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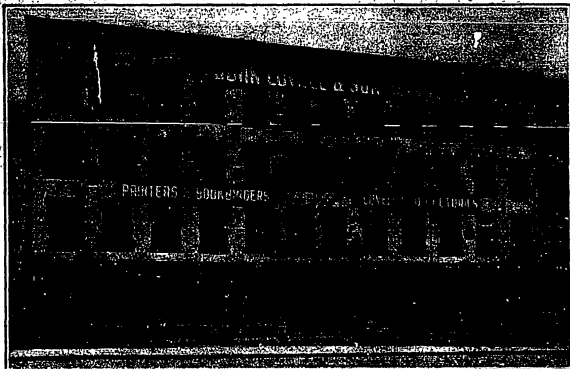
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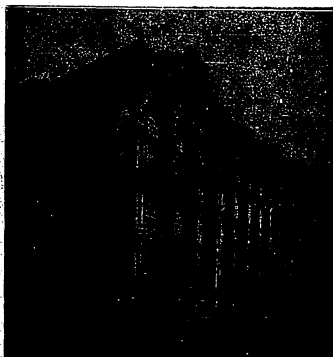
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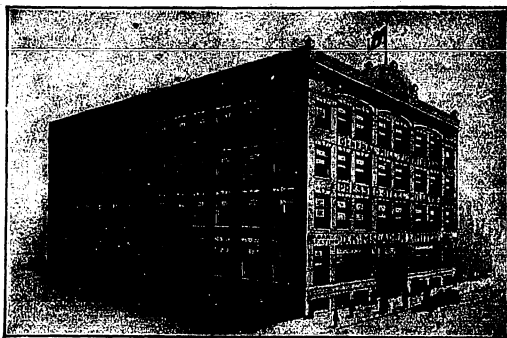
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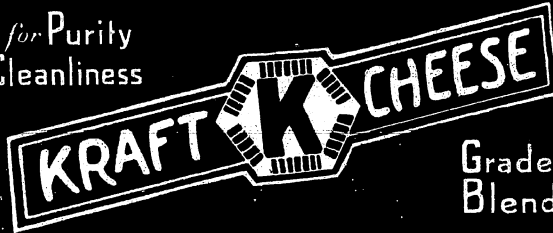
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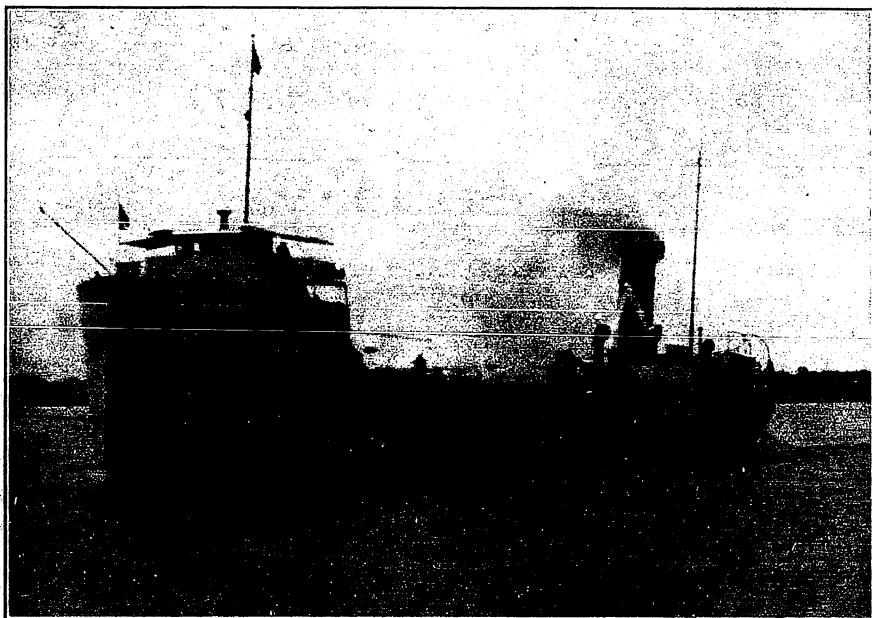


