



**INSURANCE
GIVES YOU
UNDOUBTED
SECURITY**



We wish to have a short conversation with you on the subject of Insurance. What does Insurance mean? It means the act of insuring against loss or damage—in other words, to make sure that in the event of anything happening—a fire, for instance,—which may totally destroy or at least severely damage your personal property, you will be repaid an amount—in money or kind—equal to the actual loss sustained.

Now, we will suppose that you have never given any thought to the subject of Insurance. One day this subject is brought home to you very forcibly. A large fire occurs in a block of buildings; the occupier of one of the premises destroyed sustains irreparable loss. All his property is burnt with the building. He can get nothing back—not even the monetary value of the goods destroyed. He is absolutely ruined. Why? Because 'he never believed in Insurance. He would never have a fire, he was too careful.' That is where the over-confident person makes a mistake. However careful one may be, one cannot be certain that his neighbor is equally so. That is the RISK you have to GUARD against.

Insure your property against the heedlessness of your neighbor.
—Take out a BRITISH DOMINIONS Policy to-day with—

The
**British Dominions General
Insurance Company, Ltd.**

THE PREMIUM IS SMALL compared with the Security obtained. Should a fire occur and your property be destroyed, you will have the satisfaction of knowing that—thanks to Insurance—your Financial Position will be as sound as ever it was.

**The British Dominions General
Insurance Company, Limited**