

## 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 asso-  
ciating 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.

## WHY MUTUAL POLICIES ARE EASY TO SELL

First—Because of the co-operative and democratic principle  
on which the company is founded: The Mutual Life Assurance  
Company of Canada is a company consisting of policyholders,  
maintained by policyholders, exclusively for policyholders.Second—Because the purpose for which the company was  
established is now generally understood: the company since its  
establishment in 1869 has consistently followed one aim—that of  
furnishing the largest amount of protection for the least possible  
outlay.Third—Because the company's day-by-day activities advertise  
it: The Mutual of Canada since its organization has paid to  
policyholders or their beneficiaries or holds as a trust to guarantee  
future payments, over sixty millions of dollars.

"BE A MUTUALIST!"

**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 Can- adian Branch, over...\$ 16,000,000
Deposited with Cana- dian 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."

## BALANCING DEBTS BY LIFE INSURANCE

Do you ever think of Life Insurance as a means of counter-  
balancing unavoidable debt?There are bushels of ways in which debt may creep upon  
a man, unavoidably almost, legitimate debt in many cases.He may undertake to purchase a home, secure credit to  
extend his business. Ill health may hamper and swallow  
his savings. Crops may fail and business losses occur.All manner of calls tug at a man's purse strings, and do  
their best to make the domestic balance sheet a poor exhibit.

But Life Insurance will restore the balance.

**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

## 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