# INSURANCE COMPANIES


Assets over $44,258,000

**1911**
**was a RECORD YEAR for the**
**CANADA LIFE**

Business in force $135,616,000

THE SURPLUS EARNED
THE GROWTH IN ASSETS
THE NEW PAID-FOR POLICIES
THE INCOME BOTH FROM PREMIUMS AND INTEREST
were all the Greatest in the Company's history of 65 years.

Agents who would share in the success of the Company should write

**CANADA LIFE ASSURANCE COMPANY**
**Head Office - - Toronto**

**CONFEDERATION LIFE**
ASSOCIATION
**Issues LIBERAL POLICY CONTRACTS ON ALL APPROVED PLANS**

OFFICERS AND DIRECTORS:
President: J. K. MACDONALD, ESQ.
VICE-PRESIDENT AND CHAIRMAN OF THE BOARD
W. D. MATTHEWS, ESQ.
Vice-President
FRED'K WYLD, ESQ.
Sir Edmund Osler, M.P. — Sir Wm. White
W. H. Beatty, Esq. — Dr. Wilkie, Esq.
S. Nordheimer, Esq. — Hon. Jas. Young
John Macdonald, Esq. — Cawthra Mulock, Esq.
Joseph Henderson, Esq.
Gen. Supt. of Agencies, J. TOWER BOYD — Secretary and Actuary W. C. MACDONALD, F.A.S.
Medical Director
ARTHUR JUKES JOHNSON, M.D., M.R.C.S. (Eng.)
**HEAD OFFICE - - TORONTO**

**The Standard Life Assurance Co. of Edinburgh**
Established 1825. Head Office for Canada: MONTREAL, Que.

| | |
|---|---|
| Invested Funds | $ 63,750,000 |
| Investments under Canadian Branch | 16,000,000 |
| Deposited with Canadian Government and Government Trustees, over | 7,000,000 |
| Revenue, over | 7,600,000 |
| Bonus declared | 40,850,000 |
| Claims paid | 142,950,000 |

D. M. McGOUN, Mgr. CHAS. HUNTER, Chief Agent Ont.

**Northern Life Assurance Company of Canada**
LONDON, ONTARIO

**1910**

The past year showed progress in every Department.
We wrote more business than we ever did.
Our Assets amount to nearly a million and a half.
Our Reserves for the Security of Policyholders are nearing the million mark.
Our Death rate was small, showing careful selection, and was paid for twice over by our Interest income.

W. M. GOVENLOCK, Secretary. JOHN MILNE, Managing Director.

**LONDON LIFE**
HEAD OFFICE - LONDON, Canada

The Company's splendid financial position, unexcelled profit results on maturing endowments and exceptionally attractive policies are strong features.

Full information from — J. F. MAINE, Inspector, Industrial Agencies
E. E. REID, Assistant Manager

**COMMERCIAL UNION ASSURANCE CO.**
LIMITED, OF LONDON, ENGLAND
FIRE LIFE MARINE ACCIDENT

| | |
|---|---|
| Capital Fully Subscribed | $14,750,000 |
| Total Annual Income exceeds | 36,000,000 |
| Life Fund and Special Trust Funds | 63,596,000 |
| Total Assets exceed | 111,000,000 |

Head Office Canadian Branch, Commercial Union Bldg., Montreal.
Jas. McGregor, Mgr. Toronto Office, 49 Wellington St. E.
GEO. R. HARGRAFT, Gen. Agent for Toronto and County of York.

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 - TORONTO**

**Good Places for Men Who Work**

—who produce applications and deliver policies—who are tireless premium collectors—whose capacity for service is genuinely large. A sixty-year old Company with new policies and reasonable rates. Plenty of productive territory.

**UNION MUTUAL LIFE INSURANCE CO.**
**Portland, Maine**
FRED. E. RICHARDS, PRESIDENT. HENRI E. MORIN, SUPERVISOR

For Agencies in the Western Division, Province of Quebec and Eastern Ontario, apply to WALTER I. JOSEPH, Manager, 151 St. James Street, Montreal.

For Agencies in Western Ontario, apply to E. J. ATKINSON, Manager, 107 Manning Chambers, 72 Queen St. West, Toronto.

**Crown Life Insurance Company**
Head Office - TORONTO
RECORD FOR 1911

| | | | |
|---|---|---|---|
| New Business | $2,712,100 | Increase | $ 700,000 |
| Total Insurance in Force | 7,683,279 | Increase | 1,431,000 |
| Premium and Interest Income | $293,882.44 | | |
| Payments to Policyholders | 54,644.22 | | |
| Total Assets | $1,027,058 46 | Increase | $165,442.77 |
| Average Interest Earning Rate on Investments | | | 6.71% |
| Net Reserve Fund for Policyholders | 805,765 | | |
| Total Security for Policyholders | $1,471,531.29 | | |
| Surplus on Policyholders' Account | 166,275.52 | | |

CROWN LIFE POLICIES include Automatic Non-Forfeiture, Total Disability, Extended Insurance, Guaranteed Loan, Cash Surrender and Paid-Up Values, and other modern privileges, with Low Premium Rates. AGENCY OPENINGS, with Salary and Commission Contracts, for successful Life Insurance Writers. Apply to
WILLIAM WALLACE, General Manager.

**The British Columbia Life Assurance Company**
HEAD OFFICE - VANCOUVER, B.C.
**Authorized Capital - $1,000,000.00**
**Subscribed Capital - 1,000,000.00**

PRESIDENT - Jonathan Rogers
VICE-PRESIDENTS— John J. Banfield, Richard Hall
Secretary-Treasurer— C. E. Sampson
Manager - Sanford S. Davis.

Liberal contracts offered to general and special agents.