

Good Returns SUN LIFE ASSURANCE COMPANY BIGGEST ASSETS INCOME BUSINESS IN FORCE NEW BUSINESS SURPLUS Head Office ROBERTSON MACAULAY, Pres.	Absolute Security OF CANADA OF ALL CANADIAN COMPANIES MONTREAL T. B. MACAULAY, Man. Dir.
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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..... 40,850,000
 Claims paid..... 151,000,000
 M. McGOUN, Mgr. F. W. DORAN, Chief Agent, Ont.

MONEY BREEDS

The funds of the Dominion Life are accumulating at 8% interest, those of the average company at 5½%. Do you know that an annual deposit of \$100.00 at 8% will amount to \$4,942.29 in 20 years; at 5½% to only \$3,678.61? Does it take a mathematical genius to comprehend why the

DOMINION LIFE

is Paying Unexcelled Profits to Policyholders
 Low Death Rate Economy in Management
 Head Office: WATERLOO, ONT.

The largest commissions are not payable by

The London Life Insurance Co.

London Canada

The largest earnings are, however, possible on account of its liberal policy contracts.
 POLICIES "GOOD AS GOLD." 7

THE CONTINENTAL LIFE INSURANCE CO.

require a first-class man as Provincial
 Manager for the Province of Quebec
 Write to the Head Office, Toronto

GEORGE B. WOODS President CHARLES H. FULLER Secretary

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. P. Stiver General Manager—Sanford S. Davis
 Liberal contracts offered to general and special agents

USE "MILNES' COAL"

HIGHEST GRADE OF ANTHRACITE

The Price is just the same as other grades. Why not buy the Best?

Head Office: 88 KING STREET EAST Private Exchange: MAIN 5597

FUNCTIONS OF GRAIN EXCHANGE

It is Essential in Modern Marketing of the World's Crops

"The Winnipeg grain exchange may be defined simply as a market place, which enables people to buy and sell grain freely and which, in order to facilitate such trading, has for its fundamental object the promotion of uniformity in custom and usage; the inculcation of principles of justice and equity in trade; the dissemination of valuable commercial and economic information and the regulating of the conduct of its members with uniform rules and regulations which tend to maintain a high standard of commercial conduct," said Mr. A. V. Godfrey, retiring president, at the annual meeting of the Winnipeg grain and produce exchange.

"The exchange itself transacts no business and is in nowise concerned with the business affairs of those who compose its membership. The charge for service exacted by a member for transacting business is small, and has been maintained by the courts to be reasonable and just. We endeavor by establishing a fixed commission charge for certain services to promote competition in the rendering of service, for by emphasizing the quality of the service to the customer we promote efficiency.

Agent Must be Efficient.

"The charge being the same to all customers, it stands to reason that in order to obtain business the member must be able to establish the fact that he is more efficient and produces better results for his customers than his competitor.

"We make it possible for the producer to sell his grain whenever he so desires rather than hold it and speculate on the increase or decrease in price. He is able to do this by reason of the opportunity afforded by the exchange to buy and sell grain for future delivery.

"The farmer who desires to sell grain at a time when there is no immediate milling or export demand would have to do so at a great sacrifice, were it not possible for those who buy his grain to meet a future demand, being able to protect themselves by selling the future, or option, as it is commonly called.

Crop Was High Grade.

"It is safe to assume that the exporter, the miller or the warehouse man would not feel justified in assuming this risk on the present narrow margin of profit without the opportunity of protecting himself, which is afforded by the future or option market. Not having this protection against the risk of market declines he would naturally buy it at a much wider margin; in other words, pay the farmer much less for the grain in order to protect himself against the market contingencies. On the other hand, those who buy grain for the purpose of milling or exporting at some future date are enabled to purchase this grain through the agency of the future market.

"When the final figures are available I think they will show that the favorable conditions under which the crop of 1913 was matured and harvested resulted in the three western provinces producing about 190,000,000 bushels of wheat and 225,000,000 bushels of oats, both being of a very high grade and quality."

ENEMIES OF THE COUNTRY

These are some of the enemies of our country:—The man who hoards gold; the man who hoards food; the employer who discharges a man except from the direst necessity; the man who does anything to disturb the normal condition of business; the man who thinks of his profits before his country; the man who needlessly cancels a contract; the man who needlessly takes advantage of a moratorium; the man who puts up prices except to cover increased costs; the man who by any exceptional action seeks to protect himself at the expense of his fellow-countrymen.

The Walter Baker Company of Canada, Limited, have made a donation of half a ton of cocoa and a similar quantity of chocolate, which will be sent to the contingent for use on the various troop ships conveying the army division to Great Britain, and for such other uses as may be found suitable.