

VANCOUVER ADVERTISERS

A PROFITABLE AND SAFE INVESTMENT

7 PER CENT. DIVIDENDS

Class "D" Prepaid Stock
THE
B. C. PERMANENT
LOAN & SAVINGS CO.,
VANCOUVER, B. C.

DOMINION TRUST COMPANY, Ltd.

Capital Authorized, \$2,000,000 Subscribed, \$500,000 Reserve, \$50,000

EXECUTIVE BOARD:

J. B. MATHERS, President; W. D. BRYDEN-JACK, 1st Vice-President;
T. T. LANGLOIS, 2nd Vice-President; JAS. A. THOMPSON, Treasurer; ROBERT MARTIN, JAS. R. GRAY.

INVESTMENT AGENTS EXECUTORS TRUSTEES
ADMINISTRATORS ESTATES MANAGED

Money placed on **First Mortgage** with 50 per cent. margin at from 6 to 8 per cent. interest
Principal and Interest guaranteed for ONE per cent.

You can safely invest your money in Vancouver Real Estate through us, and make handsome profits.

SAFETY DEPOSIT VAULTS AT 4% ALLOWED ON DEPOSITS.

Head Office: 328 Hastings St., VANCOUVER, B.C.
Branch Office at New Westminster, B.C.

WAGHORN GWYNN & Co.

Stock Brokers, Vancouver.

Financial and Real Estate Agents, Loans, Insurance.
Investment Agents—Edinburgh Life Assurance Co.
Insurance General Agents B.C.—Sovereign Fire Insurance Co. City Agents—Caledonian Insurance Co., Etc.

Clarkson, Cross & Helliwell

Molson's Bank Chambers,
VANCOUVER, British Columbia
(and at Victoria)

Powers of Attorney to be issued to
John F. Helliwell, F.C.A. (Can.)

ESTABLISHED 1891

JOHN J. BANFIELD

NOTARY PUBLIC

607 HASTINGS ST. W., VANCOUVER, B.C.

MONEY WANTED FOR MORTGAGES

We can procure for our clients 7% interest for monies they entrust to us for placing out to mortgage on Residential property; the mortgage not to exceed 50% of the valuation. On business property we can procure you 5 1/2 to 6 per cent. under the same terms. We have satisfactorily conducted large transactions of this order for 16 years in Vancouver. We wish you to write us for first, Bankers and other references. When you have received these and matters are on a business footing, we can guarantee to place your money.

FINANCIAL ADVERTISING.

The ever-expanding number of daily and weekly journals and the enormous multiplication of magazines and trade, technical, and financial papers present a bewildering series of avenues towards publicity, and require a very intimate and special acquaintance not only with the extraordinary diversity of the constituencies to which these many prints are addressed, but also a knowledge of those constituencies sufficiently accurate to be able to dictate with precision the exact kind of subject matter suited to each. This is the opinion of Mr. Walter Judd, a well-known advertising agent. The specialist in publicity must know more than this if the question be one having relation to financial operations, such as, for instance, the issue of a loan or debentures, or the flotation into a company of any important industrial enterprise. He must himself move in a financial atmosphere; he must know where, for the moment, capital in greatest abundance is awaiting investment, and what are the chances of a successful issue. He must, in fact, have

The Western Corporation, LIMITED

FINANCIAL AND REAL ESTATE AGENTS

Vancouver and North Vancouver, B.C.

has special facilities for placing Loans on first mortgages and other approved securities at
6% and upwards.

CORRESPONDENCE INVITED

BANKERS . . . MOLSON'S BANK

his finger upon the pulse of the Stock Exchange. At one moment the latent capital may be in London, at another time in Paris or in Berlin; again, it may be that after a successful period of trade there is a plethora of money.

Since a municipality is responsible to its ratepayers for the most economical expenditure of the public moneys, and a board of directors is similarly liable in respect to the funds of their company, it is manifestly the barest duty of these administrators to see that any advertising appropriation is well invested, and that the desired publicity is secured at the smallest cost compatible with efficiency. There is, unquestionably, no branch of advertising which calls so definitely for expert advice and assistance as financial advertising.

A Canadian gentleman, who desired to interest capital in a certain enterprise, wrote to the Monetary Times the other day, asking particulars of the advertising rates for one of the papers published at its office. Apparently he was anxious to see his concern floated, and had decided as to the best paper in which to advertise. By the next mail he sent a money order for fifty cents. Which only shows how opinions differ as to advertising appropriations.

June 15, 1907.

The Gen Assurance Co

Head Office

Our "Utopia" Policy
unconditional Acc
and completely co
accident.

We issue a sickness
disease to which
We are revolutionising
our "factory pol

AGENTS

W. C. FALCONER

Man

ROLLAND, I

204 St. Jam

General Agents

Edwards, A

CHARTERED

18-20 King St. W.

George Edwards, F.C.A. Ar

Wit

Edwards & I

A TRIP TO

The "P. & B." ste
twelfth day for Bermuda, t
are all very superior ones.
days, and is a delightful c

Through tickets from
ways are sold by

R. M. M

Corner Adelaide

THE . . . MERCANTILE

INSURANCE

All Policies Guaranteed
FIRE INSURANCE COM

Confederation

HEAD OFFICE

W. H. BEATTY

W. D. MATTHEW

FRED'K WYLD, E

D. I

W. H. BEATTY, Esq.

S. NORDHEIMER, Esq.

A. McL. HOWARD Esq.

FRED'K WYLD, Esq.

WILLIAM WHYTE, E

D. I

W. C. MACDONALD

J. K. MACDONALD

Policies Issued