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Everybody knows The Prudential, and its Agents do not have to "introduce" their Company. They talk policies.

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FORREST F. DRYDEN, President. Home Office, NEWARK, N.J.  
Incorporated as a Stock Company by the State of New Jersey.

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CHARTERED ACCOUNTANTS  
Commercial and Municipal Audits and Investigations  
Liquidations and Insolvencies.

ROBERT MILLER, C.A., F.C.A., (Can.) C.A. (Scot.)  
Cable Address, Western Union Code, "Accuracy" Montreal

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MONTREAL

**The WATERLOO Mutual Fire Insurance Co.**

ESTABLISHED IN 1863

HEAD OFFICE : WATERLOO, ONT.

TOTAL ASSETS 31st DEC., 1911, \$772,000.00  
POLICIES IN FORCE IN WESTERN ONTARIO OVER 20,000

WM. SNIDER, President, GEORGE DIEBEL, Vice-President,  
FRANK HAIGHT, Manager, ARTHUR FOSTER, Inspector

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value.

**BRITISH COLONIAL**

**FIRE INSURANCE COMPANY**

Office : ROYAL BUILDING, 2 Place d'Armes, - Montreal.

Full Deposit with Dominion Government.  
Licensed to transact in Canada the business of Fire Insurance.

SECURITY TO POLICYHOLDERS \$507,359.01.

AGENTS WANTED IN UNREPRESENTED DISTRICTS.

President : HON. C. E. DUBORD, Director and Secretary, THEODORE MEUNIER, Manager : H. W. THOMSON.

INSPECTORS,

GAVIN BRWNE, JR., 51 Yonge Street, Toronto, Ontario.

H. T. BROWN, P. O. Box 849, Regina, Sask.

B. A. CHARLEBOIS, P. O. Box 208, Montreal, Que.

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Established 1889

TORONTO, Canada

Head Office ALL PREVIOUS RECORDS BROKEN during the first six months of 1912.

New Insurance applied for \$1,836,000.00

New Insurance issued 1,719,048.50

Insurance in force 15,771,632.70

Cash Receipts, Premiums and Interest 310,640.55

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Decrease 4,415.01 153,814.85

The Assets, reserves and Surplus Funds show corresponding

increases.

Where increases are desirable—There are increases.

Where decreases are desirable—There are decreases.

To be a successful agent, you must represent a successful

company.

We have an opening for you, if you are a worker.

E. MARSHALL, General Manager. D. FASKEN, President.

**The Equity Fire Insurance Co.**

**TORONTO, CAN.**

WM. GREENWOOD BROWN, General Manager

GENERAL AGENTS :

A. B. Powell, Interim Branch Manager, Montreal  
Brown Clarke Agency, Winnipeg  
Young & Lowry, Sydney, B.C.  
McCallum, Hill & Co., Regina.  
Faulkner & Co., Halifax,  
W. S. Holland, Vancouver,  
Geo. A. Lavis, Calgary  
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**ATLAS ASSURANCE COMPANY LIMITED, of LONDON, ENGLAND**

Established in the REIGN of GEORGE III

Income exceeds \$7,250,000  
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Including the Fully Subscribed Capital, the resources of the Company exceed \$28,900,000.

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Active and Influential Agents Wanted.