

Insurance.

THE EQUITABLE

Life Assurance Society of the U. S.

THE LEADING COMPANY FOR NEW BUSINESS IN THE WORLD.

Sum Assured, (new business 1869), \$51,021,141
 Cash Assets..... 13,000,000
 Cash Income..... 7,000,000
 Deposited with Dominion Government \$100,000 Gold for security of Policy holders.

It will be seen by the following approximate statement of business done by (50) fifty leading Companies transacting business in New York; that although there has been a general decline in the whole business of Life Assurance—the EQUITABLE still holds its proud place at the head and front of the ENTIRE BODY of Life Assurance Companies.

Sums Assured, new business 1879, Forty Million Dollars, being nine thousand policies averaging about \$4,500 each.

INSURANCE TIMES EXTRA—No. 299.

Approximate Statement of Business done by the following Life Insurance Companies, 1870.

N. Y. COMPANIES.	Policies.	Insurance.
1843 Mutual Life.....	11,500	\$29,000,000
*1845 New York Life.....	10,300	30,000,000
1850 United States Life.....	1,200	2,200,000
1850 Manhattan Life.....	2,000	6,000,000
*1853 Knickerbocker Life.....	6,000	18,000,000
*1859 EQUITABLE LIFE.....	9,000	40,000,000
1859 Guardian Mutual Life.....	5,000	11,500,000
1860 Washington Life.....	3,400	7,500,000
1860 Home Life.....	2,100	4,250,000
1860 Germania Life.....	3,400	5,750,000
1862 Security Life.....	5,200	14,500,000
1862 North American Life.....	3,000	10,000,000
1864 Globe Mutual Life.....	5,000	12,500,000
1864 Wld. and Orphan's Ben.....	1,400	3,500,000
1864 National Life, N. Y.....	2,400	4,500,000
1864 Brooklyn Life.....	2,000	4,000,000
1865 Universal Life.....	2,900	6,250,000
1866 Continental Life, N. Y.....	11,500	24,000,000
*1866 Atlantic Mutual Life.....	2,200	4,000,000
1866 World Mutual Life.....	1,300	2,500,000
1866 New York State Life.....	1,413	2,121,000
1867 Excelsior Life.....	2,000	4,250,000
1867 Standard Life.....	1,000	2,250,000
1868 Metropolitan Life.....	9,000	11,250,000
1868 American Tontine Life.....	1,200	3,000,000
1868 Ashbury Life.....	1,800	4,000,000
1868 Eclectic Life.....	2,100	4,000,000
1868 Mutual Protection Life.....	2,000	5,000,000
1868 Homeopathic Life.....	3,400	6,500,000
1868 Craftsman's Life.....	1,300	2,900,000
1869 Commonwealth Life.....	2,100	4,000,000
1869 Empire Mutual Life.....	5,200	10,900,000
1869 Amicable Mutual Life.....	900	2,000,000
1869 Empire State Life.....	2,100	4,000,000
1869 Hope Mutual Life.....	6,000	13,000,000
1870 Government Security Life.....	425	1,400,000

COMPANIES OF OTHER STATES.

1844 N. Eng. Mutual Life, Mass.....	3,500	8,000,000
*1849 Union Mutual Life, Me.....	1,400	10,500,000
1850 Charter Oak L., Conn.....	8,000	18,000,000
*1850 Aetna Life Conn.....	11,000	20,000,000
1850 National Life, Vt.....	880	1,925,000
*1851 Phoenix Mutual Life, Conn.....	9,900	20,000,000
1858 Northwestern Mutual.....	7,722	16,382,808
1858 St. Louis Mutual Life.....	6,550	16,365,000
1862 John Hancock Life.....	2,750	6,200,000
1865 Halfmann Life.....	2,033	3,185,000
1866 Hartford L. and Annuity.....	1,500	3,900,000
1866 New Jersey Mutual Life.....	1,375	2,500,000
*1868 National Life U. S. of America.....	4,000	8,700,000
1868 Anchor Life.....	4,000	8,750,000
1869 International Life.....	900	3,000,000

* Doing business in the Dominion.

