

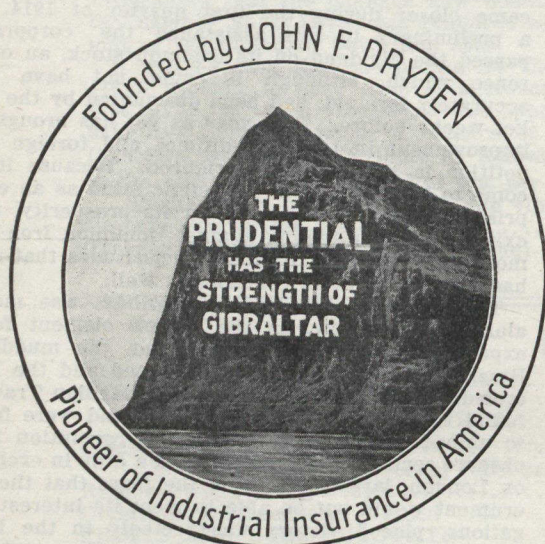
The Prudential

A National Institution of Public Usefulness

Assets, over	323 Million Dollars
Liabilities (Including Policy Reserve \$260,000,000)	297 Million Dollars
Capital and Surplus, over	25 Million Dollars
Amount Set Aside for Holders of Deferred Dividend Policies, over	31 Million Dollars
Dividends Payable to Policyholders in 1914, over	6½ Million Dollars
Paid Policyholders during 1913, nearly	34 Million Dollars
Total Payments to Policyholders, since organization, over	300 Million Dollars
Number of Policies in Force	12 Million
Real Estate Mortgages and Farm Loans, over	92 Million Dollars
Voluntary Concessions Paid Policyholders to date, nearly	18½ Million Dollars

New Business Paid for during 1913, over **481 Million Dollars**

LOWEST EXPENSE RATE IN THE HISTORY OF THE COMPANY



Over Two Billion 406 Million Dollars
Life Insurance in Force

THE PRUDENTIAL INSURANCE CO., OF AMERICA

Incorporated as a Stock Company by the State of New Jersey

FORREST F. DRYDEN, President

Home Office, Newark, N.J.

The Prudential Issues Life Insurance for the Whole Family. Write for Information, Dept. 158

The Prudential Has Branch Offices in All Prominent Canadian and American Cities.

Seeking a Good Investment

Those who have money to invest seek the safety of the principal. This Corporation offers absolute security in its

5% Debentures

and solicits correspondence from any who may be interested in safe, sound and satisfactory investment of funds.

STANDARD RELIANCE MORTGAGE CORPORATION

CAPITAL PAID-UP - \$2,000,000.00
ASSETS - \$5,000,000.00

Head Office: 82-88 King Street East
TORONTO

THE DOMINION SECURITIES CORPORATION LIMITED

ESTABLISHED 1901

HEAD OFFICE 26 KING ST EAST TORONTO.
MONTREAL LONDON, E C ENG.

These investments are fully described in our Quarterly List just published, April, 1914. A copy sent on request.

GOVERNMENT BONDS AND MUNICIPAL DEBENTURES

Amount.	Security.	Income Yield.
\$100,000	PROVINCE OF ALBERTA	4.85%
50,000	CITY OF HAMILTON, ONT.	4½ %
40,000	CITY OF WESTMOUNT, QUE.	4.70%
50,000	CITY OF SHERBROOKE, QUE.	4.90%
25,000	TOWN OF OWEN SOUND, ONT.	4.90%
	(Guaranteed by County of Grey)	
19,231	TOWN OF BARRIE, ONT.	5 %
	(Guaranteed by County of Simcoe)	
£20,000	CITY OF VICTORIA, B.C.	5 %
\$23,000	CITY OF BERLIN, ONT.	5 %
£20,000	CITY OF EDMONTON, ALTA.	On application
\$100,000	CITY OF CALGARY, ALTA.	On application
10,000	TOWNSHIP OF ROCHESTER, ONT.	5½ %
20,000	TOWNSHIP OF FITZROY, ONT.	5½ %
15,000	TOWN OF SANDWICH, ONT.	5¼ %
50,000	CITY OF ST. BONIFACE, MAN.	5.30%
50,000	CITY OF MOOSE JAW, SASK.	5¼ %
40,000	MUNICIPALITY OF COLDSTREAM, B.C. ...	5½ %
15,000	DISTRICT OF COQUITLAM, B.C.	5½ %
£7,000	CITY OF PRINCE ALBERT, SASK.	5¾ %
\$25,000	CITY OF NANAIMO, B.C.	5¾ %
50,000	CITY OF KAMLOOPS, B.C.	5.80%
25,000	MUNICIPALITY OF PENTICTON, B.C.	6 %
100,000	TOWN OF MACLEOD, ALTA.	6 %

CANADIAN GOVERNMENT MUNICIPAL AND CORPORATION BONDS