

Prudential Mutualization Means



that the holders of Fourteen Million Policies are the Owners of the Company and that for all time the policy-holders will control the Company for their own benefit.

Great has been the work and growth of the Prudential, but greater is its future destiny.

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

WHY I should select a MUTUAL POLICY!

- FIRST**—Because in a mutual company the assets are the sole property of the Policy-holders.
- SECOND**—Because in a mutual company ALL of the profits go to the policy-holders: not 90 per cent or 95 per cent, but THE WHOLE.
- THIRD**—Because in a mutual company the executive is directly responsible to the policy-holders: ALL the directors are policy-holders' directors.
- FOURTH**—Because mutual companies hold the record for stability.
- FIFTH**—Because mutual companies have all the "safety-first" features of stock companies with mutuality thrown in.
- SIXTH**—Because the largest American companies are already mutual or seriously considering mutualization, and already more than one-half of legal reserve insurance is mutual.
- SEVENTH**—Because mutual companies are not built up in the interest of the FEW, but of the MANY.

THEREFORE, I WILL TAKE FOR MINE

The Mutual Life Assurance Co. of Canada

Canada's Only Mutual. Waterloo, Ontario.

FIRE

BRITISH CROWN ASSURANCE

Corporation, Limited

of GLASGOW, SCOTLAND

The RIGHT HON. J. PARKER SMITH, President.
 D. W. MACLENNAN, General Manager.

Head Office for Canada: TRADERS BANK BLDG., TORONTO
 A. C. STEPHENSON, Manager.

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OPPORTUNITIES

in Life Insurance are many.

FOR AN AGENCY, ADDRESS

GRESHAM LIFE ASSURANCE SOCIETY, LTD.

Established 1848. Funds \$50,000,000

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PLATE GLASS AND AUTOMOBILE INSURANCE

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The LONDON MUTUAL FIRE INSURANCE COMPANY

Established 1859

Assets		\$784,426.31
Surplus to Policy-holders		404,046.07
Losses Paid over		8,000,000.00

PROVINCE OF QUEBEC BRANCH

W. J. CLEARY, Provincial Manager.

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Abbey's Effer-vescent Salt

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 The Best Tonic for Sick Nerves