

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.

Applications Received.....	\$1,317,225.00	Increase 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.

YOU MAY BE A RICH MAN, SOME DAY—

Opportunities for making money are many but it takes *time* for
capital to accumulate even under the most favorable conditions.
Every man of ability expects in the course of years to have suf-
ficient to ensure to his family during their life time the comforts
to which they have been accustomed. Unless an unexpected
reverse of fortune occurs there is little doubt but that you will
make money. But "many things may happen" while the
money is being made. This is where Life Insurance comes in
and makes available the means that would have been yours if
health and life had been spared. You will be rich "some day,"
if you live, but *the Insurance policy will anticipate for your
family the accumulations of future years* and render suffi-
cient means available even should you not survive to realize
your ambition.

Is your prospective income insured?

The Mutual Life Assurance Co. of Canada

Waterloo

Ontario

E. P. CLEMENT, President.

CHAS. RUBY, General Manager.

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.

Inform Yourself

There is no question on which it is so essential to obtain reli-
able and unbiased information as concerning Life Insurance.Such information may be freely obtained, at first hand, by cor-
responding with The Great-West Life Assurance Company—
a Company that has earned a reputation in every part of Can-
ada for the value and liberality of its Policies.State your age. Rates on suitable Policies will then be given—
none the less freely though you have no immediate intention
of insuring.**THE GREAT-WEST LIFE ASSURANCE COMPANY**

HEAD OFFICE DEPT. "F" WINNIPEG

"Buy War Savings Stamps"

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."

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