

**Equitable Life Assurance Society**  
OF THE U.S.  
HOME OFFICE, 120 BROADWAY, NEW YORK.

HENRY B. HYDE, President. JAMES W. ALEXANDER, V.P.  
R. W. GALE, Montreal, General Manager Dominion of Canada.

- I.—THAT THE EQUITABLE IS PRE-EMINENT FOR LIB-EQUALITY THEIR RECENT PUBLIC ANNOUNCEMENT OF IN-CONTESTIBLE POLICIES, AFTER THREE YEARS, SHOWS. The Equitable Life Assurance Society, since its organization in 1859, has paid to policy-holders and their representatives \$47,000,000.00.
- II.—THAT THE EQUITABLE IS THE MOST POPULAR COMPANY is illustrated by the fact that its average annual business for the last eight years has been larger than that of any other company in existence.
- III.—THAT THE EQUITABLE IS THE STRONGEST COMPANY is shown by the fact that on the most conservative basis its Surplus is larger than that of any other company in the country. The Liabilities and Surplus of the Society as stated below, are computed on the American Experience Tables, Four and a-half per cent (4½) the legal standard of the State of New York. The following list contains all the chief companies doing an exclusive life business in Canada, and the figures are from the published reports of each company, and official returns.

SURPLUS ON THE FOUR AND A-HALF PER CENT. BASIS.

EQUITABLE, - - - - -	\$6 893 824.56	Canada Life, - - - - -	\$99,285.00
Etna, - - - - -	4,879,420.00	Confederation Life, - - - - -	68,640.52
Travellers' - - - - -	1,519,590.00	Sun Mutual, - - - - -	39,052.07
Metropolitan, - - - - -	369,465.00	London & Lancashire, - - - - -	32,575.00
Union Mutual, - - - - -	548,497.00	Ontario Mutual, - - - - -	29,149.91
The Standard - - - - -	- - - - -	- - - - -	not shown.

The fact that the Surplus of the Equitable is larger in actual amount than that of any of the other companies is a sufficient indication of its financial strength.

Assets, Jan. 1, 1879, - - - - -	\$35,454,092 36
Liabilities, { including legal reserve on all exist- } { ing Policies. }	28,560 268.00
Surplus, - - - - -	\$6 833 824 36

Active Agents in unrepresented districts wanted, and special Travelling Agents, to whom liberal inducements will be offered

**GEO. B. HOLLAND,**  
Manager for Prov. of Ontario, 58 Church St., Toronto.

**CANADA LIFE**  
ASSURANCE CO.

Established, - - 1847.

CAPITAL AND ASSETS OVER \$4,000,000.

N.B.—1.—The Profit Bonuses added to the Life Policies are larger than given by any other Company in Canada. 2.—It has occurred that Profits have not only altogether extinguished all Premium payments, but, in addition, yield the holder an annual surplus.

Upon a calculation of the Company's Reserves upon the Government standard of future interest at the rate of 4½ per cent, per annum, the Company had over and above that, and 1 s capital and every liability, in 1877, a profit-surplus of \$90,285; and upon a careful computation as at 30th April, 1878, that profit-surplus has been so greatly increased as to warrant the anticipation that the profits to be divided in 1880 will not fall short of the liberal average rate which the Company has hitherto given to its policy-holders.

Assurers joining the Company before 30th April, 1879, will receive two years profits in 1880.

HEAD OFFICE, - HAMILTON, Ont.  
A. G. RAMSAY, Managing Director. R. HILLS, Secretary.  
J. W. MARLING, Superintendent of Agencies.

**BRANCH OFFICES.**

- EASTERN ONTARIO:  
GEORGE A. COX, General Agent, Peterboro.
- MARITIME PROVINCES:  
ALEX. RAMSAY, Secretary, 145 Hollis St., Halifax, N.S.  
P. McLARREN, General Agent for Nova Scotia and P. E. Island.  
E. F. DUNN, Agent for St. John and New Brunswick.  
Hon. W. O. WHITEWAY, St. John's, N.F., Agent for Newfoundland.
- PROVINCE OF QUEBEC:  
R. POWNALL, Secretary, Canada Life Buildings, 182 St. James Street, Montreal.  
Special Agent for Montreal—JAMES AKIN.  
Agent in Toronto, J. D. HENDERSON, Canada Life Buildings, 4 King Street West.

