

**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  
OF CANADA.**

**STOCK & MUTUAL PLANS COMBINED.**  
Guarantee Capital, \$500,000.

Deposited with Dominion Government for Security of Policyholders, \$50,000.

**HEAD OFFICE—TEMPLE CHAMBERS, TORONTO**

President—Hon. W. P. HOWLAND, C.B., Toronto.

Vice-President:

Hon. WM. McMASTER, Pres. Can. Bar k of Commerce.

**THE CONFEDERATION LIFE**

offers, among others, the following advantages to assurers:

1. It is a Canadian Institution, under HOME management, affording the chief benefits of the stock and mutual plans without the main disadvantages of either.

2. Perfect security furnished by character of directorate, wealthy proprietary, full deposit (\$50,000) with the Government, ample reserve on very conservative basis, and large guarantee capital (\$500,000), only one-tenth of which participates in profits.

3. All its resources are invested in Canada, under our own laws and courts—thus being of national benefit instead of a constant drain of our means from this source into foreign channels. Foreign Life Companies received in 1872 for premiums \$1,637,348 34. (See last Government return.)

4. Its rates are comparatively low—its participating premiums being about ten per cent. less than those ordinarily charged by mutual companies, and its stock rates over 25 per cent. less than the same.

The Confederation has over \$250 of Assets for every \$100 of Liabilities to Policy-holders.

The average ratio of American Companies—\$108.60 for each \$100 of Liabilities. (See last Mass. Report, p. xviii.)

The average ratio of expenditure to income of American Companies—66.68. (See last N. Y. Report, p. xlvii.); that of the Confederation—38.41.

Agents wanted in unrepresented districts. Apply, with references, to

**JOHN K. MACDONALD,**  
V. P. and Acting General Manager, Toronto.

**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 ..... 784,409 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, Stationery, Advertising, Postage, Exch'ge, &c ..... 98,425 51

Taxes, and Profit and Loss ..... \$752,325 17  
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 01  
Premium notes on policies in force ..... 7,959,611 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 coll'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 ..... \$34,468,734 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, 63,359, 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 Signms, 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.**

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Finance, Commerce, Insurance, Railways  
Mining, Public Companies, Investments, and Joint Stock Enterprise.

**ISSUED EVERY FRIDAY MORNING!**

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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.**