

Insurance.

**THE EQUITABLE LIFE ASSURANCE SOCIETY,**  
120 Broadway, New York.

HENRY B. HYDE, President.  
JAS. W. ALEXANDER, Vice-President.

Head Office for Dominion of Canada:

198 St. James Street, Montreal.  
R. W. GALE, Gen. Manager for Canada.

Total Assets, Dec. 31st, 1873 \$22,878,418 85  
Total Income, 1873 9,838,942 01  
Total liabilities, including reserve for reinsurance of existing policies 20,008,435 98  
Total surplus over legal reserve 2,769,982 87  
**New Business in 1873, 13,403 Policies, assuring 53,452,578 00**

New Business in Canada for 1873 the largest of any Company reporting to the Dominion Government (see Government returns) being 993 policies, insuring \$3,038,300, averaging over \$3,000 each policy.

Policies on all approved plans are issued by the Society, including the "Tontine Savings Fund" plan, which is a first class investment as well as Life Assurance, being an ENDOWMENT AT ORDINARY LIFE RATES.

The New Business of the Equitable for the past five years has been by many millions the largest of any Company in the world, old or young.

Equitable Policy-holders and their representatives received from the Society in the year 1873 nearly FIVE MILLIONS DOLLARS, in Death Claims, Matured Endowments and Dividends.

Persons contemplating taking out Insurance would do well to examine the plans of the Equitable before insuring their lives.

Branch Office for Western Ontario,

No. 58 CHURCH STREET, TORONTO.  
GEO. B. HOLLAND,  
General and Special Agent.

**CONFEDERATION Life Association.**

HEAD OFFICE—TEMPLE CHAMBERS,  
TORONTO.

PRESIDENT—Hon. W. P. HOWLAND, C.B.  
VICE-PRESIDENT—Hon. WM. McMASTER, President Canadian Bank Commerce.

ACTUARY—J. B. CHEBMAN, M.A., Professor of Mathematics, University College.

Combines Stock and Mutual Plans of Insurance.

The FORMER gives insurance at lowest cost; and the LATTER, combined with the former, affords, besides MODERATE RATES, safety, careful management, with a representation on the Board, which by charter must be composed of POLICY-HOLDERS and Stockholders, and a participation in profits to

NOT LESS THAN 90 PER CENT. THEREOF.

PERFECT SECURITY under its Class II. Policies, the whole reserve being held by Trustees, invested in Government securities. The Reserve may be used by policyholders as security for a loan, without withdrawing it or disturbing the insurance.

All classes of POLICY-HOLDERS are secured by the Association having \$250 of assets for each \$100 of liability to them.

All Policies, whether PARTICIPATING or NON-PARTICIPATING are non-forfeitable after two premiums have been paid.

IS A HOME COMPANY.

All Investments made within the Dominion.

AGENTS WANTED IN UNRESERVED DISTRICTS.

R. S. BAIRD, Agent for the City of Toronto.

J. K. MACDONALD,

V. P. and Acting General Manager.

Insurance.

Twenty-eighth Annual Statement OF THE Connecticut Mutual LIFE INSURANCE CO'Y, OF HARTFORD, CONN.

Net assets, January 1, 1873 \$33,679,661 69  
RECEIVED IN 1873.  
For Premiums \$7,631,537 60  
For Interest and Rent 2,230,182 39  
\$9,861,719 99  
\$43,541,381 68

DISBURSED IN 1873.

TO POLICY-HOLDERS:  
For claims by death and matured endowments \$2,379,056 17  
Surplus returned to Policy-holders 3,107,009 43  
Lapsed and surrend' policies 794,409 10  
\$6,270,474 70

EXPENSES:  
Commission to Agents \$572,912 48  
Salaries of Officers, Clerks, and all others employed on salary 66,469 18  
Medical Examiners' fees 14,518 00  
Printing, Station-ry, Advertising, Postage, Exchange, &c 98,425 51  
\$752,325 17  
Taxes, and Profit and Loss 251,779 61  
7,274,579 48

Balance Net Assets, December 31, \$36,266,802 20

SCHEDULE OF ASSETS.  
Loans upon Real Estate, first lien \$21,178,605 33  
Loans upon stocks and bonds 303,572 1  
Premium notes on policies in force 7,459,611 62  
Cost of Real Estate owned by the Co'y 1,347,227 83  
Cost of United States Registered Bonds 1,630,836 80  
Cost of City Bonds 613,900 00  
Cost of Bank Stock 1,761,695 00  
Cost of Railroad Stock 80,205 00  
Cash in Bank, at interest 26,000 00  
Cash in Company's office 1,294,301 34  
Balance due from agents, secured 11,179 62  
59,667 05  
\$36,266,802 20

