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THE PRUDENTIAL INSURANCE CO'Y OF AMERICA

Incorporated as a Stock Company by the State of New Jersey.

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THE IMPERIAL LIFE ASSURANCE COMPANY OF CANADA

1897 AN UNEQUALLED RECORD 1911

Year Dec.	Premium and Interest	Total Assets	Rate of Interest	Assurance
1897	\$ 37,416.09	\$ 336,247.89	Earned.	Force \$ 1,185,725
1901 1905	360,180.95 800,034.84	1,344,126.61 2,840,725.23	5.40%	10,524,731
1910	1,370,550.38	6,147,329.99	5.52% 6.52%	19,672,664 30,455,859

FIRST AND PARAMOUNT—ABSOLUTE SECURITY TO POLICYHOLDERS

The Company will be pleased to enter into negotiations for Agency representation

HEAD OFFICE. TORONTO, CANADA

THE MONTHLY CHEQUE CONTRACT Issued by the CROWN LIFE INSURANCE CO.

Guarantees the Beneficiary a fixed Income, payable monthly for Twenty Years or longer if desired. The Insurance cannot be squandered, lost or unwisely invested. Costs less than ordinary insurance. Loan, Cash Surrender, Paid-up, Automatic Non-forfeitures, Extended Insurance and other modern life insurance privilege guaranteed in policy. Most liberal Life Insurance Policy which guaranteed and insurers. No estimates. Everything guaranteed. Agency openings, with salary and commission contracts, for successful life insurance writers. Apply B. V. GUMERY, Provincial **ansder, Montreal Head Office.

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extend hearty greetings to its policyholders and the extend hearty greetings to its policyholders and the Canadian public in general, who will be pleased to learn that the present year has been the most successful in this Company's career of 41 years, having written new business amounting to the handsome sum of \$59,250,000, as at December 24th, 1910, and made very substantial progress in all other departments of its husiness.

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HEAD OFFICE. - - TORONTO, CANADA

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