

The Standard Life Assurance Co., of Edinburgh

Established 1825. Head Office for Canada: MONTREAL, Que.
 Invested Funds.....\$ 66,500,000 Investments under Can-
 adian Branch, over.. \$ 16,000,000
 Deposited with Cana- Revenue, over..... 7,500,000
 dian Government and Bonus declared 40,850,000
 Government Trust- Claims paid..... 151,000,000
 ees, over..... 7,000,000
 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

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. Shattford, 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*

The Last Word in Accident
 and Sickness Insurance is

**The Dominion Gresham's
 New "Gresham Maximum" Policy**

AGENTS WANTED EVERYWHERE.

Applications in Ontario should be addressed to
 L. D. JONES, Superintendent of Agents for Ontario
 412 Jarvis Street, Toronto.



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, } 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.

The West is Prosperous

Never before have crops in the West been so
 bountiful. There is now a great harvest of in-
 surance applications to be reaped from the pro-
 sperous farmers. Capable and energetic agents
 can make big incomes representing a live West-
 ern Company. Get started now by writing for
 particulars to

**THE WESTERN LIFE
 ASSURANCE COMPANY**

Head Office .. WINNIPEG

ADAM REID Managing Director

**Do Not Confuse The Prudential
 Insurance Company of America**



with any present or former Company
 of similar name. The Prudential In-
 surance Company of America has no
 connection with any other life insurance
 company. It has especially earned the
 approval of Canadians by its liberal
 policies, its absolutely fair dealings,
 and its promptness in paying claims.
 The Prudential Insurance Company of
 America has offices in the principal
 cities of Canada.

The Prudential Insurance Co. of America

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