

## Every Insurable Man



is a possible Life Insurance customer of the Agent who sells for The Prudential. The field is unlimited.

WRITE US ABOUT AN AGENCY

THE PRUDENTIAL INSURANCE CO'Y OF AMERICA

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

HOME OFFICE, NEWARK, N. J.

## THE IMPERIAL LIFE ASSURANCE COMPANY OF CANADA

Year	Premium and Interest Income	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



ISSUES GUARANTEED, CONTRACTS

JOHN P. MUNN, M.D.

PRESIDENT

FINANCE COMMITTEE

CLARENCE H. KELSEY

Pres. Life Insurance and Trust Co.

WILLIAM H. PORTER

Banker

EDWARD TOWNSEND

Pres. Insurance Co. Trading Nat. Bank

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.

## AMONG CHRISTMAS GIFTS

for your family, at this season of the year, none is more suitable than a policy in the

## Mutual Life of Canada

It will stand as AN EVIDENCE of your LOVE AND FORESIGHT for those dear to you when other more transient gifts shall have been forgotten!

Policies in force, exceeding	\$70,000,000
Assets, all safely invested	18,000,000
Surplus over liabilities	3,000,000

Agencies in every City and Town in Canada:

HEAD OFFICE, - - WATERLOO, Ont.

## 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 . . . 36 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 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.

