

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

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.

AGENTS WANTED IN UNREPRESENTED DISTRICTS

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.

The LONDON MUTUAL FIRE

INSURANCE Established 1819 COMPANY

Assets
Surplus to
Policy-
holders
Losses Paid
— over



\$784,426.31

404,046.07

\$8,000,000.00

PROVINCE OF QUEBEC BRANCH

J. CLEARY, Provincial Manager.

17 ST. JOHN STREET, - - MONTREAL

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.

OPPORTUNITIES

in Life Insurance are many.

FOR AN AGENCY, ADDRESS

GRESHAM LIFE ASSURANCE SOCIETY, LTD.

Established 1848.

Funds \$50,000,000

GRESHAM BUILDING - - - MONTREAL

GET OUR PRICES

FOR
FIRST CLASS WORK

Orders Filled on Dates Promised

JOHN LOVELL & SON, LTD.
PRINTERS & BOOKBINDERS

23 St. Nicholas Street - - MONTREAL

When a Man Gets to be 50

The man of 50 has to slow up a little. He begins to realize that he has a stomach and liver. He can't eat and work and hustle with the same disregard of health as he did 20 years ago; so he turns to ABBEY'S EFFERVESCENT SALT.

Abbey's Effervescent Salt helps nature—does part of Nature's Work—prevents constipation, biliousness, indigestion, uric acid poisoning—regulates the eliminating organs—keeps the whole system in a normal, healthy condition.

Abbey's
Effervescent Salt

Made in the laboratories of the
ABBIE'S EFFERVESCENT SALT CO., MONTREAL,
and for over a quarter of a century a household remedy throughout Canada.

FOR SALE BY ALL DRUGGISTS

Year to date
May 31. \$43.

Week ending
June 7.. \$2

Year to date
May 31.. \$2

Week ending
June 7..

Year to date
May 31.. \$7

Week ending
June 7.. \$

Year to date
May 31 \$3

Week ending
May 7.. \$

14..

21..

31..

Montreal

SUBS

Lachine:
From Port
10 min. service
20 "

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20 min. service
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EDWIN

Adelaide