



## 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

## Minimum Insurance

Economists estimate that fifteen dollars per week is the smallest amount upon which a widow, with say two children, can maintain herself and family respectably.

This means that the smallest amount of insurance carried should be such a sum as safely invested would yield \$780 per annum. At 6% this means \$13,000.

Very few men can afford to carry such a sum. Those who cannot assume such an amount should nevertheless make it their aim, and as circumstances improve add to their protection until this point is reached.

## The MUTUAL LIFE ASSURANCE CO. OF CANADA

Waterloo ... .. Ontario

"Life Insurance gives affection a place to stand and a lever with which to work. It transforms forethought and good-will into practical helpfulness and well-being. It enables us to realize for loved ones the hopes we cherish for them."

And this wise forethought may, under The Great-West Plans, be accomplished at a net cost surprisingly low.

## 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. E. LESSARD, M.L.A.
2nd Vice-President	...	C. F. P. CONYBEARE, D.C.L., K.C.
Secretary	...	A. H. MELLOR, Esq.

### DIRECTORS

Hon. Alex. Rutherford, B.A., LL.D., B.C.L.,	South Edmonton
Hon. P. E. Lessard, M.L.A.	Edmonton
F. A. Walker, M.L.A.	Fort Saskatchewan
Edward J. Pream, Esq.	Calgary
C. F. P. Conybeare, D.C.L., K.C.	Lethbridge
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.