



Wonderful Increase in 1912

*In Strength, Stability, Safety
and Public Usefulness*

Assets, over	-	-	-	-	291 Million Dollars
Liabilities	{	Including Policy Reserve, 228 Million Dollars; and amount set aside for Holders of Deferred Dividend Policies, 31½ Million Dollars; of which there is payable in 1913, over 4 Million Dollars	}	nearly	267 Million Dollars
Capital and Surplus, over	-	-	-	-	24 Million Dollars
Paid Policyholders in 1912, over	-	-	-	-	31 Million Dollars

**Total Paid Policyholders Since Organization,
Plus amount held at interest to their credit, over
FIVE HUNDRED AND TWENTY-FIVE MILLION DOLLARS**

Life Insurance Issued and Paid for in 1912, over	-	-	-	480 Million Dollars
Increase in Insurance in Force, over	-	-	-	192 Million Dollars

**More than 11 Million Policies in Force Insuring over
2 BILLION, 211 MILLION DOLLARS**

Over \$73,000,000 invested in Real Estate Bonds and Mortgages.

**Amount of Voluntary Concessions paid to Policy-
holders to date, nearly 17½ Million Dollars.**

Premiums were Reduced in 1912 on New Ordinary Policies, and on new \$500. and \$750. Inter-
mediate Policies.

126,000 Death Claims and Endowments paid in 1912.

Lowest Expense Rate in the Company's History.

The Prudential

Insurance Company of America

INCORPORATED AS A STOCK COMPANY BY THE STATE OF NEW JERSEY

FORREST F. DRYDEN, President

Home Office: NEWARK, N. J.

Suggested: (Whether you are insured or not) write for particulars of Prudential Monthly Income Policy, which guarantees an income for 20 years or life. Write today. Dept. 23.