

THE MONARCH LIFE ASSURANCE COMPANY

HEAD OFFICE - WINNIPEG

SUMMARY OF 1918 RESULTS

	1918	Increase		1918	Increase
APPLICATIONS RECEIVED	\$ 5,604,180	23%	TOTAL PREMIUM INCOME	\$ 442,118	25%
ASSURANCES NEW & REVIVED	5,198,888	22%	POLICY RESERVES	944,721	34%
ASSURANCES IN FORCE	15,171,309	32%	TOTAL ASSETS	1,118,510	28%

COMPARATIVE GROWTH

Year	New and Revived Business	Business in Force
1908	\$881,500	\$1,334,000
1911	\$1,354,804	\$4,006,145
1914	\$2,301,007	\$7,427,697
1917	\$4,263,908	\$11,507,761
1918	\$5,198,888	\$15,171,309

INTEREST EARNINGS, 1918, 7.88. EXPENSE RATE reduced 6 points. TERMINATIONS decreased one-third.
MORTALITY: 84% of expected—Ordinary, 11.4%; War, 16.2%; Flu, 56.4%

DIRECTORS AND OFFICERS—Mr. J. T. Gordon, President. Messrs. W. A. Matheson and F. W. Adams, Vice-Presidents. Messrs. W. R. Bawlf, Col. H. A. Mullins, Charles E. Gordon, H. W. Echlin, R. G. Ironside, J. W. W. Stewart, Managing Director. J. A. Macfarland, A.I.A., Secretary and Actuary.

PERSONAL NOTES

MR. H. V. MAYNARD, of the Royal Bank of Canada, Hamilton, has recently been transferred to Toronto, and will be in charge of the Spadina and College Street branch.

PROF. W. W. SWANSON, of the University of Saskatchewan, was in Winnipeg this week, addressing the Manitoba Commission on Thrift and Savings on "Reconstruction and Thrift."

MR. A. D. BRAITHWAITE sailed on February 12th, on the "Empress of Japan" from Vancouver. He is the last member appointed to the Siberian Trade Commission. The others are Messrs. C. F. Just, L. D. Willgress and Cols. Dennis and Owens.

MR. E. A. FIELD has been appointed Land Commissioner of the Canadian Northern Railway Western Lines, and MR. L. C. GROOM is to be auditor Canadian Northern Land Department. The office of Mr. Field will be at Winnipeg and that of Mr. Groom at Toronto.

MR. D. MACGILLIVRAY, manager of the Canadian Bank of Commerce at Halifax, and for the past two years president of the board of trade of that city, has assumed charge of a new division of the bank's operations comprising the maritime provinces and Newfoundland, with headquarters at Halifax.

MR. J. E. CLEMENT, managing director of the Fire Insurance Co. of Canada, arrived in Montreal last week after an absence of seven weeks, during which time he visited England and France. In connection with fire insurance, Mr. Clement said that many influential insurance men whom he met are quite convinced that fire insurance business in the

colonies will develop very materially, especially in Canada and Australia, anticipating a considerable movement of emigration to these countries.

MR. W. G. WATSON, assistant general manager of the Toronto General Trusts Corporation, has been appointed to the directorate of the Mutual Life Assurance Co. of Canada.



He takes the place of the late Mr. Geo. Wegenast. Mr. G. B. Ryan, of Guelph, replaces Mr. Montagu Allan, of Montreal, who has gone to reside in London.