SATURDAY MORNING

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# Advertolinguetier

New word---noun---sometimes used as a cuss word --- then it's an adjective.

### Pronounced---ad-vert-o-lin-gue-teer.

Definition --- One who builds, writes or otherwise constructs specimens of English literature in unmis-takable, forceful or fantastic bits of medern Anglo-Saxon for the purpose of furthering, helping or advancing the sale of, or inducing unwilling persons to buy for their own uses, or out of curiosity, all and sundry kinds of merchandise---a coiner of words and phrases---a builder of trade marks and designs---a man worth knowing.

There are only his mark a few of us. I the first O and can deliver the goods. E Meet me and yourself. find out for **Charles Edward Peabody** Ad-vert-o-lin-gue-tier

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#### ADVANCES MADE IN SLUGGARD WAY.

#### World Office

Friday Evening, Feb. 18. Trading was much more prolific at the Toronto Stock Exchange to-day, with special attention paid to Twin City and Black Lake. "The essence of the contract should be in the showing of the substance," and the purchases of the mentioned stocks were wanting in this particular. Prices of speculative stocks moved up in a most sluggard way to-day, and fractional advances were apparently hard to make. If the movement at present is governed for market purposes, the struggle in prices is quite explainable; otherwise it must be taken that public opinion is that prices are near a parity with values. It is inconceivable that the market is entirely free from inside manipulation. HERBERT H. BALL.

WALL STREET MARKET Black Lake. 75 @ 23 195 @ 2314 70 @ 65\* Continued From Page 14. Mex. L.-P. spot 5.45 to 5.60, New York; 5.30 to 5.50, East St. Louis. Iron-Unchanged; ño:thein grades, 18.25 to 18.75; southern, 18 to 18.75. 50 @ 72% 50 @ 73% Rio. N.S. Steel Sao Paulo. 100 @ 149½ 2 @ 150 
 British Consols.
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 British Consols.
 Feb. 17.
 Feb. 18.

 noney
 81 15-16
 Dul.-Superior

 50 @ 69
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 account
 82 1-16
 82

 56 @ 68%
 66 @ 68%
100 @ 95¼ \$2300 @ 95¼z Mackay. 25 @ 89% 140 @ 89% 25 @ 90 La Rose. 200 @ 4.90 200 @ 4.85 200 @ 4.80 Local Bank Clearings. Tor. Rails Imperial. 30 @ 2821/2 Soo. 100 @ 142% Col. Loan. 189 @ 68 Crown Res. 100 @ 3.85 Richelieu. 25 @ \$5% there as a state of the state o Railroad Earnings. Dom. Coa! 225 @ 851/4 Commerce 8 @ 2001/2 In Duluth-Superior, 2nd week Feb ..... Mo. Pacific, 2nd week Feb ..... Denver & Rlo, 2nd week Feb ..... Soo, December ..... F. N. Burt. 5 @ 981/4\* Con. Gas. 10 @ 206 Asbestos 10 @ 34 Dominion Failures. Dun's Review says the number of fail-ures in the Dominion during the past week, in provinces, as compared with those of previous weeks, and correspond-ing week of last year, are as follows : -Afternoon Sales-Black Lake. Rio. 150 @ 95½ \$2000 @ 95½z Rogers. 20 @ 1097/s\* 2 @ 110\* 60 .00 2514 15 .00 2335 5 .00 2335 25 .00 651,8\* 25 .00 65\* Sao Paulo, 25 @ 149% Twin City. 11 @ 1134 19 22 16 19 16 16 16 La Rose. 100 @ 470 825 @ 475 300 @ 474 Mackay. 105 @ 90 27 Penman. 28 200 @ 88\* "2 "i 42 44 Astestos. 34 100 @ 33% - Nipissing. 100 @ 10.25 F. N. Burt. 83 @ 72 20 @ 98\* N.S.Steel Trethewey 500 @ 141 Money Markets. Bank of England discount rate, 3 per cent. London call rate, 1 to 1¼ per cent. Short bills, 2 3-16 per cent. Three months' bills, 2 3-16 per cent., New York call money, highest 3 per cent., lowest 2% per cent., last loan 2% per cent. Call money at Toronto, 5 to 5½ per cent. 25 @ 811/4 Gen. Elec. 20 @ 117 Bonds. \*Preferred. zB Montreal Stocks. Sell. Buy. 181 180½ 63½ 63 69 68¾ 124 122 C. P. R. ..... Detroit United ..... Duluth - Superior ...... Halifax St. Kallway .... Foreign Exchange. Glazebrook & Crouyn, Janes Building Tel. Main 7517), to-day report exchange ates as follows: ..... 124 Uniter. Mackay, common ...... 1/5 to 1/4 Mackay, preferred ..... 1/5 to 1/4 Mackay, preferred ..... -Between Banks-143% 112¾ 178½ Asbestos preferred..... Black Lake .... Black Lake preferred ...... Toronto Stock Market. 70% 137 127 An:al. Asbestos do. preferred ..... 65 B.C. Packers, A..... 77 do. B. Bell Telephone ..... 1474 Burt F. N. com ..... 73 631/ 81% 147% 176 75 at 148. 62½. Can. Convertere—25 at 44½. Montreal Power-50 at 132½. Eank of Montreal—6 at 252½. Ogilvie Milling—25 at 142, 50 at 141%, 75 at 69 Dominion Steel—10 at 69%, 100, 25 at 69%, 5, 10 at 69%, 75, 25 at 69%, 200, 70, 200, 75, 25, 200, 100, 75 at 70, 75, 50 at 70%, 50 at Illinois preferred .... International Coal .... Lake Superior ...... Lake of the Woods ... .. ... 15, 10 at 691/2, 75, 25 at 25, 25, 300, 100, 75 at 70, 70, 25 at 701/ 70, 25 at 70%4. Montreal Telegraph-72 at 150. Penman-200 at 88. Amalgamated Asbestos-10 at 34, 200 at 33%4, 25 at 32%4, 10 at 33%4, 12, 6, 2, 6 at 223 100 at 33%4, 25 at 33, 35, 46 at 32%4. (Molsons Bank-4 at 200%4. Rubber-100, 50 at 203%, 100 at 20% 50 at lingual schools wrote on, there should be questions on French subjects, and that the standard on English subjects 130 130 .... ... 90 77 74 .90 77 74 89% Mackay common ...., do. preferred ...... Mexican L. & P..... Mexican Tram that the standard on English subjects

