CANADIAN MAGAZINE ADVERTISER

Some of the Strong Features

of .the

MUTUAL LIFE OF CANADA

As at December the 31st, 1909.

GILT-EDGED ASSETS OF \$14,518,441.61

Profitably and securely invested at a rate of interest exceeding that of any previous year.

Not a dollar of speculative investments.

Every dollar for policyholders!

NEW ASSURANCES IN 1909, \$8,125,578

The largest amount written in any year in the history of the Company, being all Canadian business except a small amount written in Newfoundland, making total insurance in force, **\$59,125,578**.

EXPENSE RATE REDUCED

Notwithstanding the large expansion of the Company's business, the ratio of expenses to income is smaller than it was in preceding years, showing the prudence and economy that have characterized the management of the Company's affairs.

THE VERY FAVOURABLE DEATH RATE

Which for many years has been the fortunate experience of the Company has again been a feature of the year's operations.

It is due to these favourable features—low death rate, small expense rate and the safe and profitable investment of its funds—that the Company is able to very materially increase the scale of dividends to its participating policyholders during the present year.

THE SURPLUS EARNED IN 1909, over all liabilities, amounted to substantial sum of \$508,921.25.

HEAD OFFICE, WATERLOO, ONT.

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

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