

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.	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 ..	6,147,329 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



LONDON & LANCASHIRE FIRE INSURANCE COMPANY

AS A DISTRIBUTING CENTRE

MOOSE JAW

is the most attractive point in the whole West Country for the location of

**WHOLESALE DRUG
 WHOLESALE HARDWARE
 AND
 WHOLESALE DRY GOODS FIRMS**

THERE IS
AN IDEAL OPENING
 FOR
 A Soap Factory
 A Tannery,
 A Flax Mill
 AND A
 Rope and Binder Twine Factory

**THE MARKET
 THE PEOPLE
 THE MONEY**

are here ready to buy the goods.

For further information write to the
Moose Jaw Board of Trade

Illustrated Booklet sent free on application