

THE CANADA NATIONAL FIRE

The Canada National Fire being organized in the West, MAY BE TRULY CALLED A WESTERN COMPANY, and, as such, should receive the liberal patronage and hearty co-operation of the citizens of Western Canada, as well as the support of people from Eastern Canada, who desire to become associated with a strong and progressive Canadian Company.

When promoting this Company, the Directors were fully convinced that there was a splendid opening in Western Canada for a Company prepared to carry on the business of Fire Insurance on a large and comprehensive scale, and which, at the same time, could offer ADEQUATE PROTECTION TO BOTH POLICY HOLDERS AND SHAREHOLDERS. Accordingly, when making application for a Dominion Charter, the Company was incorporated with a capital of \$3,000,000.00, of which amount, it is the intention of the Directors to immediately offer for sale, the large sum of \$2,000,000.00.

The all important feature in Fire Insurance, is PROTECTION; and with the large capital, combined with the high standard of Reserve, which will be maintained through careful selection of risks and profits from judicious investments, the Directors and management feel confident that this Company will be accorded a very hearty reception by Canadian citizens, and will soon rank as one of the leading Fire Companies.

WITHOUT A LARGE AND SUBSTANTIAL CAPITAL FOR THE PROTECTION OF THE POLICY HOLDERS, A FIRE INSURANCE COMPANY IS SERIOUSLY HANDICAPPED, AND DOES NOT AFFORD THE POLICY HOLDER THAT PROTECTION TO WHICH HE IS JUSTLY ENTITLED, and the Directors of this Company.