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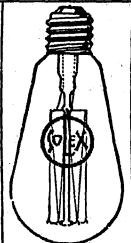
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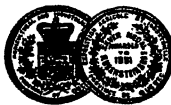
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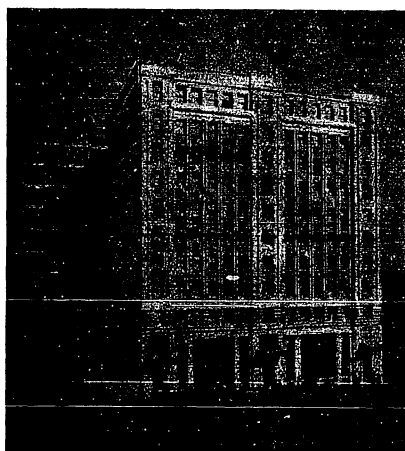
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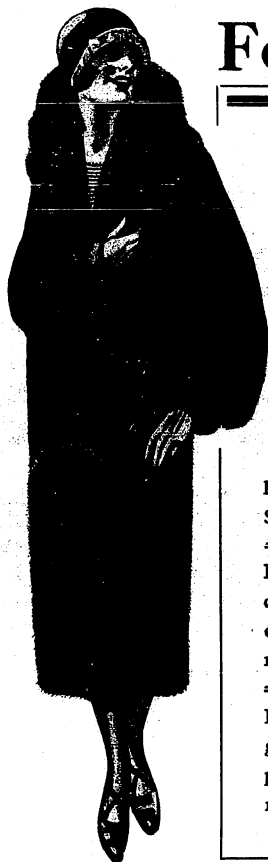
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**JOHN LOVELL & SON, LIMITED**

23-29 ST. NICHOLAS ST. MONTREAL TELEPHONE MAIN 0229

# ALLIANCE NATIONALE

## SOCIÉTÉ D'ASSURANCE MUTUELLE

VIE, MALADIE, INVALIDITÉ, ACCIDENT, PENSION DE VIEILLESSE  
LA PLUS PROSPÈRE DU CONTINENT

Cette institution fait honneur aux nôtres et ses succès dépassent toutes les espérances des fondateurs. Elle compte maintenant 639 succursales réparties dans tout le Canada et la Nouvelle-Angleterre. Son effectif au 31 décembre 1924 était comme suit:

	Nombre de membres	Nombre de certificats	Assurance en force
Adultes .....	33,637	34,338	\$28,546,675.17
Enfants .....	1,680	1,688	186,014.75
<b>Total .....</b>	<b>35,317</b>	<b>36,026</b>	<b>\$28,732,689.92</b>

Le rapport financier et le rapport de l'actuaire font voir l'excellente position financière dans laquelle se trouve notre grande institution et les garanties incontestables qu'elle offre pour les nombreux avantages que comportent ses certificats.

En prévision des charges plus lourdes que lui imposera l'avenir, l'Alliance Nationale accumule prudemment un capital de garantie.

### CAPITAL ACCUMULÉ

Caisse d'assurance-vie	au 31 décembre 1924 .....	\$5,159,120.18
Caisse des malades	au 31 décembre 1924 .....	647,138.68
Caisse d'assurance-infantile	au 31 décembre 1924 .....	9,717.67
Assurance de groupe	au 31 décembre 1924 .....	365.90
Caisse générale	au 31 décembre 1924 .....	41,059.60
Surplus de remise	au 31 décembre 1924 .....	1,654.97
<b>Total .....</b>		<b>\$5,859,057.00</b>

### BÉNÉFICES QUE L'ALLIANCE NATIONALE ACCORDE À SES MEMBRES

Elle émet des certificats de participation de \$250 à \$5,000.

1. **Certificat Système No 1**—Assurance-vie, pouvoir d'emprunt, certificat de participation acquise;
2. **Certificat Système No 2**—Assurance-vie, bénéfice d'invalidité, pouvoir d'emprunt, certificat de participation acquise, pension à 70 ans;
3. **Certificat Système No 3**—Assurance-vie, bénéfice d'invalidité, pouvoir d'emprunt, certificat de participation acquise, pension à 60 ans;
4. **Certificat Système No 4**—Assurance-vie, bénéfice d'invalidité, pouvoir d'emprunt et valeur de rachat, certificat de participation acquise, prolongation d'assurance;
5. **Certificat Système No 5**—Assurance-vie à primes temporaires de 10, 15, 20, 25 et 30 ans, au choix du membre, bénéfice d'invalidité, pouvoir d'emprunt et valeur de rachat, certificat de participation acquise, prolongation d'assurance;
6. **Certificat Système No 6**—Dotation—Périodes de paiement de 10, 15, 20, 25 et 30 ans, au choix du membre, bénéfice d'invalidité, pouvoir d'emprunt et valeur de rachat, certificat de participation acquise, prolongation d'assurance;
7. **Bénéfices en Maladie**—\$5.00 par semaine pendant vingt semaines par année de calendrier jusqu'à concurrence de \$400. Les membres du sexe masculin ont le privilège de s'inscrire au double bénéfice et de recevoir une indemnité hebdomadaire de \$10.

### ASSURANCE INFANTILE

L'Alliance Nationale assure la vie des enfants.

