

The Trust and Loan Co.

OF CANADA

Capital Subscribed \$10,000,000.00
 Paid-up Capital 2,000,000.00
 Reserve Funds 2,000,000.00

MONEY TO LOAN ON REAL ESTATE

30 St. James Street, Montreal

Prudential Trust Company

LIMITED

Head Office

9 St. John St.,
 Montreal

Trustee for Bondholders
 Transfer Agent & Registrar
 Administrator Receiver Executor
 Liquidator Guardian Assignee
 Trustee Custodian
 Real Estate and Insurance Departments
 Insurance of every kind placed at
 lowest possible rates.

Safety Deposit
 Vaults

Terms Ex-
 ceptionally
 moderate.

Correspond-
 ence invited

B. HAL. BROWN, President and Gen. Manager

Why the "Mutual Life of Canada" is so Popular

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 the retiree should 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

AN INVESTMENT OPPORTUNITY

Is the safety of your money your chief consideration in deciding upon an investment for it?

Then you cannot find a more satisfactory investment than this Corporation's Bonds.

To bring them within reach of the smallest investor, they are issued for sums as small as one hundred dollars.

This does not preclude the selection by investors of large sums, large numbers of whom hold them for many thousands of dollars.

They are a legal investment for Trust Funds, and many Executors and Trustees save themselves worry and anxiety by investing in them.

They are held in large sums by Insurance Companies, Benevolent and Fraternal Societies and similar institutions.

Send for specimen Bond, copy Annual Report, etc.

CANADA PERMANENT MORTGAGE CORPORATION

Paid Up Capital and Surplus

\$11,672,509.77

TORONTO STREET

Established 1855

TORONTO

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

W. B. MEIKLE, President

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 Nichol

John H. Fulton, (New York)

Brig.-General Sir

D. B. Hanna

Henry Pellatt, C.V.O.

E. E. Wood

W. B. MEIKLE,
 Pres. and Gen. Man.

C. S. WAINWRIGHT,
 Secretary

JOHN SIME,
 Asst. Gen. Man.

A. E. FRINGLE
 Asst. Secretary

HEAD OFFICE - TORONTO

A BRITISH COMPANY

Union Insurance Society of Canton, Limited

ESTABLISHED 1833

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, 36 Toronto Street, TORONTO

General Agent Montreal, JOSEPH ROWAT

Manager for Canada, C. R. DRAYTON