

WESTERN Assurance Company

INCORPORATED 1851

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

Assets over \$5,000,000.00
Losses paid since organization 68,000,000.00

BOARD OF DIRECTORS:

SIR JOHN AIRD	Z. A. LASH, K.C., LL.D.
ROBT. BICKERDIKE, M.P.	W. B. MEIKLE, Vice-President
W. R. BROCK, President	GEO. A. MORROW
ALFRED COOPER (London, Eng.)	LIEUT.-COL. THE HON. FREDERIC
H. C. COX	NICHOLLS
D. B. HANNA	BRIG.-GEN. SIR HENRY PELLATT,
E. HAY	C.V.O.
JOHN HOSKIN, K.C., LL.D.	E. A. ROBERT (Montreal)
	E. R. WOOD.

Head Office: TORONTO, Ont.

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



THE CONTINENTAL INSURANCE CO.

OF NEW YORK

"THE BIG COMPANY."

ASSETS EXCEED - \$34,000,000

Fire. Rent. Tornado.

HEAD OFFICE FOR CANADA

17 ST. JOHN STREET, MONTREAL

Special Agent
A. R. STELL.

31 Scott St., Toronto

W. E. BALDWIN,
Manager

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.	\$ 887,065	\$ 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,	GEO. G. H. LANG,	W. H. SCHMALZ,
President	Vice-President	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