### ADMISSION DES DEUX SEXES AUX MÊMES CONDITIONS

Grâce à son administration sage et prudente et à sa situation exceptionnelle, l'Alliance Nationale a passé la guerre et l'épidémie sans faire d'appel spécial pour rencontrer ses obligations. Peu d'institutions du genre peuvent se payer ce compliment. Ayons un ardent amour pour nos véritables intérêts nationaux.

Notre devoir est d'entourer nos institutions de tout ce qui peut contribuer à leur stabilité.

Les Canadiens-français ne conserveront leur influence nationale qu'en imitant l'esprit pratique des nationalités au milieu desquelles ils vivent.

395, avenue Viger E., Montréal. - Tel. Est 3016 - 3017 - 3018

# DALE & COMPANY

LIMITED

## *Marine, Fire & Casualty Underwriters*

*President: R. J. DALE Lloyd's Agent*

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**ALL CLASSES of INSURANCE TRANSACTED  
REPRESENTING LEADING BRITISH  
AND AMERICAN COMPANIES**

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**HALIFAX, TORONTO, WINNIPEG, VANCOUVER & ST. JOHN'S, N'FLD.**

**ASSOCIATE OFFICES**

**DALE & LAW, LIMITED, QUEBEC  
PAYNE & HARDY, LIMITED, HAMILTON, ONT.  
D. J. MORLAND, LIMITED, NORTH BAY, ONT.**

---

**TELEPHONE MAIN**

**4811**

**PRIVATE EXCHANGE CONNECTING ALL DEPARTMENTS**

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**HEAD OFFICE**

**Coristine Building :: Montreal**

THE  
**EMPLOYERS' LIABILITY  
 ASSURANCE CORPORATION LIMITED**

OF LONDON, ENGLAND



**Transacts All Classes of Fire and Casualty Insurance**

INCLUDING

**AUTOMOBILE (Full Cover) :: ACCIDENT & SICKNESS  
 BURGLARY : BOILER : EXPLOSION : HAIL : PLATE GLASS  
 SPRINKLER LEAKAGE :: RIOT & CIVIL COMMOTION  
 USE & OCCUPANCY :: GUARANTEE & SURETY BONDS  
 WORKMEN'S COMPENSATION :: LOSS of PROFITS  
 PUBLIC & GENERAL LIABILITY**

***Total Assets Exceed \$42,000,000.00***

**C. W. I. WOODLAND**

*General Manager for Canada and Newfoundland*

**JOHN JENKINS**

*Fire Manager*

**APPLICATIONS FOR AGENCIES IN MONTREAL AND SUBURBS ARE INVITED**

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 OFFICES**

**INSURANCE EXCHANGE**

**MONTREAL**

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**TORONTO**

**Also WINNIPEG :: CALGARY :: VANCOUVER**

# INSURANCE COMPANY OF NORTH AMERICA

FOUNDED A.D. 1792

**CAPITAL . . . . . \$ 7,500,000.00**  
**TOTAL ASSETS . . . . . 53,306,605.04**

**FIRE, MARINE, AUTOMOBILE, TOURIST, HAIL, RENT, INLAND  
 FLOATERS, BAGGAGE, THEATRICAL, PARCEL POST,  
 SALESMAN'S SAMPLES, WAR RISK, HORSE AND  
 WAGON, RIOT & CIVIL COMMOTION,  
 USE AND OCCUPANCY,  
 MOTOR CYCLE**



***LOSSES PAID SINCE ORGANIZATION :: :: :: \$278,639,718.80***

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 UNITED STATES, AND SETTLING AGENTS IN ALL FOREIGN COUNTRIES**

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 LIMITED

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**INSURANCE**

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National Liverpool Underwriters Agency  
Beaver Fire Insurance Company

LEWIS BUILDING    Telephones, MAin 4373-5204    17 ST. JOHN STREET

**P. C. HART & COMPANY LIMITED**

*Insurance Brokers*

EXCEPTIONAL FACILITIES FOR PLACING ANY KIND — ANYWHERE

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*Insurance Broker*

Special Facilities for Transacting  
Insurance of all Kinds



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Residence: 4458 Sherbrooke Street, Westmount.    ::    Phone Westmount 6458

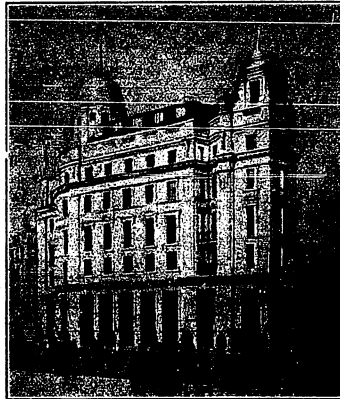
A.D. 1720

FIRE INSURANCE

A.D. 1925

# THE LONDON ASSURANCE

Incorporated  
by  
Royal Charter  
A.D. 1720



*“Tested by  
the fires of  
over two  
centuries”*

HEAD OFFICE: LONDON, ENG.

