

CHANGE OF NAME

By Act of Parliament assented to June 14th, 1900, the name of
THE ONTARIO MUTUAL LIFE ASSURANCE CO.
 Waterloo, Ont., was changed to

The Mutual Life Assurance Co. of Canada

As the only purely Mutual Life Company in Canada, and its business extends from ocean to ocean, a more NATIONAL AND COMPREHENSIVE NAME was found desirable. Under the new name the management will aim to perpetuate and extend the SAME POPULAR FEATURES AND SOUND PRINCIPLES which have made the Company what it is to-day, and to which the

UNPRECEDENTEDLY PROFITABLE RESULTS

To its policy holders are largely attributable. With the same hearty co-operation of our policy holders and the same generous confidence of the assuring public, as accorded for the last 30 years, we believe THESE RESULTS WILL CONTINUE to be as satisfactory to policy holders in the future as they have been in the past.

R. MELVIN, President. G.F. WEGENAST, Manager. W. HARRIDDELL, Secretary
 Winnipeg Branch: McIntyre Block.
 P. D. McKINNON, Prov'l Mgr.; CASPER KILLER, Gen. Agt.; S. J. DRAKE, Cashier
 R. L. DRURY, Prov. Mgr. for B.C., Victoria, B.C. E. H. CHANDELL, General Agent, Calgary, N.W.T.

AT THE FRONT

We are leading with our new samples of

FINE CLOTHING For Fall and Winter of 1900

It will pay you to wait and see our travellers and samples before buying.

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 WHOLESALE

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126 Princess St., Winnipeg.

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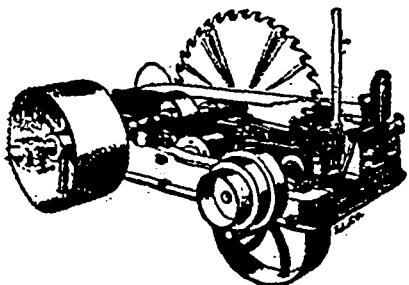
Winnipeg

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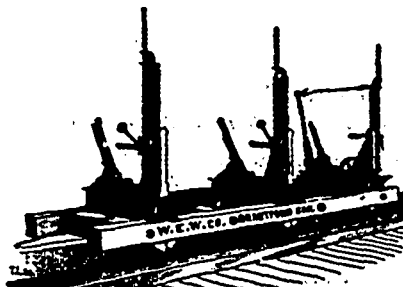
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In this line we are showing a splendid set of Samples, a line that will pay you to examine.

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This is the best line of these goods we have yet seen. It includes the famous English Art Series, also a fine selection of Boxed Cards, Fancy Calendars and Booklets.

Books, Bibles and Hymnals

We carry a full line of attractive money makers in leather, vellum, and fancy cloth, gilt, etc.

1901 CALENDARS

We are showing two American and four English lines. They will speak for themselves.

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