

A FEW FACTS FROM THE REPORT OF CANADA LIFE'S RECORD YEAR

Business Increased in 1909 while Expenses Decreased

ASSETS \$39,686,000.
BUSINESS IN FORCE \$12,000,000.
INCOME for the year was over \$5,697,000.
NEW PAID FOR BUSINESS issued in 1909, \$10,139,000.
SURPLUS earned in 1909, surpassing all records, \$1,159,000.
EXPENSES reduced as in the previous year in percentage and actual amount.
PAYMENTS to Policyholders in 1909 for Death Claims, Endowments, Profits, etc., \$2,032,000.
\$2,000,000.00 IN PROFITS will be allotted to Policyholders this year by the CANADA LIFE

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THE EXCELSIOR LIFE INSURANCE CO.

INCORPORATED 1839. HEAD OFFICE: TORONTO, CANADA
Assets for Policyholders security - \$2,307,505.00
Insurance in Force - \$13,078,004.10

PROGRESS DURING LAST DECADE, 1899-1909

Income	Increased 415 per cent.	Over four fold
Reserves	617 "	Over six fold
Assets	581 "	Nearly six-fold
Insurance in force ..	358 "	Over three and one half-fold

The Excelsior excels in those features of vital interest to Policyholders

SECURITY AND PROFIT
THE NEW EXCELSIOR POLICIES ARE THE BEST
WANTED—Agents to devote entire or spare time to the business

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B. FASSEN, President