

# INSURANCE COMPANIES

## " SOLID AS THE CONTINENT "

Every year shows a marked increase in the number of policies for large amounts placed with the North American Life.

The fact is significant.

It proves that the Company's financial standing and business methods stand the test of expert scrutiny.

## North American Life

Assurance Company

Head Office: - TORONTO, CAN.



## The Home Life Association of Canada

Head Office:  
Home Life Building  
Toronto

Capital and Assets exceed  
\$2,000,000

## The Western Empire Life Assurance Company

Head Office ... Somerset Block, Winnipeg, Canada

### Protect Your Home—Capitalize Your Earning Power—

By taking out one of our Special O.B. Policies.

Low Rates. High Guarantees. Total Disability.

TO PRODUCERS:—100 per cent. return from your work is possible with this Company because of liberal contracts and practical Head Office co-operation.

Apply: WILLIAM SMITH, Managing Director.

## AGENTS

EXCELLENT CONTRACTS OFFERED

## GRESHAM LIFE

ASSURANCE SOCIETY, Ltd.  
MONTREAL

Established 1848 :: Funds \$50,000,000

ARCH. R. HOWELL, Manager for Canada

Your enquiry for Terms will be regarded confidential

Ask the Subscription Department  
about our Special Book Offer

## CAPITALIZING CAPABILITY

IN YOUR BUSINESS

you carry heavy Fire Insurance; Liability Insurance; Burglary Insurance; perhaps even Credit Insurance.

HAVE YOU INSURED THE ABILITY BEHIND THE BUSINESS?

Permit The Great-West Life to mail details of a Plan especially valuable to business men.

## THE GREAT-WEST LIFE ASSURANCE COMPANY

HEAD OFFICE ... .. WINNIPEG

## THE GROWING POPULARITY

of the Mutual System is sufficiently indicated by the fact that our

Assurances in force 31/12/13 were  
\$87,410,526

indicating a net gain for the year of  
\$9,489,382

## THE MUTUAL LIFE ASSURANCE CO. OF CANADA

WATERLOO . . . ONTARIO

GOOD RETURNS

ABSOLUTE SECURITY

## SUN LIFE ASSURANCE COMPANY OF CANADA

BIGGEST	{	ASSETS	}	OF ALL CANADIAN COMPANIES
		INCOME		
		BUSINESS IN FORCE		
		NEW BUSINESS		
		SURPLUS		

Head Office: MONTREAL

ROBERTSON MACAULAY, Pres. T. B. MACAULAY, Man. Dir.

## PLAIN ENGLISH

cannot be beaten, and is the language used in Prudential Policies—another reason why they are so readily saleable.

## The Prudential Life Insurance Company

Head Office - WINNIPEG Man.

G. H. MINER, Managing Director

The Seal of Merit has been indelibly stamped on the policies of

## THE DOMINION LIFE

owing to its consistent payment to policyholders of  
UNEXCELLED ACTUAL RESULTS

The Highest Rate of Interest (8.11%) and } of any well-established Com-  
The Lowest Death Rate (27% of expected) } pany in Canada.

Head Office: WATERLOO, ONT.