

Insurance.

North British and Mercantile
INSURANCE COMPANY,
 ESTABLISHED 1809.
 Is the Largest and Strongest
 Company in Existence.

Total Assets At 31st December **\$50,376,064**

Head Office in Canada, Montreal.

Canadian Investments, **\$3,708,817.02**

AGENTS IN TORONTO:

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

THOMAS DAVIDSON, Man. Director,
 MONTREAL.

New York Life
INSURANCE CO.

ASSETS, - **\$115,000,000**

CANADIAN DEPARTMENT:
 Assets in Canada and Invest-
 ments in Canadian Securities
 (MARKET VALUE)
\$2,551,945.

Income in Canada, 1890, - \$ 745,308 85
 New Insurance Issued, - 4,153,450 00
 Applications for New Ins., - 4,853,450 00
 Insurance in Force, - 15,880,047 00

Head Office, Company's Building,
MONTREAL.
 Branch Office, Board of Trade Bldg.,
TORONTO.

DAVID BURKE, - Gen. Manager.

THE

Equitable
LIFE ASSURANCE
SOCIETY

OF THE UNITED STATES.

JANUARY 1, 1891.

ASSETS... **\$119,243,744**

Liabilities, 4%, **95,503,297**

SURPLUS... **\$23,740,447**

INCOME... **\$35,036,683**

New Business written in 1890, **203,826,107**

Assurance in force... **720,662,473**

HENRY B. HYDE, President.
 JAMES W. ALEXANDER, Vice-Pres't.
 WILLIAM HARTY,
 Manager for the Province of Ontario.
 G. H. ROBERTS, Cashier,
 24 Toronto Street, Toronto.

Insurance.

—THE—
STANDARD LIFE
ASSURANCE CO.

Established 1825.

Total Sums Assured **\$104,655,491**
 Invested Funds **36,444,640**
 Investments in Canada, over.... **6,000,000**

BOARD OF DIRECTORS IN CANADA.

JAMES A. GILLESPIE, Esq., Chairman.
 Sir A. T. Galt, G.C.M.G. E. B. Greenshield's, Esq.
 Hon. J. J. C. Abbott, Q. C. Sir Joseph Hickson.

W. M. RAMSAY,
 Manager.

Liverpool & London & Globe Insurance Co.

Invested Funds **\$38,814,354**

Investments in Canada..... **900,000**

Head Office, Canada Branch, Montreal.

DIRECTORS—Hon. H. Starnes, Chairman; Ed-
 mond J. Barbeau, Esq. Wentworth J. Buchanan, Esq.
 Risks accepted at Lowest Current Rates. Dwelling
 Houses & Farm Property Insured on Special Terms.
 JOE. B. REED, Toronto Agent, 20 Wellington St. E.
 G. F. O. 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..... **\$1,900,000 Stg.**
 Total Invested Funds, over ... **1,600,000 "**
 Toronto Agency—ALF. W. SMITH,
 No. 2 Court Street.

FIRE. ACCIDENT.

CITIZENS'
Insurance Company
OF CANADA.

ESTABLISHED - - - - - 1864.

Total Assets, including Capital at Call, the whole
 of which is available for the protection of the
 Policy-holders, **\$1,328,131.**

HEAD OFFICE—THE COMPANY'S BUILDING,
181 St. James Street, Montreal.

DIRECTORS AND OFFICERS:
 HON. J. C. ABBOTT, P.C., Q.C. PRESIDENT
 ANDREW ALLAN, VICE-PRESIDENT
 C. D. PROCTOR, A. DESJARDINS, M.P.
 J. O. GRAVEL, ARTHUR PREVOST.
 H. MONTAGU ALLAN.
E. P. HEATON, WILLIAM SMITH,
 Gen. Manager. Sec. Treasurer

The "Gore" Fire Ins. Co.
 Established 1836.

Risks taken on Cash or Mutual Plans.
 PRESIDENT, Hon. JAMES YOUNG.
 VICE-PRESIDENT, A. WARNOCK, Esq.
 MANAGER, R. E. 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. BLAIRIE, 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 As.
 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 In-
 vestment Co.
 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
1873	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.

Capital and Funds Exceed **\$31,700,000**
 The largest Paid-up Capital of any Insurance
 Company in the World.

Gen. Agents for { ROBT. SIMMS & CO. } Montreal.
 Canada, { GEO. DENHOLM,
 Toronto—HENRY D. P. ARMSTRONG, 94 Scott St
 Brit. Am. Ass. Co. Bldg.
 Kingston—W. H. Godwin, British Whig Building.
 Hamilton—GEORGE H. GILLESPIE, Main St.
 Hamilton—J. T. ROUTH, James St.
 Ottawa—W. G. BLACK, Scott. Ont. Chambers.

PHENIX
FIRE ASSURANCE COMPANY, LONDON.

Established in 1782. Canadian Branch established
 in 1804. Losses paid since the establishment of the
 Company exceed \$75,000,000. 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), \$300,000. 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
 OHAS DAVIDSON, Secretary.
 HEAD OFFICE GUELPH, ONT.