LIFE INSURANCE COMPANIES.

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#### The Great Development

of the Western Provinces affects all lines-none more than that of the Life Insurance Agent.

And-naturally-no Agents can take such decided advantage of this development as those representing a Company so intimately associated with Western progress as

#### The Great-West Life Assurance Co.

HEAD OFFICE

Life Agents of ability and experience are invited to investigate the opportunities offering at the present time with The Great-West Life.

### 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

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### **Actual Results Count**

As a tree is known by its fruit, so is a Life Company by the results it produces for its policyholders. And the best proof that a company has made good in that respect is found in the renewal of their confidence by old policyholders. The

has many policyholders who not only take out new policies as they can afford to do so, but insure their sons in it just as soon as they attain an insurable age.

A professional man, when acknowledging cheque in settlement of his matured endowment says:—'I am well pleased with my investment, and expect to have insured in your Company in the near future my son for a good amount.

Head Office - WATERLOO, Ont.

## The Monthly-Cheque-Contract

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 life insurance.

Loan, Cash Surrender, Paid-up, Automatic Non-forfeitures, Extended Insurance and other modern life insurance privileges guaranteed in policy.

Most liberal Life Insurance Policy available to Canadian insurers. No estimates—Everything guaranteed.

Agency openings, with salary and commission contracts, for successful life insurance writers. Apply

WILLIAM WALLACE,

Head Office—Toronto, Canada.

General Manager.

#### The Federal Life Assurance Company

HEAD OFFICE: HAMILTON, CANADA.

Capital and Assets - - - - \$4,512,949.53

Total Assurances in force - - - 21.019.322.31 Paid to Policyholders in 1909. - - 347.274.43

Most Desirable Policy Contracts

DAVID DEXTER, President and Managing Director.

# The Excelsior Life Insurance Company Head Office: 59-61 Victoria St. Toronto. Insurance in force \$14,000,000.00. Business for 1910 will be the company of the company o

Business for 1910 will be the most satisfactory in the Company's career of uninterrupted success. A Company foremost in features particularly attractive to Insurers and Agents.

No better Company to insure in. No hetter Company to represent.

A number of important appointments on Agency staff available; liberal tracts will be given suitable gentlemen.

Local Agents wanted everywhere.

E. MARSHALL, General Manager.

D. FASKEN, President.

## CANADA

At 31st December 1909

\$ 32,804,996.77 SURPLUS over all liabilities, and Capital Hm 34 and 3 per cent, Standard
SURPLUS GOVERNMENT STANDARD 

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SUN LIFE POLICIES ARE EASY TO SELL

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#### THE

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Waterloo, Ont.

Superintendent of Agencies.