

SECURITY AND PROFIT

are assured to Canada Life Policyholders by the
FINANCIAL STRENGTH of the Company and its increasing SURPLUS EARNINGS.

IN 1910

OVER \$2,000,000 IN PROFITS

were allotted to Canada Life Policyholders, and the satisfactory increase in the surplus earnings for the past year is evidence that Canada Life Policies will continue to be profitable.

A GOOD COMPANY FOR MEN TO INSURE IN AND FOR AGENTS TO REPRESENT

Address:

THE CANADA LIFE ASSURANCE CO.,

Head Office - TORONTO

BRITISH AND CANADIAN UNDERWRITERS

OF NORWICH, ENGLAND.

ASSETS - - \$10,457,000

Head Office for Canada, - TORONTO.
JOHN B. LAIDLAW, Manager.

Chief office for Quebec,
Lake of the Woods Bldg., - MONTREAL.
JOHN MacEWEN, Superintendent.

AGENTS WANTED.

Union Mutual Life Insurance Co.

Of Portland Maine.

FRED. E. RICHARDS, President.

Accepted value of Canadian Securities held
by Federal Government for protection of policy-
holders, \$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.

WALTER I. JOSEPH, Manager,
151 St. James Street, Montreal.

THE GENERAL ANIMAL INSURANCE CO., OF CANADA

CAPITAL \$500,000 (Federal Charter)

GENERAL HORSE AND CATTLE INSURANCE

Stallion Insurance.	Transit Insurance.
Poaling ..	Show Risks ..
Castration ..	Dog, etc. ..

Head Office Quebec Bank Building, Montreal, P.Q.

SOME VITAL POINTS

Mirroring the Distinguishing
Features of the

MUTUAL LIFE OF CANADA

MUTUAL on the Full Legal Reserve
Plan;

CAREFUL in the Selection of Its
Members;

PRUDENT in the Investment of Its
Funds;

ECONOMICAL in Management, Con-
sistent with Efficiency;

PROGRESSIVE along Scientific and
Popular Lines;

REASONABLE in Its Policy Terms
and conditions;

LIBERAL in Its Cash and Paid-up
Values;

PROMPT in the Settlement of Its
Claims; and

JUST and FAIR in All its Dealings.

Head Office - Waterloo, Ont.

The Excelsior Life Insurance Co.

Established 1889

HEAD OFFICE—Excelsior Life Building—TORONTO

Insurance in Force . . .	\$14,000,000.00
Available Assets . . .	2,552,863.49

A Company foremost in features particularly
attractive to Insurers and Agents
Satisfactory Profits to Policyholders during
four quinquennials

New Excelsior policies up-to-date in every
particular

Excellent opportunity for good field men to
secure liberal permanent contracts

D. FASKEN, President. E. MARSHALL, General Manager.