

# SAN FRANCISCO INSURANCE COMPANY.

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*INCORPORATED 21st MARCH, 1861.*

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## The Pioneer Fire Insurance Co. of the Pacific Coast.

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More than three years ago, a few gentlemen of this city, whose attention had been attracted by the large amount of money—not less than \$600,000—annually sent away from this country to New York, to Connecticut, and to still more distant England, in payment of premiums for Insurance, inaugurated this Company; and its triumphant success, not to mention the number of Home Insurance Companies which that success has subsequently called into existence, has sufficiently demonstrated the soundness of their views.

That the opening of new fields for the capital and enterprise of a country is an advantage to it will hardly be called in question. It thus not only becomes more independent of other communities, but the profits arising from the use of its capital being realized in the country itself, form an increase to the fund from which the labor of the country is remunerated, and by which its resources are developed. On these grounds, the San Francisco Insurance Company considers itself fairly entitled to ask for a liberal share of public support.

Its Directors, however, are well aware that they would ask for this in vain had it no other claim than that of being a Home Company. They would, therefore, point attention to the fact that, as appears by their yearly statement of January, 1864, their Capital, all paid up in gold coin, and their realized accumulated profits, amount to ten and three-fourths per cent. of their whole outstanding risks, while in the greater number of Eastern and Foreign Companies their whole assets are not more than from one and a-half to two and a-half per cent. of their risks. The superior security which it affords to those who insure with it is, therefore, patent at a glance.

Its funds, moreover, are all invested here, easily within the knowledge and reach of the insured. Any one can satisfy himself by a little enquiry, that all the assets which it professes to hold are really in existence, and available at very short notice in case of loss. This is a thing which is simply impossible, except to a very few, in the case of Companies whose assets are at a distance of from 4,000 to 7,000 miles.

The names of its Directors, given on the opposite page, form, it is believed, a guarantee for honorable and prudent dealing. Their policy has always been to avoid high premiums, (which means ruinous risks), to do a safe business at fair rates, and to pay at once all losses incurred, just as soon as their amount can be ascertained.

 PATRONIZE HOME INSTITUTIONS. 