**Total Assets Exceed . . \$53,000,000**

**Note:** *The London paid \$7,600,000.00 losses arising from the San Francisco Disaster—an amount greater than that paid by any other Company, operating under a single name, in this or any other conflagration. This record stands without parallel in the history of insurance.*

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17 ST. JOHN STREET :: MONTREAL, QUE.

D. L. DURRANT  
Inspector Province of Ontario

Joint Managers:  
W. KENNEDY  
W. B. COLLEY

LUCIEN C. VALLEE  
Inspector Province of Quebec

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ASSURANCE CORPORATION LIMITED

OF LONDON, ENGLAND

*Established in Canada 1863*

LIFE FIRE CASUALTY AUTOMOBILE HAIL

General Agents for Fire, Casualty, etc., ROYAL AGENCIES LIMITED

## SCOTTISH METROPOLITAN

ASSURANCE COMPANY LIMITED

INSURANCES AGAINST FIRE, ACCIDENT AND  
SICKNESS

GUARANTEE BONDS

ELEVATOR AND GENERAL LIABILITY

AUTOMOBILE LIABILITY AND FIRE

EMPLOYERS LIABILITY

PUBLIC AND TEAMS LIABILITY

MARINE PLATE GLASS

### DIRECTORS for CANADA

H. B. MACKENZIE, Esq., Chairman  
General Manager, The Royal Trust Company

NORMAN J. DAWES, Esq.  
Managing Director, National Breweries Limited

E. C. PRATT, Esq.  
Bank of Montreal

C. W. TINLING, Esq.  
President and General Manager, National Drug & Chemical Co. of Canada, Limited

Fire Superintendent, C. E. CORBOLD  
Fire and Casualty Manager, ALEX HURRY

Casualty Superintendent, C. H. MOTT  
Secretary and Actuary, W. H. R. EMMERSON

MANAGER for CANADA :: ALEXANDER BISSETT

HEAD OFFICES FOR CANADA

NORTHERN BUILDING

CORNER ST. JOHN, HOSPITAL AND ST. ALEXIS STREETS

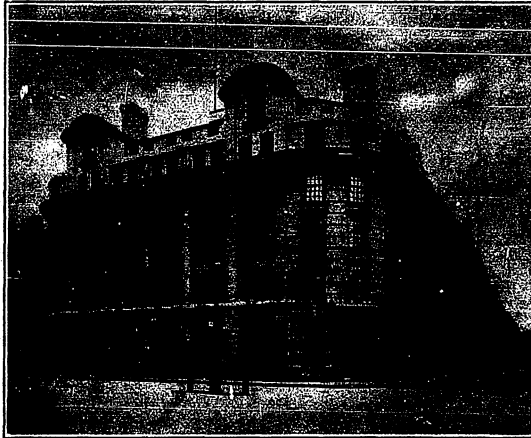
MONTREAL

Total Funds and Assets Exceed \$33,500,000.00

BRANCHES AND AGENCIES THROUGHOUT CANADA

## INSURANCE

THE  
**NORTHERN**  
 ASSURANCE COMPANY LIMITED  
 OF LONDON, ENGLAND

FIREAUTOMOBILEACCIDENTSICKNESSBONDS

LONDON HEAD OFFICE

BURGLARYEMPLOYERS'

&amp;

PUBLICLIABILITYPLATE GLASS

**Total Assets :: 1922 :: Exceed \$70,000,000**

## HEAD OFFICES

LONDON . . . . . 1 Moorgate

ABERDEEN . . . . . 1 Union Terrace

## HEAD OFFICE FOR CANADA

NORTHERN BUILDING**MONTREAL**

16 St. JOHN STREET

C. H. MOTT,  
*Casualty Superintendent*

ALEX. M. STEWART,  
*Fire Superintendent*

ALEX. HURRY,  
*Manager for Canada*

First British Insurance Office Established in Canada, A.D. 1804

# PHENIX ASSURANCE COMPANY LIMITED

OF LONDON, ENGLAND



FIRE

LIFE

MARINE

The "PHENIX" is one of the Oldest and Wealthiest Offices in existence, having been founded in the year 1782, in the reign of King George III.

**SECURITY**

The Accumulated Funds exceed \$150,000,000, and afford unsurpassed Financial Security to the Policyholders.

