

LIFE ASSURANCE COMPANIES

Assets over
\$44,258,000

1911

Business in force
\$135,616,000

was a RECORD YEAR for the
CANADA LIFE

THE SURPLUS EARNED
THE GROWTH IN ASSETS

THE NEW PAID-FOR POLICIES
THE INCOME BOTH FROM PREMIUMS AND INTEREST

were all the Greatest in the Company's history of 65 years.

Agents who would share in the success of the Company should write

CANADA LIFE ASSURANCE COMPANY
Head Office - - - Toronto

CONFEDERATION LIFE ASSOCIATION

Issues LIBERAL POLICY CONTRACTS
ON ALL APPROVED PLANS

OFFICERS AND DIRECTORS:

President: J. K. MACDONALD, ESQ.

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Joseph Henderson, Esq.

Gen. Supt. of Agencies

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Secretary and Actuary

W. C. MACDONALD, F.A.S.

Medical Director

ARTHUR JUKES JOHNSON, M.D., M.R.C.S. (Eng.)

HEAD OFFICE

TORONTO

The Standard Life Assurance Co. 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.

Northern Life Assurance Company of Canada

LONDON, ONTARIO

The past year showed progress in every Department.

We wrote more business than we ever did.

Our Assets amount to nearly a million and a half.

Our Reserves for the Security of Policyholders are

nearing the million mark.

Our Death rate was small, showing careful selection,

and was paid for twice over by our Interest income.

W. M. GOVENLOCK, Secretary. JOHN MILNE, Managing Director.

LONDON LIFE

HEAD OFFICE - LONDON, Canada

The Company's splendid financial position, unexcelled profit results on maturing endowments and exceptionally attractive policies are strong features.

Full information
from

J. F. MAINE, Inspector, Industrial Agencies
E. E. REID, Assistant Manager

COMMERCIAL UNION ASSURANCE CO.

LIMITED, OF LONDON, ENGLAND

FIRE

LIFE

MARINE

ACCIDENT

Capital Fully Subscribed.....\$14,750,000

Total Annual Income exceeds.....36,000,000

Life Fund and Special Trust Funds.....63,596,000

Total Assets exceed.....111,000,000

Head Office Canadian Branch, Commercial Union Bldg., Montreal.

Jas. McGregor, Mgr. Toronto Office, 49 Wellington St. E.

GEO. R. HARGRAFT, Gen. Agent for Toronto and County of York.

The IMPERIAL LIFE ASSURANCE COMPANY OF CANADA

1911 was the most successful year in the history of this aggressive Canadian Company

ASSURANCES—New and Revived.....\$7,136,952

INCOME—Premiums and Interest.....1,545,527

POLICYHOLDERS NET SURPLUS—increased to 781,550

Head Office

TORONTO

Good Places for Men Who Work

—who produce applications and deliver policies—who are tireless premium collectors—whose capacity for service is genuinely large. A sixty-year old Company with new policies and reasonable rates. Plenty of productive territory.

UNION MUTUAL LIFE INSURANCE CO.

Portland, Maine

FRED. E. RICHARDS, PRESIDENT. HENRI E. MORIN, SUPERVISOR

For Agencies in the Western Division, Province of Quebec and Eastern Ontario, apply to WALTER I. JOSEPH, Manager, 151 St. James Street, Montreal.

For Agencies in Western Ontario, apply to E. J. ATKINSON, Manager, 107 Manning Chambers, 72 Queen St. West, Toronto.

Crown Life Insurance Company

Head Office. - TORONTO

RECORD FOR 1911

New Business - \$2,712,100 Increase - \$ 700,000

Total Insurance in Force 7,683,279 Increase - 1,431,000

Premium and Interest Income - \$293,882.44

Payments to Policyholders - 54,644.22

Total Assets - \$1,027,058.46 Increase - \$165,442.77

Average Interest Earning Rate on Investments - 6.71%

Net Reserve Fund for Policyholders - 805,765

Total Security for Policyholders - \$1,471,531.29

Surplus on Policyholders' Account - 166,275.52

CROWN LIFE POLICIES include Automatic Non-Forfeiture, Total Disability, Extended Insurance, Guaranteed Loan, Cash Surrender and Paid-Up Values, and other modern privileges, with Low Premium Rates. AGENCY OPENINGS, with Salary and Commission Contracts, for successful Life Insurance Writers. Apply to

WILLIAM WALLACE, General Manager.

The British Columbia Life Assurance Company

HEAD OFFICE - VANCOUVER, B.C.

Authorized Capital - \$1,000,000.00

Subscribed Capital - 1,000,000.00

PRESIDENT - Jonathan Rogers

Secretary-Treasurer—

VICE-PRESIDENTS—

C. E. Sampson

John J. Banfield, Richard Hall

Manager - Sanford S. Davis.

Liberal contracts offered to general and special agents.