

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

A Woman Writing Life Insurance

By MRS. G. A. RALLS.

They tell us it takes a real salesman and salesmanship, and they tell us there are six steps in salesmanship. That the first two steps are the most important.

The First step is gaining the attention—the favorable attention of your prospect.

The Second, is gaining the interest of your prospect.

That being true, what wonderful salespeople women should make! What an opportunity for women in salesmanship! Why—They've practiced gaining the attention—the favorable attention and interest since the time of Eve, when she ate the forbidden fruit in order to become wise and attract the favorable attention and interest of Adam.

Every woman, whether large or small, low or tall, has the immediate attention of her prospect, and every woman has a certain degree of her prospects interest. He is interested in what she has to say, and how she is going to say it.

Having gained those first two steps, if a woman will be brief and logical—and what woman is not logical—then by her logical presentation she holds the attention of prospects and arouses their interest in the subject—gains their confidence and shows them their needs—What woman can fail in the Life Insurance Business?

Every man is a mother's son. Every woman has the instincts of a mother. Then what is more fitting than that a woman plead the cause of the wife, the child and the home. Dear Me! they are worth protecting and she knows them to be.

Today Life Insurance has become a mighty force, its influence for good is far reaching and in selling Life Insurance a woman has the opportunity of selling education for little children, of starting young men on successful business careers, of making worthy citizens out of the struggling poor, and giving support and protection to the widow, the orphan and the aged, of turning men and women from the crooked paths that lead to the jail, the poorhouse and the asylum, and guiding them into prosperous and sunny avenues.

And yet, she is in a business enterprise, pure and simple. It is beneficent in its aims and achievements, but it dispenses no charity. It

does nothing to weaken self-reliance or impair self respect. It does not foster dependence; on the contrary it teaches independence.

No financier can be indifferent to it, for already it is on as high a financial plane as the banking system of the world. The direct influence of American Life Insurance has had a great influence in making New York one of the greatest financial centres of the world, placing it above London and Paris.

What a wonderful business it is! What a wonderful opportunity for a woman! She has an opportunity for advancement when she enters the life insurance field. In order to become a proficient solicitor and ably present her proposition, she must have a thorough knowledge of the business in which her prospect is engaged. A splendid opportunity there—a chance to become thoroughly familiar with the Great Romances of American businesses. An opportunity to advertise her ability to the keenest financiers in the country. An opportunity there to educate herself and use her profession as a stepping stone to other businesses.

Then, there's the opportunity for adventure. Go with me for a minute into the new oil fields of Texas. Where but a short time ago, the people saw, year after year, their seed wither in the ground—saw their cattle die by the thousands because there was no water or grass—where every breeze that blew only hurried the smothering dust of sun baked prairies into throats that were parched and gasping, in the clutch of unprecedented drouths! Today the same land is covered with derricks—what was a hamlet of 200 is now a forest of tents fast emerging into a bustling American town of 30,000 with its brick edifices, its towers and spires. Banks spring up, their deposits leaping from thousands into millions and hundreds of millions. For miles from the railroad, stretching across entire counties, an unbroken chain of moving traffic, monster trucks, clattering caterpillars, shouting teamsters, rolling jitneys, all groaning with the traffic which is bringing the steel of Pennsylvania, the rubber of Akron, the textiles of New England, and the fruit of California, to develop the throbbing life of the oil fields. Go with me over those roads in the winter—struggle with us through quagmires and

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