

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

One Hundred Per Cent. Increase in Five Years

The Mutual Life of Canada is celebrating its jubilee year by "rounding" the two hundred million dollar mark, having doubled the amount of assurances in force since the year 1915. This 100% increase in five years is without doubt due to the unsullied record for fair, liberal and equitable dealing with its policyholders, and in the second place to the increasing popularity of the mutual principle in life insurance. The mutual is becoming generally recognized as the most economical, the most democratic and the most equitable system of life insurance. The greatest and most powerful life insurance organizations in the world are mutual, and the Mutual of Canada, organized on that basis, is meeting with a similar success. The assets of the Mutual are a source of satisfaction, amounting at present to approximately \$40,000,000, guaranteeing every contract and providing a substantial surplus.

BE A MUTUALIST!

The Mutual Life Assurance Co. of Canada

Waterloo

Ontario

LIFE INSURANCE SERVICE

THE ultimate success of a Life Insurance Company depends largely upon what its policyholders think of the service they receive. The Continental Life has long since passed this test, and earned a high reputation for paying claims promptly. 1920 will likely prove the best year in the Company's history. Write for booklet, "Our Best Advertisers." For Manager's positions in Ontario, 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."

An Anchor of Security

is found in Life Insurance. It means safety of principal—certainty of return—the surest of all investments.

These are generalities. Come down to personal application by seeing what Life Insurance can do for you. Obtain rates, and dependable advice. Do so now, while the subject is in mind.

You will find the Great-West Policies well worth investigation. The rates are low—the profits high.

Full particulars for the asking, and there will be no undue solicitation to insure. State age.

THE GREAT-WEST LIFE ASSURANCE COMPANY

DEPT. "F"

HEAD OFFICE

WINNIPEG

The Western Empire

Life Assurance Company

Head Office: 701 Somerset Building, Winnipeg, Man.

BRANCH OFFICES

SASKATOON

CALGARY

EDMONTON

VANCOUVER

WE have 450 good businesses for sale in the central portion of Alberta. Everything from a General Store to a small Confectionery.

If you want a business in Alberta you want us.

WHYTE & CO., LIMITED

Business Brokers

111 Pantages Building - Edmonton, Alberta



"Security First"

EXCELSIOR

INSURANCE LIFE COMPANY

A Strong Canadian Company

One Hundred and Thirty-One

Dollars of Assets for every

Hundred Dollars of

Liability.

HEAD OFFICE -

EXCELSIOR LIFE BUILDING

Adelaide and Toronto Streets

TORONTO - CANADA