

Are You Getting Enough Money ?



Sell Life Insurance for The Prudential ; it gives a man a chance to fully capitalize his abilities.

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

1897	AN UNEQUALLED RECORD				1911
Year	Premium and Interest	Total Assets	Rate of Interest Earned.	Force	Insurance 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

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

MEDLAND & SON, " "

ALLAN, LANG & KILLAM, " "

Montreal

Toronto

Winnipeg

THE CHRONICLE

is filed regularly in leading offices throughout Canada ; advertising in its columns has a permanent value.

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.

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 nine 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, \$650,403.60

POLICIES IN FORCE IN WESTERN ONTARIO OVER 30,000

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 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.

