

WHAT COULD BE MORE POPULAR?

The life agent should be able to assure his prospect of the safety of his company and of the fairness of its management. But even that is not enough. He should furnish proof of his company's progressiveness in adopting ideas and plans which will be of greatest advantage to assurers. Here is where the Canada Life has for many years been a leader. The new

CANADA LIFE MONTHLY PENSION POLICY

its latest contract, is the very last world in up-to-date, desirable Life Insurance.

It ensures the holder's comfort in his latter days and it protects his family.

If you are seeking a connection write to the

CANADA LIFE ASSURANCE COMPANY

HERBERT C. COX,

President and General Manager.

The Imperial Guarantee

AND ACCIDENT INSURANCE CO., OF CANADA

Head Office: 46 King Street W.,

TORONTO, Ont.

A Strong Canadian Company.

ACCIDENT AND SICKNESS INSURANCE
GUARANTEE BONDS

PLATE GLASS AND AUTOMOBILE INSURANCE

E. WILLANS,

General Manager.

FRANK W. COX,

Secretary.

The London Mutual Fire

INSURANCE COMPANY

Established 1859

Head Office - - - TORONTO

Assets - - - - \$863,554.52

Surplus to Policyholders - 433,061.40

Losses Paid - - - over \$8,000,000.00

PROVINCE OF QUEBEC BRANCH

W. J. CLEARY,
Provincial Manager

R. de GRANDPRE,
Inspector

17 St. John Street, MONTREAL

The WATERLOO Mutual Fire Insurance Co.

ESTABLISHED IN 1863

HEAD OFFICE : WATERLOO, ONT.

TOTAL ASSETS 31st DEC., 1914, \$898,000.00

POLICIES IN FORCE IN WESTERN ONTARIO OVER 20,000

WM. SNIDER, President, **GEORGE DIEBEL,** Vice-President

ARTHUR FOSTER
Inspector

THE CANADA NATIONAL FIRE INSURANCE COMPANY

HEAD OFFICE: WINNIPEG, MAN.

A Canadian Company Investing Its Funds In Canada

APPLICATIONS FOR AGENCIES INVITED



Transacts:

PERSONAL ACCIDENT
SICKNESS
LIABILITY (all kinds)
AUTOMOBILE

FIDELITY GUARANTEE
BURGLARY and
LOSS OF MERCHANDISE and
PACKAGES THROUGH THE MAIL
INSURANCE

Applications for direct Agencies invited.

ELECTRICAL BANK and STORE PROTECTION
SPRINKLER SUPERVISORY SERVICE
NIGHT WATCHMEN'S SIGNAL and FIRE ALARM SYSTEMS

Head Office, GRESHAM BUILDING
302 ST. JAMES STREET MONTREAL
F. J. J. STARK, General Manager.