

SOME ONE HAS APTLY SAID :

"Success comes in CANS,
failure in CANT'S." The
man who **WILL WORK** can
make a real success selling
life insurance for

THE PRUDENTIAL

WRITE US ABOUT AN AGENCY

THE PRUDENTIAL INSURANCE CO'Y OF AMERICA

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

HOME OFFICE, NEWARK, N. J.

THE IMPERIAL LIFE ASSURANCE COMPANY OF CANADA

1897 AN UNEQUALLED RECORD 1911

Year	Premium and Interest Income	Total Assets	Rate of Interest Earned.	Assurance in Force
Dec. 31st				
1897	\$ 37,416.09	\$ 336,247.89	4.01%	\$ 1,185,725
1901	360,180.95	1,344,126.61	5.40%	10,524,731
1905	800,034.84	2,840,725.23	5.52%	19,672,664
1910	1,370,550.38	6,147,329.99	6.52%	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

AMONG CHRISTMAS GIFTS

for your family, at this season of the year,
none is more suitable than a policy in the

Mutual Life of Canada

It will stand as AN EVIDENCE of your LOVE
AND FORESIGHT for those dear to you when
other more transient gifts shall have been
forgotten!

Policies in force, exceeding	\$70,000,000
Assets, all safely invested "	18,000,000
Surplus over liabilities "	3,000,000

Agencies in every City and Town in Canada:

HEAD OFFICE, - - WATERLOO, Ont.

A TORONTO AGENCY

WITH

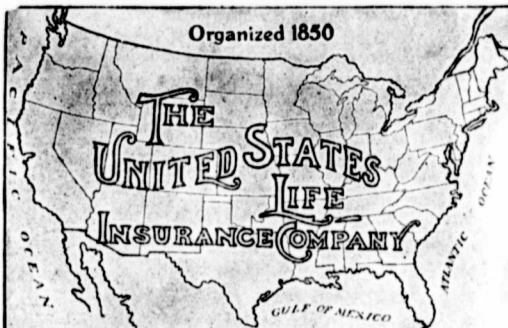
Continuous Renewals for the RIGHT MAN

SEE

**CONTINENTAL LIFE
CONTRACT.**

T. B. PARKINSON: Superintendent of Agencies

Continental Life Building, - - TORONTO



ISSUES GUARANTEED CONTRACTS

JOHN P. MUNN, M.D.
PRESIDENT

FINANCE COMMITTEE
CLARENCE H. KELSEY
Pres. Trust Corporation and Trust Co.
WILLIAM H. PORTER
Banker
EDWARD TOWNSEND
Pres. Insurance Co. of America

Good men, whether experienced in life
insurance or not, may make direct con-
tracts with this company, for a limited ter-
ritory 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.

The Excelsior Life Insurance Co.

Established 1889

Head Office: Excelsior Life Building, TORONTO.

Insurance in Force, Dec. 31st, 1910 \$14,000,000.00
Available Assets 2,552,863.49

1910 was a BANNER YEAR

Yet for the first nine months of 1911

INSURANCE APPLIED FOR INCREASED \$615,000
EXPENSE RATIO DECREASED . . . 15 per cent.
DEATH CLAIMS DECREASED . . . 35 per cent.

Security for Dependents. Satisfaction for Insurers.

Excellent opportunity for energetic field men to secure liberal per-
manent contracts.

D. FASKEN, President.

E. MARSHALL, General Manager.

THE CHRONICLE

is filed regularly in leading offices
throughout Canada; advertising in
its columns has a permanent
value.

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 debts of which are
an inexhaustible mine for both ordinary and business.

THE UNION LIFE ASSURANCE COMPANY

HEAD OFFICE, - - TORONTO, CANADA

More Policyholders than any other Canadian Company.

