

INDEX TO ADVERTISEMENTS

	PAGE		PAGE
Barristers and Solicitors.....	13	Insurance Companies	61 to 67
Chartered Accountants	12 and 13	Investment and Loan Companies	8 and 19
Chartered Banks	2 to 7	Investment Offerings	47 to 60
Community Advertising	14 and 15	Trust Companies	10 and 11

Prospectus

Anglo-Canadian Mortgage Inv. Corp.	245
---	-----

Acadia Fire Insurance Co.	62	Crown Life Insurance Co.	67	Lloyds Bank Ltd.	7	Quebec Bank	4
Acadia Trust Co.	—	Crown Trust Co.	10	Loewen, Harvey & Humble	56	Reade, Hubert T.	13
Aikens & Pepler	56	Curran Brothers	57	London Assurance	62	Regina	14
Albert, Karl K.	57	Dale, A. A. M.	12	London & British North Amer. Co.	54	Reliance Loan & Savings Co.	9
Aldous & Laing, Montague	8	Debentures for Sale	48	London & Can. Loan & Agency Co.	8	Robb Engineering Co.	—
Alliance Investment Co.	53	Devenish & Co., O. D.	50	London City & Midland Bank.	7	Robinson & Black	58
Alloway & Champion	50	Dividends and Notices	248	London Guarantee & Accident Co.	65	Roome, E. H.	55
Alvo von Alvensleben, Ltd.	54	Dominion Bank	2	Lon. & Lancashire Assur. Assoc'n	68	Ross & Shaw	58
American Bank Note Co.	1	Dominion Bond Co. Ltd.	47	London & Lancashire Fire Ins. Co.	68	Rounding Land Co.	56
Ames & Co., A. E.	51	Dominion of Can. G. & A. Ins. Co.	65	London & Lan. Guar. & Acc. Co.	67	Royal Bank of Canada.	5
Anderson, Lunney & Co.	54	Dominion Investors' Corp.	52	London Mutual Fire Insurance Co.	63	Royal Canadian Agencies.	52
Anglo-American Fire Ins. Co.	61	Dominion Life Insurance Co.	66	Loney & Co., Richard.	58	Royal Exchange Assurance	62
Associated Mortgage Investors	68	Dominion Permanent Loan Co.	8	Lougheed, Bennett, McLaws & Co.	13	Royal Securities Corporation Ltd.	51
Atlas Assurance Co.	61	Dominion Savings & Inv. Soc'y	8	Lougheed & Taylor Ltd.	56	Royal Trust Co.	10
Austin & Co., A. E.	56	Dominion Securities Corp. Ltd.	17	Lovell, G. J.	58	Ruttan, R. A.	57
Bailey, Burwash & Eakins	—	Dominion Security Co.	57	McAra Brothers & Wallace.	59	Saskatchewan Inv. and Trust Co.	55
Bank of British North America	3	Dominion Trust Co. Ltd.	10	McCaig Brothers & Co.	53	Saskatchewan Mortgage Corp.	8
Bank of Hamilton	5	Don Valley Brick Works	—	McCurdy & Co., F. B.	1	Saskatoon Board of Trade.	14
Bank of Montreal	2	Dun & Co., R. G.	16	McCutcheon Bros.	58	Saskatoon Mercantile Agency	16
Bank of New Brunswick	6	Economical Mutual Fire Ins. Co.	64	McQuaid, E. S.	13	Scott, Hill & Co.	60
Bank of New South Wales.	4	Edwards & Ronald	12	Macaulay & Nicolls	59	Smith, Henry Y.	59
Bank of Nova Scotia	3	Edwards, Morgan & Co.	12	MacDonald & Co., Jos.	60	Smith & Co., R. H.	59
Bank of Ottawa	5	Empire Loan Co.	9	Mackay & Co., J. A.	51	Sovereign Life Assurance Co.	65
Bank of Toronto	3	Employers' Liability Assur. Corp.	65	Manitoba Assurance Co.	61	St. Cyr, Gonthier & Frigon.	49
Bank of Vancouver	6	Equity Fire Insurance Co.	64	Mark, S. F.	58	St. Paul Fire & Marine Ins. Co.	63
