

THE PRUDENTIAL

40th ANNIVERSARY, OCTOBER 13, 1915



**Mutualized
Benefits Increased
A Policyholders'
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

**THE ASCENDENCY
OF THE MUTUAL SYSTEM**

Mutual Life Insurance Companies issue seventy-five per cent of all the policies written on this continent. The most progressive companies in the whole world were either mutual from the beginning or have afterward been mutualized.

Therefore The Mutual Life of Canada sells the most modern and the most popular type of life insurance contract.

You have not secured THE BEST in life insurance unless your policy is a MUTUAL policy.

Mutual Companies are democratic. The entire assets are the property of the policyholders and the control of the Company belongs to them.

**The Mutual Life Assurance Co.
Of Canada,**

WATERLOO - - - ONTARIO
CANADA'S ONLY MUTUAL.

.. 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. COLLEY, 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

Head Office - - - TORONTO

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

PROVINCE OF QUEBEC BRANCH

W. J. CLEARY, R. de GRANDPRE,
Provincial Manager Inspector
17 St. John Street, MONTREAL



**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.