

IT LEADS ALL HOME COMPANIES
It Leads
 In Age
 In Size
 In Popularity
 In Actual Results
CANADA LIFE ASSURANCE CO.

Sun Life
 Assurance Co.
 of Canada

HEAD OFFICE—MONTREAL.

THE prosperous condition of the Sun Life of Canada is doubtless due to its fair treatment of policyholders, its unconditional policy and prompt payment of death claims.

R. MACAULAY, President.
 F. B. MACAULAY, Sec. & Actuary. IRA B. THAYER, Supt. of Agencies.
 Toronto Office—33 Adelaide St. E.
 F. G. COPE, Cashier. W. T. MCINTYRE, Manager.

NOTWITHSTANDING the financial depression of the year 1893 it was the most successful in the history of this progressive company. The New Business completed is greater than that secured by any other Canadian Company in one year, and must be gratifying to policyholders and directors alike. Substantial increases have been made in New Business, Total Business in Force, Income and Assets.

Subscribed Capital \$25,000,000
 Paid-up and Invested 2,750,000
 Total Funds 17,500,000

Established
 1824

ALLIANCE ASSURANCE CO'Y

Head Office:
 Bartholomew Lane, LONDON, Eng.

Branch Office in Canada
 157 ST. JAMES ST., MONTREAL.

G. H. MCHENRY, Mgr. for Canada.
 GEO. McMURRICH, Agt. Toronto & Vicinity.

Rt. Hon. LORD ROTHSCHILD, CHAIRMAN.
 ROBERT LEWIS, Esq., CHIEF SECRETARY.

N. B.—This company having re-insured the Canadian business of the Royal Canadian Insurance Company, assumes all liability under existing policies of that company as at the 1st of March, 1892.

THE **TEMPERANCE AND GENERAL**
 LIFE ASSURANCE COMPANY
 OF NORTH AMERICA

Gains in 4 Years: Head Office, Manning Arcade, Toronto

Dec. 31st.	Number of Lives	Amt. of Insurance	Assets not including Capital
1889	1,957	\$3,040,972	\$ 54,587.74
1893	4,148	5,269,620	238,422.33
Gains . . .	2,191	\$2,228,648	\$183,834.59

GAINS in '94 much more satisfactory for first six months than in any corresponding period. Money to Loan on easy Terms. Agents wanted.
 HON. G. W. ROSS, President. H. SUTHERLAND, Manager.

AETNA
 Life Insurance Company
 Of HARTFORD, Conn.

Cash Capital, all paid-up,
 \$1,250,000 00
 Accumulated Assets,
 \$40,267,952 90
 Deposit at Ottawa,
 \$3,541,617 00

ISSUES policies both on the Mutual and on the Stock plans. Its Stock, or low-level rate policies, are at lower rates than purely stock companies, and its mutual, or with profits policies, are not equalled by any "purely mutual" life insurance company for lowness of cost, produced by annual cash dividends upon identical policies.

W. H. ORR & SONS, Managers,
 Cor. Toronto & Court Sts.

Eastern Fire Assurance Co.
 CAPITAL \$1,000,000
 OF HALIFAX, N. S.
 AGENCIES THROUGHOUT CANADA

D. C. EDWARDS, Resident Manager for Ontario and Quebec.
 Office—Temple Building, Montreal.
 AGENT FOR TORONTO AND VICINITY—FRED. J. STEWART. Office—No. 30 Victoria St., Toronto.

The Federal Life Assurance Co.
 Head Office:
 HAMILTON, Ontario.

GUARANTEE CAPITAL, \$700,000
 Surplus Security to Policy-holders, \$704,141 26
 Paid to Policy-holders, over 750,000 00

Most Liberal Policies. Age having been admitted, there is no condition, excepting the payment of Premiums, after the FIRST YEAR.
 Inquire for the "Accumulation Policy," the "Compound Investment Policy," or the "Guaranteed Four per cent. Insurance Bond."

DAVID DEXTER, Man'g Director.
 JAS. H. BEATTY (Pres. N. W. Transportation Line), President.

British America ASSURANCE CO'Y
 Head Office: Toronto
 Fire and Marine

Capital \$ 750,000.00
 Total Assets 1,464,654.84
 Losses Paid, since organization, \$14,094,183.94

DIRECTORS:
 GEO. A. COX, President. J. J. KENNY, Vice-President.
 Hon. H. C. Wood. S. F. McKinnon. Thos. Long. John Hoskin, Q.C., LL.D.
 Robert Jaffray. Augustus Myers. H. M. Pellatt.
 P. H. SIMS, Secretary.

WESTERN Incorporated 1851
 Fire and Marine
 ASSURANCE COMPANY

Head Office, Toronto, Ont.
 Capital, \$2,000,000 00
 Assets, over 2,350,000 00
 Annual Income 2,175,000 00

GEORGE A. COX, President.
 J. J. KENNY, Vice-Pres. & Managing Director. C. C. FOSTER, Secretary

MANUFACTURERS LIFE INSURANCE COMPANY.

COMPARATIVE STATEMENT, FIVE YEARS' RECORD.

ASSETS		
Cash	1889	1894
Bonds and Mortgages	\$ 6,179 44	\$ 39,210 08
Other Assets	228,473 21	692,751 45
Total	58,939 88	89,359 40
	\$293,592 53	\$821,590 68
LIABILITIES		
Reserve, and on acct. of Policyholders	\$ 160,401 00	\$ 642,948 68
Other Liabilities	5,894 76	1,238 48
Net Surplus	Nil.	50,469 72
Income	157,354 97	306,715 63
Expenditure, Total	147,158 37	153,498 37
Insurance in force	6,110,100 00	9,555,300 00

Head Office, TORONTO, Ont.
 GEO. GOODERHAM, President.
 JOHN F. ELLIS, Managing Director.
 GEO. A. STERLING, Secretary.