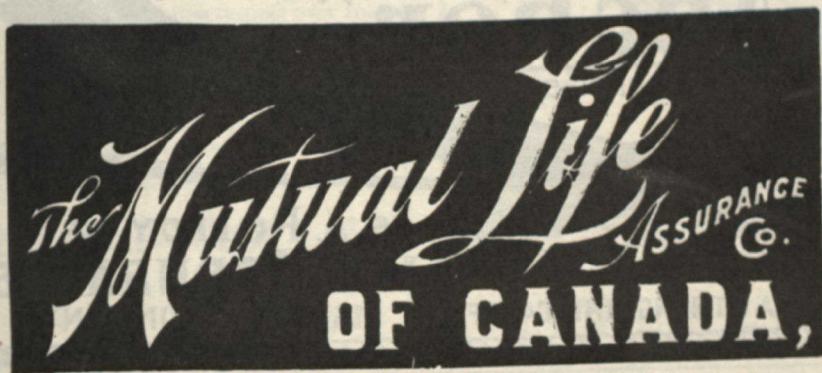


# Things That Count

Growing business, low expense rate, large profits, safe and prudent investments, liberal policy conditions, and prompt payment of claims are the "things that count" with policy-holders.

If intending insurants will examine the record of



since its establishment in 1870, they will find that this Company measures fully up to the best standards.

That the Canadian public recognizes these facts is proven by the annually increasing support extended to

## CANADA'S BIG MUTUAL.

In further proof it is only necessary to state that the first half of the present year was, in all important respects, the

Best in the experience of the Company.

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HEAD OFFICE, WATERLOO, ONT.

E. P. CLEMENT, K.C., President.  
W. H. RIDDELL, Assistant Manager.

GEO. WEGENAST, Managing Director.  
CHAS. RUBY, Secretary.