

Prudential Trust Company

LIMITED

Head Office 1 St. John St., Boston	Trustees for Bondholders Transfer Agent & Registrar Administrator Receiver Executor Liquidator Guardian Assignee Trustee Custodian Real Estate and Insurance Department Insurance of every kind placed at lowest possible rates.	Safety Deposits Vaults Terms Ex- ceptionally moderate. Correspond- ence invited
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B. HAL. BROWN, President and Gen. Manager

First British Insurance Company Established in Canada
A.D. 1804

Phoenix Assurance Co. Limited

OF LONDON, ENGLAND (Founded 1782)

FIRE LIFE MARINE

TOTAL RESOURCES, over \$97,000,000.00
 CLAIMS PAID EXCEED 500,000,000.00
 DEPOSITS with Federal Government and
 Investments in Canada, for security of
 Canadian policyholders only, exceed . 3,000,000.00

AGENTS WANTED IN BOTH BRANCHES. Apply to

R. MacD. PATERSON } Joint Managers
 J. B. PATERSON }

100 Francois Xavier Street - MONTREAL

The Standard Life Assurance Co.

Established 1825 Incorporated 1910

Accumulated Funds - - \$68,000,000
 Over \$10,000 paid daily in claims.

The Secret of Successful Salesmanship

If the salesman has unlimited confidence in the Company he represents and in the goods he is offering, it will not take long to communicate that confidence to the Prospect. And this applies to Life Insurance more than to any other article. Agents of the Mutual Life of Canada meet with extraordinary success for that simple reason—they devoutly believe in Life Insurance and above all in "Mutual" Life Insurance. The Mutual Life has been conducted for fifty years exclusively in the interests of its Policyholders. The result is an unprecedented demand to-day for Mutual Life Policies. With the Mutual the "Secret of Successful Salesmanship" is simplicity itself. The Agent knows that he has the Company and the Policy that the Prospect needs. The rest soon follows.

"Be a Mutualist"

The Mutual Life Assurance Co. of Canada

WATERLOO, - - - ONTARIO

Western

Assurance Company

Incorporated in 1861

**FIRE, MARINE, AUTOMOBILE, EXPLOSION,
 RIOTS, CIVIL COMMOTIONS AND STRIKES**

ASSETS over **\$7,000,000.00**

LOSSES paid since organization
 of Company . . . over **\$74,000,000.00**

DIRECTORS

W. B. MEIKLE, President	
Str John Aird	John Hoskin, K.C., LL.D.
Rebt. Bickerdike, (Montreal)	E.A. Lash, K.C., LL.D.
Lt. Col. Harry Brock	Geo. A. Morrow, O.B.E.
Alfred Cooper, (Montreal)	Lt. Col. The Hon.
E. C. Cox	Frederic Nicholls
John H. Fulton, (Montreal)	Brig.-General Str
D. B. Hanna	Henry Pollard, C.V.O
	E. B. Wood

W. B. MEIKLE, Pres. and Gen. Man.	C. B. WAINWRIGHT, Secretary
JOHN SIMS, Asst. Gen. Man.	A. B. FRINGLE Asst. Secretary

HEAD OFFICE - TORONTO

The LIFE AGENTS' MANUAL

THE CHRONICLE - - - MONTREAL

A BRITISH COMPANY

Union Insurance Society of Canton, Limited

ESTABLISHED 1855

Head Office: HONGKONG Assets over \$18,000,000

TOTAL ASSETS—Union and Allied Companies, \$30,000,000

FIRE, MARINE AND AUTOMOBILE

Head Office for Canada, 21 Toronto Street, TORONTO

General Agent Montreal, **JOSEPH BOWAT** Manager for Canada, C. R. DRAYTON