**PROMPT AND LIBERAL SETTLEMENTS**

The "PHENIX" has always enjoyed a reputation for *Prompt and Liberal Loss Settlements*, and a total sum exceeding \$850,000,000 has been paid in Claims. Deposits with the Dominion of Canada and vested in Canadian trustees under the Insurance Act for the security of Policyholders are over \$3,000,000.

100 ST. FRANCOIS XAVIER STREET, MONTREAL

J. B. PATERSON, Manager for Canada

C. W. C. TYRE, Secretary :: :: Wm. LAWRIE, Treasurer

**AGENTS WANTED**

CITY AGENTS, 86 NOTRE DAME STREET, WEST:

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|---------------------|----------------------|-------------------|
| Arthur Simard Reg'd | R. B. Common         | Louis G. Gaudreau |
| P. E. Galibert      | Paul Quimet          | J. B. Chevalier   |
| Horace Joseph       | Duncan Robertson     | A. U. Mailloux    |
| Louis Blache        | Thos. McCallum       | C. H. Routh       |
|                     | Hugh C. Walkem & Co. |                   |

Insure in one of Canada's Oldest and Strongest Fire Insurance Companies  
ORGANIZED IN 1862

## The Acadia Fire Insurance Co., of Halifax, N.S.

Liability under all Acadia policies guaranteed by the Phoenix Assurance Co., Limited (of London, Eng.)

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MONTREAL OFFICE :: :: 100 ST. FRANCOIS XAVIER STREET

## The Columbia Insurance Company, New Jersey

FIRE INSURANCE

AUTOMOBILE INSURANCE

J. B. PATERSON, Manager

C. W. C. TYRE, Secretary

Wm. LAWRIE, Treasurer.

Montreal General Agents, McBEAN & HANNA LIMITED, 17 St. John Street

MONTREAL OFFICE :: :: 100 ST. FRANCOIS XAVIER STREET

# Royal Exchange Assurance

Incorporated A.D. 1720

HEAD OFFICE - - - - - Royal Exchange, London, England

HEAD OFFICE FOR CANADA

## ROYAL EXCHANGE BUILDING MONTREAL

Vivian Hugh Smith, Esq., Governor

CANADIAN DIRECTORS

Hon. Sir Lomer Gouin, K.C.M.G., Montreal

Vicomte R. de Roumefort

J. S. Hough, Esq., K.C., Winnipeg

B. A. Weston, Esq., Halifax

Sir Vincent Meredith, Bart., Montreal (Chairman)

---

Arthur Barry, General Manager for Canada

John W. Brown, Assistant Manager

Alfred Noel, Casualty Manager

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FUNDS—Over \$75,000,000.00

PROMPT PAYMENT OF LOSSES

CLAIMS PAID EXCEED \$400,000,000.00

---

BUSINESS TRANSACTED

Fire, Guarantee Bonds, Accident and  
Sickness, Automobile <sup>(FIRE, THEFT  
& LIABILITY)</sup>, Employers'  
Liability, Public Liability <sup>(Including TEAMS  
and ELEVATOR)</sup>,  
Plate Glass

FIRE



FIRE

**The Royal Scottish**  
**INSURANCE COMPANY LIMITED of GLASGOW**

THE SHARES *of* THIS COMPANY ARE VESTED  
IN AND ITS CONTRACTS GUARANTEED BY

**THE NORTHERN ASSURANCE COMPANY**  
LIMITED *of* LONDON, ENGLAND

GENERAL AGENT FOR MONTREAL  
**O. LEBLANC**  
MONTREAL TRUST BUILDING

HEAD OFFICE FOR CANADA  
NORTHERN BUILDING **MONTREAL** 16 St. JOHN STREET

ALEX. M. STEWART, FIRE SUPERINTENDENT

::

ALEX. HURRY, MANAGER

# SUN LIFE ASSURANCE COMPANY *of* CANADA

## Foremost

The Sun Life of Canada wrote more ordinary paid-for life assurance in Canada during 1924 than any other Company.

The Sun Life of Canada writes more ordinary life assurance each year than any Company of the British Empire.

Assets - - \$275,000,000

**Sun Life Assurance Company of Canada**

Head Office: DOMINION SQUARE, Montreal

MONTREAL DIVISION OFFICES

**CITY:** 142 NOTRE DAME STREET WEST

**UPTOWN:** CANADA CEMENT CO. BUILDING, PHILLIPS SQ.

**NORTH:** 5070 PARK AVENUE (Corner Laurier Avenue)

**UNION  
ASSURANCE  
SOCIETY LIMITED**  

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**OF LONDON, ENGLAND**

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*Fire  
Automobile  
Casualty*

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**FIRE INSURANCE SINCE A.D. 1714  
ESTABLISHED in CANADA A.D. 1890**

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**CANADA BRANCH  
Corner St. James and McGill Streets  
MONTREAL**

