What Wives Cost in Africa.

Girls are articles of trade in Africa. The price of a girl varies in different tribes, but a fair value is two bullocks, one cow. one goat, one brass kettle, several yards of cloth, a red cap and six

WOMEN and THE HOME

HUMANE SOCIETY AFTER MEMBERS

D. C. Moyer Arrives in City To Launch Campaign on Monday.

With the arrival in the city from Toronto of D. C. Moyer, the London branch of the Humane Society begins a campaign for membership. Mr. Moyar, who is a southerner and from Vr. inia, has been in Toronto for so, i time past in the interests of the ne Society there. His special is to arouse the people to an active interest in the prevention of cruelty to animals, and he says that in the two months, which he expects to spend in the city he will be able to enroll a membership of 3,000.

there is an increasing need for watchfulness. Intense heat brings hydrophobia in its wake, and even if such cases are very few, many animals suffer intensely for want of proper attention.
The membership campaign will be

launched on Monday by Mr. Moyer, with a strong committee working under him, and he hopes to cover the

den, wore a sleeveless gown of accordion pleated white georgette, with Spanish lace trimmings. It was fashioned with an apron at the front, and graceful panels falling at the back, and was caught at one side with a soft bow of georgette. Her veil of embroidered net was arrange with a coronet of pearls, and she carried a shower of Ophelia roses, and she carried a shower of Ophelia roses and sweet peas. The bridesmaids were Miss Jean Atkins of Hamilton, who was becomingly dressed in rose crepe, and Miss Marjorie Whitehall, sister of the bride in Nile green crepe. Both carried bouquets of sweet peas and awet peas. The bridesmaids were Miss Jean Atkins of Hamilton, who was becomingly dressed in rose crepe, and Miss Marjorie Whitehall, sister of the bride in Nile green crepe. Both carried bouquets of sweet peas and awet peas. The bridesmaids were Miss Jean Atkins of Hamilton, who was becomingly dressed in rose crepe, and Miss Marjorie Whitehall, sister of the bride in Nile green crepe. Both carried bouquets of sweet peas and sweet peas. The bridesmaids were Miss Jean Atkins of Hamilton, who was becomingly dressed in rose crepe, and Miss Marjorie Whitehall, sister of the bride in Nile green crepe. Both carried bouquets of sweet peas and sweet peas. The bridesmaids were Miss Jean Atkins of Hamilton, who was becomingly dressed in rose crepe, and Miss Marjorie Whitehall, sister of the bride in Nile green crepe. Both carried bouquets of sweet peas and sweet peas and sweet peas. The bridesmaids were Miss Jean Atkins of Hamilton, who was becomingly dressed in rose crepe, and Miss Marjorie Whitehall, sister of the bride in Nile green crepe. Both carried bouquets of sweet peas and sweet peas.



ANGLICAN SOCIAL SERVICE WORKERS. Delegates to the recent Anglican Church Conference of Social Service
Workers in Toronto included (left) Mrs. W. D. Reeve of Toronto, and
(right) Mrs. John M. Glenn of New York, president of the Church Mission
of Help.

part were Miss Ena Goodings, Miss Geraldine Smoothey, Miss Frances
Riddle and Miss Dorothy Wassel.
Plano numbers by Mrs. McLean and
Mr. Carter; violin selections by Mrs.
Bond, and vocal numbers by Mrs.

MacKenzie Mrs. H. C. Tull and Mrs.

with a strong committee working under him, and he hopes to covor the entire city in two months' time.

Col. Eric Reid is president of the entire city in two months' time.

Col. Eric Reid is president of the entire city in two months' time.

Col. Eric Reid is president of the entire city in two months' time.

Col. Eric Reid is president of the entire city in two months' time.

Col. Eric Reid is president of the entire city in two months' time.

Col. Eric Reid is president of the entire city in two months' time.

Col. Eric Reid is president of the entire city in two months' time.

Col. Eric Reid is president of the entire city in two months' time.

Col. Eric Reid is president of the entire city in two months' time.

Col. Eric Reid is president of the entire city in two months' time.

Col. Eric Reid is president of the entire city in two months' time.

Col. Eric Reid is president of the entire city in two months' time.

Col. Eric Reid is president of the entire city in two months' time.

Col. Eric Reid is president of the entire city in two months' time.

Col. Eric Reid is president of the entire city in two months' time.

Col. Eric Reid is president of the entire city in two months' time.

