

WRITE THE PRUDENTIAL

A few minutes of your time
will secure full informa-
tion about a good agency
proposition.

Write to-day.

THE PRUDENTIAL INSURANCE CO. OF AMERICA

FORREST F. DRYDEN, President. Home Office, NEWARK, N.J.
Incorporated as a Stock Company by the State of New Jersey.

The Excelsior Life Insurance Co.

Established 1889

TORONTO, Canada

Head Office
ALL PREVIOUS RECORDS BROKEN during the first six months
of 1912.

New Insurance applied for	\$1,836,000.00
New Insurance issued	1,719,048.50
Insurance in force	15,771,632.70
Cash Receipts, Premiums and Interest	310,640.55

Total Disbursements	Increase \$44,638.38	153,814.85
	Decrease 4,415.01	

The Assets, reserve and Surplus Funds show corresponding
Increases

Where Increases are desirable—There are Increases.

Where Decreases are desirable—There are Decreases.

To be a successful agent, you must represent a successful
company.

We have an opening for you, if you are a worker.

E. MARSHALL, General Manager. D. FASKEN, President.

THE CHRONICLE

is filed regularly in leading offices
throughout Canada; advertising in
its columns has a *permanent*
value.

Union Assurance Society Limited

OF LONDON, ENGLAND.
[Fire Insurance since A.D. 1714]

Canadian Branch:

Corner St. James and McGill Streets, Montreal
T. L. MORRISSEY, - Resident Manager
Agencies throughout the Dominion.

The Equity Fire Insurance Co.
TORONTO, CAN.

WM. GREENWOOD BROWN, General Manager

GENERAL AGENTS:

A. B. Powell, Interim Branch Manager, Montreal	Faulkner & Co., Halifax,
Brown Clarke Agency, Winnipeg	W. S. Holland, Vancouver
Young & Lorway, Sydney, N.S.	Geo. A. Lavis, Calgary
McCallum, Hill & Co., Regina.	J. M. Queen, St. John, N.B.

The WATERLOO
Mutual Fire Insurance Co.

ESTABLISHED IN 1863

HEAD OFFICE : WATERLOO, ONT.

TOTAL ASSETS 31st DEC., 1911, \$772,000.00

POLICIES IN FORCE IN WESTERN ONTARIO OVER 30,000

WM. SNIDER, President,	GEORGE DIEBEL, Vice-President,
FRANK HALT, Manager.	ARTHUR FOSTER Inspector



THE CHIEF DIFFICULTY that confronts the new man
entering the Life Insurance
Field is the securing of **GOOD PROSPECTS**. This difficulty is eliminated
when you write for an **INDUSTRIAL COMPANY**, the debits of which are
an inexhaustible mine for both ordinary and industrial business.

THE UNION LIFE ASSURANCE COMPANY

HEAD OFFICE, - - TORONTO, CANADA

More Policyholders than any other Canadian Company.

**ATLAS ASSURANCE COMPANY**
LIMITED, OF LONDON, ENGLAND

Established in the REIGN of GEORGE III

Income exceeds	\$7,250,000
Funds exceed	17,900,000

Including the Fully Subscribed Capital, the resources of the Company exceed \$28,900,000.

Head Office for Canada - MONTREAL

MATTHEW C. HINSHAW, Branch Manager

Active and Influential Agents Wanted