



## LONDON GUARANTEE AND ACCIDENT COY. Limited

Head Office for Canada:  
**TORONTO**

Established 1869

Employer's Liability	Personal Accident	Sickness
Elevator	Fidelity Guarantee	Court Bonds
Contract	Internal Revenue	Teams and Automobile

**AND FIRE INSURANCE**

## Business Permanency

One of the greatest contributors to the permanency of a business is partnership insurance.

A North American Life partnership policy will establish a high degree of credit, and safeguard your business in any eventuality, be it financial stringency or death.

The numerous advantages which this form of policy offers will be explained by any representative, or upon direct communication with

## North American Life Assurance Company

"SOLID AS THE CONTINENT."

Head Office: **TORONTO, CANADA**

## The Mutual's Red Letter Year \$100,000,000

The Mutual Life of Canada now ranks among the few nine-figure Canadian Life Companies (31-12-1915).

After forty-six years of quiet but steady progress The Mutual has on its books one hundred millions of strictly high class business.

This result is noteworthy because the Company has never for a moment failed to make increase in business secondary to quality of service.

Twenty-six years were required to reach the first twenty millions; only eight years for the second twenty, five for the third and three each for the fourth and fifth, making one hundred millions.

It needs no prophet to forecast the future of

## The MUTUAL LIFE ASSURANCE CO.

**Waterloo OF CANADA Ontario**

"Known as Canada's Only Mutual."

Assets, \$76,000,000

Assurances, \$100,000,000

## Our Agency Force

alone participates in the benefit of a Great-West Life contract, as we do not accept business from any other source.

For the past NINE years our Agents have written yearly more business in Canada than the Agency force of any other Company.

## The Great-West Life Assurance Co.

HEAD OFFICE ..... WINNIPEG

1916 Desk Calendar—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.

## 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

## Great North Insurance Co.

Head Office - **CALGARY, Alta.**

### OFFICERS

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

### DIRECTORS

Hon. Alex. Rutherford, B.A., LL.D., B.C.L.,	South Edmonton
Hon. P. E. Lessard, M.L.A.	Edmonton
F. A. Walker, M.L.A.	Port Saskatchewan
Edward J. Fream, Esq.	Calgary
C. F. P. Conybeare, D.C.L., K.C.	Lethbridge
W. J. Walker, Esq.	Calgary
Geo. H. Ross, LL.B., K.C.	Calgary



## 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.