

11 YEARS RECORD IN BUSINESS SEVENTY-TWO

CANADA LIFE policyholders are scattered far and wide, and it is with the desire of reaching them in the quickest and most readable form that this report is being published in the newspapers by this company.

Review of Canada Life BUSINESS OF 1918 President Outlines Progress

Following our practice of setting as our goal for new business a sum which we might properly describe as a "challenge" for our business, we have had a very successful year. The business for 1918 was a record for us in every respect. The amount of business done was a record for us in every respect. The amount of business done was a record for us in every respect.

Of Interest to Policyholders

The close of the Great War finds the Canada Life Assurance Company in an even stronger position than at any time in its history. The importance of financial strength cannot be too strongly emphasized at this time. The protection of families and business interests by life insurance is after all the primary purpose of the company.

THE PRESIDENT'S ADDRESS

Mr. Herbert C. Cox Reviews Business of 1918--War and Influenza Safely Passed--Dividends to Policyholders Not Reduced

It has become so much a habit of late to conduct functions of this nature before the public and in the atmosphere of the great war that one can hardly bring oneself to believe that immediately conditions have changed and that our chief obligation is no longer to make war with our neighbor, but to pursue peace with all the world, with an eye to the future.

Loans on Policies Decreasing

There is a very marked tendency on the part of policyholders to pay off their loans, which may have been incurred through borrowing to pay premiums. Frequently a policyholder will pay off a little at a time, thus gradually reducing the indebtedness, and the Company is always ready to assist by accepting these small payments whenever convenient.

A BIG BUSINESS CO-OPERATING FOR PUBLIC BENEFIT

It is not generally known how closely the life insurance companies are working in co-operation with each other on this continent. Knowledge obtained and experience gained by all has been tabulated to an unbelievable extent, and it might be said that the information or assistance is unavailable as between company officials in all things, even to a listing of their financial resources in connection with the reinsuring of business, the Home Offices of the various companies are duplicated by the men in the field through their underwriters' associations.

CANADA LIFE ASSURANCE COMPANY. Dear Sirs--Without obligation on my part, please send me particulars as to policy for \$..... Name..... Address.....

War Losses

War losses showed a decrease as compared with 1918, and we are now able to reduce the amount for this year being \$45,000. It is perhaps fair to assume that some of the claims are being paid out of the war, and it will be of interest to know that our total claims for 1918 were \$1,727,353.

Influenza Epidemic

What may be termed our normal mortality has been unusually well within the limit for which provision was made, but we have, in common with all similar institutions, felt the strain imposed upon us by the extremely widespread and violent epidemic of influenza which has raged during the past three months.

Progress All Along the Line in 1918

Above, in brief, are the results for 1918 as shown by the Financial Statement. Below are a few other important accomplishments during the year.

Table with 3 columns: Item, December 31st, 1918, Increase. Total Assets: \$65,947,574; Total Income: \$2,367,235; Total Surplus: \$1,983,810.

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Group Insurance. Within the past few years there has been a marked increase in the number of group insurance policies issued in the United States.