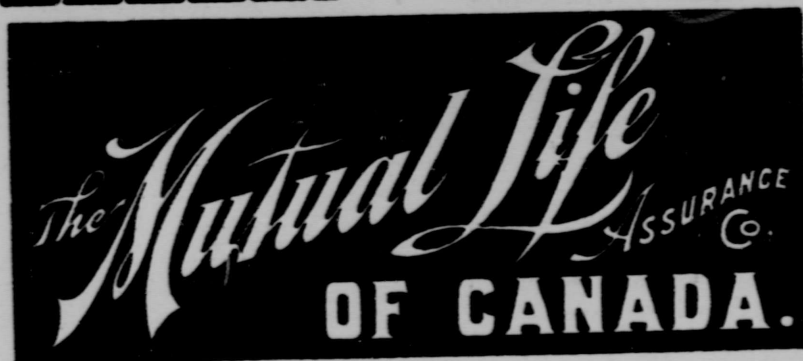


An Ideal, Strong, Vigorous COMPANY



Is 34 years old. Has Assets now exceeding \$8,000,000. Has a surplus (on Government Valuation Standard), of nearly \$900,000. Has nearly 30,000 policyholders. Has nearly \$40,000,000 of Insurance in force. Has paid over \$6,500,000 in cash to policyholders, or to their families, and still has in Reserve, for their security, over \$7,000,000, in solid assets.

SECURITY

This Company holds in **Reserve a Greater Sum** than the Government Standard calls for, thus affording its policyholders **Absolute Security**.

IT LEADS

This Company **Stands at the Head** of Canadian Companies, Canadian business, in the net amount of insurance in force **Gained** over all its competitors during the past **Five Years**, as shown by the Government Reports.

HEAD OFFICE, WATERLOO, ONT.



Robert Melvin,
President.

Geo. Wegenast, Manager.

Geo. Chapman

McLEAN'S BLOCK

A. Hoskin, K. C., Vice-Presidents
Hon. Justice Britton,

W. H. Riddell, Secretary.

General Agent.

GUELPH.