

**Insurance.**

## North British and Mercantile

### INSURANCE COMPANY,

ESTABLISHED 1809.

Total Assets of Company }  
at 31st January, . . . } **\$49,032,702**

*Head Office in Canada, Montreal.*

**CANADIAN INVESTMENTS, \$3,390,915**

AGENTS IN TORONTO:

**R. N. GOOCH, H. W. EVANS,  
F. H. GOOCH.**

**THOMAS DAVIDSON, Man. Director,  
MONTREAL.**

**LARGE PROFITS!**  
On Fifteen Year Tontine Dividend Policies recently settled by the

**NEW YORK LIFE INSURANCE CO.**  
Based upon Policies of \$10,000 each.

Kind of Policy.	Cash Value Pol. & Div. 15th Year.	Paid-up Ins. Value 15th Year.
Ordinary Life .....	30 \$ 3,515 10	\$ 3,500 00
" " .....	40 5,137 40	5,700 00
" " .....	50 7,306 30	12,150 00
20-Year Endowment.	30 10,136 30	24,490 00
" " .....	40 10,536 80	30,930 00
" " .....	50 12,153 70	35,530 00
15-Year Endowment.	30 12,529 00	26,250 00
" " .....	40 15,534 60	29,800 00
" " .....	50 17,158 00	26,900 00

The Tontine Policies of the New York Life furnish, in connection with guaranteed insurance, an investment at a higher rate of interest than is otherwise obtainable on first-class securities.

**DAVID BURKE,**

General Manager for Canada.  
HEAD OFFICE—23 St. John street, MONTREAL.  
BRANCH OFFICE—London & Canadian Loan Build'g, Bay Street, TORONTO.

THE  
**EQUITABLE LIFE**  
ASSURANCE SOCIETY  
OF THE UNITED STATES.

January 1, 1890.

ASSETS,	\$107,150,309
LIABILITIES, 4%	84,329,235
SURPLUS,	\$22,821,074
NEW ASSURANCE IN 1889,	\$175,264,100
OUTSTANDING ASSURANCE,	\$631,016,666
INCOME IN 1889,	\$30,393,288

H. B. HYDE, President.

Wm. HARTY,

General Manager for the Province of Ontario.

**Insurance.**

## Standard Life Assurance Co.

ESTABLISHED 1825.

Total Invested Funds over ..... **\$34,000,000**  
Invested in Canada..... **4,500,000**

**ABSOLUTE SECURITY.  
REASONABLE RATES.  
PROMPT SETTLEMENTS.  
LARGE PROFITS.**

Unconditional & Non-forfeitable Policies issued

W. M. RAMSAY, Montreal,  
Manager for Canada.

CHARLES HUNTER,  
Superintendent of Agencies.

**Liverpool & London & Globe Insurance Co.**

Invested Funds ..... **\$38,514,254**  
Investments in Canada..... **900,000**

**Head Office, Canada Branch, Montreal.**

DIRECTORS.—Hon. H. Starnes, Chairman; Edmond J. Barbeau, Esq., Wentworth J. Buchanan, Esq., Risks accepted at Lowest Current Rates. Dwelling Houses & Farm Property Insured on Special Terms. JOSEPH B. BIRD, Toronto Agent, 20 Wellington St. E. G. F. C. SMITH, Chief Agent for Dom., Montreal.



**INSURANCE COMPANY,**

W. A. SIMS. T. M. PRINGLE,  
MANAGER. AGENT, TORONTO.

**IMPERIAL FIRE INSURANCE CO.**  
OF LONDON,  
(ESTABLISHED 1803.)

E. D. LACY, Resident Manager for Canada.  
Company's Building, 107 St. James St., MONTREAL.  
Subscribed Capital..... **\$1,200,000 Stg.**  
Total Invested Funds, over ... **1,600,000 "**  
Toronto Agency—ALF. W. SMITH,  
No. 2 Court Street.

**CITIZENS' Insurance Company OF CANADA.**

HEAD OFFICE, 181 ST. JAMES STREET, MONTREAL, Februr 4th, 1890.

TO OUR AGENTS.

It affords me much pleasure to inform you that the Directors have conferred the position of General Manager of the Company upon Mr. E. P. HEATON, for some time past Agency Superintendent of the United States Branch of the London and Lancashire Fire Insurance Company, at New York, and previously for some years intimately connected with the insurance business in Canada. Mr. Heaton brings to the Company years of valuable experience, and from his past record and present standing, will, I am sure, be found an efficient and capable officer. Under his management the "Citizens" should soon occupy a leading place amongst the Canadian Insurance Companies, and to this end I have only to bespeak for him, and for the Company a continuance of your support and best efforts.