Among the most popular plans of assurances, the EQUITABLE issues Policies on the "TONTINE DIVIDEND SYSTEM" which is

LIFE ASSURANCE AS AN INVESTMENT.

Owners of Mortgaged Properties, and persons in receipt of large incomes, are particularly invited to examine this plan of Assurance, it being recommended by some of the largest capitalists and business men in New York, as presenting important advantages not heretofore offered to the public.

R. W. GALE,
Manager for Dominion.

G. B. HOLLAND,
G. B. DEMING,

HOLLAND & DEMING,
General Agents for Ontario
56 Church Street.

Gentlemen of ability wanted to act as agent in unrepresented districts. Apply to above. 24-ly

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F. B. BEDDOME, Fire, Life, Marine and Accident Ins. Agent and Adjuster, Albion Buildings, London, Ont. None but the most reliable Companies represented.

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Insurance.

ANNUAL STATEMENT

OF THE

NATIONAL LIFE INSURANCE Co.,

OF THE

UNITED STATES OF AMERICA.

FOR THE YEAR ENDING DECEMBER

31st, 1870.

NET ASSETS, JANUARY 1, 1870. - \$1,224,432.40

RECEIPTS DURING THE YEAR.

Prem's on Policies.....\$640,982 18
 Extras, &c..... 1,813 73
 Interest..... 96 885 05 \$739,680 93

DISBURSEMENTS FOR THE YEAR.

Claims by Death and Annuity.....\$105,848 30
 Surrendered Policies..... 19,578 65
 Re-Insurance..... 17,080 40
 Taxes..... 10,541 19
 Expenses..... 218,807 33 \$371,855 87

INCREASE IN NET ASSETS DURING

THE YEAR, \$367,825 09

\$1,592,307 49

ASSETS, JANUARY 1, 1871.

Cash on hand and in Bank....\$89,707 74
 \$450,000 U. S. Bonds (Cost).... 452,597 60
 \$35,000 Virginia State 6's (Cost) 16,747 26
 Dominion of Canada 6's (Cost).... 63,878 33
 Loans on First Mortgages on real estate..... 339,306 70
 do. Bonds and Stocks (worth \$902,900)..... 501,000 00
 do. Other Securities..... 28,552 70
 Office Furniture and all other Property..... 10,457 16 \$1,502,307 49
 Present Value of Re-Insured Policies..... \$16,850 00
 Premiums Deferred (Semi-Annually and Quarterly)..... 94,443 00
 do. in Course of Collection. 33,265 00
 Market value of Investments in excess of Cost..... 17,377 74
 Interest accrued..... 11,354 00 \$173,280 74

GROSS ASSETS, JANUARY 1, 1871... \$1,765,587 2

Number of Policies in force, January 1st, 1871..... 7,250 00
 Amount do. do. * do. \$18,549,637 00

The Annual Statement, as given above, shows that this Company has accumulated, during the twenty-nine months of its existence, the sum of \$763,597.23, which, with the Capital Stock of \$1,000,000, makes a total amount of available and Valuable Assets of ONE MILLION, SEVEN HUNDRED AND SIXTY-FIVE THOUSAND, FIVE HUNDRED AND NINETY-SEVEN 23.100 DOLLARS, the whole of which is held safely and profitably invested for the security of its Policy-Holders.

A valuation of the Policies in force on the first day of January, 1871, made by the most rigid method, and upon the same standard as to Interest and Mortality as that upon which its Premiums are based, shows that the full present value, or amount required to safely re-insure its risks on that date, was \$807,389.

A careful examination of the above figures, and of the character of the Assets, gives conclusive evidence that the NATIONAL LIFE INSURANCE Co. of the U. S. of AMERICA affords to policy-holders that which is the most desirable in any Life Insurance Co., namely, abundant security.

The ratio of Assets to Liabilities is over 200 per cent.; that is, the Company has more than \$200 for each \$100 of liability.

The National Life Insurance Co. of the U. S. of America is the only American Life Company that has made a deposit in Canada for the exclusive benefit of "Canadian Policy-holders."

LIVINGSTONE, MOORE, & CO.,

General Agents for Canada, Toronto

Office:—York Chambers, Toronto-St.