

FINANCIAL, MARKET AND COMMERCE SECTION

BUYING WHEAT ON
SCALE DOWNWARD IS
CORRECT PROCEDURE

Build Pyramid From Top
Down Is Advice To
Traders.

BY AURELIUS.
This is the story of the inverted pyramid. Let the moral precede the tale. Buy wheat on a scale down—not on a scale up.

In the face of radically bullish conditions it was possible to break the price of wheat markets because traders undertook to do a tremendous thing in an abnormal market. In other words, on the recent rise a tremendous loss of interest was accumulated—traders adding to their lines as the price advanced. Which is distinctly NOT the way to operate at this time.

The "leading elevator money" seized the opportunity to topple the pyramid, and most of the long were swept into the current, and not only were their winnings wiped out, but they were compelled to take a tremendous loss. Every week-end wheat was forced to liquidate under a torrent of empty selling, which caused by means of actual grain. At the bottom "the leading elevator interest" went long and another sharp rally followed.

Key to profits.
Don't believe anything you hear around the board of trade or in the commission rooms. Copper the wisest owl that hoots and avoid the bear side as you would a rattlesnake. That is the rule to profits in this market. The recent shake-out did the wheat market a world of good and afforded wise traders a chance to buy wheat on the bargain counter. Last week the writer declared that wheat at \$1.30, the purchase of a short sale at \$1.30. The price broke some 7 cents and raised 8 cents, while traders were lost in the maze of confusion and dis-ris.

There is a dollar a bushel profit in buying wheat on breaks. But build your pyramid from top—not from the bottom—and you will be paying a correct tribute to the present "normal" of grain trading. Buying on a scale upwards may be the correct procedure later on, but it will never do while primary wheat is better off than wheat with farmers are forced to sell at current quotations. In other words, a cautious trader is better off with the first break showing a loss than a profit. The profit will make him incautious. A declining market bought on a scale downward will give the trader a much better position than he would have trying to follow an unfavorable market.

Reversed Policy.
The writer believes December wheat will sell above \$1.40 and that next spring wheat will be back around \$1.75—perhaps higher. Farmers this year have reversed the policy of a year ago, when they held wheat for \$3 which never came. The writer pointed out at that time that the market was to sell altogether that there would be no buyer. This was exactly what happened. This year wheat, but remembering the bad advice they got a year ago, wheat was rushed to market, and a record run to the market was the result. The writer is simply pointing out that the market is not what it was. The Government report this week again reduced the harvest estimate.

Buy on Breaks.
It is useless to recount all the bullish features that have been declared. Grain has been oversold and "overvalued." Nothing will be as cheap as wheat before the war, except wheat. Wages will remain high, and all commodities will bring a good price. Wheat is the only commodity that can come. But the market will be over-bought time and again, and breaks will come. The obvious reason happens in speculation, except that wheat is a commodity that continues to grow. The man who cannot afford to buy wheat on a scale down, let all other grains simply alone. The man who cannot afford to buy wheat on a scale down, let all other grains simply alone. The man who cannot afford to speculate at all.

HAY AND STRAW.
MONTREAL, Aug. 12.—Hay—Carlots, No. 2 per ton, \$20.00.

TORONTO, Aug. 12.—Hay—On track, No. 2 per ton, \$20.00; No. 1, \$21.00; No. 3, \$19.00.

Straw—Carlots, per ton, \$12.00.

On Hot Days

Cool, refreshing, sparkling beer—just think of how it would taste on a sweltering summer day.

If you appreciate good beer, make your own. For on receipt of \$2 we will send you by parcel post a bottle of Cream of Malt Extract and a package of hops. Material for 7 gallons of beer or more. The instructions are absolutely clear, and easy to follow. No complicated apparatus needed.

Our Guarantee: Your money returned without question if not satisfactory.

Agents wanted everywhere. Splendid proposition. Write for particulars.

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We have a special department to take care of Victory Loan trading, and shall be glad to have you correspond by telephone for latest quotations received instantly over our Toronto wires. Bonds will be delivered direct or to any bank.

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WALL STREET STOCK
MART STIFFENS LATE
AND CLOSES STEADY

Downward Movement Is
Checked Before Wide
Proportions Were
Attained.

NEW YORK, Aug. 12.—Selling of stocks was resumed today and for a time the decline made further headway. The movement was checked, however, in the late dealings the market stiffened, and with the closing steady. Sales were \$30,000,000.

As has been the case recently, pressure was directed against the industrials and the standard rails were comparatively steady. In the early decline Bethlehem Steel, General Electric, Royal Dutch, Sears-Robuck and various other issues were marked down a point or more. The shorts were none too numerous, however, and hesitated to press their advantage.

