

The Prudential paid its Policyholders



over \$39,000,000 during 1914.

This great sum of money, the greatest amount ever paid policyholders in any year by the Prudential, saved thousands of homes, kept thousands of families intact and opened the doors of hope and opportunity for thousands of widows and children.

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, billions 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

STRONGEST CANADIAN NON-BOARD COMPANY

Established 1859

The London Mutual Fire Insurance Co.
 of CANADA
 Head Office: TORONTO
TOTAL LOSSES PAID \$6,000,000

PROVINCE OF QUEBEC BRANCH

W. J. CLEARY, **R. de GRANDPRE,**
 Provincial Manager Inspector

17 St. John Street, MONTREAL

Union Assurance Society Limited

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

Canadian Branch:
 Corner St. James and McGill Streets, Montreal
T. L. MORRISSEY, - 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. WILLANS, **FRANK W. COX,**
 General Manager. Secretary.



Abbey's
 Effervescent Salt

Is the gentlest, mildest and most effective of all tonic laxatives. It makes the bowels act right.

Two Sizes, 25c. and 60c.