

IF YOU WILL WORK

as hard for The Prudential as the average man has to work at his own business, you will be amazed at the good results.

We want Agents. Write to-day for particulars of agency

THE PRUDENTIAL INSURANCE CO. OF AMERICA
 FORREST F. DRYDEN, President. Home Office, NEWARK, N.J.
 Incorporated as a Stock Company by the State of New Jersey.

Union Assurance Society Limited

OF LONDON, ENGLAND.
 [Fire Insurance since A.D. 1714]

Canadian Branch :
 Corner St. James and McGill Streets, Montreal
 T. L. MORRISEY, - Resident Manager
 Agencies throughout the Dominion.

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 30,000

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

The LIFE AGENTS' MANUAL

PRICE, \$3.00

Published by The Chronicle, Montreal

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 BROWNE, Jr., 51 Yonge Street, Toronto, Ontario.

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

B. A. CHARLEBOIS, P. O. Box 298, Montreal, Que.

STRONG AS THE STRONGEST

Agents Wanted in Unrepresented Districts in Canada

The Excelsior Life Insurance Co.

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	15,771,632.79
Cash Receipts, Premiums and Interest	310,640.53
Total Disbursements	153,814.85
The Assets, reserves and Surplus Funds show corresponding	
Increases	4,415.01
Decrease	

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 Clark & Agnew, Winnipeg
 Young & Lorrway, Sydney, B.C.

Faulkner & Co., Halifax,
 W. S. Holland, Vancouver
 Geo. A. Lavis, Calgary
 J. M. Queen, St. John, N.B.
 McCallum, Hill & Co., Regina.

ATLAS ASSURANCE COMPANY

LIMITED, of LONDON, ENGLAND

Established in the REIGN of GEORGE III

Income exceeds \$7,250,000
 Funds exceed 17,900,000

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

Head Office for Canada - MONTREAL

MATTHEW C. HINSHAW, Branch Manager

Active and Influential Agents Wanted