

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 Revenue, over..... 7,900,000
 Government Trust-ees, over..... 7,000,000 Bonus declared 40,850,000
 Claims paid..... 151,000,000
 M. McGOUN, Mgr F. W. DORAN, Chief Agent, Ont.


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 4½%, 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

ENDOWMENTS AT LIFE RATES
 ISSUED ONLY BY
The London Life Insurance Co.
 LONDON ... CANADA
 POLICIES “GOOD AS GOLD.” 1

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

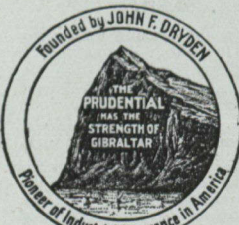
The British Columbia Life Assurance Co.
 HEAD OFFICE VANCOUVER, B.C.
 Authorized Capital, \$1,000,000.00 Subscribed Capital, \$1,000,000.00
 PRESIDENT—L. W. Shatford, M.P.P.
 VICE-PRESIDENTS—T. E. Ladner, L. A. Lewis
 Secretary—C. F. Stiver General Manager—Sanford S. Davis
 Liberal contracts offered to general and special agents

WM. SMITH, President CHAS. J. HARRISON, Secretary E. B. JOHNSTONE, Managing Director
THE WESTERN EMPIRE
 FIRE & ACCIDENT INSURANCE COMPANY
 Authorized Capital ... \$500,000
 Subscribed Capital ... \$250,000
 Head Office—713 to 717 Somerset Bldg., Winnipeg, Canada


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, } Managers
 J. B. PATERSON, }
 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 POPULARITY OF
 Life Insurance has grown greatly with all classes of people during the hard times. There is big money in insurance for men of proven selling ability. Our policies are popular, up-to-the-minute and easy to sell. Liberal contracts made with good men. Write us.
THE WESTERN LIFE ASSURANCE COMPANY
 Head Office .. WINNIPEG
 ADAM REID Managing Director

The Grand Prize Again

 The highest possible award has been conferred upon The Prudential for its wonderful exhibit on Life Insurance and Public Welfare. This time the award is from the Panama-Pacific International Exposition, in recognition of the superior excellence of The Prudential's display of business methods and results. The Prudential has received awards at all the great national and international expositions for many years.
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 280