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IN WESTERN ONTARIO, London, Ont.

GUARDIAN

Life Assurance Company

LONDON, ENGLAND.

Capital, One Million Pounds .Sig

scribed, \$10,000,000

nds, 20,210,000

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In 1782, Canadian Branch established

and paid since the establishment of the

ed \$75,000,000. Balance held in hand

Fire Losses, \$3,000,000. Liability of

unlimited. Deposit with the Dominion

for the security of policy holders in

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Incorporated - - - - 1848.
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This Company issues "Special Term," "Whole Life," Limited Payment, Life and Endowment Policies, on as favorable terms as any.

For further particulars write or apply to

JOHN C. RICHTER, Manager.

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HEAD OFFICE, - - - - WATERLOO, ONT.

Authorized Capital, - \$1,000,000. Dom. Govt. Deposit, - \$50,000.

Subscribed Capital, 250,000. Paid-up Capital - 62,500.

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THOS. HILLIARD, Managing Director.

Our Policy is a straight promise to pay—like a bank draft, almost unconditional. No restriction on travel or occupation. Is nonforfeitable after two or three years—even for failure to pay renewals. Remains in full force till the value is exhausted. It provides a legacy certain, instead of a law suit possible. There are Three classes—Abstainers, General and Women—giving each in profits the true benefit of its own longevity. RATES compare favorably with any in the world. Choice of all sound plans of assurance offered, no other. Agents Wanted. Apply now.

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OF NEW YORK.

RICHARD A. McCURDY, - President.

Assets, - - - - \$126,082,153.56.

The Largest and best Life Insurance Company in the world.

The New Business of the Mutual Life Insurance Company in 1888 exceeded \$103,000,000. Its business shows the Greatest Comparative Gain made by any Company during the past year including:

A gain in assets of	\$ 7,275,301 68
A gain in income of	3,096,010 06
A gain in new premiums of	2,333,406 00
A gain in surplus of	1,645,022 11
A gain in new business of	33,756,792 85
A gain of risks in force	54,496,251 85

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Has Paid to Policy holders since
Organization \$272,481,839.82.

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The Mutual Life was the first to practically undertake the simplification of the insurance contract, and strip it of a verbiage in the mazes of which could be found innumerable refuges against claims of policy-holders who had, however unwittingly, departed from the strict letter of the agreement. That this appealed powerfully to the popular taste is evident from the fact that in 1888 the Company wrote over \$103,000,000 of new insurance.

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