"INVESTMENTS" --- A Much Misused Term

Many who should be, and think they are laying up money for their old age, are misled into so-called "investments," where their hard-earned money is jeopardised, and frequently lost, though it is of the utmost importance to them and to those who may be dependent upon them that its absolute safety should be beyond peradventure. To those who should invest safely and with caution, not speculate, the bonds of the Canada Permanent Mortgage Corporation can be confidently recommended. This Corporation is most conservative in the investment of the funds entrusted to it. For considerably more than half a century it has held a leading position among Canada's financial institutions, and its bonds are a LEGAL INVESTMENT FOR TRUST FUNDS. They are issued for one hundred delars and upwards. Write for full porticulars. are issued for one hundred dollars and upwards. Write for full particulars.

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Capital Subscribed -£26,304,200 Capital paid up 4,208,672 Reserve Fund 3,000,000 Advances, &c. 50,871,240 Deposits, &c. 91,947,968

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London Agency of the IMPERIAL BANK OF CANADA.

NOTICE OF QUARTERLY DIVIDEND

Notice is hereby given that a Dividend at the rate of Seven per cent. (7 p.c.) per annum upon the paid up Capital Stock of this Bank has been declared for the three months ending the 11st Man, 1914, and that the same will be payable at its Head Office and Branches on and after Monday, June 1st, 1914. The Transfer Books will be closed from the 16th to the 30th May, 1914, both days inclusive.

By Order of the Board,

Toronto, April 20th, 1914.

General Manager.

JAMES MASON,

Union Assurance Society Limited OF LONDON, ENGLAND.

[Fire Insurance since A.D. 1714]

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