As much of this information must be gathered from the company itself, it may not be accepted as wholly conclusive, but taken in conjunction with the main features above outlined, it should enable one to form a sound judgment of the question at issue.

PERSONAL NOTES

Sir Robert Borden and Sir Wilfrid Laurier will tour western Canada this fall.

Mr. J. Stewart Tupper, K.C., Winnipeg, has joined the directorate of the Standard Trusts Company.

Mr. Edward S. Goudge has been appointed secretary-treasurer of the Halifax Fire Insurance Company.

Mr. John A. Tory, according to gossip, shortly may receive an important appointment in life insurance spheres.

Dr. William Hamilton Merritt, St. Catharines, has been appointed a director of the National Life Insurance Company.

Mr. Fred Dean, of Toledo, O., representing Messrs. Terry, Briggs & Slayton, bond brokers, has been visiting Vancouver and other points.

Mr. E. Geoffrey Hoare, late of the Glyn Mills, Currie and Company, London, England, has been appointed a director of the Bank of British North America in place of the late H. J. B. Kendall.

Mr. George D. Brymner, for twenty-six years manager of the Bank of Montreal at New Westminster, has been appointed assistant superintendent of branches in British Columbia of that institution.

Mr. A. H. Hoover, who will be remembered in connection with the early history of the Sovereign Insurance Company in Canada, has organized the California Standard Life Insurance Company, of San Francisco.

Mr. W. G. Falconer has been elected assistant secretary of the Hartford Accident and Indemnity Company. He was formerly associated with the General Accident at its Perth, Toronto, Melbourne and New York offices.

Mr. Thomas Ogilvie, head of the Toronto wholesale dry goods merchants, Messrs. Thos. Ogilvie & Sons, who died in February last, left an estate valued at $592,260, of which $207,140 was invested in Toronto. The latter amount represents his interest in the local business and property on Bay Street.

Mr. G. Herbert Wood, of Messrs. Wood, Gundy and Company, has returned to Toronto after a stay of two years at the head of the company's London office. Mr. Wood says funds are plentiful in England, but there is an absolute lack of confidence in practically all kinds of securities. Mr. McIlraith is now in charge of the firm's London branch.

Mr. J. W. Mackenzie has become associated with Mr. T. H. Hudson as joint general manager of the Canada Accident Assurance Corporation. Mr. Mackenzie will for the present make his headquarters in the Canadian Mortgage Building, 10 Adelaide Street East, Toronto. It is the company's intention to extend its field of operation, and the best of facilities will be afforded productive agents for doing excellent business. The policies of the Canada Accident Assurance Corporation are guaranteed by the Commercial Union Assurance Company.

Mr. Samuel Price, K.C., has been appointed chairman of the Ontario Workmen's Compensation Commission. He will confer with Mr. F. W. Hinsdale, the Washington expert engaged by the government, to put the act in force at once. Mr. Price has served the governments of Ontario and Canada for many years in various capacities. He has been a royal commissioner in investigations, he is a prominent mining and railway legal expert, and has at different times helped to frame laws and settle disputes in these industries. He once declined the chairmanship of the Ontario Railway Board. Speaking of the appointment Premier Whitney said:—"We selected Mr. Price from a list probably containing more names of able men than ever came before a government in Canada before. We chose him after considering all and we believe we have got the best man. The people of Ontario are anxious to see the Compensation Act in force. We believe it is the best in the world and will be a success. No question but the capacity and fitness of the individual was considered by us in making this appointment."

HERBERT COX AT HEAD OF CANADA LIFE

Appointment Made by the Directors at Toronto this Week

Mr. Herbert C. Cox this week became the president and managing director of the Canada Life Assurance Company, thus succeeding his father, Senator Cox, and his brother, Mr. E. W. Cox, both recently deceased.

Mr. Cox has for long been connected with the life insurance business, and has worked his way up from the bottom of the ladder. His first position with the Canada Life was as a stenographer in the company's eastern Ontario branch. That was in 1893. Step after step he took until he became the manager's assistant in that branch. The management of the company's branch in the State of Michigan becoming

MR. HERBERT C. COX.

Elected President and Managing Director of the Canada Life Assurance Company.

vacant, Mr. Cox was ready and well qualified to accept that position. Later he came to the head office of the Canada Life, and a few years ago, when changes occurred in the Imperial Life management, he became president of that corporation, ably fulfilling the exacting duties which came that way, until the present time.

The new president of the Canada Life has not only a remarkable grasp of the details of the life business, but he has persistently proved his ability as a writer of big business. For instance, when he was managing the Michigan branch, the production of new business there in 1911 amounted to $2,673,520, being over 18 per cent. of the entire new business of the company. He has kept well posted on the doings of other companies, and has not allowed his own to lag behind. Of the "inside" history of insurance deals and of the careers of insurance men, Mr. Herbert Cox is a walking encyclopoedia. In short, he is thoroughly equipped as a life insurance man, of practical experience and ability.

As a member of the Life Underwriters' Association of Canada, he has rendered good service. He has been chairman of the executive committee continuously since its organization in 1906, except in 1907, when he was president. In the same year he was also made vice-president of the National Association of the United States, being the first Canadian elected to that office. Mr. Cox was in 1911 president of the Toronto Association.

Mr. Cox is also a director of the Dominion Securities Corporation, Toronto Savings and Loan Company, Central Canada Loan and Savings Company, the Robert Simpson Company, and the Imperial Guarantee and Accident Company, and other institutions.