

EXCELSIOR LIFE INSURANCE COMPANY.

The twenty-ninth annual report of the Excelsior Life indicates expansion in business and steady all round progress. New business issued and revivals totalled \$6,438,056, as compared with \$6,068,383 in 1917, a growth of \$369,673. Total insurance in force was increased to \$26,842,967, a gain of \$2,724,840. It is noted in the report that the average policy applied for was much larger in amount than in preceding years, a proof that the public realize the necessity for increased protection. Net premiums totalled \$909,306 against \$796,068 and interest, rents, etc., \$293,009, as compared with \$284,015 in 1917. The total receipts for premiums interest, rents, etc., amounted to \$1,207,316, a substantial increase of \$122,233.

Death claims paid during 1918 were \$187,130, matured investment and endowment policies \$156,540, profits to policyholders, surrender values, etc., \$94,390. The total amount paid to policyholders during the year was \$438,061. The claims due to influenza and pneumonia were responsible for over one-half of the claims for the year, otherwise the claims would have been approximately

only 55 per cent. of the expected. Total assets were increased to \$4,986,495, a very commendable growth of \$392,779. The balance sheet shows unallotted surplus of \$649,135. Holdings of war bonds have been increased to \$961,500. It is pointed out that 85 per cent. of the company's bonds and debentures are long date gold bonds of the Dominion of Canada, which have considerably appreciated in value.

The Head Office building of the Excelsior is one of the largest and best equipped office buildings in Toronto; we understand it is well rented and the yield on this investment is most satisfactory. There is no indebtedness against the property which has considerably appreciated in value. Such results are no doubt due to the foresight of Mr. David Fasken, K.C., President of the Company, who has carefully guarded its interests for for many years.

THE LIFE AGENT'S MANUAL
Published by The Chronicle, Montreal

"Security First"

THE EXCELSIOR LIFE INSURANCE COMPANY

ESTABLISHED 1889

Results for 1918 Show Splendid Progress.

Strong Financial Position Maintained.

Applications for New Insurances	-	-	-	\$6,734,002.00
Income,—Premiums, Interest, etc.	-	-	-	\$1,213,401.75
Surplus on Policyholders' Account	-	-	-	733,979.21

(Paid up Capital not included.)

Assets for Policyholders' Security	-	-	-	\$5,210,841.21
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(One Hundred and Thirty-One Dollars of Assets for every One Hundred Dollars of Liability.)

Insurance in Force	-	-	-	\$26,842,967.30
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Average Rate of Interest Earned 6.72%.

PROGRESS—SOLID AND CONTINUOUS

	Income.	Insurance in force.
1898	\$97,867.60	\$3,183,983.15
1903	\$225,936.52	\$6,172,605.50
1908	\$454,790.94	\$12,236,064.10
1913	\$776,506.57	\$19,290,983.15
1918	\$1,213,401.75	\$26,842,967.30

HEAD OFFICE, EXCELSIOR LIFE BUILDING, TORONTO

J. J. ROBICHAUD, Provincial Inspector,

Montreal Trust Building, MONTREAL