NEWFOUNDLAND, "THE SPORTSMAN'S PARADISE."

From the "Blue Book of 1905," on the back page of this number.



Vol. XI. No. 6

MONTREAL

JUNE, 1906



A NEWFOUNDLAND CARIBOU.



Mr. Alexander Bryden,
Manager for Newfoundland, St. John's.

Mr. Alexander Bryden, the Company's manager for Newfoundland, joined the agency staff of the Company as a local representative in 1899, and showed such ability as a solicitor and organizer that when the managerial office was vacated. in 1902, by Mr. Marquand, who was transferred to Nova Scotia, Mr. Bryden was appointed. No mistake was made by this appointment, as is seen in the fact that the Sun Life of Canada led all life companies in the colony last year. The Newfoundland business is the kind that life companies so much desire, for the people evidently believe that if they needed life assurance when the application was signed that that need increases as the years go by. Lapsed policies are, therefore, not a common thing in the Newfoundland business. Mr. Bryden expects to eclipse all previous records in 1906. With the Company's report of last year's operations, and the splendid actual results of recently maturing policies, he will surely make good his expectations, as the record of the first half of the year's work would indicate.

Newfoundland. - Britain's Oldest Colony.

"1477 Aug. 10—To hym that found the new Isle £10." Such is the notice of the discovery of Newfoundand in the accounts of the Privy Purse Expenditure. And the person who received this sum was John Cabot, who discovered the island on June 24th, 1497, in the reign of Henry VII.

In 1500, Gaspar de Cotereal, a Portugese navigator, visited the island, and within two years after that time regular fisheries were established on its shores by the Portuguese, Biscayans and French.

In August, 1583, Sir Humphrey Gilbert, with his ill-fated expedition, arrived in St. John's Harbor and formally took possession of the island in the name of Queen Elizabeth. In returning, a storm scattered the expedition, and the commander was lost. In 1713, by the Treaty of Utrecht, the whole island was ceded to Britain, the French retaining certain fishing privileges on the coast, extending from Cape Bonavista on the east to Pointe Riche on the west. In 1783 the boundaries were changed by the Treaty of Versailles to extend from Cape John on the east to Cape Ray on west, and the French were promised "freedom from interruption by the competition of the British." The interpretation of this agreement has caused considerable friction between the French and the people of Newfoundland. 1728 a Governor was appointed. present form of responsible government was established in 1855, and consists of the Governor, an Executive Council or Cabinet of seven members, a Legislative Council of fifteen members, appointed by the Crown, and a General Assembly

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ST, JOHN'S, NEWFOUNDLAND.

Government House.
"Reid's Newfoundland" Railway Station.

Parliament Building

A View of Water Street



ENTRANCE ST. JOHN'S HARBOR.

of thirty-six members elected by the people. Every man of twenty-one years of age, a British subject and resident two years in the colony, is entitled to vote.

From time to time annexation of the island to Canada has been agitated, but at the present time such an event seems to be far distant. Trade relations are. however, bringing the two countries together. In the annual budget speech, delivered in the Legislature on April 20th, it was stated that the colony's imports from Canada have doubled during the past seven years, and are very nearly twice the amount of British and American imports. The opening up of railways and good water communication with Canada accounts for this revival of trade. The export trade of the island has greatly increased of late years. Fish and fish oils, iron, copper and lumber being the

chief articles of export. The total num ber of sailing vessels on the register the end of 1905 were 3,048, with a m tonnage of 129,617. The financial state ment at the end of the fiscal year, Ju 30, 1905, showed a surplus of \$130.00 the public debt being \$20,556,372, with a reserve fund of \$440,000. The color owns and operates 2,500 miles of tel graph lines throughout the island, viel ing a revenue of \$24,296 last year. The Government and the Marconi Wirele System have just entered into a ten-ye contract for exchange of business, while will augment the present revenue from the telegraph system. Although th public debt is large, \$96.80 per capital against \$46.55 in Canada, yet it w found necessary to expend large sums open up and develop the colony, which w in the future yield returns that will pro

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The portage development of the portage thrift a fact — Der

Mr the la has ci Came repres and y the M fifteen ger I He is

and 1 assura with t the wisdom of the expenditure. An indication of the solvency of the colony is seen in the fact that the loan floated in England last fall netted 94 as against 90 or the previous loans.

