

Two Obligations

confront every man responsible for the welfare of others.

The one is to carry Life Insurance according to his means. The second is to arrange that Life Insurance in such a way that it will be of permanent benefit to his family.

This permanent benefit may best be secured under the Monthly Income Policy issued by The Great-West Life. The beneficiary receives a regular income, for twenty years, or for life, as may be arranged—paid monthly as she has been accustomed to receive her household funds. Thus the hazard of unwise investment or loss of the money left for her support is removed.

Full details on request.

The Great-West Life Assurance Company
Dept. "P"

Head Office: Winnipeg

A Time-Tried Investment

This is not only one of the largest and strongest, but also one of the oldest of the Canadian financial institutions. It has a record of more than sixty years of steadily increasing success, stability and strength. In this time an experience has been gained which entitles its directors and officers to be considered experts in the selection of choice, safe securities for the investment of its funds.

Its Capital, fully paid, and Surplus, exceed

Eleven and One-Quarter Million Dollars

Its record, experience and strength constitute it an unusually safe Depository for savings, and its Debentures have long held a very high place in the estimation of those conservative, cautious investors, both in Great Britain and Canada, who prefer absolute safety to a high rate of interest. In Canada they are a

Legal Investment for Trust Funds

and are accepted by the Canadian Government as the Deposits required to be made by Insurance Companies, etc.

We shall be glad to send you a specimen Debenture, a copy of our last Annual Report, and full particulars on receipt of your address. Write for them to-day.

Canada Permanent Mortgage Corporation

Toronto Street, Toronto

Established 1855

One Man in a Hundred

THE American Bankers' Association has compiled the following interesting figures:

One man in a hundred average healthy men, at age 25—when he reaches age 65, is wealthy. Only four in a hundred are "well-to-do."

By means of endowment life insurance a man can provide for his comfort, at least, in old age and at the same time provide for his family in the event of his death.

The endowment policy is payable to the beneficiary in the event of the assured dying before he reaches a certain age, but he receives the money himself should he reach the specified age—say, 55, 60 or 65.

Write for literature explaining Mutual Policies

**The Mutual Life
of Canada
Waterloo-Ontario**

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