



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

**EMPLOYER'S LIABILITY**  
**PERSONAL ACCIDENT**  
**SICKNESS**  
**BURGLARY**  
**ELEVATOR**

**FIDELITY GUARANTEE**  
**COURT BONDS**  
**CONTRACT**  
**INTERNAL REVENUE**  
**TEAMS AND AUTOMOBILE**

D. W. ALEXANDER, Manager for Canada

## Business Permanency

One of the greatest contributors to the permanency of a business is partnership insurance.

A North American Life partnership policy will establish a high degree of credit, and safeguard your business in any eventuality, be it financial stringency or death.

The numerous advantages which this form of policy offers will be explained by any representative, or upon direct communication with

## North American Life Assurance Company

"SOLID AS THE CONTINENT."

Head Office: **TORONTO, CANADA**

## Yes, Opinions Differ!

Some claim that life insurance "without profits" is preferable to life insurance "with profits."

Some hold that life insurance issued by stock companies is just as good as life insurance issued by mutual companies.

Others maintain that old line companies issue policies that protect while fraternal societies issue certificates that only seem to protect.

We have our opinions too but on one point all of us are agreed, namely, that no Canadian home is safe whose owner is not insured.

And on another point all are agreed—that one cannot make a mistake in placing his insurance with "The Good old Mutual."

**The MUTUAL LIFE ASSURANCE CO.**  
**OF CANADA** **Ontario**

**Waterloo**

ESTABLISHED 1869

## THAT SENSE OF SAFETY

The Policyholder who wrote as below to The Great-West Life knew the SENSE OF SAFETY Life Insurance brings:

"In the present depressed state of even the best securities, the value of life insurance in a good Company such as The Great-West becomes more apparent as an anchor to guard and protect the loved ones of the insured."

Guarding more than 50,000 Policyholders, insured for over \$114,000,000, The Great-West Life will, on August 18th, reach the 23rd year of effective Service.

**The Great-West Life Assurance Co.**

HEAD OFFICE

WINNIPEG

## The Imperial Guarantee and 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 Deposits	\$111,000.

## Guardian Assurance Company Limited

Established 1821.

Assets exceed Thirty-Two Million Dollars

Head Office for Canada, Guardian Bldg., Montreal

H. M. LAMBERT Manager. B. B. HARDS, Assistant Manager.

**ARMSTRONG & DeWITT, General Agents,**  
6 Wellington Street East - Toronto

## Great North Insurance Co.

Head Office - **CALGARY, Alta.**

### OFFICERS

President and Manager ... W. J. WALKER, Esq.  
1st Vice-President ... HON. P. B. LESSARD, M.L.A.  
2nd Vice-President, C. F. P. CONYBEARE, D.C.L., K.C.  
Secretary ... A. H. MELLOR, Esq.

### DIRECTORS

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W. J. Walker, Esq., Calgary  
Geo. H. Ross, LL.B., K.C., Calgary



## Hudson Bay Insurance Co.

Head Office - **VANCOUVER, B.C.**

J. R. BERRY, President. C. E. BERG, General Manager

Authorized Capital	\$2,000,000.00
Subscribed Capital	872,400.00
Paid-up Capital	188,080.00
Net Cash Surplus	107,041.60
SECURITY TO POLICYHOLDERS	979,441.60

**A STRICTLY CANADIAN COMPANY**

PARKES, McVITTIE & SHAW, Managers for Ontario  
26 Wellington Street East Toronto, Ont.