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 T. J. Drummond, Esq.  
 Sir Alexandre Lacoste.  
 Wm. Molson Macpherson, Esq.  
 Sir Frederick Williams-Taylor

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

**Last Year The Prudential**



wrote more life insurance than any other company in the world.  
 It has assets of more than \$361,000,000, with liabilities of nearly \$325,000,000.  
 It had a 1914 income of \$103,226,010.98 and a capital and surplus at the end of the year of \$36,481,299.54.  
 Surely these figures mean the certainty that an insurant seeks.

**The Prudential Insurance Co. of America**  
 FORREST F. DRYDEN, President. Home Office, NEWARK, N. J.  
 Incorporated under the laws of the State of New Jersey 263

**CONFEDERATION LIFE ASSOCIATION**  
 Issues LIBERAL POLICY CONTRACTS ON ALL APPROVED PLANS.  
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 Managing Director and Actuary W. C. MACDONALD, F.A.S.  
 Medical Director ARTHUR JUKES JOHNSON, M.D., M.R.C.S. (Eng.)

**HEAD OFFICE TORONTO**



**Head Office 112 ST. JAMES STREET, MONTREAL**

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 Lewis Laing, Vice-President and Secretary  
 M. Chevalier Esq., A. G. Dent, Esq.,  
 T. J. Drummond Esq., John Ems, Esq., Sir Alexandre Lacoste,  
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**THE MERCANTILE FIRE INSURANCE COMPANY**  
 Incorporated 1875  
 All Policies Guaranteed by the LONDON AND LANCASHIRE FIRE INSURANCE COMPANY OF LIVERPOOL.

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

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 Sir Frederick Williams-Taylor, Lewis Laing.  
 John Ems, Robert Welch,  
 General Manager and Secretary Assistant Manager

**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).

W. SMITH, President CHAS. J. HARRISON, Secretary E. B. JOHNSTONE, Acting Manager

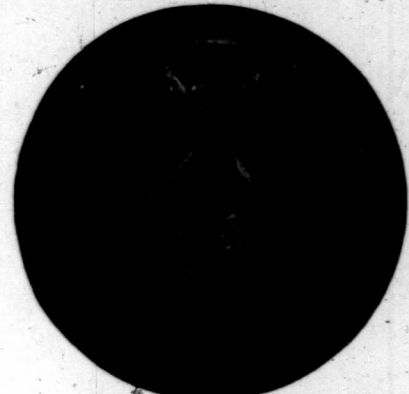
**THE WESTERN EMPIRE FIRE & ACCIDENT INSURANCE COMPANY**  
 Authorized Capital \$500,000  
 Subscribed Capital \$250,000  
 Head Office—713 to 717 Somerset Bldg., Winnipeg, Canada

**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 2,800 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.

**Good Openings for Live Agents**  
 Eastern Head Office...1 Adelaide St. E., Toronto  
 Home Office .....Electric Railway Chambers, Winnipeg, Man.

**Total Assets \$110,000,000.00**  
**Canadian Investments Over \$9,000,000.00**  
 (Greatly in excess of other Fire Companies)

**Manager for Canada**  
**Randall Davidson**

Resident Agents, Toronto Branch  
**Evans & Gooch**

**JOHN D. ROWELL, Inspector.**