

FOURTH
of the series dealing with the establishment of the Bank of Montreal at representative points in CANADA and elsewhere



IN TORONTO

A YEAR after being founded, the Bank of Montreal spread its Branches westward, in July of 1818 establishing Agencies at Kingston and York.

York, which afterwards became the city of Toronto, had then just had its first stage-coach communication established with Kingston and Montreal. It was merely a settlement in a clearing amid unbroken forests from which the Indians came to trade with farmers and other members of the little community. Today Toronto ranks among the largest cities on the continent.

Of the Bank's 567 Branches, 26 are in Toronto and 207 in the Province of Ontario, including Toronto.

BANK OF MONTREAL
Established over 100 years
Total Assets in excess of \$650,000,000

A Warmer House at Lower Cost!

BESCO Household COKE

Gives More Heat Than Hard Coal

PRICE NOW REDUCED

Order from any of the following dealers:

Buntain, Bell & Co., J. Carragher & Co., W. D. Gilts & Co., C. Lyons & Co., A. Pickard & Co., and Poole & Thompson, Montague

A Canadian Coke Produced by Canadian Workmen

Imperial Fox Biscuits
THE IDEAL FOOD FOR PUPPIES

Our Cod-Liver-Oil Fox Biscuits proved the real thing in our Island Fox ranches last season. We anticipate a large sale this spring. Wholesale Agents have been appointed at principal centres; if there is not one near you, send in your order and we will supply them direct from Factory.

IMPERIAL BISCUIT CO., LTD.
Charlottetown, P. E. I.

E. R. Brow
146 Richmond Street
Charlottetown

Fire, Life, Accident, Sickness and Plate Glass Insurance at Lowest rate.
Agent at Summerside, Lloyd Lewis,
Good Strong Stock Companies.

Bible Thoughts For Today

APRIL 20
BUT NOW IS CHRIST RISEN FROM THE DEAD and become the first fruits of them that slept.—1 Corinthians 15:20.

APRIL 21
BROTHERN, if a man be over-taken in a fault, ye which are spiritual, restore such a one in the spirit of meekness; considering thyself, lest thou also be tempted.—Galatians 6:1.

APRIL 22
LOVE, JOY, PEACE, LONGSUFFERING, GENTLENESS, GOODNESS, FAITH, MEEKNESS, TEMPERANCE: AGAINST SUCH THERE IS N OLOW.—Gal. 5:22,23.

APRIL 23
IF THINE ENEMY be hungry, give him bread to eat; and if he be thirsty, give him water to drink.—Proverbs 25:21.

APRIL 24
THIS IS THE CONFIDENCE THAT WE HAVE IN HIM, THAT IF WE ASK ANYTHING ACCORDING TO HIS WILL, HE HEARETH US.—1 John 5:14.

APRIL 25
EYE HATH NOT SEEN, nor ear heard neither have entered into the heart of man, the things which God hath prepared for them that love him.—1 Corinthians 2:9.

APRIL 26
SEEK YE THE LORD WHILE HE MAY BE FOUND, CALL YE UPON HIM WHILE HE IS NEAR.—Psalm 55:6.

POPULAR SONGS IN ADVERTISING

A very famous and, at the same time, very cynical writer has advanced the bon mot that "a public man is never truly great until the cartoonists deem him worthy of caricature." If this is carried to its logical conclusion, then it may be that a song is never truly popular until it has induced someone to write a parody on it; which, of course, is an excellent thing for song writer and publisher, because the clever parody is certain to add increasing vogue to the popular song.

In similar vein, the famous Henry Ford is said to have stated that he did not care what newspapers, cartoonists, vaudeville performers and song writers said



BRIGHT SCARF ADDS COLOR TO COSTUME

Sand remains one of the favored Spring tones. It is charming when it is interpreted in twill cloth and used for the tailored suit.

The model above is made with hip-length jacket and wrap-around skirt. The upper pockets are of the patch variety, while the lower end are inset.

The gay kerchief knotted at the neck adds its touch of color. The little sand-colored felt hat shows a sand cockade at the side.

YOU LIKE OUR COFFEE TRY OUR

CHASE AND SANBORN

CHASE SUPERIOR TEA
SANBORN BLACK TEA

ESTABLISHED 1894

GEORGE NEAL Ltd.
St. John's, Nfld.

We handle all kinds of **P. E. Island Produce**

Consignments of **LIVE STOCK**

Will have our careful attention
Reference: The Bank of Nova Scotia

CLINTON HOSPITAL ASSOCIATION TRAINING SCHOOL FOR NURSES

On the heights overlooking the picturesque town of Clinton, Mass. Near Boston and Worcester. 64th year.

Thorough training and preparation for State Registration. Well equipped class and lecture rooms. Laboratory. Special instructors.

Instruction and full maintenance given to students.

Write for Book of Information to
THE SUPERINTENDENT
CLINTON HOSPITAL,
Clinton, Mass.

about the Ford car as long as they mentioned the name; it was advertising he wanted. A number of liting, tiling, whistable songs have lately formed the basis of a lever advertising campaign. Using such favorites as "Last Night on the Back Porch"—"Cut Yourself a Piece of Cake"—"Mr. Gallagher and Mr. Shean"—"Yes, We Have no Bananas" and "That Old Gang of Mine" and many others, the parodies are clever enough to remind one of MILLBANK Cigarettes whenever the songs are sung or played.

A dose at bedtime of **DR. CALDWELL'S LAXATIVE SYRUP PEPSIN**

Made them feel jolly again

Good Health in Happy Old Age

THE chief concern of elderly people is their health, and that is best assured by regular daily bowel movement. There is no truth, however, in the notion that because you are old you need a "strong physic." In fact, just because you are old a mild laxative is better for you. The trouble with purges and cathartics and physics is that they shock the system and weaken it and make the muscles of digestion flabby. Mr. John Mass, 128 Prince Edward St., St. John, N. B., says Dr. Caldwell's Laxative Syrup Pepsin is the best medicine on earth and Mrs. George Luth, Pope, Man., who is in her 79th year, has found it easy to take, gentle in action and entirely satisfactory.

Does Not Grip

You can be sure of satisfactory evacuations every day if you will take a spoonful of Laxative Syrup Pepsin at night when you retire. You will not need to take it very long as a few doses will soon encourage the bowels to act for themselves. The popularity of this wonderful family remedy has become so great that it is now the largest selling liquid laxative in the world. Because of its mildness and freedom from gripping it is especially ideal for the extremes of ages, for children and for elderly people.

Effective at Small Cost

Get a bottle of Dr. Caldwell's Laxative Syrup Pepsin at any drug store. The formula is on the package, and the cost less than a cent a dose. Take it when you feel heavy, sleep poorly, have headache or muscle cramps, for these are also symptoms of constipation. Give it to the children when they are restless, feverish or have a cold. Laxative Syrup Pepsin will keep you and your family free from constipation, a condition that lowers the vitality 25 per cent and raises the blood pressure 25 per cent. Freedom from constipation lessens the pain of kidney trouble, neuritis and rheumatism.

If You Want to Try It Free Before Buying

"Syrup Pepsin," 24 Caldwell Bldg., Toronto, Ont.

I need a good laxative and would like to prove what you say about Dr. Caldwell's Laxative Syrup Pepsin by mail test. Send me a free trial bottle. Address to

Name _____
Address _____

Not more than one free trial bottle to a family