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## THURSDAY MORNING


Assurance Company
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## Matches! Bu

THE E. B. EDDY COMPANY, Limited The pink-tipped "SILENT" is one of their lateen



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## METROPOLITAN LIFE IISURAMCE CO.

 JOHN R. HEGEMAN, PRESIDENT
## OVER TWO MILLION DOLLARS

Additional Voluntary Contribution to Industrial Policy-holders over and above all obligations expressed or im-
plied in their Policies. A Cash Dividend of $\$ 1,000,000$ for Whole Life Policies Over Five Years Old. A Mortuary plied in their Policies. A Cash Dividend of $\$ 1,000,000$ for Whole Life Policies Over Five Years Old. A Mortuary
Dividend of $\$ 1,000,000$ on all 1907 Claims Under Policies Over Five Years Old. Benefits During Second Six Months Increased 100 per cent. Whole Life Policies Over 15 years in force when the Insured is 80 years of age paid as Endowments.

## CASH DIVIDEND

Repeating its genorous action of the last eight years and doubing the amount of the annual bonus, there has been declared by the Company this yea a cash dividend estimated at one million dollars. This dividend has been declared on all Industrial Whole Life policies issuied prior to January 1, 1903. A has been the Company's practice heretofore, there will be included in these
benefits the Whole Life Industrial policies of all these companies whose busi ness has been assumed by the Metropolitan.

## A MORTUARY DIVIDEND

has been declared in the Industrial Department, applicable to all death claims incurred during the current year, where policies on the day of death had been
in force over five years. The scale of dividends is as follows: Where death occurs after policy has been in force




## LIFE POLICIES PAID AS ENDOWMENTS

During the year 1907 any person insured in the Industrial Department $\left.\right|_{\text {fund at time of death, the Company will issue } 2 \text { paid-up policy for the }}$ $\left.\begin{aligned} & \text { During the year 1907 any person insured in the Industrial Department } \\ & \text { he Metropoitan, wo the eighty years of age or ver, and whe has paid }\end{aligned} \right\rvert\, \begin{aligned} & \text { fund at time of deat } \\ & \text { face of the policy. }\end{aligned}$ premums tor fifteen years or more on any policy, may receive the tace
 Thie volunfary conversion of Whole Life policies into Endowmente or into fully paid-un insurance is one of the most liberal concessiens ever made by
any Industrial Insurance Company.

HIS MAKES $\$ 12,000,000$ DISTRIBUTED VOLUNTARILY AMONG HOLDERS OF INDUSTRIAL POLICIES DURING.THE PAST TWELVE YEARS, IN EXCESS OF AMOUNTS CALLED FOR BY THE POLICY CONTRACTS.

## INCREASE IN BENEFITS

New Tables with large incresses of benefiss in Industrial policies have been adopted. The payment of premiums on all new Industrial policies will cease a age 75. Reductions have been made in the premiums charged for Ordinary policies.

The Company Wrote More Insurance Than Any Other Company in the World
The Company Gained More Insurance in Force Than Any Other Company in the World

In Its Ordinary Department the Company Write More Paid-for Business Than Any Other Company Save One Gained More Ordinary Business Than Any Other Company Save One
Its Expense Ratio Was Largely Reduced and Was the Lowest in the Company's History MORAL:-INSURE IN THE METROPOLITAN

## Req. Rickets.

Simply the visible sign that baby's tiny bones
Lack of nourishidly enough.
Lack of nourishment is the cause.
tire system Stivion nourishes ba Exactly what baby needs.
All DRUGGIsts: soe AND 81.00
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Medicines Made Known By Millions of Samples Are Now Household Necessities









## Now Goes to Every Home




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Homes for Aged.











THURSDAY MORNING


HOLDERS HRE RESILESS
BUT PRICGE ARE STEADS And Liquid
CANADA PERMANENT MORTGAGE CORPORATION

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Liquidation is Not Forced at
Market - New York

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THE TORONTO WORLD
The Dominion Bank
SAVINGS ACCOUNTS.
BRANCHES IN TORONTO

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THURSDAY MORNING
THE TORONTO WORLD
JANUARY 31190

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## COBALT

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