


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.



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.

PROFIT RESULTS COUNT
 ASK FOR SAMPLES
London Life Insurance Co.
 LONDON Canada
 POLICIES "GOOD AS GOLD." 4

**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**

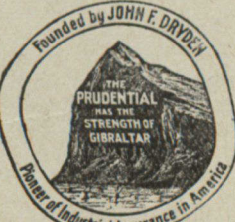
First British Insurance Company established in Canada, A.D. 1804
Phoenix Assurance Company, Limited
FIRE of London, England **LIFE**
 Founded 1792
 Total resources over.....\$ 90,000,000
 Fire losses paid 425,000,000
 Deposit with Federal Government and Investment in Canada
 for security of Canadian 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.

**Live Men Wanted as Agents
 in Unrepresented Districts**
 WRITE
The British Columbia Life Assurance Company
 HEAD OFFICE, VANCOUVER, B.C.
 L. W. SHATFORD, 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

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

**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

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 ex-
 pense rate and practical helps for agents
 are a few of the Prudential's greater effi-
 ciency 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.

THE MONARCH LIFE

SECURITY AND SERVICE
MONARCH LIFE
 HEAD OFFICE - WINNIPEG.