

LIFE INSURANCE COMPANIES.

**CONFEDERATION LIFE ASSOCIATION.**

Head Office, - Toronto, Canada

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Secretary and Actuary. Managing Director

POLICIES ISSUED ON ALL APPROVED PLANS

LIFE INSURANCE COMPANIES.

**THE REPORT FOR 1910**

of The Great-West Life Assurance Company is now in print and will be mailed upon request.

The Report tells of great progress. For the fourth successive year The Great-West Life is first amongst the Companies for Canadian paid-for Business. The amount of Insurance in force exceeds \$56,000,000—and a Gain of over \$11,000,000 for the year—a record figure—shows that the Policyholders widely appreciate the value of their Policies and are glad to renew them.

In short, the record gives the results of an active presentation of The Great-West Policies to a public thoroughly appreciative of the advantages of low premium rates, high profits and liberal policy conditions.

**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



**SOME VITAL POINTS**

Mirroring the Distinguishing Features of the

**Mutual Life of Canada**

- MUTUAL on the Full Legal Reserve Plan:
- CAREFUL in the Selection of Its Members:
- PRUDENT in the Investment of Its Funds:
- ECONOMICAL in Management Consistent with Efficiency:
- PROGRESSIVE along Scientific and Popular lines:
- REASONABLE in its Policy Terms and Conditions:
- LIBERAL in Its Cash and Paid-up Values:
- PROMPT in the Settlement of Its Claims: and
- JUST and FAIR in All Its Dealings.

HEAD OFFICE, WATERLOO, ONT.

**THE CROWN LIFE INSURANCE CO.**

Head Office—TORONTO.

Record for 1910

New Business—\$2,017,400, increase of 52 per cent. Insurance in Force—\$6,318,000, increase of \$4,005,619. Premium and Interest Income, etc.—\$261,995.99. Payments to Policyholders—\$49,691.47. Total Assets—\$861,615.69, increase of \$139,721.97. Average Interest Earning Rate on Investments—6¼ per cent. Reserve Fund for Policyholders—\$695,354.00. Total Security for Policyholders—\$1,325,129.39. Surplus to Policyholders' Account—\$152,236.38.

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 EXCELSIOR LIFE INSURANCE COMPANY**

Established 1889.

Head Office, TORONTO, CANADA

Insurance in force \$14,000,000.00  
Available Assets 2,552,863.49

Satisfactory Profits paid Policyholders during four Quinquennials. Foremost in Profit-Earning Features and in Security. The New Excelsior Policies are up-to-date in every particular.

Excellent Opening for First-Class Field Man.

Agents Wanted: To give either entire or spare time to the business.  
E. MARSHALL, General Manager. D. FASKEN, President.

**The Dominion Life**

wants a few

Good Men for a Good Company  
in Good Territory

Apply to; Fred Halstead, Superintendent, Waterloo, Ont.

**The Federal Life Assurance Company**

HEAD OFFICE: HAMILTON, CANADA.

Capital and Assets . . . . . \$4,512,949.53

Total Assurances in force . . . . . 21,019,322.31

Paid to Policyholders in 1909. . . . . 347,274.43

Most Desirable Policy Contracts

DAVID DEXTER, President and Managing Director.

**SUN LIFE OF CANADA**

At 31st December 1910

Assets	\$38,164,790 37
Surplus over all liabilities, and Capital	
Hm 3½ and 3 per cent. Standard	3,952,437 54
Surplus Government Standard	5,319,921 18
Income, 1910	9,710,453 94
Assurances in Force	143,549,276 00

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

Sun Life Policies are easy to sell

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