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over \$39,000,000 during 1914. This great sum of money, the greatest amount ever paid policyholders in any year by the Prudential, saved thousands of homes, kept thousands of families intact and opened the doors of hope and opportunity for thousands of widows and children.

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OPPORTUNITY IS BECKONING

to the Life Underwriter of to-day as never before. Concrete facts of present conditions replace theoretical arguments. Stocks are realisable only at a heavy loss and real estate unsaleable. The only investment worth One Hundred Cents on the Dollar is Life Insurance. Field men get busy and make good with an Agency in

THE FEDERAL LIFE ASSURANCE COMPANY
 OF CANADA

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