

A DEMAND OF COMMERCE

The formation of the Sovereign Life Assurance Company grew out of natural conditions. When two years ago the country felt the stimulus of new-born commercial activity, when the great influx into the Canadian West with the consequent development of tremendous areas of the Dominion and new markets for Canadian manufacturers, when the wealth of the country was increasing at a rate unparalleled in its history, it was found that Canada was out-growing its fiscal institutions. In no branch of finance was this more noticeable than in life assurance. A new company based upon conservative and tried methods, but with a modern policy which would enable it to keep pace with the demands of the country was regarded as a necessity of the times, and into this demand an element of patriotism entered. The comment occasioned by the publication of figures showing that of \$15,192,445 paid annually in life assurance premiums by Canadian policyholders, only \$9,136,397 was received by Canadian companies, will be remembered.

The fact of over six millions of our capital being sent to and invested in foreign countries for life assurance for Canadians convinced the public-spirited business men of the crying need for a sound and progressive Canadian corporation, the shareholders and policyholders of which would be protected by a large cash capital, a government deposit, and a strong and reliable directorate of well-known business and professional men which would conserve this capital for the upbuilding of Canadian institutions.

Thus it came that the Parliament of Canada passed a special Act incorporating the Sovereign Life Assurance Company with an authorized capital of One Million Dollars for the purpose of carrying on the business of life assurance. The Company began business in February, 1903, in its present splendid building, which was secured under exceptional advantageous arrangements, and thus the first year of its history was begun.

IN RETROSPECT

The history of the Sovereign Life Assurance Company is a replica of the history of Canada's recent development. The Company which is now well into its third year, has crowded within the comparatively brief space of its life, achievements of which few fiscal corporations that have become great could boast after a much longer period of existence. The statements and reports presented at its second and last Annual Meeting which proved a stable and sound foundation, a broad although conservative policy of expansion, a record of profitable business already accomplished, a substantial income—larger in proportion per policy to its age than that of any other company—and an absolute security to investors, such were the accounts which the directors had to give of their stewardship.