

The Emergency Brake in Business

Practically every business firm carries fire, burglar and accident insurance.



What about Financial Insurance — a protection fund to provide ready cash when sales fall off or collections are slow? Start one. Put part of the yearly profits in a Savings Account in The Merchants Bank. Then, this Reserve Fund of undivided profits will be instantly available to carry the business safely through any financial stringency.

THE MERCHANTS BANK

Head Office: Montreal **OF CANADA** Established 1864

364 Branches in Canada extending from the Atlantic to the Pacific, of which 135 are in Ontario, 42 in Quebec, and 157 in Western Canada.

Investment Banking Service in Canada

TWENTY years' experience in the purchase and sale of Canadian Government, Municipal and Corporation Bonds and an extensive organization comprising among others, statistical, valuating and war loan departments, enable us to offer every facility for rendering a complete service to the investing public. Correspondent offices, located throughout the financial centres of Canada, the United States and England, keep us constantly informed of prevailing security values. We shall welcome an opportunity to serve you in your investment matters irrespective of the amount of your funds.

DOMINION SECURITIES CORPORATION LIMITED

HEAD OFFICE: **TORONTO** 26 KING ST. E.

MONTREAL

ESTABLISHED 1901

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