

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

PROSPECTUSES

Nova Scotia Steel & Coal Co., Ltd.....	811
United Investors, Ltd.	813

Acadia Fire Insurance Co.	66	Debentures for Sale	814	Law Union & Rock Ins. Co. Ltd.	66	Providence Washington Ins. Co.	72
Acadia Trust Co.	13	Dividends and Notices	815	Legal Notices.....	17 & 18	Provincial Fire Ins. Co.	68
Aldous & Laing, Montague	8	Dobereiner Bros.	61	Lethbridge Board of Trade.....	17	Prudential Life Insurance Co.	70
Alliance Investment Co.	60	Dominion Bank	2	Liverpool & Lon. & Globe Ins. Co.	66	Prudential Life of America.....	71
Alloway & Champion	55	Dominion Bond Co. Ltd.	53	Liverpool-Manitoba Assurance Co.	65		
Alvo von Alvensleben, Ltd.	59	Dominion of Can. G. & A. Ins. Co.	69	London Assurance	66	Quebec Bank	4
American Bank Note Co.	1	Dominion Gresham Guarantee & Casualty Co.	69	London & Can. Loan & Agency Co.	8		
Ames & Co., A. E.	56	Dominion Investors' Corp.	59	London City & Midland Bank.....	7	Reade, Hubert T.	15
Anderson, Lunney & Co.	62	Dominion Life Insurance Co.	70	London Guarantee & Accident Co.	69	Reliance Loan & Savings Co.	8
Anglo-American Fire Ins. Co.	65	Dominion Permanent Loan Co.	8	Lon. & Lancashire Assur. Assoc'n	—	Robinson & Black.....	62
Anglo-South American Bank, Ltd.	7	Dominion Savings & Inv. Soc'y	8	London & Lancashire Fire Ins. Co.	67	Roome, E. H.	59
Associated Mortgage Investors	72	Dominion School of Acc. & Fin.	19	London & Lan. Guar. & Acc. Co.	72	Ross & Shaw	62
Atlas Assurance Co.	65	Dominion Securities Corp. Ltd.	61	London Life	71	Rounding Land Co.	60
Austin & Co., A. E.	60	Dominion Security Co.	61	London Mutual Fire Insurance Co.	67	Royal Bank of Canada.....	58
		Dominion Stock & Bond Corp.	10	Loney & Co., Richard	62	Royal Canadian Agencies	58
Bank of British North America	3	Dominion Trust Co., Ltd.	11	Lougheed, Bennett, McLaws & Co.	15	Royal Exchange Assurance.....	66
Bank of Hamilton.....	5	Dominion & Western Agencies	63	Lovell, G. J.	62	Royal Securities Corporation Ltd.	55
Bank of Montreal.....	2	Don Valley Brick Works	17			Royal Trust Co.	11
Bank of New South Wales.....	4	Dunmore	17	Macleod, W. A.	812	Russell Motor Car Co.	—
Bank of Nova Scotia.....	3	Dun & Co., R. G.	18	MacMillan Co., N. T.	63	Ruttan & Co.	61
Bank of Ottawa.....	5			McAra Brothers & Wallace.....	10		
Bank of Toronto	3	Eastern Securities.....	56	McCallum & Vannatter.....	58	Saskatchewan General Trusts Corp.	12
Bank of Vancouver	7	Economical Mutual Fire Ins. Co.	68	McCurdy & Co., F. B.	57	Saskatchewan Inv. and Trust Co.	13
Banque Nationale, La	72	Edwards & Ronald	14	McCutcheon Bros.	62	Saskatchewan Mortgage Corp.	8
Barber & Ellis	15	Edwards, Morgan & Co.	14	McGillivray, Vibert & McGillivray	64	Saskatoon Board of Trade.....	16
Bicknell, Bain, Strathy & McKelcan	18	Empire Loan Co.	9	McQuaid, E. S.	15	Saskatoon Commission Co.	60
Biggs & Co., J. C.	15	Employers' Liability Assur. Corp.	68	Macaulay & Nicolls	63	Saskatoon Mercantile Agency	15
