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Issues LIBERAL POLICY CONTRACTS
ON ALL APPROVED PLANS.

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HEAD OFFICE**TORONTO****Here is Your Opportunity**

The success which has attended the operations of the North American Life throughout its history has made association with the Company particularly inviting.

The year 1918 promises to be bigger and better than any heretofore. Some agency openings offer you an opportunity at this time.

Correspond with

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North American Life Assurance Co.

"SOLID AS THE CONTINENT"

HEAD OFFICE**TORONTO, CANADA****AGENTS' ATTENTION!****The Western Life Assurance Company**

made (among others) the following remarkable increases in 1917:

NEW BUSINESS RECEIVED.....	INCREASE 146%
ASSURANCES, NEW AND REVIVED.....	INCREASE 147%
NEW PREMIUMS RECEIVED.....	INCREASE 166%
ADMITTED ASSETS.....	INCREASE 81%

The Company now has a Dominion License, and is extending its organization, and is prepared to offer advantageous terms to competent producers. Write to the

HEAD OFFICE - - WINNIPEG, MANITOBA**A Practical Pointer on Salesmanship**

It is of first importance in good salesmanship to select a worthwhile article to sell, something about which you can become enthusiastic with a reason—a reason that will last. In Life Insurance Salesmanship, for instance, a discriminating agent would naturally select the policies of the Mutual Life of Canada because—first, the Company is well-established—Second, it has an unblemished record—Third, it has a continental reputation as a dividend payer—Fourth, it is a democratic organization—Fifth, it is a wonderfully successful going concern—and lastly, being the only Canadian Policyholders' Company its contracts find a ready market. Where a company is so favorably known one half of the trouble of making the sale is avoided. If you get the best goods in your line and go to it, success is certain. Last year our agents placed \$20,000,000 paid-for business.

The Mutual Life Assurance Co. of Canada
Waterloo Ontario

CHARLES RUBY, General Manager E. P. CLEMENT, K.C., President

The Standard Life Assurance Co. of Edinburgh

Established 1825. Head Office for Canada: MONTREAL, Que.

Invested Funds.....\$ 66,500,000	Investments under Canadian Branch, over...\$ 16,000,000
Deposited with Canadian Government and Government Trustees, 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.

LONDON ... CANADA

POLICIES "GOOD AS GOLD."

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The Western Empire
Life Assurance Company

Head Office: 701 Somerset Bldg., Winnipeg, Man.

BRANCH OFFICES

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District Managers Wanted

In Western Ontario Cities. If you would like to improve your position, and grow with a strong, progressive Canadian Life Insurance Co., write in confidence

H. A. KENTY, Superintendent of Agencies

THE CONTINENTAL LIFE INSURANCE CO.

TORONTO, ONTARIO

LIFE INSURANCE IS THE ONLY ONE OF A MAN'S ASSETS THAT HIS DEATH AUTOMATICALLY CONVERTS INTO CASH.

One of the most stringent rules of The Great-West Life Assurance Company is that calling for the Utmost Dispatch in settling death claims. The booklet, "What others say," comments on the promptness and liberality with which such claims are met.

Ask for a copy

The Great-West Life Assurance Co.**HEAD OFFICE**

DEPT. "F"

WINNIPEG**ALWAYS A PLACE FOR DEPENDABLE AGENTS**

Those who can not only write applications but deliver policies, and are energetic in their methods. Good positions are ready for such men.

Union Mutual Life Insurance Co.

Portland, Maine

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For Agencies in the Western Division, Province of Quebec and Eastern Ontario, apply to WALTER I. JOSEPH, Manager, 502 McGill Building, Montreal.

For Agencies in Western Ontario, apply to E. J. ATKINSON, Manager, 107 Manning Chambers, 72 Queen St. West, Toronto