

New Business Paid For in 1925 Exceeds \$128,500,000

Insurance in Force Now Over \$578,000,000

President Herbert C. Cox Reviews Progress

The Annual Meeting of the Canada Life was held at Home Office, and the following address delivered by the President, Mr. Herbert C. Cox, contains much valuable information for policyholders and the public generally:

We are becoming so accustomed to the uncommon that there is danger of our failing to attach full significance to what is happening at our doors. Upon the completion therefore of the first quarter of the new century it may be useful to recall very briefly some of the developments which have marked it, and which are so profoundly impressive in their bearing and effect.

In its infancy at the beginning of the century, Wireless Telegraphy, given to the world by Marconi, has expanded beyond the dreams of its inventor, has covered him with glory, and in addition to becoming a great factor in the commercial world has materially lessened the danger of travel by sea. The Wireless Telephone, with its latent possibilities; the wireless transmission of photographs, enabling simultaneous publication on two continents; the radio, making available to millions the latest news of world events, and the elevating influence of the great masters of music, and very recently the beginning at least of the transmission of motion pictures through the air, are all developments of the original conception.

Germany gave us the X-ray, which has revolutionized modern surgery by bringing to its aid scientific photography, thus adding greatly to the possibility of prolonging human life.

The element of contact so essential to the growth of a community or nation has been immeasurably increased by the arresting expansion of the motor car, which in so short a time has become so indispensable in all our activities that some twenty-one millions of them are constantly in service on this continent alone, while they are daily growing in number in Europe, and making their way to the furthest corners of the globe. The first double-decked motor bus was licensed by the London Police Department in 1904. During five years it displaced 25,000 horses and 2,200 horse omnibuses. Could Daimler, the inventor of the first internal combustion engine, have foreseen even in small measure how the product of his brain was to alter a world's living conditions and affect its transportation problems? In its train has come a system of highways enabling an intercommunication before undreamed of, and entailing the outlay of countless millions of dollars to the advantage of other industries.

Concurrently there has been the development of the undersea ship and the aeroplane. While the former has demonstrated its utility only in war, the latter is adapting itself to peace, and has already almost annihilated time and distance for a limited amount of travel and mail transport. The more recent discovery that these can be controlled and guided from land will extend their field as offensive weapons. The colossal steamship in which one can now cross the ocean in luxury and physical comfort is distinctly of this period, as is also the transcontinental train de luxe with all its appointments, which appeal to the fastidious traveller.

Motion pictures have brought amusement and instruction to millions beyond the reach of the old-fashioned drama, have created an industry with an investment of perhaps two billions of dollars, and receipts for admissions approaching one billion dollars annually. In the field of manufacturing there has been a constant improvement in machinery and process, and the great tyre industry is a development of this century created and fostered by the motor car. The insignificant but industrious silkworm unable to cope with the demand for his product, has had to submit to human competition, and we have today an almost unlimited supply of artificial silk available for garments of all kinds. Sugar beets are menacing cane in the making of sugar,

and it is still their practice to improve only such offerings as come well within the specifications laid down as proper and desirable for life insurance companies, having in mind the permanency of their undertaking and the essential atmosphere of trust attaching to it. Real estate mortgages, on which a satisfactory rate of interest is obtainable, are still available in volume, and during the past two years we have taken on a large number in the more important towns and cities of Middle and Eastern Canada, as well as in Detroit, where we have a large amount of insurance in force. The very ready supply of money has, however, tended to reduce somewhat the yield of first-class bonds, and some difficulty is being found in fully remunerative rates procurable in recent years. It has, nevertheless, been possible to maintain the high standard of our investments without sacrificing income, and we venture to hope that we shall continue to be able to do so.

In the past few weeks much has been said regarding the wheat crop in the Western Provinces—a matter so far-reaching in its effects that no apology need be made for referring to it here. The life insurance companies, who have done so much to help the progress of the individual wheat grower, have a vital stake in his success, and it is gratifying that in the aggregate 1925 has been an unusually good year for him. While untoward weather conditions conspired to lower the grade of wheat produced the quantity has been so great and the price, owing to shortages in other wheat-growing countries, has been so favorable that the farmer finds himself able to meet his current liabilities, and to pay off in many instances the temporary accommodation obtained from his banker. This is reassuring to both the lender and the borrower, and serves to indicate to intending settlers that intelligent work and perseverance will still have their reward.