Blake, Lash, Anglin & Cassels	57	Equity Fire Insurance Co.	68	Mackay & Co., J. A.	57	Shaw Correspondence School.....	—
Bond Buyer, The	57			Manley Agency Ltd. Ralph	63	Smith & Co., R. H.	60
Brandon	68	Falls, Chambers & Co.	14	Mark, S. F.	62	Sovereign Life Assurance Co.	—
British America Assurance Co.	1	Faulkner & Co., W. A.	62	Martin & Hargreaves, Ltd.	56	Sproatt & Co., Alan	58
British American Bank Note Co.	11	Federal Life Assurance Co.	12	Mellish, Arthur J. B.	15	St. Boniface	16
British Canadian Securities	64	Fidelity Trust Co.	12	Melville, R. M.	18	St. Cyr, Gonthier & Frigon.....	67
British & Canadian Underwriters	68	Finance Securities.....	62	Mercantile Fire Insurance Co.	66	St. Paul Fire & Marine Ins. Co.	67
British Colonial Fire Ins. Co.	68	Frank, Wm.	61	Mercantile Trust Co. of Can. Ltd.	11	Standard Bank of Canada.....	3
British Columbia Life Ass. Co.	69			Merchants Bank of Canada	6	Standard Investment Co.	61
British Crown Assurance Corp.	9	Gen. Accident Assur. Co. of Canada	1	Meredith & Co. Ltd., C.	53	Standard Life Assurance Co.	71
British Crown Mortgage Co.	—	Gilbert, Fred. C.	14	Merson & Co., G. O.	14	Standard Loan Co.	8
British Northwestern Fire	64	Gill, James	59	Metropolitan Bank	6	Standard Securities Limited.....	55
Brook & Allison	18	Gladwell, Wilson & Co.	14	Mighton, Bell & Turner.....	64	Standard Trusts Co.	13
Brown Bros. Ltd.	56	Goldie, A. W.	14	Miller & Co., Robert.....	14	Sterling Bank of Canada	6
Browne & Co., W. Graham	63	Goldie & McCulloch Co. Ltd.	20	Mohr, Learmonth Co.	18	Sterling Mortgage Investment Co.	6
Buffet, Bonin Realty Co.	57	Gordman & Company	20	Molson Bank	4	Sterling Trusts Corporation.....	12
Burgess & Co., C. H.	72	Gordon & Co., Ltd., H. F.	63	Monarch Life Assurance Co.	69	Stutchbury, H.	58
Business Systems, Ltd.	63	Grand Trunk Railway Systems.....	18	Montreal Trust Co.	11	Sun Fire Insurance Co.	66
Butler, Byers Bros. & Codere	63	Great North West Investments.....	—	Morris, John	60	Sun Life of Canada	70
		Great-West Life Assurance Co.	70	Morton, Bartling & Co.	10		
Caldwell, Dunn & Fraser.....	15	Greenfields & Co.	57	Murray, B. W.	18	Taylor, J. and J.	20
Caledonian Insurance Co.	67	Gresham Life Assurance Society	70	Murray, L. W.	70	Taylor & Colwill.....	15
Cameron & Co., A. P.	64	Guardian Assurance Company	68	National Appraisal Co.	72	Thompson & Carper, Ltd.	58
Canada Industrial Bond Corp.	56	Guess & Haultain	18	National Bank of Scotland	5	Title & Trust Co.	12
Canada Life Assurance Co.	71			National Finance Co. Ltd.	13	Tomlinson & Co., A.	57
Canada National Fire Ins. Co.	65	Hamilton Provident & Loan Soc'y	9	National Trust Co. Ltd.	11	Toole, Peet & Co.	63
Canada Nat'l. Mortgage & Inv. Co.	9	Hanson & Co., Ltd., A. H.	59	Natural Resources Security Co.	62	Toronto Gen'l Trusts Corp.	11
Canada Permanent Mort. Corp.	55	Harris & Co., Inc., N. W.	55	Nay & James	58	Toronto Mortgage Co.	18
Canada Securities Corp. Ltd.	57	Heath & Co., John	19	Neely's Limited	55	Toronto Paper Mfg. Co. Ltd.	18
