

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.

OF MUTUAL INTEREST

Two of the world's greatest life assurance companies, billionaires both, have recently been changed to a mutual basis.—why?

One reason is that under the mutual system every policyholder has a voice in the administration of affairs. The system is more democratic.

Again, under the mutual system there is no danger of a company running foul of the rocks of private interest. The mutual is therefore popular.

Still another reason is that under the mutual system the dividends are paid to those whose money created them. The mutual is more equitable.

We predict that some of our Canadian giants will follow suit and reorganize themselves on the same popular basis as that on which stands

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



"SECURITY FIRST"

Assets for Policyholders, over
\$4,000,000.00

\$137 of Assets for each \$100
of Liability.

A STRONG CANADIAN COMPANY.
The EXCELSIOR LIFE INSURANCE CO.
W. CROSBIE BABER, Head Office:
Provincial Manager, Montreal. TORONTO, ONTARIO.

Union Assurance Society Limited

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

Canadian Branch:
Corner St. James and McGill Streets, Montreal
T. L. MORRISEY, - Resident 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. WILLIAMS, FRANK W. COX,
General Manager, Secretary.

Keep it handy on
your desk

DESK WORK
EXACTS PENALTIES

Liver and Bowels slow down.
Tone them up with

Abbey's
Effer-Salt
vescent

TAKE ABBEY'S VITA TABLETS
The Best Tonic for Sick Nerves