

## Industrial

 Insurance Rates Reduced
## by <br> The Prudential

Future Industrial Policyholders will profit to the extent of many millions of dollars by The Prudential's latest reduction in premium rates through increased benefits. By the Company's voluntary concession, Industrial Policyholders whose policies were issued since January 1, 1907, and were in force July 1, 1909, will have

## OVER \$20,000,000 ADDED TO THEIR POLICIES

Justice and liberality prevail in The Prudential's dealings with its Policyholders.



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