On the whole the island is prosperous and its people are an industrious and enterprising class. The Sun Life of Canada enjoys an increasing business in Newfoundland, having as its policy-tolders many of its leading citizens.

No Place for Translation.

A Scot, who believed that the lanruage of the beyond is Gaelic, was asked by his son that the blessing before meals should be in English, he replied sternly: 'Robbie, the Throne o' Grace is no a place for a work o' translation.''

Life Assurar ce.

That life assurance is the most important and beneficient of all modern developments for the encouragement of thrift and the protection of the home is a fact of well nigh universal agreement.

—Denver Post.

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From "First American" to "Foremost

Mr. W. A. Terrell, of Atlanta, one of the largest personal producers in Georgia, has closed a contract with Manager J. S. Cameron, of the Sun Life of Canada, to represent the latter Company in Atlanta and vicinity. Mr. Terrell has been with the Mutual Life in this state for over fiteen years and has been one of Manager R. F. Shedden's right-hand men. He is a brother of the present governor, and leaves the "First American" life assurance company to connect himself with the foremost Company of Canada.—The Insurance Herald, Atlanta.



MR. DAVID JOHNSTON, Placentia, Newfoundland.

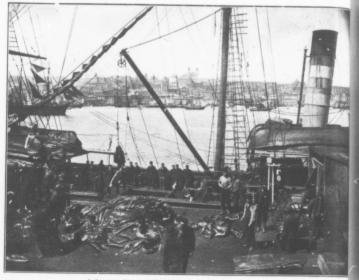
Mr. Johnston is one of the most successful representatives this Company has in Newfoundland.

A Field Worker's Paper.

That excellent field worker's paper "Office and Field," published at Toronto, contains each week very helpful matter for field men. In a recent number it has as its leading article a review of the life assurance situation from the producers standpoint and closes with the following inspiring words:

Keep close to that portion of the public with which you are in contact; keep before them the good work that assurance has done and is doing; so ta!k and so live as to win the approval of the people for your chosen business—and then you may be sure that all companies that are really deserving—your own and every other—will be fairly treated by all powers and authorities; for the final great jury of Public Opinion will be ready with its cordial and instant verdict in your favor.

The Sun Life of Canada is "Prosperous and Progressive."



A SEALING VESSEL'S RETURN, St. JOHN'S, NEWFOUNDLAND.

Some Blunders in Books.

T. P's weekly gives a number of slips of the pen in the writings of well-known authors which only goes to show that even our author-heroes are not infallible, but make slips like the rest of mortals:

Robert Louis Ste enson, in his very critical "Studies of Men and Books," is severe on Victor Hugo, in whose works he discovered some astonishing blunders "that makes us wonder if there are neither proof-sheets nor judicious friends in the whole of France, and affect us sometimes with a sickening uneasiness as to what may be our own exploits when we touch upon foreign countries and foreign tongues." He refers to "Les Travailleurs" with its famous "first of the fourth," (Firth of Forth) its statement that "laird" in Scotland is the same title as "lord" in England, and its account of a Highland soldier's

equipment, "which" he says, "we recommend to the lovers of genuine fun." How are we to condemn in adequate terms," he says in another place, "that unprincipled avidity which tells us the the sloop disappeared over the horizon and the head (of the suicide Gilliat under the water at one and the same moment?"

Curious critics, however, might make quite a large collection of these "book blunders." Dickens was by no mean infallible. He put the new moon in the east in the evening, he came to grie over the Dingley Dell cricket match; he made Tony Weller's second wife Sams mother-in-law; and he described how, he depth of winter, Mr. Squeezers se his unfortunate boys hoeing turnips That delightful modern humorist, Mr. Pett Ridge, in "Lost Property," make one of his characters deposit ninepens

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in the Post Office Savings Bank, forgetting, for the moment, that only even shillings will be accepted; and in another book has written of cricket, in which there were "cuts" and "drives" to leg. Sir Conan Doyle, in one of his best Sherlock Holmes stories, makes a scheming lawyer draw up a will in favor of himself—a proceeding which would make the document invalid.

The late John Hollinshead, in "The Story of Leicester Square," perpetrated a glorious bull, in writing: When Lord Mohun was killed he was living in Macclesfield House, Gerard Street, Soho, at the back of Leicester House, a site now occupied by the defunct Pelican Club." Even Sir Walter Scott made blunders, and in his fine ballad of "Young Lochinvar" he has this passage:

"So light to the croup the fair lady he swung,

So light to the saddle before her he sprung "

—which is a feat of horsemanship utterly impossible.

