

**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*

*Orders for copies of 1914 Monetary Times Annual are now being received.*

**“ LIFE INSURANCE INSURED ”**

The Great-West Life announces that henceforward

**All Settlements under Instalment Policies will, in addition to the interest rate of 3½% guaranteed, share in the Surplus Interest-earnings of the Company**

Thus may Life Insurance be insured and a safe income provided, relieving inexperience of the burden of investment by entrusting the funds to a Company enjoying exceptional interest-earning facilities.

**THE GREAT-WEST LIFE ASSURANCE COMPANY**

HEAD OFFICE ... .. WINNIPEG

Ask for descriptive pamphlet and examples of returns to existing beneficiaries.

THE AIM of The Mutual Life of Canada has always been to give a Maximum of Service at a Minimum of Cost; not to be “THE BIGGEST,” but “THE BEST.”

THE RESULT is apparent in rapidly increasing business of the very best quality, and this our Forty-Fourth year has been the best since the formation of the Company in 1869.

**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.

**A SUGGESTIVE FACT**

is that found in The Prudential Life's Reinstatement Register which points out an increase for 1913 in the reinstatement of LARGE policies.

**The Prudential Life Insurance Company**  
Head Office - WINNIPEG Man. 3  
G. H. MINER, Managing Director

“Through Life Insurance I have peace of mind, which adds to my happiness, my health, my longevity, and my usefulness.”

**THE DOMINION LIFE**

gives “the best life insurance at lowest net cost.”

**INTEREST EARNINGS .. EIGHT PER CENT.**  
Head Office: WATERLOO, ONT.