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Persons effecting Assurances with the ALLIANCE COMPANY, enjoy the following important Advantages.

I.—PERFECT SECURITY.—The large Capital, and nearly One Thousand Shareholders composing the Company, render the Security presented to the public undoubted.

II.—MODERATE PREMIUMS OF ASSURANCE.

The Rates of the Premiums of Assurance, for the greater part of LIFE, will be found lower than those in use in many of the older and most respectable offices:

The Premiums of Assurance on FIRE are the same as those which are demanded by the first class of Assurance Companies.

III.—PARTICIPATION OF PROFITS BY THE ASSURED BOTH IN LIFE AND FIRE.

THE PROFITS of the LIFE Department, appropriated every Five Years, are applied either to the reduction of the rate of the future Premium to be paid on the Policy, or to the increase of the Sum assured on the Life, as is most agreeable to the Assured; the party to make his choice at the time the proposition for Assurance is made.

The PROFITS of the FIRE Department appropriated to the Assured, are distributed at the close of each successive period of Five Years, in the form of a percentage on the Premiums which have been paid.

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