

Over \$480,000,000



Life Insurance issued,
revived and paid for
during 1912 by

The Prudential

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THE PRUDENTIAL INSURANCE CO. OF AMERICA

FORREST F. DRYDEN, President Home Office, NEWARK, N.J.
Incorporated as a Stock Company by the State of New Jersey.

The Excelsior Life Insurance Co.

Established 1889 TORONTO, Canada

Head Office ALL PREVIOUS RECORDS BROKEN during the first six months of 1912.

New Insurance applied for	\$1,836,000.00
New Insurance issued	1,719,048.50
Insurance in force	15,771,632.70
Cash Receipts, Premiums and Interest	310,640.55
Total Disbursements	153,814.85
Decrease	\$44,638.38
Increase	4,415.01

The Assets, reserve and Surplus Funds show corresponding increases

Where increases are desirable—There are increases.

Where decreases are desirable—There are decreases.

To be a successful agent, you must represent a successful company.

We have an opening for you, if you are a worker.

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Field is the securing of GOOD PROSPECTS. This difficulty is eliminated
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More Policyholders than any other Canadian Company.



ATLAS ASSURANCE COMPANY

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Established in the REIGN of GEORGE III

Income exceeds	\$7,250,000
Funds exceed	17,900,000

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