

and professional life in Western Canada, and with their wide reputation for business ability and integrity, as well as financial standing, combined with a long and varied experience, and practical knowledge of business affairs, they are exceptionally well qualified to render excellent service to a large financial institution.

THE DIRECTORS

As the Directors have valuable connections with extensive business interests, and are also Directors of other financial corporations, as well as being otherwise identified with large and influential companies, which control a great deal of high grade fire insurance, they will be instrumental in placing a large portion of this desirable insurance with the new Company, so that we may safely conclude that from the very beginning of operations, a large and profitable business will be assured.

Under these favorable conditions and with a strong, energetic as well as experienced and conservative management, combined with the fact that each Director has subscribed for eleven thousand five hundred dollars (\$11,500) of the Capital Stock, on which all calls have been paid, and takes an active interest in the welfare of the Company, there is only one conclusion to draw and that is, that the affairs of the Company will be conducted in such a careful, conscientious and intelligent manner that the interests of both policy holders and stockholders will be fully protected.

It is worthy of note that about \$500,000 of Capital Stock has already been subscribed by the Directors and their friends.

No commission has been or will be paid to anyone for securing stock subscriptions, and no expense has been incurred in the promotion and organization of the Company, except the expense in connection with securing the Charter and other necessary expenses.