

Protect Your Home

No doubt you carry Life Insurance. Is the amount sufficient? Does it represent what you are worth to those dependent on your earning power?

Think that over

Then ask a London Life Agent to show you one of our new "CANADIAN" policies. There is one specially designed for you.

The London Life Insurance Co.

Head Office:

London, Canada

The Company that pays profits 70 per cent in excess of the original estimates

STRENGTH and PROFITS

The strength of the Company combined with the excellent profits paid, makes the Excelsior an ideal Company in which to insure.

A Continuous Monthly Income Policy will guarantee your family a steady income in the event of your death. The amount of this income is increased by the profits earned by the Company.

For particulars write to

THE
EXCELSIOR
Insurance **LIFE** Company

HEAD OFFICE Excelsior Life Bldg., TORONTO

1870 Our Golden Jubilee 1920

"A League of Neighbors"

This happy expression used by an official of an American sister Mutual to describe the principle of the modern life insurance company is especially applicable to a modern mutual company.

The different members of a life company are related to each other as definitely as though they were partners in a business. Each contributes sufficient to protect the dependents of all the policyholders as they come to require assistance.

The Mutual Life of Canada is a League of Neighbors which it is at once a duty and a privilege to join.

Be a Mutualist

The Mutual Life
of Canada
Waterloo-Ontario