

Confederation Life

ASSOCIATION

INSURANCE IN FORCE, \$100,000,000.00

ASSETS - - - - 24,000,000.00

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 THE "MUTUAL LIFE OF CANADA" IS SO POPULAR

The Mutual placed upon its books in the first five months of 1919
100% more business than in the corresponding months of 1918. The
wonderful war-record of the Mutual Life and the prompt payment of the
many unexpected claims during the recent epidemic—these have proved
the value of the institution. The Mutual, moreover, is in a peculiar
sense a people's company, being in its control democratic, in its economy
strictly co-operative. This means that the system is in line with the
"spirit of the age," and so the people naturally turn to the Mutual. The
record of the Company for nearly half a century has been one of increas-
ing beneficence, and an ever-growing number of gratified policyholders
help on the good work of the agents. As a result, there probably is not
a more prosperous group of workers in Canada to-day than the repre-
sentatives of our Company.

"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."

WHEN a man insures his life he does well. When
he insures his PURPOSE he does better. A
man ordinarily takes insurance to protect his family.
When he sees to it that the Policy is drawn to most
surely effectuate that purpose, he renders his family
the soundest possible service.

That implies benefit in the form of an INCOME,
the most valuable type of protection.Write for information concerning the attractive
Monthly Income Policies of

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