

**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 Trust-ees, 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.


**A Dominion Company for the People of the Dominion**  
 Now, if ever, is the time for true patriots to patronize home establishments.  
 THE DOMINION LIFE ASSURANCE COMPANY of Canada, through 26 years, has fully earned the confidence of the Canadian public. It bases its claim to your consideration on  
 Its Unexcelled Results to Policyholders  
 Interest Rate 8.22% Mortality Savings, 45%  
 Head Office .... **WATERLOO, Ont.** 8

**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

WM. SMITH, President CHAS. J. HARRISON, Secretary E. B. JOHNSTONE, Managing Director  
**THE WESTERN EMPIRE**  
 FIRE & ACCIDENT INSURANCE COMPANY  
 Authorized Capital ... .. \$500,000  
 Subscribed Capital ... .. \$250,000  
 Head Office—713 to 717 Somerset Bldg., **Winnipeg, Canada**



**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