

**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.

**PROFITS TO POLICYHOLDERS**  
 THE  
**Crown Life Insurance Co.**  
 Is Paying Profits to Policyholders Equal to the Original Estimates.  
 Insure in the Crown Life—and get both Protection and Profits.  
 Head Office, Crown Life Bldg., 59 Yonge St., TORONTO

**The Standard Life Assurance Co., of Edinburgh**  
 Established 1825. Head Office for Canada: MONTREAL, Que.  
 Invested Funds.....\$ 66,500,000 Investments under Canadian Branch, over. \$ 16,000,000  
 Deposited with Canadian Government and Government Trustees, over... 7,000,000 Revenue, over..... 7,900,000  
 Bonus declared ..... 40,850,000  
 Claims paid..... 151,000,000  
 M. McGOUN, Mgr. F. W. DORAN, Chief Agent, Ont.


**WISE OLD BEN.**—Benjamin Franklin once said:—"It is a strange anomaly that men should be careful to insure their houses, their furniture, their ship, their merchandise, and yet neglect to insure their lives—surely the most important of all to their families, and far more subject to loss."  
**BE WISE AND INSURE YOUR LIFE IN**  
**THE DOMINION LIFE**  
 HIGHEST EARNINGS OF ANY CANADIAN COMPANY, 8.22%  
 LOW DEATH LOSS ECONOMICAL MANAGEMENT  
 Head Office .... WATERLOO, Ont. 6

The largest commissions are not payable by  
**The London Life Insurance Co.**  
 London ... .. Canada  
 The largest earnings are, however, possible on account of its liberal policy contracts.  
 POLICIES "GOOD AS GOLD." 7

**AGENTS WANTED**  
 We appreciate your efforts, and promote you accordingly. Liberal contracts, first-class territory Write to—  
**THE CONTINENTAL LIFE INSURANCE CO.,**  
 TORONTO  
 GEO. B. WOODS, President. CHARLES H. FULLER, Secretary  
 H. A. KENTY, Superintendent of Agencies

**The British Columbia Life Assurance Co.**  
**HEAD OFFICE VANCOUVER, B.C.**  
 Authorized Capital, \$1,000,000.00 Subscribed Capital, \$1,000,000.00  
 PRESIDENT—L. W. Shatford, M.P.P.  
 VICE-PRESIDENTS—T. E. Ladner, L. A. Lewis  
 Secretary—C. F. Stiver General Manager—Sanford S. Davis  
 Liberal contracts offered to general and special agents

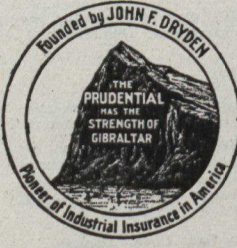
**The Occidental Fire Insurance Co.**  
 Head Office WINNIPEG, Man.  
 RANDALL DAVIDSON, President. C. A. RICHARDSON, Secretary  
 Subscribed Capital.....\$500,000.00  
 Paid-up Capital ..... 169,073.06  
 Net Surplus ..... 75,416.02  
 Full Deposit with Dominion Government.



**L'UNION**  
 Fire Insurance Company, Limited, of PARIS, FRANCE  
 Capital fully subscribed, 25% paid up.....\$ 2,000,000.00  
 Fire Reserve Fund ..... 4,919,000.00  
 Available Balance from Profit and Loss Account. 206,459.00  
 Total Losses paid to 31st December, 1913..... 90,120,000.00  
 Net premium income in 1913 ..... 5,561,441.00  
 Canadian Branch, 17 St. John Street, Montreal. Manager for Canada  
 MAURICE FERRAND, Toronto Office, 18 Wellington St. East.  
 J. H. EWART, Chief Agent.

First British Insurance Company established in Canada, A.D. 1804  
**Phoenix Assurance Company, Limited**  
**FIRE** of London, England **LIFE**  
 Founded 1792  
 Total resources over ..... \$ 90,000,000  
 Fire losses paid..... 425,000,000  
 Deposit with Federal Government and Investment in Canada for security of Canadian policy holders only exceed 2,500,000  
 Agents wanted in both branches. Apply to  
 R. MACD. PATERSON, } Managers.  
 J. B. PATERSON }  
**100 St. Francois Xavier St., Montreal, Que.**  
 All with profit policies taken out prior to 31st December will participate in four full years' reversionary bonus as at 1915.

**THE POPULARITY OF**  
 Life Insurance has grown greatly with all classes of people during the hard times. There is big money in insurance for men of proven selling ability. Our policies are popular, up-to-the-minute and easy to sell. Liberal contracts made with good men. Write us.  
**THE WESTERN LIFE ASSURANCE COMPANY**  
 Head Office .. WINNIPEG  
 ADAM REID .... Managing Director

**Through its Mutualization**  
 The Prudential led the way in one of the greatest movements for the benefit of the insured in the history of the business.  
  
**The Prudential Insurance Co. of America**  
 FORREST F. DRYDEN, President. Home Office, NEWARK, N. J.  
 Incorporated under the laws of the State of New Jersey 270