

## \$7.83 for \$500 Life Insurance!



This is the Annual Cost of the new Prudential Intermediate Life Insurance Policy, at age 20.

Policy has cash values and other Prudential benefits.

Agents Wanted.

**THE PRUDENTIAL INSURANCE CO. 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.

In your business you are naturally trying to succeed. You will be sure of the greatest success, when your efforts are backed by a strong, progressive company, such as

**THE  
IMPERIAL LIFE ASSURANCE COMPANY  
OF CANADA**

Attractive agency contracts available to men of ability who can produce business.

For particulars address,

**Head Office, 24 KING STREET EAST, TORONTO**



**JOHN P. MUNN, M.D.**

PRESIDENT

FINANCE COMMITTEE  
**CLARENCE H. KELSEY**  
*Pres. Life Insurance and Trust Co.*  
**WILLIAM H. PORTER**

AND

**EDWARD TOWNSEND**

*Pres. Insurance Co. of Canada*

Good men, whether experienced in life insurance or not, may make direct contracts with this company, for a limited territory if desired, and secure for themselves, in addition to first year's commission, a renewal interest insuring an income for the future. Address the Company at its Home Office, No. 277 Broadway, N.Y.

## GROWING APAGE!

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 January 1, 1912  
\$71,024,770.88**

## A TORONTO AGENCY

WITH

Continuous Renewals for the RIGHT MAN

SEE

## CONTINENTAL LIFE CONTRACT.

**T. B. PARKINSON** : Superintendent of Agencies

Continental Life Building. TORONTO

## The Excelsior Life Insurance Co.

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 are 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 31 per cent of Expected.  
 Expenses decreased 2.50 per cent.

Wanted agents, to give either entire or spare time.  
**E. MARSHALL, General Manager.** **D. FASKEN, President.**

## MOUNT ROYAL ASSURANCE COMPANY

AUTHORIZED CAPITAL, . . . . \$1,000,000  
 HEAD OFFICE: . . . . MONTREAL

President, Hon. H. B. Rainville Vice-President, J. M. Wilson  
**J. E. CLEMENT, Jr., General Manager**

Responsible Agents wanted in Montreal and Province of Quebec



**THE CHIEF DIFFICULTY** that confronts the new man entering the Life Insurance Field is the securing of **GOOD PROSPECTS**. This difficulty is eliminated when you write for an **INDUSTRIAL COMPANY**, the debits of which are an inexhaustible mine for both ordinary and industrial business.

## THE UNION LIFE ASSURANCE COMPANY

HEAD OFFICE, . . . . TORONTO, CANADA

More Policyholders than any other Canadian Company.

