



LONDON GUARANTEE AND ACCIDENT COY.

Limited

Head Office for Canada:
TORONTO

Employer's Liability	Personal Accident	Sickness
Elevator	Fidelity Guarantee	Court Bonds
Contract	Internal Revenue	Teams and Automobile

AND FIRE INSURANCE

You Look for Security

Whether with the intention of taking out insurance or associating yourself with some Company, you look for security. The latest figures emphasize the unexcelled financial position of this Company.

Business in Force over.....\$59,600,000
Assets over.....16,400,000
Net Surplus.....2,600,000

These are reasons why the Company is known as

"SOLID AS THE CONTINENT"

North American Life Assurance Co.

HEAD OFFICE - TORONTO, ONT.

Participating Life Policies Pay If they are Mutual Policies

THE NEVER-ENDING DISCUSSION—"WHICH IS THE MORE ECONOMICAL?—LIFE INSURANCE WITH OR WITHOUT PROFITS," MAY BE SUMMED UP IN A WORD—IT DEPENDS ON THE PROFIT-EARNING POWER OF THE COMPANY ISSUING THEM! POLICIES MAY BE PURCHASED IN THE MUTUAL LIFE OF CANADA EITHER ON THE PARTICIPATING OR THE NON-PARTICIPATING PLAN. THE LATTER IS CHEAPER AT THE OUTSET, BUT WE HAVE FOUND BY LONG EXPERIENCE THAT THE PARTICIPATING POLICY TURNS OUT IN THE END TO BE THE CHEAPER. IF THE DIVIDENDS ARE USED TO REDUCE THE PREMIUMS, IN A FEW YEARS THE PREMIUMS BECOME LESS THAN THOSE PAYABLE ON NON-PARTICIPATING CONTRACTS.

The Mutual Life Assurance Co. of Canada
Waterloo Ontario

Assurances, \$109,645,581. Assets, \$29,361,963. Surplus, \$4,595,151.

FOUR FEATURES

each of importance to those considering Life Insurance, are clearly shown in the Report for 1916 of The Great-West Life Assurance Company.

1. THE STRENGTH OF THE COMPANY—the unquestioned excellence of the investments and their profitable nature.
2. THE PROMINENCE OF THE COMPANY—for ten successive years leading all Canadian Companies in the amount of business written in Canada.
3. THE ECONOMY OF THE COMPANY—exceptionally low expense rates.
4. THE POPULARITY OF THE COMPANY—clearly proven by the record Business written and the record business **gained**.

The Great-West Life Assurance Co.

DEPT. "F"
HEAD OFFICE : : WINNIPEG
Ask for a copy of the Report.

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. E. HARDS, Assistant Manager.

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

ACCOUNT BOOKS LOOSE LEAF LEDGERS BINDERS, SHEETS AND SPECIALTIES

Full Stock or Special Patterns made to order

PAPER, STATIONERY, OFFICE
SUPPLIES

All Kinds, Size and Quality, Real Value

BROWN BROS., LTD.
Simcoe and Pearl Streets - TORONTO

Great North Insurance Co.

HEAD OFFICE, I.O.O.F. BLOCK, CALGARY, ALBERTA
THE COMPANY WITH A RECORD

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