



ESTABLISHED 1869

LONDON GUARANTEE AND ACCIDENT COY.

Limited

Head Office for Canada:
TORONTOEmployer's Liability
Elevator
ContractPersonal Accident
Fidelity Guarantee
Internal RevenueSickness
Court Bonds
Teams and Automobile

AND FIRE INSURANCE

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,
PresidentL. 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
President. Assets \$ 27,000,000 GEORGE WEGENAST,
Managing Director.

A PERSONAL FINANCIAL PROBLEM

You carry Life Insurance?

But do you carry SUFFICIENT? Sufficient to care for the permanent needs of those you may leave behind?

The average insured person carries about \$1,500.

Give quiet thought to this matter. Then look into the Plans of the Company that has, by its very prominence, proved its ability to provide the best to be obtained in Life Insurance—

The Great-West Life Assurance Co.

DEPT. "F"

HEAD OFFICE

WINNIPEG

Over \$119,000,000 now in force.

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

Merchants Casualty Co.

Head Office: Winnipeg, Man.

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