

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
	Bonus declared..... 40,850,000
	Claims paid..... 151,000,000

M. McGOUN, Mgr **F. W. DORAN, Chief Agent, Ont.**

AN INTERESTING PROBLEM IN ARITHMETIC
 During the Past Year
THE DOMINION LIFE

earned 8.22 per cent. on its invested funds of \$4,000,000. The average rate earned by Life Companies was 5½ per cent. Find in dollars and cents, how much Dominion Life Policyholders gained in this one way.
 Our Motto, "This Above All—Satisfaction to Policyholders."
Head Office **WATERLOO, Ont.** 3

"The Best Insurance at Lowest Net Cost."

A Cigar a day Costs no more than an Endowment Policy at Life Rate in the
London Life Insurance Co.

LONDON ... **Canada**
 POLICIES "GOOD AS GOLD" 6

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

THE MONARCH LIFE
 IS A GOOD COMPANY

President: **J. T. GORDON**
Managing Director: **J. W. W STEWART**
HEAD OFFICE

Vice-President: **E. L. TAYLOR, K.C., M.P.P.**
Secretary and Actuary: **J. A. MACFARLANE, A.I.A.**
WINNIPEG



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**

THE PRUDENTIAL

Founded by JOHN F. DRYDEN



40TH ANNIVERSARY,
 OCTOBER 13, 1915

MUTUALIZED
BENEFITS INCREASED
A POLICYHOLDERS' COMPANY

The Prudential Insurance Co. of America
FORREST F. DRYDEN, President. Home Office, **NEWARK, N. J.**
 Incorporated under the laws of the State of New Jersey 282