## SELLING

That's what the advertising propaganda of



### The Prudential

month its messages go before over 20,000,000 people. You over 20,000,000 people. You can share in the results of this advertising.

Agents wanted to write industrial and ordinary Life Insurance. Good Income - Promotion - Best Opportunities Now!

THE PRUDENTIAL INSURANCE CO'Y OF AMERICA. Incorporated as a Stock Company by the State of New Jersey.

JOHN. F. DRYDEN, President. Write for Agency HOME OFFICE, NEWARK, N. J.

FOUNDED 1792

## Insurance Company of North America

PHILADELPHIA

CAPITAL. \$3,000,000 ASSETS JANUARY 1, 1908, 12,014,062 LOSSES PAID EXCEED. 140,000,000

ROBERT HAMPSON & SON General Agents for Canada. MONTREAL.

### FIRE AGENTS' TEXT-BOOK

An Annotated Dictionary of the terms and technical phrases In common use among Fire Underwriters.

By J. GRISWOLD.

To which is appended a Policy Form Book. The whole supplemented by short rate and pro-rata Gancellation and Time Tables, published at the office of

THE CHRONICLE, Montreal.

## United Empire Bank of Canada.

Head Office, corner Yonge and Front Sts., Toronto

Conservative investors will find a safe, sound, paying proposition in this New Canadian Bank Stock (issued at par). Allotments will be made to carly applicants.

GEORGE P. REID. General Manager

#### NATIONAL PROVINCIAL PLATE GLASS INSUR-ANCE COMPANY, LIMITED.

Head Office, London, Eng.: Established 1854 Capital fifty thousand pounce sterling. For Agencies at unrepresented points. Province of Onario, Address J. H. EWART, Chief Agent No. 18 Wellington Street East, Toronto.

# The Royal Trust Co.

107 ST. JAMES ST., MONTREAL CAPITAL FULLY PAID - \$1,000,000 RESERVE FUND \$800,000 BOARD OF DIRECTORS:

Right Hos. LORD STRATHCONA & MOUNT ROYAL G.C.M.Q PRESIDENT.

Hon. SIR GEORGE DRUMMOND, K C.M.G., VICE-PRESIDENT.

SIR H. MONTAGU ALLAN C. R. HOSMER H. V. MEREDITH R. B. ANGUS SIR W.C. MACDONALD DAVID MORRICE SIR FDWARD CLOUSTON, BATT. HON R. MACKAY, E. B. GREENSHIELDS A. MACNIDER JAMES KOS. C. M. HAYS SIR T. G. SRAUGHRESSY K.C.V.O. SIR WILLIAM C. VAN HORNE, K.C.M.G.

#### H. ROBERTSON, Manager

SAFETY DEPOSIT VAULTS : 109 St. James St., Bank of Montreal Montreal

### National Trust Co., Limited.

RESERVE

OFFICES: Montreal, Toronto, Winnipeg, Edmonton, Saskatoon. Authorized to accept and execute Trusts of every descrip-tion and to act in any of the following capacities:

Trustee, Executor, Administrator, Assignee, Liquidator, Gen. Agent Montreal Board of Directors :

MONITERIN DORTG OF DIFFECTOR'S:

JAMES CRATHERN, Esq., Director Canadian Bank of Commerce.
H. S., Holt, Esq., Director Royal Bank.
H. MARKLAND MOULSON, Esq., Director the Molson's Bank.

Montreal Offices and Safety Deposit Vaults.

National Trust Building. 153 St. James Street

A. G. ROSS . . . Manager.

## The Trust and Loan Co.

OF CANADA

INGORPORATED BY ROYAL CHARTER, A.D. 1845

Capital Subscribed, \$10,706,666 With power to increase to . 14,600,000 1,946,666 1,138,474 Special Reserve Fund . . . 170,333

MONEY TO LOAN ON REAL ESTATE AND SURRENDER VALUES OF LIFE POLICIES.

26 St. James Street, Montreal

# Montreal Trust Company

Practical View

The administration of estates is a business In conducting it properly, experience, judgment, integrity and financial strength are just as essential as they are in any other business. Many estates, built up by a lifetime of effort and skill, have diminished greatly in value through incapable administration. This institution makes administration of estates a business. Its public character, financial strength directors and officers are a surety of its efficiency, faithfulness and impartiality

2 Place D'Armes