

TWENTY-FIVE, THIRTY, THIRTY-FIVE YEARS.



The Prudential has agents who have been in its service for these long periods. It is the Company that helps and holds its men.

Write us about an 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.

ROYAL EXCHANGE ASSURANCE

Founded A.D. 1720

Losses paid exceed \$235,000,000

Head Office for Canada
 Royal Exchange Building
 MONTREAL
ARTHUR BARRIE, Manager



Correspondence invited from responsible gentlemen in unrepresented districts re fire and casualty agencies

Head Office: Royal Exchange, London

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

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 \$44,638.38
 Decrease 153,814.85
 Increase 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.

Fire Agents' Text Book, \$2.00

by **J. Griswold,**

THE CHRONICLE - MONTREAL

INSURANCE
Publications of the Chronicle
 MONTREAL.

FIRE AGENTS' TEXT BOOK (Griswold) . . . \$2.00
 FIRE INSURANCE EXPIRATION BOOK (Magurn) 50c. and \$2.00
 LIFE AGENTS' MANUAL . . . \$3.00

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.

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