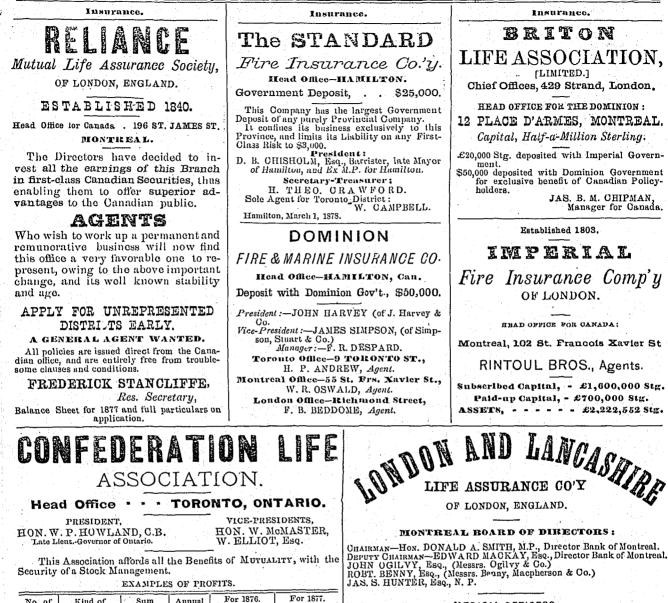
THE JOURNAL OF COMMERCE-FINANCE AND INSURANCE REVIEW.



No. of Policy. Kind of Sum Annual Assured Insurance. Premium Cash. | Bonus. Cash. Bonus. \$217.00 297.00 \$ 90.60 \$258.00 333.00 Life. 10 Paym't Life \$10,000 \$238.20 74,40  $\frac{1}{7}$ 130.00 5.000 259.40 112.10

It will be observed that these results are not only very handsome, but are also Equitable. If this Association distributed the Prolits on the ordinary l'Encentrace PLAN, allowing a bonus of 2½ per cent., payable at death, then the Prolits would have been as follows: —

Policy No. 1. For 1877. Cash ...... \$87.93 Bonus.....\$250.00. "..... 125.00.

1 1 will at once be seen that such a System as this last cannot commend itself to porsons who will take line to consider it, as it not only does injustice to per-ons paying by a limited number of Premiums, but it gives only the same profils after a person has puid a score of Premiums. The above profit-results, which place the Confederation Life in the van of Life Companies in Canada, are attained by Note in the source of Premiums. The above profit-results, which place the Confederation Life in the van of Life Companies in Canada, are attained by Note in the source of Premiums. The above profit-results, which place the Confederation Life in the van of Life Companies in Canada, are attained by The source of the profits to Policy-holders. The exercise of ear on and economy in all branches of the business. And employing a High contributed to profits.

Manager for the Province of Quebec, 11. J. JOHNSTON, Montreal. Manager for New Brunswick, MAJOR J. MACGREGOR GRANT, St. John,

- 200

J. K. MACDONALD, Managing Director. Manager for Nova Scotia, F. ALLISON, Halifax.

OHAIRMAN-HON, DOWALD A. SMITH, M.F., Director Bank of Montreal. DEPUTY CHAIRMAN-EDWARD MACKAY, Esq., Director Bank of Montreal. JOEN OGLVY, Esq., (Messrs. Ogilvy & Co.) ROBT. BENNY, Esq., (Messrs. Brany, Macpherson & Co.) JAS, S. HUNTER, Esq., N. P.

MEDICAL OFFICERS. GEO. E. FENWICK, Eso., M.D., Professor of Surgery, McGill University ARTHUR A. BROWNE, Eso., M.D.

## CANADIAN BUSINESS, 1877. NEW ASSURANCES.

......\$811,750,00. 465 Policies for .....

BEING AN

INCREASE OF OVER 100 PER CENT. on the New Business of 1876.

INVESTMENTS.

Increase in Canadian Investments over 25 PER CENT.

INCOME.

Increase in Cash Premium Income over 45 PER CENT. WILLIAM ROBERTSON,

Manager for Canada.

## 42 St. John Street, Montreal.

The LONDON & LANCASHIRE was the first Company to reduce its Rates of Premium for Canada, and to invest in this country the whole of the Earnings c the Branch

352