



**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

THEY ARE POPULAR

The Seal of Public Approval is stamped upon North American Life Policies.

During 1915, Policies were issued for over \$9,100,000—the largest single year's Business in the history of the Company, and a 15% increase over that for 1914.

Liberal, up-to-date policy contracts, backed by a Company of unquestioned strength and integrity, make it an ideal one for any agent to represent.

SOME GOOD AGENCY OPENINGS ARE AVAILABLE.

Correspond with E. J. HARVEY, Supervisor of Agencies.

North American Life Assurance Co.
HOME OFFICE - TORONTO, ONT.
EDWARD GURNEY, President L. GOLDMAN, 1st Vice-President and Managing Director

RETURNING CONFIDENCE

The storm is the test of the ship. The strength of the Empire is being tested by the fiercest gale that every blew.

With the nation the institutions that compose it have suffered; not one financial organization has escaped.

The Life Insurance companies of England and Canada are being tested and tried but are not found wanting.

The Mutual of Canada, for instance, has not only held its own but has made substantial progress during every day of the war.

The wave of returning confidence finds The Mutual of Canada on the crest, stronger and more prosperous than ever.

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

E. P. CLEMENT, Assurance in force, \$100,000,000 GEORGE WEGENAST,
President. Assets \$ 27,000,000 Managing Director.

Fire Insurance

is an acknowledged factor in ordinary business affairs. The directing mind is as valuable as the mill and machinery.

Brains cannot be rebuilt, nor can a substitute for lost experience be recovered. Life Insurance then is even more necessary than Fire Insurance.

For full information of our many attractive plans, write, giving date of birth to

The Great-West Life Assurance Co.
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

Great North Insurance Co.
Head Office - CALGARY, Alta.



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FIRE INSURANCE ONLY

BRANCH OFFICES AT
MONTREAL, TORONTO, WINNIPEG, CALGARY.

AGENTS WANTED AT UNREPRESENTED
TOWNS AND VILLAGES IN CANADA.