A tentative drive at the copper and tin markets was made, but the last hour brought a moderate recovery. Ralls, oils, equipments and shippings were in demand on the late rise, in which there was considerable short covering.

Although the movement as a whole was of small proportions, weakness developed in a few spots.

American Writing Paper preferred declined to 20 1/2, the lowest since 1918. Central Leather common and preferred yielded about 4 points each and the common and preferred Utah Copper, Continental Can and United Alcohol reached new low points.

Influences governing the trend of speculation were not changed in important particulars by the day's developments. The improvement in the action of the market in comparison with yesterday's steady weakening, appeared to be due to nothing more than their stronger position in the market in consequence of recent selling.

Heaviness again predominated in the bond market, although several weak features of yesterday made recoveries. Central Leather's 5% Chilli Copper's 6% Mercantile Trust's 5% Georgia 5% and Oregon Short Line's 4% declined 1/2 to 1 1/2 points.

Reading 4 1/2, Southern Railway 4 1/2, Paul refunding 4 1/2 and Chesapeake & Ohio convertible 4 1/2's lost substantial fractions.

Foreign exchange rates were irregular, with a narrow range. Call loans carried over until next week at six per cent.

[Reported by Jones, Easton, McCallum Company for The Advertiser, New York, Aug. 12.]

Trunk Lines and

Baltimore & Ohio, 30 3/4, 30 3/4, 30 3/4

Great Northern, 23 1/2, 23 1/2, 23 1/2

New Haven, 22 1/2, 22 1/2, 22 1/2

New York Central, 70 1/2, 70 1/2, 70 1/2

Rock Island, 31 1/2, 31 1/2, 31 1/2

St. Paul, 20 1/2, 20 1/2, 20 1/2

Union Pacific, 119 1/2, 119 1/2, 119 1/2

Canadian Pacific, 112 1/2, 112 1/2, 112 1/2

Canadian National, 10 1/2, 10 1/2, 10 1/2

Canadian Southern, 10 1/2, 10 1/2, 10 1/2

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GAINS EXCEED LOSSES
IN LISTLESS SESSION
ON TORONTO MARKET

Continued Strength of British
Empire Steel Is Out-
standing.

TORONTO, Aug. 12.—Listless sessions on the Toronto Stock Exchange today were featured by a majority of gains over losses. The volume of trading in listed stocks was only slightly over 1,000 shares and of the 33 issues traded, fifteen showed losses, while seven ended unchanged. The paper group, which led the decline on the previous day, was irregular, some advances being in evidence. Outstanding was the continued strength of British Empire Steel, the common being a point higher in bid at 27.

Waggonways moved off two points to 27 in sales of 135 shares, but closed higher at 28. The Spanish River issue was considerably stronger, both the common and the preferred gaining 1/2 point. Riddell also had a gain of 1/2 point to 25 1/2, while Laurentide moved up to 25 1/2, and Brompton 1/2-point to 19 1/2. The heaviest gain was shown in a three share sale of Laurentide's 25 1/2, the price moving up 1/2 point to 19 1/2. Weaker stocks numbered Brazilian, Canadian Bread, Canadian Steamships, Canadian Consumers' Gas, Mackay common, Porto Rico preferred.

Gains were shown by Standard, Royal and Hamilton banks, while Dominion and Union were weaker and Imperial unchanged.

The tone in the Victory bonds was irregular, the 1922's and 1924's moving higher, while the 1922's, 1924's, 1927's, 1928's and 1929's were easier.

Total sales—Listed stocks, 1,119 shares; unlisted stocks, 665 shares; bonds and war loans, \$182,550.

TORONTO SALES.

Sales. Stocks. Open. High. Low. Close.

75 Abitibi, 23 1/2, 23 1/2, 23 1/2, 23 1/2

40 Abitibi, 23 1/2, 23 1/2, 23 1/2, 23 1/2

5 Bell Tel., 103 1/2, 103 1/2, 103 1/2, 103 1/2

9 Birt, 10, 10, 10, 10

25 Can. Pac., 20 1/2, 20 1/2, 20 1/2, 20 1/2

10 Can. S. P., 50, 50, 50, 50

15 Can. Gen. El., 94, 94, 94, 94

20 Can. S. P., 127 1/2, 127 1/2, 127 1/2, 127 1/2

10 Cons. Gas, 72, 72, 72, 72

300 Dom. S. Corp., 27 1/2, 27 1/2, 27 1/2, 27 1/2

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