Banque Nationale, La	5	Falls, Chambers & Co.	12	Mellish, Arthur J. B.	13	Standard Bank of Canada.	3
Barber & Ellis	68	Faulkner & Co., W. A.	60	Melville, R. M.	16	Standard Life Assurance Co.	67
Bicknell, Bain, Strathy & M'Kelcan	13	Federal Life Assurance Co.	67	Mercantile Fire Insurance Co.	62	Standard Loan Co.	8
Biggs & Co., J. C.	50	Finance Securities.	58	Mercantile Trust Co. of Can. Ltd.	10	Standard Trusts Co.	11
Blake, Lash, Anglin & Cassels	13	Ford Motor Co.	—	Merchants Bank of Canada	6	Sterling Bank of Canada	6
Boyd, David B.	55	Geddes & Sheffield.	59	Merchants Fire Insurance Co.	62	Sterling Mortgage Investment Co.	8
Brandon	15	Gen. Accident Assur. Co. of Canada	1	Meredith & Co. Ltd., C.	47	Sterling Trusts Corporation.	10
Brent, Noxon & Co.	53	German American Insurance Co.	64	Metropolitan Bank	7	Stutchbury, H.	52
British America Assurance Co.	64	Gilbert, Fred. C.	12	Michener, Carscadden & Co.	56	Sun Fire Insurance Co.	62
British American Bank Note Co.	1	Gill & Casement	55	Mighton, Bell & Turner.	56	Sun Life of Canada.	66
British American Trust Co. Ltd.	10	Gladwell, Wilson & Co.	12	Miller, H. H.	16	Taylor, J. J.	18
British Canadian Securities	58	Goldie, A. W.	12	Miller & Co., Robert.	12	Taylor & Colwell.	13
British & Canadian Underwriters	64	Goldman & Company	18	Milnes Coal Co.	16	Thompson & Carper, Ltd.	55
British Colonial Fire Ins. Co.	61	Grand Trunk Railway Systems.	16	Molsons Bank	4	Title & Trust Co.	11
British Crown Mortgage Co.	9	Great North West Investments.	59	Monarch Life Assurance Co.	66	Toole, Peet & Co.	60
British Northwestern Fire	—	Great-West Life Assurance Co.	66	Moose Jaw, Sask.	14	Toronto Gen'l Trusts Corp.	10
Brook & Allison	60	Great West Permanent Loan Co.	53	Morris, John.	56	Toronto Mortgage Co.	8
Brown Bros. Ltd.	16	Greenshields & Co.	51	Morton, Bartling & Co.	52	Toronto Paper Mfg. Co. Ltd.	246
Browne & Co., W. Graham	53	Gresham Life Assurance Society	66	Murray, B. W.	16	Tracksell, Douglas & Co.	58
Bruce Realty Co., H. A.	56	Guardian Assurance Company	64	Mutual Life of Canada	66	Traders Bank of Canada.	4
Buffet, Bonin Realty Co.	60	Guess & Haultain.	246	National Bank of Scotland	5	Trustee Co. of Winnipeg.	8
Bulmer, Downie, Reid & Curle.	50	Hallewell & Co., J.	55	National Finance Co. Ltd.	52	Trusts & Guarantee Co.	11
Burgess & Co., C. H.	51	Hamilton Provident & Loan Soc'y	9	National Trust Co. Ltd.	10	Union Assurance Society Ltd.	61
Business Systems, Ltd.	68	Helliwell, Moore & MacLachlan.	12	Natural Resources Security Co.	58	Union Bank of Canada.	6
Butler & Byers	59	Henderson & Co., W. A.	12	Nay & James	49	Union Fire Insurance Co.	63
Caldwell & Dunn	13	Hodge, W. E.	12	Nelles & Co., A. W.	55	Union Life Insurance Co.	64
Caledonian Insurance Co.	63	Home Bank of Canada.	4	Nesbitt, Thomson & Co.	49	Union Mutual Life Insurance Co.	67
