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Gapital (Stg.) . . £1,000,000—\$4 888,666 Reserve " · . . 370,000— 1,798,000 Additional Surplus . . 293,000 __ 1,444,000

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Life Insurance Co.'v Of London, England,

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Showing the progressive character of Profits upon the Poicies of the CON-PEDELLATION LIFE ASSOCIATION, under the equitable system of distribution pursued by them:

POLICY NUMBER	DURA- TION OF POLICY.	AMOUNT INSURED	ANNUAL PREN- IUM.	CASH PROFITS ACCRUED.			
				BOR 1577.	FOR 1878.	FOR 1879.	FOR188
122 2195 2593 4711 1727 2194 4032	9 years 7 " 5 " 8 " 7 "	\$1,000 5,000 5,000 5,000 10,000 5,000 6,000	\$194 75 146 91 345 90 155 00 405 10 194 75 324 60	\$71 00 45 80 71 00 18 55 118 30 47 55 57 06	\$76 19 52 10 8) 05 25 20 180 10 54 20 71 16	\$79 50 56 90 86 85 28 50 138 60 59 15 74 82	\$50 95 66 60 99 85 35 75 159 00 69 25 90 48

These profits are unsurpassed by those of any company doing business in Canada. Referring to the first on the list it will be observed that the cash profits for 1890 amount to 46 per cent. of the premium, thus reducing it from \$1917 for 68104 80 met. And so long as the rate of interest keeps up, the reduction will steadily progress as long as the policy subsists.

Manager for the Province of Quebec,

H. J. JOHNSTON, Montreal.
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Special Terms to good men. Application to be addressed

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INSURANCE ASSOCIATION.

(Limited)

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RESERVE FUND GOVERNMENT DEPOSIT -

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\$250,000.

THE

Life Assurance Co., of London, England.

DOES A LIFE INSURANCE BUSINESS ONLY.

ASSETS, \$1,600,000.00.

FUNDS IN HAND EXCEED \$1,100,000.00. FUNDS INVESTED IN CANADA, Over \$225,000.00.

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