

## "INVESTMENTS"—A Much Misused Term

Many who should be, and think they are laying up money for their old age, are misled into so-called "Investments," where their hard-earned money is jeopardized, and frequently lost, though it is of the utmost importance to them and to those who may be dependent upon them that its absolute safety should be beyond peradventure.

To those who should invest safely and with caution, not speculate, the bonds of the Canada Permanent Mortgage Corporation can be confidently recommended. This Corporation is most conservative in the investment of the funds entrusted to it. For more than sixty-three years it has held a leading position among Canada's financial institutions, and its bonds are a LEGAL INVESTMENT FOR TRUST FUNDS. They are issued for one hundred dollars and upwards. Write for full particulars.

## CANADA PERMANENT MORTGAGE CORPORATION

Paid-up Capital and Reserve Fund . . \$11,250,000.00

ESTABLISHED 1855

Toronto Street, TORONTO

## Seventy-Five Years Ago

On the first of February, 1843, The Mutual Life of New York issued the first mathematical reserve policy ever written by an American company.

Having completed its 75th fiscal year on the 31st December, 1917, the Company enters upon the new year with a justifiable pride in its impregnable strength, its unsurpassed policy contracts, its generous dividends, and its great body of well-satisfied policyholders.

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THE OLDEST COMPANY IN AMERICA IS  
THE COMPANY FOR YOU.

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For terms to producing agents address

## THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK

34 Nassau Street . . . New York City

## THE London Assurance CORPORATION OF ENGLAND.

INCORPORATED BY ROYAL CHARTER A. D. 1720

CAPITAL PAID UP . . . . . \$ 2,241,375  
TOTAL CASH ASSETS . . . . . 22,457,415

Head Office for Canada - MONTREAL  
W. KENNEDY, W. B. COLLEY, Joint Managers.

**The Life Agent's Manual**  
Published by The Chronicle, Montreal

## ATLAS ASSURANCE COMPANY LIMITED of LONDON, ENGLAND

The Company commenced business in the  
REIGN OF GEORGE III and the following  
figures show its record—

| At the Accession of | Income     | Funds      |
|---------------------|------------|------------|
| KING GEORGE IV.     | \$ 387,065 | \$ 800,605 |
| KING WILLIAM IV.    | 657,115    | 3,038,380  |
| QUEEN VICTORIA      | 789,865    | 4,575,410  |
| KING EDWARD VII.    | 3,500,670  | 11,185,405 |
| KING GEORGE V.      | 6,846,895  | 15,186,090 |

and at  
31st DECEMBER, 1916 7,980,685 29,730,010

In addition the Company has a Subscribed  
Capital of Eleven Million Dollars (of which \$1,-  
320,000 is paid up.)

Agents wanted in unrepresented districts.

Head Office for Canada:

260 St. James St., MONTREAL  
MATTHEW C. HINSHAW, Branch Manager



Assets:  
\$22,022,227.19

Surplus:  
\$7,426,114.26

Canadian Head Office:  
MONTREAL.  
J. W. HINNIE, Manager

## L'UNION

FIRE INSURANCE COMPANY, Limited

Established 1828 Head Office: PARIS, France.

Capital fully subscribed . . . \$2,000,000.00  
25 p. c. paid-up

Fire Reserve Funds . . . . . 5,539,000.00

Available Balance from Profit  
and Loss account . . . . . 111,521.46

Net Premiums in 1916 . . . . . 5,630,376.43

Total Losses paid to 31 Dec., 1916 100,942,000.00

Canadian Branch:

LEWIS BUILDING, 17 St. John St, MONTREAL  
Manager for Canada: MAURICE FERRAND.

Year to date 1918  
Feb. 28 \$16,920  
Week ending  
Mar. 7 \$2,115  
14 2,225  
21 2,225  
31 3,445

Year to date 1918  
Feb. 28 \$8,225  
Week ending  
Mar. 7 \$9,915  
14 9,915  
21 9,915  
31 1,555

Year to date 1918  
Feb. 28 \$3,045  
Week ending  
Mar. 7 \$5,545  
14 \$5,545  
21 \$5,545  
31 975

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