



**CANADA  
LIFE  
1970  
ANNUAL  
REPORT.**

**REPORT TO OUR POLICYHOLDERS**

From the dawn of history, many people have been fascinated by legends of promised lands; utopias without fear, pain or insecurity. These idealistic visions have resulted in some of the finest and most enduring stories in literature and many have been popular with generations of children.

Youth, growing up, reluctantly relinquishes the never, never land of childhood fantasies. Moving into adulthood, youth enters a world of reality that often contrasts markedly with the happy land of dreams. So from the beginning of time, mankind has sought to translate dreams into reality.

Many ways have been tried but one of the most successful and practical means for the average person to attain some measure of financial security was advocated as early as 1847 by Hugh C. Baker, the founding President of Canada Life, the first Canadian life company.

Over the past 124 years, the ideas in which he believed have captured the imagination of a host of people and the family of policyholders of his Company has grown to a number that he would never have dreamed possible.

As a result of the widespread acceptance of our

plans and services, the first year of the Seventies has been a very significant one for your Company. People obtained more protection than ever before with over one billion dollars of new business including life insurance and annuities.

By the end of the year total life insurance and annuities in force had reached more than ten billion dollars.

This historic milestone has been reached because of the mutual trust of our policyholders and our representatives who are our principal public relations contact.

With their background of knowledge and their basic altruism, our representatives are respected members of their communities, whose advice is regularly sought on a wide variety of matters.

To all our policyholders we send best wishes and thank them for their confidence in our people and our services.

*A. H. Limmon*

*President*

