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for your family, at this season of the year, none is more suitable than a policy in the

Mutual Life of Canada

It will stand as AN EVIDENCE of your LOVE AND FORESIGHT for those dear to you when other more transient gifts shall have been forgotten!

Policies in force,	exceeding	$70,000,000
Assets, all safely invested	"	18,000,000
Surplus over liabilities	"	3,000,000

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THE IMPERIAL LIFE ASSURANCE COMPANY OF CANADA

1897 AN UNEQUALLED RECORD 1911

Year Dec. 31st	Premium and Interest Income	Total Assets	Rate of Interest Earned.	Assurance in Force
1897	$ 37,416.09	$ 336,247.89	4.01%	$ 1,185,725
1901	360,180.95	1,344,126.61	5.40%	10,524,731
1905	800,034.84	2,840,725.23	5.52%	19,672,664
1910	1,370,550.38	6,147,329.99	6.52%	30,455,859

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Established 1889

Head Office: Excelsior Life Building, TORONTO.

Insurance in Force, Dec. 31st, 1910 $14,000,000.00
Available Assets 2,552,863.49

1910 was a BANNER YEAR

Yet for the first nine months of 1911

INSURANCE APPLIED for INCREASED $615,000
EXPENSE RATIO DECREASED . . 15 per cent.
DEATH CLAIMS DECREASED . . . 35 per cent.

Security for Dependents. Satisfaction for Insurers.

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ESTABLISHED IN 1863

HEAD OFFICE : WATERLOO, ONT.

TOTAL ASSETS 31st DEC., 1909, $650,403.60

POLICIES IN FORCE IN WESTERN ONTARIO OVER 30,000

WM. SNIDER, President GEORGE DIEBEL, Vice-President

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