

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

BIGGEST { **ASSETS**
INCOME
BUSINESS IN FORCE } **OF ALL**
NEW BUSINESS **CANADIAN**
SURPLUS **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 Can-
 Deposited with Can- adian Branch, over.. \$ 16,000,000
 dian Government and Revenue, over..... 7,900,000
 Government Trust- Bonus declared 40,850,000
 ees, over..... 7,000,000 Claims paid..... 151,000,000

M. McGOUN, Mgr. **F. W. DORAN, Chief Agent, Ont.**

EVIDENCE FROM THE FRONT.—"Your cheque for \$2,594.97 received. I find that this means a return to me of \$231.69 for every \$100.00 invested with your company. To receive my premiums back with compound interest at the rate of 4½%, and insurance protection in addition, is certainly exceptionally gratifying."—Policy No. 66

"The Best Insurance at Lowest Net Cost" is furnished by
THE DOMINION LIFE

High Interest Rates Low Death Loss
Head Office ... **Waterloo, Ont. 7**

Actual Results the True Test. This Above All—Satisfaction to Policyholders.

PROFITS EXCEED ESTIMATES
ONLY IN THE
London Life Insurance Co.

LONDON ... **Canada**
POLICIES "GOOD AS GOLD." 2

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

THE MONARCH LIFE
IS A GOOD COMPANY

President: **J. T. GORDON** **Vice-President:** **E. L. TAYLOR, K.C., M.P.P.**
Managing Director: **J. W. W. STEWART** **Secretary and Actuary:** **J. A. MACFARLANE, A.I.A.**

HEAD OFFICE ... **WINNIPEG**

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, } **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 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**

THE PRUDENTIAL

40TH ANNIVERSARY,
OCTOBER 13, 1915

MUTUALIZED
BENEFITS INCREASED
A POLICYHOLDERS' COMPANY

The Prudential Insurance Co. of America

FORREST F. DRYDEN, President. **Home Office, NEWARK, N. J.**
 Incorporated under the laws of the State of New Jersey 282

Founded by JOHN F. DRYDEN
 THE PRUDENTIAL HAS THE STRENGTH OF GIBRALTAR
 Power of Industrial Insurance in America