

## THE UNIQUE RECORD of Canada's Oldest Life Assurance Company

### ESTABLISHED

in 1847—64 years ago.

### THE COMPANY'S AIM

Security and Profit to Policyholders and Beneficiaries. Prompt Settlement of all Claims.

### ITS POLICIES

Extremely simple, safe and profitable. Practically free from restrictions. Liberal Guarantees.

### ITS SIZE

Over \$130,000,000 of Assurances in force resulting from a steady increase of well-selected risks. The Income for 1910 was over \$6,945,000.

### ITS STRENGTH

Assets over \$41,000,000, carefully distributed over a wide variety of high-class securities. Policy Reserves are valued on a 3% and 3½% basis, a higher and stronger valuation than required by Government.

### ITS SURPLUS EARNINGS

Each year is showing an increase in Surplus earned, that for 1910 amounting to over \$1,233,000, the largest in the Company's history. This is due to a favorable mortality, a low expense ratio and high interest earnings; in other words, good management.

### THE RESULT

Since the inception of the Company its Policyholders have been paid or credited with \$11,500,000 more than they have paid in premiums. The Profits declared in 1910 were, on a cash basis, 40% greater than at the previous division. The Assets have more than doubled within the past twelve years. The year 1911 shows continued and increasing prosperity.

THIS RECORD BELONGS TO THE

## CANADA LIFE ASSURANCE CO.

T. G. McCONKEY, Superintendent of Agencies.

Head Office—Toronto

## The Best Paid Hard Work in the World

Life Underwriting has been described as

**"The Best Paid Hard  
Work in the World"**

and consequently, one of the most remunerative vocations in which anyone without capital can engage.

## THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES

has several openings for men who possess organizing ability and who can work up a business from territory at present inadequately developed. Plenty of hard work and commensurate remuneration to those who possess the necessary qualifications

Address:

**GEORGE T. WILSON,**  
2nd Vice-President

120 Broadway - New York

## Energetic and Industrious Men

of character and ability desirous of making connection with a first-class old-established home company, offering excellent opportunities, should communicate with the

## North American Life Assurance Company

"Solid as the Continent."

Home Office: - TORONTO