

Wonderful Increase in 1912

In Strength, Stability, Safety and Public Usefulness

Assets, over - - - - - 291 Million Dollars
 Liabilities { Including Policy Reserve, 228 Million Dollars; and amount set
 as de for Holders of Deferred Dividend Policies, 31 1-2 Million
 Dollars; of which there is payable in 1913, over 4 Million Dollars } nearly 267 Million Dollars
 Capital and Surplus, over - - - - - 24 Million Dollars
 Paid Policyholders in 1912, over - - - - - 31 Million Dollars

**Total Paid Policyholders Since Organization,
 Plus amount held at interest to their credit, over
 FIVE HUNDRED AND TWENTY-FIVE MILLION DOLLARS**

Life Insurance Issued and Paid for in 1912, over - 480 Million Dollars
 Increase in Insurance in Force, over - - - - - 192 Million Dollars

More than 11 Million Policies in Force Insuring over 2 BILLION, 211 MILLION DOLLARS

Over \$73,000,000 invested in Real Estate Bonds and Mortgages.

Amount of Voluntary Concessions Paid to Policyholders to date, nearly 17½ Million Dollars.

Premiums were Reduced in 1912 on New Ordinary Policies, and on new \$500 and \$750 Intermediate Policies.
 126,000 Death Claims and Endowments paid in 1912. Lowest Expense Rate in the Company's History.

The Prudential

Insurance Company of America

FORREST F. DRYDEN, President

INCORPORATED AS A STOCK COMPANY BY THE STATE OF NEW JERSEY

Home Office: NEWARK, New Jersey

Suggested: (Whether you are insured or not) write for particulars of Prudential Monthly Income Policy, which guarantees an income for 20 years or life. Write today. Dept. 158

GILSON MARINE ENGINE

"GOES LIKE SIXTY." SIZES 2, 4, 7, 10, 18, 25 AND 40 H.P. SINGLE AND MULTIPLE CYLINDER.

An Engine of Quality—for certain, satisfactory service, with new and exclusive improvements.

It has the smooth, clean cut lines—the breezy appearance—the class and quality of the thoroughbred—Ginger, reserve power and staying qualities as well. Most easily started. It has the broadest guarantee—Satisfaction. Write for catalogue. Agents wanted.

Gilson Mfg. Co., Ltd., 105 York St., Guelph, Can.



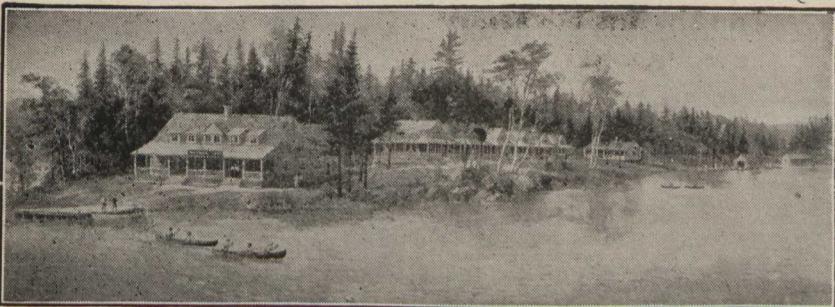
Algonquin National Park

THE IDEAL SUMMER RESORT FOR CAMPER, FISHERMAN, CANOEIST.

200 miles north of Toronto, 175 miles west of Ottawa

Altitude, 2,000 feet above sea level

Good hotel accommodation

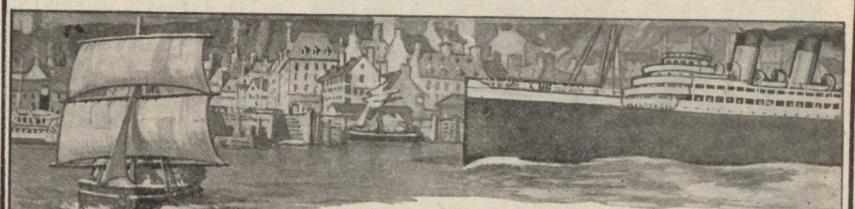


THE NEW CAMP-HOTEL "CAMP NOMINIGAN"

being inaugurated this season, will prove attractive. This sort of camp is new to the "Highlands of Ontario." It consists of log cabins constructed in groups in the hearts of the wilds, comfortably furnished with modern conveniences, such as baths, hot and cold water, always available.

Handsomely illustrated folder free on application to J. Quinlan, Bonaventure Station, Montreal; C. E. Horning, Union Station, Toronto, Ont.

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CANADIAN NORTHERN "ATLANTIC ROYALS"

St. Lawrence Route Montreal to Bristol

Here is an opportunity to see some of the most famous places of the Old World at a modest outlay. A health-bringing trip and a liberal education combined. You take the "Royal Edward" at Montreal on July fifteenth for Bristol. Special arrangements have been made for the balance of the tour which includes a visit to London, Paris, Amsterdam, Brussels, Ostend, Antwerp, the Isle of Marken, Bruges and historic city of Ghent.

Special—Rovers' Travel Club Tour

This is an especially good year to visit the ancient city of Ghent. On the date the party will reach that city, the Universal and International Exposition will be in full swing. It will be a great Exposition, with its Palaces of Art and Industry housing unique exhibits from all parts of the world. The slogan of this Exhibition is "A Thousand and One attractions Worth Crossing Half the Globe to See."

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