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Selling Life Insurance for a Company like The Prudential develops a "progressive urge" that means success.

Write us about an agency.
THE PRUDENTIAL INSURANCE CO'Y OF AMERICA
Founded by John F. Dryden, Pioneer of Industrial Insurance in America.
CORREST F. DRYDEN, President. Home Office, NEWARK, N.J.
Incorporated as a Stock Company by the State of New Jersey.

In your business you are naturally trying to succeed. You will be sure of the greatest success, when your efforts are backed by a strong, progressive company, such as

THE IMPERIAL LIFE ASSURANCE COMPANY OF CANADA

Attractive agency contracts available to men of ability who can produce business.
For particulars address,
Head Office, 24 KING STREET EAST, TORONTO

Will be Issued in April.

Lovell's Business Directory

of the Cities of MONTREAL and QUEBEC, for 1912-13

Containing an Index to Streets, Miscellaneous Directory and the Name, Business and Address of every firm or Person doing Business in Montreal and Quebec.

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Abundant prosperity has attended the operations of the

Mutual Life of Canada

during the past year in every department of its business.

Death losses were very much below the "expected" and as usual the expenses of conducting the business were very moderate.

Policies in force January 1, 1912
\$71,024,770.88

A TORONTO AGENCY

WITH Continuous Renewals for the RIGHT MAN
SEE **CONTINENTAL LIFE CONTRACT.**

T. B. PARKINSON: Superintendent of Agencies
Continental Life Building, TORONTO

The Excelsior Life Insurance Co.

Head Office: TORONTO, CANADA.
Assets - \$2,842,654.08
Insurance in Force, 15,000,000.00

Security and Profit are what intending insurers desire, both are obtained under "Excelsior" policies, which also contain the "Last Word" in liberal features.

The Reason the Company has been able to pay satisfactory profits is because it has been continuously foremost in those features from which profits are derived. In 1911

Interest Earnings 7.33 per cent. Death Rate 34 per cent. of Expected. Expenses decreased 2.50 per cent.

Wanted agents, to give either entire or spare time.
E. MARSHALL, General Manager. D. FASKEN, President.

The WATERLOO Mutual Fire Insurance Co.

ESTABLISHED IN 1863
HEAD OFFICE : WATERLOO, ONT.

TOTAL ASSETS 31st DEC., 1910, \$708,408.66
POLICIES IN FORCE IN WESTERN ONTARIO OVER 30,000

WM. SNIDER, President GEORGE DIEBEL, Vice-President
FRANK HAIGHT, Manager T. L. ARMSTRONG, Inspector.



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THE UNION LIFE ASSURANCE COMPANY
HEAD OFFICE, - - TORONTO, CANADA

More Policyholders than any other Canadian Company.

