

SOME ANXIETY

Caused by the late failure of several American Life Assurance Companies, at present existing in the public mind as to the safety of Life Assurance offices generally, the

CANADA LIFE

Deem it proper to point out to assurers that the course pursued in the management of that Company's affairs removes from it the dangers of disastrous results, such as the incompetency and fraud in the management of the American Companies alluded to, have brought upon them.

Mode of Conducting Business.

The whole business of the *Canada Life* is conducted by a Board of Twenty Directors, embracing the names of gentlemen of well-known character and position throughout Canada, who are largely interested in the Company as Policy-holders, and as Stockholders are personally responsible for its solvency and success.

Management of the Company.

The executive management of the Company is in the hands of persons selected because of their experience in Life Assurance business, and the continued and increasing success of the Company proves their qualification for their duties.

Care in Selection of Lives.

Every applicant for Life Assurance is examined by one of the Company's medical advisers, whose report, with those of the referees and agents, being previously carefully scrutinized by the chief medical advisers at the Head Office, and by the Managing Director there, are thereafter brought before the Board of Directors for consideration. By the exercise of such care and caution, a high standard of assured lives is maintained, such as removes from this Company the dangers which must inevitably result from the pursuit of a less careful course; and to the caution exercised in that way is doubtless to a large extent to be ascribed the fact, that the *CANADA LIFE* has never contested a Claim.

Care in Investments of Funds.

Investments of the Company's funds are only made with the full knowledge and concurrence of the Board of Directors, and the fact that upon no investment made for over 17 years past has any loss of principal or interest occurred, is evidence of the care and judgment exercised in this branch of the Company's business.

Custody of Securities.

The convertible securities of the Company are all in the joint custody of a Director and of the principal executive officer, to neither of whom singly are they accessible, and they, as well as every other security of the Company, are produced to and examined in detail each year by a Committee of Directors, as well as by the Auditor, upon occasions altogether separate and independent of each other.

Examination of Accounts and Securities.

Accounts of receipts and payments of the Company are each week placed before the Directors, as well as a balance sheet of its affairs each month, and all the accounts and books are carefully examined and investigated each quarter by the Auditor. In addition to that, full statements of the Company's receipts and payments, and of its assets and liabilities, are annually returned to the Government.

QUINQUENNIAL INVESTIGATION OF WHOLE AFFAIRS.

At the Quinquennial Investigations which are made into the whole affairs of the Company, every policy is separately valued by an Actuary specially selected for that duty by the Directors, because of his high professional eminence, skill and character, and who is altogether unconnected with and independent of the Company or its officers.

Tables of Rates for the various systems of Life Assurance, and every information, may be had upon application at the Head Office, in Hamilton, Ont., to

A. G. Ramsay, *Managing Director,*

R. Hills, *Secretary,*

Or **R. POWNALL,** General Agent for Province of Quebec,
Canada Life Building, 182 St. James Street, MONTREAL.