

Keep Your Policy in Force

"How would my wife and children fare should I die unexpectedly?"

This haunting anxiety is completely removed by means of a Mutual Life Assurance policy.

A policy in the Mutual Life of Canada has also a cash value that continually increases year by year until it matures or becomes a claim.

Thus a Mutual policy is valuable in life as well as in death. A life policy is a great help in securing credit and has made possible many an important and lucrative investment.

Write for booklet entitled, "Ideal Policies."

**The Mutual Life
of Canada**
Waterloo-Ontario

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The Beauty of Youth

WHILE you have the healthy vigorous Beauty of youth you should constantly preserve and protect it for the years to come. Neglect has caused many women to look far older than they should. A little attention paid to the skin and complexion now by the use of



Gouraud's Oriental Cream

will be amply repaid by your Youthful Beauty in later years. It not only protects and preserves the complexion for the future but greatly improves your appearance now. Conceals facial blemishes. In use 70 years.

Send 10c. for Trial Size
Ferd. T. Hopkins & Son, Montreal

You Look for SECURITY



Whether with the intention of taking out insurance or associating yourself with some Company, you look for security.

The latest figures emphasize the unexcelled financial position of this Company.

Business in Force over	\$59,600,000
Assets	" 16,400,000
Net Surplus	" 2,600,000

These are reasons why the Company is known as "Solid as the Continent".

North American Life Assurance Co.

Head Office

TORONTO