

MERCHANTS
INSURANCE **FIRE** COMPANY

MERCHANTS FIRE INSURANCE CO.

HEAD OFFICE
MERCHANTS FIRE BUILDING
86 ADELAIDE ST. EAST, TORONTO, CAN.

The advertisement is framed by a red border with decorative flourishes at the top, bottom, and sides. The central illustration shows a grand, multi-story building with classical columns and a pediment, topped with a flag. The building is identified as the Merchants Fire Insurance Co. building. The text is arranged in a clear, bold, sans-serif font, with the company name at the top and the address at the bottom.