

### 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.

### A Cigar a day Costs no more than an Endowment Policy at Life Rate in the London Life Insurance Co.

LONDON ... .. Canada

POLICIES "GOOD AS GOLD"

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### 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.



### British Colonial FIRE INSURANCE COMPANY 2 PLACE D'ARMES, MONTREAL

*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



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

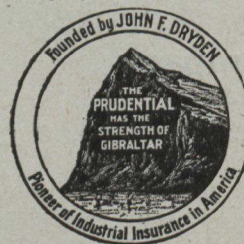
Head Office for Canada, 36 Toronto Street, Toronto  
 Manager for Canada, C. R. DRAYTON

ASSETS OVER \$17,000,000

General Agents, Toronto - MUNTZ & BEATTY

Fire, Marine and Automobile

THE PRUDENTIAL has a large force of Canadian 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 F. DRYDEN, President. Home Office, NEWARK, N.J.