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.

The Actual Results of The Dominion Life are Unexcelled.

A Typical Case.

The holder of Policy No. 21 was assured on the Ordinary Life, reduction of premium, plan. His premium was reduced by 13% in each of the years 6-10, by 28% in each of the years 11-15, by 40% in each of the years 16-20, and a reduction of 50% in the years 21-22. In the 22nd year we found that there was sufficient surplus to the credit of the policy to cancel all premiums. The assured was notified and at his request a paid-up policy, but STILL PARTICIPATING, was delivered to him.

HEAD OFFICE. - WATERLOO, ONT. 5

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.

ENDOWMENTS AT LIFE RATES

ISSUED ONLY BY

The London Life Insurance Co.

LONDON ... ... CANADA

POLICIES "GOOD AS GOLD" 1

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

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All with profit policies affected prior to the 31st December will rank for a full year's reversionary bonus at that date.

AGENTS WANTED

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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.

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THE MONARCH LIFE

IS A GOOD COMPANY

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HEAD OFFICE .... WINNIPEG

British Colonial

FIRE INSURANCE COMPANY

2 PLACE D'ARMES, MONTREAL

Authorized Capital - $2,000,000

Subscribed Capital - $1,000,000

Agents Wanted in Unrepresented Districts

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made its greatest record during 1915—in the first year of Mutualization—

Over 581 Million Dollars Paid-for Life Insurance Issued and Revived.

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FORREST F. DRYDEN, President. Home Office, NEWARK, N. J.

Incorporated under the laws of the State of New Jersey 285