

## BOND OFFERINGS

*Lists of bonds which we offer sent on application. Every Security possesses the qualities essential in a sound investment, combining SAFETY OF PRINCIPAL AND INTEREST with THE MOST FAVORABLE INTEREST RETURN.*

**Government — Municipal Corporation and Proven Industrial Bonds.**

**Yield 4% to 6%**

*We shall be pleased to aid you in the selection of a desirable investment.*

**DOMINION SECURITIES CORPORATION-LIMITED**  
TORONTO. MONTREAL. LONDON. ENG.

The  
Outdoor  
Girl



who loves her favorite sports and takes interest in her social duties must protect her complexion. Constant exposure means a ruined skin.

**Gouraud's Oriental Cream**

affords the complexion perfect protection under the most trying conditions and renders a clear, soft, pearly-white appearance to the skin. In use for nearly three quarters of a century.

Send 10c. for trial size 17

**FERD. T. HOPKINS & SON**  
344 West St. Paul Street Montreal, Que.

## Policies as "Good as Gold"—Profit Scale Increased

**P**ROBABLY no class of financial institutions is doing more for the people of Canada during this war period than the Canadian Life Insurance Companies. Restrictions in all old policies as to service in time of war have been waived, and many thousands of dollars have been paid in claims on the Soldier's

Lives through this voluntary act on the part of the Companies.

Notwithstanding this liberality, the financial position of the—

### LONDON LIFE INSURANCE COMPANY

HEAD OFFICE : : LONDON, CANADA

has attained such strength, and the Profit Earnings have been so favorable, that an **INCREASED SCALE OF PROFITS** was authorized for 1916. The Company's record was already unique in that Profits Exceeded Estimates by One-Third. The New Scale will greatly increase the already remarkably favorable record.

**Your Life Insurance Investments are absolutely safe with such a Company**

: : **Inquire for our "Endowment at Life Rate"** : :