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THE PRUDENTIAL INSURANCE CO'Y OF AMERICA

Incorporated as a Stock Company by the State of New Jersey.

JOHN. F. DRYDEN, President.

HOME OFFICE, NEWARK, N. J.

THE IMPERIAL LIFE'S RECORD IN 1909.

ASSETS -	$5,303,236	INCREASE	$749,392
RESERVES -	4,055,540	INCREASE	597,494
NET SURPLUS	627,519	INCREASE	149,306

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Guarantees the Beneficiary a fixed Income, payable monthly for Twenty Years or longer if desired. The Insurance cannot be squandered, lost or unwisely invested. Costs less than ordinary insurance. Loan, Cash Surrender, Paid-up, Automatic Non-forfeitures, Extended Insurance and other modern life insurance privileges guaranteed in policy. Most liberal Life Insurance Policy available to Canadian insurers. No estimates. Everything guaranteed. Agency openings, with salary and commission contracts, for successful life insurance writers. Apply WILLIAM WALLACE, Gen. Manager.

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CASH PAID FOR

(1) Death Losses	$4,512,834
(2) Matured Endowments	2,135,879
(3) Surplus	1,761,859
(4) Surrenders	1,392,738
Total Cash Payments	$9,803,310

AND IT STILL HOLDS

Reserves invested for security of Policyholders	$12,065,146
Surplus over all Liabilities	2,269,692
Total Paid to and held for Policyholders	$24,138,148

HEAD OFFICE, WATERLOO, ONT

The Continental Life Insurance Co.

SUBSCRIBED CAPITAL, $1,000,000.00

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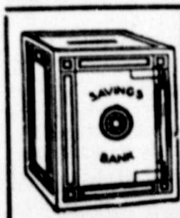

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