

Good Returns **SUN LIFE** ASSURANCE COMPANY **Absolute Security 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.....	\$ 65,500,000	Investments under Canadian Branch, over....	16,000,000
Deposited with Canadian Government and Government Trusts, 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.

A Dominion Company for the People of the Dominion

Now, if ever, is the time for true patriots to patronize home establishments.
THE DOMINION LIFE ASSURANCE COMPANY of Canada, through 26 years, has fully earned the confidence of the Canadian public. It bases its claim to your consideration on:
Its Unexcelled Results to Policyholders
Interest Rate 8.22% Mortality Savings, 45%
Head Office WATERLOO, Ont. 8

ENDOWMENTS AT LIFE RATES
ISSUED ONLY BY
The London Life Insurance Co.
LONDON ... CANADA
POLICIES "GOOD AS GOLD" 1

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.....	4,319,000.00
Available Balance from Profit and Loss Account.....	206,489.00
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 WESTERN LIFE ASSURANCE CO.
Head Office ... Winnipeg

APPLICATIONS RECEIVED DURING 2ND YEAR, \$1,590,000.00

The Company is popular on account of its liberal and up-to-date Policies—and aggressive management—making the Agents' work easy.
For particulars of two important positions, apply to:
ADAM REID ... MANAGING DIRECTOR

During 1914 The Prudential's



expense-rate was the lowest in its history.
It made the remarkable record while issuing and reviving the largest amount of life insurance ever recorded in a single year by any company in the world.
As an example of two-handed efficiency, this achievement will stand unapproached for many a day.

The Prudential Insurance Co. of America
PORREST F. DRYDEN, President. Home Office, NEWARK, N. J.
Incorporated under the laws of the State of New Jersey 268