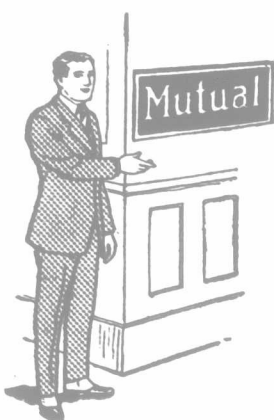


Turn to the Right!

THE Insurance Times of New York is one of the best authorities in the world on the subject of Life Insurance. In its issue of February, 1918, in commenting upon the fact that another of the large American Companies had adopted the mutual principle, the following words are used:—



The Six Largest Companies of the United States are Mutual Companies.

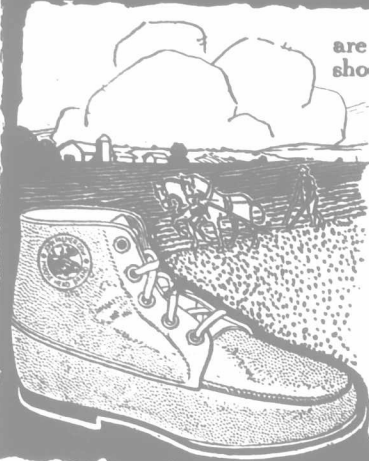
"The Mutual idea is unquestionably the highest ideal in Life Insurance service. Co-operation, collective bargaining and distribution are the order of the twentieth century. All Life Insurance must ultimately come to be written as well as conceived on a purely mutual basis. Genuine mutualization—mutual in fact as well as in theory—will be called for in the coming years, and the company that does not limit its mutual program to its principles, but makes its practice and its policies concretely mutual, is the company that will be most in accord with the spirit of the coming generation, which before all things will be social-minded and democratic. Mutualization is the sign-board 'Turn to the Right,' and it is the road that all life insurance will eventually take."

The Mutual Life of Canada is the only Canadian representative of this ideal system that has ever been developed during the whole history of the Dominion. You "Turn to the Right" when you turn to the Mutual Life Assurance Company of Canada for protection.

The Mutual Life
Assurance Company of Canada
Waterloo, Ontario

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are sometimes called plough shoes or harvest shoes because they are especially designed for wear in the ploughing and harvesting seasons.

You will not be troubled with tired, aching feet after doing a hard day's work in Palmer's Summer Packs, because they are light in weight, durable, roomy, comfortable and waterproof.

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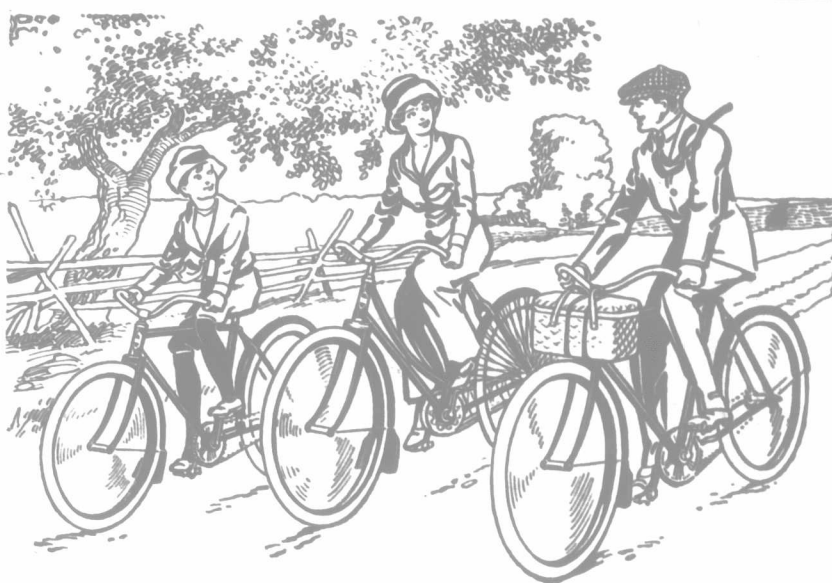
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