

NORTH BRITISH & MERCANTILE INSURANCE COMPANY.

ESTABLISHED 1809.

Fire Premiums 1902	\$11,878,080
Income Life Branch	6,312,595
Total Revenue	\$18,190,675
Total Assets over	\$85,000,000
Canadian Investments	7,865,000

Greatly in excess of other fire companies in Canada.

Resident Agents in Toronto:

GOOCH & EVANS

RANDALL DAVIDSON, Manager
MONTREAL

SUN FOUNDED A.D. 1710 INSURANCE FIRE OFFICE

Head Office, Threadneedle St., London, Eng.

Transacts Fire Business only, and is the oldest
purely Fire Office in the world Surplus over Capital
and all Liabilities exceed \$7,000,000.Canadian Branch—15 Wellington Street East,
TORONTO, ONT.H. M. BLACKBURN, : : : Manager
F. E. MAULSON, : : : InspectorHIGINBOTHAM & LYON, Toronto Agents.
Telephone 488.Agents Wanted in all Unrepresented
Districts.

THE [Incorporated 1875]

Mercantile Fire INSURANCE COMPANY

All Policies Guaranteed by the LONDON AND
LANCASHIRE FIRE INSURANCE COMPANY OF
LIVERPOOL.

The Continental Life Insurance Co.

Subscribed Capital, \$1,000,000.00.
Head Office, Toronto.HON. JOHN DRYDEN, — — — President.
CHARLES H. FULLER, Secretary and Actuary.Several vacancies for good live General
Agents and Provincial Managers.Liberal Contracts to first-class men.
Apply,—GEO. B. WOODS,—Managing-Director.

THE Ontario Accident and Lloyds Plate Glass

INSURANCE COMPANIES

Issue Specially Attractive Policies covering Accident,
Accident and Sickness Combined, Employers',
Elevator, General and Public Liability
Plate Glass.EASTMURE & LIGHTBOURN, Gen'l Agents
61 to 65 Adelaide Street East, TORONTO.

PELICAN and BRITISH EMPIRE LIFE OFFICE

The Oldest Proprietary Office in the World
transacting Life Assurance business only.
Founded in 1797.

Financial Strength Unsurpassed.

CAPITAL, - - - \$ 5,000,000.
ASSETS, - - - \$25,000,000.

Large Bonuses. Moderate Rates of Premium.

Head Office for Canada, MONTREAL.
A. McDOUGALD, Manager.

Standard Life

Established 1825.

Head Office for Canada,
MONTREAL.Assurance Co.
of Edinburgh.Invested Funds.....\$51,794,362
Investments, Canadian Branch.... 15,500,000Assurances effected on first-class
lives "Without Medical
Examination." Apply for full particularsCHAS. HUNTER, - - Chief Agent Ontario.
D. M. McGOUN, - - - - - MANAGER

Liverpool and London and Globe INSURANCE COMPANY

Capital and Assets exceed.....\$ 66,000,000
Canadian Investments exceed .. 3,750,000
Claims Paid exceed..... 213,000,000

Canadian Branch, Head Office, Montreal.

J. GARDNER THOMPSON, Resident Manager.
WILLIAM JACKSON, - - Deputy Manager.
JOS. B. REED & SONS, General Agents,
51 Yonge Street, Toronto

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.

Insurance Company of North America, PHILADELPHIA.

Incorporated
1794.Founded
1792.Capital \$ 3,000,000
Assets, January, 1904..... 11,290,773Surplus and Contingent Fund over
all liability of Capital and Re-insurance 2,452,410

Losses Paid since Organization, \$115,662,995

Equal to 190 Tons of Pure Gold.

ROBERT HAMPSON & SON, Montreal,
GENERAL AGENTS FOR CANADA.

1903 The Most Successful Year in the History of

THE NORTHERN LIFE ASSURANCE CO.

Insurance Written \$1,092,750 00

Insurance in Force 3,607,346 00

Cash Income 131,526 90

An increase of 21,504 35

Total Assets \$ 407,219 23

An increase of 75,174 52

Government Reserve \$ 241,639 32

An increase of 64,347 63

Death Claims \$ 10,385 00

A decrease of 2,315 00

Expenses \$ 48,477 45

A decrease of 6,105 02

You will make no Mistake if you Take out
a Policy in THE NORTHERN LIFE.HEAD OFFICE, JOHN MILNE,
LONDON, ONT. MANAGING-DIRECTORThe Northern Life has some Good Districts
Open for Live, Energetic Agents.

Strength and Stability

Are the important
elements required in
effecting insurance,
—guaranteeing, as
they do—the absolute
fulfillment of the
contract.The financial
position of the

NORTH AMERICAN

is unexcelled, making it a most desirable
Company for Policy-holders and Agents.Vacancies for active, energetic
men to act as representatives.

North American Life Assurance Co., Home Office, TORONTO, Ont.

J. L. BLAQUIE, - - - - - PRESIDENT.
L. GOLDMAN, A.I.A., F.C.A., - MAN.-DIR.

Royal-Victoria Life Insurance Co. Head Office, Montreal.

Deposited with the Dominion
Government for the protection
of Policy-holders in
first-class Canadian Govern-
ment and Municipal Secur-
ities, par Value

\$ 250,553.00

Capital and Assets over 1,200,000.00

The policies of this Company contain
valuable Guarantees, Privileges and Benefits.
Thirty days' grace allowed for payment of re-
newal premiums, the policy continuing in force.
In case of death during the grace, if the pre-
mium has not been paid, it will be deducted
from the policy. Liberal contracts given to
agents who can secure business.

Apply to

DAVID BURKE, A.I.A., F.S.S.,
General Manager.Sometimes a revision of policy form means
little. It stands for

THOROUGHNESS

in every detail in the changes that have been
made by the Union Mutual—re-arrangement
of features, reduction of rates, liberalizing of
rights, a contract modern to the highest
notch. A policy that looks well, sells easily
and pleases long.

UNION MUTUAL LIFE INSURANCE Co. Portland, Maine.

FRED E. RICHARDS, ARTHUR L. BATES,
President. Vice-President.Agents always desired—the kind who write
policies and hold them.

ADDRESS:

HENRI E. MORIN, Chief Agent for
Canada, 151 St. James St., Montreal, Canada.For Agencies in Western Division, Province
of Quebec and Eastern Ontario, apply toWALTER I. JOSEPH, Manager,
151 St. James Street, - Montreal.

PHENIX....

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