

## Confederation Life

ASSOCIATION

### Issues LIBERAL POLICY CONTRACTS

ON ALL APPROVED PLANS.

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HEAD OFFICE : : TORONTO

## Here is Your Opportunity

The success which has attended the operations of the North American Life throughout its history has made association with the Company particularly inviting.

The year 1918 promises to be bigger and better than any heretofore. Some agency openings offer you an opportunity at this time.

Correspond with

E. J. HARVEY, Supervisor of Agencies.

## North American Life Assurance Company

"SOLID AS THE CONTINENT"

HEAD OFFICE

TORONTO, CANADA

## Agents, Attention!

### THE WESTERN LIFE ASSURANCE COMPANY

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

|                                  |               |
|----------------------------------|---------------|
| NEW BUSINESS RECEIVED.....       | INCREASE 146% |
| ASSURANCES, NEW AND REVIVED..... | INCREASE 147% |
| NEW PREMIUMS RECEIVED.....       | INCREASE 166% |
| ADMITTED ASSETS.....             | INCREASE 81%  |

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

## Monthly Income Policies a Necessity

A policy of life insurance amounting to \$100,000 was completely lost in seven years by faulty investments and expensive living. In another case a beneficiary squandered the proceeds of a life insurance policy amounting to \$50,000 in a single year. To protect the beneficiary against inexperience in making investments, and against extravagance, the monthly income policy has been introduced, providing an automatic, safe and profitable investment of life insurance funds. Supplement your existing insurance with a monthly income policy. It can be written on the life, limited life or endowment plan. Such a policy with our disability clause incorporated is without an equal in furnishing ideal household protection. We will gladly furnish full particulars and illustrations.

## 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 Trust-ees, 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."

## Educative Literature

There is no department of finance of such importance to the average man as Life Insurance, and none, generally speaking, of which he knows less.

To those desiring information The Great-West Life will be pleased to send printed matter concerning the innumerable benefits of modern Life Insurance—and to quote rates on suitable Policies. It will be found that for liberality and value The Great-West Policies cannot be equalled.

## The Great-West Life Assurance Co.

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

## Agents, Are You Satisfied?

We have one or two choice vacancies for **District Managers** in Western Ontario. If you are ambitious to improve your position, and grow with a strong, progressive Canadian Life Insurance Co. write in confidence.

H. A. KENTY, Superintendent of Agencies

## THE CONTINENTAL LIFE INSURANCE CO.

TORONTO, ONTARIO

## Always a Place for Dependable Agents

Those who can not only write applications but deliver policies, and are energetic in their methods. Good positions are ready for such men.

## Union Mutual Life Insurance Co.

Portland, Maine

ARTHUR L. BATES, PRESIDENT HENRI E. MORIN, SUPERVISOR

For Agencies in the Western Division, Province of Quebec and Eastern Ontario, apply to WALTER I. JOSEPH, Manager, 502 McGill Building, Montreal.

For Agencies in Western Ontario, apply to E. J. ATKINSON, Manager, 107 Manning Chambers, 72 Queen St. West, Toronto