

BRITISH AMERICA ASSURANCE CO'Y (FIRE)

Incorporated
1833.

Head Office, TORONTO

BOARD OF DIRECTORS:

W. R. BROCK, President W. B. MEIKLE Vice-President
ROBT. BICKERDIKE, M.P. GEO. A. MORROW
E. W. COX AUGUSTUS MYERS
H. C. COX FREDERIC NICHOLLS
D. B. HANNA JAMES KERR OSBORNE
JOHN HOSKIN, K.C., LL.D. COL. SIR HENRY PELLATT,
ALEX. LAIRD C.V.O.
Z. A. LASH, K.C., LL.D. E. R. WOOD
W. B. MEIKLE, Managing Director E. F. GARROW, Secretary

Assets over \$2,300,000.00

Losses paid since organization over \$37,000,000.00

THE DOMINION OF CANADA GUARANTEE AND 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 \$164,420,280
Exceeds \$42,500,000 Deposit with Dominion
Total Funds Exceed... 124,500,000 Government 1,077,033
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 Co.

ESTABLISHED IN 1863.

Head Office WATERLOO, Ont.

Total Assets 31st December, 1911 \$725,000.00
Policies in force in Western Ontario, over 30,000.00
WM. SNIDER, President. GEORGE DIEBEL, Vice-President.
FRANK HAIGHT, Manager. ARTHUR FOSTER, 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, \$600,000 AMOUNT OF RISK, \$26,000,000
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

ESTABLISHED 1808.

Atlas Assurance Co.

Limited
OF LONDON, ENGLAND

Annual Income Exceeds \$ 7,600,000
Funds (excluding Capital) exceed 18,800,000

The Company's guiding principles have ever been caution and liberality.
Conservative selection of the risks accepted and Liberal Treatment
when they burn.Agents—i.e., Real Agents who Work—wanted in unrepresented districts.
North-West Department: C. B. SANDERS, Local Manager, 316-317
Nanton Bldg., Cor. Main and Portage Avenue, Winnipeg.Toronto Department: SMITH, MACKENZIE & HALL, General Agents
54 Adelaide St. East, Toronto

Head Office for Canada

MONTREAL

MATTHEW C. HINSHAW, Branch Manager

UNION ASSURANCE SOCIETY

LIMITED

(FIRE INSURANCE SINCE A.D. 1714)

Canada Branch - - Montreal
T. L. MORRISEY, Resident ManagerNorth-West Branch - - Winnipeg
THOS. BRUCE, Branch ManagerMARTIN 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,
Manager.LYMAN ROOT,
Assistant Manager.

The LONDON ASSURANCE

Head Office, Canada Branch, MONTREAL
Total Funds ... \$20,000,000Established A.D. 1720. FIRE RISKS accepted at current rates
Toronto Agents : : : S. Bruce Harman, 19 Wellington St. East

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 byThe Sovereign Life Assurance Co.
of Winnipeg