



Old Home Office



New Home Office

Then
and
Now

“Tested by the fires of two centuries”

Two Hundred Years Ago

A.D. 1720

A.D. 1920

If time were made for slaves, the philosophy of time was made for Metaphysicians. We talk casually of aeons, and in the few years of the great war some of us seemed to live an eternity. So two hundred years are a speck to the history of the world; and in the development of insurance signify the growth from infancy to maturity.

The course of the London Assurance has been calm and steady, prosperous in-itself and beneficial to those who dealt with it, and has not been marked by many exciting incidents or by lively controversy.

When people speak of the “romance of business” they usually refer to startling vicissitudes, to millionaires who began with half a crown, and so forth. It would seem, however, there is a truer romance to be seen, if we have eyes of imagination to see it withal, in the mere steady persistence of a business institution through such a long period as this. As the mind travels down these two hundred years and notices all the changes in ideas, in manners, in habits, even in dress and thinks of one institution going steadily on its course through them all, it surely perceives a romance in it all. There are many older, much older, institutions in our ancient Empire, but only a very few older institutions of business even in the ancient city of London. The London Assurance had flourished for nearly a hundred years before the first Rothschild was established in England. It has survived many political “revolutions,” many great economic changes, and celebrated its Bicentenary on June 22nd this year.

The progress of **The London Assurance** has been a steady forward movement since its inception, conducting its business at all times in a dignified, honorable manner.

We cannot help but feel proud at this time, when we pause and realize that The London Assurance has weathered the storm of two centuries.

So to-day one may look back over the pages of history with a feeling of approval and confidence.

Total Assets - \$42,496,015

The London Assurance Corporation
of London, England

A.D. 1720

Head Office for Canada - 17 St. John Street, Montreal

W. KENNEDY - Joint Managers - W. B. COLLEY