

GOVERNMENT SECURITY

FURNISHED BY THE

AETNA LIFE INSURANCE CO.

THIS COMPANY having transacted business in Canada so acceptably for TWENTY-SEVEN years past as to have, to-day, the largest Canada income of any Life Company save one (and a larger proportional income than even that one),

NOW ANNOUNCES

that it will deposit, in the hands of the Government of Canada, at Ottawa, the whole RESERVE, or RE-INSURANCE FUND, from year to year, upon each Policy issued in Canada after the 31st March, 1878.

The importance of having even a strong Company, like the AETNA LIFE, backed by Government Deposits, will be appreciated when attention is directed to the millions of money lost, even in our own Canada, through the mismanagement of Directors and others, during a very few years past.

AETNA Assets, January 1st, 1878.....	\$24,141,175.70
“ Gross Liabilities, January 1st, 1878.....	19,962,147.84

SURPLUS FOR POLICY HOLDERS \$4,179,027.86

Paid to Policy-Holders for claims by Death, and Endowments since 1850.....	\$14,682,636.43
Paid in Dividends to Policy-Holders and Returned Premiums.....	13,573,754.71
Paid for Policies Cancelled.....	6,996,833.92

Total Paid to Policy-Holders from commencement.....	\$35,253,225.06
Present Annual Income, nearly.....	5,000,000.06
Number of Policies in force, Jan. 1st, 1878, 56,698.	

Total Amount of Insurance in force, Jan. 1st, 1878 **\$82,719,074.00**

The success and productiveness of a Life Insurance Company absolutely depend on the ratio of assets to liabilities, interest earned, careful selection of risks, and expenses incurred in transacting the business.

Average ratios Working Expenses per \$100 of Income in Canadian Companies.....	\$30.23
In American Companies.....	19.11
In English Companies.....	22.97
Working Expenses of the AETNA LIFE, only.....	7.91

Thus saving to its policy-holders about \$20 out of every \$100 of premiums paid in, as compared with the average expenses of other Companies.

Canada pays \$2,800,000 a year for Life Insurance. If the whole of it were paid to the AETNA LIFE INSURANCE COMPANY, the saving would be over \$500,000 a year, affording to the policy-holders that much larger dividends on their money than they now receive.

AETNA'S ratio of Assets, **\$1.00** to every **\$3.43.** of Insurance in force!

MONTREAL DISTRICT BRANCH:

OFFICE: OPPOSITE POST OFFICE,

J. R. ALEXANDER, M.D.,

Manager.