

## Investment vs. Speculation

"A high return should at once excite suspicion in the mind of the prospective investor."—*Financial Post*.  
 There are securities which promise a high rate of interest and the chance of an increase in value, but for those dependent upon the income from their investment or endeavoring to lay up money for their old age they are too speculative. With such, the Bonds of the Canada Permanent Mortgage Corporation are a favorite investment, because they know that if they invest \$1,000 in these Bonds they will get the \$1,000 when it becomes due, and that the interest upon it will be promptly paid in the meantime.

These bonds may be obtained in any sum from one hundred dollars upward. They are, therefore, available for the investment of small sums.

### CANADA PERMANENT MORTGAGE CORPORATION

ESTABLISHED 1855.

Paid-up Capital \$6,000,000.00      Reserve Fund \$5,000,000.00      Investments \$32,264,782.81.  
**TORONTO STREET, TORONTO**

*Representing*

## THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK

You will make money.

The great strength, big dividends and incomparable benefits of the "oldest Company in America" mean certain success for you.

FOR TERMS TO PRODUCING AGENTS, ADDRESS:

**George T. Dexter**

2nd VICE PRESIDENT

**34 Nassau Street      New York, N.Y.**

## ATLAS ASSURANCE COMPANY LIMITED of LONDON, ENGLAND

The Company commenced business in the REIGN OF GEORGE III and the following figures show its record—

<i>At the Accession of</i>	<i>Income</i>	<i>Funds</i>
KING GEORGE IV.	\$ 387,065	\$ 800,605
KING WILLIAM IV.	657,115	3,038,380
QUEEN VICTORIA	789,865	4,575,410
KING EDWARD VII.	3,500,670	11,185,405
KING GEORGE V.	6,846,295	15,186,090

and at  
 31st DECEMBER, 1916      7,980,685      20,730,010  
 In addition the Company has a Subscribed Capital of Eleven Million Dollars (of which \$1,320,000 is paid up).

*Agents wanted in unrepresented districts.*  
 Head Office for Canada:

**260 St. James St., MONTREAL**  
 MATTHEW C. HINSHAW, Branch Manager



**Assets:**  
**\$13,790,133.26**

**Surplus to Policyholders:**  
**\$6,950,190.55**

Canadian Head Office:  
**MONTREAL.**  
 J. W. BINNIE, Manager

## AUSTRALIA and NEW ZEALAND BANK OF NEW SOUTH WALES

(ESTABLISHED 1817)

Paid-up Capital	-	-	-	-	\$18,526,600.00
Reserve Fund	-	-	-	-	13,625,000.00
Reserve Liability of Proprietors	-	-	-	-	18,526,600.00
	-	-	-	-	550,678,200.00
Aggregate Assets 30th September, 1916	-	-	-	-	\$277,488,871.00



**J. RUSSELL FRENCH, General Manager.**

338 BRANCHES and AGENCIES in the Australian States, New Zealand, Fiji, Papua (New Guinea), and London.  
 The Bank transacts every description of Australian Banking Business. Wool and other Produce Credits arranged.

Head Office:  
**GEORGE STREET, SYDNEY.**

Agents: Bank of Montreal  
 Royal Bank of Canada  
 Bank of British North America.

London Office:  
**29, THREADNEEDLE STREET, E.C.**