

WESTERN Assurance Company

INCORPORATED 1851

**FIRE, EXPLOSION,
OCEAN MARINE &
INLAND MARINE
INSURANCE**

Assets over \$5,000,000.00
Losses paid since organization .. 66,000,000.00

BOARD OF DIRECTORS:

SIR JOHN AIRD
ROBT. BICKERDIKE, M.P.
W. R. BROCK, President
ALFRED COOPER (London, Eng.)
H. C. COX
D. B. HANNA
E. HAY
JOHN HOSKIN, K.C., LL.D.

Z. A. LASH, K.C., LL.D.
W. B. MEIKLE, Vice-President
GEO. A. MORROW
LIEUT.-COL. THE HON. FREDERIC
NICHOLLS
BRIG.-GEN. SIR HENRY PELLATT,
C.V.O.
E. A. ROBERT (Montreal)
E. R. WOOD.

Head Office: TORONTO, Ont.

W. R. BROCK, President
W. B. MEIKLE, Vice-President and General Manager
C. C. FOSTER, Secretary

THE FIDELITY PHENIX

FIRE INSURANCE

COMPANY OF N.Y.

FIRE

ASSETS
EXCEED
\$19,300,000



TORNADO

FIREPROOF
ABSOLUTELY

HEAD OFFICE FOR CANADA

W. E. BALDWIN,
MANAGER.

MONTREAL

J. ROWAT,
ASST. MGR.

SIMPLICITY FIRST

is about as important in your life assurance as
"Safety First," because a contract that is not
simple to understand may not be safe for your
particular purpose.

The life assurance policy of the future must be
an attractive and exactly worded contract, but
above all CLEAR and SIMPLE — the new
policy standard as set by

**The Sovereign Life Assurance Co.
of Winnipeg**

ATLAS Assurance Company Limited OF LONDON, ENGLAND

The Company commenced business in the REIGN OF GEORGE III.
and the following figures show its record:—

At the Accession of	Income	Funds
KING GEORGE IV. ...	\$ 387,065 ...	\$ 800,605
KING WILLIAM IV. ...	657,115 ...	3,038,380
QUEEN VICTORIA ...	789,865 ...	4,575,410
KING EDWARD VII ...	3,500,670 ...	11,185,405
KING GEORGE V. ...	6,846,895 ...	15,186,090
and at		
31st DECEMBER, 1916 ...	7,980,685 ...	20,730,010

In addition the Company has a Subscribed Capital of Eleven Million
Dollars (of which \$1,320,000 is paid up).

Agents wanted in unrepresented districts.

Head Office for Canada, 260 St. James St., MONTREAL
MATTHEW C. HINSHAW, Branch Manager

THE DOMINION OF CANADA GUARANTEE & 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

Waterloo Mutual Fire Insurance Company

ESTABLISHED IN 1863

Head Office, Waterloo, Ont.

Total Assets 31st December, 1915.....\$908,244.00
Policies in force in Western Ontario, over 30,000.00

GEORGE DIEBEL, President. ALLAN BOWMAN, Vice-President.
L. W. SHUH, Manager. BYRON E. BECHTEL, Inspector.

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 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,
Accident Department Canadian-Manager

SUN FIRE FOUNDED A.D. 17

THE OLDEST INSURANCE CO. IN THE WORLD

Canadian Branch ... Toronto

LYMAN ROOT, Manager

Economical Mutual Fire Ins. Co.

HEAD OFFICE .. KITCHENER, ONTARIO

CASH AND MUTUAL SYSTEMS

TOTAL ASSETS, \$800,000 AMOUNT OF RISK, \$28,000,000

GOVERNMENT DEPOSIT, \$50,000

JOHN FENNELL, President GEO. G. H. LANG, Vice-President W. H. SCHMALZ, Mgr.-Secretary

The LONDON ASSURANCE

Head Office, Canada Branch, MONTREAL

Total Funds exceed \$32,000,000

Established A.D. 1720.

FIRE RISKS accepted at current rates

Toronto Agents ..

S. Bruce Harman, 19 Wellington St. East