

A NOVEL ADVERTISEMENT.—Unless the American papers have been misinformed, among the many interesting exhibits at the Paris exposition will be a marvellous electrical display representing the growth of American life insurance. For this purpose facsimiles of the Statue of Liberty in New York harbor, the Eiffel tower, Arc de Triomphe and other objects of interest in both America and France will be reproduced in vari-colored electric lights.

The advertisement will be the property of the Equitable Life Assurance Society of the United States.

BELOW THE DANGER LINE.—It is well known that the firm of Armour & Co. stands in the front row of American insurers. With them insurance is a part of their business. Having millions at stake in various localities, they long since abandoned the idea of selecting portions of their establishments to be covered by insurance. It is now all covered. Elevators, packing-houses, warehouses, cars, hogs, cattle and sheep, dead or alive, on land or sea, are insured. An insurance man has charge of it, and he has a busy time and a steady job. As a rule, the requirements of this firm, in the way of insurance, are so large that every company that has a show of solvency gets its share. It must be remembered that in the Armour list there are elevators, carpenter shops, cooper shops, car shops, glue factories, fertilizer works and God knows what, and on all these the Armour Company pay the price demanded by the companies for insurance.

It is a singular fact that the fire underwriters cannot make money on this business. Evidently the insurance people have not marked their wares up on the Armour risks to an adequate figure. 'As a rule, big concerns like the Armours' and Swifts' get rates adjusted for them by the underwriters at the lowest rate. But experience teaches that these rates have been below the danger line, notwithstanding the fact that there is no "moral hazard."—"Daily States."

ANOTHER CANADIAN COMPANY.—A meeting of the organizers of the Canadian Steel Company, the incorporation of which, with \$18,000,000 capital, \$3,000,000 preferred, is now pending in the Canadian Parliament, was held in this city this week, says the "Journal of Commerce." At this meeting details of the organization were agreed upon, although the formal organization cannot be effected until the charter has been actually issued which it is expected will be done about the 20th of next month.

The plant of the company will be at Welland, Ont., where a 1,500 acre site has been obtained. This is at the mouth of the Welland Canal, where it is said Lake Superior ores can be laid down as cheap as at Cleveland or Buffalo.

Some Good Reasons

FOR INSURING
IN THE
**GREAT-
WEST
LIFE.**

Insurance in force

\$10,263,259.00

Surplus to Policy-holders:

(DOMINION GOVT. STANDARD)

\$181,095.50

RESULTS never
equalled by any other
Company at the
same Age.

1st Because it invests the premiums to better advantage than any other Company can;

2nd Because, while charging much lower premiums, it is paying this year to participating policy-holders over 30% more profits than is being paid this year by the oldest and largest Eastern Companies;

3rd Because those insuring now are more interested in present and future results than in what has been;

4th Because the **Great West** was the first Canadian Company to adopt a higher standard of reserve;

AND

5th Because it leads in everything that is to the interest of policy-holders.

Employers' Liability Assurance Corporation

LIMITED

OF LONDON, ENGLAND.

CAPITAL, - - - - - **\$5,000,000.**
CANADIAN GOVERNMENT DEPOSIT. - - - - - **91,250**

MONTREAL OFFICE, British Empire Building.

TORONTO OFFICE, Temple Building.

Business transacted—General Accident, Sickness, Liability and Fidelity Guarantee.

GRIFFIN & WOODLAND, Managers for Canada.

THE NATIONAL LIFE ASSURANCE COMPANY OF CANADA.

AUTHORIZED CAPITAL, **\$1,000,000.**

H. S. Howland, President,
R. H. Matson, Managing Director,
F. Sparling, Secretary.

A good position is open for a representative man in each Province to act as Inspector of Agencies. References required.

Address: Head Office, Temple Building, Toronto.

Royal Insurance Co. ... Queen Insurance Co. ABSOLUTE SECURITY

GEORGE SIMPSON, Manager

WM. MACKAY, Asst. Manager.