

# INDEX TO ADVERTISEMENTS

|                                          | PAGE      |                                         | PAGE     |
|------------------------------------------|-----------|-----------------------------------------|----------|
| Barristers and Solicitors .....          | 15        | Insurance Companies .....               | 65 to 72 |
| Chartered Accountants .....              | 14 and 15 | Investment and Loan Companies .....     | 8 to 10  |
| Chartered Banks .....                    | 2 to 7    | Investment Offerings .....              | 53 to 65 |
| Community Advertising .....              | 16 and 17 | Trust Companies .....                   | 11 to 13 |
| Acadia Fire Insurance Co. ....           | 66        | Dividends and Notices .....             | 688      |
| Alliance Investment Co. ....             | 60        | Dominion Appraisal Co. ....             | 58       |
| Alloway & Champion .....                 | 63        | Dominion Bank .....                     | 2        |
| Alvensleben, Ltd., Alvo von ..           | 59        | Dominion Bond Co. Ltd. ....             | 53       |
| American Bank Note Co. ....              | 1         | Dominion of Can. G. & A. Ins. Co.       | 69       |
| Ames & Co., A. E. ....                   | 55        | Dominion Gresham Guarantee &            |          |
| Anderson, Lunney & Co. ....              | 62        | Casualty Co. ....                       | 69       |
| Anderson, Robinson & Harcourt ..         | —         | Dominion Life Insurance Co. ....        | 70       |
| Anglo-American Fire Ins. Co. ....        | 65        | Dominion Permanent Loan Co. ....        | 7        |
| Anglo-South American Bank, Ltd. ....     | 7         | Dominion Savings & Inv. Soc'y ..        | 8        |
| Arsenault, L. ....                       | 10        | Dominion School of Acc. & Fin. ....     | 72       |
| Associated Mortgage Investors ..         | 72        | Dominion Securities Corp. Ltd. ....     | 72       |
| Atlas Assurance Co. ....                 | 65        | Dominion Stock & Bond Corp. ....        | 10       |
| Austin & Co., A. E. ....                 | 60        | Dominion Trust Co. Ltd. ....            | 13       |
| Avery Pardoe & Co. ....                  | —         | Dominion & Western Agencies ..          | 63       |
| Banco Espanol del Rio De La Plata        | 7         | Don Valley Brick Works .....            | 19       |
| Bank of British North America ..         | 3         | Dun & Co., R. G. ....                   | 18       |
| Bank of Hamilton .....                   | 5         | Eastern Securities Co. Ltd. ....        | 56       |
| Bank of Montreal .....                   | 2         | Economical Mutual Fire Ins. Co. ....    | 68       |
| Bank of New South Wales. ....            | 4         | Edwards, Morgan & Co. ....              | 14       |
| Bank of Nova Scotia .....                | 3         | Empire Loan Co. ....                    | 9        |
| Bank of Ottawa .....                     | 5         | Employers' Liability Assur. Corp. ....  | 69       |
| Bank of Toronto .....                    | 3         | Equity Fire Insurance Co. ....          | 68       |
| Bank of Vancouver .....                  | 7         | Falls, Chambers & Co. ....              | 14       |
| Banque Nationale, La .....               | 7         | Federal Life Assurance Co. ....         | 71       |
| Barber & Ellis .....                     | —         | Federal Securities Corporation ....     | 61       |
| Bicknell, Bain, Macdonell & Strath       | 15        | Fidelity Trust Co. ....                 | 12       |
| Blake, Lash, Anglin & Cassels ..         | 15        | Frank, Wm .....                         | 61       |
| Bond Buyer, The .....                    | 59        | Gen. Accident Assur. Co. of Canada      | 1        |
| British America Assurance Co. ....       | 68        | General Financial Corporation ....      | 60       |
| British American Bank Note Co. ....      | 1         | General Realty Corporation .....        | 62       |
| British Canadian Trust Co. Ltd. ....     | 11        | Gilbert, Fred. C. ....                  | 14       |
| British Canadian Securities .....        | 64        | Gladwell, Wilson & Co. ....             | 14       |
| British Colonial Fire Ins. Co. ....      | 68        | Goldie, A. W. ....                      | 14       |
| British Columbia Life Ass. Co. ....      | 69        | Goldie & McCulloch Co. Ltd. ....        | 20       |
| British Crown Assurance Corp. ....       | 66        | Goldman & Company .....                 | 20       |
| British Northwestern Fire .....          | 67        | Gordon & Co., Ltd., H. F. ....          | 63       |
| Brook & Allison .....                    | 64        | Grand Trunk Railway Systems ..          | 18       |
| Brown Bros. Ltd. ....                    | 18        | Great North West Investments ..         | —        |
| Burgess & Co., W. Graham .....           | 55        | Great-West Life Assurance Co. ....      | 70       |
| Burgess & Co., C. H. ....                | 57        | Great West Permanent Loan Co. ....      | 63       |
