

SUN LIFE OF CANADA LEADS THE EMPIRE! Outside of Companies Issuing Industrial Policies, the Sun Life of Canada does the largest life assurance business in the British Empire.

THE LONDON & LANCASHIRE LIFE & GENERAL ASSURANCE ASSOCIATION, LIMITED Offers Liberal Contracts to Capable Field Men

Commercial Union Assurance Co. LIMITED 117 OF LONDON, ENG. Capital Authorized and Fully Subscribed \$14,750,000

THE PROVIDENT, ACCIDENT & GUARANTEE COMPANY Accident, Health, Employer and Public Liability

UNION ASSURANCE SOCIETY LIMITED, OF LONDON, ENGLAND. Fire Insurance since A.D. 1741

Canada Branch, Montreal: T. L. MORRISSEY, Resident Manager

GET THE BEST Do not place your insurance policy until you have learned all about the Guaranteed Investment Plan offered by The Manufacturers Life Insurance Company

The Standard Assurance Co. OF EDINBURGH Established 1825

Head Office for Canada - MONTREAL. Invested Funds... 63,750,000

THE LAW UNION & ROCK INSURANCE CO. LIMITED OF LONDON Assets Exceed \$47,000,000

CONFEDERATION LIFE ASSOCIATION Head Office, Toronto GUARANTEED Extended Term Insurance

THE BRITISH CANADIAN REALTY & INVESTMENT Co., Limited Real Estate, Timber Limits, Farms and Coal Lands, Water Powers

J. T. BETHUNE, Managing Director, 605-606 TRANSPORTATION BLDG. Cable Address: BRITISHCAN

The Federal Life Assurance Company Home Office - Hamilton, Can. Results for 1912 were the most successful in the Company's history

Guardian Assurance Co. LIMITED ESTABLISHED 1821 Assets exceed \$34,000,000

Fire Loss In U.S. Most Deplorable

National Fire Protection Association Convenes. Ten Measures Resolved Upon MR. R. D. KOHN PRESIDES

President States That Years of Effort on the Part of the Association are Beginning to Have Effect. The National Fire Protection Association convened its 18th annual meeting in the Insurance Exchange auditorium, Chicago.

MANY SMALL FIRES IN MONTH OF MAY Mitrella Manufacturing Company's Building in Hamilton Destroyed—Loss Over \$20,000.

Ontario—Hamilton, May 2nd—Narella Manufacturing Bldg., completely destroyed by fire. Members of the firm estimated the loss to be between \$20,000 and \$25,000; most of it was covered by insurance.

Equitable Building Corner Stone Laid Mayor Mitchell Says, New Structure May Be The Last Skyscraper

BUSINESS MEN PRESENT One Hundred and Fifty Men of Affairs from All Over the United States Were Present.

The laying of the cornerstone of the new Equitable building at 120 Broadway, three floors of which will be occupied when completed by the Equitable Life, took place last week in the presence of a distinguished company.

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Insurance Co. Automobile Rate War is at an End

Law Union and Rock Ins. Co. Ltd. Occupy Premises on Beaver Hall Hill BUSINESS IS INCREASING

Had Formerly Given a Broader Form of Automobile Coverage, but Will Hereafter Charge for Additional Assurance Prescribed in Manual. New York, May 9.—The Automobile Liability rate war was settled Thursday, when an agreement was reached whereby the members of the Workers' Compensation Service Bureau...

PERSONALS Mr. Charlie Bickerdike is now making a specialty of motor boat insurance.

Fire Protection In Towns of Quebec Frame Houses Built Closely Together Increase The Danger

POOR WATER SUPPLY Volunteer Bucket Brigade in Town in Laurentian Mountains Want More Pay—Town Not Willing to Give It.

AGENTS TO HELP CAUSE OF LIFE CONSERVATION. In appreciation of the great life conservation movement, now so widespread in its reach and receiving such great attention, some 40 agents of the Metropolitan Life Assurance Co. have volunteered as sellers of life insurance.

Fireproof Home For Fire Chief Chief Croker of Fire Department lives in Concrete Home in Summer Time

WILL SET FIRE TO HOUSE Says He Will Demonstrate That Building Cannot Burn Under Any Circumstances—Chief Advocates This Type of Building.

LIFE INSURANCE NOT EASILY OBTAINABLE Many Applicants are Being Turned Down Because They are not up to Standard—Companies Becoming More Particular.

NOVEL ACCIDENT OCCURRED. While reading Mexican war news, the glass eye of a West Virginia farmer exploded, probably because he "got the hot eye." This is the first authentic collaboration of eyes popping out of a man's head, and involves a new casualty hazard.

ESTABLISHED 1855 LAWSON'S Cafes 145 & 147 FRONT ST. EAST TORONTO

Legal Notices

Public notice is hereby given that, under the Quebec Companies Act, after the death of the late Mr. J. J. Gauthier, the estate of the late Mr. J. J. Gauthier, deceased, is being administered by the undersigned.

"THE CANADIAN UNDERWEAR COMPANY, LIMITED." PUBLIC NOTICE is hereby given that, under the First Part of Chapter 10 of the Revised Statutes of Canada, 1906, known as "The Companies Act," letters patent have been issued under the Seal of Her Majesty the King of Canada, 1914, incorporating Alexander Rives Hall, King's Counsel, of the County of York and the City of Toronto, Ontario, as sole proprietor and manager of the business of the company.

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FRED W. G. JOHNSON INSURANCE AND REAL ESTATE B11 Board of Trade Building Tel. Main 7882 Up. 1320 Your patronage solicited.

LAMOUREUX'S ARE GENTLEMEN'S CLOTHES We have a Splendid Trade with Leading Businessmen. There is a reason. Always a pleasure to talk it over.

C. E. LAMOUREUX 61 ST. JAMES STREET, CITY

SURPLUS EARNINGS While many lines of business are today marking time, Canada Life is each year exceeding all previous records in the earning of surplus. Its net surplus is now well over \$6,000,000.

It is well to be assured. Always a pleasure to talk it over. In choosing a Life Company, it is well to be assured. Always a pleasure to talk it over.

CANADA LIFE ASSURANCE COMPANY