

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

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. 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

BENEFICIARY CHANGEABLE

AT WILL OF ASSURED
 Without consent of previous beneficiary in policies issued by
THE NORTHWESTERN LIFE ASSURANCE COMPANY
 Head Office: Bank of Nova Scotia Building - WINNIPEG
 GENERAL AND LOCAL AGENTS WANTED 5

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, } 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.

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 F. DRYDEN, President. Home Office, NEWARK, N. J.