

## Consider the Cost

**A** FACT not generally understood by those drawing up a will, is that the highly specialized and competent service rendered by a Trusts Corporation costs no more than the uncertain service of an individual trustee.

When you consider that your estate will receive the benefit of experience gained in the management of many estates, your heirs will be assured the utmost protection.

When you make your will, why not insure efficient and economical management of your estate by appointing this Company as Executor and Trustee?

*We make no charge for assisting in drawing up your will—and will store it in our Safety Deposit Vaults free, when we are named as executors.*

*An officer of the company will be pleased to give you full information and advise on wills.*

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## The STERLING TRUSTS CORPORATION

President  
W. S. DINNICK  
Managing Director  
HERBERT WADDINGTON  
80 KING ST. EAST · TORONTO  
Telephone Main 2717

# CROWN LIFE

Our aim is to insure the Right People—in the Right Way—on the Right Policy. We do not "over-load" the Applicant. This is part of Crown Life Service and is one Factor in our rapidly growing business.

## Crown Life Insurance Co., Toronto

Agents wanted in unrepresented districts

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## SIMPLICITY FIRST

is about as important in your life assurance as "Safety First," because a contract that is not simple to understand may not be safe for your particular purpose.

The life assurance policy of the future must be an attractive and exactly worded contract, but above all CLEAR and SIMPLE—the new policy standard as set by

## The Sovereign Life Assurance Co. of Winnipeg

## The London Mutual Fire Insurance Company

ESTABLISHED 1859

Assets	-	-	-	-	-	\$718,608.76
Surplus to Policyholders	-	-	-	-	-	\$380,895.44



### DIRECTORS

A. H. C. CARSON, Toronto.....	President
R. HOME SMITH, Toronto.....	Vice-President
F. D. WILLIAMS.....	Managing Director
A. C. McMASTER, K.C.	W. T. KERNAHAN
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Head Office, 33 Scott St., TORONTO

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## A Weekly Quotation Sheet

containing the names and current prices of a large number of investment bonds is prepared regularly by us. Investors wishing to keep in touch with the market for standard bonds may receive these weekly quotations by asking to have their names placed on our mailing list for Weekly Sheet No. MT-9.

## A. B. Leach & Co.

Investment Securities

62 Cedar Street, New York

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Philadelphia

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