We are encouraged by the specific attempt of the Governments and transportation companies to stimulate immigration in the year upon which we have just entered, and hope it may prove the beginning of a steady and sustained movement of efficient people to this country who will be in time not only a support to Canada and its institutions, but a greater strength to the Empire at large.

Last year you were advised of a number of additions to and promotions among those in the Home Office. The continued success which is attending the Company's operations has made desirable further adjustment in the official circle, resulting in the appointment of an Assistant General Manager and a General Superintendent, in the persons of Mr. A. N. Mitchell and Mr. A. Gordon Ramsay, respectively. They have been for some years co-operating most effectively, more particularly in the process of agency building, and the present advancement, while placing a greater burden of responsibility upon each, will en-

able them to give even more important and valuable service to the Company. During the year the Medical Department suffered severely through the untimely and most regrettable death of our highly esteemed fellow officer, Dr. George S. Strath, whose devotion to his profession had made him invaluable to this Company. Partial reorganization of the Department became necessary, and this has been accomplished by the association with Dr. Scadding, the chief medical director, as assistant medical directors, of Dr. S. J. Streight and Dr. J. A. Roberts. They are both highly equipped and energetic young men, whose whole time will be engaged by the Company, and we shall be further aided by the continuation of Dr. H. S. Hutchison to give a portion of his time in a consultative capacity.

Your Directors have to record another deplorable loss in the death of their friend and colleague, Sir James Lougheed. Sir James has been for many years an unusually active and helpful member of your Board, and his great personal charm and marked ability had endeared him to all in the Company whose good fortune it was to feel his contact. The two vacancies upon the directors have been filled by the addition of Mr. C. A. Bogert, Vice-President and General Manager of the Dominion Bank, and Mr. A. E. Ames of A. E. Ames & Company, Limited, Investment Bankers, respectively representing the shareholders and the policyholders. Both have had wide experience, and their knowledge and judgment, which they have been good enough to place at our disposal, will add substantially to the conduct of our business. Since 1900, and indeed since its very inception, this Company has had ever before it the ambition to be useful to the country which shelters it, and to the people who entrust it with their savings. Those charged with its management have always exercised a lively optimism and imagination in the prosecution of their undertakings, but it would have been courageous indeed who in 1900 had ventured to prophesy anything approaching what has been accomplished by it in the subsequent quarter century. Our assurance in force have multiplied seven times, from \$81,000,000 to over \$578,000,000; our annual issue has multiplied twenty times, from \$6,390,000 to over \$128,500,000; our assets five times, from \$22,000,000 to over \$114,000,000, and our income seven times, from \$4,227,000 to over \$30,000,000, while payments to policyholders or their representatives are six times greater, being \$13,083,000, as compared with \$2,280,000. At the same time the insurer has progressed very markedly in what he demands of the insuring company by way of broader coverage and personal attention to the needs of his individual case. We believe our representatives have met this challenge with alacrity and with ability, and that they will continue to interpret the aims of the company and the desire of the assured to the advantage and profit of all concerned.

During 1925— The Canada Life Assurance Company (Established in 1847)

Table showing substantial progress: Total Insurance in Force increased to \$578,660,000; Total Assets increased to \$114,461,000; Reserves for Protection of Policyholders \$100,236,000; New Assurances paid for in 1925 \$128,563,000; Surplus earned in 1925 \$4,576,000.

Above, in brief, are the results for 1925, as shown by the Financial Statement. Below are some of the noteworthy achievements of the year:

- 1. Dividends on many classes of policies have been increased. 2. Made the largest surplus earnings in the history of the Company, extending over seventy-nine years. 3. Continued to improve service to public by special educational training of field force. 4. Placed more insurance with present Policyholders than in any other year, and increased public interest in Monthly Income, Business Insurance, Salary Budget and Group Insurance.

(A Complete Annual Statement Will Be Mailed Upon Request.)

SHOP from Holman's Catalog. SINKING FAST.—The Guardian supply of calendars are going very fast, do not leave it until it is too late. Renew today and get your choice of three nice calendars.

