

## 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 COM-  
PANY 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, - - - \$6 893 824.76	Canada Life, - - - \$39,285.00
Etna, - - - 4,820,420.00	Confederation Life, - - - 68,640.52
Travellers, - - - 1,519,590.00	Sun Mutual, - - - 59,052.07
Metropolitan, - - - 360,465.00	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, - - -	\$6,893,824.36

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, 2 Court St., Toronto.

## 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 & Bows, Barristers, Toronto. Co., Toronto.)  
A. A. Allan, Esq., (of A. A. Allan & Co., Wholesale Furriers,) Toronto.  
JOHN SHIELDS, Esq., (of James Shields & Co., Wholesale Grocers, Toronto.)  
W. H. DUNSPAUGH, Esq., (Vice-Pres. People's L. & D. Co.,) Toronto.  
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.

## CANADA LIFE

ASSURANCE COMPANY.  
ESTABLISHED 1847.

Head Office, - - - Hamilton, Ont.

Capital and Funds over \$4,600,000. Annual Income  
about \$750,000.

The Advantages of joining an old and successful Company like the "Canada Life  
may be judged by the following facts

- 1st.—The Rates charged are lower than those of other Companies.
- 2nd.—It has the largest business of any Company in Canada.
- 3rd.—The Profit Bonuses added to Life Policies are larger than given by any other Company in Canada.
- 4th.—It has occurred that Profits not only altogether extinguish all Premium Payments but, in addition, yield the holder an annual surplus.
- 5th.—Assureds now joining the Company will obtain one year's share in the profits at next division in 1880.

## ROYAL INSURANCE COMPANY OF ENGLAND.

LIABILITY OF SHAREHOLDERS UNLIMITED.

CAPITAL, .....\$10,000,000  
FUNDS INVESTED, .....21,000,000  
ANNUAL INCOME, upwards of .....5,000,000

Invested in Canada for protection of Canadian Policy-  
holders (chiefly with Government), nearly \$500,000.

Every description of property insured at moderate rates of premium.  
Life Insurances granted in all the most approved forms.

Head Office for Canada—Royal Insurance Buildings,  
Montreal.

F. H. HEWARD,

Agent for Toronto District.

M. H. GAULT,

W. TATLEY, } Chief Agents.

## THE MUTUAL LIFE ASSOCIATION OF CANADA.

The Board of Directors of the Mutual Life Association  
of Canada announce that they have increased the  
Deposit of Securities in the hands of the Dominion  
Government for the protection of Policy-holders to  
\$76,246.00 par value.

The Directors further announce that they propose  
to increase such Government Deposit from time to  
time to the full amount of reserve required to cover  
policies in force, thereby giving absolute security to the  
Policy-holders.

The investments of the Company are all held within  
the Dominion of Canada  
The Mutual Life Offices,  
Hamilton, Ont., Nov. 25th, 1879. }

DAVID BURKE,  
Manager.

## WATERTOWN AGRICULTURAL INSURANCE COMPANY,

INSURES NOTHING BUT FARM PROPERTY AND RESI-  
DENCES. 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, MANAGER FOR ONTARIO.  
Toronto Agent, 4 Adelaide St. East.

Experienced Agents wanted in unrepresented localities.