

Magazine Readers

may safely be regarded as men of intelligence who can appreciate what will affect their interests favorably.

A low death-rate effects the position of a life insurance company favorably.

Che Cemperance and General Life Assurance Company

has had a lower death-rate in its Temperance Section than has ever been recorded by any other company of equal size for so long a period. It should therefore have the patronge of Magazine Readers.

HON. C. W. ROSS, President. H. SUTHERLAND, Managing Director.

HEAD OFFICE-Globe Building, Toronto.

Forging Ahead!

The Ontario Mutual Life

Assurance Co.

S at this date over \$500,000.00 ahead in new business compared with the same period of Its income shows a large increase, while its death losses do not exceed the mortality of the same period of 1897—an exceptionally favourable showing. Directors:

ROBERT MELVIN, President.

C. M. Taylor, 1st Vice-Pres.; A. Hoskin, Q.C., 2nd Vice-Pres.; B. M. Britton, Q.C., M.P.; Francis C. Bruce: J. Kerr Fisken, B.A.; Sir Wilfrid Laurier, G.C.M.G.; E. P. Clement; W. J. Kidd, B.A.; Geo. A. Somerville; Jas. Fair.

Officers:

T. R. EARL, Superintendent, tor. W. H. RIDDELL, Secretary, GEO. WEGENAST, Manager. T. I. H. WEBB, M.D., Med. Director.

The NORTHERN Life Assurance Company of Canada

Offer an exceptionally good class of policies.

IN CASE OF DEATH

They will furnish support for the family. They will pay the mortgage on the home. They will educate your children.

In Case You Live to Close of Paying Term

They will give you a large bank account.
They will prove better than real estate.
They will be your Klondike.
They will make you independent in old age.

SECURITY FOR POLICY-HOLDERS, \$857.000.00

No trouble to explain policies. Will be pleased to Write for particulars. meet you or hear from you.

President—HON. DAVID MILLS, Q.C., Minister of Justice.
Vice-Presidents—E. JONES PARKE, ESq., Q.C., London: THOMAS LONG, Esq., Toronto.
Medical Director—J. D. BALFOUR, M.D., London.
W. E. FINDLAY, Supt. of Agencies. JOHN MILNE, Manager, Temple Building, LONDON.