

Prudential Trust Company

LIMITED

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| <p>Head Office</p> <p>2 St. John St.</p> <p>Montreal</p> | <p>Trustee for Bondholders Transfer Agent & Registrar Administrator Receiver Executor Liquidator Guardian Assignee Trustee Custodian Real Estate and Insurance Departments</p> <p>Insurance of every kind placed at lowest possible rates.</p> | <p>Safety Deposits</p> <p>Vaults</p> <p>Terms Exceptionally moderate.</p> <p>Correspondence Invited</p> |
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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 . 2,000,000.00

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 1851

**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

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|-------------------------------|---|
| Sir John Aird | John Hoskin, K.C., LL.D. |
| Robt. Bickerdike, (Montreal) | Z. A. Lash, K.C., LL.D. |
| Lt. Col. Henry Brock | Geo. A. Morrow, O.B.E. |
| Alfred Cooper, (London, Eng.) | Lt. Col. The Hon. Frederic Nichol |
| H. C. Cox | Brig.-General Sir Henry Pellatt, C.V.O. |
| John H. Fulton, (New York) | E. B. Wood |
| D. B. Hanna | |

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| W. F. MEIKLE, Pres. and Gen. Man. | C. B. WRIGHT, Secretary |
| JOHN SIMS, Asst. Gen. Man. | A. B. PRINGLE Asst. Secretary |

HEAD OFFICE - TORONTO

The LIFE AGENTS' MANUAL

THE CHRONICLE - - MONTREAL

A BRITISH COMPANY

Union Insurance Society of Canton, Limited

ESTABLISHED 1852

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, 26 Toronto Street, TORONTO

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