



**LONDON  
GUARANTEE AND  
ACCIDENT COY.  
Limited**  
Head Office for Canada:  
**TORONTO**  
Established 1869

<b>EMPLOYER'S LIABILITY</b>	<b>FIDELITY GUARANTEE</b>
<b>PERSONAL ACCIDENT</b>	<b>COURT BONDS</b>
<b>SICKNESS</b>	<b>CONTRACT</b>
<b>BURGLAR</b>	<b>INTERNAL REVENUE</b>
<b>ELEVATOR</b>	<b>TEAMS AND AUTOMOBILE</b>

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.

It will be a pleasure to describe to any interested enquirer the Policy referred to in the following letter from an Eastern Bank Manager to The Great-West Life:

"I beg to thank you for cheque for Quinquennial Dividend on my Policy with The Great-West Life Assurance Co. This Policy should appeal to business men in particular, for, in addition to the protection which it affords, it is surely an excellent investment, the return in this instance being at the rate of 18.57% on the amount paid in."

State age nearest Birthday.

**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.

WM. SMITH, President	CHAS. J. HARRISON, Secretary	E. B. JOHNSTONE, Acting Manager
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**THE WESTERN EMPIRE  
FIRE & ACCIDENT INSURANCE COMPANY**

Authorized Capital - - -	\$500,000
Subscribed Capital - - -	\$250,000

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