

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 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.....	40,880,000
		Claims paid.....	151,000,000

M. McGOUN, Mgr. P. W. DORAN, Chief Agent, Ont.

Interest Earnings 8.25%

THE RATIO OF SURPLUS EARNED TO ASSETS is the most important single comparison that can be made between companies, as it focalizes all significant ratios on the supreme point of earning power In this test

THE DOMINION LIFE

Stands FIRST OF ALL COMPANIES

ACTUAL RESULTS TO POLICYHOLDERS UNEXCELLED

Head Office WATERLOO, Ont. 2

"The Best Insurance at Lowest Net Cost."

SAFETY FIRST

Governs in investments of the

London Life Insurance Co.

LONDON ... Canada

POLICIES "GOOD AS GOLD." 3

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 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..... 208,480.00

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 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,

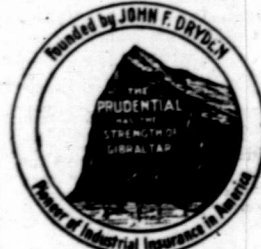
\$1,590,000.00

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

No Change in Rates



is contemplated because of the Mutualization of The Prudential.

The Prudential Insurance Co. of America

PORREST F. DRYDEN, President. Home Office, NEWARK, N. J.

Incorporated under the laws of the State of New Jersey 269