Yours, very truly,  
J. J. C. ABBOTT, President.

**The "Gore" Fire Ins. Co.**  
(Established 1896.)

Risks taken on Cash or Mutual Plans.

PRESIDENT, Hon. JAMES YOUNG,  
VICE-PRESIDENT, A. WARNOCK, Esq.,  
MANAGER, R. S. STRONG.  
HEAD OFFICE, . . . . . GALT, ONT.

**Insurance.**

## North American Life Assurance Co

INCORPORATED BY SPECIAL ACT OF THE DOMINION PARLIAMENT.

**FULL GOVERNMENT DEPOSIT.**

DIRECTORS:

HON. ALEX. MACKENZIE, M.P., ex-Prime Minister of Canada, President.  
JOHN L. BLAIR, Esq., Pres. Can. Landed Credit Co., and HON. G. W. ALLAN, Pres. Western Can. Loan Co., Vice-Presidents.  
Hon. D. A. Macdonald, ex-Lieutenant-Gov. of Ontario  
Hugh McLennan, Esq., Pres. Mont'l. Transport'n Co.  
L. W. Smith, Esq., D.C.L., Pres. Building & Loan Ass. J. K. Kerr, Esq., Q.C. (Messrs. Kerr, Macdonald, Davidson & Patterson).  
John Morrison, Esq., Governor British Am. Fire A. Co.  
E. A. Meredith, Esq., LL.D., Vice-President Toronto Trusts Corporation  
A. H. Campbell, Esq., Pres. British Can. L. & In. Co  
D. Macrae, Esq., Manufacturer, Guelph.  
E. Gurney, Esq., Manufacturer.  
Hon. Edward Blake, Q.C., M.P.  
John N. Lake, Esq., Pres. American Watch Case Co.  
Edward Galley, Esq.  
Hon. O. Mowat, M.P.P., Premier of Ontario.  
B. B. Hughes, Esq. (Messrs. Hughes Bros.), Director Land Security Co.  
James Thorburn, Esq., M.D., Medical Director.  
James Scott, Esq., Merchant, Director Dominion Bk  
Wm. Gordon, Esq., Director Land Security Co.  
H. H. Cook, Esq., M.P. Director Traders' Bank.  
Robert Jaffray, Esq., Pres. Toronto Real Estate Investment Co.  
Edward F. Clarke, Esq., M.P.P., Mayor of Toronto.  
Hon. Frank Smith, Pres. Home Savings & Loan Co.  
Wm. McCabe, Esq., LL.B., F.I.A., Managing Director.

**BRITISH EMPIRE MUTUAL Life Assurance Comp'y OF LONDON ENGLAND, ESTABLISHED 1847.**

**CANADA BRANCH, - MONTREAL.**

Canadian Investments nearly \$1,000,000.

ACCUMULATED FUNDS.

1857	\$ 565,000
1865	1,185,000
1878	2,810,000
1881	4,210,000
1888	4,780,000
1885	5,804,000
1888	6,886,000
1889	6,854,000

General Manager, . . . F. STANOLIFFE.  
General Agents, Toronto,  
J. E. & A. W. SMITH.

**GUARDIAN Fire and Life Assurance Company OF LONDON, ENGLAND.**

Paid-up Capital, One Million Pounds .Stg  
Capital Subscribed, .. .. **\$10,000,000**  
Invested Funds, .. .. **20,210,000**

Gen. Agents for (ROBT. SIMMS & CO.) Montreal, Canada, {GEO. DENHOLM.  
Toronto—HENRY D. P. ARMSTRONG, 24 Scott St  
Brit. Am. Ass. Co. Bldg.  
Kingston—W. H. Godwin, British Whig Building.  
Hamilton—GEORGE H. GILLERPIE, 20 James St

**PHENIX FIRE ASSURANCE COMPANY, LONDON.**

Established in 1804. Canadian Branch established in 1804. Losses paid by the establishment of the Company exceed \$1,000,000. Balance held in hand for payment of fire losses, \$3,000,000. Liability of Shareholders unlimited. Deposit with the Dominion Government (for the security of policy holders in Canada), \$200,000. 35 St. Francois, Xavier Street, Montreal. GILLESPIE, PATERSON & Co., Agents for the Dominion. LEWIS MOFFATT & Co., Agents for Toronto. R. MACD. PATERSON, MANAGER.

**MUTUAL FIRE INSURANCE COMPY**  
of the County of Wellington.

Business done on the Cash and Premium Note system.  
F. W. STONE, President  
THOMAS DAVIDSON, Secretary.  
HEAD OFFICE, . . . . . GUELPH, ONT.