

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

Amongst the Results

payable to Great-West Life Policyholders in 1914 this is typical:

Policy \$1,000—20 Yr. End't.
Age 28. Premium \$47.67.

CASH VALUE at maturity.....\$1,588.00
Total Premiums paid 953.40

EXCESS TO POLICYHOLDER\$ 634.60
(with \$1,000 Insurance)

The new pamphlet "PROFITS 1914" gives scores of such returns. To read it will undoubtedly assist the choice of good Life Insurance.

THE GREAT-WEST LIFE ASSURANCE COMPANY

HEAD OFFICE WINNIPEG

"SAFETY FIRST"

Has been the watchword of The Mutual from the day it was organized in 1869 up to the present time.

With steady and deliberate steps it has marched forward to its present enviable position.

Only those forms of investment consistent with the absolute security of policyholders have been adopted.

The result is an institution that is among the most stable in the Canadian Financial World.

Business in force over \$87,000,000
Assets..... ,, 22,000,000
Surplus ,, 3,800,000

THE MUTUAL LIFE ASSURANCE CO. OF CANADA

WATERLOO ONTARIO

GOOD RETURNS ABSOLUTE SECURITY SUN LIFE ASSURANCE COMPANY OF CANADA

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

Head Office: MONTREAL

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

In the Large Increase

of reinstatements for 1913 over previous years is found evidence of the public favor enjoyed by

The Prudential Life Insurance Company

Head Office - WINNIPEG Man. 2
G. H. MINER, Managing Director

The Seal of Merit has been indelibly stamped on the policies of THE DOMINION LIFE

wing to its consistent payment to policyholders of "UNEXCELLED" ACTUAL RESULTS The Highest Rate of Interest (8.11%) and of any well-established Company in Canada. The Lowest Death Rate (27% of expected)

Head Office: WATERLOO, ONT.