

W.K. ROGERS COMPANY LIMITED IN THEIR NEW HOME

The Large Brick Block Formerly Owned by the Bank of Nova Scotia, Charlottetown Branch Purchased With all its Magnificent Furniture by the W.K. Rogers Co., Ltd., Who Have Remodelled the Building and Converted it Into One of the Finest Suites of Business Offices in Maritime Provinces

The W. K. Rogers Company, Limited, has moved into its new quarters, the building until recently occupied by the Bank of Nova Scotia, corner Great George and Richmond streets.

This move into more commodious quarters is another forward step in the history of this progressive company. From a small beginning, an agency of the Canada Life Assurance Company, undertaken by the now President and General Manager of the Company, Mr. W. K. Rogers, the business has grown until it is now the largest general insurance concern in the province, and one of the largest in Canada. The history of the company from its origin as a one-man agency, to its present dimensions employing a large staff, occupying one of the largest suites of business offices in the city and having a business connection which extends beyond the bounds of the province, is one of the romances of modern business, pluck and energy.

Mr. W. K. Rogers, the President and General Manager of the Company, to whose intuition and skill as an organizer of the business is due, development of the business is due, is a self-made man. The first sixteen years of his life were spent on the farm, with the accompanying advantages and disadvantages of the ordinary country school. At the age of sixteen he took up the business of railroading as relieving agent on the Prince Edward Island Railway. When nineteen he accepted a position with the C. P. Railway, and continued in railway work in the West until he was twenty-four years of age, when he returned East, taking a position as book-keeper with the firm of Sinclair & Stewart, at Summerside.

In 1900 he was appointed Business Manager of the Canada Life Assurance Company for the province of P. E. Island. To this he added an all-round insurance business, including sickness and accident, marine, fire and plate glass.

In 1904 the business, considerably enlarged, was incorporated as a Joint Stock Company under its present title. Today the W. K. Rogers Company, Limited, stands as the largest insurance business in this province.

In 1911 a new department was added, when the City Ticket Office of the Canadian National Railway was given a place in the establishment. This latter proved not only a valuable branch of the business but of inestimable value to the citizens of Charlottetown, and the travelling public generally, who through it are enabled to procure their tickets, reservations, and all particulars regarding travel to all points on the continent. The ticket department was first placed in charge of Mr. Keith Rogers and later given over to Miss Edna Ross, who is at present its capable and efficient manager.

In 1913, Mr. W. K. Rogers took up the fox business which, under

Past Grand Master, A. F. & A. M., and a leading and enthusiastic golfer.

Mr. Rogers was largely instrumental in bringing automobiles into the province, against considerable opposition, and his predictions regarding the growth of the organization, business and the development of good roads, as a consequence, have been fulfilled.

ASSOCIATES IN BUSINESS.

Mr. Rogers has associated with him in business his two sons, Major Keith A. Rogers and Captain Thomas B. Rogers. Major Keith, after leaving Prince of Wales College, first took charge of the City Ticket Office of the C. N. Railway, and by judicious publicity and organization was largely instrumental in building it up to its present proportions. The advantages of this service are now largely made use of by the public, as they are able to obtain all necessary information at a moment's notice.

While attending to this office, Major Keith gave some attention to the business of the firm, until the outbreak of the war in 1914, when he volunteered his services for the Empire. He was then in command of No. 12 Signalling Section, Canadian Militia, with the rank of Lieutenant. He was an expert wireless telegraph operator. His services were gladly accepted, and he was placed on duty in the Halifax fortress, where he served until 1919 as fortress signalling officer. He was promoted to captain in 1918, and on re-organizing of the Canadian Militia he was raised to the rank of Major and Commander of No. 8 Signalling Company.

In 1919, on demobilization, he returned to business and took charge of the Canada Life Organization, with the result that the branch in importance almost immediately.

Major Keith possesses the faculty of organization and thoroughness. He made a complete study of insurance both in theory and practice, with the result that he was in a position at all times to thoroughly inform his clients regarding their policy needs.

He also became a member of the 125,000 Club of the Canadian Life, the parent Company's reward for the maximum of work produced during the year.

