

## Second in the World!



The Prudential, youngest of the large companies in the Life Insurance field, ranks second among all companies of the world in amount of Insurance in Force,

**OVER \$2,211,000,000.**

Write us about an Agency.

**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.

## ROYAL EXCHANGE ASSURANCE

Founded A.D. 1720

Losses paid exceed \$235,000,000

Head Office for Canada  
**Royal Exchange Building**  
**MONTREAL**

ARTHUR BARRY, Manager

Correspondence invited from responsible gentlemen in unrepresented districts re fire and casualty agencies



Head Office: Royal Exchange, London

## The Equity Fire Insurance Co. TORONTO, CAN.

**WM. GREENWOOD BROWN, General Manager**

### GENERAL AGENTS:

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

## The Excelsior Life Insurance Co.

Established 1889

Head Office **TORONTO, Canada**  
 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 increase

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.

## The LIFE AGENTS' MANUAL

PRICE, \$3.00

Published by The Chronicle, Montreal



**Transacts:**  
 PERSONAL ACCIDENT FIDELITY GUARANTEE  
 SICKNESS BURGLARY and  
 LIABILITY (all kinds) LOSS OF MERCHANDISE and  
 AUTOMOBILE PACKAGES THROUGH THE MAIL  
**INSURANCE**

Applications for direct Agencies invited.

**ELECTRICAL BANK and STORE PROTECTION**  
**SPRINKLER SUPERVISORY SERVICE**  
**NIGHT WATCHMEN'S SIGNAL and FIRE ALARM SYSTEMS**

Head Office, **GRESHAM BUILDING MONTREAL**  
 302 ST. JAMES STREET  
**F. J. J. STARK, General Manager.**

## 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