

Liquidation Still Having Its Effect on Wall Street

ASSURED SECURITY:

Our current list of bonds affords excellent opportunities to every class of investor for assured security and attractive yields (4% to 6%). We have Government, Municipal, Corporation, and proven industrial securities, and shall furnish on request a list and complete information regarding the class of security in which you are most interested.

DOMINION SECURITIES CORPORATION, LIMITED

26 KING STREET EAST, TORONTO

EDWARD CRONYN & CO.

Members of Toronto Stock Exchange
Safe First Mortgage Bonds
To Return 6 Per Cent. Write For Particulars.
80 Bay Street, Toronto
EDWARD CRONYN, L. G. CRONYN

CEREAL PREFERRED ISSUE WELL TAKEN BY INVESTORS

It is Intended to Allot All Small Applications in Full and to Cut Down the Larger Ones.

The attention that investors are paying to the better class of Canadian industrial securities is shown by the success that has been obtained by the issue of the preferred stock of the Canadian Cereal & Milling Co., Limited, a company that represents the consolidation of eight of the larger oatmeal and flour concerns of Ontario, while the saving of \$1,250,000 of 7 per cent. of cumulative preferred stock was only made a few days ago. The amount of firm subscription at the outset totaled over \$250,000, and the amount that had already been taken out by public subscriptions indicate that the remaining amount will be taken before the books are closed at the office of the Investment Trust Co., on Wednesday next.

In the case of over-subscription, it is the intention of the underwriters to allow all the smaller applications, say for one hundred shares and under, and where it is necessary to curtail the allotment, it will be done only on the applications for larger amounts.

STEEL HIGH ENOUGH

Heron & Co. Review the Week's Dealings on Toronto Market.

Heron & Co. in their weekly letter say:

Price movements, while frequent in the speculative favorites, on the Toronto market, show little change during the week. Dominion Iron-Steel, Elgin Lake, Asbestos and Quebec Railway again absorbed most attention, though there was good buying for investment in other directions.

The announcement of the terms of the proposed Coal-Steel merger (a holding corporation taking in the common shares of each company at par, with a return of \$4 per share, in equal quarterly instalments) resulted in a lot of liquidation, particularly in Iron. Notwithstanding the prospects, the present price of the stock seems to fully discount the immediate future position of Steel at any rate.

Cobalt stocks acted badly during the week, many issues selling at record low levels. Liquidation by third holders was persistent. There was also heavy selling for the account of speculative traders who overbought on the advance a few weeks ago, and had of necessity to lighten their load. The only support at present seems to come from the shorts who it is expected the quality of the buying will improve if the rallying tendency that was in evidence toward the close is maintained.

Unless the warring elements in the "Reaver" directorate compromise in some way before the annual meeting May 6, the stock is likely to suffer more or less seriously. The property is said to be in excellent shape and on any drop the shares should prove a very profitable purchase. The same good buying that has been in evidence for weeks past continued in "Cobalt Lake," which held its own better than any other of the lower priced issues.

Speculation Further Deadened New York Securities Heavy

Wall St. Has Another Spasm of Weakness, But Holds at Decline—Local Specialists Are Weak.

World Office, Friday Evening, April 22.
The bidding up of such securities as Quebec Light & Power, Black Lake and the Steel issue a few days ago was utterly irresponsible if to-day's prices represent to-day's market; either the stocks were bid up for the purpose of attracting attention or the buyers who came in and made these stocks active were badly advised.
The Toronto Stock Exchange dropped into further inactivity today and prices again sagged. Offerings from the big holders are necessarily being handled in a circumspect way, otherwise prices would drop with such a suddenness as to cause a complete surprise.
The standard securities and the older issues which are in the hands largely of investors are acting admirably under adverse conditions, but even among these there is a disposition to cash in for the purpose of buying back when the market has got nearer to bottom than it is at present supposed. Sentiment among local speculators is pretty much at the detraction of Wall Street, and the further reaction on the big market to-day had its necessary influence. There were no advances in to-day's market, speculative or otherwise, and the declines were kept in moderation purely on account of the limited amount of stock which was forced on the market.

