increase of the business, according to the *Economic World*. At the close of 1914 the reserve premium fund stood at \$14,268,824, while at the end of 1915 it had increased to \$15,878,826, an increase of \$1,610,002. Similarly the reserve for losses rose from \$1,264,584.79 on December 31, 1914, to \$1,736,205.32 on December 31, 1915, an increase of \$471,620.53.

The reserve for miscellaneous accounts also was increased from \$100,000 at the beginning of the year to \$150,000 at its close. These figures of course are on the liability side of the balance sheet, though naturally offset by corresponding assets. They are added as indicative of the manner in which the company's business is developing. On the other hand, a pure gain in the assets without offsetting liabilities is represented by the growth of the surplus over contingencies and all liabilities (including capital stock) from \$10,704,474.16 on December 31, 1914, to \$12,237,177.25 on December 31, 1915, an increase of \$1,532,703.09.

As the capital stock remains at \$6,000,000 and of South Dakota. The remaining thirty-eight States enacted the 110 laws here reproduced.

Thirteen States enacted but one law each, eight States passed two each, five States three each, five States four each, three States five each, one State passed six, two States seven each and one State eleven. The last State was Wisconsin, whose total for the years 1911, 1913 and 1915 is forty-three, seventeen more than the next highest State, New York, and more than double the number in any other State.

The number of laws enacted in 1915 was 142, and in 1914 it was 150, so that in 1915 there was a reduction of 25 per cent. in number from 1914 and 15 per cent. from 1911.

NOVEL NEWSPAPER INSURANCE. In Vogue in Europe Before 1880—Not Known Here.

A branch of insurance as yet unknown to America, in practice at least, is the newspaper insurance as practised in Europe. It is an insurance by newspapers of their subscribers, and was probably started as a circulation builder. The issue of the French insurance periodical *L'Argus*, January 2, contains a review of the system, which, translated, says: "Competition is so keen in all branches of economic activity that certain newspaper managers hit upon the idea some years ago of solidifying and increasing the number of their subscribers by making them the beneficiaries of an insurance policy in case of the transpiration of certain injurious events, of which these subscribers might be the unhappy victims."

"Certain injurious events," we say, and we are employing an expression as indefinite and elastic as possible in order better to make clear that the insurance may be of any kind whatsoever. But, in practice, it is particularly accident insurance which is used in this way.

It was in England that managers of magazines and newspapers first initiated the plan of promising to pay indemnities to their subscribers in case of occurrence of certain injurious events. Having developed extensively in England, this form of insurance spread to the Continent. About 1850 it was introduced into Germany, which furnished an unusually favorable field for its expansion. This is explained by the number of newspapers existing in the empire and by the close competition between them. From Germany the scheme was taken up in Austria, Switzerland and France.

At the end of 1911 the report of the Imperial (German) Office of the Interior stated: (a) The number of newspapers offering to their subscribers insurance supervised by the State was 154, with aggregate circulation of 1,776,465. (b) The number of newspapers offering to their subscribers insurance not supervised by the State was 143, with an aggregate circulation of 2,569,220, being in round numbers 800,000 more subscribers than for the newspapers which were supervised.

MUCH IMPROVEMENT IN STORAGE BATTERY

Early Days of Battery Were Limited, but Progress Has Now Caused a Big Demand.

By ROBERT C. COPPIN.

Ever since the day, more than twenty years ago, when W. W. Gibbs of Philadelphia, recognizing the boundless possibilities of the storage battery, organized a stock company and acquired all the patent rights of value there has been steady progress in methods of manufacture and quality of product. Given at that early day there were several manufacturers in the field, each claiming for his product superiority over all others and a monopoly of all good features of design. Each maker was trying strenuously to show some result before his financial backers tired of advancing funds. It was Mr. Gibbs who first realized that the chaotic condition could not last and that it threatened to stifle in its infancy an industry that gave great promise.

Strange as it seems to us now, in the early days the uses for batteries were somewhat limited. It was the search for an outlet for their product on the part of the storage battery manufacturers that gave an impetus to the development of the electric vehicle. With vehicle development fairly under way the battery manufacturers found themselves hard put to it to keep pace with the progressive demand for better batteries. From that day on steady progress has marked the path of both vehicle and battery. Now each stands well nigh perfect in its respective field.

