

## Do You Know What Your Full Earning Capacity Is?



Life Insurance selling offers you an opportunity to fully develop your earning abilities.

Write us about an agency.

**THE PRUDENTIAL INSURANCE CO'Y OF AMERICA**

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

**JOHN. F. DRYDEN, President.**

**HOME OFFICE, NEWARK, N. J.**

## THE IMPERIAL LIFE ASSURANCE COMPANY OF CANADA

Year	Premium and Interest	Total Assets	Rate of Interest Earned.	Assurance in Force
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**

## Scottish Union and National Insurance Co. of Edinburgh, Scotland

Established 1824

Capital,	\$30,000,000
Total Assets,	54,260,408
Deposited with Dominion Gov't,	276,000
Invested Assets in Canada,	3,091,681

**NORTH AMERICAN DEPT., HARTFORD, CONN., U.S.A.**

**JAMES H. BREWSTER, Manager**

BRINHART & EVANS, Resident Agents	Montreal
MEDLAND & SON,	Toronto
ALLAN, LANG & KILLAM,	Winnipeg

## THE CHRONICLE

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

## FOR POLICYHOLDERS ONLY.

During the past five years the

## MUTUAL LIFE of Canada

Has earned in profits for its policyholders

**\$2,262,158**

Being 23.43 per cent. of the premiums received for that period

### PROFITS EARNED IN:

1906	1907	1908	1909	1910
\$535,525	\$581,146	\$428,682	\$501,922	\$615,085

### PROFITS EARNED IN PER CENT OF PREMIUMS RECEIVED:

1906	1907	1908	1909	1910
20.9 p.c.	21.99 p.c.	22.56 p.c.	24.49 p.c.	27.59 p.c.

**HEAD OFFICE - - WATERLOO, ONT.**

## The Continental Life Insurance Co.

**SUBSCRIBED CAPITAL, \$1,000,000.00**

**HEAD OFFICE - - - - TORONTO**

**GEO. B. WOODS, PRESIDENT & MANG. DIRECTOR**

**CHARLES H. FULLER, - SECRETARY & ACTUARY**

Several Vacancies for Good Live GENERAL AGENTS and PROVINCIAL MANAGERS.

Liberal Contracts to First Class Men

**Apply GEO. B. WOODS, Managing Director**

## 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 five months of 1911

**INSURANCE APPLIED FOR INCREASED \$350,000**

**EXPENSE RATIO DECREASED . . . 15 per cent**

**DEATH CLAIMS DECREASED . . . 35 per cent**

Satisfactory Profits to Policyholders during four quinquennials. Excellent opportunity for good field men to secure liberal permanent contracts.

**D. FASKEEN, President.**

**E. MARSHALL, General Manager.**

## The WATERLOO Mutual Fire Insurance Co.

ESTABLISHED IN 1863

**HEAD OFFICE : WATERLOO, ONT.**

**TOTAL ASSETS 31st DEC., 1909, \$650,403.60**

**POLICIES IN FORCE IN WESTERN ONTARIO OVER 20,000**

**WM. SNIDER, President**

**GEORGE DIEBEL, Vice-President**

**FRANK MAIGHT, Manager**

**T. L. ARMSTRONG, Inspector.**



**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 industrial business.

**THE UNION LIFE ASSURANCE COMPANY**

**HEAD OFFICE, - - TORONTO, CANADA**

More Policyholders than any other Canadian Company.

