

SOME FEATURES OF THE BUSINESS OF

The Temperance and General Life

ASSURANCE COMPANY

Showing Percentages of Increase or Decrease in 1893 over or under the years with which its business is compared.

ITEMS COMPARED.	93 OVER 92	93 OVER 91	93 OVER 90	93 OVER 89
*Number of Applications	10.0	13.8	46.5	77.3
*Amount of Insurance Applied for	11.3	13.3	41.4	63.0
Number of Policies Issued	10.5	21.0	43.2	71.7
Amount of Insurance Granted	12.7	18.5	39.0	46.4
Number of Policies in Force	19.4	38.3	69.6	111.9
Number of Lives Insured	11.7	36.3	68.3	119.1
Amount of Insurance in Force	16.0	29.5	51.2	73.3
(a) Amount of Assets Gained	42.5	74.5	151.9	336.8
Reserve Liabilities Increased	25.6	62.4	115.9	199.6
Premium Income Increased	7.6	31.0	49.7	76.8
Interest Income Increased	21.5	51.7	145.0	256.9
Loans on Policies in Force	79.5	213.1	259.2	650.8
Surrender Values Paid	221.3	224.3	283.4	2157.6
Amount of Insurance Terminated by Death	-39.7	5.2	40.4	122.2
Commissions, Director's Fees and Salaries	11.2	28.5	47.7	84.8
Medical Fees	15.8	-11.2	31.7	109.7
Travelling Expenses6	30.0	70.6	15.9
ADVERTISING	-14.8	-32.3	-55.1	-51.6
Printing and Stationery	24.7	17.0	-22.3	103.4
HEAD OFFICE SALARIES	13.8	20.0	8.8	8.3
Total Miscellaneous Expenses, OMITTING MEDICAL FEES	-4.8	-15.7	-17.1	-12.8

* Agents' business.

(a) Not including capital.

Each year shows steady gains over any previous year, but no year in the Company's history shows such marked gains in every important feature of its business as 1893.

The business for January 1894, is far ahead of that of any previous January in every feature; that means strength and progress. The above figures which are most important, speak for themselves.

AGENTS WANTED.

CORRESPONDENCE SOLICITED.

HON. G. W. ROSS,
PRESIDENT.

H. SUTHERLAND,
MANAGER.

Head Office: = Manning Arcade, Toronto, Ont.