

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

LONDON AND SCOTTISH Assurance Corporation Limited.

Established 1862.
For All Classes of Life Assurance.

SCOTTISH METROPOLITAN
Assurance Company, Limited.

For insurances against Fire, Accident, & Sickness; Guarantee Bonds; Elevator, Automobiles, Public and Teams, and Employers' Liability.

HEAD OFFICES FOR CANADA:

London & Scottish Building,

164 St. James St., Montreal.

TOTAL ASSETS EXCEED. . . . \$25,500,000

Manager for Canada: ALEX R. BISSETT.

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"

HEAD OFFICE - - - TORONTO, ONT.

Commercial Union Assurance Company Limited

OF LONDON, ENGLAND.

Capital Fully Subscribed . . .	\$14,750,000
Capital Paid-Up	7,375,000
Life Funds and Special Trust Funds	99,147,565
Total Annual Income Exceeds . . .	75,000,000
Total Funds Exceed	209,000,000
Deposit with Dominion Government as at the 31st December, 1919	1,416,333

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.

Insurance News and Views

Meeting for Insurance Superintendents

The Third Annual Conference of the Superintendents of Insurance of the Provinces of Canada will be held in Winnipeg on the 4th, 5th, 6th and 7th of October next. A most important programme of subjects has been arranged for discussion, detail of which will be announced in the course of a few days.

The programme is specially notable because it deals with important problems of Insurance administration and control from a constructive viewpoint and the Conference marks a forward-looking attitude of the Governmental Departments towards the needs of the business. It includes addresses and discussions by the Superintendents

themselves and by important leaders in the Insurance business on such a range of subjects as indicated by the following:—Uniform forms of Departmental Return from Insurance Companies, Insurance transacted in Canada by unlicensed foreign companies, Taxation of Insurance Companies; a discussion of the Model Fire Policy Act drafted by the Commissioners on the Uniformity of Legislation and consideration of draft forms of statutory conditions for Automobile Insurance and for Accident and Sickness Insurance, the administration of the licensing system for Insurance Agents, Brokers and Adjustors, The forecasting of legislation governing solvency of Fraternal Societies, and a discussion of the subject of Reciprocal Fire Insurance Exchanges.

All the Provinces will be represented at the Conference and it is evident that the meeting is charged with a much greater importance to Insurance business and to the Governmental Departments than any of the previous meetings. The Provincial Officers are seized with a realization of the immense profit which has resulted from the similar Annual Conference held in the United States, which is in session this month, and covet similar advantages for their Departments and for the Insurance business in Canada.

Invitations are being issued by the officers of the Conference to representative Insurance interests and these interests are urged to send delegates to the Conference. If invitations are not received before the 15th instant, persons desiring them should apply to Arthur E. Fisher, Superintendent of Insurance, Regina, Sask., who is Secretary of the Conference or to the local Superintendent of Insurance in any Province. The sessions of the Conference are open to the public but only invited delegates are expected to take part in the discussions.

Quebec, Quebec.—The enterprise of British capital represented in the amalgamation of four of the largest match manufacturing firms in Great Britain is about to be extended to Canada in the erection of a large factory near this city and the installation of a plant which will involve the investment of five million dollars. The board of directors of the Canadian concern will consist of six English and six Canadian. It is expected that a large export business will be undertaken.



SERVICE.—Our highly-developed service is available at all times for the benefit of our customers. Every well-grounded business man appreciates the importance of the co-operation, guidance and information on financial matters of his Banker.

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THE STANDARD BANK

OF CANADA
MONTREAL BRANCH

136 ST. JAMES STREET

E. C. GREEN, - - MANAGER

ESTABLISHED 1832

Paid-Up Capital
\$9,700,000



Reserve Fund
and Undivided Profits over
\$18,000,000

TOTAL ASSETS OVER \$220,000,000

The strong position of the Bank of Nova Scotia not only assures the safety of funds left on deposit with the Bank but also places it in a position where it can readily care for any legitimate business needs of its customers. We invite business of every description.

THE BANK OF NOVA SCOTIA