

exhausted, at a low ebb. Hams are selling at 12c. and rolls at 10 to 10½c. for new cure. There is a more plentiful supply of dressed hogs, the figure for which is \$6.00 to \$6.50. Eggs bring 18 to 19c. Nothing is being done in dried apples.

"AS OTHERS SEE US."

We now proceed to give another instalment of what the members of the "Fourth Estate" have to say anent the Ontario Mutual Life; and this time we shall begin with quotations from a few of the

LEADING WEEKLIES.

The Waterloo Chronicle, being located in the same town with the Head Office of the company, enjoys special advantages by way of knowing whereof it speaks, and, on that account its opinion is the more reliable. From a review of the company, embracing a period of some fourteen years, we take the following extract:

"The business of life assurance at the present day has assumed such vast proportions and has become so intimately associated with the welfare of families both rich and poor, that it has grown to be a duty each head of a family owes to those dependent upon him, and in fact, to the community at large, to insure his life in some one of the many good and solvent companies doing business in Canada. Among these the Ontario Mutual Life Assurance Company has established a reputation for excellence in the systems in use, for fairness in rates, and for honesty and integrity in all its dealings, second to no other first-class life assurance company in this or any other country. Personally enjoying the acquaintance of its founders, its Manager, its Secretary, its Board of Directors, and many of its agents, we can, without hesitation, strongly recommend our friends to entrust their business in this line to the most reliable, safe and economical of companies. We do not know of a single instance (and we are familiar with its history from the beginning) in which The Ontario Mutual Life Assurance Company acted in any way towards its patrons other than just and honorable in every respect."

But no less valuable is the testimony borne by the Galt Reporter whose editor was for many years one of the Auditors of the Company. In its issue of May 1st 1885 that paper says:

"* * * * * It is needless, almost, now to claim public attention for the Ontario Mutual Life. It has done its work so well, has met public demand so thoroughly in equity and liberality, that entire confidence has for many years been enjoyed by it, as is testified by the rapid growth of its business. It has strong competitors but has passed many and nearly equalled others. * * * * *

The Company carries a large number of Risks in Galt and vicinity, but as the necessity for Life Insurance is recognised so thoroughly now, that he who has responsibilities and does not insure is looked upon as almost criminally negligent, its record and provisions warrant earnest recommendation to all. * * * * *

Let us now see what the "official organ" of the Catholic Mutual Benefit Association, in Canada, (which to some extent may be regarded as a rival organization), has to say about the Ontario Mutual Life. Want of space alone prevents us from giving the article *in extenso*; but the following will show the spirit of fairness by which the writer was animated. The London Catholic Record of April 25th, 1885, says:

"* * * * * The generous measure of success which we wished the company a year ago has been filled to overflowing, as will be evident when we state that its cash income has increased twenty five per cent, over the previous year, while there has been added to its assets the large sum of \$118,956.21, showing a growth in resources as unprecedented as it should be satisfactory to the members of the company as a whole. The Ontario has now attained a position among leading life companies, which, while it is most creditable to the management, is the best possible guarantee that can be given of the soundness of its financial standing, the

popularity of its plans of assurance, the liberality of its dealings and the certainty of its rapid and healthy development in the years to come. * * * * * We commend such of our readers as may require life assurance in a thoroughly reliable company, to make themselves acquainted with the inducements the Ontario offers before insuring elsewhere."

The Farmer's Advocate, a monthly journal published in London and devoted to agricultural interests, in its issue for July 1885, thus refers to life insurance:

"In an issue of the Monetary Times, one of the most ably and independently conducted publications in Canada, there appears an article exposing the dangerous and almost fraudulent systems of life insurance too numerous operating in the U. S. and Canada. * * * * *

It then warns its readers to give a wide berth to all those catch-penny, "cheap John" schemes, and very wisely concludes that:

"If we intended to insure in any company at the present time, we should prefer the Ontario Mutual Assurance Co. of Waterloo. There are names of highly honorable men on its list of directors, and from their reports they show a most satisfactory increase in business; they offer as reasonable rates and safe investment as any we have, and as sure a prospect that the claimants will receive their dues at a proper time."

And now let us hear from the INSURANCE AND FINANCIAL PAPERS.

The Toronto Budget, devoted exclusively to insurance matters, and whose Business Manager was present at the last annual meeting, speaks thus:

"The annual report of the Ontario Mutual Life, for 1884—the fifteenth for the company—shows that the Ontario has made marked and gratifying progress from the commencement. In keeping with this, the business of last year was a large increase over that of the preceding year. * * * * *

Having referred at some length to the financial aspect of the company's report, the writer says:

"The meeting was a large one, and from the eulogistic remarks of prominent members and the harmony prevailing throughout, all appear to have been highly satisfied with the past progress, and present condition of The Ontario Mutual Life. We congratulate the management and the agents on the result of their united labours, and wish for them, individually and collectively as a company, any amount of prosperity."

