

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 \$103,226,019.98 and a capital and surplus at the end of the year of \$36,481,299.64.

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 \$5,600,000

PELEG HOWLAND,
 Chairman,
 Canadian Advisory Board

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

The London Mutual Fire

INSURANCE COMPANY
 Established 1859

Head Office - - - TORONTO

Assets	- - -	\$863,554.52
Surplus to Policyholders	-	433,061.40
Losses Paid	- - over	\$8,000,000.00

PROVINCE OF QUEBEC BRANCH

W. J. CLEARY, Provincial Manager
R. de GRANDPRE, Inspector
 17 St. John Street, 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.

MINIMUM INSURANCE

Economists estimate that fifteen dollars per week is the smallest amount upon which a widow, with say two children, can maintain herself and family respectably.

This means that the smallest amount of insurance carried should be such a sum as safely invested would yield \$780 per annum. At 6 per cent. this means \$13,000.

Very few men can afford to carry such a sum. Those who cannot assume such an amount should nevertheless make it their aim and as circumstances improve add to their protection until this point is reached.

The Mutual Life Assurance Co.

Of Canada,

WATERLOO - - - ONTARIO

ANGLO-AMERICAN

FIRE INSURANCE COMPANY

MONTREAL-CANADA

FIRE INSURANCE COMPANY

Established 1859

J. W. RUTHERFORD, **A. B. DUFRESNE,**

General Manager.

Provincial Agent.

ROOM 21, DULUTH BUILDING,

Head Office Cor. Notre Dame and St. Sulpice Sts.

Union Assurance Society Ltd.

OF LONDON, ENGLAND.

[Fire Insurance since A.D. 1714]

CANADA BRANCH, MONTREAL

T. L. MORRISSEY, Resident Manager.

NORTH WEST BRANCH, WINNIPEG

THOS. BRUCE, Branch Manager.

Agencies throughout the Dominion



Abbey's
 Effervescent
Salt

Is the gentlest, mildest and most effective of all tonic laxatives. It makes the bowels act right.

Two Sizes, 25c. and 60c.