

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.

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"

6

FOR INFORMATION RE
AGENCY OPENINGS

Address H. A. KENTY,
Superintendent of Agencies.

Continental Life Insurance Co., Toronto

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.**Eagle, Star and British Dominions Insurance Company, Limited**

Assets Over - \$61,000,000
Premium Income Over - \$14,000,000

Fire and Marine Insurance

Canadian Managers.

DALE & COMPANY, LIMITED

Coristine Building, Montreal, Que.

BRANCHES: Halifax, Toronto, Winnipeg, Vancouver

**Fire Insurance Company, Limited of PARIS, FRANCE**

Capital fully subscribed, 25% paid up\$ 2,000,000.00
Fire Reserve Funds5,539,000.00
Available Balance from Profit and Loss Account111,521.46
Total Losses paid to 31st December, 1916100,942,000.00
Net premium income in 19165,630,376.43

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 paid425,000.00
Deposit with Federal Government and Investment in Canada
for security of Canadian policy holders only exceed2,500,000

Agents wanted in both branches. Apply to

R. MACD. PATERSON, }
J. B. PATERSON, } Managers

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**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 by83%

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

War Conditions — Liberal
Premiums — Recently Reduced
Agency Contracts — Profitable

AGENTS WANTED**Gresham Life Assurance Society**

LIMITED

Head Office for Canada

MONTREAL

Established 1848. Funds Exceed \$50,000,000