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Up-to-date business methods, backed by an unbroken record of fair-dealing with its policyholders, have achieved for the Sun Life of Canada a phenomenal growth.

Assurances in Force have more than doubled in the past seven years, and have more than trebled in the past eleven years.

To-day, they exceed by far those of any Canadian life assurance company.

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COMPANY OF CANADA**
HEAD OFFICE—MONTREAL

AN IDEAL INCOME

can be secured to your Beneficiary with Absolute Security by Insuring in the

Union Mutual Life Insurance Company
Portland, Maine

on its

MONTHLY INCOME PLAN

Backed by a deposit of \$1,688,902.65 par value with the DOMINION GOVERNMENT in cream of Canadian Securities.

For full information regarding the most liberal Monthly Income Policy on the market write, stating age at nearest birthday, to

WALTER I. JOSEPH, Manager.

Province of Quebec and Eastern Ontario,
Suite 502 McGill Bldg., MONTREAL, QUE.

Commercial Union Assurance Company, Limited.

OF LONDON, ENGLAND.

The largest general Insurance Company in the World.
Capital Fully Subscribed \$ 14,750,000
Capital Paid Up 1,475,000
Life Fund, and Special Trust Funds 73,045,450
Total Annual Income Exceeds 57,000,000
Total Funds Exceed 159,000,000
Total Fire Losses Paid 204,667,570
Deposit with Dominion Government 1,323,333
(As at 31st December, 1917.)

Head Office, Canadian Branch:

Commercial Union Bldgs., 232-236 St. James Street,
Montreal, Que.

Applications for Agencies solicited in unrepresented districts.

J. MCGREGOR - Manager Canadian Branch.
W. S. JOPLING - Assistant Manager.

\$5,000

Provision for your home, plus

\$50 A MONTH

Indemnity for yourself.

OUR NEW SPECIAL INDEMNITY POLICY

Shares in Dividends.

Waives all premiums if you become totally disabled.

Pays you thereafter \$50 a month for life.

Pays \$5,000 in full to your family no matter how many monthly cheques you may live to receive.

Ask for Particulars.

CANADA LIFE

TORONTO

INSURANCE NEWS.

The discharged soldier or sailor is bringing a heavy burden on Friendly Societies. While he gets a pension from the State, he has a claim on his society, which never asked for him a contribution adequate to the risks attending war. The societies are footing the bill, but realise that the consequences fall on those poorer sections of the community who are their members. Numerically, little progress has been made during the war. For one thing, societies have not been anxious to admit new members who might come under conscription. It is true that many people are now workers who were previously unemployed; but of these a large proportion do not expect always to follow an occupation, and are not, therefore, inclined to join a friendly society, especially as they are compelled to insure under the State scheme. It may not be generally known that a soldier nationally insured is entitled only to maternity benefit for his wife while he is with the colours; his contribution is, therefore, reduced from 4d to 1½d. On his discharge the old conditions of payment and benefit are resumed.—Insurance Journal.

The London Insurance Journal publishes the following appreciation of the work of the Sun Life Assurance Company of Canada in a recent issue:

The rapid and continuous expansion of the business of the Sun Life Assurance Company of Canada has been one of the outstanding features of the war period. This company has successfully escaped the restrictive influences which have curtailed the activities of many others, and has turned apparently adverse circumstances to good account. The number of new policies issued last year was no less than 22,895, assuring £9,824,294. This beats the highest previous record of the company by no less than £1,035,466, and far outdistances all its rivals. No greater testimony could be paid to the enterprise and sound business methods of the company than the rush of new business. The company now has in force a total assurance of no less than £64,083,070. After making full allowance for deductions and cancellations, the increase exceeds 6½ millions sterling. This produced an income of £4,127,286 during the year—an increase of £255,647, which would have been considerably larger but for the fall in annuity premiums due to existing conditions in Great Britain. Like all other life companies, the Sun of Canada had to sustain substantial claims on account of war mortality, but it had the satisfaction of playing a patriotic part towards the families of those who laid down their lives in the Empire's cause. The actual amount paid during the year to the wives, children, and other dependants of the gallant men who died on the battlefields of Europe was over £340,000. This represents a not inconsiderable proportion of the £1,816,489 paid to all policyholders and beneficiaries in death claims, endowments, profits, etc. The generous margin which the company leaves for eventualities is shown when in spite of these extra calls, the claims by death still remain more than 20 per cent below "expectation." But then the company is accustomed to a still better standard of about 40 per cent below the sum predicted by the mortality tables, and upon the return of peace is likely to return to that favoured position. After a distribution of £320,628 in profits to shareholders, the company's assets amounted to £1,757,005 in excess of liabilities, measured in premium by the legal standard. In view of the present uncertainties of the war, the company decided for the present to retain a portion of the pro-

