



**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**

ESTABLISHED 1869

### 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.

## SIMPLICITY FIRST

is about as important in your life assurance as "Safety First," because a contract that is not simple to understand may not be safe for your particular purpose.

The life assurance policy of the future must be an attractive and exactly worded contract, but above all CLEAR and SIMPLE — the new policy standard as set by

**The Sovereign Life Assurance Co. of Winnipeg**

## 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,**  
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## Living Under The Shadow of War

In these dark and uncertain days, only the very best judgment should be employed in selecting investments. Sobered by the lessons of the war, sensible men and women have relinquished schemes to get rich quick by means of speculative securities and they now prefer safe investments yielding moderate interest to questionable ones with high rates. Beneficiaries under insurance policies are often perplexed as to how to invest their moneys safely and profitably, but the continuous monthly income policy, payable in monthly instalments throughout life, and for twenty years certain, solves the problem completely. It constitutes an automatic safe investment and is issued by

**The Mutual Life Assurance Co. of Canada**  
Waterloo    Ontario  
E. P. CLEMENT, K.C.,    GEO. WEGENAST,  
President.    Managing Director.

## TO SALARIED MEN

Send for the pamphlet "Our Savings" issued by The Great-West Life Assurance Company.

It shows that a suitable Life Policy offers the surest way of providing a competence for old age—while at the same time assuring the comfort of dependent ones—should untimely death occur.

Ask a Great-West Policyholder what he thinks of his policy.

Some 65,000 Policyholders have shown that they consider The Great-West Policies the best available.

**The Great-West Life Assurance Co.**  
DEPT. "F"  
HEAD OFFICE : WINNIPEG  
Send for a Vest Pocket Memo Book—free on request.


## 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.

## Great North Insurance Co.

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



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