

A Unique Free Insurance Offer

By one of the best known Manufacturing Firms in Canada

HOW IT IS DONE

THE JOHN McPHERSON CO., LIMITED, of Hamilton, Ont., enjoy a reputation as manufacturers of shoes second to none on the continent.



In order that every man and woman in Canada shall become acquainted with our product, we are making a shoe called

“McPherson’s Insurance Shoe”

If your dealer has not got these shoes in stock, drop a postal card direct to the factory with name and post office address, and we will tell you how to procure a pair without inconvenience.



The publisher incurs no liability by the insertion of this Coupon. All communications should be sent to the Insurance Company.

\$500

The Ontario Accident Insurance Co’y

Head Office TORONTO, CANADA

CAPITAL - - \$500,000.00

President and Managing Director: A. J. EASTMURE.
Vice-President: W. H. PEARSON. Secretary: FRANCIS J. LIGHTBOURN

The sum of **FIVE HUNDRED DOLLARS (\$500.00)** will be paid by the above Company to the legal representatives of any person over sixteen and under sixty years of age killed by an accident to any public conveyance of a common carrier, using steam, electricity or cable as a motive power, whilst riding as a ticket bearing or paying passenger, should death result from such accident, independently of all other causes, and occur within ninety days from the happening thereof.

Provided that at the time of such accident the person so killed was the owner of the Handy Note Book, Diary or other Specialty published or issued by the Insurance Specialties Co’y, of Toronto, in which this insurance Coupon is inserted; that such person had duly caused his or her name to be registered at the Head Office of the Insurance Co’y, which is the essence of the contract (and had signed, with his or her usual signature, in ink, in the space provided below) and had paid the fee of ten cents for registration and cost of acknowledgment, and that notice of claim be sent to the Head Office of the Insurance Co’y within fourteen days of the occurrence of the accident, and that such claim be made within twelve months from date of registration of the holder’s name.

This coupon is not transferable, must be produced at the time the claim is made, and no person may claim in respect of more than one Coupon. This insurance is applicable only to accidents occurring in the Dominion of Canada.

A. L. EASTMURE,
President.

F. J. LIGHTBOURN,
Secretary.

SIGNATURE.....

Ask your dealer for the

“McPherson Insurance Shoe”

They are for men and women, in every size and width, and sell from

\$3.00 to \$5.00

A PAIR.

When your purchase is made the dealer will supply you with an accident policy issued by the Ontario Accident Insurance Co. for \$500, which will be good for one year from the date of issue.

This is the most liberal offer ever made by any shoe manufacturer in Canada.

Live retail merchants will increase their business by introducing these “McPherson Insurance Shoes.” If you are a dealer and wish to keep abreast of the times, write us at once about putting in a stock. We want a reliable retail shoe merchant in every town in Canada. Act promptly before the “other fellow” gets there.

ADDRESS

The John McPherson Co., Limited
HAMILTON, - ONTARIO