

NATIONAL LIFE ASSURANCE CO. OF CANADA.

The National Life Assurance Company, whose annual statement is published in this issue, report results of an all round satisfactory character for 1918, especially in view of the fact that the year just closed, has witnessed a severe test on the strength and ability of all life companies. Not only had the mortality from regular sources to be reckoned with, but also losses arising from the war, followed during the last three months of the year by an entirely unexpected drain on all companies of many millions of dollars as a result of the world-wide epidemic of influenza. The heavy mortality from all sources during 1918 may be said to have been borne heavily by all companies, but it may also be said that the manner in which companies operating in Canada have withstood the strain, has been such, as to inspire added public confidence.

The National Life has never lost a dollar of its invested funds. Covering now a period of over nineteen years, this very fine record results from the company's well-known policy of restricting its investments to Government and municipal and school district bonds. These securities comprise 775 separate and distinct investments selected from every Province in the Dominion and it worthy of note that there are practically no arrears of interest or principal on invested funds of the Company. This may be considered a record to be proud of, in view of the Company's wide distribution of investments throughout Canada.


Such a clean showing must necessarily continue to be a matter of great satisfaction to Albert J. Ralston, the National Life's first Vice-President and Managing Director under whose active direction the Company's policy has been maintained.

Policies issued and placed last year totalled \$3,715,718 a decrease compared with the amount of business written in 1917, but indicating the carrying out of the conservative policy adopted by the Company during war times. Business in force, a more vital factor, shows a satisfactory increase to \$24,192,062 as at 31st December, 1918, a growth of \$1,505,245. The Company's income showed correspondingly favourable development reaching a total of \$1,014,938 an increase of \$72,511 as compared with 1917. Of this amount premiums contributed \$795,398, and interest, etc., \$219,540. The average rate of interest on investments (which are unexcelled from the standpoint of security) was 5.61 per cent. a most satisfactory rate. Total Assets have been increased to \$4,228,406 as compared with \$3,781,263 in 1917. Payments to policyholders for the year 1918 amounted to \$348,645 an increase over 1917 of \$103,433. The total amount of influenza and war claims for the year under review are given as amounting to \$150,000.

After calculation of liabilities on a conservative basis, there is a surplus to policyholders, including paid-up capital of \$381,964 against \$350,014 a year ago, an improvement of nearly \$32,000. The policy of the Company during the coming year

will no doubt be directed towards the further enlargement of this surplus, indicating a continuation of a conservative management, in the interests of the policyholders.





The Dominion of Canada seeks your co-operation in the popularizing of

War-Savings Stamps

First—W-S.S. will enable the Government to raise millions of dollars to be used for Reconstruction. Second — It promotes THRIFT among the masses and educates people to buy bonds.

NATIONAL WAR-SAVINGS COMMITTEE, OTTAWA

SIR HERBERT B. AMES, Chairman.

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|------------------------------|---------------------------------------|
| JOHN BLUE, Edmonton. | GEO. M. REID, London. |
| H. A. ALLISON, Calgary. | W. M. BIRKS, Montreal. |
| CAMPBELL SWEENEY, Vancouver. | RENE T. LECLERC, Montreal. |
| HON. GEO. A. BELL, Regina. | SIR J. DOUGLAS HAZEN, St. John. |
| JOHN GALT, Winnipeg. | W. A. BLACK, Halifax. |
| SIR GEORGE BURN, Ottawa. | HON. MURDOCK McKINNON, Charlottetown. |

TRAFFIC RETURNS

Canadian Pacific Railway				
Year to date	1916	1917	1918	Increase
Dec. 31.....	\$136,321,000	\$148,937,000	\$154,024,000	\$5,087,000
Week ending	1917	1918	1919	Increase
Jan. 7.....	2,238,000	2,343,000	2,856,000	513,000
Jan. 14.....	2,417,000	2,368,000	2,891,000	523,000
Grand Trunk Railway				
Year to date	1916	1917	1918	Increase
Dec. 31.....	60,260,630	58,057,913	70,704,132	12,646,219
Week ending	1917	1918	1919	Increase
Jan. 7.....	1,076,606
Jan. 14.....	1,072,915	654,794	1,029,578	374,784
Canadian National Railways				
Year to date	1916	1917	1918	Increase
Week ending	1917	1918	1919	Increase
Jan. 7.....	900,157	1,294,039	393,882
Jan. 14.....	1,056,607	1,420,433	364,825

The Home Bank of Canada



Original Charter 1854

Branches and Connections throughout Canada

MONTREAL OFFICES:
Transportation Bldg., St. James Street

Hochelaga Branch:
Cor. Davidson and Ontario Streets

Verdun Branch:
1318 Wellington Street