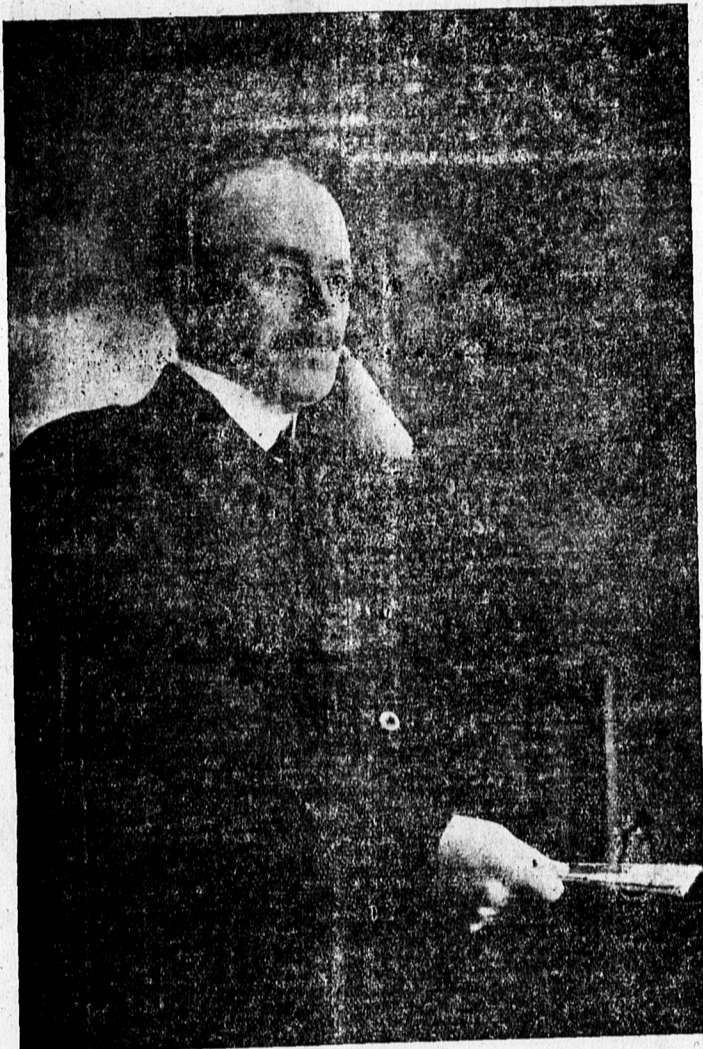
In 1922, owing to pressure of other business, Mr. W. K. Rogers was obliged to cease active management of the Canada Life Assurance Company, and as a matter of course his son Major Keith S. Rogers succeeded him as Branch Manager for Prince Edward Island, a position which he now holds to the evident satisfaction of the Company.

Captain Thomas B. Rogers was educated at Wolfville Academy, Wolfville, N.S., entered the Royal Bank of Canada, Charlottetown Branch, in 1914, as a junior. In the fall of 1915 he resigned and entered