Col. Eric Reid is president of the entire city in two months' time.

Col. Eric Reid is president of the entire city in two months' time.

Col. Eric Reid is president of the entire city in two months' time.

Col. Eric Reid is president of the entire city in two months' time.

Col. Eric Reid is president of the entire city in two months' time.

Eric Reid is president of the entire city in two months' time.

Eric Reid is president of the entire city in two months' time.

Eric Reid is president of the entire city in two months' time.

Eric Reid is president of the entire city in two months' time.

Eric Reid with sweet peas and illy or the valley. Miss for the spining of the entire city for con months' time.

Eric Reid with sweet peas and illy or the valley. Miss both and wocal numbers by Mrs.

Eric Reid with sweet peas and illy or

C. E. F. GARDEN FETE IS A GREAT SUCCESS

Attractive Program Presented on Lawn at Mrs. Dunlevy's Home.

garden party given last evening at the home of Mrs. B. J. Dunlevy, Quebec street, under the auspices of the C. E. F. Returned Chapter, I. O. D. E. Chinese lanterns were strung across the grounds, and the booths were gayly decorated with flags, bunting and many summer flowers. A splen-did program of music was provided by an orchestra, and the Kiltie Band

also played a number of stirring se-lections. Dancing on the green was an attractive feature of the evening. Several clever young dance pupils of Miss Marion Stark, presented a pretty dance program, those taking

ROBINSON—WOODS.
St. James' Anglican Church, South
London, was the scene of a pretty
wedding this afternoon at 2 o'clock,
when Edna Leila Woods, daughter
of Mrs. Elizabeth Woods and the late
Samuel James Woods was married
St. James' Anglican Church, South
Am. and Mrs. Robinson left later on a motor trip to Niagara Falls, Buffalo, Toledo, Cleveland and Detroit,
and upon their return they will reside in Askin street. The bride
donned for travelling a brown costume with hat and shoes to match.
Samuel James Woods was married
Samuel James Woods was married to State and shoes to match.
Samuel James Woods was married to State and Sta of Mrs. Elizabeth Woods and the late Samuel James Woods, was married to Samuel James Woods, was married to William David Robinson, son off Mr. Joseph Robinson, also of this city. Rev. Leslie Armitage performed the ceremony.

As the wedding march was played by Mr. Evans Davis, the bridal party entered the church, which was effectively decorated with quantities of marguerites and white peonles. White streamers and fluffy bows marked the guests' pews. The bride, who was given in marriage by her brother-in-law, Dr. H. M. McFadden, wore a sleeveless gown of accordion pleated white georgette, with

LADIES' BEAUTY PARLOR WILL OPEN IN LONDON

London is particularly fortunate in its excellent barber shops. To spe-cially select one seems invidious. In Miss Evelyn Woods was her sister's bridesmaid, wearing a gown of rose georgette, heavily beaded, over and under dress of silver cloth. She also wore a becoming leghorn hat, trimmed with rose, with a single rose at the side, and carried an arm bout a dainty flower girl, wearing a frilly beated and the ceremony took also wore girl, wearing a frill may be the wedding march and also adainty flower girl, wearing a frill may be the downtown section no shop is better situated than Banner's Barber of Summer flowers arranged throughout the rooms, and the ceremony took also wore a becoming leghorn hat, trimmed with rose, with a single rose at the side, and carried an arm bout the rooms, and peonies, with a white belief the side, and carried an arm bout the room, the wedding march was played by Miss a dainty flower girl, wearing a frill in yellow chiffon. The bridesmaid of the edowntown section no shop is better situated than Banner's Barber of summer flowers arranged throughout the room was attended by Mr. Clara Sproull of this city.

Miss Betty Ismond of Toronto played the wedding march and also accompanied Miss Etta Lince, Stanley street, who during the signing of the register who during the signing of the register who during the signing of the register who during the signing of the register, who during the signing of the register sang "Because."

The groom's gift to the bridesmaids were strings of pearls, to the pinner strings of pearls to the downtown section no shoults of the resituated than Banner's Barber Shop, at 417 Tables tre

The members of St. Mary's Mothers' Unit meeting this week at the he bride has been planist.
Guests were present from Chatam. Glencoe, Thamesford, Toronto, held July 10 at Springbank for the mothers and their friends. A very fine musical program was provided by St. Mary's Church choir. The president, Mrs. Larkin, was in the chair. At the close of the meeting.