ADD:  
Interest accrued and due \$1,108,731 92  
Market value of stocks and bonds over cost 263,820 97  
Net prems in course of col'n 9,970 28  
Net deferred quarterly and semi-annual premiums 30,898 70  
1,413,421 87

Gross assets, Dec. 31, 1873 \$37,680,224 07  
LIABILITIES:  
Amount required to re-insure all outstanding policies, net assuming 4 per cent. interest \$32,468,734 00  
All other liabilities 1,148,084 78  
\$33,616,818 78

Surplus, December 31, 1873 \$4,061,405 25  
Increase of assets during 1873 \$2,744,082 94  
Ratio of expense of management to receipts in 1873 7.62 per cent.  
Policies in force Dec. 31, 1873, 63,550, insur'g \$18,802,730

JAS. GOODWIN, President.  
JACOB L. GREENE, Secretary.  
JOHN M. TAYLOR, Assistant Sec.

PHENIX

Fire Insurance Company of London.  
ESTABLISHED IN 1782.  
AGENCY ESTABLISHED IN CANADA IN 1804.  
Unlimited liability of all the Stockholders, and large Reserve Funds. Moderate rates of premium.  
GILLESPIE, MOFFATT & Co.,  
General Agents for Canada,  
310, St. Paul Street, Montreal.  
JAMES DAVISON, Manager.

Reliance

Mutual Life Assurance Society,  
Established 1840.  
Head Office for the Dominion of Canada:  
229 ST. JAMES STREET, MONTREAL.  
Directors—Walter Shanly, Esq., M.P.; Duncan MacDonald, Esq.; Robert Simms, Esq., the Hon. J. Hamilton, F. W. Thomas, Esq., Cashier Molson's Bank.  
JAS. GRANT, Resident Secretary.  
Agent—J. ENOCH THOMPSON, Esq., Toronto.

Insurance.

**BRITON MEDICAL AND GENERAL Life Association.**

Capital and Invested Funds, over \$4,000,000  
Annual Income, over \$1,222,000 00  
Government Deposit, over 100,000 00

Policies payable during lifetime at ordinary life rates,  
(By application of profits)

Chief Offices, 429 Strand, London.  
Head Office for the Dominion:  
12 PLACE D'ARMES, MONTREAL.  
JAS. B. M. CHIPMAN,  
Manager  
Toronto Office—No. 2 Toronto Street.  
E. A. MUMFORD,  
Local Agent and Inspector of Agencies.

Liverpool and London and Globe Insurance Company.

Capital \$10,000,000  
Funds Invested in Canada 650,000  
Government Deposit for benefit of Canadian Policyholders 150,000

CANADA BOARD OF DIRECTORS.  
Hon. HENRY STARNES, Chairman.  
THOS. CRAMP, Esq., Deputy Chairman.  
ALEX. HINCKS, Esq.  
SIR A. T. GALT, K.C.M.G.  
THEODORE HART, Esq.  
G. F. C. SMITH, Resident Secretary.  
Medical Referee—DUNCAN C. MACALLUM, Esq., M.D.  
Standing Counsel—FRED. GRIFFIN, Esq., Q.C.

MERCANTILE RISKS ACCEPTED AT LOWEST CURRENT RATES.

Dwelling Houses and Farm Property Insured on Special Terms.

LIFE POLICIES are issued at rates as low as are consistent with the security offered. Liberal Surrender values.  
Claims payable one month after proof of death.  
G. F. C. SMITH,  
Chief Agent for the Dominion, Montreal.

THE MONETARY TIMES AND TRADE REVIEW—INSURANCE CHRONICLE.

DEVOTED TO  
Finance, Commerce, Insurance, Railways  
Mining, Public Companies, Investments, and Joint Stock Enterprise.  
ISSUED EVERY FRIDAY MORNING  
SUBSCRIPTION PRICE  
CANADIAN SUBSCRIBERS \$2 a year.  
BRITISH " 10s. stg. a year.  
AMERICAN " \$3 U. S. cy.  
Canadian Postage pre-paid on Foreign Subscriptions.

Book and Job Printing.

Having extended our premises and fitted up a Job Department, we are in a position to fill all orders intrusted to us with neatness and punctuality.  
Office—No. 64 Church Street, Toronto, Ontario  
J. M. TROUT, business Manager.