

**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 Can- 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.

**PROFITS EXCEED ESTIMATES**  
 ONLY IN THE  
**London Life Insurance Co.**  
 LONDON ... .. Canada  
 POLICIES "GOOD AS GOLD." 2


**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. 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*

**LOANS DISCHARGED IN EVENT OF DEATH—**  
 A NEW FEATURE IN ALL POLICIES ISSUED BY  
**THE NORTHWESTERN LIFE ASSURANCE COMPANY**  
 Head Office: Bank of Nova Scotia Building - WINNIPEG  
 GOOD OPENINGS FOR PRODUCERS. 6


**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**



**L'UNION**  
 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.

**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 Efficiency**  

 The Prudential has always aimed at the best possible service for its policyholders and agents. And the best possible service is the result of efficiency. Simplification of working and accounting methods, constant improvement of policy forms, promptness in payment of claims, steady reduction of expense rate and practical helps for agents are a few of the Prudential's greater efficiency achievements.  
 Write for particulars of attractive agency contract.  
**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.