



## 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, \$26,800,000

Assurances, \$100,000,000

## YOU ARE ASSURED

of a cordial reception when you state that you represent The Great-West Life. The unequalled results to its policyholders is well known—a fact that its Agents found of great assistance to them in 1915 in again writing a larger business in Canada than the Agency force of any other Company.

Ask for particulars.

## 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. B. HARDS, Assistant Manager.

**ARMSTRONG & DeWITT, General Agents,**  
6 Wellington Street East - Toronto

## Merchants Casualty Co.

Head Office: Winnipeg, Man.

The most progressive company in Canada. Operating under the supervision of the Dominion and Provincial Insurance Departments. Embracing the entire Dominion of Canada.

### SALESMEN NOTE

Our accident and health policy is the most liberal protection ever offered for a premium of \$1.00 per month.



Covers over 2,500 different diseases. Pays for six months for sickness and two years for accident. Liberal indemnities for accidental death, total disability, quarantine, operations, death of beneficiary and children of the insured.

Good Openings for Live Agents

Eastern Head Office...1 Adelaide St. E., Toronto  
Home Office...Electric Railway Chambers,  
Winnipeg Man.

## 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.