

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.....	\$ 96,500,000	Investments under Canadian Branch, over.....	16,000,000
Deposited with Canadian Government and Government Trusts, over.....	7,000,000	Revenue, over.....	7,900,000
		Bonus declared.....	40,880,000
		Claims paid.....	151,000,000

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

WISE OLD BEN.—Benjamin Franklin once said:—"It is a strange anomaly that men should be careful to insure their houses, their furniture, their ship, their merchandise, and yet neglect to insure their lives—surely the most important of all to their families, and far more subject to loss."
BE WISE AND INSURE YOUR LIFE IN
THE DOMINION LIFE
HIGHEST EARNINGS OF ANY CANADIAN COMPANY, 8.22%
LOW DEATH LOSS ECONOMICAL MANAGEMENT
Head Office **WATERLOO, Ont.** 6

The largest commissions are not payable by
The London Life Insurance Co.
 London Canada

The largest earnings are, however, possible on account of its liberal policy contracts.
POLICIES "GOOD AS GOLD." - 7

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 Occidental Fire Insurance Co.
Head Office **WINNIPEG, Man.**

RANDALL DAVIDSON, President. (A. RICHARDSON, Secretary

Subscribed Capital.....	\$500,000.00
Paid-up Capital.....	169,073.06
Net Surplus.....	75,416.02

Full Deposit with Dominion Government.



L'UNION
 Fire Insurance Company, Limited, of PARIS, FRANCE

Capital fully subscribed, 20% paid up.....	\$ 2,000,000.00
Fire Reserve Fund.....	4,919,000.00
Available Balance from Profit and Loss Account.....	206,480.00
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 FERRARD, 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**

Total resources over.....	Founded 1792	\$ 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 St., Montreal, Que.
 All with profit policies taken out prior to 31st December will participate in four full years' reversionary bonus as at 1915.

THE WESTERN LIFE ASSURANCE CO.
Head Office **Winnipeg**

APPLICATIONS RECEIVED DURING 2ND YEAR,
\$1,590,000.00

The Company is popular on account of its liberal and up-to-date Policies—and aggressive management—making the Agents' work easy.
 For particulars of two important positions, apply to:
ADAM REID **MANAGING DIRECTOR**

Great North Insurance Co.
Head Office **CALGARY, Alta.**

OFFICERS
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