

ON THEIR MERITS ALONE

There must be some good reason why so many hard-headed business men, when requiring insurance for business purposes, apply to The Great-West Life. "Sentiment" has nothing to do with the choice. The Great-West Policies are chosen on their merits alone.

Low rates and remarkably high profit returns are the reasons.

Information on request.

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

Head Office: Winnipeg

Canada Permanent Mortgage Corporation

Toronto Street, Toronto

Established 1855

Paid-up Capital - \$6,000,000.00

Reserve Fund(earned) 5,250,000.00

Unappropriated profits 197,977.41

Capital and Surplus \$11,447,977.41

Investments - - \$31,557,661.82

THE INVESTMENT FOR EVERYBODY

The bonds of this Corporation have behind them the carefully selected mortgages on improved real estate and other choice Assets of the Corporation and Eleven and One-Half Million Dollars of Shareholders' Capital, Reserve, and Surplus. The Canadian Courier says:—"A child can safely place his funds in such a security, knowing that his earnings will return to him intact in a definite period, together with good interest at regular intervals."

These Bonds are issued for One Hundred Dollars and upwards. Enquire about them.

Your Good Health Is an Asset—Capitalize It.

YOUR good health is to your dependents what an available asset is to the business that needs it.

So long as it exists, you can make it the basis of one of the soundest investments it is possible to make—the securing of adequate life insurance.

An insurance policy is the only investment that pays in full, in the event of your death, the face value of the agreement (policy) whether or not a sufficient number of instalments (premiums) have been paid to equal that face value.

Why not capitalize your good health by securing a Mutual Life Policy now?

Write for particulars about Mutual Policies.

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