

Dividends Maintained!

That sounds better than the usual story of diminished profits, reduced dividends and unsatisfactory business conditions so commonly heard at the present time.

THE London Life Insurance Company

Head Office: London, Canada

continues to pay profits one-third in excess of the amount originally promised under present rates.

Sane management, Safe Investments and Solid Position enable the Company to meet all present emergencies without interfering with the liberal profits paid Policy-holders.

Why not place your insurance interests in the hands of a Company that so carefully performs the trust imposed upon it

Policies—"Good as Gold"—Company

JOHN McCLARY DR. A. O. JEFFERY, K.C.
President Vice-President

J. G. RICHTER, F.A.S. E. E. REID, B.A., A.I.A.
Manager Asst. Manager & Actuary

The Habit of Thrift

may be best cultivated with the assistance of a Deposit Account. If you have a Deposit Pass Book, you will have an incentive to save the small sums which too often are frittered away in petty extravagances. No matter how small the amount with which you begin, by regularly and systematically adding a portion of your income it will rapidly increase. The Compound Interest at Three and One-half per cent, which we add will materially assist its growth. You can open an account with one dollar. Obey that impulse. Take a pass book home with you to-night.

Canada Permanent Mortgage Corporation

TORONTO STREET, TORONTO

ESTABLISHED 1855.