CHURCH OF SCOTLAND.—Rev. Ewen MacDougall will preach Friday 22nd at Summerside at 7.30 p. m. and Sabbath 24th at Cape Traverse at 10.30, and if the travelling is favourable at DeSable at 6.30, and Monday 25th at Argyle Shore at 7 p. m.

SERIOUSLY ILL.—The many friends of Mrs. W. R. Tinney will be sorry to learn that her illness has taken a critical turn, according to telegrams received by her husband who left yesterday morning to be with her. She has been undergoing treatment in a Saint John, N. B., hospital for some months. Mr. Tinney was accompanied yesterday on his sad mission by his mother and Mr Stewart father of Mrs Tinney.

OF LOCAL INTEREST.—The death in Moncton Monday night within about an hour of each other of Mr. Milligan, Regional Counsel, and Mr. Whelpley, Regional Treasurer of the C. N. R. will be learned with deep regret in this city. The latter was not as well known to citizens as Mr. Milligan. That gentleman has been here on a number of occasions in company with other officials and has addressed meetings of the Board of Trade. When last here he looked the picture of health and vigor, and was practically in the prime of life. Mr. Milligan was formerly a journalist before joining the C. N. R. staff, and was for a number of years Editor of the Saint John Telegraph. It is a strange coincidence that both he and Mr. Whelpley belonged to Saint John, although they were residing in Moncton.

WHIST ENJOYED.—The Whist Tournament under the auspices of the Catholic Women's League held in Rosary Hall, Monday, night, was one of the most successful held this season. There was a large number present, owing to the success of the tournament another room is being opened next week to accommodate the large number attending. The ladies prize was won by Miss Charlotte Creighton and the gentlemen's by Mr. Gallant. The committee in charge this week is Mrs. F. J. Casey, Mrs. Ernest Trainor and Mrs. (Dr.) J. E. Blanchard.

Board of Trade Committees

At a meeting of the Charlotte-town Board of Trade Council held on January 14, the following committees were appointed. Transportation.—G. D. DeBlow, H. V. Bantam, N. Ratenbury, R. Aitken, A. Pickard, H. E. Mutton. Time Table.—R. L. Cotton, S. A. McDonald, J. P. Crockett, C. H. Chandler, H. Howatt. Publicity and Immigration.—J. P. Gordon, J. O. Hyndman, A. Irwin, B. H. Beer, James Paton, R. H. Jenkin. Entertainment.—S. A. McLeod, P. W. Turner, G. E. Full, James Carragher, G. S. Inman, Geo. J. Tweedy. Industrial.—A. A. Pomeroy, F. M. Stewart, E. T. Higgs, W. F. Tidmarsh. Membership.—P. W. Clarkin, W. R. Thain, B. D. Nicholson, L. D. Murray, T. B. Wooding. Auditor.—L. B. MacMillan.

Home-made Remedy Stops Cough Quickly

You might be surprised to know that the best thing you can use for a severe cough, is a remedy which is easily prepared at home in just a few moments. It's cheap, but for prompt results, it beats anything else you ever tried. Usually stops the ordinary cough or chest cold in 24 hours. Tastes pleasant, too—children like it—and it is pure and good. Pour 2 1/2 ounces of Pinex in a 16-oz. bottle; then fill it up with plain granulated sugar syrup. Or use clarified molasses, honey, or corn syrup, instead of sugar syrup, if desired. Thus you make 16 ounces—a family supply—but costing no more than a small bottle of ready-made cough syrup. And as a cough medicine, there is really nothing better to be had at any price. It goes right to the spot and gives quick, lasting relief. It promptly heals the inflamed membranes that line the throat and air passages, stops the annoying throat tickle, loosens the phlegm, and soon your cough stops entirely. Splendid for bronchitis, croup, hoarseness and bronchial asthma. Pinex is a highly concentrated compound of Norway pine extract, famous for its healing effect on the membranes. To avoid disappointment, ask your druggist for "2 1/2 ounces of Pinex" with directions and don't accept anything else. Guaranteed to give absolute satisfaction or money refunded. The Pinex Co., Toronto, Ont.

