

**Good Returns** **ASSURANCE COMPANY** **Absolute Security**  
**SUN LIFE 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
M. McGOUN, Mgr.	Bonus declared..... 40,850,000
	Claims paid..... 151,000,000

 F. W. DORAN, Chief Agent, Ont.

**ACTUAL RESULTS**  
 are the Test. Endowment policies in  
**THE DOMINION LIFE**  
 are returning their holders interest far in excess of Bank rate.  
 Insurance at virtually no cost is the ultimate result. 5  
 Head Office .... WATERLOO, ONT.

**PROFIT RESULTS COUNT**  
 ASK FOR SAMPLES  
**London Life Insurance Co.**  
 LONDON ... Canada  
 POLICIES "GOOD AS GOLD." 4

**THE CONTINENTAL LIFE INSURANCE CO.**  
 require a first-class man as Provincial Manager for the Province of Quebec  
 Write to the Head Office, Toronto  
 GEORGE B. WOODS President CHARLES H. FULLER Secretary

**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

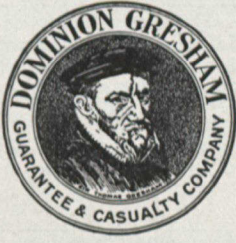
**USE "MILNES' COAL"**  
 HIGHEST GRADE OF ANTHRACITE  
 The Price is just the same as other grades. Why not buy the Best?  
 Head Office: 88 KING STREET EAST Private Exchange: MAIN 5597

**Guardian Assurance Company Limited** - Established 1821.  
 Assets exceed Thirty-Two Million Dollars  
 Head Office for Canada, Guardian Bldg., Montreal  
 H. M. LAMBERT, Manager. B. E. HARDS, Assistant Manager.  
**ARMSTRONG & DeWITT, General Agents,**  
 6 Wellington Street East - Toronto

**Hudson Bay Insurance Co.**  
 Head Office VANCOUVER, B.C.  
 J. R. BERRY, President. C. E. BERG, General Manager.  

Authorized Capital .. ..	\$2,000,000.00
Subscribed Capital .. ..	872,400.00
Paid-up Capital .. ..	188,080.00
Net Cash Surplus .. ..	107,041.60
SECURITY TO POLICYHOLDERS ...	979,441.60

**A STRICTLY CANADIAN COMPANY**  
 PARKES, McVITTIE & SHAW, Managers for Ontario  
 26 Wellington Street East .... Toronto, Ont.

  
 Head Office GRESHAM BUILDING 302 ST. JAMES STREET MONTREAL  
 TRANSACTIONS:  
 PERSONAL ACCIDENT FIDELITY GUARANTEE  
 SICKNESS BURGLARY  
 LIABILITY (ALL KINDS) LOSS OF MERCHANDISE AND  
 AUTOMOBILE PACKAGES THROUGH THE MAIL  
 Applications for direct Agencies invited  
 F. J. J. STARK, General Manager

**IT'S AN ILL WIND, ETC.**  
 Yes, the importance and necessity of Life Insurance must be considered even more than usual, in this period of trial and strife. Field men should set a record for new business, for the crop is there, and it is yours to harvest. First, be connected with a reliable company. Good territory is open with the  
**Federal Life Assurance Co.**  
 Head Office - HAMILTON, Ont.