

That Satisfied Feeling

that comes to one when an investment turns out better than expected is the daily experience of Policyholders in the

London Life Insurance Company

London Canada

Actual results under present rates exceed estimates by one-third. It is pretty safe to insure with such a Company, is it not?

Protection and provision for old age are wonderfully combined under our Endowments at Life Rate.

Write for pamphlet.

Policies

"GOOD AS GOLD"

The Chief Consideration

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 Debentures.

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

This does not preclude their 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 Debenture, copy of Annual Report, etc.

Canada Permanent Mortgage Corporation

Paid-up Capital and Reserve Fund
exceed

TEN MILLION DOLLARS

Toronto Street - Toronto

Established 1855