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More amusing still is a blunder innocently committed by Defoe, who makes Robinson Crusoe fill his pockets with biscuits while in a state of nudity! Shakespeare made ships cast anchor by some seaport of Bohemia. "Ouida," in "Signa," equipped a violin with keys. Rider Haggard, in "King Solomon's Mines," described an eclipse of the new moon-a slip over which he himself must have had a hearty laugh before now. Even Kipling has been caught napping, for, with all his extensive knowledge of military life, he has written about white recruits at squad drill in India, where are none but trained men. and in another of his books he decorates a corporal with a sash, forgetting that this is a distinction to which no noncommissioned officer below the rank of sergeant is entitled. To quote a betterknown instance, Mr. Hall Caine, to the amazement of doctors and nurses, placed the scene of a hospital dance in an operating theatre. It has been said that he might just as well have spoken of a football match in a sentry-box.

Not long ago a country doctor wrote to a monthly journal complaining of the ways in which anatomy goes wrong in the hands of a novelist when he writes of a duel or an accident; and also commenting on the gradual disappearance of large families from the English novel. But the novelist who has to deal with life cannot be expected to know everything, and if he had to acquaint himself with all the sciences, and learn anatomy, and go in for all kinds of sport, he would have very little time left to produce the books which bring him his bread and butter-and the lynx-eved reviewer would find his task an increasingly dull one.

The Record is Unique,

In the history of affairs, the rise and progress of life assurance is unique. Life Assurance of the orthodox variety has never been a failure; its progress has impoverished no man; its guarantees have been fulfilled. So much or a tenth of so much can not be said of any other business, or of any government of any sort.—Indianapolis News.

A Pointer for Life Assurance Solicitors.

"A cheerful manner makes an important wireless connection with the heart of a prospective customer, and transmits an irresistible call for business.

The Sun Life of Canada is "Prosperous and Progressive."

SUN LIFE ASSURANCE COMPANY OF CANADA. AT HEAD OFFICE, MONTREAL.

A. M. MACKAY, Editor.



HEAD OFFICE BUILDINGS SUN LIFE ASSURANCE COMPANY OF CANADA.

DIRECTORS:

R. MACAULAY, Eso. President and Managing-Director.

> S. H. EWING, Esq. Vice-President.

J. P. CLEGHORN, ESO. CHARLES CUSHING, ESQ. J. R. DOUGALL, ESQ., M.A. ABNER KINGMAN, ESQ. T. B. MACAULAY, ESQ. JOHN MCKERGOW, Eso. JAMES TASKER, ESO.

T. B. MACAULAY, F. I. A. SECRETARY AND ACTUARY.

GEO. WILKINS, M.D., M.R.C.S. ENG. CHIEF MEDICAL OFFICER

> ARTHUR B. WOOD, F.I.A. ASSISTANT ACTUARY.

E. A. MACNUTT. TREASURER.

Agency Department:

FREDERICK G. COPE, SUPERINTENDENT OF AGENCIES.



Life Assurance in Canada in 1905.

Nineteen hundred and five was a crucial year in life assurance circles. American companies were under fire, scandal was in the air, and was discussed wherever men congregated. To the casual observer it would appear that surely there would be a great falling off in the amount of business written. Canadians were kept in touch with the American "revelations," and the yellow press did its best to keep the " pot a boilin'."

The preliminary report of the Canadian Superintendent of Insurance for 1905 is before us. What does it reveal? This fact, that in 1905 life assurance in Canada made more rapid increase than in any year reported by the department. This may seem paradoxical to some, but the figures tell the story. Let us glance at them. The assurances effected in Canada in 1905 totalled the magnificent sum of \$113,375,653, as against \$98,306,102 in 1904, a gain of \$15,069,551. There was paid into the life companies as policy premiums by Canadians the large amount of \$22,080,717, and Canadians now carry life assurance amounting to \$630,324,240. On the back page of this issue we have compiled a few items from the Government "Blue Book" relative to the Canadian companies. From these it will be seen that the Sun Life of Canada had its share of this prosperity.