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Please find enclosed the sum of \$... being my New or Renewal Subscription to The Charlottetown Guardian and 50 Cents extra for New University Dictionary. NAME ADDRESS

LOST—Without a 1926 calendar. Renew today.

REV. AND MRS. W. BRUCE MUIR, will be at home at the Manse, 202 Prince St. on Thursday afternoon, 21st inst from 4 to 6 p. m. and in the evening from 8 to 10 p. m. 7296-19-1-21

WINSLOE SERVICES.—The United Church of Canada, Rev. W. H. Palmer, Minister, Services Sunday, January 24th: Highfield 11 a. m., Princetown Road, 3 p. m.; Winsloe North 7 p. m. Preaching service at Winsloe South on Thursday January 28th, at 7.30.

PERSONALS

Mr. John M. McLeod, Vernon, was a visitor to the City yesterday. Mr. J. H. Martin, Saskatoon, has arrived on a visit to friends. Miss Gertrude Clarke, of Cavendish is visiting Mr and Mrs Edgar Stevenson, East Royalty and will attend the concert there tonight.

Friends of Mr. F. G. Spencer will be pleased to learn that his condition today was reported to be very encouraging. Mr. Spencer recently underwent an operation at the Saint John Infirmary.—St. John Globe.

Col. S. S. Wetherbie returned last night from Quebec City which he had accompanied his daughter, Miss Wetherbie, who has entered the Jeffrey Hale Hospital for training in nursing. Col. Wetherbie while in Quebec saw the fire which practically destroyed the Chateau Frontenac and succeeded in obtaining a number of excellent snaps showing the progress of the fire and the wreck which remained.

The use of Miller's Worm Powders insures healthy children so far as the ailments attributable to worms are concerned. A high mortality among children is traceable to worms. These sap the strength of infants so that they are unable to maintain the battle for life and succumb to weakness. This prevention gives promise of health and keeps it.

ROD AND GUN.

Still further improvement in the appearance and contents of the magazine Rod and Gun is shown in the February number which has just been issued. There is a very good line-up of sporting reading material in this issue and good illustration is also a feature of the number. The series of descriptive articles, A Bryan Williams' Breezes from the West and Raymond Thompson's In the Big Woods of Canada, continue with interesting, fictitious, true and instructive, are of outstanding merit. A short sketch of Outdoor Life, from the pen of F. B. Doud, entitled October Days, is a gem of its kind. A poem of great merit, Nocturne of the Prairies, by David Howarth is also one of the features of the issue.

James Frise's cartoon in this issue is another masterpiece of humorous art with a flavor of the outdoors.

Presentation At Emerald

On Christmas Day the Mail Couriers of Emerald Post Office waited upon Mr. Frank Murphy Postmaster at Emerald for the past 36 years, and presented him with a beautiful cased pipe accompanied by the following address. Dear Mr. Murphy,

The Hon. Charles Murphy, Postmaster-General of Canada, struck a true and timely note when he admonished the public not to forget the postmasters and postal employees in the feverish activity of the Holiday season. Postmasters, like yourself, act as Santa Claus at Xmas and do their utmost to see that the Xmas is gladdened by the Good Wishes and Remembrance of absent friends. You hold an exceptionally long and enviable record as one of the postal employees of Canada who has gladdened the hearts of young and old—as for 36 Xmas seasons you have dispensed with that efficiency and courtesy all your own as the joys of Xmas. In fact for 36 years you have acted as Santa Claus all the year round for Emerald and adjoining territory. The people whom you have so faithfully served appreciate you beyond measure and we, as your representatives in serving these people, desire to reciprocate and add our mite to making your Xmas a real Merry one. Perhaps, we more than the public generally know best your splendid traits of character and your exceptional ability as a postmaster.

Therefore we think it's only our duty to remember you on this day of days and ask you to accept this little gift accompanied by our sincere wish that you may have a very merry Christmas this year—and many more Merry Christmases in the years to come. (Signed) John A. Croken, Arnel Murray, M. T. Lamba, Mail Couriers from Emerald Post Office, Emerald, P. E. I., December 25, 1925. Pimples come from blood that's not just right. If you want to get rid of facial blemishes try Selgel's Syrup. Any drug store.



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