

## **WAR EXTRA**

No extra premium for service with Canadian Contingents, while in Canada and Great Britain.

Reasonable extras for Active Service elsewhere.

Special terms to non-combatant members of Contingents.

**GRESHAM LIFE ASSURANCE SOCIETY, Limited** ESTABLISHED 1848

FUNDS \$53,000,000

**GRESHAM BUILDING, Montreal**

## **Endowments of The Mutual of Canada.**

Dejected speculators in mining stocks, real estate bargains, oil shares, etc., bestrew the landscape thick as autumn leaves these days. Their hopes have fallen "thick in the blast."

The lucky man to-day is the one who invested his money in Mutual Life Endowment policies! These combine household protection with a safe and remunerative investment.

Each \$100.00 invested has produced all the way from \$127.00 to \$193.00, according to the term of the endowment, exclusive of the insurance feature.

Mutual Life endowments are the very thing to buy and to SELL in days of panic and in war-time.

**The Mutual Life Assurance Co.**  
Of Canada,

WATERLOO - - - ONTARIO

## **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,**

**FRANK W. COX,**

General Manager.

Secretary.

PROVINCE OF QUEBEC { To Wit :-  
CITY OF MONTREAL

IN THE MATTER of the appointment of a Provincial Manager by the **CONTINENTAL LIFE INSURANCE COMPANY, HEAD OFFICE, TORONTO**

**GEORGE B. WOODS, President.**

**CHARLES H. FULLER, Secretary**

## **The WATERLOO Mutual Fire Insurance Co.**

ESTABLISHED IN 1863

HEAD OFFICE : WATERLOO, ONT.

TOTAL ASSETS 31st DEC., 1911, \$772,000.00

POLICIES IN FORCE IN WESTERN ONTARIO OVER 30,000

**WM. SNIDER, President.**

**GEORGE DIEBEL, Vice-President**

**FRANK HAIGHT,  
Manager**

**ARTHUR FOSTER  
Inspector**

Organized 1850

**THE UNITED STATES LIFE INSURANCE COMPANY**

ISSUES GUARANTEED CONTRACTS

**JOHN P. MUNN, M.D.**  
PRESIDENT

FINANCE COMMITTEE  
**CLARENCE H. KELSEY**  
*Pres. Title Guaranty and Fidelity Co.*  
**WILLIAM H. PORTER**  
*Banker*  
**EDWARD TOWNSEND**  
*Pres. Insurance Co. Trades Nat. Bank*

Good men, whether experienced in life insurance or not, may make direct contracts with this company, for a limited territory if desired, and secure for themselves, in addition to first year's commission, a renewal interest insuring an income for the future. Address the Company at its Home Office, No. 277 Broadway, N. Y.

## **BRITISH COLONIAL FIRE INSURANCE COMPANY**

Office: **ROYAL BUILDING, 2 Place d'Armes, - Montreal.**

**STRONG AS THE STRONGEST**  
Agents wanted in Unrepresented Districts

President: **HON. C. E. DUBORD**

Director and Secretary: **THEODORE MEUNIER**

Manager: **H. W. THOMSON.**

INSPECTORS.

**GAVIN BROWN, Jr.,** 51 Yonge Street, Toronto, Ontario.

**R. T. BROWN,** P. O. Box 849, Regina, Sask.

**B. A. CHARLEBOIS,** P. O. Box 208, Montreal, Que.