

**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-  
 dian 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.

**A Pension for Life for Yourself and Wife**

Under a Life Rate Endowment Policy of the

**London Life Insurance Co.**

POLICIES "GOOD AS GOLD."

5

**COULD YOU**

make good as-inspector for Eastern Ontario? If so write to  
**THE CONTINENTAL LIFE INSURANCE CO.,**

TORONTO

GEO. B. WOODS, President. CHARLES H. FULLER, Secretary  
 H. A. KENTY, Superintendent of Agencies

**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. Shafford, M.P.P.  
 Vice-Presidents—T. E. 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*



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 .....425,000.00  
 Deposit with Federal Government and Investment in Canada  
 for security of Canadian policy holders only exceed.....2,500,000.00

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.

**Prosperous Farmers**

are good buyers of Life Insurance. The Cana-  
 dian West is full of them. A hustling Agent  
 with ability and perseverance cannot help but  
 get the applications. If you wish a place where  
 you can grow, with Home Office help, top-notch  
 commissions and attractive policies, lose no time  
 in writing to

**THE WESTERN LIFE  
ASSURANCE COMPANY**

Head Office .. WINNIPEG

**PRUDENTIAL DAY****The National Pay-Day**

means a check for the family on  
 the first of every week or month,  
 through a Prudential Weekly or  
 Monthly Income Policy.

Prudential agents are finding  
 these among the most interesting  
 propositions in Life Insurance.

**The Prudential Insurance Co. of America**

Incorporated under the laws of the State of New Jersey 286  
 FORREST F. DRYDEN, President. Home Office, NEWARK, N. J.

