

## The Standard Trusts Co.

Head Office ..... 346 Main Street, WINNIPEG

J. T. GORDON, Esq., President  
(President, Gordon, Ironsides & Fares Co. Ltd.)

Authorized Capital.....\$ 1,000,000.00  
Subscribed and Fully Paid ..... 750,000.00  
Reserve..... 450,000.00  
Total Assets..... 16,400,000.00

Acts as Trustee, Executor, Administrator, Guardian, Agent, &c.

Insure your Estate against mismanagement and loss by making your Will appointing this Company your Executor and Trustee. Will forms supplied free. All business of a trust nature transacted.

WILLIAM HARVEY,  
Vice-President and Managing Director

W. E. LUGSDIN,  
Secretary-Treasurer



Head Office GRESHAM BUILDING MONTREAL  
302 St. James Street

PERSONAL ACCIDENT FIDELITY GUARANTEE  
SICKNESS BURGLARY  
LIABILITY (ALL KINDS) LOSS OF MERCHANDISE AND  
AUTOMOBILE PACKAGES THROUGH THE MAIL  
Applications for direct Agencies invited  
F. J. J. STARK, General Manager

## LOOSE LEAF LEDGER-BINDERS

SHEETS and SPECIALTIES

ACCOUNT BOOKS

OFFICE SUPPLIES

All Kinds. Size and Quality Real Value.

## BROWN BROS., LTD.

NEW ADDRESS—  
Cor. Simcoe and Pearl Toronto

# CROWN LIFE

## A Record-Breaking Year

NEW APPLICATIONS, 1915, \$4,008,406,  
Being 16% Over 1914.

TOTAL INSURANCE IN FORCE, \$12,709,832,  
Being Nearly 8% Over 1914.

POLICYHOLDERS' RESERVES, \$1,519,467,  
Being an Increase of nearly 15% over 1914.

AMOUNT PAID POLICYHOLDERS,  
\$120,132.34.

Intending insurers will find our 1915 report very  
interesting. A copy is sent on application.

Agents wanted in unrepresented districts.

## Crown Life Insurance Co., Toronto

G. T. SOMERS, President.

## British Northwestern Fire Insurance Company

Head Office ..... WINNIPEG, Can.

Subscribed Capital \$594,400 Capital Paid-up \$232,400  
Security for Policyholders \$665,000

EDWARD BROWN, President E. E. HALL, Vice-President

F. K. FOSTER, Managing Director

Wm. SMITH, President CHAS. J. HARRISON, Secretary E. B. JOHNSTONE, Managing Director

## THE WESTERN EMPIRE

FIRE & ACCIDENT INSURANCE COMPANY

Authorized Capital ..... \$500,000  
Subscribed Capital ..... \$250,000

Head Office—713 to 717 Somerset Bldg., Winnipeg, Canada

## THE MONARCH LIFE

IS A GOOD COMPANY

President: J. T. GORDON Vice-President: E. L. TAYLOR, K.C., M.P.P.  
Managing Director: J. W. W. STEWART Secretary and Actuary: J. A. MACFARLANE, A.I.A.  
HEAD OFFICE ..... WINNIPEG