

## BRITISH AMERICA ASSURANCE COMPANY (FIRE, MARINE AND HAIL) Incorporated 1833.

Head Office, TORONTO

### BOARD OF DIRECTORS:

W. R. BROCK, President      W. B. MEIKLE, Vice-President  
ROBT. BICKERDIKE, M.P.      GEO. A. MORROW  
H. C. COX      AUGUSTUS MYERS  
D. B. HANNA      LT. COL. FREDERIC NICHOLLS  
JOHN HOSKIN, K.C., LL.D.      JAMES KERR OSBORNE  
ALEX. LAIRD      COL. SIR HENRY PELLATT,  
Z. A. LASH, K.C., LL.D.      C.V.O.  
E. R. WOOD  
W. B. MEIKLE, Managing Director      E. F. GARROW, Secretary  
Assets, Over \$2,000,000.00  
Losses paid since organization over \$38,000,000.00

## 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**

## 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

## COMMERCIAL UNION ASSURANCE CO.

LIMITED, OF LONDON, ENGLAND  
Total Annual Income      Total Fire Losses Paid \$174,226,575  
Exceeds ..... \$ 45,000,000      Deposit with Dominion  
Total Funds Exceed... 133,500,000      Government ..... 1,208,433  
Head Office Canadian Branch, Commercial Union Bldg., Montreal.  
JAS. MCGREGOR, MANAGER.  
Toronto Office      49 Wellington St. East  
GEO. R. HARGRAFT, General Agent for Toronto and County of York.

## Waterloo Mutual Fire Insurance Company

ESTABLISHED IN 1863

Head Office, Waterloo, Ont.

Total Assets 31st December, 1914.....\$890,000.00  
Policies in force in Western Ontario, over ..... 30,000.00

WM. SNIDER, President.      GEORGE DIEBEL, Vice-President.  
FRANK HAIGHT, Manager.      ARTHUR POSTER, Inspector.

## 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

## Economical Mutual Fire Ins. Co. of Berlin

HEAD OFFICE ..... BERLIN, ONTARIO  
CASH AND MUTUAL SYSTEMS

TOTAL ASSETS, \$725,000      AMOUNT OF RISK, \$27,000,000  
GOVERNMENT DEPOSIT, \$50,000

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

## ANGLO-AMERICAN FIRE INSURANCE COMPANY

J. W. RUTHERFORD, General Manager.

APPLICATIONS FOR AGENCIES THROUGHOUT  
THE PROVINCE OF ONTARIO ARE INVITED

TORONTO      61-65 Adelaide Street East

## Atlas Assurance Co., 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, 1914 ...	7,489,145 ...	19,064,425

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, 179 St. James St., MONTREAL  
MATTHEW C. HINSHAW, Branch Manager

## 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

## SUN FIRE

FOUNDED A.D. 1710

THE OLDEST INSURANCE CO. IN THE WORLD

Canadian Branch ... Toronto

H. M. BLACKBURN,      LYMAN ROOT,  
Manager.      Assistant Manager.

## The LONDON ASSURANCE

Head Office, Canada Branch, MONTREAL

Total Funds ... \$20,000,000

Established A.D. 1720.      FIRE RISKS accepted at current rates  
Toronto Agents ... S. Bruce Harman, 19 Wellington St. East