

THE EXCELSIOR LIFE INSURANCE COMPANY

Head Office: TORONTO, CANADA.

Assets \$ 2,842,654.08

Insurance in Force \$15,000,000.00

Security and Profit are what intending insurers desire, both obtained under "Excelsior" policies which also contain the "Last Word" in liberal features.

The Reason the Company has been able to pay satisfactory profits is because it has been continuously foremost in those features from which profits are derived.

In 1911 Interest Earnings 7.33 per cent.
Death Rate 34 per cent of expected.
Expenses decreased 2.50 per cent.

Agents Wanted: to give either entire or spare time.

E. MARSHALL,
General Manager

D. FASKEN,
President.

1912

THE NORTHERN Life Assurance Co. of Canada

HEAD OFFICE
London, Ont.

JOHN MILNE
Managing-Director

The Company has closed the past year with an increase of over 25% in business written, and an increase of 12% of business in force.

Corresponding gains in every department.

Conservative methods and steady progress have arrived at the goal—SUCCESS.

BOND OFFERINGS

Lists of bonds which we offer sent on application. Every Security possesses the qualities essential in a sound investment, combining SAFETY OF PRINCIPAL AND INTEREST with THE MOST FAVORABLE INTEREST RETURN.

**Government — Municipal
Corporation and Proven
Industrial Bonds.**

Yield 4% to 6%

We shall be pleased to aid you in the selection of a desirable investment.

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