

LIFE ASSURANCE COMPANIES

North American Life Assurance Company

"Solid as the Continent."

PRESIDENT: JOHN L. BLAIKIE
 VICE-PRESIDENTS: E. GURNEY, 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

When in London call on The Monetary
 Times, Grand Trunk Building, Cockspur St.



The Home Life Association of Canada

Head Office:
 Home Life Building, Toronto

Issues all POPULAR PLANS
 of Life Insurance, Free from
 Restrictions, with Liberal Pri-
 vileges and Generous Guarant-
 tees.

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

The Report for 1911

of The Great-West Life Assurance Company is now
 in print, and will be mailed to any interested person
 on request.

It records a year of remarkable success—success
 founded upon nineteen years of remarkable
RESULTS TO POLICYHOLDERS.

Over \$69,000,000 of Insurance is now held in force by

**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

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

THE EXCELSIOR LIFE INSURANCE COMPANY

Established 1889. Head Office, TORONTO, CANADA
 Dec. 31st, 1910—Insurance in force - \$14,000,000.00
 Available Assets - 2,552,863.49

1910 WAS A BANNER YEAR
 Yet for the first ten months of 1911 Insurance applied for increased
 \$615,000. Expense Ratio decreased 15%. Death Claims decreased 35%.

Excellent Openings for First-Class Field Men.
Agents Wanted: To give either entire or spare time to the business.
 E. MARSHALL, General Manager. D. FASKEN, President

Build YOUR OWN AGENCY with a CONTINENTAL LIFE Renewal
 Contract. TORONTO and several other good places to select
 from. T. B. PARKINSON, Supt. of Agencies, Continental Life Bldg.,
 Toronto.

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.

THE FEDERAL LIFE ASSURANCE COMPANY

Agents of character and ability wanted to represent
 this old established Company in Western Canada.
 To the right men liberal contracts will be given.
 Apply to

R. S. ROWLAND, Provincial Manager . . . Winnipeg, Man.
 J. P. BRISBIN, " " . . . Regina, Sask.
 T. W. F. NORTON, " " . . . Calgary, Alta.
 T. MACADAM, " " . . . Vancouver, B.C.

or to the

HOME OFFICE at HAMILTON, ONT.

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

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.