

THE UNIQUE RECORD of Canada's Oldest Life Assurance Company

ESTABLISHED
in 1847—64 years ago.

THE COMPANY'S AIM
Security and Profit to Policy-
holders and Beneficiaries. Prompt
Settlement of all Claims.

ITS POLICIES
Extremely simple, safe and profitable. Prac-
tically free from restrictions. Liberal Guarantees.

ITS SIZE
Over \$130,000,000 of Assurances in force resulting from
a steady increase of well-selected risks. The Income for
1910 was over \$6,945,000.

ITS STRENGTH
Assets over \$41,000,000, carefully distributed over a wide variety
of high-class securities. Policy Reserves are valued on a 3% and 3½%
basis, a higher and stronger valuation than required by Government.

ITS SURPLUS EARNINGS
Each year is showing an increase in Surplus earned, that for 1910 amounting to over
\$1,233,000, the largest in the Company's history. This is due to a favorable mortality,
a low expense ratio and high interest earnings; in other words, good management.

THE RESULT
Since the inception of the Company its Policyholders have been paid or credited with
\$11,500,000 more than they have paid in premiums. The Profits declared in 1910 were, on
a cash basis, 40% greater than at the previous division. The Assets have more than
doubled within the past twelve years. The year 1911 shows continued and increasing prosperity.

THIS RECORD BELONGS TO THE

CANADA LIFE ASSURANCE CO.

T. G. McConkey, Superintendent of Agencies.

Head Office—Toronto

The Best Paid Hard Work in the World

Life Underwriting has been described as
**"The Best Paid Hard
Work in the World"**

and consequently, one of the most remunera-
tive vocations in which anyone without
capital can engage.

THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES

has several openings for men who possess
organizing ability and who can work up a
business from territory at present inade-
quately developed. Plenty of hard work
and commensurate remuneration to those
who possess the necessary qualifications

Address:

GEORGE T. WILSON,
2nd Vice-President

120 Broadway - New York

Energetic and Industrious Men

of character and ability desirous of making
connection with a first-class old-established
home company, offering excellent opportu-
nities, should communicate with the

North American Life Assurance Company

"Solid as the Continent."

Home Office: - TORONTO