

## Merchants Casualty Co.

Head Office: Winnipeg, Man.

The most progressive company in Canada. Operating under the supervision of the Dominion and Provincial Insurance Departments. Embracing the entire Dominion of Canada.

### SALESMEN NOTE

Our accident and health policy is the most liberal protection ever offered for a premium of \$1.00 per month.



Covers over 2,500 different diseases. Pays for six months for sickness and two years for accident. Liberal indemnities for accidental death, total disability, quarantine, operations, death of beneficiary and children of the insured.

### Good Openings for Live Agents

Eastern Head Office...1 Adelaide St. E., Toronto  
Home Office .....Electric Railway Chambers, Winnipeg, Man.

## Atlas Assurance Co.

ESTABLISHED 1808.  
Limited  
OF LONDON, ENGLAND

Annual Income Exceeds ..... \$ 7,630,000  
Funds (excluding Capital) exceed ..... 18,800,000

The Company's guiding principles have ever been caution and liberality. Conservative selection of the risks accepted and Liberal Treatment when they burn.

Agents—i.e. Real Agents who Work—wanted in unrepresented districts. North-West Department: C. E. SANDERS, Local Manager, 316-317 Nanton Bldg., Cor. Main and Portage Avenue, Winnipeg.

Toronto Department: SMITH, MACKENZIE & HALL, General Agents 54 Adelaide St. East, Toronto.

Head Office for Canada ..... MONTREAL  
MATTHEW C. HINSHAW, Branch Manager

## BRITISH AMERICA ASSURANCE CO'Y (FIRE)

Incorporated 1833. Head Office, TORONTO

### BOARD OF DIRECTORS:

W. R. BROCK, President	W. B. MEIKLE, Vice-President
ROBT. BICKERDIKE, M.P.	GEO. A. MORROW
B. W. COX	AUGUSTUS MYERS
H. C. COX	FREDERIC NICHOLLS
D. B. HANNA	JAMES KERR OSBORNE
JOHN HOSKIN, K.C., LL.D.	COL. SIR HENRY PELLATT,
ALEX. LAIRD	C.V.O.
Z. A. LASH, K.C., LL.D.	E. R. WOOD
W. B. MEIKLE, Managing Director	E. F. GARROW, Secretary

Assets over \$2,300,000.00  
Losses paid since organization over \$37,000,000.00

## UNION ASSURANCE SOCIETY LIMITED

(FIRE INSURANCE SINCE A.D. 1714)

Canada Branch ..... Montreal  
T. L. MORRISEY, Resident Manager

North-West Branch ..... Winnipeg  
THOS. BRUCE, Branch Manager

MARTIN N. MERRY, General Agent ..... TORONTO  
Agencies throughout the Dominion

## THE DOMINION OF CANADA GUARANTEE AND ACCIDENT INS. CO.

Accident Insurance Sickness Insurance Plate Glass Insurance  
Burglary Insurance Automobile Insurance Guarantee Bonds  
The Oldest and Strongest Canadian Accident Insurance Company  
Toronto Montreal Winnipeg Calgary Vancouver

## SUN FIRE FOUNDED A.D. 1710

THE OLDEST INSURANCE CO. IN THE WORLD

Canadian Branch ..... Toronto  
H. M. BLACKBURN, Manager. LYMAN ROOT, Assistant Manager.

## COMMERCIAL UNION ASSURANCE CO.

LIMITED, OF LONDON, ENGLAND  
Total Annual Income ..... Total Fire Losses Paid \$164,420,280  
Exceeds ..... \$ 42,500,000 Deposit with Dominion ..... 1,077,033  
Total Funds Exceed ..... 124,500,000 Government .....  
Head Office Canadian Branch, Commercial Union Bldg., Montreal.  
JAS. MCGREGOR, MANAGER.  
Toronto Office ..... 49 Wellington St. East  
GEO. R. HARGRAFT, General Agent for Toronto and County of York.

## The LONDON ASSURANCE

Head Office, Canada Branch, MONTREAL  
Total Funds ..... \$20,000,000  
Established A.D. 1720. FIRE RISKS accepted at current rates.  
Toronto Agents : : : S. Bruce Harman, 19 Wellington St. East

## Waterloo Mutual Fire Insurance Co.

ESTABLISHED IN 1863.  
Head Office WATERLOO, Ont.  
Total Assets 31st December, 1911 ..... \$725,000.00  
Policies in force in Western Ontario, over ..... 30,000.00  
WM. SNIDER, President. GEORGE DIEBEL, Vice-President.  
FRANK HAIGHT, Manager. ARTHUR FOSTER, Inspector.

## THE LAW UNION & ROCK INSURANCE CO., Limited

OF LONDON FOUNDED IN 1806  
Assets exceed \$48,000,000.00 Over \$12,500,000.00 invested in Canada  
FIRE and ACCIDENT RISKS Accepted  
Canadian Head Office: 57 Beaver Hall, Montreal  
Agents wanted in unrepresented towns in Canada.  
W. D. Aiken, Superintendent | J. E. E. DICKSON, Canadian Manager  
Accident Department

## IT'S AN ILL WIND, ETC.

Yes, the importance and necessity of Life Insurance must be considered even more than usual, in this period of trial and strife. Field men should set a record for new business, for the crop is there, and it is yours to harvest. First, be connected with a reliable company. Good territory is open with the

Federal Life Assurance Co.  
Head Office - HAMILTON, Ont.