

The Trust and Loan Co.

OF CANADA

| | |
|-------------------------|-----------------|
| Capital Subscribed..... | \$14,000,000.00 |
| Paid-up Capital..... | 1,500,000.00 |
| Reserve Funds..... | 2,500,000.00 |

MONEY TO LOAN ON REAL ESTATE

30 St. James Street, Montreal

Prudential Trust Company

LIMITED

| | | |
|--|---|--|
| Head Office 1 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 |
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B. HAL. BROWN, President and Gen. Manager

LIFE INSURANCE AS PROTECTION.

The motive that prompted the inventors of Life Insurance was the desire to furnish protection. Savings and Investment are invaluable accompaniments, but the feature that sells Life Insurance is protection. That Company confers the greatest benefit upon its members that gives "the greatest amount of genuine life insurance protection for the least possible outlay." This aim has ever been the guiding star of The Mutual Life Assurance Company. Following out the principle of co-operation as the Mutual has done means that the Company allots the whole of its profit from all sources whatsoever, to the policy-holders, thus reducing their expense for insurance to actual cost—the only Canadian Company operating on this principle. The experience of the Mutual has fully justified the hopes of its founders who fifty years ago planned the Institution on the basis of **CO-OPERATIVE SERVICE.**

The Mutual Life Assurance Co. of Canada

WATERLOO, - - - ONTARIO

The LIFE AGENTS' MANUAL

THE CHRONICLE - - - MONTREAL

A Profitable Investment Without Risk

One of the functions of this Corporation is to accept the funds of many small investors, thus making them available to those wishing to borrow. As security for such funds, it issues Bonds, which are a first charge against all its assets, and which yield the highest rate of interest any institution can afford to pay which invests, as we do, only in the highest possible class of securities. These Bonds are available to everyone, as they are issued for sums as small as one hundred dollars and for terms of from one to five years. Interest is payable half-yearly on dates to suit the convenience or requirement of the investor.

We will gladly send specimen Bond and full information on request.

Canada Permanent Mortgage Corporation

Paid Up Capital and Surplus \$11,672,399.77

TORONTO STREET - TORONTO

Established 1855

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

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| Sir John Aird Robt. Bickerdike, (Montreal) Lt. Col. Henry Brock Alfred Cooper, (London, Eng.) H. C. Cox John H. Fulton, (New York) D. B. Hanna | John Hoskin, K.C., LL.D. E. A. Lash, K.C., LL.D. Geo. A. Morrow, O.E.E. Lt. Col. The Hon. Frederic Nicholls Brig.-General Sir Henry Pellatt, C.V.O. H. E. Wood |
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| W. B. MEIKLE, Pres. and Gen. Man. JOHN BIRSE, Asst. Gen. Man. | G. B. WAINWRIGHT, Secretary A. B. FRINGLE, Asst. Secretary |
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HEAD OFFICE - TORONTO

A BRITISH COMPANY

Union Insurance Society of Canton, Limited

ESTABLISHED 1800

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, 28 Toronto Street, TORONTO

General Agent Montreal, JOSEPH BOWAT Manager for Canada, C. R. DRAYTON