

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 \$103,226,010.96 and a capital and surplus at the end of the year of \$36,481,299.54.

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 Incorporated under the laws of the State of New Jersey

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Transacts:

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"THE MAN THAT KEEPS HIS HEAD"

is the man that can help to preserve the interior stability of his country in this awful period when the War God rules. Fortunately our country is immune from the tramp of devastating foes. Therefore keep our wheels of commerce turning. Life men, you have a great opportunity to make good. Good territory can be secured from

THE FEDERAL LIFE ASSURANCE COMPANY
 OF CANADA

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