A New Idea

The Five Per Cent. Guaranteed Debenture Policy of this Company is a new idea in life insurance.

It guarantees, on the death of the insured, a definite income to the beneficiary for twenty years, at the end of which term the face of the policy is payable, as insured may have directed.

Should the beneficiary die, after receiving the income for only a few years, he (or she) may leave the policy to any person desired, who will be paid the income to the end of the term, and then the face value of the policy.

Full particulars and estimate slips furnished on application to Head Office or any of the Company's Agents.

L. Goldman,
Secretary.

Wm. McCabe,
Managing Director.

North American Life,

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

THE CANADA PERMANENT AND WESTERN CANADA MORTGAGE CORPORATION.

Capital Paid-up - -	$6,000,000
Reserve Fund - - -	1,500,000
Assets - - - - - -	23,000,000

President—GEORGE GOODERHAM

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

2nd Vice-President—W. H. BEATTY

General Manager - - WALTER S. LEE

Money to Lend on Stocks, Bonds and Mortgages at Lowest Current Rates.

DEPOSITS Interest paid or compounded half-yearly at $3\frac{1}{2}\%$

DEBENTURES Issued for one, two, three, four or five years at 4%

BRANCH OFFICES:
WINNIPEG, MAN. VANCOUVER, B.C.
ST. JOHN, N.B.

HEAD OFFICE:
TORONTO STREET, : TORONTO