



## Lawrence Park

COMBINES THE DELIGHTS OF  
OUTDOOR LIFE AND FREEDOM  
WITH THE COMFORT OF A HOME

**G**IVE your children every consideration when purchasing a home-site.

Give them play-grounds where they may obtain the benefits of out-door pastimes unmolested; give them the opportunity to make the most desirable acquaintances as play-mates; let them enjoy to the fullest the invigorating atmosphere of a location designed and planned by eminent architects to produce health and happiness for its residents—finally—give them a home in Lawrence Park, Toronto's newest and most select suburb.

Here they may have grounds a-plenty, health in abundance, and an ideal home.

Lawrence Park is situated at an elevation of 640 feet above Lake Ontario—think of the benefits derived from this alone—unrivalled ventilation, bracing atmosphere, elimination of the city's smoke and soot and the many advantages of a comely home, though only 30 minutes are consumed in reaching the business sections.

Phone Main 7281 and an automobile will be at your service to show you Laurence Park in its entirety.

NORTH TORONTO OFFICE:

YONGE STREET, Opposite Glen Grove

Open Daily from 9 a. m. to 5 p. m. PHONE NORTH 4894.

### LAWRENCE PARK ESTATES

The Dovercourt Land, Building & Savings  
Company, Limited

24 Adelaide St. East - TORONTO

PHONE MAIN 7281



## Money and Magnates

CONCLUDED FROM PAGE 24.

of English and foreign capital that was finding its way into the country, but there has not been any other single incident that has served as much to indicate the attention the biggest banking interests of the world were paying to Canada, and things Canadian, as did the one resulting from the announcement that such an organisation as Lazard Brothers had completed arrangements by which they would become the largest shareholders in a Canadian concern like the Royal Securities.

Thinking it over, it rather looks as though such an arrangement would be mutually satisfactory to both concerns. With Canada going ahead the way it is, it is only natural that a big concern like Lazard Bros. should be posted on just what is occurring, and should like to get a connection that would enable them to keep close in touch with Canadian enterprises. The prominent part that the leading interests behind the Royal Securities Corporation have taken in connection with the largest flotations that have been made from Canada during the past year, would seem to indicate that the Lazard firm had got in with the right people on this side.

On the other hand, the market in Canada for Canadian flotations is necessarily a somewhat narrow one, especially after the number of public offerings that have been made for some months past, and on this account a great proportion of all future offerings will, almost of necessity, find their way on to the London and foreign markets. Such a condition naturally calls for some other connection than has prevailed up to the present time, as between the head office of the Bank of Montreal and its London office, or even through what has been known as the Canadian Agency, a concern through which most Canadian issues have been engineered in London for some little time back. By securing closer relations with the Lazard firm, the Canadian Corporation will be able to take advantage of the connection the latter has in almost every country of Europe, as well as throughout Great Britain, and the high standing of the firm will mean that whenever it recommends an issue, it will be very readily taken even by investors in different European countries who up to the present time have heard very little, if anything, about Canada or the opportunities for investment here.

### Sao Paulo's Showing.

**S**AO PAULO is capitalised for present and future needs, but nevertheless it showed an increase in earnings last year of 6.6 per cent. This is much better than most large corporations with which it might reasonably be compared. The net earnings increased 5.9 per cent. All this notwithstanding a lowering of fares on the tramway system and a lowering of rates in the lighting department. Three-quarters of a million were spent on capital account, for new machinery, new tracks and a new car house. The assets are valued at nineteen million as compared with sixteen million stock and bonds. Nearly one hundred thousand dollars was carried to profit and loss after paying ten per cent. in dividends. This is a wonderful showing for this Pan-American corporation, showing that the enthusiasm of the promoters and of the investors who have accumulated the stock was based on both knowledge and judgment. Perhaps there was an element of good luck mingled with some judicious management. People are accustomed to see companies of which Mr. William Mackenzie is president do well.

## Advertising and Profits

SEVEN DAYS  
vs.  
SEVEN HOURS

**N**OT every advertisement that is printed brings a profit to the advertiser. An advertisement must be planned for the medium used. The medium must go to readers who want the article advertised. These are the first and second commandments.

As for mediums there is an abundance, all of them good if properly used. The CANADIAN COURIER will sell some articles because it goes to the best buyers in every province of Canada. Its advertisements live for seven days, whereas an advertisement in a newspaper lives for seven hours. That explains why its space is worth seven times that of a newspaper with the same circulation. Can you figure that out?

CANADIAN COURIER

:: :: :: :: ::

TORONTO