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The Prudential has always aimed at the best possible service for its policyholders and agents. And the best possible service is the result of efficiency. Simplification of working and accounting methods, constant improvement of policy forms, promptness in payment of claims, steady reduction of expense rate, and practical helps for agents are a few of The Prudential's greater efficiency achievements.

Write for particulars of attractive agency contract.

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**THE CALEDONIAN**

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Founded 1805.

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Canadian Manager

**The Strathcona Fire Insurance**  
COMPANY

HEAD OFFICE MONTREAL

CAPITAL Subscribed - - - \$300,000

By over 500 Notaries of the Province of Quebec

DEPOSITED with the Provincial Government \$64,000

TOTAL ASSETS, December 31st, 1916 - \$342,395

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FIRE

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The RIGHT HON. J. PARKER SMITH, President.

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J. H. RIDDEL, Manager. E. C. G. JOHNSON, Asst. Manager.

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Head Office

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Representatives Wanted for Ontario and  
Maritime Provinces.

THE  
**CANADA NATIONAL FIRE**  
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HEAD OFFICE: WINNIPEG, MAN.

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1917

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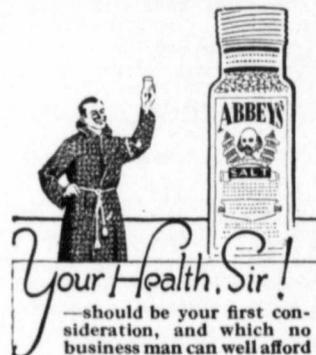
FINANCE COMMITTEE:

CLARENCE H. KELSEY,  
Pres. Title Guaranty & Trust Co.

WILLIAM H. PORTER,  
Banker.

EDWARD TOWNSEND,  
Pres. Importers & Traders Nat.  
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**ABBEY'S VITA TABLETS**  
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