

# LIFE ASSURANCE 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**

## CONTINUAL PROGRESS

1911 was the best year The Great-West Life has known.

The New Year commenced similarly. January was the best January—February the best month yet—March promises to do better still.

This success has but one explanation—the VALUE of The Great-West Policies.

Ask for confirmatory printed matter.

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



## 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

## 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 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 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 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.**

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

## 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

## 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.