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The Prudential has always aimed at the best possible service for its policyholders and agents. And the best possible service is the result of efficiency. Simplification of working and accounting methods, constant improvement of policy forms, promptness in payment of claims, steady reduction of expense rate, and practical helps for agents are a few of The Prudential's greater efficiency achievements.

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Good men, whether experienced in life insurance or not, may make direct contracts with this company, for a limited territory if desired, and secure for themselves in addition to first year's commission, renewal interest insuring an income for the future. Address the Company at its Home Office, No. 277 Broadway, N. Y.

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POLICIES IN FORCE IN WESTERN ONTARIO OVER 30,000

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Indigestion.

Look at Yourself

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