

### 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

### COULD YOU

make good as inspector for Eastern Ontario? If so 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

## 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

### COMPLETELY SCIENTIFIC

The ONLY completely Scientific Life Company  
Operating in Canada.

### THE NORTHWESTERN LIFE ASSURANCE COMPANY

Head Office: Bank of Nova Scotia Building - WINNIPEG  
 INSPECTORS AND GENERAL AGENTS WANTED 1

### 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



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 affected prior to the 31st December will rank for a full year's reversionary bonus at that date.

## Prosperous Farmers

are good buyers of Life Insurance. The Canadian West is full of them. A hustling Agent with ability and perseverance cannot help but get the applications. If you wish a place where you can grow, with Home Office help, top-notch commissions and attractive policies, lose no time in writing to

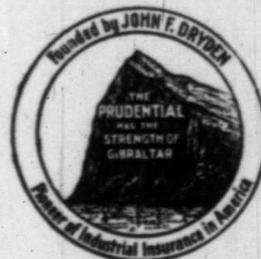
## THE WESTERN LIFE ASSURANCE COMPANY

Head Office .. WINNIPEG

## PRUDENTIAL DAY

The National Pay-Day

means a check for the family on the first of every week or month, through a Prudential Weekly or Monthly Income Policy.



Prudential agents are finding these among the most interesting propositions in Life Insurance.

### The Prudential Insurance Co. of America

Incorporated under the laws of the State of New Jersey 286  
 FORREST P. DRYDEN, President. Home Office, NEWARK, N. J.