fits it would otherwise have paid out, but if events develop as expected, this will be made good by a bonus later on. Since we stand on the eve, perhaps, of great transitions in the course of the war, the precise effects of which cannot be wholly foreseen, caution is clearly the best policy. The company rightly prides itself upon "taking the leadership in subscribing to all Canadian Government (domestic) loans, besides purchasing large amounts of issues of other parts of the Empire." The Sun Life Assurance Company of Canada continues to advance by leaps and bounds by the employment of sound business methods, and deserves its success.

The Chicago Daily Trade Bulletin says, with reference to the position of insurance companies during the late epidemic:

Life insurance losses as a result of the epidemic of influenza and pneumonia are record breaking, the death rate in many cities and sections being nearly ten times the normal. The New York Life, for instance, announces that in twenty-three days of October its losses from influenza and pneumonia alone were considerably larger than all its war losses since the outbreak of hostilities, including several large policies covering passengers on the Lusitania. The companies writing sickness insurance are also having a record breaking loss ratio, and some of the assessment companies may be forced to levy special assessments.

Bradstreet's says of Montreal trade during the past week:—Business in this city is still laboring under restricted hours both in the wholesale and retail trade, but it is expected that next week these restrictions will be removed, and the business will become normal again.

The ending of the war would not mean any cessation in the shipbuilding industries in this country, as many vessels are required for carrying cargoes.

Jute and cotton bags show quite a decline in prices. The stocks of eggs in this market is about fifteen thousand cases less than the same time a year ago. There is also a great shortage of refined sugars.

Staple dry goods for spring delivery show an average of about twenty per cent over those quoted six months ago. Some of our cotton manufacturers have cut down their range of samples.

Travellers in all lines will soon be on the road again. Collections are very good under the present conditions.

NORTH AMERICA LIFE ASSURANCE CO.

October was made President's month in honor of Mr. L. Goldman, President and Managing Director, North American Life. The agency force responded with the largest amount of business for any October in the history of the Company, viz., over \$1,300,000 of received business.

The three leading North American Life Producers for the month of October were: H. W. Slipchenko, Saskatoon; A. R. Piper, Moose Jaw; and E. W. Keenleyside, Vancouver.

New agents appointed during October were: E. L. De Geer, District Manager at Barrie, Ont.; John Denneney, Cornwall, Ont.; J. V. Cook, Drumbo, Ont.; W. C. Markle, Provost, Alta.; J. Campbell, Francis, Sask.; Hm. Jamieson, Newcastle, Ont.; R. F. Quibell, Lindsay, Ont.; and Samuel Pechet, Lipton, Sask.

LLOYDS BANK LIMITED.

HEAD OFFICE: 71, LOMBARD ST., LONDON, E.C.3.



CAPITAL SUBSCRIBED . . . £31,304,200
CAPITAL PAID UP . . . 5,008,672
RESERVE FUND . . . 4,000,000
DEPOSITS, &c. (December, 1917) 174,697,945
ADVANCES, &c. do. 61,466,709

THIS BANK HAS NEARLY 900 OFFICES IN ENGLAND & WALES.

Colonial and Foreign Department: 17, CORNHILL, LONDON, E.C.3. London Agency of the IMPERIAL BANK OF CANADA.

The Agency of Foreign and Colonial Banks is undertaken.

French Auxiliary: LLOYDS BANK (FRANCE) & NATIONAL PROVINCIAL BANK (FRANCE) LTD.

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