| Business Systems, Ltd. ....              | 72        | Greenshields & Co. ....                 | 55       |
| Butler, Byers Bros. & Codere .....       | 63        | Gresham Life Assurance Society ..       | 70       |
| Cahill, Frank S. ....                    | 64        | Guardian Assurance Company ....         | 68       |
| Caldwell, Dunn & Fraser .....            | 15        | Guess & Haultain .....                  | 18       |
| Canadian Insurance Co. ....              | 67        | Hamilton Provident & Loan Soc'y ..      | 9        |
| Canada Industrial Bond Corp. ....        | 56        | Hanson & Co., Ltd., A. H. ....          | 59       |
| Canada Life Assurance Co. ....           | 71        | Harris & Co., Inc., N. W. ....          | 55       |
| Canada National Fire Ins. Co. ....       | 65        | Heath & Co., John .....                 | 14       |
| Canada Nat'l. Mortgage & Inv. Co. ....   | 9         | Henderson & Co., W. A. ....             | 10       |
| Canada Permanent Mort. Corp. ....        | 9         | Hettle & Co., J. O. ....                | 10       |
| Canada Securities Corp. Ltd. ....        | 57        | Hextall & Co., J. ....                  | 58       |
| Canadian Agency, Ltd. ....               | 57        | Hodge, W. E. ....                       | 14       |
| Canadian Appraisal Co. Ltd. ....         | 58        | Home Bank of Canada .....               | 4        |
| Canadian Bank of Commerce .....          | 2         | Home Life Association of Canada ..      | 70       |
| Canadian Bankers .....                   | 58        | Hopkinson, Joseph .....                 | 14       |
| Canadian Guaranty Trust Co. ....         | 13        | Hornibrook, Whittemore & Allan ..       | 685      |
| Can. Office & School Furn. Co. Ltd. .... | 18        | Hudson Bay Insurance Co. ....           | 68       |
| Capital Phoenix Insurance Co. ....       | 65        | Huron & Erie Loan & Savings Co. ....    | 9        |
| Capital Investment Co. ....              | 62        | Imperial Agencies, Ltd. ....            | 60       |
| Cathcart, Price & Boyd Ltd. ....         | 61        | Imperial Bank of Canada .....           | 2        |
| Clarkson, Gordon & Dilworth .....        | 14        | Imperial Canadian Trust Co. ....        | 12       |
| Coffee & Co., L. ....                    | 18        | Imperial Guar. & Accident Ins. Co. .... | 69       |
| Columbia Trust Co., Ltd. ....            | 13        | Imperial Life Assurance Co. ....        | 71       |
| Commercial Loan & Trust Co. ....         | 9         | Insurance Agencies Limited. ....        | 66       |
| Commonwealth Union Assurance Co. ....    | 68        | Insurance Co. of North America ..       | 72       |
| Confessed Advertisements .....           | 685       | International Securities Co. Ltd. ....  | 62       |
| Confederation Life Association ..        | 71        | Island Investment Co. Ltd. ....         | 8        |
| Continental Life Insurance Co. ....      | 71        | Jarvis & Co., Æmilus .....              | 20       |
| Coulthard, Charles D. ....               | 14        | Jenkins & Hardy .....                   | 14       |
| Credit Foncier, F. C. ....               | 9         | King Co., William S. ....               | 64       |
| Cresnan, Mouat & Co. ....                | 14        | Laing & Turner .....                    | 14       |
| Cross & Menzies .....                    | 14        | Law Union & Rock Ins. Co. Ltd. ....     | 66       |
| Crown Life Insurance Co. ....            | 71        | Lawson, Welch & Co. ....                | 14       |
| Crown Trust Co. ....                     | 11        | Legal Notices .....                     | 17       |
| Dale, A. A. M. ....                      | 14        | Liverpool & Lon. & Globe Ins. Co. ....  | 66       |
| Day Investment Co., A. P. ....           | 56        | Liverpool-Manitoba Assurance Co. ....   | 65       |
| Debentures for Sale .....                | 685       | Lloyds Bank Limited .....               | 7        |
|                                          |           | London Assurance .....                  | 66       |
|                                          |           | London & Can. Loan & Agency ..          | 8        |
|                                          |           | London City & Midland Bank .....        | 69       |
|                                          |           | London Guarantee & Accident Co. ....    | —        |
|                                          |           | Lon. & Lancashire Assur. Assoc'n ..     | 72       |
|                                          |           | London & Lancashire Fire Ins. Co. ....  | 72       |
|                                          |           | London & Lan. Guar. & Acc. Co. ....     | 69       |
|                                          |           | London Life .....                       | 71       |
|                                          |           | London Mutual Fire Insurance Co. ....   | 67       |
|                                          |           | Loney & Co., Richard .....              | 62       |