Canadian Agency, Ltd.	58	Henderson & Co., W. A.	14	Nesbitt, Thomson & Co.	55	Tracksell, Douglas & Co.	60
Canadian Appraisal Co. Ltd.	2	Hettle & Co., J. O.	10	New Westminster	70	Trustee Company, Ltd.	12
Canadian Bank of Commerce	13	Hextall & Co., J.	58	North American Life Assurance Co.	67	Trustee Co. of Winnipeg.....	12
Canadian Guaranty Trust Co.	18	Hodge, W. E.	14	North British & Mercan. Ins. Co.	63	Trusts and Guarantee Co.	12
Can. Office & School Furn. Co. Ltd.	65	Home Bank of Canada	4	North Coast Land Co.	67	Union Assurance Society Ltd.	65
Canada-Phoenix Insurance Co.	61	Home Life Association of Canada	70	Northern Assurance Co. Ltd.	67	Union Bank of Canada.....	6
Cathcart, Price & Boyd, Ltd.	64	Hopkinson, Joseph	14	Northern Crown Bank	4	Union Fire Insurance Co.	67
Clare & Co. Ltd., G. H.	14	Hudson Bay Insurance Co.	68	Northern Life Assurance Co.	71	Union Mutual Life Insurance Co.	71
Clarkson, Gordon & Dilworth.....	18	Huron & Erie Loan & Savings Co.	9	Northern Trusts Co.	67	Union Trust Co.	12
Coffee & Co., L.	68			Norwich Union Fire Ins. Soc'y Ltd.	67	Vancouver Trust Co. Ltd.	20
Colonial (Fire) Assurance Co.	13	Imperial Bank of Canada.....	2	Nova Scotia Fire Ins. Co.	65		
Columbia Trust Co. Ltd.	10	Imperial Canadian Trust Co.	12	Oakes Land Co.	61	Waghorn, Gwynn & Co.	60
Commercial Loan & Trust Co.	68	Imperial Guar. & Accident Ins. Co.	69	Occidental Fire Insurance Co.	65	Waterloo Mutual Fire Ins. Co.	66
Commercial Union Assurance Co.	818	Imperial Life Assurance Co.	71	O'Hara & Co., H.	56	Watrous Engine Works Co. Ltd.	19
Condensed Advertisements	71	Insurance Agencies Limited.....	20	Oldfield, Kirby & Gardner	59	Weaver, Ltd., George.....	60
Confederation Life Association	71	Insurance Co. of North America	—	Ontario Fire Ins. Co.	65	Welch, Harry J.	15
Continental Life Insurance Co.	15	International Engineering Works Ltd.	—	Ontario Loan & Debenture Co.	9	Western Assurance Co.	67
Conybeare, Church & McArthur	14	International Securities Co. Ltd.	60	Osler & Hammond	64	Western Empire Life Ass. Co.	70
Corbould, Charles D.	56	Island Investment Co. Ltd.	8	Osler & Hammond & Nanton	64	Western Life Assurance Co.	69
Coulthard & Harrison	9			Pace, Harrison & Millar	60	Western Trust Co.	13
Credit Foncier, F. C.	14	Jarvis & Co., Emilius	20	Patterson & Co., A.	64	Westminster Trust Co.	13
Crehan, Mouat & Co.	14	Jenkins & Hardy	14	Peerless Carbon Co.	—	Weyburn Security Bank	5
Cross & Menzies.....	14			Pender & Co., D. A.	14	Whitaker & Co., G. S.	64
Crown Life Insurance Co.	11	King Co., William S.	64	Peverett & Barrett.....	62	Williamson & Co., Rutherford.....	15
Crown Trust Co.	71	Laing & Turner	14	Phoenix Assurance Co. Ltd.	68	Willoughby-Sumner Co., J. H. C.	64
				Policyholders' Mutual.....	70	Wilson & Perry	15
Dale, A. A. M.	14			Pope, Rooke & Grant.....	15	Winnipeg	146
Day Investment Co., A. P.	56					Wood, Gundy & Co.	53
						Wood, J. & L. M.	55

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.