

**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 Trust-ees, 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



**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.

**PROVINCIAL MANAGER WANTED**  
 For NEW BRUNSWICK  
 Also District Managers for Perth, Wellington, Grey, Bruce, Essex and Middlesex. Liberal contracts to good business-getters. - Apply giving full particulars to H. A. KENTY, Superintendent of Agencies.  
**The Continental Life Insurance Co., 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.

**The British Columbia Life Assurance Co.**  
 HEAD OFFICE ... VANCOUVER, B.C.  
 Authorized Capital, \$1,000,000.00 Subscribed Capital, \$1,000,000.00  
 PRESIDENT—L. W. Shatford, M.P.P.  
 VICE-PRESIDENTS—T. B. Ladner, L. A. Lewis  
 Secretary—C. F. Stiver  
 Liberal contracts offered to general and special agents

**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

**Agents Wanted**  
 APPLY FOR PARTICULARS.  
**Gresham Life Assurance Society**  
 LIMITED  
 HEAD OFFICE FOR CANADA  
**Gresham Building** ... **Montreal**  
 ESTD. 1848. ASSETS \$53,000,000

Orders for the new issue of H. M. P. Eckardt's  
**Manual of Canadian Banking**  
 are now being received - \$2.50  
 Postpaid anywhere  
**The Monetary Times Printing Company, Toronto, Ont.**