|                                          |           | Lougheed, Bennett, McLaws & Co. ....    | 15       |
|                                          |           | Lougheed & Taylor .....                 | 61       |
|                                          |           | Lovell, G. J. ....                      | 58       |
|                                          |           | Macaulay & Nicolls .....                | 63       |
|                                          |           | Mackay & Co., J. A. ....                | 56       |
|                                          |           | Macleod, W. A. ....                     | 61       |
|                                          |           | McAra Brothers & Wallace .....          | 10       |
|                                          |           | McCallum & Vannatter .....              | 53       |
|                                          |           | McCurdy & Co., F. B. ....               | 1        |
|                                          |           | McCutcheon Bros. ....                   | 62       |
|                                          |           | McGillivray, Vibert & McGillivray ..    | 64       |
|                                          |           | McQuaid, E. S. ....                     | 15       |
|                                          |           | Manitoba Electric Motor Car Co. ....    | 19       |
|                                          |           | Manley Agency Ltd. Ralph .....          | 63       |
|                                          |           | Mark, S. F. ....                        | 62       |
|                                          |           | Martin & Hargreaves, Ltd. ....          | 56       |
|                                          |           | Melville, R. M. ....                    | 18       |
|                                          |           | Mercantile Fire Insurance Co. ....      | 68       |
|                                          |           | Merchants Bank of Canada .....          | 6        |
|                                          |           | Meredith & Co. Ltd., C. ....            | 53       |
|                                          |           | Merson & Co., G. O. ....                | 14       |
|                                          |           | Metropolitan Bank .....                 | 6        |
|                                          |           | Mighton, Bell & Turner .....            | 64       |
|                                          |           | Miller & Co., Robert .....              | 14       |
|                                          |           | Milnes Coal Co. ....                    | 18       |
|                                          |           | Mohr, Learmonth Co. ....                | 61       |
|                                          |           | Molson Bank .....                       | 4        |
|                                          |           | Monarch Life Assurance Co. ....         | —        |
|                                          |           | Montreal Trust Co. ....                 | 11       |
|                                          |           | Morton, Bartling & Co. ....             | 10       |
|                                          |           | Murray, B. W. ....                      | 18       |
|                                          |           | Mutual Life of Canada .....             | 70       |
|                                          |           | Nanaimo .....                           | —        |
|                                          |           | National Appraisal Co. ....             | —        |
|                                          |           | National Bank of Scotland .....         | 5        |
|                                          |           | National Finance Co. Ltd. ....          | 12       |
|                                          |           | National Trust Co. Ltd. ....            | 11       |
|                                          |           | Natural Resources Security Co. ....     | 59       |
|                                          |           | Nay & James .....                       | 55       |
|                                          |           | Nesbitt, Thomson & Co. ....             | 55       |
|                                          |           | Neely's Limited .....                   | 55       |
|                                          |           | New Westminster .....                   | 17       |
|                                          |           | North American Life Assurance Co. ....  | 70       |
|                                          |           | North British & Mercan. Ins. Co. ....   | 67       |
|                                          |           | North Coast Land Co. ....               | 63       |
|                                          |           | Northern Assurance Co. Ltd. ....        | 67       |
|                                          |           | Northern Crown Bank .....               | 4        |
