

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 **ROBERTSON MACAULAY, Pres.** **MONTREAL** **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 Trusts, 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.**

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, 8.25%
LOW DEATH LOSS **ECONOMICAL MANAGEMENT**

Head Office **WATERLOO, Ont.** **6**

A Cigar a day Costs no more than an Endowment Policy at Life Rate in the
London Life Insurance Co.

LONDON **Canada**

POLICIES "GOOD AS GOLD" **6**

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. Shattford, 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. **C. 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.....	206,459.00
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,
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**



LONDON & LANCASHIRE FIRE
INSURANCE COMPANY LIMITED

ALFRED WRIGHT,
Manager

A. E. BLOGG,
Branch Secretary

8 Richmond Street E.
TORONTO

Security, \$29,600,000