

# WESTERN ASSURANCE CO.

Incorporated 1851

**Fire, Automobile,  
and Marine  
Insurance**

Assets, over - - \$8,300,000.00  
Losses paid since or-  
ganization, over - 77,700,000.00

Head Offices: Cor. Wellington  
and Scott Street,  
TORONTO

## OF STERLING WORTH

are the Policies issued by the Great-West Life Assurance Company. Some men look upon the provision of Life Insurance as an expense to be avoided as long as possible. How often has this procrastination brought illimitable distress to a man's household in later years?

Life Insurance is the one safe means by which continuity of one's Life Plans may be brought to a successful issue. Ask any old-time policyholder to explain the merits of his Insurance and correspond with us when we will explain the merits of the policies issued by

**The Great-West Life  
Assurance Company**

DEPT. "P"

HEAD OFFICE - WINNIPEG

ESTABLISHED 1855

Long Before Dominion Day was a Legal  
Holiday.

## CANADA PERMANENT MORTGAGE CORPORATION

TORONTO STREET, TORONTO

President—W. G. GOODERHAM

Vice-President—R. S. HUDSON

Joint General Managers—

R. S. HUDSON JOHN MASSEY

Assistant General Manager—GEORGE H SMITH

The following extracts from well-known publications indicate the high place that this old and time-tried institution occupies in the estimation of the press:

"No institution enjoys to a larger extent the confidence of its depositors and investors; few are more strongly entrenched in a financial way."—Mail and Empire.

"The men at the head of its affairs are looked upon as among the most conservative business men in Canada, and moreover, the Company has always confined its business operations strictly to mortgage transactions, never being drawn into speculative undertakings."—Insurance and Financial Review.

"Canada Permanent is one of our veteran concerns. There is nothing shaky about this Corporation."—Saturday Night.

"This Company is the largest of its kind on the American Continent, and certainly one of the soundest in the world."—Manitoba Free Press.

"We have on a number of occasions testified to the splendid service this Corporation is rendering Canada through bringing into the country large sums for the use of our people in developing our great national resources."—The Economist.

We cordially invite your deposit account and offer you the complete facilities developed during sixty-five years' experience in caring for the savings of many thousands of our citizens. Full checking privileges allowed and interest at

THREE AND ONE-HALF

per cent. per annum added to your account twice each year.

Combined Capital and Surplus nearly  
\$12,000,000.00

Total Assets exceed 33,000,000.00