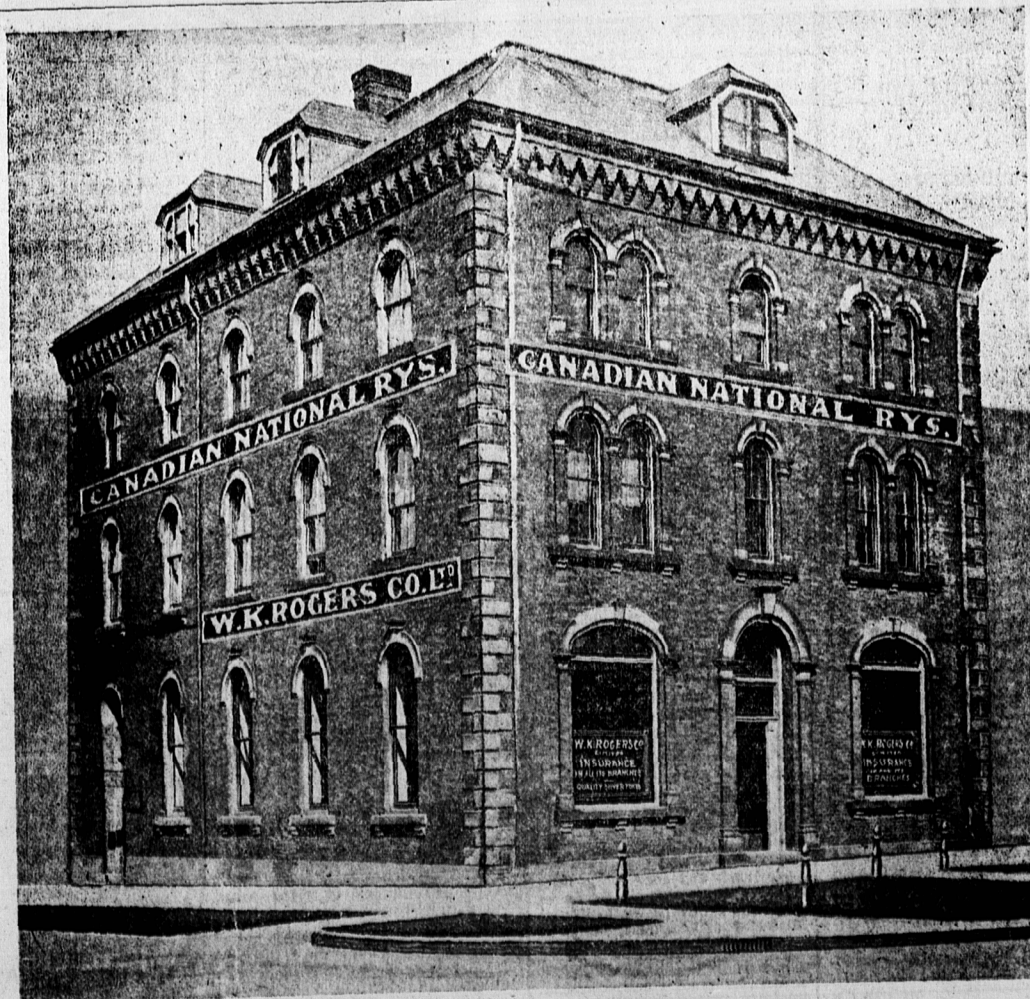


MAJOR KEITH S. ROGERS.

his care and business management, which has grown to immense proportions. He is now the largest individual breeder of silver foxes in the world. He owns five ranches near Charlottetown, including the Original Dalton Ranch; he is also half owner of the famous James C. Tuplin and Sam Tuplin ranches at Black Banks. Notwithstanding his very large business connections, Mr. Rogers finds time to promote interests outside of his own business, and has held many important positions, among them being the Presidency and Managing Directorship of the Charlottetown Hotels Company, Limited; the Chairmanship of the P. E. I. Hospital Trustee Board; he was Chairman and Organizer of the Queen's and King's County Victory Loan Campaign in 1917, 1918, 1919. He is a



MR. W. K. ROGERS, President



THE NEW HOME OF THE W. K. ROGERS COMPANY, LIMITED

penchant for organizing and thoroughness makes him a valuable partner in the large and still growing fox business.

THE STAFF OF THE W. K. ROGERS COMPANY, LIMITED CONSISTS OF:—

Lieut. Col. C. Leigh
Miss Edith M. Rogers
Miss Edna Ross
Miss Margaret F. Irving
Miss Ethel Bagnall
Lieut. Col. C. Leigh joined the staff in 1921 as Accountant and Office Supervisor with particular reference to the Silver Fox Branch. Col. Leigh's long association with army and army discipline makes him an invaluable official more particularly in connection with the large and varied interest connected with the Fox Business.

Miss Edith M. Rogers has been responsible for the office routine management for several years, and it is due to her close attention to business that such excellent satisfaction has been obtained by the patrons of the firm. Such correct writing of Fire Insurance, Policies, Endorsements, etc. which the public require, her gentle courtesy, and obliging demeanour in the office and to the patrons of the firm, make her a general favorite.

