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# Monetary Times

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## Phenomenal Increase in Life Business

First Three Months of 1919 Shows Increases in New Business Written of Over One Hundred Per Cent. in the Case of Many Companies—Is Principally Due to Influenza Epidemic—Life Underwriters, However, Unable to Entirely Account for Increase

LIFE insurance underwriters have always been confident that the public did not fully appreciate the advantages offered by the policies for sale at the present time. Just why, however, this increased appreciation should be expressed by such an unusual increase in the volume of new business written as has taken place during the last few months is something which they find difficult to explain. The reasons are naturally sought by a comparison of the conditions at the beginning of 1919 with those of the beginning of 1918. One new circumstance is the fact that the influenza epidemic caused an unusual number of deaths and that life insurance companies were able to meet these additional claims without serious difficulty. A second new condition is the return of large numbers of men from Europe who are being reinstated in civil life and are, therefore, excellent prospects for life insurance. Some cities paid for insurance on those who enlisted from it; claims collected in this way have had the effect of introducing the advantages of insurance into circles which may not have appreciated them before and also those who have had this protection for some years may now feel the responsibility of carrying it at their own expense.

A third cause has been the continued increase in the cost of living, a resulting decline in the producing power

of money. The amount of insurance, therefore, which might be considered adequate some years ago may now be quite insufficient. Some insurance men, moreover, think that the wholesale adoption by the United States Government of insurance upon its soldiers and sailors has had the effect of advertising insurance, especially in substantial amounts. The increase is not entirely accounted for by larger policies, however; in the case of the Canada Life the number of policies issued during the first three months of this year was 4,648, compared with 2,429 last year which is just about in proportion to the increased volume of business.

The following list, showing the amount of new business written during the first three months of 1918 and of 1919 with the increase, has been collected by *The Monetary Times*. All companies doing business in Canada are not included in this list but it includes a considerable proportion of the companies and may, therefore, be regarded as representing the development in this phase of life insurance business during the present year. Many of the companies whose figures are not given here, such as the Western Empire Life, report increased business. Some of those operating extensively in the west attribute the increase partly to the more favorable conditions this year, which facilitate traveling.

Company.	1918.	1919.	Change.	%
Canada Life .....	\$ 6,347,000	\$ 11,986,000	+ \$5,639,000	88.8
Confederation Life Association .....	3,898,458	7,206,485	+ 3,308,027	84.8
Continental Life Insurance Co. ....	647,250	1,020,683	+ 373,433	57.6
Crown Life Insurance Co. ....	643,262	1,333,237	+ 689,975	107.2
Dominion Life Assurance Co. ....	1,214,065	2,829,387	+ 1,615,322	133.0
Equitable Life Assurance Society of United States .....	.....	.....	+ .....	about 80.0
Excelsior Life Insurance Co. ....	1,659,433	2,843,988	+ 1,184,555	71.3
Great-West Life Assurance Co. ....	6,615,418	13,679,831	+ 7,064,413	106.8
Gresham Life Assurance Society .....	.....	.....	+ .....	25.0
Imperial Life Assurance Co. of Canada .....	3,397,117	7,009,657	+ 3,612,540	106.3
La Sauvegarde Insurance .....	173,700	391,860	+ 218,160	125.6
London & Lancashire Life & General Assurance Assoc., Ltd. ....	.....	.....	+ .....	over 10.0
London Life Insurance Co. ....	3,583,809	6,022,270	+ 2,438,561	68.0
Manufacturers Life Insurance Co. ....	5,504,000	10,505,000	+ 5,001,000	88.8
Mutual Life and Citizens' Assurance Co., Ltd., .....	.....	.....	+ .....	58.0
Mutual Life Assurance Co. of Canada .....	6,548,211	12,121,397	+ 5,573,186	85.1
Mutual Life Insurance Co. of New York .....	868,750	2,558,750	+ 1,690,000	194.5
North American Life Assurance Co. ....	3,066,125	5,820,462	+ 2,754,337	89.8
Northern Life Assurance Co. of Canada .....	725,000	1,650,000	+ 925,000	127.5
Royal Guardians .....	45,000	53,000	+ 8,000	17.8
Royal Insurance Co. ....	168,500	547,435	+ 378,935	224.8
Saskatchewan Life Insurance Co. ....	.....	.....	+ .....	250.0
Security Life Insurance Co. of Canada .....	155,300	610,000	+ 454,700	292.8
Sovereign Life Assurance Co. of Canada .....	640,000	1,282,000	+ 642,000	100.3
Sun Life Assurance Co. of Canada .....	14,263,359	22,365,436	+ 8,102,077	56.8
Travellers Life Assurance Co. of Canada .....	411,649	725,000	+ 313,351	76.1
Western Life Assurance Co. ....	290,000	290,000	+ .....	.....
Union Mutual Life Insurance .....	113,500	265,000	+ 151,500	133.5
Totals .....	\$60,978,906	\$113,116,978	+ \$52,138,072	85.5