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Successful life assurance agents who eve pushed their business under great sadvantages, which they feel may cripe them in their future efforts, would do clite connect themselves with a LIVE mpany which fosters its agents.

Others who have been desirous of takg a high rank in the business, but hove und themselves surpassed by competirs, should determine whether this may ot be due to the tools they have had to ork with rather than to any lack of billty or energy on their part.

The man who has the greatest facilities business, other things being equal, ill surpass all competitors.

The Equitable Life Assurance Society-30 Broadway, New York, has unocculed territory at a number of points roughout Canada, and agents are vited to communicate with R. W. ALE, Montreal, General Agent of the ociety for Canada. All communica, ons of this character will be treated ith consideration by the officers of the ociety.

The Company have pleasure in announcing the result of the

NEW BUSINESS

For the Year closing the 30th of April, 1882.

Applications 2.572 New Assurances \$4.772.665

Applications Declined 226 for \$386.000

Pelicies Issured....... 2,346 for \$4,386,165 MINIMUM POLICIES becoming claims before 30th April, 1885, are by the allowance of the prospective bonus of 11 Per Cent. Per Annum, made free from the possibility of any reduction.

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ASSURANCE COMPANY.

FIRE & MARINE.

Incorporated 1851.

Capital and Assets.....\$1,637,553 10 Income for Year ending 31st Dec., 1879 1,001,052 20

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Hon. J. McMURRIOH, Presid't. J. J. KENNY, Man'g. Director. JAS. BOOMER, Secretary.

LONDON LANCASHIRE

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> MANAGER-CHAS. G. FOTHERGILL. SUB-MANAGEB-J. B. MOFFATT.

Capital Fully Subscribed..... Assets, Cash, and Invested Funds Deposited with Government of Canada, for the Pro-

\$9,260 000 2,605,925

tection of Policy-holders in Canada 100 000

ALL LOSSES PAID AT HEAD OFFICE IN TORONTO, WITHOUT REFERENCE TO ENGLAND.

Office-Mail Buildings, Toronto. F. A. BALL, Chief Agt. for Canada. Agent for Toronto:-T. M. PRINGLE.

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