

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

Think it Over

LIFE is uncertain—death is *not*. There is no guarantee that your life will last until you can make adequate provision for your wife and children. Think it over.

Have you availed yourself of Life Insurance, the surest means of protecting your home?

The Mutual Life holds a commanding position; it is well established, prosperous and economically conducted.

It is also a purely mutual, people's company established for *your* benefit. Its membership numbers nearly 60,000 (representing probably a quarter of a million individuals) living under the protection of its policies. Is your household included? Think it over.

The Mutual Life
of Canada
Waterloo-Ontario

151

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

DEPOSITS RECEIVED

In sums of one dollar and upwards, and interest allowed compounded half-yearly.

A TRUSTEE INTERESTMENT

The Bonds issued by this Corporation are a high class security in which Executors and Trustees are authorized by law to invest Trust Funds.

Enquire about them.