



LONDON GUARANTEE AND ACCIDENT COY. Limited

Head Office for Canada:
TORONTO

Established 1869

EMPLOYER'S LIABILITY
PERSONAL ACCIDENT
SICKNESS
BURGLARY
ELEVATOR

FIDELITY GUARANTEE
COURT BONDS
CONTRACT
INTERNAL REVENUE
TEAMS AND AUTOMOBILE

D. W. ALEXANDER, Manager for Canada

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

THEORY VERSUS PRACTICE

A substantial portion of every investor's funds should be put into life insurance, so that no matter what happens to himself or his investments there will be satisfactory provision for his dependents.

Insurance men and financiers recognize these facts, and yet the families of many of these are very inadequately protected by means of well-placed life insurance policies.

Let us not be hearers only, but doers. We preach—let us practise. Allowing for liabilities, what is the net amount of our insurance protection? We should look this up, and if there is a deficiency, a policy should be taken in

**The MUTUAL LIFE ASSURANCE CO.
OF CANADA**

Waterloo Ontario

Those contemplating Life Insurance are invited to examine the attractive features of the Automatic paid-up and Endowment Profit options applying under the participating Plans of The Great-West Life.

A recent amendment of these provisions adds still further to their interest and value.

The Great-West Life Assurance Co.

HEAD OFFICE ... WINNIPEG

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-Two 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.

OFFICERS

President and Manager ... W. J. WALKER, Esq.
1st Vice-President ... Hon. P. E. LESSARD, M.L.A.
2nd Vice-President, C. F. P. CONYBEARE, D.C.L., K.C.
Secretary ... A. H. MELLOR, Esq.

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F. A. Walker, M.L.A. ... Port Saskatchewan
Edward J. Fream, Esq. ... Calgary
C. F. P. Conybeare, D.C.L., K.C. ... Lethbridge
W. J. Walker, Esq. ... Calgary
Geo. H. Ross, LL.B., K.C. ... Calgary



Hudson Bay Insurance Co.

Head Office VANCOUVER, B.C.

J. R. BERRY, President. C. E. BERG, General Manager.

Authorized Capital	\$2,000,000.00
Subscribed Capital	872,400.00
Paid-up Capital	188,080.00
Net Cash Surplus	107,041.60
SECURITY TO POLICYHOLDERS	979,441.60

A STRICTLY CANADIAN COMPANY

PARKES, McVITTIE & SHAW Managers for Ontario
26 Wellington Street East Toronto, Ont.