ISSUE AUTHORIZED BY THE CANADIAN MINISTER OF FINANCE

The Fire Insurance Company of Canada

142 Notre Dame Street West, MONTREAL

CAPITAL - $500,000

PRESIDENT

Honourable Senator R. DANRURAND, K.C., P.C., President Montreal City & District Savings Bank; Director Dominion Steel Corporation; Montreal Trust Co.; Montreal Cotton Co.; Sun Life Assurance Co.; Grand Trunk Pacific.

DIRECTORS

Mr. JAMES AULD, Advocate,
Winnipeg.

Honourable Senator C. P. BEAUBIEN,
Director Toronto Street Railway; Canadian Car & Foundry Co., Ltd.; Atlantic Sugar Refineries, Ltd.; Ames Holden, McCready, Ltd.; etc.

Mr. J. M. FORTIER,
President J. M. Fortier, Ltd.;
Director Dominion Gresbam Guarantee & Casualty Co.

Mr. CHAS. M. HART,
President Hart & Tuckwell.

Mr. F. J. LAVERTY, K.C.,
of Blair, Laverty & Hale, Advocates.

Mr. N. LAVOIE, Quebec,
Director and General Manager Banque Nationale;
Director La Société d'Administration Générale.
Director Les Prévoyants du Canada

Honourable RODOLPHE LEMIEUX, C.R.P.C.,
Former Postmaster General;
Director La Société d'Administration Générale.

DIRECTORS:

Mr. D. RAYMOND,
President Queens Hotel Company.

Captain WM. ROBINSON, Merchant, Winnipeg.
President Selkirk Navigation Co.;
Director Royal Bank of Canada;
Director Northern Mortgage Co.

Mr. WILLIAM G. ROSS, S.S.D.,
President Harbour Commission;
Director Canadian General Electric Co., Ltd.;
" Dominion Steel Corporation;
" Montreal Tramways Co., etc., etc.

VICE PRESIDENT AND GENERAL DIRECTOR:
J. E. CLEMENT.

SECRETARY: **J. A. BLONDEAU.**

THE FIRE INSURANCE COMPANY OF CANADA

This Company, licensed by the Insurance Department at Ottawa, has begun operations with a subscribed capital of $250,000, of which $100,000 is paid up. However, with a view of extending its sphere of influence, the Directors have decided to increase the capital to $500,000 of which $150,000 or 1500 shares of $100 each are now offered to the public at the conditions named on the subscription blank hereto attached.

COST OF ORGANIZATION

The cost of organization of this Company has been limited to $5,000, and will be reimbursed only out of the earnings of the enterprise. It consequently begins operations without impairment of capital, and with all the shareholders on an equal footing.

CALLS ON CAPITAL

All subscriptions must be accompanied by a payment of 10% of the amount subscribed; to be followed by a further instalment of 30% on or before the 15th of December.

The present intention is to not call the balance of the capital, but rather to pay it off from the earnings. However, any further calls will be limited to 10% of the amount subscribed, and payable only after 60 days notice, and in that event, the first additional call may be applied to the Reserve account and be considered provisionally as a premium on the capital, but immediately its equivalent will have been realised from the earnings, the said payment will revert to the credit of Capital account.

MANAGEMENT

The Company will be managed by Mr. J. E. Clement, formerly manager of the Mount Royal Assurance, which Company he organized in 1903, with a paid up capital of $30,000. In 1906 the capital was increased to $75,000 and in 1909 to $250,000—and at the end of 1917 the Company had, under his management, realized profits of $640,-708.63.

After having provided for all contingencies, the Company paid since its organization **$301,507.20** in dividends, which amount represents over 13% of annual revenue since its capital has been entirely paid in. **For the year 1917 alone the dividend and bonus amounted to 45%.**

The Mount Royal at the end of its last fiscal year, had legal reserves of **$317,798.27**, a surplus of **$412,501.02** and total assets of **$1,190,-903.;33** in other words its shares were worth 265%, and that at a period when the market value of its securities were at the lowest ebb.

If we take into account the great future of this country, and the after-war possibilities, as well as the experience of Mr. Clement and his numerous connections, there is every reason to expect that the **above results will not only be attained, but considerably increased.**

SUBSCRIPTIONS

The subscriptions will be received until the 28th of November at noon and the Company reserves the right, in case the demand should exceed the amount offered, to reduce the larger subscriptions after having given preference to the subscribers of $1,000 or less.

The Company will accept in payment of the instalments on the subscribed capital, any issue of the Dominion of Canada War Bonds, at the market price.

THE FIRE INSURANCE COMPANY OF CANADA

FORM OF SUBSCRIPTION

I...apply and agree by these presents to subscribe
of...shares of the Capiral of **The Fire Insurance Company of Canada,** and to pay a
to...cash instalment of 10% of the amount which will be allotted to me, and 30% on the 15th of December, 1918. I further agree that an additional call of 10% may be made at not less than sixty days notice, and that the same being applied to the reserve account may be considered provisionally as a premium on the capital—until such time as its equivalent having been realized from the earnings, the said payment shall revert to the credit of the capital stock.

Signed this...day of...1918

Witness...   ....

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