



## LONDON GUARANTEE AND ACCIDENT COY.

Limited

Head Office for Canada:  
TORONTO

Established 1869

EMPLOYER'S LIABILITY  
PERSONAL ACCIDENT  
SICKNESS  
BURGLAR  
ELEVATOR

FIDELITY GUARANTEE  
COURT BONDS  
CONTRACT  
INTERNAL REVENUE  
TEAMS AND AUTOMOBILE

D W ALEXANDER, Manager for Canada

## "SOLID AS THE CONTINENT"

Every year shows a marked increase in the number of policies for large amounts placed with the North American Life.

The fact is significant.

It proves that the Company's financial standing and business methods stand the test of expert scrutiny.

## North American Life Assurance Company

Head Office: - TORONTO, CAN.

## "MUTUALIZATION"

A long word, and significant. One of the largest life companies in the world, having a business of \$2,500,000,000, is being changed from a stock to a **mutual** basis.

One more argument, if one were needed, in favor of the **mutual** system. So much desired is the change in the above instance that the policyholders are paying the stockholders \$910 for each \$100 share.

The Mutual of Canada has been conducted on a **mutual** basis from its inception in 1869. It is the only Canadian Company established on this ideal system. A company of policyholders, conducted by policyholders, for policyholders.

## The MUTUAL LIFE ASSURANCE CO. OF CANADA

Waterloo ..... Ontario

## THE OCCIDENTAL FIRE INSURANCE CO.

Head Office - WAWANESA, Man.

R. M. MATHESON,  
PRESIDENT.

S. H. HENDERSON,  
VICE-PRESIDENT.

A. F. KEMPTON,  
SEC. AND MGR.

C. D. KERR,  
TREASURER.

Subscribed Capital ... .. \$500,000.00

Paid-Up Capital ... .. 169,073.06

Security to Policy-Holders ... 678,047.05

Full Deposit with Dominion Government

## The Prudential Life Insurance Company

Head Office - Winnipeg, Man.

We issue Liberal Policy Contracts on all approved plans.

In the large increase of reinstatements for 1913 over previous years is found evidence of the public favor enjoyed by The Prudential Life.

Some good agencies are open for High-Class Men.

G. H. MINER,  
MANAGING DIRECTOR.

A Commercial Traveller, making a substantial income, and spending it, was repeatedly urged to take Life Insurance. But a careless thought that "some other day" would do made him postpone a decision.

On a recent trip he developed typhoid fever and died, leaving his widow and small children entirely dependent upon the benevolence of friends. Nothing but his light-hearted thoughtlessness to blame.

Guard against the grim chances of life by adequate Life Insurance. Ask the Great-West Life of Winnipeg, a strong Company, (known for its remarkable results to Policyholders) for rates on suitable Plans.

## The Imperial Guarantee & 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 Deposit	-	-	\$111,000

## Opportunity is Beckoning

to the Life Underwriter of today as never before. Concrete facts of present conditions replace theoretical arguments. Stocks are realizable only at heavy loss, and real estate unsaleable. The only investment worth One Hundred Cents on the Dollar is Life Insurance. Field men, get busy, and make good, with an Agency in the

## Federal Life Assurance Co.

Head Office - HAMILTON, Ont.