Wall Street Pointers.
Tefft Weller drydocked house reorganizes on account of poor business, but concern is solvent.
Further demands by labor on Vanderbilt lines, west of Buffalo.
Department of Justice orders investigation of Chicago board of trade.
Central Penna. miners and operators conferring with prospect of strike settlement.
Maurice B. McManis sells stock exchange seat for \$75,000, last sale \$85,000.
Total gold exports this year \$24,880,000.
Pig iron market dropping, and curtailment in output expected, claiming improvement in business.

Dividend disbursements for May to reach \$115,000,000.
J. P. Morgan & Co. characterize the story about Erie receivership as "ridiculous."
Joseph says: "We are consistently bullish on Chesapeake & Ohio, it is being excellently well bought, and we know that soon it is certain to advance substantially."
Specialties: Stick to M. & K. T. Don't become disheartened on Vashashes. Hold Rock Island.

The known movements of money for the week ending with the close of business on Thursday show that this week's gold export engagements and shipments aggregating \$9,000,000 have been more than offset. The banks gained by direct express from the interior \$9,640,000, and gain in addition \$1,807,000 from the sub-treasury, a total increase in cash of \$11,447,000. The balance over and above the gold exports is \$2,000,000.

Washington: The problem of a successor to the late Justice Brewer was taken up at to-day's cabinet meeting. The president, it is said, made it plain that he will name a New York man, if possible. It appears certain that the place will be offered to Governor Hughes, and if he declines the president can leave New York without representation at this time and appoint a man from the middle west.

The market still depends on Steel, but as the shorts in that stock have hardly begun to cover, the outlook is bright for a pretty fair additional rally in the market to-day, and to-morrow, thru evening-up operations. About everything unfavorable in the situation has been discounted anyway, and even the bank statement prospects are not so dark as have been anticipated, while the improved London condition really is a more important matter than Wall Street seems to have believed.—Town Topics.

Rallying tendencies may become more apparent in the stock market to-day or a little irregularity. We find evidence that the active list is sold out to a large extent. Insiders are a passive element now and accept offerings as made without bidding for them. The liquidation that started seems to have run its course and the shorts try to cover they will have to bid lively. The market continues in the trading area. It is highly professional. But there is an undertone in the list and inside sentiment that is hopeful of the future, and we see no reason to change the conservative bull position heretofore advocated. Goering buying opportunities should be presented upon reactions.—Financial Bureau.

Gold for Next Week.
NEW YORK, April 22.—\$1,500,000 gold engaged for export next Tuesday.
Provincial Bonds Listed.
There was listed on the Toronto

Stock Exchange Friday, Province of Ontario Loan, \$3,500,000, 4-1/2 per cent., due 1920. Free of all provincial taxes, charges, succession duty and impositions whatsoever.
Municipal Bonds.
The Town of Waterloo have just sold their issue of \$33,173.73 debentures, issued for water and gas works and local improvement purposes, to Wood, Gundy and Company.
Waterloo is one of the most substantial manufacturing towns of its size in Western Ontario.

MODERN FINANCING
Promoters Try to Get Bank Shares Converted Into Trashy Stocks.
A sidelight on modern financing was recently obtained by The World. There are firms of promoters in Toronto, who falling to dispose of mining and other securities of exceedingly doubtful value, are endeavoring to get shareholders in the unlisted bank stocks to dispose of their shares at a reasonable price and to convert them or a large portion of the proceeds into the flotations which these individuals have in hand.

The public cannot be too strongly advised to steer clear of these high financiers. Good securities, such as bank shares, even though they are unlisted, have always a ready market at good prices, or can be borrowed on for a large proportion of their par value. There is no necessity for any one holding unlisted bank shares to sell these responsible securities in order to get a small amount of cash and a large amount of trashy stocks which have no value more than the paper on which the shares are printed.
The scheme above referred to has been tried in many ways before, but those who are not posted as to the intricacies of some of the slick promoters might be deceived and start with their good securities for a bundle of worthless stocks.

