

**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 Cana-      dian 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.


The largest commissions are not payable by  
**The London Life Insurance Co.**  
 London ... .. Canada  
 The largest earnings are, however, possible on account of its liberal policy  
 contracts.      POLICIES "GOOD AS GOLD."      7

**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*

**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**



**L'UNION**  
 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 **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.

A BRITISH COMPANY  
**UNION INSURANCE SOCIETY OF CANTON, LIMITED**  
 ESTABLISHED 1835  
 Head Office - HONGKONG  
 General Manager C. MONTAGUE EDE  
 Head Office for Canada, 36 Toronto Street, Toronto  
 Manager for Canada, C. R. DRAYTON  
 ASSETS OVER \$17,000,000  
 General Agents, Toronto - MUNTZ & BEATTY  
**Fire, Marine and Automobile**

**THE PRUDENTIAL** has a large force of Canadian em-  
 ployees 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 popu-  
 larity of this big American Company.  
**AGENTS WANTED.**  
**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.

