

The Standard Life Assurance Co. of Edinburgh

Established 1825. Head Office for Canada: MONTREAL, Que.
 Invested Funds.....\$ 56,500,000 Investments under Can-
 adian Branch, over...\$ 16,000,000
 Deposited with Cana- Revenue, over.....7,900,000
 dian Government and Bonus declared.....40,850,000
 Government Trust- Claims paid.....151,000,000
 ees, over.....7,000,000
 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"

INSPECTOR FOR EASTERN ONTARIO And District Managers Wanted

For the Counties of Perth, Wellington, Grey, Bruce and Essex. Liberal
 contracts to good business-getters. Apply giving full particulars to
 H. A. KENTY, Superintendent of Agencies.

THE CONTINENTAL LIFE INSURANCE COMPANY, 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. B. 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

HIGHEST CASH VALUES AND

Reserves in Excess of Dominion Government Standard
**THE NORTHWESTERN LIFE ASSURANCE
 COMPANY**
 Head Office: Bank of Nova Scotia Building - WINNIPEG
 BRANCH and DISTRICT MANAGERS WANTED.

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 Fund4,919,000.00
 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 19135,561,441.00
 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 paid425,000,000
 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 some-
 thing more than employees of the
 Company. It makes them an inte-
 gral 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