|                                          |           | Northern Trusts Co. ....                | —        |
|                                          |           | Norwich Union Fire Ins. Soc'y Ltd. .... | 67       |
|                                          |           | Oakes-Gray Realty Ltd. ....             | 61       |
|                                          |           | Occidental Fire Insurance Co. ....      | 65       |
|                                          |           | O'Hara & Co., H. ....                   | 56       |
|                                          |           | Oldfield, Kirby & Gardner .....         | 59       |
|                                          |           | Ontario Fire Ins. Co. ....              | 65       |
|                                          |           | Ontario Loan & Debenture Co. ....       | 9        |
|                                          |           | Osler & Hammond .....                   | 64       |
|                                          |           | Osler, Hammond & Nanton .....           | 64       |
|                                          |           | Pace, Harrison & Millar .....           | 58       |
|                                          |           | Patterson & Co., A. ....                | 64       |
|                                          |           | Peerless Carbon Co. ....                | 19       |
|                                          |           | Pender & Co., D. A. ....                | 14       |
|                                          |           | Peverett & Barrett .....                | 58       |
|                                          |           | Phoenix Assurance Co. Ltd. ....         | 68       |
|                                          |           | Policyholders' Mutual .....             | 70       |
|                                          |           | Pope, Rooke & Grant .....               | 15       |
|                                          |           | Providence Washington Ins. Co. ....     | 20       |
|                                          |           | Prudential Life Insurance Co. ....      | 70       |
|                                          |           | Prudential Ins. Co. of America. ....    | —        |
|                                          |           | Quebec Bank .....                       | 4        |
|                                          |           | Reade, Hubert T. ....                   | 15       |
|                                          |           | Regina .....                            | 16       |
|                                          |           | Robinson & Black .....                  | 62       |
|                                          |           | Ronald, Griggs & Co. ....               | 15       |
|                                          |           | Ross & Shaw .....                       | 61       |
|                                          |           | Rounding Land Co. ....                  | 80       |
|                                          |           | Royal Bank of Canada .....              | 5        |
|                                          |           | Royal Canadian Agencies .....           | 60       |
|                                          |           | Royal Exchange Assurance .....          | 66       |
|                                          |           | Royal Securities Corporation Ltd. ....  | —        |
|                                          |           | Royal Trust Co. ....                    | 11       |
|                                          |           | Russell Motor Car Co. ....              | —        |
|                                          |           | Ruttan & Co. ....                       | 61       |
|                                          |           | Saskatchewan General Trusts .....       | 12       |
|                                          |           | Saskatchewan Inv. and Trust Co. ....    | 14       |
|                                          |           | Saskatchewan Mortgage Corp. ....        | 8        |
|                                          |           | Saskatoon Board of Trade .....          | 14       |
|                                          |           | Saskatoon Commission Co. ....           | 60       |
|                                          |           | Saskatoon Mercantile Agency .....       | 15       |
|                                          |           | Shaw Correspondence School .....        | 690      |
|                                          |           | Sproatt, Alan .....                     | 17       |
|                                          |           | St. Boniface .....                      | 56       |
|                                          |           | St. Cyr, Gonthier & Frigon .....        | 67       |
|                                          |           | St. Paul Fire & Marine Ins. Co. ....    | 3        |
|                                          |           | Standard Bank of Canada .....           | 61       |
