

**NEW YORK LIFE**  
**INSURANCE COMPANY,**  
**JOHN A. McCALL, President.**  
 January 1st, 1896.  
 Total Assets, \$174,791,990.  
 Actual Surplus, \$24,038,677.  
 Insurance in Force, \$800,000,000.

**CANADIAN BUSINESS.**  
 Income in Canada, - - - \$1,008,484.74  
 Assets " - - - - - \$4,311,253.04  
 Liabilities, " - - - - - 3,784,305.75  
 Surplus Assets, " - - - - - 526,947.29  
 Insurance in Force, " - - - - - 20,626,514.00

**DAVID BURKE,**  
 GENERAL MANAGER,  
 Company's Building, MONTREAL

THE . . . **BRITISH EMPIRE**  
**MUTUAL**  
**LIFE ASSURANCE COMPANY,**  
**OF LONDON, ENGLAND.**  
*ESTABLISHED 1847.*

**1896.**  
**BONUS YEAR**  
 Policies taken this year  
 will participate in one full  
 year's profits.

Head Office, - - CANADA.  
**MONTREAL.**  
**F. STANCLIFFE, Gen'l Manager.**  
*Agents Wanted.*

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

The unconditional accumulative policy  
 issued by this Association is unsurpassed  
 as a means of Investment.

Cash Values,  
 Paid up Policies,  
 Extended Insurance.  
*GUARANTEED IN THE POLICY.*

Montreal Office:  
**207 ST. JAMES ST.**  
**H. J. JOHNSTON,**  
 Manager, P.Q.

**"He Who Serves his Customers Best,  
 Best Serves Himself."**



No other Method approaches the perfection of  
 the **"GOODYEAR METHOD"**  
 of Shoe making in its advantages for every kind  
 of wearer. . . . .  
 You will serve your own best interests by  
 recommending only

→ **Goodyear WELTED SHOES.**

**WESTERN ASSURANCE COMPANY.**  
**FIRE AND MARINE. Incorporated 1851.**  
 Assets, over - - - - - \$2,320,000.00  
 Income for Year ending 31st December, 1895, over - 2,400,000.00

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

**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**  
**JAMES MCGREGOR, Manager.**

**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.**  
**G. R. KEARLEY, Resident Manager**

THE **LONDON**  
**Guarantee and Accident Com'y, Ltd.**  
**Of London, England.**

Deposit at Ottawa - - - - - \$73,000.00  
 Funds exceed - - - - - \$1,500,000.00

**SURETYSHIP BONDS** issued promptly at lowest rates to all persons in  
 positions of trust where security is required. Accident, Elevator and Em-  
 ployer's Liability Policies issued. Agencies throughout Canada, United States,  
 Europe and Australia.

Canada Branch, **TORONTO.**  
 Montreal Chief Office, 180 St. James St.  
**A. I. HUBBARD, Manager for Canada**