

LIFE INSURANCE

CONFEDERATION LIFE

ASSOCIATION.

Head Office, - Toronto, Canada

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Managing Director

POLICIES ISSUED ON ALL APPROVED PLANS**THE HOME LIFE**

Association of Canada

Head Office:

Home Life Building, TORONTO

Capital and Assets, \$1,400,000

Reliable Agents wanted
unrepresented districts.

Correspondence Solicited

HON. J. R. STRATTON, President**J. K. McCUTCHEON,**

Managing Director

A. J. WALKER, A.C.A., Secretary**The Federal Life Assurance Company**

HEAD OFFICE: HAMILTON, CANADA.

Capital and Assets - - - - \$4,184,856.65

Total Assurances in force - - - - 20,128,400.61

Paid to Policyholders in 1908, - - 303,743.23

Most Desirable Policy Contracts

DAVID DEXTER, President and Managing Director.**NEW POLICIES of the CROWN LIFE**

Income for Life—Guaranteed Dividend—Return Premium—All Modern Plans—Most Liberal Life Policies available to Canada in Insurers.

Premium Rates Lower than charged by most other Companies.

Highest Guarantees in Loan, Cash Surrender and Paid-up Values.

Automatic Non-forfeiture Guaranteed.

Extended Insurance Guaranteed.

No Restrictions in regard to Residence, Travel or Occupation.

Policies Indisputable from date of Issue, except for fraud.

If You can write Life Insurance it will pay you to associate yourself with the

CROWN LIFE. Good territory available in all parts of Canada. Apply to**WILLIAM WALLACE, General Manager.**

Head Office, - Crown Life Building, TORONTO

THE EXCELSIOR LIFE INSURANCE CO.

HEAD OFFICE: 59-61 VICTORIA ST., TORONTO.

ESTABLISHED 1889

Insurance in force - - - - \$12,236,064.10

Total Assets - - - - 2,020,102.72

Cash Income - - - - 454,790.94

A Company possessing features particularly attractive to insurers and agents
No better Company to insure in. No better Company to represent.**E. MARSHALL, Gen'l Manager.****D. FASKEN, President.****WHEN WRITING TO ADVERTISERS**You will confer a favor on both advertiser and publisher
by mentioning this paper

LIFE INSURANCE

SEVERAL NEW PLANS

And new features added to old Plans, are included in the 1909 Edition of The Great-West Life Assurance Company's Manual of Rates.

These additions and amendments still further facilitate the work of the Company's agents by still further adding to the value and attractiveness of the Policies they have to sell.

Life Agents of ability and experience will do well to investigate the opportunities offered by

The Great-West Life ASSURANCE COMPANY
HEAD OFFICE, WINNIPEG**\$54,694,982**was the net amount of insurance on the Company's books
December 31st, 1908, and the years operations showed that

made very substantial gains in other departments of its business:

- (a) It gained in Assets ... **\$1,329,098**
- (b) " " Reserve .. **948,268**
- (c) " " Income ... **302,571**
- (d) " " Surplus .. **348,296**

while its ratio of expenses to income was smaller than in previous years.

HEAD OFFICE, - WATERLOO, ONT.**SUN LIFE OF CANADA**

At 31st December 1908

ASSETS	\$ 29,238,525.51
SURPLUS over all liabilities, and Capital	
Hm 3½ and 3 per cent. Standard	2,596,303.95
SURPLUS GOVERNMENT STANDARD	4,118,491.91
INCOME 1908	6,949,601.98
ASSURANCES IN FORCE,	119,517,740.89

Write to Head Office, Montreal, for Leaflet entitled "Prosperous and Progressive."

SUN LIFE POLICIES ARE EASY TO SELL**Commercial Union Assurance Co.**

LIMITED, OF LONDON, ENGLAND

FIRE, LIFE, MARINE, ACCIDENT

Capital Fully Subscribed \$14,750,000 Life Funds (in special trust for Life Policy Holders, \$17,314,405

Total Annual Income exceeds 21,250,000 Total Funds exceed 86,250,000

Head Office Canadian Branch, 91 Notre Dame St., W. Montreal

Jas. McGregor Mgr. Toronto Office, 49 Wellington St., East

GEO. R. HARGRAFT, Gen. Agent for Toronto and County of York.**The NORTHERN ASSURANCE CO., Ltd., of London, England**

"STRONG AS THE STRONGEST"

Canadian Branch, No. 88 Notre Dame St. West, Montreal.

Income and Funds, 1907.

Capital and Accumulated Funds.....\$48,946,145

Annual Revenue from Fire and Life, etc., premiums and from interest upon Invested Funds.....9,590,780

Deposited with the Dominion Government for Security of Policy-holders.. 465,580

G. E. MOBERLY, Inspec. E. P. PEARSON, Agt. ROBT. W. TYRE, Man. for Canada.**The Continental Life Insurance Company****Subscribed Capital \$1,000,000. Head Office, TORONTO****HON JOHN DRYDEN, Pres. CHAS. H. FULLER, Sec'y and Actuary**

Several vacancies for good live General Agents and Provincial Managers

Liberal Contracts to first-class men.Apply **O. B. WOODS, Managing Director**