

**The Trust and Loan Co.**  
OF CANADA

Capital Subscribed.....\$14,000,000.00  
Paid-up Capital.....2,970,000.00  
Reserve Funds.....2,970,000.00

MONEY TO LOAN ON REAL ESTATE

30 St. James Street, Montreal

**Prudential Trust Company**  
LIMITED

Head Office	Trustee for Bondholders	Safety Deposit
1 H. John St., Montreal	Transfer Agent & Registrar	Vaults
	Liquidator Receiver Executor	Terms Exceptionally moderate.
	Guardian Assignee	Correspondence invited
	Trustee Custodian	
	Real Estate and Insurance Departments	
	Insurance of every kind placed at lowest possible rates.	

B. HAL. BROWN, President and Gen. Manager

**CONSERVATION OF LIFE INSURANCE**

Life insurance is of supreme value in these uncertain times. Life insurance should not only be jealously guarded and kept in full force but it should be increased if at all possible. It is a well known fact that the dollar has greatly diminished in value so that a given income will not purchase much more than one half the amount that it would have yielded in pre-war days. Not only therefore should we resist every inducement to relinquish our insurance, we should rather increase our protection to the limit of our ability. There is nothing else to be compared with a life insurance policy as a protection for the home. During the policy holder's life it is an asset of ever increasing value; at death it is the financial anchor of one's dependents. Do not allow your "best friend" to induce you to give up a policy in a sound company. Take a new policy if you can but never give up the old.

**The Mutual Life Assurance Co. of Canada**  
WATERLOO, - - ONTARIO

**The LIFE AGENTS' MANUAL**  
THE CHRONICLE - - MONTREAL

**A Profitable Investment Without Risk**

One of the functions of this Corporation is to accept the funds of many small investors, thus making them available to those wishing to borrow. As security for such funds, it issues Bonds, which are a first charge against all its assets, and which yield the highest rate of interest any institution can afford to pay which invests, as we do, only in the highest possible class of securities.

These Bonds are available to everyone, as they are issued for sums as small as one hundred dollars and for terms of from one to five years. Interest is payable half-yearly on dates to suit the convenience or requirement of the investor.

We will gladly send specimen Bond and full information on request.

**Canada Permanent Mortgage Corporation**  
Paid Up Capital and Surplus \$11,672,509.77  
TORONTO STREET - TORONTO  
Established 1855

**Western Assurance Company**  
Incorporated in 1851

**FIRE, MARINE, AUTOMOBILE, EXPLOSION, RIOTS, CIVIL COMMOTIONS AND STRIKES**

ASSETS over \$7,000,000.00

LOSSES paid since organization of Company . . . over \$74,000,000.00

**DIRECTORS**

<b>W. B. MEIKLE, President</b>	
Sir John Aird	John Hoskin, K.C., LL.D.
Robt. Bickerdike, (Montreal)	Z. A. Lash, K.C., LL.D.
Lt. Col. Henry Brock	Geo. A. Morrow, O.B.E.
Alfred Cooper, (London, Eng.)	Lt. Col. The Hon.
H. C. Cox	Frederic Nicholls
John H. Fulton, (New York)	Brig.-General Sir
D. B. Hanna	Henry Pellatt, C.V.O.
	E. E. Wood

<b>W. B. MEIKLE,</b> Pres. and Gen. Man.	<b>C. S. WAINWRIGHT,</b> Secretary
<b>JOHN SIMS,</b> Asst. Gen. Man.	<b>A. E. FRINGLE</b> Asst. Secretary

**HEAD OFFICE - TORONTO**

**A BRITISH COMPANY**

**Union Insurance Society of Canton, Limited**  
ESTABLISHED 1805

Head Office: HONGKONG Assets over \$18,000,000

TOTAL ASSETS—Union and Allied Companies, \$30,000,000

**FIRE, MARINE AND AUTOMOBILE**

Head Office for Canada, 25 Toronto Street, TORONTO

General Agent Montreal, JOSEPH ROWAT Manager for Canada, C. R. DRAYTON