

THE PRUDENTIAL

Perfectly Natural.

Some people call it Expansion; others name it Co-operation, or "The Effective Alliance of those of Mutual Interests."

But whatever terms are used in the diagnosis, the idea back of them all is the same; the same great fact looms up:

The Prudential GROWS AT A RATE UNPARALLELED.

It makes History that is without a precedent. The Investor of Hundreds and Thousands should seek the art of the successful Investor of Millions, by connecting himself with a Company, which has had a career of marvelous success.

Those who wish the full, complete protection of Life Insurance should seek it with a Company, whose impregnable position in the world of finance and Life Insurance, makes it a veritable Tower of Strength and a Financial Gibraltar.

Write and we can tell many details that will interest you.



THE PRUDENTIAL

Insurance Company of America.

JOHN F. DRYDEN, President.

Home Office: NEWARK, N. J.

RECORD OF 1899.

Insurance Written over

\$222,000,000

Insurance in Force increased

to over

\$500,000,000

A Larger Amount than that possessed by any other Life Insurance Company in the World of Equal Age.

