

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

January 1st, 1897.
Total Assets, \$187,176,406.
Actual Surplus, \$26,657,332.
Insurance in Force, \$826,816,648.

CANADIAN BUSINESS.

Income in Canada.....	\$ 982,915.29
Assets ".....	4,300,095.10
Liabilities ".....	4,45,513.36
Surplus Assets, ".....	124,624.54
Insurance in Force ".....	21,782,318.00

Applications invited by the undersigned for general and special agencies, and management of territory from experienced Life Insurance men, as well as from those wishing to acquire training and experience.

R. HOPE ATKINSON.
AGENCY DIRECTOR,
Company's Building. MONTREAL.

WANTED.—The address of W. H. Lynch: formerly of Danville and Montreal and latterly of Kootenay, B.C., at the office of the "Journal of Commerce," Montreal.

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

ESTABLISHED HALF A CENTURY.

SPECIAL ADVANTAGES.

All Profits belong to Members.
Liberal Bonuses equitably apportioned.
No Personal Liability of Members.
Low Premiums.
Large Reserves for Liabilities.
Non-Forfeiture and Indisputable Policies.
Liberal Surrender Values.
Immediate Settlement of Claims.
Invalid Lives Insured on Equitable Conditions.
Long Term Assurances, with Option of Continuance.
Temperance Section yielding Increased Bonuses.

Head Office, - CANADA.
MONTREAL.

F. STANCLIFFE, - 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.O.

BOVRIL

is adapted to all sorts and conditions of men (and women). It is suitable for the Infant, the Invalid, and the Athlete, and in Soups and Gravies it furnishes the Stamina they lack.

BOVRIL

On toast or bread and butter forms a Savoury Sandwich.

BOVRIL, Limited, 27 ST. PETER STREET, MONTREAL.

Get an Estimate
for your

At the Office
of the

Fence Posters,
Placards and Hand-Bills
Journal of Commerce, 171 St. James St.

WESTERN ASSURANCE COMPANY.

FIRE AND MARINE. Incorporated 1851.
Assets, over \$2,320,000.00
Income for Year ending 31st December, 1896, over - 2,300,000.00

Head Office, - Toronto, Ont.
Hon: Geo. Cox, Presi. J. J. KENNY Vice-Presi. & Man. Dir.
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.
G. R. KEARLEY, 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
JAMES McCRECOR, Manager.

THE **LONDON**

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

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

SAFETYSHIP BONDS issued promptly at lowest rates to all persons in positions of trust where security is required. Accident, Elevator and Employer'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