The storage battery of today bears but scant resemblance to its forerunner of twenty years ago. To be sure the same materials in great measure enter into its makeup, but the design has been modified and simplified until in place of the heavy cumbersome cell we have a more compact, efficient cell of very much greater capacity.

The little "electric storage battery" is somewhat of a misnomer. It is really a converter and store of energy. The electrical energy given to the battery during the process of charging is transformed into chemical energy and stored away. When the battery is discharged this energy is again transformed, this time back into electrical energy and is available in that form.

The principle upon which the storage or secondary battery operates was discovered by Plante in 1860. He found that if two plates, one of pure lead and the other of lead peroxide, were immersed in dilute sulphuric acid electric current would flow through an external circuit. After a time the surface of the plates became charged and the current fell to zero. Upon sending a current through the cell in the opposite direction the plates were restored to their original condition and the cell would again give full current. This comparatively simple process is then the foundation of the storage battery industry.

Many attempts have been made to discover some combination of elements other than lead and sulphuric acid which would prove practicable as storage battery components. Of the numerous combinations tried the only one so far found commercially successful has been one which employs nickel hydroxide and iron for the electrodes, and a solution of caustic potash for the electrolyte. Such a battery is known as a nickel iron or alkaline battery.

The current output of a cell, either lead or nickel iron, is determined by the number of plates composing the cell, while the voltage per cell is independent of the number of plates and is a constant for cells composed of given elements.

The nickel iron battery is a common type now used in the storage battery market. Part of its advent the lead sulphuric acid battery had the field all to itself.

The earlier lead batteries were all of what is now known as the flat plate type. With the development of the art

TOBACCO JOBBERS BUSY.

Havana Factories Active—Orders From All Parts of the World.

Due perhaps to the heavy demand for domestic and Cuban tobacco for Europe the past year has unquestionably been a very busy and profitable one for the jobber, according to C. K. Smith, sales manager cigar department of R. C. Williams & Co. There has been a steadily increasing demand among the retail trade for the better grade of cigars and tobacco and those offering a straight known quality proposition to the retailer have had no trouble in making sales.

Reports from Havana show that the large factories there are still busy executing orders to all parts of the world, and although the busy season has ended these factories have not felt the usual receding wave of activity up to the present. As there are no surplus stocks left in the hands of the importers this may be due to a reaction following the former policy of economy which has been practiced for so many years.

The season just closed, so far as our domestic cigar industry is concerned, has been a record breaking one and one of the largest ever witnessed. We have had a big call for our high grade cigars this season from all parts of the United States and just from the orders coming in now for future delivery the market for cigars this summer will be even greater than that of 1915.

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New York Life Insurance Co.

346 & 348 Broadway, New York City

SEVENTY-FIRST ANNUAL REPORT

NO BOND ISSUED BY ANY BELLIGERENT COUNTRY AND HELD BY US WAS IN DEFAULT OF PRINCIPAL OR OF INTEREST AT THE CLOSE OF 1915.

Market values, as a whole, are a little lower than a year ago. Bonds of belligerent nations are quoted in our Annual Statement at the market where a quotation was obtainable, otherwise and in only one instance as of June 30, 1914.

THE INVESTMENTS OF THE YEAR (OUTSIDE OF LOANS ON POLICIES AND REAL ESTATE ACQUIRED THROUGH FORECLOSURE) WERE

As follows:	INVESTED TO PAY 5.13%	\$36,696,191.59
Railroad Bonds	INVESTED TO PAY 4.69%	6,829,045.94
Foreign State and Municipal Bonds	INVESTED TO PAY 5.27%	10,060,612.78
Provincial, City, County, School District and Township Bonds in the United States and Canada	INVESTED TO PAY 4.73%	7,567,624.66
Miscellaneous	INVESTED TO PAY 4.84%	168,488.52
Bond and Mortgage Farm Loans	INVESTED TO PAY 5.63%	7,692,482.89
Loans on other Real Estate	INVESTED TO PAY 5.29%	4,377,936.80

