

PARTNERSHIP NOTICE.

J. GILLESPIE & CO. beg to announce they have admitted Mr. CHARLES T. MEAD a partner in their business, and the style of the Firm will hereafter be GILLESPIE, MEAD & CO.
Toronto, 24th March, 1879.

GILLESPIE, MEAD, & CO.,

NOW OFFER TO THE TRADE THE LARGEST AND MOST ATTRACTIVE STOCK OF

Hats, Caps, and Straw Goods,

EVER EXHIBITED IN THE MARKET.

CHRISTY'S SILK AND STIFF AND SOFT HATS, AMERICAN FUR AND WOOL HATS, CANADIAN FELT HATS.

Being Agents for Christy's Celebrated English Hats for Ontario and Quebec, they keep constantly on hand a Large Assortment of their Latest Styles. Also, Men's and Boys' Straws, Ladies' Shades, Swiss and Canadian Harvest Hats, &c., &c.

ORDERS FOR OUR POPULAR SWISS HATS SHOULD BE SENT EARLY TO ENSURE DELIVERY.

Mr. CHARLES T. MEAD, so long and favourably known in the business of the late Firm, having become an active partner, and our facilities being thereby considerably increased, the new Firm are enabled to supply the Trade on the most favourable terms that energetic management and a largely increased capital can command.

CONFEDERATION LIFE ASSOCIATION.

Head Office . . . TORONTO, ONTARIO.

PRESIDENT,
HON. W. P. HOWLAND, C.B.
Late Lieut.-Governor of Ontario.

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.	
				Cash.	Bonus.	Cash.	Bonus.
1	Life.	\$10,000	\$248.20	\$ 74.40	\$217.00	\$ 90.60	\$258.00
7	10 Paym't Life.	5,000	269.40	112.10	297.00	130.00	333.00

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:—

Policy No. 1. For 1877.	Cash.....	\$87.93.	Bonus.....	\$250.00.
" " " " " "	" " " " " "	48.80	" " " " " "	125.00.

It will at once be seen that such a System as this last cannot commend itself to persons who will take time to consider it, as it not only does injustice to persons paying by a limited number of Premiums, but it gives only the same profits after a person has paid a score of Premiums.

The above profit-results, which place the Confederation Life in the van of Life Companies in Canada, are attained by Not paying more for business than it is worth.

Adopting a High Standard of Valuation from the outset.

Giving 90 per cent. of the profits to Policy-holders.

The exercise of care and economy in all branches of the business. And employing a Mode of Division, just in its results, giving to each in the proportion in which each has contributed to profits.

Manager for the Province of Quebec,
H. J. JOHNSTON, Montreal.
Manager for New Brunswick,
MAJOR J. MACGREGOR GRANT, St. John.

J. K. MACDONALD,
Managing Director,
Manager for Nova Scotia,
F. ALLISON,
Halifax.

LONDON AND LANCASHIRE LIFE ASSURANCE CO'Y OF LONDON, ENGLAND.

MONTREAL BOARD OF DIRECTORS:

CHAIRMAN—HON. DONALD A. SMITH, M.P., Director Bank of Montreal.
DEPUTY CHAIRMAN—EDWARD MACKAY, Esq., Director Bank of Montreal.
JOHN OGILVY, Esq., (Messrs. Ogilvy & Co.)
ROBT. BENNY, Esq., (Messrs. Benny, Macpherson & Co.)
JAS. S. HUNTER, Esq., N. P.

MEDICAL OFFICERS.

GEO. E. FENWICK, Esq., M.D., Professor of Surgery, McGill University
ARTHUR A. BROWNE, Esq., M.D.

CANADIAN BUSINESS, 1877.

NEW ASSURANCES.

455 Policies for.....\$811,750.00.

BEING AN

INCREASE OF OVER 100 PER CENT. on the New Business of 1876.

INVESTMENTS.

Increase in Canadian Investments over 25 PER CENT.

INCOME.

Increase in Cash Premium Income over 45 PER CENT.

WILLIAM ROBERTSON,

Manager for Canada.

42 St. John Street, Montreal.

The LONDON & LANCASHIRE was the first Company to reduce its Rates of Premium for Canada, and to invest in this country the whole of the Earnings of the Branch.