



## LONDON GUARANTEE AND ACCIDENT COY.

Limited

ESTABLISHED 1869

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

## THEY ARE POPULAR

The Seal of Public Approval is stamped-upon North American Life Policies.

During 1915, Policies were issued for over \$9,100,000—the largest single year's Business in the history of the Company, and a 15% increase over that for 1914.

Liberal, up-to-date policy contracts, backed by a Company of unquestioned strength and integrity, make it an ideal one for any agent to represent.

**SOME GOOD AGENCY OPENINGS ARE AVAILABLE.**

Correspond with E. J. HARVEY, Supervisor of Agencies.

## North American Life Assurance Co.

HOME OFFICE - TORONTO, ONT.

EDWARD GURNEY,  
President

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

## Why I should select a Mutual Policy!

**FIRST**—Because in a mutual company the assets are the sole property of the policy-holders.

**SECOND**—Because in a mutual company ALL of the profits go to the policy-holders: not 90% or 95%, but THE WHOLE.

**THIRD**—Because in a mutual company the executive is directly responsible to the policy-holders: ALL the directors are policy-holders' directors.

**FOURTH**—Because mutual companies hold the record for stability.

**FIFTH**—Because mutual companies have all the "safety-first" features of stock companies with mutuality thrown in.

**SIXTH**—Because the largest American companies are already mutual or seriously considering mutualization, and already more than one-half of legal reserve insurance is mutual.

**SEVENTH**—Because mutual companies are not built up in the interest of the FEW, but of the MANY.

THEREFORE, I WILL TAKE FOR MINE

## The MUTUAL LIFE ASSURANCE CO.

Waterloo OF CANADA Ontario

Canada's Only Mutual

## A Wedding Present

that will be appreciated better than jewellery or silverware is a Life Insurance Policy arranged so as to mature on the Twentieth Anniversary.

**YOUNG MAN**, when buying the license, do not forget to take out a Life Insurance Policy. It will mean a Systematic Savings Bank, compound interest, affectionate protection.

We can arrange a suitable policy. Rates and full information gladly given on application to

## The Great-West Life Assurance Co.

HEAD OFFICE .... WINNIPEG

## 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

President and Manager	... W. J. WALKER, Esq.
1st Vice-President	... Hon. P. B. LESSARD, M.L.A.
2nd Vice-President	... C. F. P. CONYBEARE, D.C.L., K.C.
Secretary	... A. H. MELLOR, Esq.

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## 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.