

**Good Returns** **ASSURANCE COMPANY** **Absolute Security**  
**SUN LIFE 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, 8.22%  
 LOW DEATH LOSS ECONOMICAL MANAGEMENT

Head Office .... WATERLOO, Ont. 6

The largest commissions are not payable by  
**The London Life Insurance Co.**  
 London ... .. Canada

The largest earnings are, however, possible on account of its liberal policy contracts.  
 POLICIES "GOOD AS GOLD." 7

**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 .....	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