

## Confederation Life

ASSOCIATION

**INSURANCE IN FORCE, \$91,986,000.00**

**ASSETS - - - - 23,418,000.00**

LIBERAL INSURANCE AND ANNUITY  
CONTRACTS ISSUED UPON ALL AP-  
PROVED PLANS

**HEAD OFFICE : : TORONTO**

## "SOLID AS THE CONTINENT"

Throughout its entire history the North American Life has lived up to its motto, "Solid as the Continent." Insurance in Force, Assets and Net Surplus all show a steady and permanent increase each year. To-day the financial position of the Company is unexcelled.

1918 promises to be bigger and better than any year heretofore. If you are looking for a new connection, write us. We take our agents into our confidence and offer you service—real service.

Correspond with  
E. J. HARVEY, Supervisor of Agencies.

**North American Life Assurance Company**  
"SOLID AS THE CONTINENT"  
**HEAD OFFICE - - - - TORONTO**

## Agents, Attention!

### THE WESTERN LIFE ASSURANCE COMPANY

made (among others) the following remarkable increases in 1917:

NEW BUSINESS RECEIVED.....	<b>INCREASE 146%</b>
ASSURANCES, NEW AND REVIVED .....	<b>INCREASE 147%</b>
NEW PREMIUMS RECEIVED.....	<b>INCREASE 166%</b>
ADMITTED ASSETS.....	<b>INCREASE 81%</b>

The Company now has a Dominion License, and is extending its organization, and is prepared to offer advantageous terms to competent producers. Write to the

**Head Office - - - - Winnipeg, Manitoba**

## THE KEystone OF THE ARCH

Nothing known in building is stronger than the arch—The symbol of the Mutual Principle in Life Insurance. The centre of the arch is the keystone—and "The Keystone of a Life Insurance Organization," says W. O. Chapman, "is management." The three leading constituents in good management are INTEGRITY, ECONOMY and EFFICIENCY. It is well known that the secret of the extraordinary success of the Mutual Life of Canada has been the rigid adherence of managers and directors through fifty years of history to these essential things. It is due to these that in spite of more than four years of devastating war, followed by a blighting pestilence, with the immense losses entailed, yet the strength of the Mutual Life of Canada is unshaken. The keystone ensures the solidity of the organization, and there is no other better qualified to defy the tooth of time than—

**The Mutual Life Assurance Co. of Canada**  
Waterloo - - - - - Ontario

### The Standard Life Assurance Company of Edinburgh

Established 1825. Head Office for Canada: MONTREAL, Que.

Invested Funds.....\$ 66,500,000	Investments under Canadian Branch, over...\$ 16,000,000
Deposited with Canadian Government and Government Trustees, over..... 7,000,000	Revenue, over..... 7,900,000
	Bonus declared..... 40,850,000
	Claims paid..... 151,000,000

D. M. McGOUN, Mgr. F. W. DORAN, Chief Agent, Ont.

## THE SECURITY OF THE HOME

is the bed-rock on which all true prosperity should be built.

There can be no real sense of well being without the certain assurance that the comfort of dependent ones is provided for, should the supporter of the home be removed.

A Life Insurance Policy gives this safe assurance. Under the Great-West Life Policies low premium rates apply, and all the advantages of liberal conditions and remarkably high profit returns to the Policyholders.

Let us explain the best plan for the protection of your home.

**THE GREAT-WEST LIFE ASSURANCE COMPANY**  
**HEAD OFFICE DEPT. "F" WINNIPEG**  
"Buy War Savings Stamps"

## ENDOWMENTS AT LIFE RATES

ISSUED ONLY BY

### THE LONDON LIFE INSURANCE CO.

Head Office ... LONDON, CANADA

Profit Results in this Company 55% better than Estimates.  
POLICIES "GOOD AS GOLD."

## The Western Empire

### Life Assurance Company

Head Office: 701 Somerset Building, Winnipeg, Man.

BRANCH OFFICES

REGINA MOOSE JAW CALGARY EDMONTON

## CAPABLE MEN

### Can Always Be

## WELL PLACED

Much desirable territory is ready for Agents who can deliver policies in satisfactory volume. Inquiries about localities will have careful attention.

**Union Mutual Life Insurance Co.**  
Portland, Maine

Address: ALBERT E. AWDE, Supt. of Agencies.

**THE NORTHWESTERN LIFE**

ASSETS	FIVE TIMES GREATER THAN LIABILITIES
RESERVES	25% LARGER THAN LAW REQUIRES
EXPENSES	LOWEST IN CANADA

**HEAD OFFICE - - - - WINNIPEG**