

Don't let housework be a burden to you —

In doing so, you are buying the greatest help and comfort the household ever had. You are buying freedom for all time from the drudgery and physical work of house-cleaning.

THE HOOVER

is a lifetime help and servant to those who houseclean. Thousands of people are using them and wouldn't be without them.

THE HOOVER IS DOWN TO THE LOW PRICE LEVEL NOW

See it demonstrated in the Carpet Section, 4th floor

You can buy it for \$60.00.

You may buy it on easy terms if desired.

The Ideal Investment

To the prospective Bond purchaser two questions are of primary importance:

1st -- IS THE INVESTMENT SAFE?

2nd-- IS THE INCOME RETURN HIGH - CONSISTENT WITH SAFETY?

As security to purchasers of Bonds, the Canada Permanent offers a first charge against its 39 millions of assets—over 90% of these being cash and first mortgages on carefully-selected, revenue-producing Farm and City properties in Canada. Rate 5½%

WE WOULD BE PLEASED TO EXPLAIN TO YOU IN PERSON

Canada Permanent Mortgage Corporation

(Established 1855)

Paid up Capital and Reserve, \$14,000,000.00

British Columbia Branch:

— 432 Richards Street - Vancouver, B. C.

"THAT CHRISTMAS GIFT?" WHY NOT SEND THE B. C. M.?