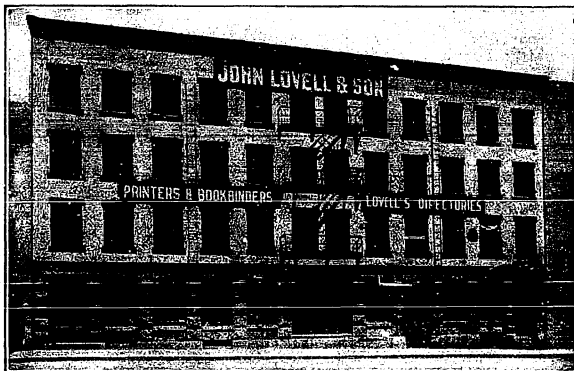
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**T. L. MORRISEY :: :: *Resident Manager***

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WE SPECIALIZE IN INSURANCE PRINTING



**JOHN LOVELL & SON, LIMITED**

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(Between Laurier and Fairmount)

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ESTABLISHED 1869



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IMPORTERS OF  
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HARDWARE  
HORSE EQUIPMENT  
AUTO ACCESSORIES

# The Dominion Linseed Oil Co.

LIMITED

MANUFACTURERS & REFINERS OF

**PURE LINSEED OIL  
OIL CAKE & MEAL**

— MILLS AT —

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WINNIPEG, MAN.**

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ROYAL BANK BUILDING**

**HEAD OFFICE :: BADEN, ONT.**

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# HERBERT J. J. McKEON

## INSURANCE

TELEPHONE  
MAIN 2695

801 MONTREAL TRUST BUILDING

*General Agent Employers Liability Assurance Corporation, Limited, of London, England*

*Representative Bond and Mortgage Department, New York Life Insurance Company*

*Manager Montreal Trust Bldg.*

## MAPS

# LOVELL'S MAP OF MONTREAL

IN COLORS

Size, 48 inches by 44 inches

NEW EDITION

Folded with Cover \$2.00

Mounted on Linen \$4.00

Mounted on Linen with Rollers \$5.25

Plus Sales Tax

## JOHN LOVELL & SON, LIMITED

23 ST. NICHOLAS STREET

## MERCANTILE AGENCIES

# The Mercantile Agency

## R. G. DUN & CO.

ESTABLISHED IN 1840

PHONE MAIN  
2092

Montreal Office: 328 Board of Trade Building

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AT

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KITCHENER  
LONDON  
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WINDSOR  
WINNIPEG  
CALGARY  
EDMONTON  
LETHBRIDGE  
SASKATOON  
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VANCOUVER  
VICTORIA  
MOOSE JAW

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(FORMERLY STUART, COX & PERODEAU)

J. ARTHUR PERODEAU, LL.L.

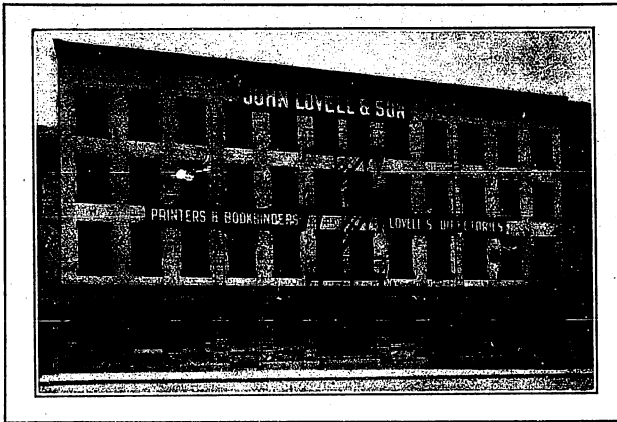
NOTARIES

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Telephone MAin 7495

## Publishers & Printers Since 1835

*Color Printing      Catalogs      Magazines*



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Railroad  
Steamship  
*and*  
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Printing

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*Every Kind of Advertising Literature*

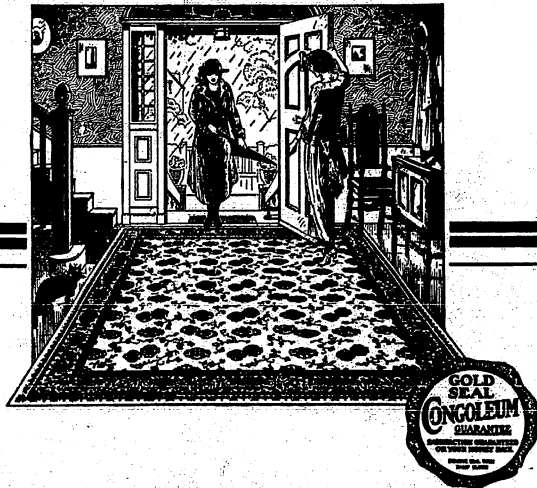
### JOHN LOVELL & SON, LIMITED

ESTABLISHED 1835

23-29 ST. NICHOLAS STREET

MAIN \*0229

## OILCLOTH AND LINOLEUM



*Gold Seal*  
**CONGOLEUM**  
*ART-RUGS*

are saving countless hours of tiresome labor in thousands of Canadian homes—

These attractive, flat-lying Rugs, with all their advantages are surprisingly inexpensive.

