

Confederation Life

ASSOCIATION

INSURANCE IN FORCE, \$112,000,000.00

ASSETS - - - - 24,600,000.00

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.

1870 — OUR GOLDEN JUBILEE — 1920

NEW BUSINESS RECORD OF THE MUTUAL

The popularity of the Mutual Life of Canada with the insuring public is being demonstrated in the amazing amount of new assurances issued. The first four months of 1920 indicated an increase of no less than 46% over the amount of insurance underwritten in the corresponding period of 1919. Insurance is in greater demand to-day than it has ever been before in the history of the world. The people are impressed with the importance of securing life insurance and naturally their thoughts turn to the Mutual of Canada. The life agent is fortunate to-day owing to the increasing demand for insurance, and especially if he represents The Mutual Life of Canada which is expanding at a rate that surprises even its most optimistic friends.

BE A MUTUALIST!

The Mutual Life Assurance Co. of Canada

Waterloo

Ontario

SUCCESS IN LIFE INSURANCE

Salesmanship depends so much upon the service rendered that we have adopted as our slogan: "Greater Service to Policyholders." We have a few desirable positions for good salesmen who will study their clients' best interests, and co-operate with the Company. Every assistance, financial and otherwise, given earnest, hard workers, to make good. 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."

Of Sterling Worth

are the policies issued by the Great-West Life Assurance Company. Some men look upon the provision of Life Insurance as an expense to be avoided as long as possible. How often has this procrastination brought illimitable distress to a man's household in later years?

Life Insurance is the one safe means by which continuity of one's life plans may be brought to a successful issue. Ask any old-time policyholder to explain the merits of his Insurance, and correspond with us when we will explain the merits of policies issued by

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

SASKATOON CALGARY EDMONTON VANCOUVER

**STRONG—
PROGRESSIVE—
AGGRESSIVE—**

THE NORTHWESTERN LIFE
HOME OFFICE BUILDING — DONALD ST. WINNIPEG

WHEN TESTED ON A BASIS OF PER-
CENTAGE OF ASSETS TO LIABILITIES
THE NORTHWESTERN STANDS
AMONG THE STRONGEST LIFE
COMPANIES ON THE CONTINENT

ASK FOR AN AGENCY FROM THE

"GRESHAM"

Liberal Policies Reduced Premiums

ESTABLISHED 1848

Funds Exceed Fifty Million Dollars

Gresham Life Assurance Society

LIMITED

Gresham Building

MONTREAL