

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 Revenue, over..... 7,900,000
 Government Trustees, over..... 7,000,000 Bonus declared..... 40,850,000
 D. M. McGOUN, Mgr. Claims paid..... 151,000,000
 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

DISTRICT MANAGER WANTED

For the County of Brant, Ont., with headquarters and up-to-date Branch Office in the Royal Bank Building, in the City of Brantford. Apply, stating experience and full particulars to H. A. KENTY, Superintendent of Agencies.

THE CONTINENTAL LIFE INSURANCE COMPANY - TORONTO, ONT.**The Search for Insurance Salesmen**
CONTINUES

For Particulars Write

The British Columbia Life Assurance Company
HEAD OFFICE, VANCOUVER, B.C.

L. W. SHATFORD, M.P.P., President. W. F. CURELL, Secretary.

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*

LARGEST RESERVES—

THE LARGEST RESERVES PUT UP BY ANY COMPANY
 OPERATING IN CANADA SECURE EVERY POLICYHOLDER OF

THE NORTHWESTERN LIFE ASSURANCE COMPANY

Head Office: Bank of Nova Scotia Building - WINNIPEG
 OPENING FOR GOOD DISTRICT MANAGER. 8



THE MONARCH LIFE
SECURITY AND SERVICE
MONARCH LIFE
 HEAD OFFICE - WINNIPEG.



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 425,000,000
 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.

AGENTS' ATTENTION**The Western Life Assurance Company**

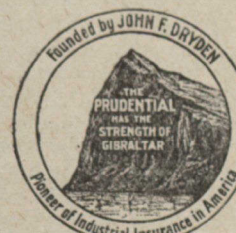
have made the following increases for the quarter ending
 March 31st, over the corresponding period of last year:

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

Prudential Efficiency

The Prudential has always aimed at the best possible service for its policyholders and agents. And the best possible service is the result of efficiency. Simplification of working and accounting methods, constant improvement of policy forms, promptness in payment of claims, steady reduction of expense rate and practical helps for agents are a few of the Prudential's greater efficiency achievements.

Write for particulars of attractive
 agency contract.

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.