# DA LIFE TELLS STORY OF RECORD UNSURPASSED IN SEVENTY-TWO YEARS

CANADA LIFE policy-holders are scattered far and wide, and it is with the deof reaching them in the

will be able to evolve a means of fitpaired. In the meantime it is the aim of this company to give the fullest possible consideration and weight to all evidence which may have a favorable bearing on any proposal.

It is perhaps fair to assume that farm loans, covering 1,366,000 acres, we' are now advised of all claims average only \$7.00 per acre on our arising immediately out of the war, and it will be of interest to know that arising immediately out of the war, and it will be of interest to know that acre. The gradual but noticeable are total claims from this source our total claims from this source growth of mixed farming amongst our since its commencement have been borrowers is bound to have a steady-The Influenza Epidemic.

within the limit for which provision was made, but we have, in common

Ę	C ANADA LIFE ASSURANCE
	Dear Sirs,—Without obli- gation on my part, please send me particulars about a policy for
1	\$
	Name
ł	Address
1	
1	Born day of18

### Of Interest to **Policyholders**

tage of the favorable market for Proting a policy, to all cases, however im- vincial and Municipal issues to the extent of \$2,193,936, and to lend upon real estate mortgages \$2,167,000.

Our total of real estate mortgages

since its commencement have been \$1,727,359. This is less than 1 per cent, of our assurances in force, and may be regarded as a very satisfactory experience, which we have been able to meet without discomfort of any kind.

borrowers is bound to have a seauying effect upon this class of investment, if any were needed, and will render less I kely any large arrearages in interest payments. It is our practice, where not prevented by moratorium legislation, to take legal measures legislation, to take legal measures What may be termed our normal when a borrower owes more than two mortality has been unusually well have been able to confine our overdue have been able to confine our overdue interest account to items which are practically certain of collection. In the few instances where this has not been ossible, and in which we consider the ecovery doubtful, the amount has not been included in the asset described as 'outstanding interest."

For the care of our real estate mor:business in Western Canada, which is and should be a very important part of our general investment ac-

# THE PRESIDENT'S ADDRESS

Mr. Herbert C. Cox Reviews Business of 1918 --- War and Influenza

to lose no opportunity which may as the strength and other purposes to lose no opportunity which may as whole, and we are confidence this companies been through the continued exercise of judgment and prudence this companies been put to a more severe than the development of this fund had the epidemic treated us judgment and prudence this companies been put to a more severe than the development of the state of the properties of the state of the properties of t

market price: Some years ago your Directors decided not to take into account any appreciation in security values, considering it stronger to retain them at their lowest price, has remained almost stationary for the not taken advantage of the recent rise past two or three years, as the demand for loans of this kind has only up. but you will be glod War Losses Decrease.

Last year our war losses showed a decrease as compared with 1916, ments on principal, but it is expected and we are now able to report a that the field will shortly widen again.

Last year our war losses showed been sufficient to absorb our repayments on principal, but it is expected that the field will shortly widen again.

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Last year our war losses showed been sufficient to absorb our repayments of the principal to write them up, but you will be glad to know that these improvements including Victory Bonds, total \$406,000, and constitute a very ded in the Vice-Presidency by Mr. E. sirable contingent reserve, for which no credit is taken. This is in addition to the fund of \$500,000 referred

Interest Rate Maintained. The interest rate on invested funds ourselves extremely fortunate to has been maintained at the same figure as last year, and this is thought to be highly satisfactory.

For many years it has been felt that we should have some method by which the members of the staff, both men and women in the staff, both men and women in the same four in number, we make a service. both men and women, in the Home Office and in the branches, might sincere tribute of honor and respect make provision for the time follow-ing their retirement from active work, and we have now succeeded in the policy laid down some four years formulating a Pension Scheme, un-der which the payment into the fund pected obstacles have appeared in by the employee will be supplement- the way and unusual demands have ed by a grant by the Company of been made upon us, we have been equal amount, the total sum at the able, through the loyal and cordial oredit of the individual to be used co-operation of all branches of the to purchase an annuity upon his or service of which your Directors now her reaching the age for retirement, desire to express their appreciation, respectively 65 and 60 years. This to meet and overcome them, proposal in detail will be submitted. In the discharge of the duties and

for your approval and adoption. The requirements of a growing der more than ordinary conditions tivities we maintain a series of fully business have made it necessary to it has been my privilege to again enequipped offices in Winnipeg, Regina, have a Medical Director constantly joy the thoughtful and considerate Saskatoon, Calgary, Edmonton and Vancouver, with their complement of capable managers and inspectors, who are in constant personal touch with one clients. Side by side with this complement of his time assuming the cach member of the staff in the Home. our clients. Side by side with this organization there has grown up in the Home Office another of equal proficiency, the two administering our assets with a success which proves the sale and important service during progress which their united effort. sets with a success which proves the able and important service during progress which their united policy, and at a cost of less than three-many years, in which he has left the has again accomplished.

The case of like variety and the control of the control of like variety and the experience with honor and with an added public confidence. True, individ-

> dustrial world, has found that his more or less continuous absence from Toronto will prevent his giving to the Company the time which he feels the Vice-Presidency demands. His colleagues, therefore, cently concurred in his desire to be R. Wood, who has been many years a member of the Board, and who is so widely known at home and abroad that no eulogy is necessary regarding him, other than to say that we count

turn, four in number, we pay a very Throughout the period under review we have continued to follow

responsibilities of another year un-

Menthly Cheques to Widows.

There is a growing tendency to use in machinery placed at the disposal contracts contain what may be the Executive revised and one of instruments of the surprise of the surprise

December 31st, 1918.

