

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 68  
Income for Year 1894 . . . . . 1,873,596 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  
Paid-up and Invested . . . . . 2,750,000  
Total Funds . . . . . 17,500,000

Established 1824

**ALLIANCE ASSURANCE CO'Y**

Head Office: Rt. Hon. LORD ROTHSCHILD, CHAIRMAN.  
Bartholemew-Lane, LONDON, Eng. ROBERT LEWIS, Esq., CHIEF SECRETARY.

Branch Office in Canada 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.

167 ST. JAMES ST., MONTREAL.

G. H. McHENRY, Mgr. for Canada.  
GEO. McMURKICH, Agt. Toronto & Vicinity.

**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

**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
1889-1893	1,957 4,148	\$8,040,973 5,869,020	\$ 54,587.74 238,422.33
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.  
EDW. G. 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 DEKSTER, Man'g Director.  
JAS. H. BEATTY (Pres. N. W. Transportation Line), President.

**MANUFACTURERS' LIFE**

Head Office, Toronto

Compared with the corresponding period of 1894 the business of the Manufacturers Life to date shows the following substantial increases . . . . .

In premium income, an increase of 20 per cent.  
In interest income, an increase of 260 per cent.  
In new business, an increase of 43 per cent.

GEO. GOODENOWAY, President.  
GEO. A. STEELING, Secretary. J. W. JENNINGS, General Manager

No. 15

**A Catalogue**

SHOULD NOT BE A COLLECTION OF HAND-BILLS . . . . .

That is to say, do not make your goods so prominent that each page is simply a series of announcements. Nor should you make your catalogue so much of a book that your goods are not properly presented. There is a happy medium to be sought after.

The better your ideas, the better the printing is required to be. Our work will suit you. Write for estimates.

The Monetary Times Printing Company, Ltd.