

# The Monetary Times

Trade Review and Insurance Chronicle

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## The Monetary Times OF CANADA

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## ANNOUNCEMENT

In the issue of the 22nd inst., The Monetary Times will present a complete report of the convention of Life Underwriters to be held at Winnipeg, July 12th, 13th, 14th.

A separate pamphlet, bound with heavy paper cover, will be issued simultaneously. In this pamphlet will be reprinted all the insurance contents of *this* issue, and also the convention report, etc., from our issue of the 22nd inst.

This pamphlet will be free from all extraneous matter, and should be read and filed for reference by every life insurance agent and manager.

Orders for copies are now being noted as received, and as many of these as possible will be filled. The rate is \$15 per 100 or 25 cents each for quantities less than 100.

## LIFE UNDERWRITERS OF CANADA

THE life insurance men of Canada are meeting in Winnipeg. Their convention is held for the first time west of the Great Lakes. THE MONETARY TIMES devotes considerable space to the subject of life insurance this week, a matter in which the field man, the general manager, the superintendent and the actuary as underwriters, together with every man, woman and child as policyholders, prospective and otherwise, are interested.

Less than forty years ago, only 50,830 policyholders were in the Dominion. Last year there were 1,172,125. Thirty-five million dollars worth of life insurance was held in Canada two years after Confederation. On the last day of 1910 the amount had increased to \$856,000,000. Of that sum, Canadian Companies were responsible for \$565,000,000.

The Life insurance man to-day has every reason for optimism respecting the present and the future. The Dominion is one of the best canvassing grounds in the world and Western Canada, perhaps, is the most fertile field in the Dominion. New population comes to this country, through the medium of immigration, at the rate of hundreds of thousands every year. The majority of them, it is safe to hazard, are not carrying life insurance, although able to do so. And if not financially fit to receive the insurance agent at the time of arrival in this land of opportunities, it is not long before the new citizen, the agent and a life insurance policy are in a position to consummate a mutually profitable deal.

There is every wish for a successful convention. Those in Winnipeg who are responsible for the arrangements have done all in their power to make the gathering the most successful in the history of the Life Underwriters' Association movement.