

# LIFE ASSURANCE 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 Secretary and Actuary  
J. TOWER BOYD 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

<b>FIRE</b>	<b>LIFE</b>	<b>MARINE</b>	<b>ACCIDENT</b>
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.

## The IMPERIAL LIFE ASSURANCE COMPANY OF CANADA

1911 was the most successful year in the history of this aggressive Canadian Company

ASSURANCES—New and Revived..... \$7,136,952  
INCOME—Premiums and Interest ..... 1,545,527  
POLICYHOLDERS NET SURPLUS—increased to 781,550

Head Office - - 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 | Secretary-Treasurer—  
VICE-PRESIDENTS— | C. E. Sampson  
John J. Banfield, Richard Hall | Manager - Sanford S. Davis.

Liberal contracts offered to general and special agents.

## 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.