

ENOUGH OF THE RIGHT KIND

Of insurance is an asset to any man or business; and is best when most needed,—after the fire. Too little, or the wrong kind of insurance is a partial asset at best, and becomes a liability when most needed,—after the fire.

Enough insurance in the CONTINENTAL will satisfy the most exacting property-owner,—especially after the fire. The CONTINENTAL furnishes only the right kind.

IT PAYS TO REPRESENT

THE CONTINENTAL INSURANCE COMPANY

OF NEW YORK

HENRY EVANS - President

CANADIAN HEAD OFFICE: 17 ST. JOHN STREET, MONTREAL

W. E. BALDWIN, Manager

Ocean
and
Inland

Hull and
Cargo



Reasonable
Rates

Prompt
Settlement
of claims

NEW JERSEY INSURANCE CO.
BALICA INSURANCE CO.
PENINSULAR FIRE INSURANCE CO.

O'KEEFE & LYNCH, OF CANADA, LIMITED,
MARINE MANAGERS

43 Victoria Street

TORONTO

Desirable Territory

FOR

Alert Agents

Always ready to negotiate with men who can establish their capacity to pay for a reasonable volume of New Insurance regularly—good business placers steadily needed.

Union Mutual Life Insurance Co.

Portland, Maine

Address ALBERT E. WADE, Supt. of Agencies.

LAW UNION & ROCK

INSURANCE COMPANY, LTD.

LONDON, ENGLAND

Fire—Casualty—Automobile

Over \$10,000,000 invested in Canada

Canadian Head Office
MONTREAL

COLIN E. SWORD, Manager

Toronto Branch

ALF. WRIGHT - Fire Mgr.

ALEX. MacLEAN, Acc. Mgr.

THE PROVIDENT

ASSURANCE COMPANY

A. M. ALETTER, Provincial Agent

C.P.R. Building, Toronto

A Strong All-Canadian Company, with Head Office at Montreal, has been licensed to transact

Fire Insurance

in addition to Automobile, Accident, Sickness, Liability, Guarantee and Surety.

The Fire Branch will operate non-tariff, writing moderately large lines.

Applications for agencies are invited.

Mount Royal Assurance Co.

Surplus and Reserve	\$1,416,740.57
Total Funds	1,708,120.67
Total Annual Income	1,100,284.35
Total Losses Paid	3,180,308.63

Head Office: 17 St. John Street, Montreal
TORONTO OFFICE: 84 KING ST. E.

P. J. Perrin, General Manager.
H. C. Bourne, Supt. Western Dept.
H. H. York, Inspector for Ontario.

GENERAL AGENTS

Shaw & Begg, Limited, Toronto, Ont.; C. H. McPadyen & Co., Ltd., Winnipeg, Man.; Butler Byers Bros., Ltd., Saskatoon, Sask.; J. O. Miller Insurance Agencies, Ltd., Calgary, Alta.; Hobson & Co., Ltd., Vancouver, B.C.; Dusk & Johnston, Victoria, B.C.; Central Agencies, Ltd., Truro, N.S.; Machum & Foster, St. John, N.B.

Applications for Agencies in Unrepresented Districts Invited