Campbell, Thompson & Co.	55	Home Life Association of Canada	6	North American Life Assurance Co.	66	Union Trust Co.	11
Canada Industrial Bond Corp.	52	Hudson Bay Insurance Co.	66	North British & Mercan. Ins. Co.	63	Vancouver Trust Co. Ltd.	18
Canada Life Assurance Co.	67	Hunt & Hanna	57	Northern Assurance Co. Ltd.	63	Waghorn, Gwynn & Co.	56
Canada National Fire Ins. Co.	61	Hunter & Boorman	54	Northern Crown Bank	7	Walch Land Co.	56
Canada Permt. Mort. Corporation	9	Huron & Erie Loan & Savings Co.	9	Northern Life Assurance Co.	67	Waterloo Mutual Fire Ins. Co.	62
Canada Securities Corp. Ltd.	49	Imperial Bank of Canada.	2	Northern Trusts Co.	—	Waterous Engine Works Co. Ltd.	17
Canada West Trust Co. Ltd.	11	Imperial Canadian Trust Co.	50	Norwich Union Fire Ins. Soc'y Ltd.	63	Watson, John B.	13
Canadian Agency, Ltd.	51	Imperial Guar. & Accident Ins. Co.	65	Oakes Land Co.	57	Welch, Harry J.	13
Canadian Appraisal Co. Ltd.	52	Imperial Life Assurance Co.	67	Occidental Fire Insurance Co.	61	Welton Brothers	49
Canadian Bank of Commerce	2	Insurance Co. of North America	68	O'Hara & Co., H.	51	Western Assurance Co.	63
Canadian City & T'n Properties.	57	Island Investment Co. Ltd.	8	Oldfield, Kirby & Gardner	54	Western Canada Accident.	—
Canadian Estates	10	Jarvis & Co., Aemilius	18	Ontario Fire Ins. Co.	63	Western Empire Life Ass. Co.	—
Canadian Guaranty Trust Co.	11	Jenkins & Hardy	12	Ontario Loan & Debenture Co.	9	Western Life Assurance Co.	—
Can. Office & School Furn. Co. Ltd.	16	Kennedy & Co., C. A.	53	Osler & Hammond	54	Western Trust Co.	11
Canadian-Phoenix Insurance Co.	61	King Co., William S.	60	Osler, Hammond & Nanton	49	Westminster T. & S. D. Co.	11
Capital Investment Co.	56	Laing, Turner & Love	12	Pace, Harrison & Millar	—	Weyburn Security Bank	7
Clare, G. H.	55	Law Union & Rock Ins. Co. Ltd.	62	Pattinson & Gunn	56	Whitaker & Co., G. S.	56
Clark, Robert Wm.	55	Legal Notice	246	Pender & Co., D. A.	12	Williamson & Co., Rutherford.	13
Clarkson & Cross	12	Lethbridge Board of Trade.	15	Peoples Trust Co. Ltd.	9	Willoughby-Summer Co., J. H. C.	49
Clarkson, Cross & Menzies	12	Liverpool & Lon. & Globe Ins. Co.	62	Peverett & Barrett.	58	Wilson & Perry	13
Coffee & Co., L.	16			Phoenix Assurance Co. Ltd.	64	Winnipeg	15
Colonial (Fire) Assurance Co.	64			Playle, Geo. H.	12	Winnipeg Fire Assurance Co.	61
Columbia Trust Co. Ltd.	11			Policyholders' Mutual.	66	Wood, Gundy & Co.	47
Commercial Loan & Trust Co.	60			Providence Washington Ins. Co.	18	Wood, J. & L. M.	49
Commercial Union Assurance Co.	64			Prudential Life Insurance Co.	66	Yorkton Board of Trade.	—
Condensed Advertisements	249			Prudential Life of America.	—		
Confederation Life Association	67						
Continental Life Insurance Co.	67						
Conybeare, Church & McArthur	13						
Corbould, Charles D.	12						
Credit Foncier, F. C.	9						
Crehan, Mouat & Co.	12						

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.