

## LIFE INSURANCE SELLING ABILITY GIVES A MAN



a chance to fully test his earning powers. Why don't you develop yours? Sell life insurance for

### THE PRUDENTIAL

WRITE US ABOUT AN AGENCY.

THE PRUDENTIAL INSURANCE CO'Y OF AMERICA

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

FORREST F. DRYDEN, President.

HOME OFFICE, NEWARK, N. J.

## THE BIG FOUR.

RESULTS IN 1911.

ASSURANCES - - - - \$7,136,952

New and Revived.

CASH INCOME - - - - \$1,545,527

Premiums and Interest.

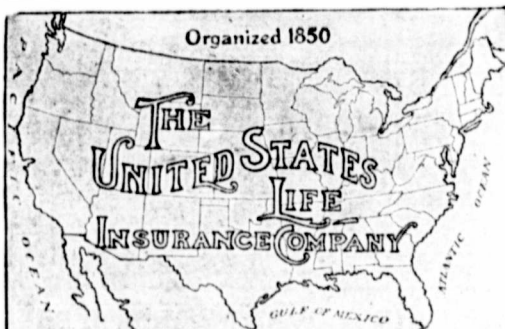
RESERVES - - Increased to \$5,509,062

INTEREST - Average Rate earned 6.81%

Surely a good Company to represent. Agents wanted.

**The Imperial Life Assurance Company**  
of Canada.

Head Office - - - - TORONTO.



ISSUES GUARANTEED CONTRACTS

JOHN P. MUNN, M.D.

President

FRANCIS CONNOR

CLARENCE H. KELSEY

Pres. The Insurance and Trust Co.

WILLIAM H. PORTER

Banker

EDWARD TOWNSEND

Pres. Insurance Co. of Canada

Good men, whether experienced in life insurance or not, may make direct contracts with this company, for a limited territory if desired, and secure for themselves, in addition to first year's commission, a renewal interest insuring an income for the future. Address the Company at its Home Office, No. 277 Broadway, N.Y.

## GROWING APAGE!

Abundant prosperity has attended the operations of the

## Mutual Life of Canada

during the past year in every department of its business.

Death losses were very much below the "expected" and as usual the expenses of conducting the business were very moderate.

Policies in force January 1, 1912  
**\$71,024,770.88**

## A TORONTO AGENCY

WITH

Continuous Renewals for the RIGHT MAN

SEE

## CONTINENTAL LIFE

CONTRACT.

T. B. PARKINSON: Superintendent of Agencies

Continental Life Building.

TORONTO

## 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 nine months of 1911

INSURANCE APPLIED for INCREASED \$615,000

EXPENSE RATIO DECREASED . . . 15 per cent.

DEATH CLAIMS DECREASED . . . 35 per cent.

Security for Dependents. Satisfaction for Insurers.

Excellent opportunity for energetic field men to secure liberal permanent contracts.

D. FASKEN, President.

E. MARSHALL, General Manager.

## THE CHRONICLE

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



**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 debits 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.

