


Good Returns **Absolute Security**
SUN LIFE ASSURANCE COMPANY **OF CANADA**

BIGGEST { **ASSETS**
INCOME
BUSINESS IN FORCE } **OF ALL**
NEW BUSINESS **SURPLUS** } **CANADIAN**
COMPANIES

Head Office ... **MONTREAL**
ROBERTSON MACAULAY Pres. **T. B. MACAULAY, Man. Dir.**



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.

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.**

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 exceeded.....	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 DOMINION LIFE
 by its careful selection of lives and its high earning power, combined with its competent and economical management, is able to excel in dividends to policyholders. A Policy in this progressive Company is a thoroughly safe and exceedingly profitable investment.

Average rate of interest earned in 1914	8.22%
Ratio of Actual Death Losses to Expected Losses for the year 1914.....	55%

Policies Up-to-date. Equitable Distribution of Surplus.

Head Office ... **WATERLOO, Ont.** 1

SAFETY FIRST
 Governs in investments of the
London Life Insurance Co.
LONDON ... **Canada**

POLICIES "GOOD AS GOLD." 3

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**

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

Agents Wanted
 APPLY FOR PARTICULARS.

Gresham Life Assurance Society
 LIMITED
HEAD OFFICE FOR CANADA
Gresham Building ... **Montreal**
 ESTD. 1848. **ASSETS \$53,000,000**

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.