

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

A Most Excellent Year

The Great-West Life was favored with the widest measure of public approval in 1913.

Applications for \$27,196,754 of Insurance were received—a record amount.

Interest earnings were the best on record, and collections excellent.

The Business in force now exceeds \$96,000,000.

In short, during a difficult year, many were more than ever disposed to consider good Life Insurance.

And the best in Life Insurance is found in the Policies of

THE GREAT-WEST LIFE ASSURANCE COMPANY

HEAD OFFICE WINNIPEG

Ask for one of the "OLD TIMER" Calendars.

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
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.

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 .. FIGHT PER CENT.

Head Office: WATERLOO, ONT.