

## Youngest of the Large Companies



in the life insurance field,  
The Prudential ranks second  
among all companies  
of the world in amount of

**Insurance in Force**  
**Over 2 Billion**  
**406 Million Dollars**

AGENT

THE PRUDENTIAL INSURANCE CO.

FORREST F. DRYDEN, President

Home Office, Newark, N.J.

Incorporated as a Stock Company by the State of New Jersey

## CONFEDERATION LIFE ASSOCIATION

Head Office, Toronto

UNCONDITIONAL ACCUMULATION  
POLICIES

GUARANTEED

Extended Term Insurance

Cash Value Cash Loans

Paid-up Policy

Montreal Office:

James Street

Prov. Manager

W. KAY Cashier

A. P. RAYMOND

Gen. Agent, French Department

## Periodicals Which Cover Exclusively Canada's Basic Industries

**Canadian Mining Journal**—DEVOTED TO THE INDUSTRY AND SCIENCE OF MINING AND METALLURGY. PUBLISHED TWICE A MONTH. SUBSCRIPTION, \$2.00 A YEAR TO ANY ADDRESS IN CANADA AND \$3.00 ELSEWHERE.

**Pulp and Paper Magazine**—DEVOTED TO THE INDUSTRY AND SCIENCE OF PULP AND PAPER MAKING. PUBLISHED TWICE A MONTH. SUBSCRIPTION, \$2.00 A YEAR TO ANY ADDRESS IN CANADA. ELSEWHERE \$2.50.

**Canadian Textile Journal**—DEVOTED TO THE MANUFACTURE OF TEXTILES AND THE SCIENCE OF TEXTILE FIBRES. SUBSCRIPTION, \$2.00 A YEAR TO ANY ADDRESS IN CANADA. ELSEWHERE \$2.50.

**Canadian Miller and Cerealist**—DEVOTED TO THE INDUSTRY OF MILLING, PRACTICAL FLOUR MILLING, AND TO THE SCIENCE OF GRAIN AND GRAIN PRODUCTS. PUBLISHED MONTHLY. SUBSCRIPTION, \$1.00 A YEAR TO ANY ADDRESS IN CANADA—ELSEWHERE \$1.50.

**Canadian Fisherman**—DEVOTED TO THE INDUSTRY OF FISHING, THE SCIENCE OF FISH CULTURE, AND THE USE AND VALUE OF FISH PRODUCTS. PUBLISHED MONTHLY. SUBSCRIPTION \$1.00 A YEAR TO ANY ADDRESS IN CANADA—ELSEWHERE \$1.50.

All communications regarding any of the above magazines will receive prompt attention when addressed to any of the following offices:—

35-45 St. Alexander St., Montreal, Que.

44-46 Lombard St., Toronto, Ont.

206 Broadway, New York, N. Y.

## SIX FACTS

From the 67th ANNUAL REPORT of the

### CANADA LIFE ASSURANCE CO.

In important respects the Company in 1913 excelled its record for any previous year in its history.

1. THE SURPLUS EARNED in 1913 was \$1,709,959.66, exceeding by over \$179,000 the earnings of 1912, and by a much larger amount the earnings of any previous year. The present net surplus is \$6,183,278.39.
2. THE INCOME of \$8,094,885.70 was greater than that of the previous year by \$698,125.95 and the greatest in the Company's history. The rate of interest earned, which had been steadily advancing since 1899, was further improved in 1913. This is an important factor in producing surplus.
3. THE ASSETS were increased by \$3,860,271.32 and now stand at \$52,161,794.81.
4. THE TOTAL ASSURANCES now in force are for \$153,121,363.94, an increase of over \$8,273,000 in the year.
5. THE PAYMENTS TO POLICYHOLDERS in 1913 totalled \$2,878,016.11, an increase of \$415,051.31 over those of 1912. In addition to this, LOANS TO POLICYHOLDERS on security of their policy contracts were made for \$1,692,248.71.
6. THE MORTALITY of the year was again more favorable than the expectation, and this, with a continued LOW EXPENSE RATIO, contributed to the earning of a record surplus.

## NORTH AMERICAN LIFE ASSURANCE CO.

"SOLID AS THE CONTINENT"

1913	
Insurance in Force	over \$52,000,000.00
Assets	14,043,814.69
Net Surplus	1,781,117.49
Income	2,563,115.88



EDWARD GURNEY, President  
L. GOLDMAN, First Vice-President and Managing Director.  
J. KERR OSBORNE, Second Vice President.  
W. B. TAYLOR, B. A., L. L. B. Secretary  
W. M. CAMPBELL, Assistant Secretary  
D. E. KILGOUR, A. I. A., F. A. S. Actuary.  
E. J. HARVEY, Supervisor of Agencies

For information as to agency openings write to the

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CANADIAN  
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"GOL

These of the i Canada's department failures.

These the most a fore the u policy, wi ing the p Mutual Policies o vestment become a gilt-edged "gold."

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