

INSURANCE COMPANIES

North American Life Assurance Company

"Solid as the Continent."

PRESIDENT: EDWARD GURNEY
VICE-PRESIDENTS: L. GOLDMAN, 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, 1911, \$2,295,176.98
ASSETS, \$12,313,107 NET SURPLUS, \$1,300,784

For particulars regarding Agency openings write to the
Home Office - - TORONTO

THE WEALTHIEST MEN

as a rule carry heavy Life Insurance.
They know its value.

Many of the wealthiest men in Canada
carry Great-West Insurance.

They know ITS value.

Over \$78,000,000 is now held in force by

THE GREAT-WEST LIFE ASSURANCE COMPANY
HEAD OFFICE - - WINNIPEG



The Home Life Association of Canada

Head Office
Home Life Building, Toronto

Issues all POPULAR PLANS
of Life Insurance. Free from
Restrictions, with Liberal Privileges
and Generous Guarantees.

Write for illustrative pamphlets.
H. POLLMAN EVANS, President
J. K. McCUTCHEON, Managing Director
A. J. WALKER, Secretary-Treasurer

GROWING APACE!

Abundant prosperity has
attended the operations of the

Mutual Life of Canada

During the past year in every
department of its business.

Death losses were very much below the "expected"
and as usual the expenses of conducting the business
were very moderate.

Policies in force Jan. 1, 1912 - \$71,024,770.88

THE MONARCH LIFE ASSURANCE COMPANY

LIBERAL CONTRACTS
TO LIVE AGENTS

President: J. T. GORDON Vice-Presidents: N. BAWLF AND E. L. TAYLOR, K.C.
Managing Director: J. W. W. STEWART Secretary and Actuary: J. A. MACFARLANE, A.I.A.

HEAD OFFICE - - WINNIPEG

SUN LIFE OF CANADA

— 1911 —

| | |
|--------------------------------------------------------------------|------------------|
| Assets | \$ 43,900,885.98 |
| Surplus over all liabilities, and Capital Company's Standard .. | 4,717,073.73 |
| Income, 1911 | 10,557,335.52 |
| Assurances in Force | 164,572,073.00 |
| Assurances paid for in 1911 .. | 26,436,781.19 |

Ask for Leaflet entitled "Prosperous and Progressive."

SUN LIFE POLICIES ARE EASY TO SELL

AGENTS

EXCELLENT CONTRACTS OFFERED
Gresham Life Assurance Society, Ltd.
MONTREAL

Established 1848 :: Funds \$50,000,000

ARCH. R. HOWELL, Manager for Canada

Your enquiry for Terms will be regarded confidential

THE PRUDENTIAL LIFE INSURANCE COMPANY

Head Office Winnipeg, Manitoba

| | |
|----------------------------|----------------|
| Authorized Capital | \$1,000,000.00 |
| Subscribed Capital | 1,000,000.00 |
| Insurance in Force | 7,200,000.00 |
| Premium Income | 225,000.00 |

A YOUNG, VIGOROUS, PROGRESSIVE COMPANY
WE HAVE OPENINGS FOR YOU IF YOU HAVE ABILITY

G. H. MINER, Managing Director.

THE POLICYHOLDERS MUTUAL

A Stock Mutual
Life Company.

A Sign of
the times.

The most in Life Insurance for the least in money
WE GIVE GUARANTEES - - - NOT ESTIMATES

A. M. Featherston, Gen. Mgr. 503 Temple Bldg., Toronto, Ont.

NO WEAK SPOTS

THE LIGHT DEATH RATE of the **DOMINION LIFE**
is only one of the reasons its agents can show such GOOD ACTUAL
RESULTS TO POLICYHOLDERS.

Mortality Rate—1911: Only one-third of that expected on the
Government basis.

Interest Rate in 1911—7.96%.

Supt. of Agencies—FRED. HALSTEAD. | President—THOS. HILLIARD
Head Office - - WATERLOO, ONT.