Insurance.

# RELIANCE

Mutual Life Assurance Society. OF LONDON, ENGLAND,

ESTABLISHED 1840.

Head Office for Canada . 196 ST. JAMES ST WONTER EAR.

The Directors have decided to invest all the earnings of this Branch in first-class Canadian Securities, thus enabling them to offer superior advantages to the Canadian public.

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Who wish to work up a permanent and remunerative business will now find this office a very favorable one to represent, owing to the above important change, and its well known stability and age.

APPLY FOR UNREPRESENTED DISTRICTS EARLY.

A GENERAL AGENT WANTED.

All policies are issued direct from the Canadian office, and are entirely free from trouble-some clauses and conditions.

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Res. Secretary,

Balance Sheet for 1878 and full particulars on application.

Insurance.

THE STANDARD LIFE

ASSURANCE CO.

ESTABLISHED 1825.

HEAD OFFICE FOR CAMADA,

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This well known Company having reduced their rates for Canada, beg to draw attention to the security offered.

Investments in Canada over \$1,000,000.

Claimspaid in Canada, over \$1,200,000 W M. RAMSAY,

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FIRE & MARINE INSURANCE CO.

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Deposit with Dominion Gov't., \$50,000.

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BRITON LIFE ASSOCIATION.

[LIMITED.]

Chief Offices, 429 Strand, London.

HEAD OFFICE FOR THE DOMINION

12 PLACE D'ARMES, MONTREAL,

Capital, Half-a-Million Sterling.

£20,000 Stg. deposited with Imperial Govern-

\$50,000 deposited with Dominion Government for exclusive bonefit of Canadian Policyholders.

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Established 1803.

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Fire Insurance Comp'y OF LONDON.

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RINTOUL BROS., Agents.

Subscribed Capital, - £1,600,000 Stg Paid-up Capital, - £700,000 Stg.

# LIFE CONFEDERATION

ASSOCIATION.

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PRESIDENT.

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VICE-PRESIDENTS. Hon. W. McMASTER, W. ELLIOT, Esq.

This Association affords all the Benefits of MUTUALITY, with the Security of a Stock Management.
EXAMPLES OF PROFITS

No. of Policy	Kind of Insurance.	Sum Assured.	Annual Premium.	For 1876.	For 1877.
7	Life. 10 Paym't Life.	\$10,000 5.000	\$238 20 2,9.40		\$ -0.60 \$ 258.00

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

Manager for the Province of Quebec, H. J. JOHNSTON, Montreal.

J. K. MACDONALD. Managing Director.

> Manager for Nova Scotia. AUGUSTUS ALLISON,

# LONDON & LANCASHIRE LIFE ASSURANCE CO..

Of London, England.

CANADA BRANCH.

Head Office, • • 42 ST. JOHN STREET. MONTREAL.

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This Company has deposited at Ottawa for the Exclusive BENEFIT OF CANADIAN POLICYHOLDERS the sum of

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Cash Surrender Value or free paid-up Policies granted after the receipt of Two and Three Years Premium have been received.

Policies almost entirely FREE of conditions and unchallengeable on any ground whatever, connected with the decuments on which the Assurance was granted, after they have been in existence five years.

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Active Agents wanted Where the Company is not already represented.

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