

UNION ASSURANCE SOCIETY LIMITED OF LONDON, ENGLAND

FIRE INSURANCE SINCE A.D. 1714

Canada Branch, Montreal:
T. L. MORRISEY, RESIDENT MANAGER.North-West Branch, Winnipeg:
THOS. BRUCE, BRANCH MANAGER.

AGENCIES THROUGHOUT THE DOMINION

YOU LOOK FOR SECURITY

Whether with the intention of taking out insurance or associating yourself with some Company, you look for security.

The latest figures emphasize the unexcelled financial position of this Company.

Business in Force over - - - \$59,600,000
Assets over - - - - - 16,400,000
Net Surplus over - - - - - 2,600,000

These are reasons why the Company is known as "SOLID AS THE CONTINENT"

NORTH AMERICAN LIFE ASSURANCE COMPANY

HEAD OFFICE - - - - - TORONTO, CAN.

Founded in 1805

THE LAW UNION AND ROCK INSURANCE CO. LIMITED OF LONDON

ASSETS EXCEED \$48,000,000.
OVER \$12,500,000 INVESTED IN CANADA.
FIRE & ACCIDENT RISKS ACCEPTED.

Canadian Head Office:

57 Beaver Hall Hill, MONTREAL

Agents wanted in unrepresented towns in Canada
J. E. E. DICKSON, Canadian Manager.
W. D. AIKEN, Superintendent Accident Dept.

The London & Lancashire Life and General Assurance Association, Limited

Offers Liberal Contracts to Capable Field Men

GOOD OPPORTUNITY FOR MEN TO BUILD
UP A PERMANENT CONNECTION

WE PARTICULARLY DESIRE REPRESENTATIVES
FOR CITY OF MONTREAL

Chief Office for Canada:
164 ST. JAMES STREET, MONTREAL.

ALEX. BISSETT - - - Manager for Canada

WESTERN ASSURANCE COMPANY

INCORPORATED 1851

Fire, Explosion, Ocean Marine
and Inland Marine Insurance.

Assets Over - - - - \$4,000,000.00

Losses paid since organiza-
tion, over - - - - 63,000,000.00

HEAD OFFICE - - - - - TORONTO, ONT.

W. R. BROCK, W. B. MEIKLE,
President. Vice-Pres. & Gen. Man.QUEBEC PROVINCE BRANCH:
61 ST. PETER STREET, MONTREAL

ROBERT BICKERDIKE, Manager

The Independent Order of Foresters

Policies issued by the Society are for the protection of your family and cannot be bought, pledged or sold.

Benefits are payable to the beneficiary in case of death, or to the member in case of his total disability, or to the member on attaining seventy years of age.

Policies Issued From \$500 to \$5,000

TOTAL BENEFITS PAID (Over).....\$50,000,000

FRED. J. DARCH, ELLIOTT G. STEVENSON,
Secretary. President.S. H. PIPE, F. A. S., A. I. A.,
Actuary.

INSURANCE DIRECTOR.

Hon. Senator George Gordon of North Bay, has been added to the Board of Directors, of the Excelsior Life Insurance Company.

AIRPLANE FIRE PATROL.

An airplane fire patrol is to be inaugurated in timber limits owned by Ellwood Wilson in the St. Maurice valley, Quebec, returned aviators to be engaged.

TEN THOUSANDS REJECTED.

During the year 1916 the New York Life had to decline 9,995 applicants for insurance, totalling \$28,852,294. It is safe to assume the majority of these men at one time were insurable risks. They waited too long.

INFERIOR HUSBANDS PAID WELL.

Mrs. Barton—Have you any faith in life insurance?

Mrs. Grill—Yes, indeed; I've realized \$10,000 from two husbands, and they weren't good ones, either.—Exchange.

THE MORTALITY AMONG FIRE INSURANCE COMPANIES.

