

EQUITABLE

Q Mutual in Principal and Practice Q

Impregnable in Strength

U Enterprising, Conservative Management U

Comprehensive, Adaptable Policies

I Low Mortality Rate I

Prompt Payment of Death Claims

T Efficient Service to Policyholders T

Training and Education for Agents

A A satisfied constituency gained by Fifty-eight years of public service. A

B These are some of the advantages enjoyed by representatives of B

THE EQUITABLE LIFE ASSURANCE SOCIETY
OF THE UNITED STATES

L For agency openings address: L

W. E. Taylor, Second Vice-President

EQUITABLE

According to Hoover's "Food Conservation Notes," the humble hen is filling shells and turning them out to beat the high-gearred munition plants. He says:

"The storage houses now have about 6,000,000 cases of eggs, which means that the high point of last year has been almost reached at this early date."

This grateful barnyard habitant is showing her appreciation of the anti-hen-killing rule of the food department.

It is printed that Andrew Carnegie, when asked which he considered the most important factor in business — capital, labor or brains, replied by asking: "Which is the most important leg of a three-legged stool?"

Pretty cottage, faulty flue; cottage burned, owner too. Both insured, full and fair; faithful agents living there.

The WATERLOO Mutual Fire Insurance Co.

ESTABLISHED IN 1863

Head Office - Waterloo, Ont.

TOTAL ASSETS 31st DEC., 1916, \$916,121.76
Policies in Force in Western Ontario Over 30,000

GEO. DIEBEL, President
ALLAN BOWMAN, Vice-President

L. W. SHUH,
Manager

EAGLE, STAR AND BRITISH DOMINIONS INSURANCE CO. LIMITED

Assets over \$61,000,000

Premium Income over \$14,000,000

FIRE and MARINE

Canadian Managers, DALE & COMPANY, LIMITED, Coristine Bldg., Montreal
Branches at HALIFAX, TORONTO, WINNIPEG and VANCOUVER

THE YORKSHIRE INSURANCE COMPANY, LIMITED

ESTAB. 1824

YORK, ENGLAND ASSETS EXCEED \$23,000,000

FIRE..... Every description of property insured. Large Limits.

LIVE STOCK... The Yorkshire is the FIRST COMPANY, licensed by the FEDERAL GOVERNMENT, to transact Live Stock Insurance in Canada.

ACCIDENT.... Personal Accident, Employers', Automobile, Teams, General Liability, and Plate Glass.

CANADIAN DIRECTORS { Hon. C. J. Doherty
G. M. Bosworth, Esq.

Hon. Alphonse Racine
Alex. L. MacLaurin, Esq.

Canadian Manager.
P. M. WICKHAM, Montreal

APPLICATIONS FOR AGENCIES are invited from responsible persons.