

Confederation Life

ASSOCIATION

INSURANCE IN FORCE, \$100,000,000.00

ASSETS - - - - 24,000,000.00

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

HEAD OFFICE : : TORONTO

SECURITY ABOVE ALL

Whether with the intention of taking out insurance or associating yourself as representative with some company, you first look for security.

The figures for 1918 emphasize the unexcelled financial position of the North American Life. After a year of War and Pestilence, the Company emerges stronger than ever meriting its motto, 'Solid as the Continent.'

| | | |
|--------------------------|---|-------------------|
| <i>Business in Force</i> | - | over \$70,900,000 |
| <i>Assets</i> | - | " 18,100,000 |
| <i>Net Surplus</i> | - | " 2,750 000 |

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

North American Life Assurance Company

"SOLID AS THE CONTINENT"

HEAD OFFICE

TORONTO

IMPORTANT FEATURES OF THE Seventh Annual Report OF THE

WESTERN LIFE ASSURANCE COMPANY

HEAD OFFICE - WINNIPEG, MAN.

| | 1918 | Increase |
|---|----------------|----------|
| Applications Received..... | \$1,317,225.00 | 18% |
| Premiums on same..... | 43,314.75 | 16% |
| Assurances in Force..... | 2,767,702.00 | 32% |
| Policy Reserves..... | 153,055.00 | 38% |
| Collected in cash per \$1,000 insurance in force..... | \$33.01 | |

For particulars of a good agency apply to
ADAM REID, President and Managing Director, Winnipeg.

Conservation of Life Insurance

Life insurance is of supreme value in these uncertain times. Life insurance should not only be jealously guarded and kept in full force, but it should be increased if at all possible. It is a well-known fact that the dollar has greatly diminished in value, so that a given income will not purchase much more than one half the amount that it would have yielded in pre-war days. Not only therefore should we resist every inducement to relinquish our insurance; we should rather increase our protection to the limit of our ability. There is nothing else to be compared with a life insurance policy as a protection for the home. During the policyholder's life it is an asset of ever-increasing value; at death it is the financial anchor of one's dependents. Do not allow your "best friend" to induce you to give up a policy in a sound company. Take a new policy if you can, but never give up the old!

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.

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."

THIS FALL

will probably see more persons apply for Life Insurance than ever before.

The reason is clear. During the past few months thousands have had it brought forcibly home to them that the wise course is, in years of prosperity to set aside a sufficient portion of their gains in the safest of all investments—an investment that attains its greatest value at the time of greatest need—LIFE INSURANCE. A Life Policy offers the one sure way of making certain provision for an uncertain future.

Full particulars of the Company's Policies will be mailed on request. State age.

THE GREAT-WEST LIFE ASSURANCE COMPANY

HEAD OFFICE

DEPT. "F"

WINNIPEG

The Western Empire

Life Assurance Company

Head Office: 701 Somerset Building, Winnipeg, Man.

BRANCH OFFICES

REGINA

MOOSE JAW

CALGARY

EDMONTON

| | | | |
|-----------------------|----------------------------|-----|--|
| III | ASSETS—77% VICTORY BONDS | III | |
| III | RESERVES—LARGEST IN CANADA | III | |
| III | EXPENSES—LOWEST IN CANADA | III | |
| THE NORTHWESTERN LIFE | | | |
| HEAD OFFICE WINNIPEG | | | |

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.