"Life!"

SIR WALTER SCOTT said that the whole art of life, as far as he had been able to observe, consisted in fortitude and perseverance.

These are qualities as essential in life insurance as in other things.

To receive all the benefits and advantages of life insurance in its various forms, we must persevere with it.

The man who secures a Policy on the **SEVEN PER CENT. GUARANTEED INCOME BOND** plan of the North American Life has a "bonanza."

If he has the grit to "stay with it" until it matures, he will be handsomely rewarded for his persistence.

Of course, if Death vanquishes the hero before the goal is reached, his loved ones are duly cared for.

Full particulars of this excellent Policy furnished on application.

L. Goldman, Secretary. **Wm. McCabe,** Managing Director.

North American Life,

Head Office:—112 to 118 King Street West, Toronto, Ont.

The Canada Permanent and Western Canada Mortgage Corporation

Head Office:
CANADA PERMANENT BUILDING, TORONTO STREET.

Branch Offices:
WINNIPEG, Man. VANCOUVER, B.C.
ST. JOHN, N.B.

Capital Paid-up, - - - - $6,000,000
Reserve Fund - - - - 1,500,000

President:
GEORGE GOODERHAM.

1st Vice-President and Chairman of Executive Committee:
J. HERBERT MASON.

2nd Vice-President:
W. H. BEATTY.

Money to loan. Deposits received and interest allowed. Debentures issued in Sterling and Currency.

HALF-YEARLY DIVIDEND.

Notice is hereby given that a dividend of Three per cent. (3%) on the paid-up capital stock of this Corporation has been declared for the half year ending June 30th, 1900, and that the same will be payable on and after Tuesday, the Third day of July next.

The transfer books will be closed from the 15th to the 30th of June, inclusive.

By order of the Board.

GEO. H. SMITH, Secretary.

WALTER S. LEE, General Manager.