

Over 5,000 Prudential Old Guard!



The Prudential has over 5,000 employees who have been in its service from 5 to 35 years. The Prudential holds its agents.

Write for particulars of contract to-day.

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.

The Excelsior Life Insurance Co.
 Established 1889

Head Office TORONTO, Canada
 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
 Total Disbursements 153,814.85
 Increase \$44,638.38
 Decrease 4,415.01

The Assets, reserve 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 CHRONICLE

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 CHARTERED ACCOUNTANTS

Commercial and Municipal Audits and Investigations
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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 & Lorway, Sydney, B.C.
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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.



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THE UNION LIFE ASSURANCE COMPANY

HEAD OFFICE, - - TORONTO, CANADA

More Policyholders than any other Canadian Company.



ATLAS ASSURANCE COMPANY LIMITED, of LONDON, ENGLAND

Established in the REIGN of GEORGE III

Income exceeds
 Funds exceed

\$7,250,000
 17,900,000

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

Head Office for Canada

MONTREAL

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Active and Influential Agents Wanted.