

2,506,882 Policies Were Issued



and revived by The Prudential during 1914.
This is the greatest number of policies ever issued in a single year by this company.

THE PRUDENTIAL INSURANCE CO. OF AMERICA
FORREST F. DRYDEN, President. Home Office, NEWARK, N. J.
Incorporated under the laws of the State of New Jersey

GENERAL

ACCIDENT **FIRE** AND LIFE
ASSURANCE CORPORATION, LTD.
OF PERTH, SCOTLAND.

Total Security to Policyholders over \$8,600,000

PELEG HOWLAND,
Chairman
Canadian Advisory Board

T. H. HALL, Manager for Canada
JUDSON G. LEE, General Agent, Montreal.

Theory Versus Practice

A substantial portion of every investor's funds should be put into life insurance so that no matter what happens to himself or to his investments there will be satisfactory provision for his dependents.

Insurance men and financiers recognize these facts and yet the families of many of these are very inadequately protected by means of well placed life insurance policies.

Let us not be hearers only, but doers. We preach—let us practice. Allowing for liabilities, what is the net amount of our insurance protection? We should look this up and if there is a deficiency, a policy should be taken in

The Mutual Life Assurance Co.

Of Canada,
WATERLOO - - - ONTARIO

ANGLO-AMERICAN FIRE INSURANCE COMPANY

MONTREAL-CANADA
FIRE INSURANCE COMPANY

Established 1859

J. W. RUTHERFORD, A. B. DUFRESNE,
General Manager, Provincial Agent.
ROOM 21, DULUTH BUILDING,
Head Office Cor. Notre Dame and St. Sulpice Sts.

The London Mutual Fire

INSURANCE COMPANY
Established 1859

Head Office - - - TORONTO

Assets	- - -	\$863,554.52
Surplus to Policyholders	-	433,061.40
Losses Paid	- - over	\$8,000,000.00

PROVINCE OF QUEBEC BRANCH

W. J. CLEARY, R. de GRANDPRE,
Provincial Manager, Inspector
17 St. John Street, MONTREAL

Union Assurance Society Ltd.

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

CANADA BRANCH, MONTREAL
T. L. ACCORRISEY, Resident Manager.
NORTH WEST BRANCH, WINNIPEG
THOS BRUCE, Branch Manager.

Agencies throughout the Dominion

The Imperial Guarantee

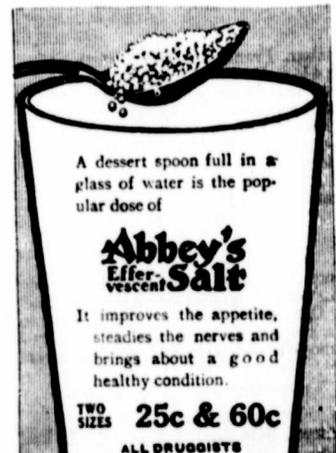
AND ACCIDENT INSURANCE CO., OF CANADA

Head Office: 46 King Street W.,
TORONTO, Ont.

A Strong Canadian Company.

ACCIDENT AND SICKNESS INSURANCE
GUARANTEE BONDS

PLATE GLASS AND AUTOMOBILE INSURANCE
E. WILLANS, FRANK W. COX,
General Manager. Secretary.



A dessert spoon full in a glass of water is the popular dose of

**Abbey's
Effer-Salt**
vescent

It improves the appetite, steadies the nerves and brings about a good healthy condition.

TWO SIZES 25c & 60c

ALL DRUGGISTS