

**NEW YORK LIFE**  
INSURANCE COMPANY,  
JOHN A. McCALL, President.

Statement of Business,  
December 31st, 1894.  
ASSETS INVESTED . . . . . \$162,011,770  
SURPLUS . . . . . 20,240,307  
INCOME IN 1894 . . . . . 86,489,818  
INSURANCE IN FORCE . . . . . 818,204,160

Good Agents are Wanted  
for several central and productive local-  
ities in Canada.  
Apply to **DAVID BURKE,**  
GENERAL MANAGER,  
Company's Building, MONTREAL.

THE  
**BRITISH EMPIRE**  
MUTUAL  
LIFE ASSURANCE COMPANY,  
OF LONDON, ENGLAND.

ESTABLISHED 1847.  
Head Office, CANADA.  
British .: Empire .: Building,  
MONTREAL.

Government Deposit, - \$747,207.34  
RESULTS OF VALUATION 1893.  
Larger Cash Surplus,  
**INCREASED BONUS.**  
Valuation Reserves Strengthened,  
IMMEDIATE ANNUITIES GRANTED.  
SEND FOR TERMS.  
F. STANCLIFFE, Gen'l Manager.

**CONFEDERATION**  
LIFE ASSOCIATION,  
Head Office: TORONTO.

The unconditional accumulation policy  
of this Association is unsurpassed for ad-  
vantageous terms. It is in the interest of  
all intending insurers to secure one without  
delay.

RISKS IN FORCE  
Over \$25,000,000.00.

Montreal Office:  
207 ST. JAMES ST.

H. J. JOHNSTON,  
Manager, P.O.

**SURVIVAL**  
**OF THE FITTEST**



The millions of cheap and inferior shoes made by processes of  
mush-room growth are now giving way to the . . . . .

**"FITTEST"**

THE BEST SHOES IN THE WORLD TO-DAY

for the consumer and therefore for retailer and manufacturer are

Goodyear Welted **SHOES.**

**WESTERN ASSURANCE**  
COMPANY.

FIRE AND MARINE. Incorporated 1851.  
Assets, over . . . . . \$2,350,000.00  
Income for Year ending 31st December, 1894, over - 2,175,000.00

Head Office. - Toronto, Ont.  
J. J. KENNY, Vice-President & Man.-Director.  
Geo. Cox, President. C. C. FOSTER, Secretary  
J. H. ROUTH & SON, Managers Montreal Branch.  
190 ST. JAMES STREET.

**THE IMPERIAL**  
INSURANCE COMPANY LIMITED

FIRE.  
LONDON.  
ESTABLISHED 1803.  
SUBSCRIBED CAPITAL, . . . . . \$6,000,000  
PAID-UP CAPITAL, . . . . . 1,500,000  
TOTAL INVESTED FUNDS OVER . . . . . 8,000,000

Canadian Branch:  
COMPANY'S BUILDING, PLACE D'ARMES, MONTREAL.  
A. D. LACY, RESIDENT MANAGER

**COMMERCIAL UNION**

ASSURANCE CO., Ltd.,  
Of London, England.  
FIRE! LIFE! MARINE!  
Agencies in all the principal Cities and Towns of  
the Dominion.  
HEAD OFFICE, Canadian Branch, - MONTREAL  
EVANS & MCGREGOR, Managers.

**LONDON**

Guarantee and Accident Com'y, Ltd.  
Of London, England.  
Capital, \$1,250,000.  
Head Office for Canada, N. E. corner King and Yonge Streets  
TORONTO.

BONDS OF SURETYSHIP issued for parties in position of trust where  
security is required. General Accident and Employers' Liability  
Insurance on the most approved plans.  
A. I. HUBBARD, Chief Agent for Canada.  
The Directors are open to entertain applications for agencies where the Com-  
pany is not already efficiently represented.