Miss Edna Ross has perhaps a larger acquaintance in the City than any other member of the firm. As it is her business to see to it that the firm's motto "Service to the public first" is carried out in connection with the City Ticket agencies of the Canadian National Railways, Miss Ross is known as one of the most efficient ticket clerks in the Dominion. She is unflinching in her efforts to smooth the road for the traveller. Her knowledge of the geography of America, even to the smallest towns and with even to practically obscure railways in out of the way places, is phenomenal, and the traveller in search of tickets to anywhere on the continent, finds in her a valuable helper. When geographies and gazetteers fail to locate a destination, Miss Ross may be depended upon to find it and to issue a ticket which may be relied upon. Miss Ross is also Branch Secretary of The Canadian Life and her thoroughness and determination to be obliging is appreciated by the many Canada Life Policy holders who do business with the office.

Miss Margaret F. Irving has been connected with the Company for several years and is the efficient Accountant in charge of the books and accounts of the firm. Miss Irving was connected with the Charlottetown Condensed Milk Company, and is an expert and thoroughly efficient accountant and book-keeper, besides, being obliging and courteous and is in every way a valuable asset to the firm.

Miss Ethel Bagnall joined the staff as stenographer and filing

South part of district Mr. A. E. McPhail
Victoria, Mr. G. C. McQuarrie
Charlottetown, Mr. Manning Bagnall, City Agent.

In addition to the above there are several conveniently located throughout the Island.

The following companies are represented by the W. K. Rogers Company, Limited.

The Canada Life Assurance Company, established in 1817.
Fire Companies of the Home of New York.
The Caledonian of Edinburgh of Scotland.
British America.
Continental of New York.
British Traders.
Union Society of Canton.
The Yorkshire.
St. Lawrence Underwriters Agency.
Fidelity Phoenix.
General Fire Insurance Company.
National of Hartford.
Live Stock.
The Yorkshire of England.
Marine.
British America.
Union of Canton.
British Traders.
Accident and Sickness.
Automobile Liability, Fidelity Bonds.

Ocean Accident and Guarantee Company.
Fidelity Casualty Co. of New York
Dominion of Canada Guarantee Company.
Passenger Ticket Department.
Ocean Steamship Lines.
Canadian Pacific.
Cunard.
White Star and all other Ocean Lines through all parts of the world.
Prepaid Tickets to all points to Charlottetown.

Silver Fox Ranches, the Original Dalton Ranch, Southport, P. E. Island.
The Bellevue Ranch.
The Flood Farm Ranch.
The North River Ranch.
Smallwood Ranch.

One-half ownership the famous J. C. Tuplin and James Tuplin Ranches at Black Banks.

The new home of the W. K. Rogers Company, Limited, formerly owned and occupied by the Bank of Nova Scotia, has been thoroughly remodelled and renovated. It was purchased by the W. K. Rogers Co., Ltd., with all its furniture, every chair, table and cabinet, as well as the inside finish being of Mahogany. The narrow window facing on Great George Street have been replaced with large plate glass windows on the north side, giving much better light in all the inside offices.

In the building are two large vaults with ample accommodations for the company's registration books and documents; there is also room in these for several hundred fox pelts.



CAPTAIN THOMAS B. ROGERS.

clerk in 1921, and has proved very efficient and obliging in her duties. This firm is well represented throughout the Island.

The Summerside Branch is in charge of Mr. Harry Cannon, a returned man who is gradually obtaining control of the business in Prince County, and Western Queens. He entered the employ of W. K. Rogers Company in the fall of 1921, and we may safely say he is among the returned men who have made good both at home and at the front.

The Souris Branch is in charge of Mr. A. F. McQuaid who is thoroughly qualified for the work. Alberton, Mr. F. L. Rogers
Montague, Mr. Vernon Ross
Freetown, Mr. Ward McCall
Kensington, Mr. T. W. L. Bentley
Howland, Mr. A. H. Webb

The private office of the Manager Mr. W. K. Rogers occupies the front of the building to the left of the entrance, while that of Major Keith Rogers, Branch Manager of the Canada Life is situated on the right side. Captain T. B. Rogers office is on the north side adjacent to the offices of the staff. At the rear of the building a dressing room with all necessary fixtures and furniture.

The whole building which is 74 by 46 feet has been newly fitted with the most modern electric light fixtures and makes an ideal suite of offices.

The Company is to be congratulated on having secured this splendid brick building which is not only centrally located but is in every way suitable for their large and diversified business.