

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.

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**

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.


When a man gives his fiancée a diamond engagement ring and later fails to give his wife a life insurance policy, he Needs a Guardian, not a Wife.
BE WISE AND INSURE YOUR LIFE IN
THE DOMINION LIFE
 HIGHEST EARNINGS OF ANY CANADIAN COMPANY. 8.22%
 LOW DEATH LOSS ECONOMY OF MANAGEMENT
 Head Office ... **WATERLOO, Ont.** 5

ENDOWMENTS AT LIFE RATES
 ISSUED ONLY BY
The London Life Insurance Co.
 LONDON ... CANADA
 POLICIES "GOOD AS GOLD."

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.
 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, } Managers
 J. B. PATERSON, }
100 St. Francois Xavier Street, Montreal, Que.
 All with profit policies affected prior to the 31st December will rank for a full year's reversionary bonus at that date.

The West is Prosperous
 Never before have crops in the West been so bountiful. There is now a great harvest of insurance applications to be reaped from the prosperous farmers. Capable and energetic agents can make big incomes representing a live Western Company. Get started now by writing for particulars to
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