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.

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

TOPONTO

IMPORTANT FEATURES OF THE

Seventh Annual Report

WESTERN LIFE ASSURANCE COMPANY

HEAD OFFICE - WINNIPEG, MAN.

Applications Received \$1,317,225.00 18%
Premiums on same 43,314.75 16%
As3urances 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,

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."

"IN unsettled times the thoughts of men turn instinctively to the sound security of Life Insurance."

The first step to securing suitable and adequate Life Insurance is to obtain dependable information.

Permit The Great-West Life to give you that information—by mail, if you wish, for leisurely consideration.

You will readily see the merits of the Great-West Plans. Inexpensive, profitable, liberal—these Policies have appealed to over sixty-five thousand persons as the best anywhere available.

THE GREAT-WEST LIFE ASSURANCE COMPANY
HEAD OFFICE DEPT. "F" WINNIPEG

The Western Empire

Life Assurance Company

Head Office: 701 Somerset Building, Winnipeg, Man.

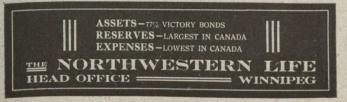
BRANCH OFFICES

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.