

## A FEW FACTS FROM THE REPORT OF CANADA LIFE'S RECORD YEAR

**Business Increased in 1909 while Expenses Decreased**

**ASSETS \$39,686,000.**

**BUSINESS IN FORCE \$125,000,000.**

**INCOME** for the year was over \$5,697,000.

**NEW PAID FOR BUSINESS** issued in 1909, \$10,139,000.

**SURPLUS** earned in 1909, surpassing all records, \$1,159,000.

**EXPENSES** reduced as in the previous year in percentage and actual amount.

**PAYMENTS** to Policyholders in 1909 for Death Claims, Endowments, Profits, etc., \$2,032,000.

**\$2,000,000.00 IN PROFITS** will be allotted to Policyholders this year by the CANADA LIFE

For Assurances or Agency Contracts apply:

# Canada Life Assurance Co.

### THE LIFE AGENTS' MANUAL.

NEW EDITION NOW ON PRESS.

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Of Portland Maine.

**FRED. E. RICHARDS, President.**

Accepted value of Canadian Securities held by Federal Government for protection of policyholders, \$1,206,576.

All policies issued with Annual Dividends on payment of second year's annual premium.

Exceptional opening for Agents, Province of Quebec and Eastern Ontario.

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Stallion Insurance.

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Head Office: New York Life Building, Montreal, P. Q.

## THE EXCELSIOR LIFE INSURANCE Co.

INCORPORATED 1888.

HEAD OFFICE: TORONTO, CANADA

Assets for Policyholders security - \$2,317,500.00  
Insurance in Force - \$13,078,004.10

**PROGRESS DURING LAST DECADE, 1899-1909**

|                       |                         |                              |
|-----------------------|-------------------------|------------------------------|
| Income .....          | Increased 495 per cent. | Over four-fold               |
| Reserves .....        | 617 "                   | Over six-fold                |
| Assets .....          | 581 "                   | Nearly six-fold              |
| Insurance in force .. | 358 "                   | Over three and one-half-fold |

The Excelsior excels in these features of vital interest to Policyholders

**SECURITY AND PROFIT**

**THE NEW EXCELSIOR POLICIES ARE THE BEST  
WANTED—Agents to devote entire or spare time to  
the business:**

**E. MARSHALL, General Manager**

**B. FASHER, President**