



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

North American Life
 "SOLID AS THE CONTINENT."
PROGRESSIVE.
 New Business issued during the year 1915 exceeded that of the previous year by One and a Quarter Millions.
 Total Business in Force at December 31st, 1915, amounted to over \$86,200,000.
PROSPEROUS.
 Net Surplus Held on Policyholders' Account increased during the year by \$385,927, and now amounts to over \$2,500,000, while Assets amount to over \$15,716,000.
 It is a Policyholders' Company, and a very profitable one for any agent to represent.
 Numerous good agency openings are available.
 Correspond with E. J. HARVEY, Supervisor of Agencies.
North American Life Assurance Company
 HOME OFFICE - TORONTO, ONT.
 EDWARD GURNEY, President
 L. GOLDMAN, 1st Vice-President and Managing Director

A Few 1915 Mutualities!

- First**— An increased interest rate earned on invested assets.
- Second**— A decreased ratio of total expenses to total income.
- Third**— A remarkable reduction in the number of lapsed policies.
- Fourth**— A notable net increase in business which is now over \$100,000,000.
- Fifth**— Astonishing surplus earnings amounting to \$1,158,210.20.
- Sixth**— All round progress and prosperity in spite of war conditions.
- Seventh**— Secure a participating Mutual policy and share in our wonderful surplus earnings.

The MUTUAL LIFE ASSURANCE CO.
 Waterloo OF CANADA Ontario

SPECIMEN POLICIES

Those contemplating Life Insurance and desiring to see the precise terms of suitable Policies are invited to write to The Great-West Life (stating date of birth)—when Specimen Policies—identical with the regular issues—will be mailed.

The wide popularity of the Great-West Policies attests their value. Over \$119,000,000 in force.

The Great-West Life Assurance Co.
 HEAD OFFICE WINNIPEG, MAN.
 Ask for a vest pocket memo book—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.

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Hudson Bay Insurance Co.
 Head Office - VANCOUVER, B.C.
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 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.