

Good Returns
SUN LIFE ASSURANCE COMPANY **Absolute Security**
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.....	40,880,000
		Claims paid.....	151,000,000

M. McGOON, Mgr. P. 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 5% 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

Mortality Savings—45%
 "The Best Insurance since at Lowest Net Cost."

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

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. Davi
 Liberal contracts offered to general and special agents

The Occidental Fire Insurance Co.
 Head Office WINNIPEG, Man.
 RANDALL DAVIDSON, President. A. 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, 25% 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 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	2,000,000

Agents wanted in both branches. Apply to
 R. MACD. PATERSON, } Managers.
 J. B. PATERSON }

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



LONDON & LANCASHIRE FIRE
 INSURANCE COMPANY LIMITED

ALFRED WRIGHT, Manager
 A. E. BLOGG, Branch Secretary
 8 Richmond Street E. TORONTO
 Security, \$29,600,000