

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.

2195

The Sterling Trusts Corporation

President
W. S. DINNICK,

Managing Director
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INCORPORATED 1870

Canada

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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

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We can offer investors 7% Cumulative Preferred Participating Shares of

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- Both classes of shares backed by dollar for dollar of tangible assets.
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- Preferred dividend being regularly paid and its continuity assured.
- Efficient management and strong Board of Directors.

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