

LAST YEAR THE PRUDENTIAL



wrote more life insurance than any other company in the world.

It has assets of more than \$361,000,000, with liabilities of nearly \$325,000,000.

It had a 1914 income of \$103,-226,010.98 and a capital and surplus at the end of the year of \$36,481,299.54.

Surely these figures mean the certainty that an insured seeks.

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

GENERAL

ACCIDENT **FIRE** AND LIFE
ASSURANCE CORPORATION, LTD.
 OF PERTH, SCOTLAND.

Total Security to Policyholders over \$8,600,000

PELEG HOWLAND,
 Chairman,
 Canadian Advisory Board

T. H. HALL, Manager for Canada.
JUDSON G. LEE, General Agent, Montreal.



RAILWAY PASSENGERS ASSURANCE COMPANY

OF LONDON, ENGLAND

All kinds of Personal Accident and Sickness Insurance
 Employers and Public Liability
 Burglary, Plate Glass and Fidelity Guarantee

HEAD OFFICE FOR CANADA AND NEWFOUNDLAND **TORONTO, ONTARIO**

F. H. RUSSELL, General Manager.

Oldest Accident Office

MONTREAL BRANCH

201 LAKE OF THE WOODS BUILDING, 10 St. John Street



Transacts:

PERSONAL ACCIDENT FIDELITY GUARANTEE
 SICKNESS BURGLARY and
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INSURANCE

Applications for direct Agencies invited.

ELECTRICAL BANK and STORE PROTECTION
 SPRINKLER SUPERVISORY SERVICE
 NIGHT WATCHMEN'S SIGNAL and FIRE ALARM SYSTEMS

Head Office, GRESHAM BUILDING MONTREAL
F. J. J. STARK, General Manager.

"THE MAN THAT KEEPS HIS HEAD"

is the man that can help to preserve the interior stability of his country in this awful period when the War God rules. Fortunately our country is immune from the tramp of devastating foes. Therefore keep our wheels of commerce turning. Life men, you have a great opportunity to make good. Good territory can be secured from

THE FEDERAL LIFE ASSURANCE COMPANY
 OF CANADA

C. L. SWEENEY, Provincial Manager for Quebec, 180 St. James Street, Montreal.