COAL HOLDERS CHAGRINED
No Dividend Unless They Sit in With the Merger.
Edward Cronyn & Co. in their weekly letter say:
The terms of the proposed Coal-Steel merger are now definitely out and circulars will be sent to shareholders and circulars will be sent to shareholders in our last issue. The common shareholders of both companies are offered exactly the same terms. They get share for share in exchange, and the coming year to the extent of \$4 payable in four quarterly instalments. We believe the intention is that no dividend will be declared by the company during the coming year, but the holding company will finance this \$4 cash dividend. Speaking of the shareholders' attitude toward the merger, while it is a very mild expression of their feelings, it is chagrined. They realize that they may refuse to make the exchange, but they get no dividend for the coming year if they don't join in the merger, and we think the great bulk will make the exchange and it is much better that the merger should take place on this basis than not at all.

MANY NEW FLOTATIONS
Promoter Now Getting in His Work, But There is a Limit.
Edward Cronyn & Co. in their weekly letter say:
The promoter is now getting in his work and numbers of new issues are being rapidly presented to the Canadian public and the stock market. The rate at which this is being done renders a word of caution necessary. Many people seem to imagine that when an underwriting has been successful and all securities taken care of in that way, that absorption is complete, and that the great bulk of such securities are still speculatively held, in most cases borrowed against, and in any trouble it is quickly shown whether the complete absorption or digestion has taken place. There is a limit to the powers of absorption of any market, and we fear that, as is usual, the market will be carried to an excessive pitch until some severe setback forces a great many of the unfortunate speculators out of business.

COTTON HOUSES INVOLVED
Forged Bills of Lading to the Extent of Two and a Half Millions.
LIVERPOOL, April 22.—The discovery of forged bills of lading for cotton purporting to have been shipped from the United States, has involved probably thirty local firms in the cotton market. In addition to the Liverpool concerns a number of continental houses are affected, many of them having paid considerable sums on alleged false bills of lading. Cotton worth \$2,500,000 is said to be involved in the alleged fraudulent deals.

The affair has affected the market only slightly and no local failures are expected to result from it. The involved firms are arranging to take joint action in the matter, and it is understood their representatives are going to Alabama to investigate the cotton firm of Knight, Yancey & Co., of Decatur.

On Wall Street, Erickson Perkins & Co. had the following:
Stocks met with some support on the early break and slowly rallied, with some of the best prices in the last hour. We do not assume from this that the decline is over. We were entitled to carry it over, and it may go further. But, as we said at noon, it would be wise to use sharp orders for selling, until the situation shows signs of clearing up. At present the horizon is clouded, and we can hardly have much public participation

THE SUBSCRIPTION LIST WILL OPEN AT THE OFFICE OF THE GUARDIAN TRUST COMPANY, LTD., TORONTO, ON MONDAY, APRIL 25th, 1910, AND WILL BE CLOSED ON OR BEFORE MONDAY, THE 9th DAY OF MAY, 1910, AT 3 P. M.

CAWTHRA MULLOCK & CO.

OWN AND OFFER FOR SALE
AT PAR, \$100 PER SHARE,
\$2,000,000 of the 7% Cumulative Preferred Stock, with a bonus of 25% Common Stock, of

Maple Leaf Milling Company, LIMITED

(Incorporated Under the Laws of the Province of Ontario.)

