

New York Life Insurance Co.

FIVE YEARS OF EFFICIENT SERVICE
INCLUDING
THREE AND ONE-HALF YEARS OF WAR TIME

During the Five Years ending December 31, 1917, the New York Life

Received in Income.....	\$667,884,000
Paid Policy-holders.....	382,875,000
Increased its Resources.....	215,272,000
Increased its Insurance in Force.....	503,535,000

THE BUSINESS OF 1917 EXCEEDED THAT OF 1912.

In Income.....	\$27,325,000
In Amount Paid Policy-holders.....	25,337,000
In New Insurance.....	119,917,000

The increase in Business and Resources in Five Years equals the Business and Resources of a very substantial life insurance company, and this new Company is returning to policy-holders 92 per cent. of its entire income. It is also adding forty million dollars a year to its resources and one hundred millions a year to its insurance in force.

HELPING WIN THE WAR.

Since the war began, in August, 1914, the New York Life paid to December 31, 1917, 998 war losses amounting to \$3,007,223. There were 238 reported losses for \$607,084 awaiting proof on December 31. The Company had so carefully guarded itself against extra mortality by reason of war that, notwithstanding the world-wide character of the conflict, the percentage of its actual to its expected mortality has not been appreciably affected. This percentage for 1917 was 70.85—the lowest of any year since the Company has kept complete mortality statistics.

The Company owned Liberty Bonds on January 1, 1918, to the amount of \$12,075,000, and subscribed for \$20,000,000 of the Third Liberty Loan.

There are Four Hundred and Twenty-six Stars in the Company's Service Flag, and one of the Home Office boys—Frank J. Brandreth, of the Rainbow Division, has already won the French War Cross.

The Company has afforded the Government every assistance in its power in formulating and carrying out the plan of Government Insurance on the lives of soldiers and sailors. Agents are forbidden to accept applications from soldiers or sailors unless they have already taken the limit with the Government.

EVERY MAN'S BUSINESS.

Just now it is every man's business to Help Win the War. Our daily occupations are incidental; winning the war is our real business.

Winning the war is our real business because back of that lies the chief and ultimate purpose of life—making the world a safe place for women and children. And that is the aim of Life Insurance in war time and in time of peace.

The Government has recognized this in the provision made by life insurance for the families of those who die or are disabled in the service. The man who stays at home and does less is a slacker.

NEW YORK LIFE INSURANCE CO.,
DARWIN P. KINGSLEY, President.

EAGLE, STAR AND BRITISH DOMINIONS INSURANCE CO. LIMITED

Assets over \$61,000,000 Premium Income over \$14,000,000

FIRE and MARINE

Canadian Managers, DALE & COMPANY, LIMITED, Coristine Bldg., Montreal
Branches at HALIFAX, TORONTO, WINNIPEG and VANCOUVER

THE YORKSHIRE INSURANCE COMPANY, LIMITED

ESTAB. 1824

YORK, ENGLAND ASSETS EXCEED \$23,000,000

FIRE..... Every description of property insured. Large Limits.

LIVE STOCK..... The Yorkshire is the FIRST COMPANY, licensed by the FEDERAL GOVERNMENT, to transact Live Stock Insurance in Canada.

ACCIDENT..... Personal Accident, Employers', Automobile, Teams, General Liability, and Plate Glass.

CANADIAN DIRECTORS {	Hon. C. J. Doherty	Hon. Alphonse Racine	Canadian Manager, P. M. WICKHAM, Montreal
	G. M. Bosworth, Esq.	Alex. L. MacLaurin, Esq.	

APPLICATIONS FOR AGENCIES are invited from responsible persons.