

**THE LONDON & LANCASHIRE
LIFE & GENERAL ASSURANCE
ASSOCIATION, LIMITED**

Offers Liberal Contracts to Capable Field Men
**GOOD OPPORTUNITIES FOR MEN TO
BUILD UP A PERMANENT CONNECTION**
We particularly desire Representatives for the
City of Montreal.
Chief Office for Canada:
164 ST. JAMES, STREET, MONTREAL.
ALEX. BISSETT, Manager for Canada.

Waterloo Mutual Fire Ins. Co.

ESTABLISHED in 1863
Head Office, Waterloo, Ont.
Total Assets 31st Dec, 1910 \$705,926.07
Policies in force in Western Ontario
over 30,372.00
W.M. SNIDER, President
GEO. DEIBEL, Vice-President
FRANK HAIGHT, Manager
T. L. ARMSTRONG, Inspector

**British America
Assurance Company**

— A. D. 1833 —

Head Office - - TORONTO

Board of Directors:

Hon. Geo. A. Cox - - President
W. R. Brock - - Vice-President
Robert Bickerdike, M.P. : E. W. Cox : D. B.
Hanna : John Hoskin, K.C., LL.D. : Alex.
Laird : Z. A. Lash, K.C., LL.D. : W. B. Meikle
Geo. A. Morrow : Augustus Myers : Frederic
Nichollas : James Kerr Osborne : Sir Henry M.
Pellatt : E. R. Wood.

W. B. Meikle, Gen. Mgr. E. F. Garrow, Secretary.

Assets over \$ 2,000,000.00

Losses paid since
organization, over . \$36,000,000.00

**The Sun Life Assurance
Company of Canada**

HAS MORE

Assets Life Premium Income
Annuity Premium Income
Interest Income Total Income
Business in Force
New Business Net Surplus

*Than any other Canadian
Company*

Write to the Head Office of the Company in
Montreal for particulars



Canada Branch: Head Office, Montreal.

DIRECTORS:

Sir Alexandre Lacoste M. Chevalier, Esq.
Wm. Molson Macpherson, Esq.
T. J. Drummond, Esq.
J. Gardner Thompson, Manager.
J. W. Binnie, Deputy Manager.

**A Canada Life Policy
Becomes a Source of Income***

Policy No. 35,407. Amount \$5,000.
Life, 20 payments. Age at Entry, 35.
Date 30th April, 1884.
Total amount of pre-
miums paid \$3,140.00
Profits paid in cash dur-
ing premium-paying
period \$ 729.10
Profits paid in cash, 1905 143.90
Profits paid in cash, 1910 198.00

Actual cost to 1910 \$3,140.00 \$1,071.00
\$2,069.00

Note that since 1905 without the payment of
any further premiums the policy has been yielding
an INCREASING income.

Canada Life Assurance Co.

Head Office, - Toronto, Can.

The Federal Life Assurance Company

Home Office - Hamilton, Can.

Results for 1912 were the most successful in
the Company's history, large increases being
made in all departments of the business. The
percentage of General Expenses showed a large
reduction. The average rate of interest earned
on the invested funds increased .25 over the
preceding year.
Several good agencies for good men open in the
Province of Quebec.

APPLY TO C. L. SWEENEY,
Provincial Manager, MONTREAL, Que.

**Metropolitan Life Insurance Company
of New York (Stock
Company)**

Assets \$352,785,000
Policies in Force on December
31st, 1911 12,007,138
In 1911 it issued in Canada
insurance for 27,139,000
It has deposited with the
Dominion Government exclu-
sively for Canadians more
than 10,000,0000
There are over 446,000 Canadians insured in the
METROPOLITAN

**CONFEDERATION LIFE
ASSOCIATION**

Head Office, Toronto

UNCONDITIONAL ACCUMULATION
POLICIES

GUARANTEED
Extended Term Insurance
Cash Value Cash Loans
Paid-up Policy

**Montreal Office:
226-230 St. James Street**

J. G. BRUNEAU, Prov. Manager
J. P. MACKAY - - Cashier
A. P. RAYMOND,
Gen. Agent, French Department

**WESTERN ASSURANCE
COMPANY**

FIRE and MARINE. Incorporated 1851

Assets Over \$3,000,000.00
Losses paid since
organization over \$56,000,000.00

HEAD OFFICE
TORONTO, ONT.

Hon. GEO. A. COX - President
W. R. BROCK - Vice-President
W. B. MEIKLE General Manager
C. C. FOSTER - Secretary

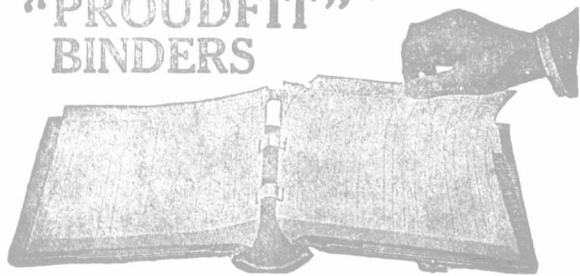
MONTREAL BRANCH
BEARDMORE BUILDING

**ROBERT BICKERDIKE,
Manager**

**Commercial Union Assurance Co.
LIMITED :: :: OF LONDON, ENG.**

Capital Authorized and Fully Subscribed \$14,750,000
Capital Paid Up 1,475,000
Life Funds and Special Trust Funds 68,056,830
Total Annual Income Exceeds 39,500,000
Total Funds Exceed 118,000,000
Total Fire Losses Paid 155,780,550
Deposit with Dominion Government 1,284,327
Head Office, Canadian Branch - Commercial Union
Building, 232, 236 St. James Street, Montreal
Applications for Agencies solicited in unrepresented
districts.
J. MCGREGOR - - Manager Can. Branch
W. S. JOPLING - - Assistant Manager

**"PROUDFIT"
BINDERS**



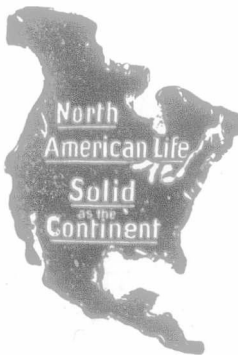
— ARE SPECIALLY ADAPTED FOR —
Current Ledgers, Transfer Ledgers, Price Books, Catalogues, Blue Prints,
Register Books, Minute Books Insurance Records, and for all purposes
of binding loose leaf sheets, either hand or typewritten.

Write for Sample on Business Stationery.

BUSINESS SYSTEMS LIMITED
52 Spadina Ave., - - Toronto, Can.

North American Life Assurance Co.

"SOLID AS THE CONTINENT"



EDWARD GURNEY, L. GOLDMAN,
President, A.I.A., F.C.A.,
Managing Director
L. GOLDMAN, W. B. TAYLOR,
J. K. OSBORNE, B.A. LL.B.,
Vice-Presidents, Secretary.

→ 1911 ←

TOTAL CASH INCOME.....\$ 2,404,756.25
TOTAL ASSETS..... 13,224,159.41
NET SURPLUS to Policyholders 11,576,045.78
PAYMENTS to Policyholders... 1,116,907.58

HOME OFFICE, - TORONTO