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Founded by JOHN F. DRYDEN, Pioneer of Industrial Insurance in America
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Incorporated as a Stock Company by the State of New Jersey.

In your business you are naturally trying to succeed. You will be sure of the greatest success, when your efforts are backed by a strong, progressive company, such as

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IMPERIAL LIFE ASSURANCE COMPANY
OF CANADA

Attractive agency contracts available to men of ability who can produce business.

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of the
Cities of MONTREAL and QUEBEC, for 1912-13

Containing an Index to Streets, and the Name, Business and Address of every firm or Person doing Business in Montreal and Quebec.

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Corrected up to March.

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Death losses were very much below the "expected" and as usual the expenses of conducting the business were very moderate.

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\$71,024,770.88

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Continental Life Building, TORONTO

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Security and Profit are what intending insurers desire; both are obtained under "Excelsior" policies, which also contain the "Last Word" in liberal features.

The Reason the Company has been able to pay satisfactory profits is because it has been continuously foremost in those features from which profits are derived. In 1911

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Wanted agents, to give either entire or spare time.

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The WATERLOO

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ESTABLISHED IN 1863

HEAD OFFICE : WATERLOO, ONT.

TOTAL ASSETS 31st DEC., 1910, \$708,408.66

POLICIES IN FORCE IN WESTERN ONTARIO OVER 30,000

WM. SVIDER, President. GEORGE DIEBEL, Vice-President

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