BRINGS JEANNE GORDON

Final Arrangements Are Made For Big Social and Musica! Event.

The Women's Music Club has a big ndertaking before it in the early all. For on Nov. 2, Jeanne Gordon listinguished Canadian contralto nd member of the Metropolitan Opera Company, will sing in London at the Grand Opera House under the auspices of the club. The executive of the club has just signed the contract which brings the petadoric tract which brings the noted prima donna to the city.

The club hopes to make the event a social as well as a musical triumph and already plans are under way for motor parties from nearby towns. Jeanne Gordon is a Chatham girl, and it is expected that many will come from that city to London to hear her concert. She sings in Ottawa just prior to coming to London.

PUPILS GIVE RECITAL.

The pupils of Miss Irene Burns gave a most enjoyable program of piano numbers at the Institute of Musical Art last night, assisted by Miss Doreen Donahue, vocal pupil of Miss Nora Little, and Miss Betty Bending, violin pupil of Miss Edith James, Miss Cecilla Lewis and Miss Margaret Chapper Margaret Channer acted as accom-panists. Those taking part were Margaret Channer acted as accompanists. Those taking part were: Franklin Kunz, Alice Kalmanson, Howard Smith, Grace Shuttleworth, Ethel Westbury, Betty Bending, Minnie Ginsberg, Shirley McCormick, Margaret Beard, Jean Isaac, Gilbert Clarke, Mary Beard, Helen McCormick, Dorothy Bonney, Martin Burrows, Doreen Donohue, Eleanor Wilson, Helen Clarke, Edith Bowie, Margaret Channer, Margaret Bowie, Harold Gray and Bernard Cottle.

WOMAN SUFFERED

FOR MONTHS

Weak and Nervous. Made Well by Lydia E.Pinkham's Vegetable Compound Webbwood, Ont. - "I was in a very

weak and run-down nervous condition, always tired from the time I got up until I went to bed. Sleep did not res me at all. My sister recommended Lydia E. Pinkham's Vegetable Compound to me and others told me about it, but it was from my sister's advice that I took it. It did not take long until I felt stronger, headaches left me and my appetite came back to me. I am a farmer's wife and have many things to do outside the house, such as milking, looking after the poultry, and other chores. I heartily recommend the Vegetable Compound to all who have the same trouble I had, for it is a fine medicine for women."— Mrs. Louis F. Elsasser, Hillcrest

Another Nervous Woman Finds Relief Port Huron, Mich.—"I suffered for two years with pains in my side, and if I worked very much I was nervous and just as tired in the morning as when I went to bed. I was sleepy all the day and didn't feel like doing any-thing, and was so nervous I would bite my finger nails. One of my friends told me about Lydia E. Pinkham's Vegetable Compound, and it helped me so much that I soon felt fine."— Mrs. Charles Beeler, 501-14th St., Port Huron, Mich.

Women who suffer from any feminine ailment should try Lydia E. Pink-ham's Vegetable Compound. C

Dorothy Dix's Letter Box

Can a Broken Home Be Restored Through the Husband's Contrition?-The Girl Who Is Foolishly Trading Her Youth and Beauty for "Wild Parties"-Is There Any Help for the Too-Stout Lover?

Dear Miss Dix-What would you advise in the case of a man who, In spite of the rain of the early through his own fault, caused a separation between himself and his wife afternoon a large crowd attended the and child, she returning to the home of her parents and he to his friends?



unable to effect a reconciliation with his wife. She steadfastly refuses to live with him again, despite the fact that he has suf-fered and atoned. However, she accepts and insists on an allowance, even though she is employed Is love dead here, and should the man seek a divorce or wait and hope? The child is only two years

own home means to him, yet he is

old and the separation has been for a year and a half.
A PERPLEXED FATHER

AND HUSBAND

You appear, Mr. Man, to take the usual masculine view of the unfaithful hus-band—that when a man gets weary of sidestepping. all that he has to do is to

say that he is sorry, and that his wife should rush into his arms with sobs of thanksgiving because he has come back to her. And because your wife doesn't do that you consider her stony-hearted, and that you are the

Put the shoe on the other foot. Would you forgive her if she had etrayed you and broken up your home? Would you want to take her back is she had shown that she was disloyal, and not to be trusted? Would you ave any faith in her love now if she had shown in the past that she cared

If you are honest, you will answer all of these questions in the negative. Why, then, should you expect your wife to treat you so differently from the way you would treat her under similar cir-cumstances? And what more reason is there for a woman forgiving an erring husband than for a husband to forgive an erring wife?