These facts show that Canadians are not easily stampeded. They believe that

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Ife assurance is a necessity and look at the whole matter sanely, as the results of last year's transactions make evident. We are not prophets, but we think we are not assuming too much in saying that at the close of 1906 the reports of the several Canadian companies will show even greater advances.

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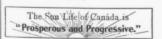
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The Pay Roll and Death.

Death is man's enemy, and to-day it is the victor. Anything that can in any way lessen the sting of death is a blessing. One of the evils that follow in the trail of death is the awful pen-scratch that forever closes the account of the worker, and obliterates his name from the pay roll. The scratch of that pen is often the mark of doom to the mother and children. We have scores of times said that that evil can in a great degree be removed by life assurance. No scheme can make up for the bread winner himself, but we know of no other human system that does it nearly so well as life assurance. Life assurance robs death of the terror of want and gives the family ample time to devise ways and means to perfect its plans. Money is one of the world's great blessings, and there is no civliization without it. Sympathy may ease the heart for a time, but it is useless without money. We are writing this to the man whose name is on some pay roll. May we ask you if your name is on a life assurance policy? Death is your heartless enemy. Are you going to fold your arms and let death do its worst, or are you going to rob it of one of its hideous terrors by flaunting in its face a life policy for as large an amount as you can carry?



Congratulations.

We congratulate Mr. W. A. Higinbotham on his election to the presidency of the Philadelphia Association of Life Underwriters. The United States Review has this to say of W. A.:

"Mr. Higinbotham is the eastern manager of the Sun Life Assurance Co. of Canada; an ex-captain of the Canadian militia; an international traveller; a popular club member, and a well-known society man, the new president combines all the qualities of a splendid fellow. His election was unanimous."

His Great Loss.

"Well, James how are you feeling today?" said a minister to one of his parishoners, an old mau suffering from chronic rheumatism. "I hope the pains are nothing worse. You are not looking so bright as usual to-day."

"Na, sir," replied the old fellow, sadly; "I've been unfortunate to-day."
"How, James? In what way?"

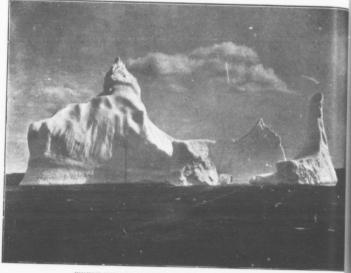
queried the pastor.

"Well, sir," was the reply, "I got a letter frae a lawyer-body this morning', tellin' me that ma cousin Jock was deid an' that he had left me twa hunner poun'."

"Two hundred pounds?" repeated the minister. "And you call that hard luck? Why, it is quite a fortune for you, James."

"Ay," said the old man, sorrowfully; but the stupid lawyer-body didna' put enough stamps on his letter, and I had a penny to pay for extra postage."

It has been well said that no man ever sank under the burden of the day. It is when to-morrow's burden is added to the burden of to-day that the weight is more than a man can bear.—George Macdonal



WHERE WEALTH GOES TO WASTE.-A Newfoundland Iceberg.

Why He Should Assure.

The other day we were talking with a solicitor who had been endeavouring to assure a young man, but without much success, says an exchange. The young man finally asked why he should have his life assured; he had health, strength and a fairly good position. The agent's answer was pointed and something like this: " If you have a suspicion that you possess any intrinsic value get that value assured or indorsed by some good life assurance company. Your wife is queen of your home and there reigns supreme. Assure for her sake, for your children's sake, for your mother's sake. Realize the obligation you have assumed and lay aside selfishness, prejudice, stubbornness, procrastination and all flimsy excuses. Be a man by taking a step which may prevent serious embarrassment to the queen of your home." It is a fact that

no course which a young man may pursue affords such a simple, effective and available means of protection to family and self as life assurance. When making but \$40 per month the writer took out \$2,000 twenty payment life policy, and \$1,000 thirty year endowment, and they are still in force, also some six or eightother policies. They are a guarante that affords a peace of mind unobtainable from any other source.

If you are undecided as to the choice of a Company to assure in, a glance at the table on the back page of this number may aid you to come to a decision.

The Sun Life of Canada is "Prosperous and Progressive."

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DRYING COD FISH. THE CITY OF ST. JOHN'S IN THE DISTANCE.

The Rev. Dr. Adams of Maine is noted for his sententiousness both in and out of the pulpit. As he was coming down the street one day à man asked him: "Sir, can you tell me how to find the Sheriff's office?"

