

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 1884.

307 Branches in Canada extending from the Atlantic to the Pacific, of which 119 are in Ontario, 37 in Quebec, and 145 in Western Canada.

A list of attractive long term Dominion and Provincial Government Guaranteed Securities furnished upon request. Income return

$5\frac{1}{4}\%$ to $5\frac{5}{8}\%$

DOMINION SECURITIES CORPORATION LIMITED

MONTREAL

HEAD OFFICE: TORONTO 26 KING ST. E.
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LONDON, ENG.