

Good Returns
SUN LIFE ASSURANCE COMPANY
Absolute Security
OF CANADA

(ASSETS INCOME BUSINESS IN FORCE NEW BUSINESS SURPLUS) OF ALL CANADIAN COMPANIES

BIGGEST

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.

THE RATIO OF SURPLUS EARNED TO ASSETS is the most important single comparison that can be made between companies, as it focalizes all significant ratios on the supreme point of earning power. In this test

THE DOMINION LIFE
 Stands FIRST OF ALL COMPANIES
 ACTUAL RESULTS TO POLICYHOLDERS UNEXCELLED
 Head Office ... **WATERLOO, Ont.**


Interest Earnings 8.22%
 "The Best Insurance at Lowest Net Cost."

PROFIT RESULTS COUNT
 ASK FOR SAMPLES
London Life Insurance Co.
 LONDON ... **Canada**
 POLICIES "GOOD AS GOLD."

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 MERCANTILE FIRE
 Incorporated 1875
INSURANCE COMPANY
 All Policies Guaranteed by the LONDON AND LANCASHIRE FIRE INSURANCE COMPANY OF LIVERPOOL.


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 208,459.00
 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 Street, 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

Agents Wanted
 APPLY FOR PARTICULARS.
Gresham Life Assurance Society
 LIMITED
 HEAD OFFICE FOR CANADA
Gresham Building ... Montreal
 ESTD. 1848. ASSETS \$53,000,000