


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.**

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. **P. W. DORAN, Chief Agent, 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.

EVIDENCE FROM THE FRONT.—"Your cheque for \$2,594.97 received. I find that this means a return to me of \$231.69 for every \$100.00 invested with your company. To receive my premiums back with compound interest at the rate of 4 1/2%, and insurance protection in addition, is certainly exceptionally gratifying."—Policy No. 66.
 "The Best Insurance at Lowest Net Cost" is furnished by **THE DOMINION LIFE**
High Interest Rates **Low Death Loss**
Head Office **Waterloo, Ont. 7**
 Actual Results the True Test. **This Above All—Satisfaction to Policyholders.**

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, } Managers
J. B. PATERSON, }
100 St. Francois Xavier Street, Montreal, Que.
 All with profit policies affected prior to the 31st December will rank for a full year's reversionary bonus at that date.

SAFETY FIRST
 Governs in investments of the
London Life Insurance Co.
 LONDON Canada
 POLICIES "GOOD AS GOLD." 3

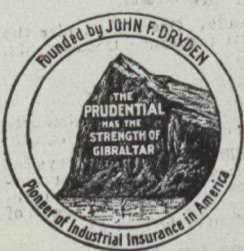
AGENTS WANTED
 We appreciate your efforts, and promote you accordingly. Liberal contracts, first-class territory. Write to—
THE CONTINENTAL LIFE INSURANCE CO.,
 TORONTO
GEO. B. WOODS, President. **CHARLES H. FULLER, Secretary**
H. A. KENTY, Superintendent of Agencies

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 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 MONARCH LIFE
IS A GOOD COMPANY
President: J. T. GORDON **Vice-President: E. L. TAYLOR, K.C., M.P.P.**
Managing Director: J. W. W. STEWART **Secretary and Actuary: J. A. MACFARLANE, A.I.A.**
HEAD OFFICE **WINNIPEG**

THE PRUDENTIAL
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



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