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"Yes sir," was the reply. "Every time you earn \$5 spend \$10." Saying this, the doctor walked on, leaving his questioner gaping upon the sidewalk.— Boston Herald.

Overtrained.

The man wanted to sell the dog, but the prospective buyer was suspicious, and finally decided not to buy. The man then told him why he was so auxious to sell.

"You see," he said, "I bought the dog and trained him myself. I got him so he'd bark if a person stepped inside the gate, and thought, of course, I was safe from burglars. Then my wife wanted me to train him to carry bundles and I did. If you put anything into his mouth it would stay there till someone took it away. Well, one night I woke up and heard someone in the next room. I got up, grabbed my gun, and started to investigate. They were there, three of them, and the dog."

"Didn't he bark?" interrupted the

- "Not a bark; he was too busy."
- "Busy! What doing?"
- "Carrying the lantern for the burglars. If you know anybody who wants a good dog send them here."

The Sun Life of Canada is "Prosperous and Progressive."



A SPORTING CLUB'S HEADQUARTERS, AT SPRUCE BROOK, WEST COAST OF NEWFOUNDLAND,

The Czar's Nihilist Friends.

In all European countries it is the custom for officers in the army and navy to pattern their beards, as much as possible, after the style favored by their monarch. In Germany, it is the kaiser's upturned moustache; in Russia, the czar's close cropped whiskers and beard. Just before the Russo-Japanese War, there was a certain artillery captain, stationed at Moscow, who so closely resembled the czar in looks, height, figure, walk and manner, that he has been taken for the czar, even by members of the latter's personal staff. The ruler having heard of this remarkable "double" of himself, sent for the captain, that he might judge for himself. The likeness was, indeed, wonderful and the czar said, "Truly, myself in duplicate; but," placing his hand on the captain's shoulder, "I would advise you to change your appearance."

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"Oh no, your majesty, the honor is too great!" "Then," sighed the czar, "I am afraid some of my Nihilist friends will do it for you."

The Sun Life of Canada's Best Year.

During the past year, the life insurance disclosures brought out by the Armstrong Committee's investigation made considerable talk in Canada, and there were rumors of a prospective Canadian investigation of the life assurance business. But, apparently, neither talk nor rumours in the slightest degree affected the standing of the leading Canadian life companies, for the annual statement of one of the foremost companies, the Sun Life Assurance Company of Canada,



QUIDI VIDI-A NEWFOUNDLAND FISHING VILLAGE.

proves that that Company not only held its own in 1905, but in that year of life insurance turmoil broke all previous records, and by large margins of gain in assets, income and new business made 1905 its record year.

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In no other year in its entire history has the Sun Life of Canada more emphatically demonstrated the truth of its old-time motto, "Prosperous and Progressive," and its controlling spirits, President Robertson Macaulay, and his son, the secretary and actuary of the Company, may fairly congratulate themselves on the remarkable achievement of having increased the Company's assets nearly sixty per cent. and its business in force by more than forty per cent. in the last three years.—American Underwriter.

The Sun Life of Canada is "Prosperous and Progressive."

Cause and Effect.

Not often the good people of Prince Edward Island allow their Sun Life policies to lapse. They apparently know how to hold on to a good thing. Now and again, however, a policy does lapse. The local manager, in his report last month, gives the following reason for the non-payment of a premium on a policy of three year's standing on a young man: "His mother thinks her son is not as healthy as he should be and blames the assurance for it," read the report.

By this we see that what is one person's health is another's poison.

Some people become sick with worry because they have no life assurance, but this young man is sick because he has life assurance! So there it is. It is so very hard to please everybody.

With the return of summer and the dropping of! his policy, we see no reason whatever why good health should not return to this young man.



SALMON FISHING IN NEWFOUNDLAND,

London Life Association (of England).

In the President's address to the field staff a comparison was made between the participating premiums at age 35 of five British offices and those of this Company, the London Life being quoted as one that pays no commissions. premiums for an all-life policy of £100 were £3 8 6 for the London Life and £2 15 11 for the Sun Life of Canada. Mr. Higham, Secretary and Actuary of the London Life, considers that an injustice was done his company, as their premiums are "avowedly large to provide for a reduction of at least one-half in the eighth year, with the prospect of further gradual reduction thereafter." The London Life's figures for a "minimum" whole life policy at age 35 are £2 5 2, and this is "subject to some

reduction in the eighth and subsequent years." The non-participating rate of the Sun Life of Canada is £2 5 1.

