Why? When? Where?

YOU ASK ME, *"Why should I insure my life?"* and I answer because life is a precious inheritance and should be protected by life insurance in my own and my family's interests.

¶ *"When should I insure?"* To-day, while my health is good, is the psychological time to take out a substantial policy; for life and health are both uncertain—

> "And such is human life; so gliding on,
> It flashes like a meteor and is gone!"

¶ And as to your last question, *"Where should I insure?"* I answer, without a moment's hesitation, in

The Mutual Life Assurance Co. OF CANADA,

because I desire to hold my policy in a thoroughly sound Canadian Company doing a prosperous and safe business along scientific and popular lines, and I want it in a Mutual Company which not only guarantees insurance at net cost but gives its policyholders a voice in the management of its affairs.

¶ *The Mutual Life of Canada* is just such a Company, and the only one in Canada. It is noted for its low expense and death ratios, for its excellent investments, for its superior interest-earning power, for its unsurpassed dividends to policyholders, for its liberal cash and paid-up values, for its non-forfeitable, automatic extended insurance and other valuable privileges, for its prompt settlement of death and endowment claims; for its just, fair and honorable dealings, and in fact for everything that is calculated to enhance and conserve the best interests of its policyholders.

A Policy in this Company Pays

HEAD OFFICE, WATERLOO, ONT.

ROBERT MELVIN, President
A. HOSKIN, HON. JUSTICE BRITTON, Vice-Presidents
GEORGE WEGENAST, Manager
W. H. RIDDELL, Secretary