|                                          |           | Standard Investment Co. ....            | 71       |
|                                          |           | Standard Life Assurance Co. ....        | 9        |
|                                          |           | Standard Reliance Mortgage Corp. ....   | 58       |
|                                          |           | Standard Securities Limited .....       | 13       |
|                                          |           | Standard Trusts Co. ....                | 6        |
|                                          |           | Sterling Bank of Canada .....           | 12       |
|                                          |           | Sterling Mortgage Investment Co. ....   | 58       |
|                                          |           | Sterling Trusts Corporation .....       | 66       |
|                                          |           | Stutchbury, H. ....                     | 70       |
|                                          |           | Sun Fire Insurance Co. ....             | 12       |
|                                          |           | Sun Life of Canada .....                | 20       |
|                                          |           | Taylor, J. and J. ....                  | 15       |
|                                          |           | Taylor & Colwill .....                  | 12       |
|                                          |           | Title & Trust Co. ....                  | 63       |
|                                          |           | Toole, Peet & Co. ....                  | 11       |
|                                          |           | Toronto Gen'l Trusts Corp. ....         | 8        |
|                                          |           | Toronto Mortgage Co. ....               | 18       |
|                                          |           | Toronto Paper Mfg. Co. Ltd. ....        | 60       |
|                                          |           | Tracksell, Douglas & Co. ....           | 12       |
|                                          |           | Trustee Company, Ltd. ....              | 8        |
|                                          |           | Trust Co. of Winnipeg .....             | 12       |
|                                          |           | Trusts and Guarantee Co. ....           | 65       |
|                                          |           | Union Assurance Society Ltd. ....       | 6        |
|                                          |           | Union Bank of Canada .....              | 67       |
|                                          |           | Union Fire Insurance Co. ....           | 71       |
|                                          |           | Union Mutual Life Insurance Co. ....    | 11       |
|                                          |           | Union Trust Co. ....                    | 20       |
|                                          |           | Vancouver Trust Co. Ltd. ....           | 60       |
|                                          |           | Waghorn, Gwynn & Co. ....               | 66       |
|                                          |           | Waterloo Mutual Fire Ins. Co. ....      | 19       |
|                                          |           | Watrous Engine Works Co. Ltd .....      | 61       |
|                                          |           | Weaver, Ltd., George .....              | 67       |
|                                          |           | Western Assurance Co. ....              | 70       |
|                                          |           | Western Empire Life Ass. Co. ....       | 69       |
|                                          |           | Western Life Assurance Co. ....         | 13       |
|                                          |           | Western Trust Co. ....                  | 11       |
|                                          |           | Westminster Trust, Ltd. ....            | 5        |
|                                          |           | Weyburn Security Bank .....             | 64       |
|                                          |           | Whitaker & Co., G. S. ....              | 15       |
|                                          |           | Williamson & Co., Rutherford .....      | 64       |
|                                          |           | Willoughby-Sumner Co., J. H. C. ....    | 15       |
|                                          |           | Wilson & Perry .....                    | —        |
|                                          |           | Winnipeg .....                          | 53       |
|                                          |           | Wood, Gundy & Co. ....                  | —        |

THE value of any paper as an advertising medium is the circulation multiplied by the purchasing power per subscriber, then divided by the rate. The reasonable advertising rates and good circulation of The Monetary Times are strong points in its favor, but the unusually high purchasing power per subscriber makes it one of the very best advertising mediums obtainable in Canada.