

## LIFE INSURANCE

# CONFEDERATION LIFE

ASSOCIATION.

Head Office, - Toronto, Canada

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Managing Director

POLICIES ISSUED ON ALL APPROVED PLANS

## LIFE INSURANCE

## Judicious Economy

is a vital factor in the success of a Life Insurance Company.

Its importance has always been recognized by The Great-West Life Assurance Company. That it continues to be so is seen in the fact that during the first quarter of 1909, while the Business written has been largely increased, the cost of securing that business shows a REDUCTION of 10.04% on the corresponding period of last year.

Those needing Life Insurance know how to appreciate such results—and the Life Agent, looking for wider opportunity, will know the value of such arguments. Good territory is available for competent men, East and West.

## The Great-West Life

ASSURANCE COMPANY

HEAD OFFICE, WINNIPEG

## THE HOME LIFE

Association of Canada

Head Office

Home Life Building, TORONTO

Capital and Assets, \$1,400,000

Reliable Agents wanted  
unrepresented districts.

Correspondence Solicited

HON. J. R. STRATTON, President

J. K. McCUTCHEON,

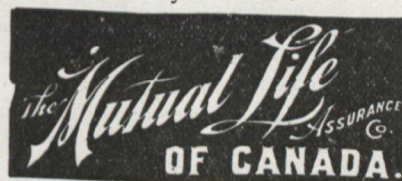
Managing Director

A. J. WALKER, A.C.A., Secretary



## WHEN YOU ARE OLD

Who will provide the money to keep you?  
Will you be compelled to keep on working the  
same as some old men you know?



Will guarantee you an income in your old age.  
Do you want it?

A small monthly saving now will secure you  
against want when you are old; it will also care for  
your loved ones when death calls you from them.

HEAD OFFICE, WATERLOO, ONT.

## The Federal Life Assurance Company

HEAD OFFICE: HAMILTON, CANADA.

Capital and Assets - - - - \$4,184,856.65

Total Assurances in force - - - - 20,128,400.61

Paid to Policyholders in 1908. - - - 303,743.23

Most Desirable Policy Contracts

DAVID DEXTER, President and Managing Director.

## NEW POLICIES of the CROWN LIFE

Income for Life—Guaranteed Dividend—Return Premium—All Modern  
Plans—Most Liberal Life Policies available to Canadian Insurers  
Premium Rates Lower than charged by most other Companies.

Highest Guarantees in Loan, Cash Surrender and Paid-up Values.

Automatic Non-forfeiture Guaranteed

Extended Insurance Guaranteed.

No Restrictions in regard to Residence, Travel or Occupation.

Policies Indisputable from date of Issue, except for fraud.

If You can write Life Insurance it will pay you to associate yourself with the  
CROWN LIFE. Good territory available in all parts of Canada. Apply to

WILLIAM WALLACE, General Manager.

Head Office, - Crown Life Building, TORONTO

## THE EXCELSIOR LIFE INSURANCE CO.

HEAD OFFICE: 59-61 VICTORIA ST., TORONTO.

ESTABLISHED 1889

Insurance in force - - - - \$12,236,064.10

Total Assets - - - - 2,020,102.72

Cash Income - - - - 454,790.94

A Company possessing features particularly attractive to insurers and agents  
No better Company to insure in. No better Company to represent.

E. MARSHALL, Gen'l Manager.

D. FASKEN, President.

## WHEN WRITING TO ADVERTISERS

You will confer a favor on both advertiser and publisher  
by mentioning this paper

## SUN LIFE OF CANADA

At 31st December, 1908

ASSETS \$ 29,238,525.51

SURPLUS over all liabilities, and Capital

Hm 3½ and 3 per cent. Standard 2,596,303.95

SURPLUS GOVERNMENT STANDARD 4,118,491.91

INCOME 1908 6,949,601.98

ASSURANCES IN FORCE, 119,517,740.89

Write to Head Office, Montreal, for Leaflet entitled "Prosperous and  
Progressive."

SUN LIFE POLICIES ARE EASY TO SELL

## Commercial Union Assurance Co.

LIMITED, OF LONDON, ENGLAND

FIRE, LIFE, MARINE, ACCIDENT

Capital Fully Subscribed \$14,750,000 Life Funds (in special trust

Total Annual Income exceeds 21,250,000 for Life Policy Holders, \$17,814,405

exceeds 21,250,000 Total Funds exceed 86,250,000

Head Office Canadian Branch, 91 Notre Dame St., W. Montreal

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

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

## The NORTHERN ASSURANCE CO., Ltd., of London, England

"STRONG AS THE STRONGEST"

Canadian Branch, No. 88 Notre Dame St. West, Montreal.

Income and Funds, 1907.

Capital and Accumulated Funds.....\$48,946,145

Annual Revenue from Fire and Life, etc., premiums and from interest

upon Invested Funds.....9,590,780

Deposited with the Dominion Government for Security of Policy-holders.. 465,580

G. E. MOBERLY, Inspec. E. P. PEARSON, Agt. ROBT. W. TYRE, Man. for Canada.

## The Continental Life Insurance Company

Capital \$1,000,000. Head Office, TORONTO

HON JOHN DRYDEN, Pres. CHAS. H. FULLER, Sec'y and Actuary

Good capable man wanted or Toronto Agency—Salary and Commission.

Apply G. B. WOODS, Managing Director