HEAD OFFICE . . . TORONTO, CANADA

CAPITAL STOCK, Issued and Fully Paid Up.
PREFERRED (7% Cumulative) . . . \$2,500,000
COMMON . . . 2,500,000
\$5,000,000

THE COMPANY HAS NO BONDS ISSUED OR AUTHORIZED

GUARDIAN TRUST COMPANY, Limited

is prepared to receive subscriptions for \$2,000,000 of the above seven per cent. cumulative preferred stock at the price of \$100 for each share, with a bonus of common stock equal in par value to 25 per cent. of the par value of the preferred stock allotted, to be delivered on payment of subscription. The dividends on the preferred stock accrue from April 5th, 1910. Subscriptions will be payable as follows:

10 per cent. on Application, and
90 per cent. on Allotment.
100 per cent.

In instalments as follows, in which case interest at the rate of 6 per cent. will be charged.
10 per cent. on Application,
15 per cent. on Allotment,
25 per cent. on 1st June, 1910,
25 per cent. on 1st July, 1910, and
25 per cent. on 1st August, 1910.
100 per cent.

The right is reserved to allot only such subscriptions and for such amounts as may be approved, and to close the subscription book without notice. Application will be made for the listing of the securities of the Company with The Toronto Stock Exchange.

BANKERS OF COMPANY: Imperial Bank of Canada and Bank of Montreal

BOARD OF DIRECTORS

D. C. CAMERON, Winnipeg, President.
President Rat Portage Lumber Company, Limited.
CAWTHRA MULLOCK, Toronto, Vice-President.
Director Imperial Bank of Canada; Director Confederation Life Association.
HEDLEY SHAW, Toronto.
Vice-President and Managing Director The Maple Leaf Flour Mills Company, Limited.
JOHN I. A. HUNT, London.
President Goderich Elevator & Transit Co.; Vice-President Hunt Bros., Limited, Millers.
CHARLES WURTELE, Toronto.
Vice-President National Iron Works, Limited.
JOHN CARRICK, Toronto.
Secretary The Maple Leaf Flour Mills Company, Limited.
CHARLES W. BAND, Toronto.
Vice-President James Carruthers Company, Limited, Grain Exporters.

NEW COMPANY A GOING CONCERN.

Maple Leaf Milling Company, Limited, is a new company which has taken over the whole undertaking as a going concern of the Maple Leaf Flour Mills Company, Limited, including therein that of the Hedley Shaw Milling Company, Limited. The company has mills at Kenora, Toronto, St. Catharines, Welland and Port Colborne (the least named in course of construction) in the Province of Ontario and at Brandon, in the Province of Manitoba. When the construction at present under way at Port Colborne is completed the company will have a total milling capacity of 12,300 barrels per day. The company has at present thirty-five elevators situated throughout the Western Wheat Belt, and fifteen additional ones are being added at the present time. A million-bushel elevator is being constructed next to the new mill at Port Colborne. The company has also warehouses and offices at Toronto, Winnipeg, Kingston, Ottawa and Montreal.

SECURITY AND EARNING POWER: The assets of the old Companies taken over as above stand in excess of all liabilities and without any allowance for good-will, trade marks, etc., at \$3,770,324.11, this amount being ascertained on the basis of an appraisal by the Canadian-American Appraisal Company, Limited, as of March 17th, 1910, of the capital assets taken over, and the certificate of Messrs. Price, Waterhouse & Company, as the Treasury \$1,000,000 of additional cash, which, besides permitting of the completion of a 1,000-bushel mill and a million-bushel elevator and storehouse at Port Colborne, and of fifteen additional elevators in the West, will provide the new Company with further working capital. As per certificate of Messrs. Price, Waterhouse & Company, London, quoted below, the earnings of the old Company on the present plant amounted from September 25th, 1905, to August 20th, 1909, to \$215,643.28, and from August 21st, 1909, to February 28th, 1910, to \$186,753.29, being for the latter period at a rate equal to over 15 per cent. on the preferred stock of the Company.

