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(Insurance Department)

### INSURANCE AND Financial Agents

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VANCOUVER, B. C.

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"A Canadian Company for Canadians"

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AGENTS FOR B. C.

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Sey. 4630

Vancouver, B.C.

## IMPERIAL LIFE OFFICIAL IN CONFERENCE WITH FIELD MEN

Mr. J. F. Weston, managing director of the Imperial Life Assurance Company, Toronto, was in Vancouver last week, in conference with the field men of the company in British Columbia. Practically all of the field men were present. Mr. Kenneth Ferguson, manager for Vancouver Island, was present. The convention was held under the direction of Mr. Stanley Henderson, the British Columbia manager.

Mr. Weston reported very favorable conditions in the life insurance field, and was well pleased with the business written by the company in Western Canada, and particularly so in British Columbia. Mr. Weston was asked why it was in these troubled times that life insurance underwriting should be so large. In reply he stated: "I think in the first place, that it is due to the genuine seriousness with which the average business man in Canada views his business and life generally on account of the destructive war we are now carrying on. Wherever men are struck with the impressiveness of existence and the basic problems that are enforced on their attention by the widespread sorrow and suffering brought about by the war they will always view the matter of life insurance as a much more serious thing than under the normal conditions of the past. Then, too, utter absence of speculation in business throughout Canada induces a receptive hearing to the claims of life insurance viewed from the investment standpoint. Finally, the genuine and widespread prosperity which has permeated practically every class of business with the great rise in the wages of labor has made many men more capable of taking insurance or increasing their existing lines than ever before.

"I find," he continued, "prosperity in Western Canada on a firm and sound basis. Whatever may be the conditions after the war, I do not think—and here I am expressing the opinion of a large group of eastern financial men—that Western Canada will be subjected to the severe readjustment of conditions that will be necessary in the manufacturing East. The confidence of the East in Western Canada and British Columbia has been completely re-established. We are of the firm opinion in the financial centres of Toronto and Montreal that the progress of the prairie provinces and British Columbia which has set in will continue in the ensuing years. Your growth in population, your development of natural resources cannot help but advance in the face of the ever-growing demand for the products of your field, your forests and mines, which undoubtedly will not terminate with the conclusion of war."

Mr. W. A. Wilson, superintendent of agencies and acting manager of the Union Fire Insurance Company of Paris, France, was a visitor to British Columbia last week on a trip of inspection. Mr. Wilson was well pleased with the growing business of the Union Fire in British Columbia and expects even a larger business in this province next year than the company experienced this year.

While in Vancouver Mr. Wilson made his headquarters with his provincial agents, the Franco-Canadian Trust Company.

## LIFE INSURANCE

For information, for advice, for insurance consult

W. P. ARGUE

Room 45  
640 Hastings St. West

Telephone—Office: Seymour 768  
Res.: Bayview 1150Y