Men have a theory that women are such a mush of forgiveness that they are just eager to plaster it all over their husband's shortcomings, and that when they do it blots out his faults from their memories. Never was here a more mistaken idea.

Sometimes, for the sake of a child, or to keep her home and her position in society, a woman outwardly condones her husband's faithlessness, but in her heart she never forgives him. Always it is a rankling sore. Always it is a well of bitterness, for there is no such thing as forgiving and forgetting. We cannot choose but remember the wrong that has been done us.

As to the allowance that you pay your wife, that is nothing more than bare justice. Certainly you must feel that it is your duty to support your child whom you yourself deprived of its natural home. And you owe your wife some reparation for the years she spent with you. You took her away from her job at the time when she would have made the most advancement in it, and when she went back to it she was out of practice and burdened with a child, which lessened her value and efficiency as a worker. You did not deal fairly with her on the matrimonial partnership because you forced her out of it.

And so, it seems to me, she is entitled to some financial compensation for lost time and disappointed hopes. If she had been the one at fault, then you should not be compelled to pay her any

As to whether your wife still loves you or not, or whether you can win her back or not, she alone knows. But if you still love her, it is worth making a tremendous effort to reawaken affection * * * * DOROTHY DIX.

Dear Dorothy Dix—I am a girl in my teens—one who has just begun to "step out," as we call it. I have got into a crowd called "Cow Girls." We go to wild dances, where we smoke and drink. My mother doesn't know that I go with these girls. She would certainly highly disapprove of them. Now, what I want to know is: Is it wrong for me to go with these girls and be a good sport, as they are, or shall I give up running the seminary of the month there.

The members of the Trafalgar Chapter, I, O, D, E., left early yesterday morning for Port Stanley, where they spent the day at "Trafalgar Chapter, I, O, D, E., left early yesterday morning for Port Stanley, where they spent the day at "Trafalgar Chapter, I, O, D, E., left early yesterday morning for Port Stanley, where they spent the day at "Trafalgar Chapter, I, O, D, E., left early yesterday morning for Port Stanley, where they spent the day at "Trafalgar Chapter, I, O, D, E., left early yesterday morning for Port Stanley, where they spent the day at "Trafalgar Chapter, I, O, D, E., left early yesterday morning for Port Stanley, where they spent the day at "Trafalgar Chapter, I, O, D, E., left early yesterday morning for Port Stanley, where they spent the day at "Trafalgar Chapter, I, O, D, E., left early yesterday morning for Port Stanley, where they spent the day at "Trafalgar Chapter, I, O, D, E., left early yesterday morning for Port Stanley, where they spent the day at "Trafalgar Chapter, I, O, D, E., left early yesterday morning for Port Stanley, where they spent the day at "Trafalgar Chapter, I, O, D, E., left early yesterday morning for Port Stanley, where they spent the day at "Trafalgar Chapter, I, O, D, E., left early yesterday morning for Port Stanley, where they spent the day at "Trafalgar Chapter, I, O, D, E., left early yesterday morning for Port Stanley, where they spent the day at "Trafalgar Chapter, I, O, D, E., left early yesterday morning for Port Stanley, where they spent the day at "Trafalgar Chapter, I, O, D, E., left early yesterday morning for

My dear little girl, I implore you to give up your "Cow Girls" and find some more suitable companions than a lot of girls who go to wild parties and smoke and drink. You are a good girl now, but you won't be good long if you step out with that sort of

It takes a very wise and sophisticated woman of the world, a woman ing home. who has lived twice as many years as you have and who knows how to walk warily among the pitfalls, to steer a course along the dangerous road upon which you are starting out to joyride. No girl in her teens can possibly make the trip safely. Somewhere she is going to skid and go over into

For a girl in her teens to go to wild parties, to let boys kiss her and fondle her, to have petting parties and necking parties, is to make herself common, vulgar and bold. It rubs the bloom off the peach. It makes her hard and robs her of all the freshness

For a girl in her teens to drink is for her to blight her beauty, to ruin her complexion, to make herself old before her time. There is no human being so hideoxs as a pasty-faced, blear-eyed woman rounder, nor is there any living creature so repulsive as a drunken woman.

