

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-
 dian Government and
 Government Trust-
 ees, over.....7,000,000 Bonus declared.....40,850,000
 Claims paid.....151,000,000
 D. M. McGOWN, Mgr. F. W. DORAN, Chief Agent, Ont.

SAFETY FIRST

Governs in investments of the

London Life Insurance Co.

LONDON

Canada

POLICIES "GOOD AS GOLD."

3

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. 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*

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

THE MONARCH LIFE

IS A GOOD COMPANY

President:
 J. T. GORDON
 Managing Director:
 J. W. W. STEWART
 HEAD OFFICE

Vice-President:
 E. L. TAYLOR, K.C.
 Secretary and Actuary:
 J. A. MACFARLANE, A.I.A.
 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, }
 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 Cana-
 dian 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 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 P. DRYDEN, President. Home Office, NEWARK, N. J.
 Incorporated as a Stock Company by the State of New Jersey. 181