



**LONDON  
GUARANTEE AND  
ACCIDENT COY.**

Limited  
Head Office for Canada:  
**TORONTO**  
Established 1869

**EMPLOYER'S LIABILITY  
PERSONAL ACCIDENT  
SICKNESS  
BURGLAR  
ELEVATOR**

**FIDELITY GUARANTEE  
COURT BONDS  
CONTRACT  
INTERNAL REVENUE  
TEAMS AND AUTOMOBILE**

D. W. ALEXANDER, Manager for Canada

**FINANCIAL STABILITY**

Under the stress of the present temporary depression the supreme strength of the financial basis which the North American Life Assurance Co. has built up remains invulnerable.

This is an important consideration. To this may be added a careful and progressive management, liberal policy contracts, good field opportunities and every encouragement to agents.

**North American Life  
Assurance Company**

"SOLID AS THE CONTINENT."

Head Office: **TORONTO, CANADA**

**THE VERDICT OF A CHURCH**

We, the Official Board of the Central Methodist Church, wish to express our entire satisfaction with results of Endowment Policies issued on members of our church, which recently matured with your Company. We find, after having protection for 20 years free, you have returned all premiums paid with interest of approximately 4% compound. Convey to the officials our gratitude for the splendid management that makes such splendid results possible. Wishing your Company continued prosperity, we are,

Faithfully yours,  
(Sgd.) Trustee Board Central Methodist Church.  
W. E. PESCOTT, Pastor.  
S. B. BEST, Treasurer.  
M. J. WIGLE, Rec. Secy.

Windsor, Ont., Dec. 20, 1914.

**The MUTUAL LIFE ASSURANCE CO.  
OF CANADA**  
Waterloo ..... Ontario

**Guardian Assurance Company  
Limited** - Established 1821.

Assets exceed Thirty-Two 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

**The Prudential Life Insurance  
Company**

Head Office - **Winnipeg, Man.**

We issue Liberal Policy Contracts on all approved plans.

In the large increase of reinstatements for 1913 over previous years is found evidence of the public favor enjoyed by The Prudential Life.

Some good agencies are open for High-Class Men.

G. H. MINER,  
MANAGING DIRECTOR.

This is a typical Policy Result—one of hundreds appearing in the 1915 profit booklet recently issued by The Great-West Life Assurance Company.

Plan: 20 Year Endowment.  
Amount: \$1,000. Issued 1895.  
Matures 1915. Age: 26.  
Premium: \$47.34.

Total Cash Value of Policy in 1915... \$1,577.00  
Total of Premiums paid ..... 946.80

Return in excess of Premiums paid... \$ 630.20  
Or over 4½% compound interest on the investment in addition to the protection.

The booklet also gives present rates and guarantees. Write to The Great-West Life, Winnipeg, for a copy.

**The Imperial  
Guarantee & 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 Deposit	\$111,000

**Hudson Bay Insurance Co.**

Head Office **VANCOUVER, B.C.**  
J. R. BERRY, President. C. E. BERG, General Manager.

Authorized Capital	\$2,000,000.00
Subscribed Capital	872,400.00
Paid-up Capital	188,080.00
Net Cash Surplus	107,041.60
SECURITY TO POLICYHOLDERS	979,441.60

**A STRICTLY CANADIAN COMPANY**

PARKES, McVITTIE & SHAW, Managers for Ontario  
26 Wellington Street East ..... Toronto, Ont.