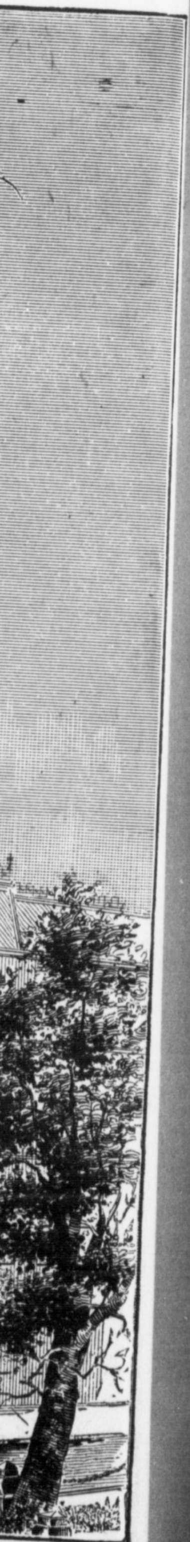

Business Houses.

New York Life Insurance Company, DAVID BURKE, GENERAL MANAGER FOR CANADA, 23 ST. JOHN STREET. — The New York Life Insurance Company has come to Canada to stay if we may judge by the amount of business they have already transacted here and the magnificent building now in course of erection on Place D'Armes Square. The Company was founded in New York in 1845, and in 1868 a Canadian branch was established in this city, under the management of the late Mr. Walter Burke, who successfully conducted it until the time of his decease in 1878. In July, 1883, Mr. David Burke, the present General Manager for Canada was appointed and re-organized the Canadian business. Mr. Burke was General Agent for the Company in Ontario, from 1868 to 1878, and thus has a lengthened, practical experience. To give some idea of what the New York Life Insurance Company has done, we would quote from an open letter from the president of the Company to Canadian policy-holders.

"The extent of last years business has never been equalled by any purely Mutual Company in the history of Life Insurance, and the immense accumulation of invested assets, which has now reached over $83,000,000.00, and is held for payment of obligations to policy-holders, can perhaps be better comprehended when compared with thc capital of the Bank of England. which is $70,700,000.00 ; a difference in favor of the New York Life of $12,300,-000.00. The investments of the Company are of the highest character, as is shown by the rate of interest realized annually therefrom, showing conclusively that these investments fully meet the requirements necessary to the safety and profit of its policy-holders.

"The New York Life is a purely Mutual Company. It originated Non-forfeiture Policies in 1860, which feature has since become a part of the Insurance Statues of the country. The great saving to policy-holders of the Non-forfeiture system, as originated by the New York Life, is estimated at several millions dollars per year. Its policies on the Tontine plan, that have reached the end of the selected Toutine period, have given the largest profits of any policies running through the same period of time. The New York Life is the ONLY Company that allows grace of one month in the payment of premiums on this class of policies. The Company's latest contribution to modern Life Insurance is a GUARANTEED (MORTUARY) DIVIDEND which is applied to all its policies issued on the Tontine plan, as well as to its Five Year Dividend Policies. This dividend is equal to 50 per cent. or 100 per cent. premiums paid, in case of death within the period selected, and comes nearest to giving Life Insurance for nothing of any system now presented to the public."