

MR. GERALD F. BROPHY.**General Manager of Agencies For Canada Equitable Life Assurance Society.**

The position of General Manager of Agencies for Canada of the Equitable Life Assurance Society, is a recent innovation, notwithstanding the important business transacted by this great institution throughout the Dominion, where it has been operating for over fifty years, in the different provinces. Mr. Gerald F. Brophy who has been promoted to fill this responsible position has been connected with the Equitable for the past thirty-seven years, originally being its legal adviser in Canada. He is well-known throughout the Dominion, both through his long connection with the Equitable and his participation in public affairs. Born at Toronto sixty one years ago, Mr. Brophy was called to the Bar of Ontario in 1880 and subsequently the Manitoba Bar in which province, he was elected a member of the Provincial Board of Education in 1885 and a member of the Senate of Manitoba University in 1887.

Mr. Brophy was for eighteen years connected with the Active Militia of Canada holding every rank from Private to Lieut.-Colonel, including the adjutancy of the Governor-General's Foot Guards, Ottawa. In addition to his long connection with the company in Canada in various centres, Mr. Brophy was for eighteen years at the Head Office of the Equitable in New York, filling various important positions until 1913, when he returned to Canada as inspector of the company's agencies, which position he has held until his present well-merited promotion.

Mr. Brophy's high standing in Canada coupled with his thorough knowledge of life, underwriting conditions in the Dominion, fit him to an eminent degree for his present position.

The Equitable enjoys a high prestige with the insuring public throughout Canada, where its policy-holders are both numerous and important, and of all the society's sixty years of public service throughout the world 1918 was by far the most important and successful.

During that year the greatest epidemic in America's history carried off over 400,000 people, most of them in the young and healthful period of life.

Of the \$27,799,026 distributed in death claims by the Equitable in 1918, to the beneficiaries under its policies, \$5,200,000 was directly due to the epidemic of influenza and pneumonia, emphasizing the urgent need of life insurance and of securing it at an early age.

In 1918 the Equitable distributed to its policy-holders in death claims, endowments, dividends and other benefits, \$65,412,490. It also promptly met all the obligations imposed by the Government during the great war. Liberty Bonds to the amount of \$54,000,000 were purchased during 1918. To do this it was necessary for the society to borrow \$23,000,000.

The following figures are from the society's 59th annual statement.

Outstanding insurance, Dec. 31, 1918, \$1,924,538,578; increase over 1917, \$169,669,670.

New insurance in 1918, \$273,223,559; increase over 1917, \$21,878,907.

Insurance reserve, \$483,817,197; balance due banks, liberty Bond acct., \$21,000,000; other liabilities, \$18,085,970. Total, \$522,903,167.

Surplus reserves: For distribution to policyholders, 1919, \$18,016,362; awaiting apportionment on deferred dividend policies, \$57,967,578; for contingencies, \$12,926,813. Total, \$88,910,753.

Assets, December 31, 1918, \$611,813,920.

STANDARD LIFE ASSURANCE COMPANY TO ENLARGE SCOPE OF BUSINESS.

The public generally, and the many warm friends of the old Standard Life of Edinburgh, throughout the Dominion, will be greatly interested to learn of the company's proposal to become a composite office, with extensive enlargement of its business scope. The Standard Life has been operating in Canada for nearly three-quarters of a century, or longer than the majority of companies operating at present in Canada in any branch of insurance. The Policy Holder has the following:

The Standard Life Assurance Company is the latest life office to seek powers for enlarging the scope of its business. The Head Office of the company is promoting a Bill in Parliament which not only specifies "every kind of insurance against any loss, damage, injury, liability, misfortune, contingency or event, including fire, marine, life, accident, employers' liability and third party, aircraft and bombardment, burglary and theft, fidelity and guarantee insurance," but, in addition, "every description of insurance and re-insurance business, whether similar or not to any of the preceding whether now known or hereafter devised, and all matters of business which now are, or may come to be, connected with the same."

Authority is also sought in the Bill to change the name of the Standard Life Assurance Company to one suitable for a composite office. The preparation of the Bill is likely to give rise to speculation as to whether the company will, in accordance with the proposal of the Legal and General, develop from the beginnings a general insurance business, or whether, like the Friends' Provident Institution and the Scottish Amicable Life Assurance Society, it will seek to secure by purchase a general insurance business already in existence. In any case, the present Bill shows that the office has become another convert to the principle of "connection" to which one insurance office after another bows. The valuable connections and organization of the Standard should enable the company to obtain a considerable amount of profitable business.