

Don't Be Afraid

to insure your life for what it is worth, at least \$5,000



Our new low-rate contract, the Protection and Savings Policy is what you need. Write to-day for pamphlet.

EXCELSIOR INSURANCE LIFE COMPANY

Head Office—EXCELSIOR LIFE BLDG., TORONTO

Pamphlet on request



War and Insurance

Years of war with its trials and suffering—its stupendous lesson of the uncertainties of the future—have made the people realize more vividly what a rock of protection is to be found in Life Insurance.

For instance, in 1917, new insurances of \$20,124,563 were taken in the Mutual Life. This represents an increase over 1916 of more than thirty per cent., with a very low rate of termination of insurances through lapsation and surrender.

Are you benefitting by the great lessons of the war? Whether your income be large or small, the Mutual has a plan of insurance protection to meet your special requirements.

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

147

Canada Permanent Mortgage Corporation

Toronto Street, Toronto

Established 1855

President—W. G. Gooderham.

First Vice-President—W. D. Matthews.

Second Vice-President—R. S. Hudson.

Joint General Managers—R. S. Hudson, John Massey.

Assistant General Manager—George H. Smith.

| | |
|----------------------------|-----------------|
| 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 |

DEPOSITS RECEIVED DEBENTURES ISSUED

Associated with the above Corporation, and under the same direction and management is

THE Canada Permanent Trust Company

incorporated by the Dominion Parliament. This Trust Company accepts and executes Trusts of every description, acts as Executor, Administrator, Liquidator, Guardian Curator, or Committee of the estate of a lunatic, etc. Any branch of the business of a legitimate Trust Company will have careful and and prompt attention.