

The Most Important Point

after making your will, is to arrange so that its provisions will be properly carried out, and that your estate will receive efficient and economical management.

If you appoint a friend or relative as your executor, you have only the good health, strength, and honesty of such individual to rely on.

By having a Trust Company administer your will, you overcome those risks, and give your heirs the benefit of the experience gained in the management of many estates.

One of our Officers will be pleased to arrange an interview or correspond with you in regard to your will or its administration.

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The Sterling Trusts Corporation

President
W. S. DINNICK.

Managing Director
HERBERT WADDINGTON

80 KING STREET EAST, TORONTO.

Telephone, Main 2717.

The London and Lancashire Life and General Assurance Association, Limited, of London, England,

offers excellent opportunities to young men desirous of permanently connecting themselves with a thoroughly reliable life company.

HEAD OFFICE FOR CANADA

164 St. James St.

Montreal

ALEX. BISSETT

Manager for Canada

THE London City & Midland Bank Limited

HEAD OFFICE:
5 THREADNEEDLE STREET
LONDON, E.C.

Subscribed Capital - \$114,739,020
Paid up Capital - \$ 23,903,960
Reserve Fund - \$ 20,000,000
Deposits - \$787,696,280

SIR EDWARD H. HOLDEN, Bart., Chairman.

Foreign Banking
Business of every
kind transacted

Bills Collected
Bills Bought and Sold
Drafts Issued
Telegraphic Transfers
Letters of Credit
Commercial Credits
Shipowners' Freights
and Disbursements

Foreign Branch Office
and Shipping Branch:
8 FINCH LANE
LONDON, E. C.

CROWN LIFE

The death of every man worth while means financial loss to those dear to him, or to the projects in which he is interested. Why not get protection?

Let us send you some fresh Insurance facts.

Crown Life Insurance Co., Toronto

Agents wanted in unrepresented districts

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SIMPLICITY FIRST

is about as important in your life assurance as "Safety First," because a contract that is not simple to understand may not be safe for your particular purpose.

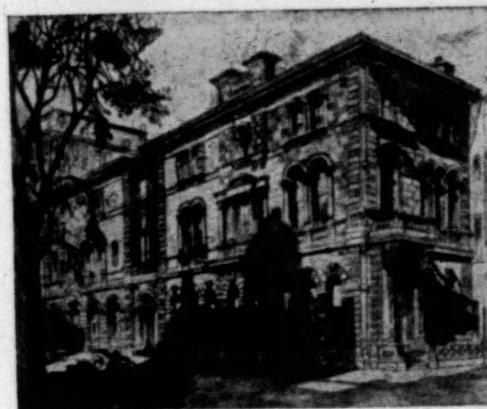
The life assurance policy of the future must be an attractive and exactly worded contract, but above all CLEAR and SIMPLE — the new policy standard as set by

**The Sovereign Life Assurance Co.
of Winnipeg**

The London Mutual Fire Insurance Company

ESTABLISHED 1859

Assets	\$784,426.31
Surplus to Policyholders	\$404,046.07



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