

The Crown Life Insurance Company
 Head Office: Toronto, Canada.

Offers These Advantages to Insurers:
 Lower Premium Rates than those charged by most other Companies.
 Policies Indisputable from Date of Issue.
 Loan Values Guaranteed after Two Years.
 Cash Surrender and Paid-up Values Guaranteed after Three Years.
 No Restrictions as to Residence, Travel or Occupation.
 Policies Reinstatable at any time after lapse.

COL. THE HON. D. TISDALE, P. C., K. C.,
 M. P., President.
 CHARLES HUGHES, A. A. S., Managing Director and Actuary.
 A. H. SELWYN MARKS, Secy. and Treasurer.
 WILLIAM WALLACE, Supt. of Agencies.

Insurance Company Founded 1792.
 of North America,
 PHILADELPHIA.

Incorporated 1794.

Capital \$1,000,000.00
 Assets, January 1st, 1906 1,024,882.85
 Net Surplus \$626,730.57

Losses Paid since Organization, over \$125,000,000.00

ROBERT HAMPSON & SON, Montreal
 GENERAL AGENTS FOR CANADA

CAPITAL & ASSETS EXCEED \$4,000,000
 CLAIMS PAID EXCEED \$225,000,000

THE LIVERPOOL & LONDON & GLOBE FIRE-LIFE SECURITY UNEXCELLED INSURANCE COMPANY

Head Office: LONDON
 Canada Branch, Head Office: MONTREAL

W. J. JACKSON, Secretary

HEAD OFFICE MONTREAL

THE MANITOBA ASSURANCE COMPANY

GUARANTEED BY POLICIES FIRE

Head Office: LONDON
 Canada Branch, Head Office: MONTREAL

W. J. JACKSON, Secretary

PELICAN and BRITISH EMPIRE LIFE OFFICE.
 Founded in 1797.

The Oldest Proprietary Office in the World transacting Life Assurance business only.

Financial Strength Unsurpassed.
 TOTAL ASSETS, over \$26,000,000
 Large Bonuses and Low Rates of Premium.

A. McDOUGALD,
 Manager for Canada, Montreal.

Standard Life Assurance Co.
 Established 1825.
 Head Office for Canada, MONTREAL.
 of Edinburgh.

Invested Funds.....\$ 55,401,612
 Investments, Canadian Branch... 17,000,000
 Revenue..... 7,128,581
 Insurance in Force..... 140,647,470
 Deposited with Canadian Govt.. 6,691,221

Apply for full particulars.

D. M. MCGOON, MANAGER
 CHARLES HUNTER, Chief Agent Ontario



ESTABLISHED A.D. 1720

THE LONDON ASSURANCE.

Head Office, Canada Branch, Montreal.

TOTAL FUNDS, - - \$20,000,000

FIRE RISKS accepted at current rates.
 Toronto Agents
 S. Bruce Harman, 19 Wellington Street East.

SUN Founded A.D. 1710

INSURANCE FIRE
 OFFICE

Head Office, Threadneedle St., London, Eng.
 The Oldest Insurance Co'y in the World.

Canadian Branch—15 Wellington Street East, TORONTO, ONT.

H. M. BLACKBURN, Manager
 J. A. STEWART, Ontario Inspector

TORONTO AGENTS:
 HIGINBOTHAM & LYON, Telephone M. 488.
 IRISH & MAULSON, Telephones Main 6956 & 6967.

Agents Wanted in all Unrepresented Districts.

1905

Another Successful Year for the

NORTHERN LIFE

Insurance written..	\$1,343,385.00	Gain 7%
" in force..	4,710,554.00	14%
Premium income ..	151,440.51	16%
Interest income....	23,278.21	9%
Total assets	588,344.73	21%

Government reserve as security for Policy holders... 264,269.91 27%

To agents who can produce business good contracts will be given.

JOHN MILNE, Managing Director,
 LONDON, ONT.

A Policy-Holder's Company

The North American Life Assurance Company has a Guarantee Fund of \$300,000, of which \$60,000 is paid up in cash. Interest is allowed on this paid up portion only. Policyholders thus obtain additional security of \$300,000 and what is of greater importance, are assured of careful and conservative management as the Guarantors are liable for this amount. By the Company's Act of Incorporation, every holder of a participating policy in the Company, upon which all premiums due have been paid, shall have one vote in person for each \$1,000 of insurance held by him. Policyholders are thus given a voice in the management of the Company's affairs. In short, it may be said that the North American Life is neither a Mutual nor a Stock Company, yet possesses the advantages of both.

Home Office - Toronto, Ont

Statement of Bonds and Debentures owned by

The Royal-Victoria Life Insurance Co.

And Deposited with the Receiver General at Ottawa, in trust for the security of Policyholders.

Province of Nova Scotia Debentures, payable January 1st, 1915 \$6,000.00
 Province of Quebec 3% Inscribed Stock standing in the name of the Receiver General in trust, payable April 1st, 1917 . . . 9,732.30
 Province of Manitoba Debentures, payable November 1st, 1930 60,000.00
 Town of Maisonneuve Debentures, payable January 15th, 1917 30,000.00
 City of St. Henri Debentures, payable May 1st, 1915 55,000.00
 Canadian Northern Railway Debentures, guaranteed by the Province of Manitoba, payable June 30th, 1930 27,800.00
 City of Montreal Debentures, payable May 1st, 1914 50,000.00
 City of Ottawa Debentures, payable September, 26th, 1928 14,000.00

Total \$490,632.30

The above securities have a cash market value of \$2,712,720.00

DAVID BURKE, A.I.A., F.S.
 Montreal, May 15th, 1906. General Manager.

CONSERVATIVE PROGRESSIVE FAITHFUL

Some of the cardinal aims of the Union Mutual management are—to be conservative in the choice of investments—to be progressive in the prosecution of the business—to be faithful to the interests of policyholders.

Agents of like inclination cordially welcomed.

UNION MUTUAL Life Insurance Co. Portland, Maine.

FRED E. RICHARDS, President.
 ARTHUR L. BATH, Vice-President.

HENRI E. MORIN, Chief Agent for Canada,
 151 St. James St., Montreal, Canada.

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
 W. J. PECK, Manager
 17 Toronto Street, - TORONTO.

PHENIX Insurance Company
 Of Brooklyn, N. Y.
 WOOD & KIRKPATRICK, Agents,
 TORONTO

The
 Trade

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CANADIAN NO

The time comes in the litions when discretion ceases valor. Discretion or caution ever, yet becomes subsidiary. It is just as incumbent to se weigh it; for often, while one opportunity, another man cor with it.

Canadians have saved money by waiting to gauge cons of alleged money-making ably they have thus let slip they have ever won. Caution may easily be overdone when of its youth, and other nation its spreading lands so tempt ally, it is the time to know use them for your own adva

How often does it happen opening offers itself, is seen and—is considered; consider American capitalist comes alo and takes it to his own goo adian's chagrin. It is then pæan of caution but a dirge long delay.

"Once bit twice shy," is a ness people. A few years ago investors were bit badly by t in British Columbia mining. the failure of Nature to come Coast, but their own lack of looking into each individual that any business proposition The loss of money incurred t lowing Americans to take a n the mineral wealth either of Northern Ontario. Yet that The best sections both of agr bearing land in Canada are our enterprising neighbors,