



**INSURANCE COMPANY OF NORTH AMERICA**

Founded 1792

FIRE INSURANCE—Buildings, Contents, Rents, Use and Occupancy.  
MARINE INSURANCE — Ocean, Inland, Yachts, Motor Boats, Registered Mail, Parcel Post, Tourists' Baggage, Travellers' Samples, Merchandise in Transit by land or water.

Automobile                      Aeroplane

Fully Paid-Up Capital	- - - - -	\$ 4,000,000.00
Net Surplus	- - - - -	3,743,980.17
Total Assets	- - - - -	16,001,411.66
Total Losses paid since organization	- - - - -	149,374,312.55

Applications for agencies where the Company is not already represented should be addressed to

**ROBERT HAMPSON & SON, Limited**  
GENERAL AGENTS FOR CANADA  
1 St. John Street - MONTREAL

**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 STANDARD LIFE Assurance Company 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.

**The Imperial Life Assurance Company of Canada.**

1897 - AN UNEQUALLED RECORD - 1911

Year, Dec. 31st.	Premium and Interest Income.	Total Assets.	Rate of Interest Earned.	Assurance in Force.
1897 ..	\$37,416.09 ..	\$336,247.89 ..	4.01% ..	\$1,185,725.00
1901 ..	360,180.95 ..	1,344,127.61 ..	5.40% ..	10,524,731.00
1905 ..	800,034.84 ..	2,840,725.23 ..	5.52% ..	19,672,664.00
1910 ..	1,370,560.38 ..	6,147,829.99 ..	6.52% ..	30,455,859.00

**First and Paramount - - Absolute Security to Policyholders**  
The Company will be pleased to enter into negotiations for Agency representation.

**Head Office - - TORONTO, CANADA**



**CO-OPERATIVE INVESTMENTS, Ltd.**

(Capital Stock \$50,000, divided into 500 shares of \$100 each.)

**BOARD OF DIRECTORS:**

President:

WILLIAM P. DUTTON,  
Manager Great West Lumber Co.

Vice-President and Managing Director:  
ALBERT H. OAKES,

Man'g'r Oakes Land Co., Pres. Torrens Security Investments, Ltd., and Vice-Pres. Winnipeg Real Estate Exchange.

Sec.-Treas.:

THOS. E. MOFFATT,  
Real Estate Broker.

S. HART GREEN,  
Barrister, M.P.P. for North Winnipeg.

HARRY A. ARGUE,  
Capitalist.

All of the City of Winnipeg.

Winnipeg and Western Canada afford splendid opportunities for the SAFE and PROFITABLE investment of funds.

The "Co-Operative Investments, Ltd." is a safe means to that end.

Send us card for "Prospectus" and Leaflet entitled "PROFITS," containing concrete examples of profits made by clients of the OAKES LAND CO.

- ADDRESS -

**OAKES LAND COMPANY**  
1010 & 1011 McArthur Bldg. - WINNIPEG

References as to Oakes Land Company:  
EASTERN TOWNSHIPS BANK, R. G. DUN & CO  
or BRADSTREET'S, all of Winnipeg.