

# WHAT COULD BE MORE POPULAR?

The life agent should be able to assure his prospect of the safety of his company and of the fairness of its management. But even that is not enough. He should furnish proof of his company's progressiveness in adopting ideas and plans which will be of greatest advantage to assurers. Here is where the Canada Life has for many years been a leader. The new

## CANADA LIFE MONTHLY PENSION POLICY

its latest contract, is the very last word in up-to-date, desirable Life Insurance. It ensures the holder's comfort in his latter days and it protects his family. If you are seeking a connection write to the

## CANADA LIFE ASSURANCE COMPANY

**HERBERT C. COX,**  
*President and General Manager.*

### 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.*

### The London Mutual Fire

INSURANCE COMPANY  
Established 1859

Head Office - - - TORONTO

Assets	- - - -	\$863,554.52
Surplus to Policyholders	- - - -	433,061.40
Losses Paid	- - - over	\$8,000,000.00

PROVINCE OF QUEBEC BRANCH

**W. J. CLEARY,** **R. de GRANDPRE,**  
*Provincial Manager* *Inspector*  
17 St. John Street, MONTREAL

### The WATERLOO Mutual Fire Insurance Co.

ESTABLISHED IN 1863

HEAD OFFICE : WATERLOO, ONT.

TOTAL ASSETS 31st DEC., 1914, \$899,000.00  
POLICIES IN FORCE IN WESTERN ONTARIO OVER 20,000

**WM. SNIDER,** President, **GEORGE DIEBEL,** Vice-President  
**ARTHUR FOSTER**  
Inspector

### THE CANADA NATIONAL FIRE INSURANCE COMPANY

HEAD OFFICE: WINNIPEG, MAN.

A Canadian Company Investing Its Funds in Canada

APPLICATIONS FOR AGENCIES INVITED



**Transacts:**  
PERSONAL ACCIDENT FIDELITY GUARANTEE  
SICKNESS BURGLARY and  
LIABILITY (all kinds) LOSS OF MERCHANDISE and  
AUTOMOBILE PACKAGES THROUGH THE MAIL  
INSURANCE

Applications for direct Agencies invited.

ELECTRICAL BANK and STORE PROTECTION  
SPRINKLER SUPERVISORY SERVICE  
NIGHT WATCHMEN'S SIGNAL and FIRE ALARM SYSTEMS

Head Office, GRESHAM BUILDING MONTREAL  
502 ST. JAMES STREET  
**F. J. J. STARK,** General Manager.