

IT LEADS ALL HOME COMPANIES

**It Leads**In Age  
In Size  
In Popularity  
In Actual Results**CANADA LIFE ASSURANCE CO.**

Incorporated in 1865

**The Sun Life Assurance Co.**

OF CANADA

Head Office - - - MONTREAL.

Assets, 1st January, 1895	...	\$4,616,419 63
Income for Year 1894	...	1,373,596 60
Insurance in Force, January 1, 1895	...	31,528,569 74

R. MACAULAY, President. Hon. A. W. OGILVIE, Vice-President.  
T. B. MACAULAY, Secretary and Actuary.  
IRA B. THAYER, Supt. of Agencies. G. F. JOHNSTON, Ass't Supt. of Agencies  
Toronto Office, 33 Adelaide St. East.  
W. T. MCINTYRE, Manager. F. G. COPE, Cashier

Subscribed Capital	- - - - -	\$25,000,000	Established 1824
Paid-up and Invested	- - - - -	2,750,000	
Total Funds	- - - - -	17,500,000	

**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 CANADIAN RAILWAY ACCIDENT INSURANCE CO.**  
A Purely Canadian Company.  
OTTAWA, Ont.

AUTHORIZED CAPITAL	...	\$500,000.00
SUBSCRIBED CAPITAL	...	\$150,000.00

Issues all kinds of personal accident insurance, with latest features, at lowest rates.

J. W. McRAE, President.  
WILLIAM PRENTER, Vice-President.  
Hon. E. H. Bronson, Treasurer.  
A. A. Henderson, M.D., General Manager and Medical Director.  
John Eino, Assistant General Manager.  
John P. Dickson, Secretary.  
A. Ferguson, Solicitor.

**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

Not a Dollar of Interest overdue December, 31, '94.

Not a Dollar of Interest overdue December, 31, '95.

Not a Dollar's worth of Real Estate owned in 1886-7-8-9-90-1-2-3-4-5, 10 years.

The Temperance and General Life Assurance Co.  
HON. GEO. W. ROSS, President.  
H. SUTHERLAND, Manager.

**British America** Fire and Marine  
ASSURANCE CO'Y  
Head Office, Toronto  
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.

**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.

**A CATALOGUE**

SHOULD NOT HAVE A PROMISCUOUS CIRCULATION

You may think it will fall into the hands of some likely customers. But you don't want to get customers in that way. Remember that "Something for nothing isn't business, never was business and never will be business." Anyway Catalogues, as they should be, cost too much to throw about indiscriminately. Not that they cost more than they should. Take, for example, the catalogues we print—they don't cost too much, but they are so well printed and so attractive that you are careful how you circulate them. The results are all the better for this. Ask us for our price when next you print one.

**The Monetary Times**

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