

## GUIDE TO INVESTORS.

THERE can scarcely be found a better indication as to which is a good Company to invest in, than to take a note of the way people stay in when they once get there. If a Company is a good one, who can know it better than those who have been in it? **What do they say?**

Page 48 of the last Government Blue-book gives the "Surrender and Lapse" of each Company during 1898, upon its Canadian business. That the **Ætna's Policy-holders** recommend it as a good one to **STAY IN** will be seen from the following statement. It shows the total Insurance in Force in Canada at the beginning of 1898, and the "Surrender and Lapse" during that year, of the **ÆTNA**, and of 24 other Companies.

NAME OF COMPANIES.	Surrender and Lapse.	Insurance in Force, 1897.	Ratio per \$100.
The Ætna Life.....	\$ 206,679	\$15,091,296	\$1.37
Canada Life .....	1,553,415	72,275,895	2.14
Confederation .....	1,091,910	28,161,276	3.87
Sun, Montreal.....	1,867,807	44,962,247	4.15
Standard, Edinboro.....	818,304	16,209,036	5.04
Ontario Mutual.....	1,123,087	21,426,878	5.24
L. & Lancashire .....	435,417	7,392,150	5.90
Mutual Life, N.Y.....	1,192,649	18,129,911	6.57
New York Life.....	1,522,629	22,918,289	6.64
Equitable, N.Y.....	1,267,120	19,070,136	6.05
Travelers, Hartford .....	375,635	5,213,994	7.20
United States .....	108,620	1,490,940	7.28
Union Mutual, Maine.....	360,204	4,759,974	7.56
North American.....	1,471,253	18,720,878	7.86
Star, London, Eng.....	48,093	588,101	8.17
Dominion, Waterloo .....	248,859	2,614,873	9.51
Great West, Winnipeg.....	736,840	7,064,534	10.42
Federal, Hamilton.....	1,396,978	10,483,088	13.32
Imperial, Toronto .....	1,125,000	10,908,725	13.75
Manufacturers, Toronto.....	1,735,290	11,305,749	15.34
Temperance and General .....	1,167,304	7,186,286	16.24
London Life, Ont.....	1,004,755	4,732,501	21.23
Excelsior, Toronto.....	705,426	2,664,121	26.48
Northern, London.....	140,000	346,000	40.46

**PLEASED PEOPLE PERSEVERE.**

**DISAPPOINTED ONES DAILY DROP OUT.**

**ÆTNA LIFE'S WESTERN CANADA BRANCH OFFICE.**

9 Toronto St., TORONTO.

**W. H. ORR & SONS, Managers.**