

Confederation Life

ASSOCIATION

INSURANCE IN FORCE, \$133,000,000.00

LIBERAL INSURANCE AND ANNUITY
CONTRACTS ISSUED UPON ALL AP-
PROVED PLANS

HEAD OFFICE : : TORONTO

STRIDING AHEAD

These are wonderful days for life insurance salesmen, particularly North American Life men. Our representatives are placing unprecedented amounts of new business. All 1919 records are being smashed.

"Solid as the Continent" policies, coupled with splendid dividends and the great enthusiasm of all our representatives tell you why.

Get in line for success in underwriting. A North American Life contract is your opening. Write us for full particulars.

Address E. J. Harvey, Supervisor of Agencies.

North American Life Assurance Company
"SOLID AS THE CONTINENT"

HOME OFFICE : : TORONTO, ONT.

Important Features of the Eighth Annual Report OF THE

Western Life Assurance Co.

HEAD OFFICE - WINNIPEG, MAN.

Assurances, New and Revived	\$1,211,447.00
Premiums on same	43,890.00
Assurances in Force	3,458,939.00
Total Premium Income	109,586.03
Policy Reserves	211,497.00
Admitted Assets	296,430.62
Average Policy	2,237.50
Collected in cash per \$1,000 insurance in force	31.75

For particulars of a good agency apply to
ADAM REID, Managing Director - - - **Winnipeg.**

Insuring the Motive Power

The object of Business Insurance is to insure the "brains" of an organization. Knowledge, combined with administrative ability, is invaluable. Every business, large or small, depends primarily upon one or more experienced leaders. The death of any one of them would result in a heavy financial loss. There would be heavy going until the deceased official was replaced by someone of equal ability. The possession of a policy of insurance payable to the firm in the event of the death of such a leader is essential. Joint policies payable on the death of the first partner, or (preferably) separate policies on the lives of the individual partners in favor of the survivors are issued by The Mutual Life of Canada. It will be the object of the Company to adapt each Business Policy to the particular requirements of the insuring firm. Consult our representative. He will be glad to advise you regarding business insurance.

The Mutual Life Assurance Co. of Canada

Waterloo

Ontario

HUME CRONYN, M.P.,
President.CHARLES RUBY,
General Manager.

CO-OPERATIVE SERVICE

To Policyholders between the Company and the Agents is the secret of our success. Every representative is given the utmost assistance, but he must look after our clients' interests. During the last 21 years The Continental Life has built an enviable reputation for prompt payment of claims. Write for booklet, "Our Best Advertisers." For Manager's positions in Ontario, apply with references, stating experience, etc., to **S. S. WEAVER, Eastern Superintendent, at Head Office.**

THE CONTINENTAL LIFE INSURANCE CO.

Head Office : : TORONTO, ONTARIO

ENDOWMENTS AT LIFE RATES

ISSUED ONLY BY

THE LONDON LIFE INSURANCE CO.

Head Office : : LONDON, CANADA

Profit Results in this Company 70% better than Estimates.

POLICIES "GOOD AS GOLD."

MUTUAL HELP

is the root-idea of Life Insurance. Men join together that ALL may bear, without disaster, loss that would fall with crushing weight upon one alone.

Obtain particulars of this helpful alliance. While you are doing so, procure particulars of THE BEST THERE IS in Life Insurance. And the best Policies —by the proof of ACTUAL RESULTS—are those of

THE GREAT-WEST LIFE ASSURANCE COMPANY

DEPT. "F" : : WINNIPEG

A postal will bring full information by mail. State age.

The Western Empire

Life Assurance Company

Head Office: 701 Somerset Building, Winnipeg, Man.

BRANCH OFFICES

SASKATOON : : CALGARY : : EDMONTON : : VANCOUVER

Moose Jaw, Saskatchewan

STOCKS AND BONDS
INSURANCE

FARM LANDS AND PROPERTY MANAGERS

KERN AGENCIES LIMITED

PRIVATE WIRES TO WINNIPEG, CHICAGO, TORONTO,
MONTREAL AND NEW YORK

Queensland Insurance Co. Limited

of Sydney, N.S.W.

Capital Paid Up \$1,750,000

Assets \$4,015,811

Agents Wanted in Unrepresented Districts

MANAGERS FOR CANADA:

Montreal Agencies Limited : : Montreal