*Guarantee*

*All Gold Seal Congoleum is unconditionally guaranteed to your 'Satisfaction or Your Money Back'*

*When you see the Gold Seal you know it's Congoleum,—and guaranteed.*

*Write for Pattern Folder*

showing the most attractive patterns created by the leaders in the art of Rug designing.

Then you can read about the many other advantages of Gold Seal Congoleum—

*Free, on request.*

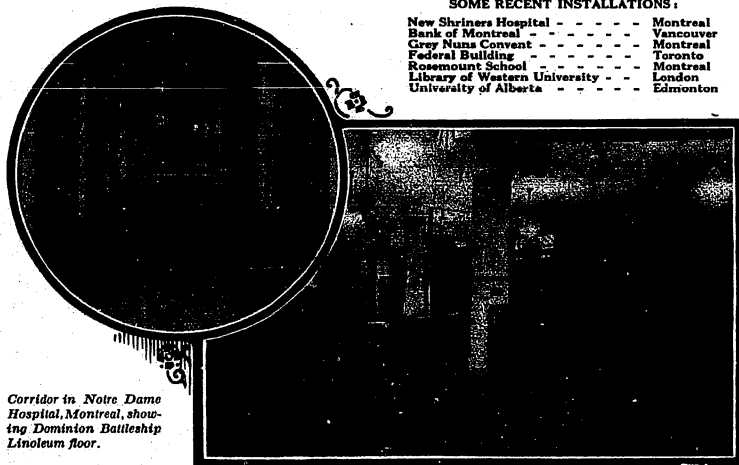
# DOMINION BATTLESHIP LINOLEUM

**F**OR offices, hospitals, warehouses, stores, schools, colleges as well as other public and private buildings where a lasting, silent, sanitary, economical floor is essential, always specify **DOMINION BATTLESHIP LINOLEUM**.

It is quickly laid, easy to keep clean and, as the chief ingredient is cork, it is soft to the tread, sound absorbing, odorless and has indefinite wearing qualities, It is made in numerous quiet colours pleasing to the eye.

#### SOME RECENT INSTALLATIONS:

New Shriners Hospital	-----	Montreal
Bank of Montreal	-----	Vancouver
Grey Nuns Convent	-----	Montreal
Federal Building	-----	Toronto
Rosemount School	-----	Montreal
Library of Western University	-----	London
University of Alberta	-----	Edmonton



*Corridor in Notre Dame Hospital, Montreal, showing Dominion Battleship Linoleum floor.*

*Plateaux Exchange, Bell Telephone Company, Montreal, showing Dominion Battleship Linoleum floor.*

For churches, halls, auditoriums, reading rooms, lodge rooms, music rooms and places where extra quiet is necessary **DOMINION Cork Carpet** makes the **IDEAL Floor**.

*We also manufacture the following:*

## Dominion Floor Coverings

Battleship and Plain Linoleum  
Inlaid Linoleum  
Printed Linoleum  
Passage Linoleum  
Cork Carpet  
Printed Floor and Stair Oilcloth  
Linoleum and Floor Oilcloth Rugs  
Feltol Floor Covering  
Linoleum Tile



## Dominion Special Products

Table and Shelf Oilcloth  
Enamelled and Carriage Oilcloth  
Sanitile Wall Covering  
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Kraftol Book Cover Paper  
Book Binders' Muslin

**DOMINION Products Have Been Made in Canada for Over Fifty Years**

# Dominion Oilcloth and Linoleum Co., Limited

MONTREAL

**PAINTS -- ROOFING****ALEXANDER MURRAY & CO. LIMITED**

GENERAL OFFICES :: *Canada Cement Company Bldg.* :: MONTREAL  
 FACTORIES AND BRANCHES AT

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**Made by Murray — ALEXANDER Murray**

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 Products*

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 ROOFING PITCH  
 TARRED FELTS  
 ASPHALT FELTS  
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 SHEATHINGS  
 WALL BOARD

ROOFING PAINTS & STAINS  
 WOOD PRESERVATIVES, Etc.

