AN IMPORTANT FACT

TO EVERY MAN.
A good many are complaining of hard times, dull business, shrinkage of goods, depreciation of Real Estate and other investments.

If these be true in your case, we suggest the expenditure of a comparatively small sum in an article that does not and can not depreciate.

A Reserve Endowment always means the full number of dollars expressed on its face. No panics or hard times can depreciate it, and when all other values are shrinking, this stands sure and steadfast.

We suggest, if you are a business man, that the premium on a 10 or \$20,000 Reserve Endowment is the best possible use you can make of that amount of money.

If you are an experienced agent, contemplating a change of contract or territory, take time to look

into the merits of this popular plan.

If you are out of business and a clear-headed, intelligent man, try your hand at an agency, and begin a successful work. The grandeur and dignity of the business may be realized when we say that Seventy Millions of Dollars were paid by the life companies to beneficiaries last year alone.

Here is a business offered you involving no expense, hazard, or loss, and the productiveness of which is only limited by our own ability.

A few of the more salient points of the Reserve

Endowment are:

1. Every policy, whether on ordinary life rates or other, a Cash Endowment to the insurer.

2. The maximum of insurance at the minimun of cost.

3. A definite cash surrender value specified in the policy.
4. The TERM for which the insurance is to be

run elected by the insured.

5. Grace in payment of premiums of from one to six months: a great accommodation to the insurer these hard times.

6. The merits of plain life insurance, endowment, and investment combined in one contract. Send to the Company for its canvassing material,

or for any information.

METROPOLITAN LIFE INSURANCE CO.,

Home Office—319 Broadway, New York.

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Manager Maritime

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Insurance.

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Insurance Co'y.

LIVERPOOL AND LONDON.

CAPITAL - -\$10,000,000

FIRE.

All ordinary risks insured on the most favorable torms, and losses paid immediately on being establish-

LIFE.

The Security of a British Company offered.

A. MACKENZIE FORBES. H. J. MUDGE, Montreal. Chief Agents in Canada

THE STADACONA

Fire & Life Insurance Co.

HEAD OFFICE: . . . , QUEBEC.

FINANCIAL RESULT OF 14 MONTHS BUSI-NESS TO 31st DEC., 1875.

Authorized Capital, Subscribed do. Paid up Capital, Government Deposit, (Fire) Do. do. (Life) \$5,000,000 2,300,000 200,095 re) 50,000 (re) 50,000

Total Revenue, Fire Pre-miums, and Interest, Total Losses, \$223,775 63,528

Invested Funds, Cash in hand and Deposit, Other Assets, 194,713 49,193 49,888 Total Assets. \$293,794

This Company has now established itself, and has 11 Branches and 207 Agencies in the Dominion.

GEO. J. PYKE, General Manuger.

Canadian

Mutual Fire Insurance COMPANY.

HEAD OFFICE HAMILTON, Ont.

SECRETARY : PRESIDENT : VICE-PRESIDENT: JOHN BARRY, A. EGLESTON, F. R. DESPARD

BRANCH OFFICERFOR THE PROVINCE OF QUEBEC : 191 ST. JAMES STREET, MONTREAL.

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The Lowest Rates are charged upon all classes o property, and THREE YEAR policies are issued on the popular MUTUAL system.

Insurance.

Royal Insurance Cov.

OF LIVERPOOL AND LONDON.

FIRE AND LIFE.

Liability of Shareholders unlimited.

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FUNDS INVESTED - -12,000,000

ANNUAL INCOME 5,000,000

HEAD OFFICE FOR CANADA-MONTREAL. Every description of property insured at moderate rates of premium.

Life Assurances granted in all the most approved

H. L. ROUTH, W. TATLEY.

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STANDARD THE

LIFE ASSURANCE

COMPANY.

ESTABLISHED 1825.

HEAD OFFICE FOR CANADA, MONTREAL.

Policies in force, over Eighty Millions of Dollars. Accumulated Fund, over Twenty Millions of Do

Income, over Three Millions and a half.

Claims paid in Canada, over \$500,000. Funds invested in England, United States and Canada, with the most perfect safety.

Deposited at Ottawa, for benefit of Canadian policy holders, \$150,000.

For information as to Life Assurance, apply to any of the Agencies throughout the Dominion, or to

> W. M. RAMSAY, Manager, Canada.

Established 1803.

IMPERIAL

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RINTOUL BROS., Agents.

Subscribed Capital, - £1,600,000 Stg. Paid-up Capital, - £700,000 Stg. ASSETS, - - - - £2,222,552 Stg.