

INSURANCE COMPANIES

'EQUITABLE' ADVANTAGES

Some of the Good Things Enjoyed by Equitable Representatives

The backing of one of the largest and strongest financial institutions in the world.

A Participating Company.

A Prompt Paying Company.

Of the 5,089 domestic death claims paid by the Equitable during 1911, 5,035 or nearly 99% were paid within one day after receipt of "Proofs of Death."

A Company whose policies are standard contracts, drawn to conform to the insurance laws of New York and other States.

A Company issuing every desirable form of insurance, including Corporation Insurance, Income Insurance, Employee Insurance, Home Purchase Insurance, Joint Life Insurance, and a large variety of Annuities.

A Company sufficiently large and strong to insure applicants for large amounts *under a single policy*.

A Company whose policyholders include the world's Captains of Industry whose identification with the Equitable is in itself an endorsement.

A Company granting insurance to sub-standard physical risks—bringing protection within the reach of applicants who might otherwise be deprived of it, and saving business for the agent.

A Company which insures women at the same premium rate as men.

A Company whose canvassing documents are comprehensive, adequate and attractive.

A Company engaged in a broad "conservation of life" movement—aiming to lengthen the lives of its policyholders as well as insuring them.

A Company that has withstood every conceivable test—wars, financial panics, epidemics, and lastly, a great fire.

The Society has openings in practically every State for energetic agents of character and ability—Address:

GEORGE T. WILSON, Second Vice-President.

The Equitable Life Assurance Society of the United States

165 BROADWAY

NEW YORK

THE EXCELSIOR LIFE INSURANCE COMPANY

Head Office - - - TORONTO, Canada

ASSETS \$ 2,842,654.08
INSURANCE IN FORCE..... 15,000,000.00

SECURITY and PROFIT are what intending insurers desire. Both are obtained under "Excelsior" policies, which also contain the "Last Word" in liberal features.

THE REASON the Company has been able to pay satisfactory profits is because it has been continuously foremost in those features from which profits are derived. In 1911

INTEREST EARNINGS 7.33 PER CENT.
DEATH RATE 34 PER CENT. OF EXPECTED
EXPENSE DECREASED 2.50 PER CENT.

Wanted agents to give either entire or spare time

E. MARSHALL, General Manager

D. FASKEN, President

LONDON GUARANTEE & ACCIDENT COMPANY LIMITED OF LONDON ENGLAND.

INSURING YOUR SALARY

An accident and sickness policy will insure to you the continuance of your salary during disability from accident or sickness. If an injury is sustained in a public conveyance the amount of indemnity payable under the policy is doubled.

HEAD OFFICE
FOR CANADA:

TORONTO

COR. YONGE AND
RICHMOND STS.

The Western Canada Accident and Guarantee Insurance Co.

HEAD OFFICE - WINNIPEG

DIRECTORS:

Thos. M. Milroy, M.D., President. E. Cass, Vice-President
Edward Brown Thos. R. Deacon H. H. Cottingham

R. E. BURCH, MANAGING DIRECTOR.

We are giving unexcelled service in the following classes of Insurance:

Fidelity and Guarantee Bonds
Workmen's Compensation

Contractors' Bonds
Personal Accident and
Sickness Insurance
Employers' Liability

Automobile Liability
Teams Liability
Elevator Liability and
Industrial Insurance

OUR MOTTO: Prompt and Just Treatment of Claims.



Get the "Success Germ"

Sell successful Life Insurance Policies for a successful Company and win success for yourself. We will help you.

Write us about an agency.

THE PRUDENTIAL INSURANCE COMPANY OF AMERICA

Founded by JOHN F. DRYDEN, Pioneer of Industrial Insurance in America
FORREST F. DRYDEN, President. Home Office, NEWARK, N.J.
Incorporated as a Stock Company by the State of New Jersey.