

INCREMENT!

We hear a great deal of the unearned increment nowadays. What of the *earned* increment? The profits of wholesalers and retailers. Consider the lost profits when a warehouse or shop burns down.

The Fidelity (Fire) Underwriters profit insurance policy will protect you from loss of net profits which you are prevented from realizing by the destruction of your merchandise by fire.

FIDELITY (FIRE) UNDERWRITERS OF NEW YORK

HENRY EVANS, President

Policies assumed half by The Fidelity-Phenix Fire Insurance Company, and half by The Continental Insurance Company of N.Y.

LOSS OF PROFITS — FIRE — HAIL — USE AND OCCUPANCY — TORNADO

W. E. BALDWIN, Manager

CANADIAN HEAD OFFICE: 17 ST. JOHN STREET, MONTREAL



Fire Insurance Company, Limited, of PARIS, FRANCE

Capital fully subscribed, 25% paid up \$ 2,000,000.00
Fire Reserve Funds 6,792,000.00
Available Balance from Profit and Loss Account 118,405.00
Total Losses paid to 31st December, 1918 108,718,000.00
Net premium income in 1918 7,105,053.00

Canadian Branch, 17 St. John Street, Montreal: Manager for Canada,
MAURICE PERRAND, Toronto Office, 18 Wellington St. East
J. H. EWART, Chief Agent.

Royal Exchange Assurance

FOUNDED A.D. 1720

Losses paid exceed \$235,000,000

HEAD OFFICE FOR CANADA

**ROYAL EXCHANGE BUILDING,
MONTREAL**

Canadian Directors

H. B. MACKENZIE, Esq. Montreal
SIR LOWE GOUIN, K.C.M.G. Quebec
J. S. HOUGH, Esq., K. C. Winnipeg
B. A. WESTON, Esq. Halifax, N.S.
SIR VINCENT MEREDITH, Bart.,
Chairman Montreal

J. A. JESSUP, Manager Casualty Dept.
ARTHUR BARRY, General Manager

Correspondence invited from responsible gentlemen in unrepresented districts re fire and casualty agencies.



Head Office:
Royal Exchange, London

Guardian Assurance Company

Limited, of London, England

Established 1821

Capital Subscribed.....\$10,000,000
Capital Paid-up\$ 5,000,000
Total Investments Exceed.....\$40,000,000

Head Office for Canada, Guardian Building, Montreal

H. M. LAMBERT, Manager.

B. E. HARDS, Assistant Manager.

ARMSTRONG & DeWITT, Limited, General Agents

36 TORONTO STREET

TORONTO

First British Insurance Company established in Canada, A.D. 1804

Phoenix Assurance Co., Limited

FIRE

of London, England

LIFE

Founded 1792

Total resources over \$ 90,000,000
Fire losses paid 425,000,000
Deposit with Federal Government and Investment in Canada
for security of Canadian policy holders only exceed 2,500,000

Agents wanted in both branches. Apply to

R. MACD. PATERSON, } Managers
J. B. PATERSON, }

100 St. Francois Xavier Street, Montreal, Que.

All with profit policies affected prior to the 31st December will rank for a full year's reversionary bonus at that date.

Queensland Insurance Co. Limited

of Sydney, N.S.W.

Capital Paid Up \$1,750,000

Assets \$4,015,811

Agents Wanted in Unrepresented Districts

MANAGERS FOR CANADA:

Montreal Agencies Limited - - Montreal

CALEDONIAN INSURANCE COMPANY

The Oldest Scottish Fire Office

Head Office for Canada - MONTREAL

J. G. BORTHWICK, Manager

MUNTZ & BEATTY, Resident Agents

Temple Bldg., Bay St., TORONTO

Telephone Main 66 & 67

FIRE THE AUTOMOBILE BRITISH CROWN ASSURANCE

Corporation, Limited

OF GLASGOW, SCOTLAND

Guaranteed by EAGLE, STAR & BRITISH DOMINIONS
INSURANCE COMPANY, LIMITED

Head Office Canadian Branch

TORONTO

Liberal Contracts to Agents in Unrepresented Districts

British America Assurance Company

FIRE, MARINE, HAIL and AUTOMOBILE

INCORPORATED 1833

HEAD OFFICES: TORONTO

W. B. MEIKLE, President and General Manager

JOHN SIME, Asst. Gen. Mgr. E. F. GARROW, Secretary.

Assets Over \$4,000,000.00

Losses paid since organization over \$45,000,000.00