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The reference to the London Life was made solely to show that the premiums of even an admirably managed office, which employs no agents, are at least no lower than those of the Sun Life of Canada. The fact that the London Life was quoted at all was a compliment to that company, for comparisons are usually made only with standards. When, however, such a highly esteemed friend as Mr. Higham considers that we have been hardly fair, we desire to go out of our way to express our appreciation of the London Life as one of the strongest and most profitable of the British offices, and we may also add, of Mr. Higham himself as one of the ablest of British actuaries and a royally good fellow besides.

Sun Life Assurance Company of Canada

"PROSPEROUS AND PROGRESSIVE"

THE RECORD FOR 1905

Assurances issued and paid for in Cash	\$18,612,056.51
Increase over 1904	\$2,700,152,27
Cash Income from Premiums, Interest, Rents. &c.	5,717,492.23
Increase over 1904	\$1.155.556.04
Assets as at 31st December, 1905	21,300,384.82
Increase over 1904	\$3,457,623.90
Surplus earned during 1905	1,344,371.80
Of which there was distributed to policyholders	1511137
entitled to participate that year	166,578.30
And there was set aside to complete the placing of	707
all the policies on the 3½ per cent. standard (although the law allows the Companies until 1915 to do this.)	616,541.35
Surplus over all Liabilities and Capital (according to	
Hm. Table, with 3½ per cent. interest)	1,735,698.59
Surplus by Canadian Government Standard	2,921,810.37
Death Claims, Matured Endowments, Profits and	-17131
all other payments to Policyholders during	
1905	1,648,285.78
Payments to Policyholders since organization	13,118,368.35
Life Assurances in force, December 31st, 1905 .	95,290,894.71
Increase over 1904	\$9,963,231.86
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LOOKING BACKWARD-FIFTEEN YEARS

SHOWING THE STEADY GROWTH OF THE COMPANY

			Income.	Net Assets exclusive of Uncalled Capital.	Life Assurances in force,
1890	,		\$ 889,078.87	\$ 2,473,514.19	\$16,759,355.92
1895			1,528,054.09	5,365,770.53	34,754,840.25
1900			2,789,226.52	10,486,891.17	57,980,634.68
1905		,	5,717,492.23	21,309,384.82	95,290,894.71

From the Blue Book

Items of Business of the Life Assurance Companies of Canada

Compiled from the Preliminary Report of the Government Superintendent of Insurance for 1905.

4 .	Assets. a a 33,457,024 1,264,766 1,075,367 1,075,367 1,075,347 1,075,367 1,0	Assets. Amount of Policies New A and Taken up. Fl. 1,264,766 13,014,146 1,077,337 6,664,924 1,075,562 5,734,187 744,957 5,811,98 737,014 5,901,662 5,937 6,93,33 434,244 4,311,502 275,141 3,191,662 8,254,342 243,244 2,375,648 119,148 2,375,648 119,148 2,431,260 6,885 6,18 9,55	Canada Life 4,403,00,022 \$5,773,76 \$1,55,578 \$2,7 Manufacturers Life 4,104,595 5,443,301 1,49,611 1,043,585 1,944,810 285,702 19 Mutual Life of Canada 1,547,506 1,946,519 231,201 1,0 1,0 Confederation 1,354,058 1,946,519 231,201 1,0 1,	Premiums for Total Cash Increase in Net. (Net). Cash Income
	# # # # # # # # # # # # # # # # # # #	Amount of Policies New and Taken up. 24 \$18,612.057 25 5,734.126 27 5,644.924 28 5,901.606 29 11 3.91.606 29 12 3.375,648 29 2,443,220 5,1443,220 5,1443,220 5,1289,799 1,522,666	72,799,206 \$3,48 1,126 1,034,431 1,126 1,034,748 1,07 1,033,748 1,07 1,033,748 73 1,033,748 73	Excess of Incre Expenditure. As
	Amount of Amount		\$4,257,881 2,070,925 2,583,366 3,531,944 2,114,347 2,114,347 2,114,347 2,114,347 1,677,283 1,627,283 1,227,744 2,037,448 2,037,448 2,037,448 2,037,448 2,037,448 2,037,448 3,038,365 3,33,365 3,33,365	Increase of Assurances in force in Canada.