Alcohol is always poison to women. They cannot stand it, and especially no young girl can stand the vile stuff that boys carry now on their main, Mrs. L. V. Johnston, Miss E. L. Misses Marion and Kathleen Coles.

Save yourself while you can, my child. Cut out the wild parties and the "Cow Girls" as you value your purity, your good name and your happiness. Be a good girl and you will be a happy girl. To be a "Cow Girl" means that you will be miserable in the end. DOROTHY DIX.

Dear Miss Dix-I am a young man twenty-six years old deeply in love with a girl who refuses to marry me merely because I am stout. I have been a heavyweight all my life, and no reduction process seems to work Now, Miss Dix, I love this girl dearly and don't want to lose her.

* * * *

Greater love hath no man than this, that he is willing to fast for a girl. If you have the nerve to do without all alcohol, sweets, fats and starches and take violent exercise you are bound to thin

But I think your girl is wrong in objecting to you because you are stout. A fat lover may not come up to a maiden's idea of a romantic hero, but there is nothing like fat to make a husband good nautred, and easy to get along with, and keep him DOROTHY DIX.

ENGAGEMENTS

A charge of 75 cents for one insertion, or \$1 for two insertions is made for notices under this heading.

Orders for insertion of engage-ment notices must bear the name and address of sender and will not be taken over the telephone.

Mr. J. H. Ford of Ottaway avenue announces the engagement of his only daughter, Marguerite, to Mr. Frederick Mason, the marriage to take place quietly in July.

Mrs. Clarence Taylor on Wednesday afternoon, heard an excellent report of the provincial convention in St. Thomas last month. The report was quietly in July.

Mr. and Mrs. Thomas A. Terry, Bur- report at the next meeting.

well street, announce the engagement of their youngest daughter, Harrier Anna, to Walter E. Fassold, only sor of Mr. and Mrs. Philip Fassold, Dash wood, Ont., the wedding to take place

CONVENTION REPORT. Tilbury, June 27.—The ladies of the Methodist Women's Missionary Society, in session at the home of Mrs. Clarence Taylor on Wednesday presented by Mrs. Dugald Smith, the local delegate, who will continue the

LONDON NURSES RETURN FROM IMPORTANT MEETINGS

Catches Lions for a Living. Catching mountain lions is not an ordinary way of earning a living, but that is what Bob Bakker of Libby, Montana, does. The

animals are for zoological gardens and circuses, and in 20 years he



distinguished contralto of the Metro-politan Opera Company, and a Cana-

PERSONALS

Muskoka, where they remain for A part of Western Ontario Uni-

Miss Dorothy Field is leaving next week for Yarmouth, N. S., where she will spend the remainder of the summer with her grandparents. Mr. and Mrs. A. E. Ellis, Mr. and Mrs. F. C. Field will join her in August; and will spend the month there.

Trafelear

rain, the members enjoyed a jolly pic- Mrs. Walker

Miss Margaret McDermid

Tells of Work Accomplished by Nursing Profession.

WORLD SESSIONS

Hopes To Attend International Conference in Finland Next Tear.

Miss Margaret McDermid of the Institute of Public Health has just returned home after attending two important nurses conventions, the first, a week ago in Detroit, when 10,000 nurses gathered for the biennial national nursing convention of the United States, and the second, this week in Hamilton, when the nurses of Canada met for delibera-

Miss MacDermid brings home an interesting story of these conventions. The Hamilton convention apdian, who will sing here at the Grand Opera House on Nov. 2, under the auspices of the Women's Music Club. fession and mention was made of the fact that the Western Ontario University of London was the first Ontario University to offer a bachelor's degree for nursing.

The problem of the small hospital

At her home in Prescott.

Mr. Gordon Ross of Gueiph paid a brief visit with his sister, Miss Marjorie Ross, Hayman Court, this week.

Miss Mildred Belton of Windsor, is the guest of her sister, Mrs. E. H. Shuttleworth and Captain Shuttleworth. Brick street.

Mr. and Mrs. J. A. McConvry, Duffers, Mrs. J. A. McConvry, Duffers, Mr. and Mrs. J. A. McConvry, Duffers, M

Mr. and Mrs. J. A. McConvry, Durferin avenue, recently motored to
Windsor and spent a few days with
Mr. and Mrs. Herbert Nicholls.

The matter of the trained attendant came up for consideration. The
Canadian nurses were not favorable
to the introduction of such a person. Mr. and Mrs. Herbert Miss Shirley White and Miss Blanche Tancock will remain in New York for the summer, continuing being done by the Red Cross Society being done by the Red Cross Society their studies at the theatrical school there.

