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TEE TORONTO WORID: SATURDAY MORNING OCTOBER 261855


## THE BEST OF ALL

## IN ALL THINGS AT ALL TIMES.

There are many GOOD life insurance companies, but among them all there must be one BEST. THE BEST is THE EQUITABLE. If you wish to know why, send for: 1 , the report of the Superintendent of Insurance for the State of New York on the examination of The Equitable; 2, for actual results of maturing policies; 3, for statement of death claims paid in 1894. Then you will know the three great reasons of The Equitable's supremacy: 1st, its financial stability; 2nd, its great profits and advantages to living policy-holders; 3rd, the promptness of its payments and liberality of its settlements.

## THE EQUITABLE LIFE ASSURANCE SOCIETY

GEORGE BROUGHALL, General Manager,
Corner King and Yonge, TORONTO.
ASSETS, $\$ 185,044,310$.
SURPLUS, $\$ 37,481,069$.



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## John Macdonald \& Co








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## Horsemen-Attention



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