

The Standard Life Assurance Co. of Edinburgh

Established 1825. Head Office for Canada: MONTREAL, Que.
 Invested Funds.....\$ 66,500,000 Investments under Can-
 Deposited with Can- adian Branch, over...\$ 16,000,000
 dian Government and Revenue, over..... 7,900,000
 Government Trust- Bonus declared 40,850,000
 ees, over..... 7,000,000 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

DISTRICT MANAGER WANTED

FOR THE
COUNTY OF ESSEX, ONT.

Liberal Contract and practical assistance furnished. All correspondence strictly confidential. Address, H. A. KENTY, Superintendent of Agencies.

CONTINENTAL LIFE INSURANCE COMPANY
TORONTO, ONT.

INVESTIGATE

the proposition which

The British Columbia Life Assurance Company
VANCOUVER, B.C.

OFFERS TO SALESMEN

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*

Baldwin, Dow & Bowman

Chartered Accountants

OFFICES AT
Edmonton, Alberta. Toronto, Ont.



THE MONARCH LIFE
SECURITY AND SERVICE
MONARCH LIFE
 HEAD OFFICE - WINNIPEG.



Fire Insurance Company, Limited, of PARIS, FRANCE

Capital fully subscribed, 25% paid up\$ 2,000,000.00
 Fire Reserve Funds 5,539,000.00
 Available Balance from Profit and Loss Account 111,521.46
 Total Losses paid to 31st December, 1916..... 100,942,000.00
 Net premium income in 1916 5,630,376.43

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

Founded 1792

LIFE

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.

AGENTS' ATTENTION

The Western Life Assurance Company

have made the following increases for the quarter ending March 31st, over the corresponding period of last year:

NEW BUSINESS..... 280%
 CASH RECEIPTS 140%

— and —

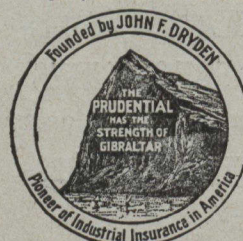
INVESTED ASSETS have increased during the quarter by 83%

Work for a PROGRESSIVE COMPANY. We want two more District Agents for the West. If you are an up-to-date Agent, write at once to the Head Office of the Company,

WINNIPEG

MANITOBA

THE PRUDENTIAL has a large force of Canadian employees at work in every large city in the Dominion selling



Gibraltar-like life insurance policies and industriously paying death claims in afflicted homes day after day. The Prudential has throughout the United States and Canada Fifteen Million Policies in Force, equal to nearly twice the population of the Dominion, and indicating the popularity of this big American Company.

AGENTS WANTED.

The Prudential Insurance Co. of America

Incorporated under the laws of the State of New Jersey.
 FORREST P. DRYDEN, President.

Home Office, NEWARK, N.J.