

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

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."

| | | |
|-------------------|---|-------------------|
| Business in Force | - | over \$70,900,000 |
| Assets | - | " 18,100,000 |
| Net Surplus | - | " 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.

YOU MAY BE A RICH MAN, SOME DAY—

Opportunities for making money are many but it takes time for capital to accumulate even under the most favorable conditions. Every man of ability expects in the course of years to have sufficient to ensure to his family during their life time the comforts to which they have been accustomed. Unless an unexpected reverse of fortune occurs there is little doubt but that you will make money. But "many things may happen" while the money is being made. This is where Life Insurance comes in and makes available the means that would have been yours if health and life had been spared. You will be rich "some day," if you live, but the Insurance policy will anticipate for your family the accumulations of future years and render sufficient means available even should you not survive to realize your ambition.

Is your prospective income insured?

The Mutual Life Assurance Co. of Canada

Waterloo

Ontario

E. P. CLEMENT, President.

CHAS. RUBY, General Manager.

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."

A Question Often Raised

by persons reminded of the benefits of Life Insurance is this "Suppose after paying premiums for several years I find myself unable to continue, do I lose all I have paid?"

The answer is altogether assuring. In the Great-West Life Assurance Company the most ample provision is made for this and every other contingency. After paying three premiums the Policyholder may, if need arises, either

Accept a loan on his Policy of sufficient to pay the next premium.
Accept a paid-up Policy for an amount stated in the contract.
Extend the Insurance for a given period without the payment of further premiums.

There is no possibility of loss under a Great-West Policy. Rates are low, and the profits to Policyholders remarkably high.

Information on Request.

THE GREAT-WEST LIFE ASSURANCE COMPANY

HEAD OFFICE

DEPT. "F"

WINNIPEG

"Buy War Savings Stamps"

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.



ASSETS—77% VICTORY BONDS
RESERVES—LARGEST IN CANADA
EXPENSES—LOWEST IN CANADA



THE NORTHWESTERN LIFE
HEAD OFFICE ————— WINNIPEG