

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.

A Cigar a day Costs no more than an
 Endowment Policy at Life Rate in the
London Life Insurance Co.

LONDON Canada
 POLICIES "GOOD AS GOLD" 6

DISTRICT MANAGER WANTED
 FOR THE
COUNTY OF ESSEX, ONT.

Liberal Contract and practical assistance furnished. All correspondence strictly confidential. Address, H. A. KENTY, Superintendent of Agencies.

CONTINENTAL LIFE INSURANCE COMPANY
 TORONTO, ONT.

INVESTIGATE

the proposition which

The British Columbia Life Assurance Company
 VANCOUVER, B.C.

OFFERS TO SALESMEN

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*

AGENTS' ATTENTION

The Western Life Assurance Company
 have made the following increases for the quarter ending
 March 31st, over the corresponding period of last year:

NEW BUSINESS..... 280%
 CASH RECEIPTS..... 140%

— and —

INVESTED ASSETS have increased during
 the quarter by 83%

Work for a PROGRESSIVE COMPANY. We want two
 more District Agents for the West. If you are an up-to-date
 Agent, write at once to the Head Office of the Company,
WINNIPEG MANITOBA



Fire Insurance Company, Limited, of PARIS, FRANCE

Capital fully subscribed, 25% paid up\$ 2,000,000.00
 Fire Reserve Funds 5,539,000.00
 Available Balance from Profit and Loss Account 111,521.46
 Total Losses paid to 31st December, 1916..... 100,942,000.00
 Net premium income in 1916 5,630,376.43
 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.

A BRITISH COMPANY
UNION INSURANCE SOCIETY OF CANTON, LIMITED

ESTABLISHED 1835

Head Office - HONGKONG
 General Manager C. MONTAGUE EDE

Head Office for Canada, 36 Toronto Street, Toronto
 Manager for Canada, C. R. DRAYTON

ASSETS OVER \$17,000,000

General Agents, Toronto - MUNTZ & BEATTY

Fire, Marine and Automobile

Agents Wanted

APPLY FOR PARTICULARS.

Gresham Life Assurance Society
 LIMITED

HEAD OFFICE FOR CANADA

Gresham Building ... **Montreal**

ESTD. 1848.

ASSETS \$53,000,000