


The Prudential made its greatest record during 1915
—in the first year of Mutualization—



OVER 581 MILLION DOLLARS PAID-FOR LIFE INSURANCE ISSUED AND REVIVED.

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

A Few 1915 Mutualities

FIRST. An increased interest rate earned on invested assets.
SECOND. A decreased ratio of total expenses to total income.
THIRD. A remarkable reduction in the number of lapsed policies.
FOURTH. A notable net increase in business which is now over \$100,000,000.
FIFTH. Astonishing surplus earnings amounting in all to \$1,158,210.20.
SIXTH. All round progress and prosperity in spite of war conditions.
SEVENTH. Secure a participating Mutual policy and share in our wonderful surplus earnings.

The Mutual Life Assurance Co. Of Canada,
WATERLOO - - - ONTARIO

FIRE
BRITISH CROWN ASSURANCE
Corporation, Limited
of **GLASGOW, SCOTLAND**

The Right Hon. J. PARKER SMITH, President.
D. W. MACLENNAN, General Manager.

Head Office for Canada; TRADERS BANK BLDG., TORONTO
A. C. STEPHENSON, Manager.

AGENTS WANTED IN UNREPRESENTED DISTRICTS

EXCELSIOR
INSURANCE LIFE COMPANY

Have a splendid opening in Montreal for a live man with a good connection.
Apply to E. S. PEACOCK, Manager English Agency.
Quebec Bank Building, - Montreal.

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, General Manager. FRANK W. COX, Secretary.

GET OUR PRICES FOR FIRST CLASS WORK
Orders Filled on Dates Promised
JOHN LOVELL & SON, LTD.
PRINTERS & BOOKBINDERS
23 St. Nicholas Street - - MONTREAL

The LONDON MUTUAL FIRE
INSURANCE Established 1859 COMPANY

Assets		\$784,426.31
Surplus to Policy-holders		404,046.07
Losses Paid—over		8,000,000.00

PROVINCE OF QUEBEC BRANCH
W. J. CLEARY, Provincial Manager.
17 ST. JOHN STREET, - - MONTREAL

If you let your bowels become sluggish, your liver inactive and your stomach upset, you are simply inviting sickness your way. Work against this condition by taking

ABBEY'S EFFERVESCENT SALT
a glass each morning.
TWO SIZES 25c & 60c
ALL DRUGGISTS

