

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.

ENDOWMENTS AT LIFE RATES

ISSUED ONLY BY

The London Life Insurance Co.

LONDON ... CANADA
 POLICIES "GOOD AS GOLD."

1

DISTRICT MANAGER WANTED

For the County of Brant, Ont., with headquarters and up-to-date Branch Office in the Royal Bank Building, in the City of Brantford. Apply, stating experience and full particulars to H. A. KENTY, Superintendent of Agencies.

THE CONTINENTAL LIFE INSURANCE COMPANY - TORONTO, ONT.**The Search for Insurance Salesmen**
CONTINUES

For Particulars Write

The British Columbia Life Assurance Company

HEAD OFFICE, VANCOUVER, B.C.

L. W. SHATFORD, M.P.P., President.

W. F. CURELL, 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

LOWEST PREMIUM RATES

AND

Reserves in Excess of Dominion Government Standard

THE NORTHWESTERN LIFE ASSURANCE COMPANY

Head Office: Bank of Nova Scotia Building - WINNIPEG

BRANCH and DISTRICT MANAGERS WANTED.

2



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 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.

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

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.