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 Sir Alexandre Lacoste.  
 Wm. Molson Macpherson  
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 Sir Frederick Williams-  
 Taylor

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 J. Gardner Thompson,  
 Manager.  
 Lewis Laing,  
 Assistant Manager



**The Prudential Has Granted**  
**Over \$19,000,000**

to date in voluntary concessions to policyholders.

The policies involved made no provision for such benefits.

Nevertheless, when its experience showed that it could give, its policy has been to give.

**The Prudential Insurance Co. of America**  
 PORREST F. DRYDEN, President. Home Office, NEWARK, N. J.  
 Incorporated under the laws of the State of New Jersey 264

**CONFEDERATION LIFE**  
 ASSOCIATION

Issues LIBERAL POLICY CONTRACTS ON ALL APPROVED PLANS.

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THE **MERCANTILE FIRE** INCORPORATED 1875  
**INSURANCE COMPANY**

All Policies Guaranteed by the LONDON AND LANCASHIRE FIRE INSURANCE COMPANY OF LIVERPOOL.

WHY NOT HAVE THE BEST ?  
**THE GLOBE INDEMNITY COMPANY OF CANADA**  
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 Formerly The Canadian Railway Accident Insurance Company

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Transacts—  
 Accident Insurance  
 Sickness Insurance  
 Liability Insurance in all its branches  
 Automobile Insurance in all its branches  
 Burglary Insurance  
 Guarantee Insurance.

Policies issued by this Company are the most liberal and up-to-date issued in Canada, free from unnecessary restrictions and conditions.  
 All Policies guaranteed by The Liverpool & London & Globe Insurance Company, Ltd., assets over Sixty-five Million Dollars (\$65,000,000.00).

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Authorized Capital \$500,000  
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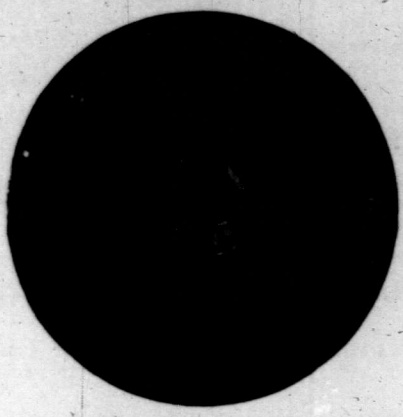
**Merchants Casualty Co.**  
 Head Office: Winnipeg, Man.

The most progressive company in Canada. Operating under the supervision of the Dominion and Provincial Insurance Departments. Embracing the entire Dominion of Canada.

**SALESMEN NOTE.**  
 Our accident and health policy is the most liberal protection ever offered for a premium of \$1.00 per month.

Covers over 2,500 different diseases. Pays for six months for sickness and two years for accident. Liberal indemnities for accidental death, total disability, quarantine, operations, death of beneficiary and children of the insured.

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Total Assets  
**\$110,000,000.00**

Canadian Investments  
**Over \$9,000,000.00**  
 (Greatly in excess of other Fire Companies)

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**Randall Davidson**

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