

LIFE ASSURANCE COMPANIES

North American Life Assurance Company

"Solid as the Continent."

PRESIDENT: JOHN L. BLAIKIE
 VICE-PRESIDENTS: E. GURNEY, J. K. OSBORNE
 MAN. DIRECTOR: L. GOLDMAN, A.I.A., F.C.A.
 SECRETARY: W. B. TAYLOR, B.A., LL.B.
 ASSISTANT SECRETARY: W. M. CAMPBELL
 ACTUARY: D. E. KILGOUR, M.A., A.I.A., F.A.S.
 INCOME, 1910, \$2,176,578
 ASSETS, \$11,388,773 NET SURPLUS, \$1,174,768

For particulars regarding Agency openings write to the
Home Office - - TORONTO

The Canada Life

holds the foremost place for

Strong Reserves

Safe Investments

Liberal Contracts

Profitable Results

Prompt Settlements

GOOD OPPORTUNITIES FOR GOOD MEN

CANADA LIFE Assurance Co.

Head Office - - TORONTO

THE MONARCH LIFE IS A GOOD COMPANY

Head Office
 WINNIPEG
 CAN.

President - J. T. GORDON, Winnipeg
 President Gordon, Ironside & Fares
 President Standard Trusts Co.
 1st Vice-Pres - NICHOLAS BAWLF, Winnipeg
 President N. Bawlf Grain Co.
 Director Bank of Toronto
 2nd Vice-Pres. - E. L. TAYLOR, K.C. Winnipeg
 Director Great-West Permanent Loan Company
 Managing Director - J. W. W. STEWART, Winnipeg
 Sec'y & Actuary - J. A. MACFARLANE, A.I.A. Winnipeg

Some Good Western Field Contracts Open
 to Reliable Men.

THE POLICYHOLDERS MUTUAL

A Stock Mutual
 Life Company.

A Sign of
 the times.

The most in Life Insurance for the least in money
 We give guarantees - - Not Estimates.

A. M. Featherston, Gen. Mgr. 503 Temple Bldg, Toronto, Ont.

LONDON LIFE

HEAD OFFICE - LONDON, Canada

The Company's splendid financial position, unexcelled profit results on maturing endowments and exceptionally attractive policies are strong features.

Full information from J. F. MAINE, Inspector, Industrial Agencies
 E. E. REID, Assistant Manager

Measure the Worth of a Company by its Record

1911 was a year of magnificent results. Read this:

ASSURANCES..... \$7,136,952.00

New and Revised

CASH INCOME..... \$1,545,527.00

Premium and Interest

INTEREST..... 6.81%

Average Rate Earned

POLICYHOLDERS' NET SURPLUS Increased to.... \$781,550.00

We venture to assert that this record has not been equalled under like circumstances by any other company. AGENTS WANTED.

The Imperial Life Assurance Company of Canada
 HEAD OFFICE - TORONTO

COMMERCIAL UNION ASSURANCE CO.

LIMITED, OF LONDON, ENGLAND

FIRE	LIFE	MARINE	ACCIDENT
Capital Fully Subscribed.....			\$14,750,000
Total Annual Income exceeds ..			36,000,000
Life Fund and Special Trust Funds ..			63,596,000
Total Assets exceed ..			111,000,000

Head Office Canadian Branch, Commercial Union Bldg., Montreal.
 Jas. McGregor, Mgr. Toronto Office, 49 Wellington St. E.
 GEO. R. HARGRAFT, Gen. Agent for Toronto and County of York.

The Standard Life Assurance Co. of Edinburgh

Established 1825,

Head Office for Canada: MONTREAL, Que.

Invested Funds.....\$ 63,750,000

Investments under Canadian Branch..... 16,000,000

Deposited with Canadian Government and Government

Trustees, over..... 7,000,000

Revenue, over..... 7,600,000

Bonus declared..... 40,850,000

Claims paid..... 142,950,000

D. M. McGOUN, Mgr. CHAS. HUNTER, Chief Agent Ont.

Good Places for Men Who Work

—who produce applications and deliver policies—who are tireless premium collectors—whose capacity for service is genuinely large. A sixty-year old Company with new policies and reasonable rates. Plenty of productive territory.

UNION MUTUAL LIFE INSURANCE CO.

Portland, Maine

FRED. E. RICHARDS, PRESIDENT. HENRI E. MORIN, SUPERVISOR

For Agencies in the Western Division, Province of Quebec and Eastern Ontario, apply to WALTER I. JOSEPH, Manager, 151 St. James Street, Montreal.

For Agencies in Western Ontario, apply to E. J. ATKINSON, Manager, 107 Manning Chambers, 72 Queen St. West, Toronto.

Northern Life Assurance Company of Canada

LONDON, ONTARIO

1910

The past year showed progress in every Department. We wrote more business than we ever did.

Our Assets amount to nearly a million and a half.

Our Reserves for the Security of Policyholders are nearing the million mark.

Our Death rate was small, showing careful selection, and was paid for twice over by our Interest income.

W. M. GOVENLOCK, Secretary. JOHN MILNE, Managing Director.

The British Columbia Life Assurance Company

HEAD OFFICE - VANCOUVER, B.C.

Authorized Capital - \$1,000,000.00

Subscribed Capital - 1,000,000.00

PRESIDENT - Jonathan Rogers

Secretary-Treasurer—

VICE-PRESIDENTS—

John J. Banfield, Richard Hall

C. E. Sampson

F. W. Law.

Liberal contracts offered to general and special agents.