

# INSURANCE COMPANIES

## North American Life Assurance Company

"Solid as the Continent."

PRESIDENT: EDWARD GURNEY  
 VICE-PRESIDENTS: L. GOLDMAN, 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, 1911, \$2,295,176.98  
 ASSETS, \$12,313,107 NET SURPLUS, \$1,300,784

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

## "BIG BUSINESS"

The Great-West Life Assurance Company is writing a very considerable "Big Business"—large personal policies—corporate protection—firm Insurance.

Such business is only placed after the strictest investigation and is, in itself, a strong endorsement.

## THE GREAT-WEST LIFE ASSURANCE COMPANY

HEAD OFFICE . . . . . WINNIPEG  
 Twenty years old. Over \$79,000,000 in force.

## The Home Life Association of Canada

Head Office  
 Home Life Building, Toronto

Issues all POPULAR PLANS of Life Insurance. Free from Restrictions, with Liberal Privileges and Generous Guarantees.

Write for illustrative pamphlets.  
 H. POLLMAN EVANS, President  
 J. K. McCUTCHEON, Managing Director  
 A. J. WALKER, Secretary-Treasurer



## GROWING APACE!

Abundant prosperity has attended the operations of the

## Mutual Life of Canada

During the past year in every department of its business.

Death losses were very much below the "expected" and as usual the expenses of conducting the business were very moderate.

Policies in force Jan. 1, 1912 - - \$71,024,770.88

## THE MONARCH LIFE ASSURANCE COMPANY

LIBERAL CONTRACTS TO LIVE AGENTS

President: J. T. GORDON  
 Vice-Presidents: N. BAWLF AND E. L. TAYLOR, K.C.  
 Managing Director: J. W. W. STEWART  
 Secretary and Actuary: J. A. MACFARLANE, A.I.A.

HEAD OFFICE - - WINNIPEG

## SUN LIFE OF CANADA

— 1911 —

Assets .. .. .	\$ 43,900,885.98
Surplus over all liabilities, and Capital Company's Standard ..	4,717,073.73
Income, 1911 .. .. .	10,557,335.52
Assurances in Force .. .. .	164,572,073.00
Assurances paid for in 1911 .. ..	26,436,781.19

Ask for Leaflet entitled "Prosperous and Progressive."

SUN LIFE POLICIES ARE EASY TO SELL

## AGENTS

EXCELLENT CONTRACTS OFFERED

Gresham Life Assurance Society, Ltd.  
 MONTREAL

Established 1848 :: Funds \$50,000,000

ARCH. R. HOWELL, Manager for Canada

Your enquiry for Terms will be regarded confidential

## THE PRUDENTIAL LIFE INSURANCE COMPANY

Head Office ... .. Winnipeg, Manitoba

Authorized Capital .. . . .	\$1,000,000.00
Subscribed Capital .. . . .	1,000,000.00
INSURANCE IN FORCE .. . . .	7,200,000.00
Premium Income .. . . .	225,000.00

A YOUNG, VIGOROUS, PROGRESSIVE COMPANY  
 WE HAVE OPENINGS FOR YOU IF YOU HAVE ABILITY

G. H. MINER, Managing Director.

## 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.

## NO WEAK SPOTS

THE LIGHT DEATH RATE of the **DOMINION LIFE** is only one of the reasons its agents can show such GOOD ACTUAL RESULTS TO POLICYHOLDERS.

Mortality Rate—1911: Only one-third of that expected on the Government basis.  
 Interest Rate in 1911—7.96%.

Supt. of Agencies—FRED. HALSTEAD. | President—THOS. HILLIARD  
 Head Office - - WATERLOO, ONT.