

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

PROFITS EXCEED ESTIMATES
 ONLY IN THE
London Life Insurance Co.
 LONDON Canada
 POLICIES "GOOD AS GOLD." 2

PROVINCIAL MANAGER WANTED
 For NEW BRUNSWICK
 Also District Managers for Perth, Wellington, Grey, Bruce, Essex and Middlesex. Liberal contracts to good business-getters. Apply giving full particulars to
 H. A. KENTY, Superintendent of Agencies.
The Continental Life Insurance Co., Toronto

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

British Colonial
FIRE INSURANCE COMPANY
 2 PLACE D'ARMES, MONTREAL
 Authorized Capital . . . \$2,000,000
 Subscribed Capital . . . \$1,000,000
Agents Wanted in Unrepresented Districts

INSTALMENT POLICIES Paying an income during beneficiary's lifetime
 ARE ISSUED AT LOWEST RATES BY
THE NORTHWESTERN LIFE ASSURANCE COMPANY
 First Scientific Life Company in Canada
 Head Office: Bank of Nova Scotia Building - WINNIPEG
 AGENTS WANTED. 7

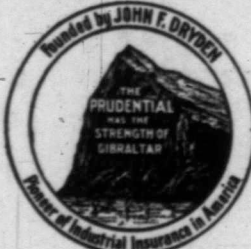
THE MONARCH LIFE
 IS A GOOD COMPANY
 President: J. T. GORDON Vice-President: E. L. TAYLOR, K.C.
 Managing Director: J. W. W. STEWART Secretary and Actuary: J. A. MACFARLANE, A.I.A.
 HEAD OFFICE WINNIPEG



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..... \$0,120,000.00
 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..... \$ 80,000,000
 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.

Are You The Man?
 If you are a man of character, honesty and ability, who can organize men and enthuse them, making them produce, we have an A1 proposition to make to you. Get your letter off to us to-day for full particulars.
THE WESTERN LIFE ASSURANCE COMPANY
 Head Office .. WINNIPEG

Prudential Agents Are Prudential Enthusiasts

 The spirit of the Company, its methods, its policy forms and its absolutely fair way of dealing with its field force make the agents something more than employees of the Company. It makes them an integral part of the organization.
 Write us about an agency.
The Prudential Insurance Co. of America
 Founded by John F. Dryden, Pioneer of Industrial Insurance in America. FORREST F. DRYDEN, President. Home Office, NEWARK, N. J.
 Incorporated as a Stock Company by the State of New Jersey. 181