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SPECIALLY IMPORTANT TO MERCHANTS & BUSINESS FIRMS.

(A new feature introduced by this Company.)

THE ACCIDENT INSURANCE CO. OF CANADA

Is now prepared to grant Insurances on the lives of the members of Commercial or Professional Firms, covering death resulting from accidental injuries at the rate of

\$25 PER ANNUM FOR \$10,000
OR SMALLER SUMS IN PROPORTION.

No Merchant or Business Firm should be without this necessary form of insurance on the partners and heads of departments. An accident befalling either of them may be of material financial moment to the surviving partners. Bad health and declining years CAN be seen advancing, and may be provided against; but SUDDEN CALAMITY cannot be discounted, and the unexpected loss of a valuable member of the firm, and consequent withdrawal of capital, may be of vital financial importance to the house—whereas, if the firm have made it a charge on their books to provide against this by Insurance, the difficulties which might arise are materially averted, and the trifling cost of the provision cannot be held a useless or extravagant expenditure any more than provision against Fire, which no prudent Firm neglects.

Accidents occur much oftener than Fires—experience shews that one in every ten is during the year accidentally injured—and in not a few cases with fatal results.

No Medical Examination is required. The Insurance can be effected in a few minutes.

Persons whose lives are uninsurable in ordinary Life Assurance can be covered by this system, whilst those who have been prudent enough to insure their lives should certainly shew further prudence, by adding to the provision in case of their death being caused by circumstances of accident over which they have no control.

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