**WESTERN**  
ASSURANCE COMPANY.

**FIRE & MARINE.** Incorporated 1851.

Capital and Assets,.....	\$1,580,592 22
Income for Year ending 31st Dec., 1878 .....	\$905,806 66

HEAD OFFICE : TORONTO, ONT.

Hon. J. McMURRIOH, President. B. HALDAN, Man'g. Director.  
J. J. KENNY, Secretary.

**The Union Fire Insurance Co'y.**  
AUTHORIZED CAPITAL.....\$1,000,000.  
Head Office, 52 Adelaide Street East, Toronto.

- DIRECTORS:
- HON. J. C. AIKINS (Senator), Toronto, President.
  - R. H. BOWES, Esq. (Smith, Wood & Bowes, Barristers, Toronto.
  - A. A. ALLAN, Esq., (of A. A. Allan & Co., Wholesale Furrriers,) Toronto
  - JOHN SHIELDS, Esq., (of James Shields & Co., Wholesale Grocers Toronto.
  - W. H. DUNSPAUGH, Esq., (Vice-Pres. People's L. & D. Co.,) Toronto.
  - B. LYMAN, Esq. (of Lyman Bros. & Co., Toronto.)
  - JAMES PATTERSON, Esq. (T. May & Co.) Toronto.
  - J. M. CURRIER, Esq., M.P., Ottawa.
  - B. WILLIAMS, Esq., London.
  - ALEX. NAIRN, Esq., Toronto.

This Company insures Household, Mercantile, and Manufacturing Risks at the lowest current rates against loss or damage by fire or lightning in places where there are efficient means for putting out fires. Applications for Agencies, with satisfactory references, will be entertained.  
CASTON & GALT, SOLICITORS.  
A. T. McCord, Jr., General Manager.

**THE MUTUAL LIFE**  
ASSOCIATION, OF CANADA.

HOME OFFICE .....HAMILTON.

PRESIDENT—JAS. TURNER. VICE-PRESIDENT—ALEX. HARVEY.

Deposited with the Dominion Government for the additional protection of Policy-holders, \$50,000.00.

Premiums Absolutely Non Forfeitable after two Annual Payments, and Profits distributed equitably and entirely among the Policy-holders.

This company issues Policies upon all approved plans at reasonable rates. A policy-holder insured on the ordinary plans may—after having paid two annual payments—discontinue his Policy and receive his share of the funds in either cash or a paid up policy. Full particulars will be given on application to the Home Office, or to any of the Agencies throughout the Dominion.

DAVID BURKE, Manager. WM. SMITH, Secretary.  
Agents wanted for unrepresented Towns or Counties.  
W. A. LAW & Co., General Agents—Equity Chambers, Toronto.

**WATERTOWN AGRICULTURAL**  
INSURANCE COMPANY,

INSURES NOTHING BUT FARM PROPERTY AND RESIDENCES. It pays losses by fire and damage by lightning and for live stock killed by lightning anywhere on the farm.

THIS COMPANY HAS PAID FOR LOSSES.....	\$2,370,175 38
ASSETS JANUARY 1ST, 1878.....	1,103,070 56
HAS DEPOSITED WITH THE CANADIAN GOVERNMENT ..	100,000 00

This OLD AND RELIABLE COMPANY has again established its business in Canada, and it is too well known to require commendation.

It has prospered for a quarter of a century and is to-day STRONGER THAN EVER BEFORE. Its large assets and large Government deposit, with honourable dealing, fair adjustments and prompt payment of losses ought to secure to it a fair share of patronage from the insuring public.

JOHN FISHER, Cobourg,  
L. M. CATHER, Toronto Agt., 4 Adelaide St. E.  
MANAGER FOR ONTARIO.  
Experienced Agents wanted in unrepresented localities.