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## WE PROTECT YOU LONG WAY AROUND TO BANK Cashier Takes a Train to Go to the Next Corner. Charles —, the cashier of the D Company, made up his deposit for the Domestic Bank yesterday afternoon, as usual, but instead of going direct to that safe repository for currency of realm, he entrained for parts unknown, carry-ing the cash with him. The firm reports \$00 lost. M, C — was a young man, of excellent reputation. His employers be-lieve he yielded to a sudden impulse. THE PAYMASTER IS ABSENT. Was Carrying Failing Market With Employer's Funds. Employer's runus. Fifteen thousand dollars is the shortage alleged to exist in the books of Messrs. —, and simultaneously with this un-pleasant discovery comes the report of the unexplainable abseuce of J. C.— for ten years trusted paymaster of the film, Mr. C.— lived quietly and was not given to any form of extravaganee. He "dabbled in stocks," however, and finding himself in a pinch, he padded the pay rolls to raise enough to put up the necessary margin. More margins being necessary, he was unable to face the situation any further and it is presumed he is now somewhere in the Western States. COMMERCIAL MAN ARRESTED Charged With Having Disposed of Jewelry by Way of Gift. 76 73¼ 84¼ 95 143 WORTHY OF HIGH FINANCE 2213 124 Accountant Replaces Cash Deficit with Worthless Paper. Worthless Paper. Two weeks ago the firm of discovered that a customer in England had overpaid them the amount of his account. He was communicated with, but before an explanation was received the accountant for the local firm exhibit-ed a week's vacation. It will be more ports that he accepted no drafts of the dates in question. It then developed that the accountant had a friend in England upon whom he drew for various amounts in the name of the English customer of hotes were then discounted and the ac-countant so managed to cover up his abstraction of cash funds. The trick was discovered when one of these worthless drafts was applied to the account of the genuine customer. The books are now be-ing audited and the full extent of the shortage will shortly be known. 33 97% 23 64¼ 85% 114¼ 70¼ 135½ 63 99¾ HEAD OFFICE FOR CANADA 811/2 1471/2 1741/2 CORNER YONGE & RICHMOND STS., TORONTO

81 81½ 101¾ 102¼ 1%0½ 1%0%

Natl. Lead ... 81 Nortolk .... 10134

AGAINST ALL THIS SORT OF THING T TERE are samples of news items current in our daily papers. They tell the tale of the dishonest employee, who has gone

wrong under circumstances that may merit greater sympathy than is evidenced in the average newspaper treatment of such matters.

But, if the defaulting employee receives little sympathy, what measure of sympathy does the employer receive? The busy newspaper pencil does not console with him for his losses. He has a method available by which he may protect himself against loss of this nature. The newspaperman naturally concludes the loss does not fall upon the employer but upon some guarantee company.

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#### THE TORONTO WORLD

FEBRUARY 19 1910



Europe. & Co. book the folweek for Europe: eile, Miss Flavelle, W. G. Fitzgerald, ir. J. S. Lucas, Mr. ohn Drummond, Mr.

Thos. Underwood, Mr. Daniel C. Eby, F. Meyers, Mr. A. Ics Abady, Mr. W.