



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.

Endowments of the Mutual of Canada

Dejected speculators in mining stocks, real estate bargains, oil shares, etc., bestrew the landscape thick as autumn leaves these days. Their hopes have fallen "thick in the blast."

The lucky man to-day is the one who invested his money in Mutual Life Endowment Policies! These combine household protection with a safe and remunerative investment.

Each \$100.00 invested has produced all the way from \$127.00 to \$193.00, according to the term of the endowment, exclusive of the insurance feature.

Mutual Life endowments are the very thing to buy and to sell in days of panic and in war-time.

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.

SAID A WELL-KNOWN FINANCIER:

"Never before has the world had such a demonstration of the wisdom of carrying Life Insurance Policies."

That well-known financier carries heavy Insurance in The Great-West Life, knowing, as so many know, that The Great-West Plans offer the utmost in Life Insurance value.

The Great-West Life Assurance Co.

HEAD OFFICE ... WINNIPEG

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.

THE MERCANTILE FIRE INSURANCE COMPANY

Incorporated 1875

All Policies Guaranteed by the LONDON AND LANCASHIRE FIRE INSURANCE COMPANY OF LIVERPOOL.

THE WESTERN EMPIRE FIRE & ACCIDENT INSURANCE COMPANY

WM. SMITH,
President

CHAS. J. HARRISON,
Secretary

E. B. JOHNSTONE,
Acting Manager

Authorized Capital - - - \$500,000

Subscribed Capital - - - \$250,000

Head Office—713 to 717 Somerset Bldg., Winnipeg, Canada