## Loans on Policies Decreasing

seized upon the more modern method of sentering into competition with the loaning corporatians in the matter of interest rate if there be charged to the Department all the legitimate costs involved in its maintenance. The Government is fortunate in that the farmers who have thus far been well served by these companies have not pressed for the inauguration of the scheme, altho it is month.

The Fleid Corps.
In spite of unfavorable weather conditions which had a serious adverse effect upon the cereal crops in the western Provinces, the total yield for the Dominion, according to the Bureau of Statistics, shows an increase of 8½ per cent. over the previous year. Following the agitation for greater food production, a larger acreage was devoted to potatoes with a consequent increase in the sum of a more permanent is also sure to be the agitation for greater food production, a larger acreage was devoted to potatoes with a consequent increase in the sum of a more permanent provinces, the total yield for the Dominion, according to the Bureau of Statistics, shows an increase of 8½ per cent. over the previous year. Following the agitation for greater food production, a larger acreage was devoted to potatoes with a consequent increase in the sum of a more permanent nature. Assuming that this large company will ultimately deal entirely with "closed funds" and that the usual questions resulting from the development is also sure to be the basis of innumerable arguments for and against Governmental operation of inverses to actuaries.

The ecent one of the greatest advantage in future life underwriting. The problems contained the policyholders may within five years convert these term policies into insurance of a more permanent nature. Assuming that this large company will ultimately deal entirely with "closed funds" and the usual questions resulting from the development

Increase

\$ 3.367.238

12,963,790

2.230.284

2,522,725

2,453,476

1,477,250

"Progress All Along the

Line in 1918"

Above, in brief, are the results for 1918 as

Below are a few other important accomplish-

Placed more additional insurance with existing policyholders than ever before.

2. Succeeded in showing a substantial increase in the amount of

3. Greatly extended the sale of Monthly Income and Business Insur-

4. Carried out the year's operations with an important decrease in the ratio of expenditure.

 Maintained an interest rate of 5.83 per cent., notwithstanding large purchases of 5½ per cent. Victory Bonds. 6. Patriotically subscribed almost its entire revenue for the year to the Victory Loan.

shown by the Financial Statement.

Total Assets ...... \$ 65,947,574

New Assurances Paid for ...... 23,891,668

Reserves for Protection of Policyholders...... 55,015,954

Net Surplus ..... 6.983,662

Payments to Policyholders ...... 5,535,678

ments during the year.

THE CANADA LIFE IN 1918:-

the average policy.

during the year.

# A BIG BUSINESS **CO-OPERATING FOR** PUBLIC BENEFIT

chief Executives meet at stated intervals for consultation and exchange of views and suggestions; the actuaries and their assistants discuss about the dinner table the abstruse problems, constantly requiring solution; the medical directors gather in annual conventions and share with each other their experience and knowledge as it bears upon their relation to this business, and the selling forces meet in their associations, local and national, to discuss their work in all its phases and to stimulate each in the other a cleaner and fairer spirit in competition.

Medical Information Not Sufficiently

Medical Information Not Sufficiently
Tabulated.

May I say in discussing the public functions of insurance companies that there seems to be an opportunity for coperation between the medical profession of the country and the companies which would not only benefit them, but would be of marked advantage to the public. I venture to enlarge upon the idea because of the close affinity of interests between the insurance companies and the medical profession and with a deep appreciation of the wonderfully altruistic attitude constantly shown by the latter.

It does not need to be demonstrated that the companies through their actuarial departments are to-day better equipped for the gathering and digesting of vital statistics than any other organization. It would appear to be just as readily demonstrable that the medical profession as an organization is not adequately equipped in this regard, despite the fact that many individual physicians are attempting something along this line in their personal case files. It would seem also that it would be of vast benefit to all concerned, including both the public and ourselves, if the medical profession were better provided with such facilities. As an example, if in such an epidemic as we have recently experienced all the medical men of Toronto could report to some central organizing bureau the actual results as to the various vaccinations, etc., would not the combined results be of much greater benefit than can be the present more or less individualistic treatment of such information? Or again in the much vexed question of blood pressure, if the medical profession of a citylike Toronto could have some place where all cases of blood pressure investigation were reported, where the history and outcome of such cases would be followed and where such information would be corelated and prepared for examination and study by the profession, would not some valuable conclusions be derived? The medical men I am sure could cite in numerable instances in which such combined experience on a var

Dublic health and consequently to ourselves

The insurance companies have a highly equipped personnel trained for just
such co-relation of statistical and vital
information, while the medical men are
able to furnish the data. It seems altogether possible and reasonable that a
plan should be evolved to have the two
co-operate, especially since both the companies and the doctors would gain much
direct benefit in addition to performing
a great public service.

The medical profession of Toronte has
already in the Academy of Medicine the
basic organization, and the insurance
companies through the Life Officers' As
sociation should be able to place at the
disposal of the Academy the necessary
actuarial advice and machinery for the

The board of ing yesterday a Y.M.C.A., the Harry L. Stark, Rev. Robert presented a sun the four miss or Besides calls ners, 800 visits and 1062 tracts

Funds and

tributed.
On Christmas provided with tial Christma quietly deliver wagon. Each tity, according ily, and co Christmas mes

SALVATION

The 36th ann ment of the Salvada East, New muda for the paissued from the sioner Richards.

young people's work; salvage branches of the which call for money.
The books of

are audited by and are on file spection of the of the Army is

principles just cial or financia ducted. Every

arate and the Smeeton, chart experience,

**Toronto City** 

Several famil sickness of t greatly needed. ly sent for by

Two boys, J Orzcehowski a Winchester ye charge of thei liam Bezzowsk stating that \$11 him. A scarf
also been stole
Among other
evidence were
a pair of ham
detective's bad
The boys had
Buffalo and had
of the law fro
did not show

of theft and