

Good Returns **Absolute Security**
SUN LIFE ASSURANCE COMPANY **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 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.

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."

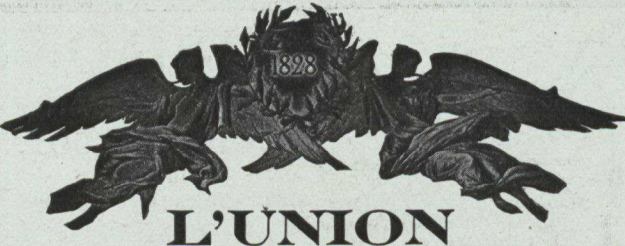
BE WISE AND INSURE YOUR LIFE IN
THE DOMINION LIFE
 HIGHEST EARNINGS OF ANY CANADIAN COMPANY, \$.22%
 LOW DEATH LOSS ECONOMICAL MANAGEMENT
 Head Office ... **WATERLOO, Ont.** 6

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

Orders for the new issue of H. M. P. Eckardt's
Manual of Canadian Banking
 are now being received - \$2.50
 Postpaid anywhere
 The Monetary Times Printing Company, Toronto, Ont.



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 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

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