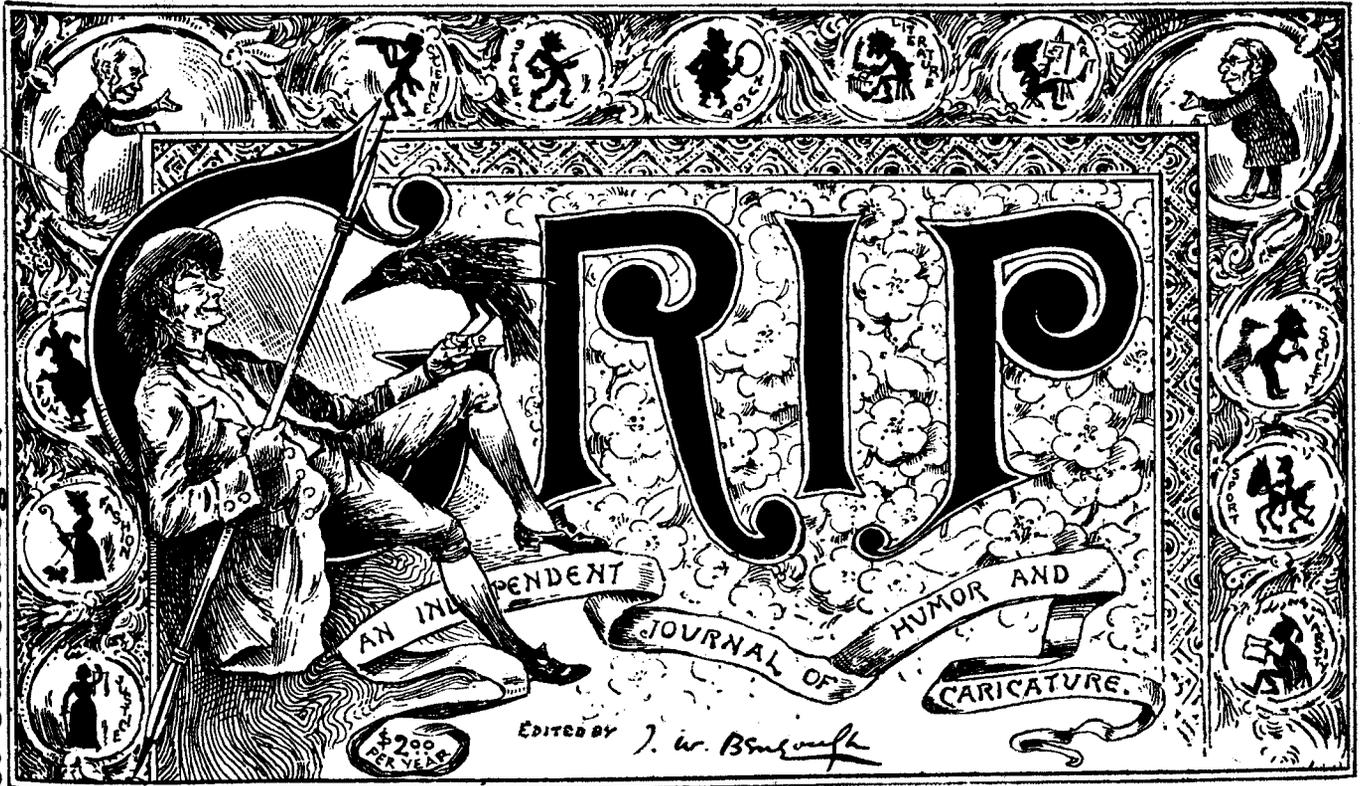


We Want a Boy in Your Town to Sell "Grip." Send Us the Name of a Pusher and Get "Grip" Free.



Send Your Address and Get Our Catalogue.

Have You any Use for \$30? See "Competition," 4th Page.

VOL. XXXVIII.—No. 8.

TORONTO, FEBRUARY 20, 1892.

No. 975.

The Mutual Reserve Fund Life Association

OF NEW YORK

E. B. HARPER - President

Business Last Year Exceeded Fifty Million Dollars

Grand record for January 1892

\$5,593,950.00

NEW BUSINESS RECEIVED

An Excess of **\$488,300.00** Over January 1891

Why pay \$100 per year for your Life Insurance when the same amount of insurance can be had in one of the strongest Life Insurance Companies in the world for \$50. Why leave your family—your wife and children—a \$10,000 estate in the shape of Life Insurance, when the same yearly payment you are now paying for the \$10,000 insurance to the old system companies, will secure for your estate to your wife and children double the amount, or \$20,000, in the strongest and most successful Life Association in the world. It has already paid, to the Widows and Orphans, death claims amounting to more than \$12,000,000. It has \$3,179,720 cash surplus. It has saved its members by reduction of premiums more than \$30,000,000.

Mortality, Expenses and Assets.

As a further evidence of the care displayed in the admission of members, the economy exercised in the administration of its business, and the security offered for the protection of its contracts, the following ratios, compiled from the sworn reports to the Insurance Departments will prove most convincing arguments upon the important points in the administration of the affairs of this Association, and especially so when the attention is called to the fact that these comparisons are made with the three strongest and largest old system companies in the world.

Ratios Compiled from Official Reports.

| Organizations. | Mortality to each \$1,000 in force. | Expenses to each \$1,000 in force. | Net Assets to each \$100 Liability. |
|------------------------|-------------------------------------|------------------------------------|-------------------------------------|
| Mutual Reserve....1890 | \$10.85 | \$4.19 | \$234.43 |
| Equitable.....1890 | 11.41 | 10.18 | 122.73 |
| Mutual.....1890 | 13.45 | 11.30 | 107.25 |
| New York Life.....1890 | 11.10 | 11.74 | 125.23 |
| Mutual Reserve....1891 | 11.14 | 4.46 | 237.71 |

CIRCULARS SENT IF REQUESTED

Agents Wanted in all Unrepresented Districts

W. J. McMURTRY, Manager for Ontario

MAIL BUILDING - TORONTO