



LONDON GUARANTEE AND ACCIDENT COY.

Limited

Head Office for Canada:
TORONTO

Established 1869

Employer's Liability
Elevator
Contract

Personal Accident
Fidelity Guarantee
Internal Revenue

Sickness
Court Bonds
Teams and Automobile

AND FIRE INSURANCE

North American Life

"SOLID AS THE CONTINENT."

PROGRESSIVE.

New Business issued during the year 1915 exceeded that of the previous year by One and a Quarter Millions.
Total Business in Force at December 31st, 1915, amounted to over \$56,200,000.

PROSPEROUS.

Net Surplus Held on Policyholders' Account increased during the year by \$385,927, and now amounts to over \$2,500,000, while Assets amount to over \$15,716,000.
It is a Policyholders' Company, and a very profitable one for any agent to represent.

Numerous good agency openings are available.
Correspond with E. J. HARVEY, Supervisor of Agencies.

North American Life Assurance Company

HOME OFFICE - **TORONTO, ONT.**

EDWARD GURNEY,
President

L. GOLDMAN,
1st Vice-President and Managing Director

A Few 1915 Mutualities!

- First**— An increased interest rate earned on invested assets.
- Second**— A decreased ratio of total expenses to total income.
- Third**— A remarkable reduction in the number of lapsed policies.
- Fourth**— A notable net increase in business which is now over \$100,000,000.
- Fifth**— Astonishing surplus earnings amounting to \$1,158,210.20.
- Sixth**— All round progress and prosperity in spite of war conditions.
- Seventh**— Secure a participating Mutual policy and share in our wonderful surplus earnings.

The MUTUAL LIFE ASSURANCE CO.
Waterloo OF CANADA Ontario

MONEY

or property left for the family should imply that the principal will be invested to yield an income. But is it invested to yield an income? More often it is lost in some foolish venture. This cannot happen to a guaranteed monthly income.

A large sum, when placed in the hands of an inexperienced person, is a temptation and often proves a disadvantage rather than a blessing.

Ask for particulars of the **Monthly Income Policy** issued by

The Great-West Life Assurance Co.

HEAD OFFICE WINNIPEG, MAN.

The Annual Report, just off the press—ask for a copy.

The Imperial Guarantee and Accident Insurance Company of Canada

Head Office: 46 KING ST. W., TORONTO, ONT.

IMPERIAL PROTECTION

Guarantee Insurance, Accident Insurance, Sickness Insurance, Automobile Insurance, Plate Glass Insurance.

A STRONG CANADIAN COMPANY

Paid up Capital	-	-	\$200,000.00.
Authorized Capital	-	-	\$1,000,000.00.
Subscribed Capital	-	-	\$1,000,000.00.
Government Deposits	-	-	\$111,000.

Guardian Assurance Company Limited

Established 1821.

Assets exceed Thirty-Five Million Dollars

Head Office for Canada, Guardian Bldg.,
Montreal

H. M. LAMBERT, Manager. B. B. HARDS, Assistant Manager.

ARMSTRONG & DeWITT, General Agents,
6 Wellington Street East - Toronto

Great North Insurance Co.

Head Office - **CALGARY, Alta.**

OFFICERS

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1st Vice-President ... HON. P. E. LESSARD, M.L.A.
2nd Vice-President, C. F. P. CONYBEARE, D.C.L., K.C.
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Edward J. Fream, Esq. ... Calgary
C. F. P. Conybeare, D.C.L., K.C. ... Lethbridge
W. J. Walker, Esq. ... Calgary
Geo. H. Ross, LL.B., K.C. ... Calgary



Hudson Bay Insurance Co.

Head Office - **VANCOUVER, B.C.**

WM. MACKAY, President.

F. W. WALKER, Vice-President and Manager.

FIRE INSURANCE ONLY

BRANCH OFFICES AT

MONTREAL, TORONTO, WINNIPEG, CALGARY.

AGENTS WANTED AT UNREPRESENTED
TOWNS AND VILLAGES IN CANADA.