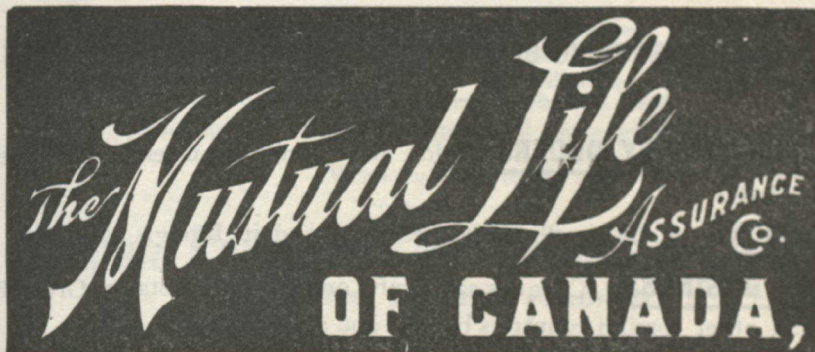


## THE MEASURE OF SUCCESS

The measure of a life company's prosperity may be seen in its steady advancement along safe lines and at a moderate outlay for securing new and taking care of its old business.



conforms to this high standard, its operating expenses for many years having been much lower than any of its competitors, while its growth has been abundantly satisfactory in every branch of its business.

The great progress the Company has made during the last ten years is shown by the following table:—

| YEAR | INCOME     | ASSETS       | SURPLUS    | BUSINESS<br>IN FORCE |
|------|------------|--------------|------------|----------------------|
| 1897 | \$ 819,980 | \$ 3,730,777 | \$ 218,140 | \$ 21,487,181        |
| 1907 | 2,243,570  | 11,656,410   | 1,503,719  | 51,091,848           |

The holidays—days of joy and gladness—should not be allowed to pass without safeguarding the welfare of the family against the loss entailed in the death of the “head of the house” and this can best be done by a policy of life assurance.

Our first duty is towards those whose love makes home the dearest spot on earth and this performed, provision should be made for one's own comfort during “the winter of our discontent” by an Annuity Policy in this Company and thus make “Glorious Summer” of our honorable old age.

### HEAD OFFICE, WATERLOO, ONT.

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

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