The following is the certificate of Price, Waterhouse & Company, "Gentlemen: We have examined the books of the Maple Leaf Flour Mills Company, Limited, which include the transactions carried on under the name of the Maple Leaf Flour Mills Company, Limited, at Toronto and Branches, from September 25th, 1905 (prior to which date the Company's principal mills were not completed nor in operation), to February 28th, 1910, and we certify that the profits for the period, after making provision for depreciation, but before charging interest on loans, were as follows: From September 25th, 1905, to August 20th, 1909 . . . \$215,643.28 From August 21st, 1909, to February 28th, 1910 . . . \$186,753.29 Yours very truly, PRICE, WATERHOUSE & CO."

MANAGEMENT.

The properties of the old companies have been constructed and developed under the direction of Mr. Hedley Shaw, late General Manager of the Maple Leaf Flour Mills Company, Limited, and of The Maple Leaf Flour Mills Company, Limited, and Mr. D. C. Cameron, late President of The Maple Leaf Flour Mills Company, Limited. Both these gentlemen will retain large interests in the new Company, besides being actively identified with it. Mr. Hedley Shaw will occupy the position of Managing Director of the new Company, thus giving to it the full benefit of his long practical experience.

FAVORABLE LOCATION OF NEW LARGE MILLS.
To having the large capacity mill at Port Colborne is without exception the best there is in Canada. This mill, when completed, in addition to being well supplied with wheat, will have one of the most modern equipments in the world. The Company at all times will be able to keep able to make arrangements to have the last steamers coming down from the West at the end of the season of navigation tie up for the winter months and it is advisable to do so. It will also be able to draw from the Government elevator, which will be situated on the same pier as the Company's mill, and in this way afford additional storage capacity without any necessity of any capital outlay for it. Should at any time the Company capacity will be in Ontario, where, as Government statistics show, a smaller amount of wheat is being grown each year as the farmers go in more and more for stock-raising. This means a brisk demand for the by-products of the mills for feed. A complete report on the advantages of the Port Colborne site, prepared by Mr. Hedley Shaw, will be found in the prospectus. Prospective and forms of application may be obtained at any branch of the Imperial Bank of Canada, or The Royal Bank of Canada, from Guardian Trust Company, Limited, Toronto, and from Cawthra Mullock & Company, Toronto.

APPLICATIONS FOR SHARES SHOULD BE MADE UPON THE FORM ACCOMPANYING THE PROSPECTUS AND SHOULD BE SENT TOGETHER WITH THE REMITTANCE DUE ON APPLICATION TO:

ANY BRANCH OF
THE IMPERIAL BANK OF CANADA
OR
ROYAL BANK OF CANADA

GUARDIAN TRUST CO., Limited, Toronto
OR
CAWTHRA MULLOCK & CO.,
MEMBERS TORONTO STOCK EXCHANGE,
ROYAL BANK BUILDING, TORONTO, ONT.

In the stock market. This being the case, financial interests are not likely to try to put up prices much. It is quite possible that an effort will be made to rally U. S. Steel further, for effect on sentiment, and to make it appear that the dividend will be increased at next week's meeting. We should view such a rise in Steel with suspicion. It would be a

matter of questionable judgment to increase the Steel dividend at this time, when there are widespread demands from labor for increase in wages. J. P. Bickell & Co. say at the close: "We believe that stocks are being liquidated by insiders on every rally in the market, although an attempt is made to give the contrary impression."

While manufacturing companies have enough orders on hand to insure record earnings for this year, there is a feeling that the universal demand for reform in the tariff laws will restrict business next year. Crop conditions were better circulated by a concern. Reports of trouble with the Erie to lower levels.

Charles Head & Co. to R. R. Bond are so excellent that sharp rallies must be expected as the market works that should be more careful of statements, and the reports were promptly denied by J. P. Morgan & Co. At one time during the day the drop in prices was fully two points for

Continued on Page 17.

THE TRUSTS AND GUARANTEE COMPANY, LIMITED

43-45 King Street West, Toronto

Acts as Executor and Trustee Under Wills or in Any Trust Capacity

Capital Subscribed . . . \$2,000,000.00
Capital Paid-up and Surplus Over . . . \$1,450,000.00

JAMES J. WARREN, Managing Director.