

The Oldest Insurance

Office in the World.

Sun Insurance Office

OF LONDON.

ESTABLISHED A.D. 1710.

CAPITAL = = = £3,338,307

West Australian Branch:

DIRECTORS:

W. T. Loton, Esq., James Morrison, Esq.

MANAGER AND UNDERWRITER:

Sydney H. Leggatt.

Insurance Policies granted at lowest rates against the following risks:

Fire (including loss of Profits and Agricultural risks).

Hailstones, Employers' Liability and Worker's Compensation.

Personal Accident, Plate Glass, Public Risk (Third Party),

Fidelity Guarantee, and Burglary.

FOR FULL PARTICULARS & PROPOSAL FORMS, APPLY TO THE
MANAGER, PERTH, OR TO ANY OF THE COMPANY'S AGENTS.

Head Office:

70 St. George's Terrace,

.. PERTH ..

TELEPHONE No. A4432.

Remunerative Commissions open for GOOD Agents.

Applications invited.

PREFACE.

IN PUTTING before the public the 1916 issue of the Western Australia Post Office Directory, the Publishers point out that the entire publication has been printed in Melbourne, and has been reset from beginning to end.

THE SIZE OF THE DIRECTORY has been reduced by having FOUR columns to the page (or approximately 110 more names on each page), as against THREE columns in previous issues in the TOWNS portion, and THREE columns as against TWO columns in the ALPHABETICAL portion.

The text matter has in no way been curtailed, and will be found to be as accurate and up-to-date as usual.

In resetting the Directory, the Publishers had in mind the FUTURE PROSPERITY AND GROWTH OF WESTERN AUSTRALIA, and they decided to reduce the size of the Directory by setting it in four and three columns when the opportunity offered.

THE WHOLE OF THE STATE, from the extreme north to the most southern, indeed, the length and breadth of the whole territory—a vast area—has, as usual, been compiled, the labour of which is one of great magnitude, and every effort has been made to make the work of value to subscribers.

NAMES OF STREETS ALTERED.—Special attention is directed to the alteration of the names of a large number of streets in Leederville and North Perth, owing to the amalgamation of these suburbs with the City of Perth.

The appreciation of the Western Australia Post Office Directory by the commercial community is greater than ever, and it is a necessity to every commercial firm.

The large circulation offers immense advantages to advertisers, as the extensive territory which the Directory covers also represents where the work circulates, while the demand for it in every State of the Commonwealth of Australia, the Dominion of New Zealand, and throughout the whole commercial world abroad, gives further advantages to those representative firms who utilise it for their announcements.

The Publishers again take this opportunity to express their thanks to the Deputy Postmaster-General, the various Postmasters, Officials of Government Departments, and others, who have rendered such hearty and invaluable co-operation and assistance.