

## The Prudential has Hundreds of Men



In its service who have represented it ten, fifteen, twenty and twenty-five years. The man who makes good is the master of his own future.

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

1897	AN UNEQUALLED RECORD				1911
Year	Premium	Total Assets	Rate of	Assurance	
Dec. 31st	and Interest		Interest	in Force	
1897	\$ 37,416.09	\$ 336,247.69	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

REINHART & EVANS, Resident Agents	Montreal
MEDLAND & SONS, " "	Toronto
A. LAN, 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
\$535,325	\$581,146	\$428,682	\$501,922	\$615,083

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.	27.39 p.c.

HEAD OFFICE - - WATERLOO, ONT.

## BUILD

YOUR OWN AGENCY with a

## CONTINENTAL LIFE

RENEWAL CONTRACT.

TORONTO

and several other good places to select from.

T. B. PARKINSON: Supt. 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 ten 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 WATERLOO Mutual Fire Insurance Co.

ESTABLISHED IN 1863

HEAD OFFICE : WATERLOO, ONT.

TOTAL ASSETS 31st DEC., 1909, \$650,403.69;  
POLICIES IN FORCE IN WESTERN ONTARIO OVER 20,000

WM. SNIDER, President

GEORGE DIEBEL, Vice-President

FRANK HAIGHT,  
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 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.

