



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

SUCCESS AND PROGRESS

These are two outstanding features of the history of the North American Life over the past 30 years.

Year	Income	Payments to Policyholders	Assets	Insurance in Force
1885	153,401	38,016	343,746	4,849,287
1895	581,478	105,712	2,300,518	15,779,385
1905	1,660,064	538,827	6,968,014	37,580,047
1915	2,749,951	1,386,025	15,716,889	56,245,318

This is a rapidly growing institution and offers an attractive opportunity for a live agent.

North American Life Assurance Co.

"Solid as the Continent"

HEAD OFFICE - TORONTO, ONT.

THE MUTUAL'S GOLDEN YEAR—1916

"WITH AGGRESSIVE BUSINESS METHODS THERE HAS BEEN COMBINED SUCH A DUE REGARD FOR ECONOMY THAT OUR RATIO OF EXPENSE TO INCOME, ALREADY LOW, HAS BEEN STILL FURTHER REDUCED—WITH A FALLING MARKET FOR THE INVESTMENT OF FUNDS WE ARE STILL ABLE TO REPORT AN INCREASE IN THE RATE OF INTEREST EARNED—WITH TIMES SOMEWHAT HARD AND MONEY SOMEWHAT TIGHT, WE HAVE TO REPORT A LOWER LAPSE RATIO THAN LAST YEAR, AND WITH GOOD INVESTMENTS INCREASINGLY DIFFICULT TO GET, WE STILL SHOW A MAGNIFICENT SURPLUS."

President Clement, at the Annual Meeting.

The MUTUAL LIFE ASSURANCE CO.
Waterloo OF CANADA Ontario

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

Judge by Results

There must be some good reason why The Great-West Life Assurance Company wrote over twenty-five Millions of Insurance during 1916—and now has a Business in force of over \$133,000,000.

The reason is—the proven VALUE of the Great-West Policies. High interest earnings on investments, and low operating expenses, have effected remarkable Results for Policyholders.

Ask for personal rates, stating age.

The Great-West Life Assurance Co.

DEPT. "F"

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. 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

OFFICERS

President and Manager ... W. J. WALKER, Esq.
1st Vice-President ... Hon. P. E. LESSARD, M.L.A.
2nd Vice-President, Hon. ALEX. C. RUTHERFORD, K.C.
3rd Vice-President ... EDWARD J. FREAM, Esq.
Secretary ... A. H. MELLOR, Esq.

AUDITORS

Edwards, Morgan & Co. ... Calgary

DIRECTORS

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