

Solid Growth

Up-to-date business methods, backed by an unbroken record of fair-dealing with its policyholders, have achieved for the Sun Life of Canada a phenomenal growth.

Assurances in Force have more than doubled in the past seven years, and have more than trebled in the past eleven years.

To-day they exceed by far those of any Canadian life assurance company.

**SUN LIFE ASSURANCE
COMPANY OF CANADA**
HEAD OFFICE—MONTREAL

The London & Lancashire Life and General Assurance Association Limited

Offers Liberal Contracts to Capable Field Men.

GOOD OPPORTUNITY FOR MEN TO BUILD UP A PERMANENT CONNECTION.

We Particularly Desire Representatives for City of Montreal.

Chief Office for Canada:
164 ST. JAMES STREET, MONTREAL.
ALEX. BISSETT - Manager for Canada.

UNION ASSURANCE SOCIETY LIMITED OF LONDON, ENGLAND

FIRE INSURANCE, A.D. 1714.

Canada Branch, Montreal:
T. L. MORRISEY, Resident Manager.
North-West Branch, Winnipeg:
THOS. BRUCE, Branch Manager.
AGENCIES THROUGHOUT THE DOMINION.

The Secret of Successful Salesmanship

If the salesman has unlimited confidence in the company he represents and in the goods he is offering, it will not take long to communicate that confidence to the prospect. And this applies to Life Insurance more than to any other article. Agents of the Mutual Life of Canada meet with extraordinary success for that simple reason—they devoutly believe in Life Insurance and above all in the "Mutual" Life Insurance. The Mutual Life has been conducted for fifty years exclusively in the interests of its policyholders. The result is an unprecedented demand to-day for Mutual Life policies. With the Mutual "the secret of successful salesmanship" is simplicity itself. The agent knows that he has the Company and the policy that the prospect NEEDS. The rest soon follows.

"BE A MUTUALIST."

The Mutual Life Assurance Co. of Canada
WATERLOO - - - ONTARIO.

Insurance

North American Life.

Mr. R. T. Moore, after two and a half years connection with the North American Life of Toronto, has been appointed as District Manager for the Company at Windsor, Ont., for that town and the surrounding territory.

Edmonton agency of the North American Life, under the leadership of F. C. Walls, heads the list of agencies of that Company in personal production for October.

Sir Joseph Flavelle Sells Out.

Sir Joseph Flavelle, Bart., has retired from the William Davies Company, Limited, pork packers, of which he was president and owned and controlled 52 per cent of the stock.

The Flavelle stock has passed into the hands of E. C. Fox, general manager of the present company, and a group of associates and in the deal the Canadian industry acquires a big American packing plant. The business of the William Davies Company will now be international.

The withdrawal of Sir Joseph from the company, of which he has been the moving spirit for the past two decades, follows closely on the transfer of the control of three other Canadian packing plants to larger concerns across the line.

The figure at which Sir Joseph sold his stock is generally believed to be around the three million mark.

Ontario's New Minister of Mines.

Mr. Harry Mills (the Labor man from Fort William), who has been appointed Ontario's Minister of Mines, a new ministry to be made by a special Act from the old portfolio of Lands, Forests and Mines, is a young man of only 45, in the prime of life, practical and outspoken, tall, of medium weight with dark hair, just turning grey. Twenty years ago, in Wales, he obtained first-hand experience of mining in the coal mines. With the exception of having lived in the north country for over 22 years, and having taken a keen interest in the mines in that district, he has had no actual experience in his new department in this country. He has been a locomotive engineer, being chief of Division 243 at the present time and also president of the Board of Education in Fort William for the past three years.

Lifting of Wheat Embargo.

That the lifting of the embargo on Canadian wheat in the United States will be a great benefit to Canada was the opinion expressed by H. W. Wood, president of the United Farmers of Alberta, in Calgary last week. When asked to what extent Canada would benefit, Mr. Wood stated it was somewhat difficult to say what influence the entry of this wheat would have on the Minneapolis market. High prices have prevailed on the latter market on account of the scarcity of the northern grades in the United States.

The United States government said Mr. Wood, has had to take over great quantities of the lower grades of wheat at the minimum prices. The best of the wheat that the United States took over was put in store and was now being sold back to the mill at a premium, while the grades that the United States do not want are still being sold on the foreign markets below its original cost.

Mr. Wood stated that there was no outlet for the higher priced wheat or flour in the European markets. This high priced flour was only being sold in the United States. The wheat and flour that the United States was exporting had been sold on a lower basis than the Canadian wheat and flour.

Howard S. Ross, K. C.

Eugene R. Angers

ROSS & ANGERS

BARRISTERS and SOLICITORS

Coristine Building, 20 St. Nicholas St., Montreal

BLACK DIAMOND

FILE WORKS

Established 1863. Incorporated 1897.
Highest Awards at Twelve International
Expositions, Special Prize, Gold Medal,
Atlanta, 1895.

G. & H. Barnett Co.

PHILADELPHIA, Pa.

Owned and Operated by
NICHOLSON FILE COMPANY.

Commercial Union Assurance Company Limited

OF LONDON, ENGLAND.

The largest general Insurance Company in the World.

Capital Fully Subscribed	\$14,750,000
Capital Paid Up	4,425,000
Life Fund & Special Trust Funds	75,578,630
Total Annual Income Exceeds	64,000,000
Total Funds Exceed	172,000,000
Total Fire Losses Paid	215,897,380

Deposit with Dominion Government (as at 31st Dec., 1918) .. 1,401,333
Head Office, Canadian Branch:
Commercial Union Bldgs., 232-236 St. James
Street, Montreal, Que.

Applications for Agencies solicited in unrepresented districts.
W. J. Jopling, Manager Canadian Branch.

Founded in 1806.

THE LAW UNION AND ROCK INSURANCE CO., LIMITED

OF LONDON.

ASSETS EXCEED \$50,000,000.
OVER \$10,000,000 INVESTED IN CANADA.
FIRE & ACCIDENT RISKS ACCEPTED.

Canadian Head Office:

277 Beaver Hall Hill, MONTREAL.

Agents wanted in unrepresented towns in Canada.

J. E. E. DICKSON, Canadian Manager.
W. D. AIKEN, Supt. Accident Department.

Every Agent Wants

to represent a Company whose name is his introduction. One whose policies are unexcelled. Liberal dividends. Strength and security unsurpassed.

The figures for 1918 emphasize these points in the North American Life.
Business in Force .. . over \$70,900,000
Assets .. . " 18,100,000
Net Surplus .. . " 2,750,000
Payments to Policyholders " 1,700,000

These are reasons why the Company is known as "Solid as the Continent." Correspond with E. J. Harvey, Supervisor of Agencies.

NORTH AMERICAN LIFE ASSURANCE COMPANY
HEAD OFFICE - - - TORONTO