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FIRE
INSURANCE COMPANY
LIMITED**

Security, \$29,600,000.



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ELIAS ROGERS CO. LTD.
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"The whole situation inspires confidence that large and progressive dividends to Policyholders are well assured"

This phrase concludes the illuminating and extremely satisfactory statement by Mr. Geo. King, F.I.A., F.F.A., Consulting Actuary, of London, England, in reviewing the 1914 business and present position of

**The
Great-West Life
Assurance Company**
HEAD OFFICE - WINNIPEG

Full statement appears in the 1914 Report. Ask for a copy.

SEASONED SECURITIES

This Corporation was established in 1855, and for sixty years has been steadily growing in strength and in the confidence of the depositing and investing public. In that long period there have been "hard times" as well as seasons of prosperity, but the moneys entrusted to our keeping have always been ready when called for.

The Corporation's bonds are, therefore, a "seasoned security." They are issued in accordance with the restrictive provisions of the Corporation's Charter, and also those with which the Legislature circumscribes the investment of Trust Funds. More than Ten and one-half Million Dollars of Shareholders' Money are a further pledge of their security.

These bonds may be had in sums of One Hundred Dollars and upwards.

**Canada Permanent
Mortgage Corporation**
Toronto Street, Toronto

**Abstainers' Superiority
Again Demonstrated**

☐ The superiority of Total Abstainers over non-abstainers as Life Insurance risks has again been demonstrated during the past year. The ratio of Death Claims occurring during the year to those expected was:

**In the Abstainers' Department . 41.8%
In the General Department . . . 71.6%**

In other words, the mortality among abstainers was nearly 30% less than that among non-abstainers.

☐ Why not obtain the special rates and terms which this experience warrants? They may be secured with

**The Manufacturers Life
Insurance Company**
TORONTO - CANADA

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It is interesting and will be sent free on application.

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1869 Undertaker in Toronto. 1914**
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"Courteous and Sincere Service."
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High-grade Municipal Bonds, Corporation Bonds and Preferred Stocks. **Absolute Security.** Particulars on request.
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5% DEBENTURES

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ASSETS - - - \$6,440,000.00
RESERVE FUNDS - \$650,000.00

**STANDARD RELIANCE
MORTGAGE CORPORATION**
Head Office, 82-88 King St. E. Toronto