

## 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

### 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.

### 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."

## The Western Empire

Life Assurance Company

Head Office: 701 Somerset Building, Winnipeg, Man.

BRANCH OFFICES

SASKATOON CALGARY EDMONTON VANCOUVER

**STRONG—  
PROGRESSIVE—  
AGGRESSIVE—**

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

**THE NORTHWESTERN LIFE**  
HOME OFFICE BUILDING — DONALD ST. WINNIPEG

## 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.

1870 — OUR GOLDEN JUBILEE — 1920

## Mutual in Principle: Mutual in Practice

Prosperity has attended every step in the march of the Mutual from the opening of its long campaign in 1870 down to the present, and much of that success has been due to the practice of the principle of mutuality which has characterized all ranks of the ever-increasing army. Obstacles have been removed, difficulties overcome and a long succession of victories achieved by co-operation, the most vital force in the world. The objective of the Mutual Life of Canada since its organization in 1869 has been "to furnish the largest amount of genuine life insurance at the lowest possible net cost." This objective has been attained as actual results clearly show. The limited number of lapses indicates a membership of satisfied policyholders while the rapidly expanding business reveals the growing popularity of the company. Join our victorious march.

BE A MUTUALIST!

## The Mutual Life Assurance Co. of Canada

Waterloo

Ontario

Hume Cronyn, M.P., President.

Charles Ruby, General Manager.

## So many people

have considered The Great-West Life Policies the best obtainable that, for fourteen successive years, the Company has held the distinction of writing the largest paid-for Canadian Business of all Canadian Companies.

This is one good reason why those needing Life Insurance should examine the Policies of

## THE GREAT-WEST LIFE ASSURANCE COMPANY

HEAD OFFICE DEPT. "F" WINNIPEG

Ask for rates at your own age.

# CROWN LIFE

WE have a policy to suit every insurance need—up-to-date, liberal in its provisions. Participating Policyholders in the Crown Life are entitled to 95% of all profits earned by the Company in addition to the guarantees contained in their Policies.

The Crown Life is a good Company to insure in or to represent

## Crown Life Insurance Co., Toronto

Agents wanted in unrepresented districts