**JOHN LOVELL & SON**

≈ ≈ LIMITED ≈ ≈

*Established  
 1835*

*Incorporated  
 1903*

**PUBLISHERS  
 PRINTERS  
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SPECIALLY EQUIPPED  
*for*  
 MONTHLY - MAGAZINE  
 AND EDITION WORK

OPERATING ONE OF THE  
 LARGEST PLANTS IN CANADA

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**23-29 ST. NICHOLAS STREET, MONTREAL**

OPPOSITE BOARD OF TRADE BUILDING

TRADE MARK



ESTABLISHED 1846

# BOOK, LEDGER & WRITING PAPERS BLOTTING PAPERS, COVER PAPERS CARD BOARDS, MANILLAS



**SEE THAT HOOK  
PENNEHOOK**

Pat. Neostyle Circular Envelope  
Carries 2 oz. circular letters or advertising matter  
appropriately sealed for 1 cent. Only circular envelopes  
that cannot be torn open by sealing or pastedose sealing  
or cancellation machines.

## ENVELOPES

WE MANUFACTURE ENVELOPES IN ALL  
STANDARD SIZES AND PAPERS

SPECIAL SIZES MADE TO ORDER PROMPTLY

# BLANK BOOKS

LOOSE LEAF DEVICES  
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WHOLESALE ONLY



*W. V. Dawson, Limited.*  
MONTREAL

MILLS { No. 77 PORTOBELLO  
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# JOHN GALLOWAY & CO. LIMITED

*Portobello Paper Mills*

PORTOBELLO, Edinburgh, SCOTLAND

ENGINE-SIZED WRITINGS (Laid and Wove),  
(ABASE) (ABODE)

ENVELOPE PAPERS  
(Duplex and other Square and Angle),  
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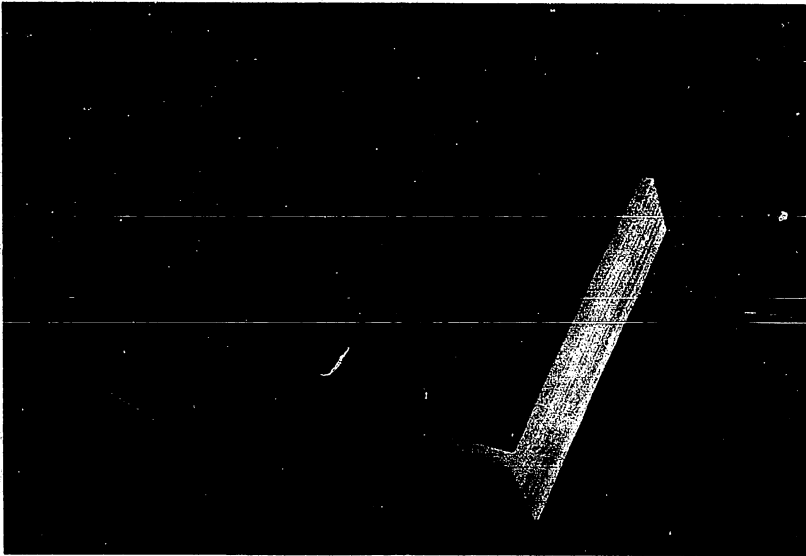
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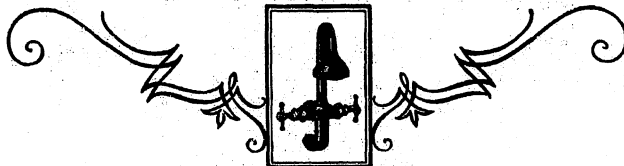
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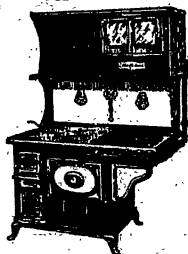
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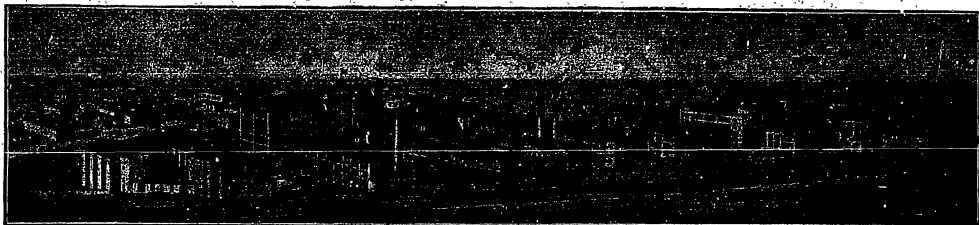
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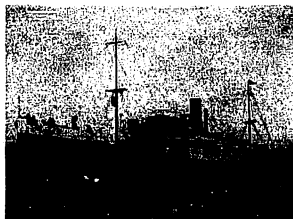
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