

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

PROFIT RESULTS COUNT

ASK FOR SAMPLES

London Life Insurance Co.

LONDON

Canada

POLICIES "GOOD AS GOLD"



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.

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. P. Stiver.

Liberal contracts offered to general and special agents

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.

**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*

The West is Prosperous

Never before have crops in the West been so
 bountiful. There is now a great harvest of in-
 surance applications to be reaped from the pros-
 perous farmers. Capable and energetic agents
 can make big incomes representing a live West-
 ern Company. Get started now by writing for
 particulars to

**THE WESTERN LIFE
 ASSURANCE COMPANY**

Head Office .. WINNIPEG

ADAM REID

Managing Director

**Agents Wanted**

APPLY FOR PARTICULARS.

**Gresham Life Assurance Society
 LIMITED**

HEAD OFFICE FOR CANADA

Gresham Building ...

Montreal

ESTD. 1848.

ASSETS \$53,000,000