Its Montreal contemporary, Insurance Society, informs all whom it may concern, that:

"It is a pleasure again to record the progress made by the Mutual Life Insurance Co. of Canada—the Ontario Mutual;" and after pointing out the leading features for which the annual report was noted, the editor concludes his article as follows:

"We note with pleasure the *esprit de corps* which exists among the policyholders and agents of the Ontario Mutual, and which has had much to do with its rapid progress. It is very evident that the company has a bright and prosperous future before it. It is evidence of a very high degree of managerial ability to be able to build up a large institution on the mutual principle, having its headquarters in a small country town, but this has been done by Mr. Hendry, manager, and the company's able secretary, Mr. W. H. Riddell. As a result of their labors they have the satisfaction of knowing that the Ontario Mutual now stands in the very foremost rank of our prosperous Canadian life companies."

In its issue of April 24th, 1885, the Journal of Commerce, an excellent authority on such matters, devotes a half column of editorial to a review of the company. It says:

"It cannot be denied that the business of the Ontario Mutual for the year 1884 amply justifies the anticipations hazarded in the opening sentence of the report of the Directors, twelve months ago, based upon the steady progress attained by the company. A comparison

of the salient features of the last two reports will suffice. The net assets have increased from \$450,080 to \$563,900; and of these there is only the small sum of \$5,246 set down to "Agents and other Balances"; it was \$10,873 in the previous year. The total assets have increased from \$533,706 to \$632,662. * * * * * It goes without saying that the report of the Ontario Mutual for 1884, which we reproduce elsewhere, is creditable alike to the management and executive officers and to our Canadian institutions."

And last, but by no means least, the Monetary Times, of the same date, comments on this company in the following strain:

"An agreeable absence of superlative terms and boastful language characterizes the report of this company. The facts and figures of the year's achievements are therein plainly told, and they tell assuredly of energy and progress. The assets have gone on increasing, so that those of 1884 are twelve times those of only ten years ago, and double those of 1881. Comparing the receipts of the latest year with its predecessor, a gain is shown of \$387,000 in new insurance, \$1,183,000 in total insurance, \$50,000 in income and \$85,000 in net assets, all gratifying features. * * * * * The surplus is stated at \$47,223, when last year it was \$43,761. It is well to note that while the usual and legal standard of Hm Table and 4½ per cent. interest is adopted in the above showing, the Ontario yet adheres to the more exacting standard of the Actuaries' Table and 4 per cent interest in determining the surplus for distribution. The ratio of expense is low, a good feature; while the liberal conditions which exact no permit for policy-holders who are exposed as volunteer soldiers, must assist to popularize this steadily growing life company."

In conclusion, (as a good tree is known by its fruit), we may be permitted to give a few examples of

PROMPT PAYMENT OF CLAIMS,

not by any means an unimportant characteristic of a Life Company, and one for which the Ontario Mutual is specially distinguished.

The London Free Press, of March 7th, contains the following paragraph:—

"The Ontario Mutual Life Assurance Company, of Waterloo, is to be congratulated on the prompt settlement of the claim of Mrs. James Watson, on the policies in that company held by her late husband. Mr. Young, on behalf of Mrs. Watson, returns thanks for the speedy and satisfactory settlement."

The policies were for \$8,000; the assured died Feb. 18th, 1885, and the claim was paid March 4th, without any abatement for discount or other charges.

The Brantford Daily Expositor of April 21st has this notice:

"PROMPT PAYMENT.—The widow of the late Wm. Irwin wishes to return her thanks to the Ontario Mutual Life Insurance Co. for its prompt settlement of her claim. Her husband died on April 1st, and she has already received a check for the amount."

The policy was for \$500; the assured died April 1st, and the loss was paid the very day the proofs of death reached the company, completed, namely, April 17th, 1885.

Other instances might be given, but these should suffice to show that the company deserves the reputation it enjoys for liberality and promptness in the settlement of its death losses. Were further proof desirable we might point to the fact set forth in the company's last annual pamphlet report—to wit—that the Ontario Mutual Life paid no less than thirty-five policies, during 1884, immediately on completion of claim papers, each claim having been paid on the very day the usual discharge reached the head office and without any abatement for prompt payment.

If it be granted—and who will deny the fact?—that "actions speak louder than words," then we think The Ontario is pre-eminently worthy of the generous patronage of a discerning public.