

IF YOUR
SOAP
IS MARKED
MORSE
IT IS AS
GOOD
AS YOU
GET FOR
MONEY



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GOODS
ARE AS
GOOD AS
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ASSESSMENT SYSTEM.

MUTUAL PRINCIPLE.

Mutual Reserve Fund Life Association

EDWARD B. HARPER, President.

INSURANCE IN FORCE, \$250,000,000

CASH RESERVE SURPLUS
\$3,500,000

ASSETS
\$5,000,000

DEATH CLAIMS PAID
\$17,000,000

MEMBERSHIP
75,000

BI-MONTHLY INCOME \$700,000

Life Insurance at about Half the Usual Rates.

• • SIX REASONS FOR ADOPTING THE MUTUAL RESERVE PLAN • •

- BECAUSE, It affords protection for the family at the least cost consistent with absolute certainty and security.
- BECAUSE, It offers life insurance pure and simple, life insurance divorced from compulsory investment.
- BECAUSE, It requires co-insurers to pay for their insurance as, and when, they get it and not, as under the old plan, many years in advance.
- BECAUSE, That insurance is best for the premium payer which has cost least outlay when death overtakes him.
- BECAUSE, The premium payer can employ his money to better profit and advantage than any corporation can use it for him.
- BECAUSE, The money you retain in your possession can not be lost by malversation, speculation nor peculation.

AGENTS WANTED IN UNREPRESENTED DISTRICTS. CIRCULARS SENT IF REQUESTED.

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