Miss Mayme Young, children's work secretary for London, expects to go to St. Thomas to attend the Presbyterian summer school at Alma College.

In Toronto, They strongly advocated home nursing classes in every center. An interesting figure at both conventions was Miss Riemann of Copenhagen, secretary for the International Council of Nurses, to be held in Finland next year, and which Miss McDormid of this city, hopes to attend A large number were present at the McDermid of this city, hopes to at-

A large number were present at the delightful band concert given last evening in the Wolseley Barracks' garden by the R. C. R. band, the guest later drinking coffee in the officers' mess. Ray. A. Burgess and Mrs. Burgess and family are leaving next week for Schomberg, where they will spend a ortnight. From there they will go child welfare, nursing conditions, and

Charles Stelzle, publicity counsellor girls, including Miss Ruth ; Miss Eunice Moorehouse, tean Smith and Miss Laura for social agencies of New York, paid a big tribute to the press. He said: "The enormous service rendered by Miss Jean Smith and Miss Laura Ram are spending the summer at Bigwin Inn, Lake of Bays, Muskoka.

"The enormous service rendered by the daily newspapers in promoting welfare work of various kinds is beyond the comprehension of the aver-

Mrs. Gordon Sutton, 908 Waterloo

rain, the members enjoyed a jolly picnic.

Miss Ella Dickie, Hellmuth avenue, and Miss Etta Lince, Stanley street, of the teaching staff of St. George's School, are sailing today from Montreal for England. They will spend two months abroad, visiting the Wembley Exhibition, also going to Scotland and France before returning home.

Complimenting Miss Irene Whitehall, a bride of this week, the young people of Brick Street Church recently held a picnic at Springbank. Following a picnic supper, Mrs. Lorne Dawson made a clever little speech and Miss Ethel Norton, on behalf of the young people's class, presented Miss Whitehall with a handsome silver tray.

About 75 residents of Erie avenue are picnicking at Springbank this afternoon, the picnic party being arranged by the Erie Avenue Club. A fine program of sports has been prepared for parents as well as the children who will partake of a picnic supper on the green. Mrs. E. Peckham is convener of the arrangements and she will be assisted by Mrs. Kennerson, Mrs. McMurray, Mrs. Jarmain, Mrs. L. V. Johnston, Miss E. L.

ICED TEA

is used, is a satisfying and refreshing summer-beverage.

DON'T THROW YOUR OLD CARPETS AWAY! o matter how old, how dilapidated (we thoroughly clean and sterilize them), e a rope around them and send to us to be made into the famous VELVETEX RUGS

Reversible—they wear a life time. We have thousands of recommendations from our satisfied customers.

In Montreal, Toronto, Windsor, Walkerville, Sandwich, Ford, St. Thomas, Sarnia and London our driver collects your carpets from attic, cellar, or off the floor.

Beware of imitations. We are the only makers of "Velvetex Rugs." We pay express both ways on all orders everywhere. Send for and see our guarantee in leaflet. Phone 2485 for our representative to call or write to the

CANADA RUG COMPANY Velvetex Building, Carling St., London, Ont. Established 1909. Sixteen Years Building Public Confidence in Quality.



The Measure of Life TUT this rule measure out and

paste it on your mirror, or some place where you will see it frequently. It represents the normal span of seventy years of life for men and women, narrowing towards the top because expectation of life narrows from year to year, and each year seems to pass more quickly than the last. The scale breaks off suddenly at the end because, even if extended a few years, active life is practically at an end. Take a pencil and place it upon the

exact point in the scale which represents your age. Look ahead and count up the years. Think seriously whether you have sufficient time ahead of you to permit of procrastinating the carrying out of any plan of life you may have decided upon.

You have always intended to take on adequateinsurance. With this scale measure before you, decide now whether you have taken on sufficient insurance. Every year you delay increases the risk and the cost of carrying that risk. The Mutual Life Assurance Com-

pany of Canada holds out to you practically every plan of insurance in which insurance actuaries have confidence. The Mutual Life of Canada offers insurance at cost.

Let your next policy be a Mutual

Write for our folder "Insurance at Cost".

THE MUTUAL LIFE OF CANADA: Waterloo.Ontario

Branch Office: 204-5 Royal Bank Building London, Ontario.