

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 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

The Remarkable Demand

for the Policies of The Great-West Life—reaching in the early months of 1912 the highest figure yet attained—proves the growing tendency to secure the safeguard of sound Life Insurance --and to secure that Insurance where it may be obtained at

**Lowest Cost and with
Highest Profit Returns**

That is to say with

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

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



Life Insurance Salesmen

equipped with Prudential Policies have a good start on the road to success. We would like to hear from men who contemplate entering the life insurance field.

Write to-day about an agency.

THE PRUDENTIAL INSURANCE COMPANY OF AMERICA
Founded by JOHN F. DRYDEN, Pioneer of Industrial Insurance in America
FORREST F. DRYDEN, President. Home Office, NEWARK, N.J. &
Incorporated as a Stock Company by the State of New Jersey.

ONE of the largest and most important of the British Life Insurance Offices

FUNDS \$50,000,000.00

GRESHAM LIFE ASSURANCE SOCIETY, LIMITED

ARCH. R. HOWELL, St. Francois Xavier St.,
Manager for Canada. Montreal.

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	26,486,781 19

Ask for Leaflet, entitled "Prosperous and Progressive."

Sun Life Policies are easy to sell

THE PRUDENTIAL LIFE INSURANCE COMPANY

Head Office - - - Winnipeg

Authorized Capital	\$1,000,000 00
Capital Subscribed	900,000 00
Insurance in force over	6,000,000 00

We have one or two good openings for energetic agents alive to the opportunities of Western Canada.

G. H. MINER - Managing Director

EXCELSIOR

LIFE INSURANCE COMPANY
HEAD OFFICE, TORONTO, ONT.
Insurance in force - \$14,921,762
Available Assets - 2,842,654

A Toronto Agency with continuous renewals to the
LIFE Contract. T. B. PARKINSON, Supt. of Agencies, Continental
Life Bldg., Toronto. RIGHT MAN. See CONTINENTAL

INTEREST EARNINGS

are the main source of profit to the policy-holders of a life insurance company. An increase of one per cent. in the rate of interest earned means an increased income of \$10,000 for each \$1,000,000 invested.

THE DOMINION LIFE

earned 7.96 per cent. interest in 1911, a rate 2 per cent. higher than that earned by the average Canadian company.

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