



Successful life assurance agents who have pushed their business under great disadvantages, which they feel may cripple them in their future efforts, would do well to connect themselves with a LIVE company which fosters its agents.

Others who have been desirous of taking a high rank in the business, but have found themselves surpassed by competitors, should determine whether this may not be due to the tools they have had to work with rather than to any lack of ability or energy on their part.

The man who has the greatest facilities in business, other things being equal, will surpass all competitors.

The Equitable Life Assurance Society, 120 Broadway, New York, has unoccupied territory at a number of points throughout Canada, and agents are invited to communicate with E. W. GALE, Montreal, General Agent of the Society for Canada. All communications of this character will be treated with consideration by the officers of the Society.

CANADA LIFE ASSURANCE CO.

ESTABLISHED 1847

Table showing the business in Canada of the following life companies acting under Government license:—

COMPANY.	Assurances in force in 1890	Prem's. for the year 1890.	Amount of new policies, 1890.
CANADA LIFE *	\$25,024,370	\$673,080	\$4,157,165
Etna.....	10,324,886	847,257	1,826,250
Confederation.....	6,785,990	184,246	1,870,790
Standard.....	6,037,919	165,446	1,036,967
Equitable.....	5,952,547	194,485	1,674,100
Sun.....	3,892,139	114,595	926,870
Ontario Mutual.....	3,031,885	81,617	1,157,750
Travelers'.....	2,927,344	88,815	321,250
Union Mutual.....	2,743,678	83,153	201,550
London & Lancashire.....	2,186,740	64,551	706,900
Mutual.....	1,364,459	36,646	236,000
Citizens'.....	1,141,440	29,211	195,700
Toronto.....	193,747	4,729	69,716

* Year to 30th April, 1891.

MINIMUM POLICIES becoming claims before 30th April, 1891, are by the allowance of the prospective bonus of 1½ Per Cent. Per Annum, made free from the possibility of any reduction.

A. G. RAMSAY, Pres't. R. HILLS, Secy. J. W. MARLING, Supt. Agencies.
J. D. HENDERSON, Agent. Office—46 King St., west, Toronto.

ROYAL

INSURANCE COMPANY OF ENGLAND

LIABILITY OF SHAREHOLDERS UNLIMITED.

CAPITAL, \$10,000,000
FUNDS INVESTED, 24,000,000
ANNUAL INCOME, upwards of 5,000,000

Investments in Canada for protection of Canadian Policyholders (chiefly with Government), exceed \$600,000.

Every description of property insured at moderate rates of premium. Life Assurances granted in all the most approved forms.

Head Office for Canada—Royal Insurance Buildings, Montreal

JOHN MAUGHAN, } Agents for
JOHN KAY, } Toronto and
ARTHUR F. BANKS, } County of York.
M. H. GAULT, } Chief Agents
W. TATLEY, }

WESTERN

ASSURANCE COMPANY.

FIRE & MARINE. Incorporated 1851.

Capital and Assets.....\$1,637,553 10
Income for Year ending 31st Dec., 1879 1,001,052 20

HEAD OFFICE : TORONTO, ONT.

Hon. J. McMURRIOH, Presid't. J. J. KENNY, Man'g. Director.
JAS. BOOMER, Secretary.

LONDON & LANCASHIRE FIRE

INSURANCE COMPANY.

MANAGER—CHAS. G. FOTHERGILL.
SUB-MANAGER—J. B. MOFFATT.

Capital Fully Subscribed..... \$9,260,000
Assets, Cash, and Invested Funds 2,605,925
Deposited with Government of Canada, for the Protection of Policy-holders in Canada 100,000

ALL LOSSES PAID AT HEAD OFFICE IN TORONTO, WITHOUT REFERENCE TO ENGLAND.

Office—Mail Buildings, Toronto.

F. A. BALL, Chief Agt. for Canada.

Agent for Toronto:—T. M. PRINGLE.

LIFE ASSOCIATION OF CANADA.

HEAD OFFICE, HAMILTON, ONT.

GUARANTEE CAPITAL..... \$200,000
RESERVE FUND 141,000
GOVERNMENT DEPOSIT 101,000

Life Insurance Agents who can do \$100,000 of new business in a year are invited to communicate with DAVID BURKE, Manager, Hamilton, with a view to an engagement.

THE BRITISH AMERICAN BUSINESS COLLEGE, TORONTO.

This institution has been in existence for over TWENTY years and during that time, hundreds of young men have received a first-class business training, thus fitting them to fill important positions of trust, in BANKS, INSURANCE COMPANIES and MERCANTILE HOUSES. The Course of study pursued, is founded upon correct business principles and rules. Lectures on Trade and Commerce are delivered from time to time, by leading business men of Toronto. Merchants and others, who contemplate a business career for their sons, will consult their own, and their sons' interests, by giving this school a trial.

ADDRESS—

THE SECRETARY.