

WHAT'S IN A NAME?

—asks Shakespeare.

There is one name at least---“The Mutual Life Assurance Company of Canada---that is significant, for among all the Canadian legal reserve companies, it is *the only one organized on the Mutual system.*

In a *Mutual* Company there is no stock, there are no special dividends: the policyholders are credited with the whole surplus. It is co-operative and economical life insurance---“straight from the Manufacturer to the Consumer.”

The Mutual Life Assurance Co.
OF CANADA

Waterloo

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Ontario.

CANADA'S ONLY MUTUAL.