

**PRUDENTIAL DAY
THE NATIONAL PAY-DAY**



means a check for the family on the first of every week or month, through a Prudential Weekly or Monthly Income Policy.

Prudential agents are finding these among the most interesting propositions in Life Insurance.

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

Returning Confidence

The storm is the test of the ship. The strength of the Empire is being tested by the fiercest gale that ever blew.

With the nation the institutions that compose it have suffered, not one financial organization has escaped.

The Life Insurance Companies of England and Canada are being tested and tried but are not found wanting.

The Mutual of Canada, for instance, has not only held its own but has made substantial progress during every day of the war.

The wave of returning confidence finds The Mutual of Canada on the crest, stronger and more prosperous than ever

Assurances in Force \$100,000,000
Assets 27,000,000

The Mutual Life Assurance Co. of Canada
WATERLOO, ONTARIO.

E. P. Clement, Pres. George Wegenast, Man. Director

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

OPPORTUNITIES

in Life Insurance are many.

FOR AN AGENCY, ADDRESS

GRESHAM LIFE ASSURANCE SOCIETY, LTD.

Established 1848. Funds \$50,000,000

GRESHAM BUILDING - - - MONTREAL

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

When a Man Gets to be 50

The man of 50 has to slow up a little. 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—prevents constipation, biliousness, indigestion, uric acid poisoning—regulates the eliminating organs—keeps the whole system in a normal, healthy condition.



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

The LONDON MUTUAL FIRE
INSURANCE *Established 1859* COMPANY

| | | |
|---------------------------|---|--------------|
| 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.

17 ST. JOHN STREET, - - - MONTREAL