

CANADA PERMANENT MORTGAGE CORPORATION

ESTABLISHED 1855.

TORONTO STREET, TORONTO

President—W. G. Gooderham. First Vice-President—
W. D. Matthews. Second Vice-President—R. S. Hudson.
Joint General Managers—R. S. Hudson, John Massey.
Assistant General Manager—George H. Smith.

PAID-UP CAPITAL	- - - - -	\$6,000,000.00
RESERVE FUND (Earned)	- - - - -	5,250,000.00
UNAPPORTIONED PROFITS	- - - - -	197,977.41
CAPITAL AND SURPLUS		\$11,447,977.41

Associated with the above Corporation, and under the same direction and management, is The Canada Permanent Trust Company incorporated by the Dominion Parliament. This Trust Company accepts and executes Trusts of every description, acts as Executor, Administrator, Liquidator, Guardian, Curator or Committee of the estate of a lunatic, etc. Any branch of the business of a legitimate Trust Company will have careful and prompt attention.

Seventy-Five Years Ago

On the first of February, 1843, The Mutual Life of New York issued the first mathematical reserve policy ever written by an American company.

Having completed its 75th fiscal year on the 31st December, 1917, the Company enters upon the new year with a justifiable pride in its impregnable strength, its unsurpassed policy contracts, its generous dividends, and its great body of well-satisfied policyholders.

* * * *

THE OLDEST COMPANY IN AMERICA IS
THE COMPANY FOR YOU.

* * * *

For terms to producing agents address

THE MUTUAL LIFE
INSURANCE COMPANY
OF NEW YORK

34 Nassau Street . . . New York City

ATLAS ASSURANCE COMPANY LIMITED

Founded in the Reign of George III

Subscribed Capital	- - -	\$ 11,000,000
Capital Paid Up	- - - - -	1,320,000
Additional Funds	- - - - -	22,141,355

The Company enjoys the highest reputation for prompt and liberal settlement of claims and will be glad to receive applications for agencies from gentlemen in a position to introduce business.

Head Office for Canada:

260 St. James St., MONTREAL

MATTHEW C. HINSHAW, Branch Manager



Assets:
\$22,022,227.19

Surplus:
\$7,426,114.26

Canadian Head Office:
MONTREAL.

J. W. HINNIE, Manager

THE
London Assurance
CORPORATION
OF ENGLAND.

INCORPORATED BY ROYAL CHARTER A. D. 1720

CAPITAL PAID UP	- - - - -	\$ 2,241,375
TOTAL CASH ASSETS	- - - - -	22,457,415

Head Office for Canada - **MONTREAL**

W. KENNEDY, W. B. COLLET, Joint Managers.

L'UNION

FIRE INSURANCE COMPANY, Limited

Established 1828 Head Office: PARIS, France.

Capital fully subscribed	- - -	\$2,000,000.00
25 p. c. paid-up	- - -	5,539,000.00

Fire Reserve Funds - - - - -

Available Balance from Profit and Loss account - - - - - 111,521.46

Net Premiums in 1916 - - - - - 5,630,376.43

Total Losses paid to 31 Dec., 1916 100,942,000.00

Canadian Branch:

LEWIS BUILDING, 17 St. John St, MONTREAL

Manager for Canada: MAURICE FERRAND.

The Life Agent's Manual

Published by The Chronicle, Montreal