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.

Interest Earnings 8.22%

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. 2

"The Best Insurance at Lowest Net Cost."

A Pension for Life for Yourself and Wife

Under a Life Rate Endowment Policy of the

London Life Insurance Co.

POLICIES "GOOD AS GOLD." 5

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.

Liberal contracts offered to general and special agents

Orders for the new issue of H. M. P. Eckardt's

Manual of Canadian Banking

are now being received Postpaid anywhere - $2.50

The Monetary Times Printing Company, Toronto, Ont.

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, J. B. PATERSON, } Managers

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 West is Prosperous

Never before have crops in the West been so bountiful. There is now a great harvest of insurance applications to be reaped from the prosperous farmers. Capable and energetic agents can make big incomes representing a live Western Company. Get started now by writing for particulars to

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