

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.

SAFETY FIRST
 Governs in investments of the
London Life Insurance Co.
 LONDON Canada
 POLICIES "GOOD AS GOLD." 3

**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**

LIFE INSURANCE
 THE BRITISH COLUMBIA LIFE ASSURANCE COMPANY
 (VANCOUVER, B.C.)
 has an opening for a District Manager in Alberta.
 Particulars on application to the Head Office.
 L. W. SHATFORD, W. F. CURELL,
 President and Managing Director. Secretary.

**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: Vice-President:
 J. T. GORDON E. L. TAYLOR, K.C.
 Managing Director: Secretary and Actuary:
 J. W. W. STEWART 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, }
 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.

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

One Wonderful Week
 The Prudential Industrial Field Force
 Eclipses All its Previous Records
94,104 APPLICATIONS
 for Industrial Insurance issued in six days. This is the greatest record in a history of great records! Prudential agents are Prudential enthusiasts. The slogan for 1917 is "Efficiency, Conservation, Progress" all the time.
 Prudential agents share in Prudential prosperity.
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.

