



## 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.

Not long ago a well-known lawyer was invited to apply for \$10,000 of Life Insurance.

He said he would—later on. He was asked again and yet again. Still the same unbusiness-like procrastination.

Without warning, the lawyer fell sick and died, leaving his estate in grave disorder.

¶ The point is—few men REFUSE Life Insurance. They simply fritter along until too late.

Avoid this foolish error. Let The Great-West Life of Winnipeg, a strong Company (well known for its large business and splendid results to policyholders) show you how little it will cost you to obtain protection. At the same time ask for a useful Memorandum Book.

## 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

## SIMPLICITY FIRST

is about as important in your life assurance as "Safety First," because a contract that is not simple to understand may not be safe for your particular purpose.

The life assurance policy of the future must be an attractive and exactly worded contract, but above all CLEAR and SIMPLE—the new policy standard as set by

The Sovereign Life Assurance Co.  
of Winnipeg