

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

CHARITY BEGINS AT HOME

and the best and most fitting form of home charity lies in the direction of Life Insurance. In no other way can the head of the home so surely provide for the permanent welfare of those who look to him for support.

The Great-West Life Policies provide such Insurance on most attractive terms. The fact that, in 27 years, the Company has placed over \$226,000,000 of Insurance in force, carries its own argument.

Full information and personal rates will be sent to any address on request.

**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