Apropos of the number of fire insurance companies which have retired from business during the past thirty years, W. N. Bament, General Adjuster of the Home Insurance Co., said in a recent address:

Most of you gentlemen are in the insurance business, yet I doubt very much whether you are aware of the great mortality among fire insurance companies, and it may surprise you to learn that during the past thirty years nearly five hundred regular fire insurance companies, to say nothing of co-operative concerns and mutuals, have gone out of business; and if one were to analyze the names of those which have been laid to rest in the insurance cemetery he would find seven Americans, twelve Germans, seven Citizens, eleven Farmers, nine Firemen, six Manufacturers, eleven Merchants, four Traders, two Planters, two Mechanics and one Cooper.

One Rising Sun has set to rise no more, and three other Suns and two Stars have ceased to shine in the insurance firmament. Three Cities, two Globes, one Republic, Hecla, the Andes and the Alps all share a common grave. The Arctic has melted with fervent heat; the Amazon has evaporated; two Phoenix have failed to rise from their ashes; one Pelican will swim no more, and two Eagles have ceased their flight. Neptune still retains his place in astronomy and mythology, but in insurance he is only a memory. Thirteen Homes have fallen victims to the flames, while Unity, Fidelity, Enterprise, Fame, Hope and Liberty have all departed from the land.

Hewitt: "You can't have less than nothing."

Jewitt: "Oh, I don't know; I've an overdrawn bank account."—Judge.

THE Dominion Savings AND Investment Society

Capital - - - \$1,000,000.00

Reserve - - - 250,000.00

Interest on Deposits, 3 1-2%

Interest on Debentures, 5%

payable half-yearly.

T. H. Purdom, K. C. Nathaniel Mills

President

Managing Director

NEW RECORDS

Results secured during the past year re-affirm the position of the Sun Life of Canada as the largest life assurance organization of the Dominion.

Fair-dealing and progressive business methods have given it leadership in annual New Business, Total Business in Force, Assets, Surplus Earnings, Net Surplus, Total Income, Premium Income and Payments to Policyholders.

SUN LIFE ASSURANCE
COMPANY OF CANADA
HEAD OFFICE—MONTREAL

AN IDEAL INCOME

can be secured to your Beneficiary with
Absolute Security by Insuring in the

Union Mutual Life Insurance Company,
Portland, Maine

on its

MONTHLY INCOME PLAN

Backed by a deposit of \$1,688,902.65 par value with the
DOMINION GOVERNMENT in cream of
Canadian Securities.

For full information regarding the most liberal
Monthly Income Policy on the market write, stating
age at nearest birthday, to

WALTER I. JOSEPH, Manager

Province of Quebec and Eastern Ontario.

Suite 502 MCGILL BLDG., MONTREAL, QUE.

Commercial Union Assurance Co. LIMITED OF LONDON, ENG.

The largest general Insurance Company in the world

Capital Fully Subscribed \$14,750,000

" Paid Up 1,475,000

Life Fund and Special Trust Funds.... 74,591,540

Total Annual Income Exceeds 47,250,000

" Funds Exceed 142,000,000

" Fire Losses Paid... .. 183,366,690

Deposits with Dominion Government ... 1,225,467

(As at 31st December, 1915.)

Head Office, Canadian Branch:—Commercial Union Bldgs
232-236 St. James Street, Montreal.

Applications for Agencies solicited in unrepresented
districts.

J. MCGREGOR - - - Mgr. Canadian Branch
W. S. JOPLING - - - Asst Manager

A Free Course in "Salesmanship"

We have thought about the young man who sees no prospects ahead. Would you like to be in a business that will give you

A GOOD LIVING WAGE

A PROFITABLE FUTURE

A PROVISION FOR OLD AGE

We teach a man the Insurance Business, which offers permanent success, does not fluctuate, is a professional occupation, and has been truly named "The best paid hard work in the world."

This is done by a correspondence course and personal assistance, free of charge.

When he is fully prepared for the work, we place him in a position and help him to make good.

The first two lessons of the Company's correspondence course will be sent to anyone interested. It will pay young men who desire to get on in the world to look into this.

All correspondence strictly confidential.

Canada Life Assurance Company

Head Office, Toronto.

