


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
OR REST 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

.. THE ..

London Assurance CORPORATION OF ENGLAND.

INCORPORATED BY ROYAL CHARTER A. D. 1720

| | |
|-------------------|-------------|
| CAPITAL PAID UP | \$2,241,375 |
| TOTAL CASH ASSETS | 22,457,415 |

Head Office for Canada. - MONTREAL
W. KENNEDY, W. B. GOLLEY, Joint Managers.

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 St.

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.

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 COMPANY

Established 1859

| | |
|---------------------------|--------------|
| Assets | \$863,554.52 |
| Surplus to Policy-holders | 433,061.40 |
| Losses Paid over | 8,000,000.00 |



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



Abbey's Effervescent Salt

is unequalled for quenching the thirst and cooling and invigorating the system. Try a glass.
2 Sizes, 25c and 60c.