ANALYSIS AND EARNING POWER OF LEDGER ASSETS, DECEMBER 31, 1915:

Railroad Bonds (4.21%)	\$316,948,129.04
Foreign Government and Municipal Bonds (4.22%)	97,577,166.38
Policy Loans (5% +)	156,987,817.23
Premium Notes (5% +)	5,104,543.21
Mortgage Loans	
On Farms (5.62%)	11,897,263.39
On Other Real Estate (4.96%)	147,623,040.03
State and Municipal Bonds (4.21%)	63,498,136.80
Stocks (Received from Reorganizations) (8.99%)	294,671.88
Real Estate Owned (3.70%)	12,171,919.25
Collateral Loans (6%)	150,000.00
Miscellaneous Bonds (4.68%)	5,161,423.52
Cash (2.58%)	20,262,222.15
Total	\$837,676,332.88

Assets (market values) Dec. 31, 1915	\$822,917,849.85
Legal Liabilities, Dec. 31, 1915	699,353,383.57
Reserved (market values) for Dividends and Contingencies, Dec. 31, 1915	123,564,466.28
Income 1915	131,525,014.75
Paid Policy-holders in 1915	75,921,160.24
January 13, 1916.	DARWIN P. KINGSLEY, President.

To the Policy-holders and Public:

One year ago I stated that the European war would not have any material effect on our Company, notwithstanding the world-wide character of its business.

I now confirm that statement by facts based on experience that includes twelve added months of war. In life insurance the financial effect of mortality is expressed by the per cent. which the total actual death losses of the year bear to the expected death losses according to the tables of mortality adopted by the state for valuation purposes. Through a period of years this per cent. (disregarding fractions) has been as follows:

1912 Actual death losses	76% of the "expected"
1913 Actual death losses	73% of the "expected"
1914 Actual death losses	73% of the "expected" (5 months of war)
1915 Actual death losses	73% of the "expected" (12 months of war)

In all the world, from the beginning of hostilities up to January, 1916, seventeen months, we had in all the membership of the Company 534 separate war claims.

During the year 1915:—
409 members of the Company were killed in war
448 members of the Company were killed by accident
707 members of the Company died of cancer
772 members of the Company died of pneumonia
950 members of the Company died of tuberculosis.

In the grim battle of life with its inevitable mortality and its unnecessary slaughter, the mortality of a world-war, even while it is being prosecuted, amongst a membership that is also world-wide, is about—
91% of that caused by accident in the same membership
58% of that caused by cancer in the same membership
53% of that caused by pneumonia in the same membership
43% of that caused by tuberculosis in the same membership.

A modern war cannot be localized. Electricity, steam, and the partial conquest of the air, have made the world so small that any great international upheaval shocks the whole of civilization. War under such conditions takes its toll impartially, and in these days the nation which is an "innocent bystander" suffers proportionately with the belligerents.

It is interesting to notice that this Company had, in seventeen months, war losses from seventeen countries, and that what may be called AMERICAN LOSSES exceed those of any belligerent country except in two instances:

United States (including Lusitania losses)	\$112,000
Australia	29,000
Austria-Hungary	105,500
Belgium	23,000
Canada	49,000
Great Britain	84,000
Russia	76,000

Only in France and Germany have the totals exceeded those of our own country.

Life insurance isn't designed merely for times of peace. It would confess its inability highly to serve humanity if it did not measurably cover all the risk naturally incurred by healthy men.

DURING THE YEAR 1915 NO POLICY-HOLDER OR BENEFICIARY, WHEREVER RESIDENT, WAS DENIED A REASONABLY PROMPT SETTLEMENT OF ANY JUST CLAIM. WE HAVE IGNORED AND STILL IGNORE ALL MORATORIA, ALTHOUGH THESE REGULATIONS ARE INVOKED AGAINST US IN SOME PLACES.

In New Business we have done well. We have made good the natural shrinkage on an outstanding business of \$2,347,000,000 at the close of 1914, and increased the total amount to \$2,403,000,000 at the close of 1915.

Of the \$214,000,000 new business paid for in 1915 over \$200,000,000 was secured in the United States and Canada.