

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
 M. McGOUN, Mgr. F. W. DORAN, Chief Agent, Ont.

A MONTHLY INCOME POLICY
 in the
Dominion Life Assurance Company
 will continue your wages after death.
INDEPENDENCE FOR LIFE
 purchased by easy instalments, can be obtained for your wife and family. For particulars, write to
 Head Office WATERLOO, Ont. 3

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

AGENTS WANTED
 We appreciate your efforts, and promote you accordingly. Liberal contracts, first-class territory. 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. SHATFORD, M.P.P.
 VICE-PRESIDENTS—T. E. LADNER, L. A. LEWIS
 Secretary—C. F. STIVER.
 Liberal contracts offered to general and special agents

THE MONARCH LIFE
 IS A GOOD COMPANY
 President: J. T. GORDON / Vice-President: E. L. TAYLOR, K.C.
 Managing Director: J. W. W. STEWART / Secretary and Actuary: J. A. MACFARLANE, A.I.A.
 HEAD OFFICE WINNIPEG

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



L'UNION
 Fire Insurance Company, Limited, of PARIS, FRANCE
 Capital fully subscribed, 25% paid up \$ 2,000,000.00
 Fire Reserve Fund 4,919,900.00
 Available Balance from Profit and Loss Account 206,489.00
 Total Losses paid to 31st December, 1915..... 90,120,000.00
 Net premium income in 1915 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 425,000,000
 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 West is Prosperous
 Never before have crops in the West been so bountiful. There is now a great harvest of insurance applications to be reaped from the prosperous farmers. Capable and energetic agents can make big incomes representing a live Western Company. Get started now by writing for particulars to
THE WESTERN LIFE ASSURANCE COMPANY
 Head Office .. WINNIPEG
 ADAM REID Managing Director

The Prudential
 made its greatest record during 1915—in the first year of Mutualization—
Over 581 Million Dollars Paid-for Life Insurance Issued and Revived.
The Prudential Insurance Co. of America
 FORREST F. DRYDEN, President. Home Office, NEWARK, N. J.
 Incorporated under the laws of the State of New Jersey 285

