CANADIAN MAGAZINE ADVERTISER

SOMETHING To Bear in Mind

THE Temptations to Spend money are many, but the need for saving is great and those who save will be well rewarded.

The purchasing power of a dollar has dwindled to such an extent that to-day it will only buy what used to be 55 or 60 cents' worth. When normal prices return, the dollars saved now will be worth far more than they are to-day because they will purchase so much more.

Besides the reward of the greatly increased value of your dollars if saved, you can obtain interest thereon at **Three and One-Half** per cent. per annum by depositing them with this Corporation.

The complete facilities of our Savings Department are at your disposal. An account may be opened with One Dollar and withdrawals may be made by cheque.

CANADA PERMANENT MORTGAGE CORPORATION TORONTO ST., TORONTO ESTABLISHED 1855

Capital (paid-up) and Surplus \$11,672,509.77 Investments - - 31,461,387.24



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