

The Telephone is One Door to Your Business



TELEPHONE Traffic is the pulse of a city's business community. Therefore, make it easy for customers to get your firm without delay. For, remember, the "Line Busy" signal means that your firm has not enough telephone doors. Why then allow trade to find its way to competitors who **HAVE** adequate telephone facilities?

Just as the busiest hours of the busiest days in the year determine the number of operators the Telephone Company must have to serve **THEIR** subscribers, so should your firm prepare for the "peak of the load" in the demands made upon its telephone facilities. **Loss of Trade is Disastrous—prevent it.**



Has your firm enough "Telephone Doors"? Are they open sufficiently wide to accommodate the increasing patronage as the city grows and new business develops? Stop the leaks from poor telephone facilities—the gain in business will pay for increased telephone equipment.

The reliable advice of our experts is yours to command. Get a "Traffic Study" of your lines and see what changes, if any, are required to take care of your firm's Telephone business.



THE BELL TELEPHONE COMPANY OF CANADA.

BANKING NEWS AND NOTES.

The Bank of Toronto has opened a branch in New Westminster, B.C.

The annual meeting of the Canadian Bankers' Association will be held in Montreal on November 25th.

It is stated that neither the Jacques Cartier Electric nor the Frontenac Gas Companies have joined the Quebec electrical merger.

The Royal Securities Company has moved into its new offices in the London and Lancashire Building, St. James Street, Montreal.

The Paulin-Chambers Company, Ltd., of Manitoba, will apply for permission to increase their capital stock from \$150,000 to \$500,000.

Mr. E. W. McMullan, manager of the Merchants Bank of Canada, Lethbridge, Alta., was presented with a gold watch on his promotion to Calgary, Alta.

"The Welland" of St. Catharines, Ltd., has been authorized to create a preference stock issue of \$25,000 divided into 250 shares of \$100 each.

Mr. John Paton, of the Toronto General Trusts Corporation, leaves Toronto for Winnipeg shortly, to take up position of manager of the Winnipeg branch.

The capital stock of the Canadian Axminster Company, Ltd., of Ontario, has been increased from \$75,000 to \$150,000, by the issue of 750 shares of new stock of \$100 each.

The Canadian-American Coal and Coke Company has been re-organized with a capital stock of \$2,000,000, which is half a million less than the capital of the old company. The head office is in London.

Major Guy St. Aubyn, a director of the Canadian Agency, Ltd., of London, England, and Mr. Charles Ponsonby, are on a visit to Western Canada. This firm is controlled by the financial house of Messrs. Chapin, Milne, Grenfell & Company.

The Imperial Bank is opening a branch on the south-east corner of Adelaide and Victoria Streets, Toronto, Ont. The Metropolitan Bank has purchased a site for a branch at the corner of Howard Park Avenue and Roncesvalles Avenue in the same city.

Mr. Alfred Baumgarten, president of the St. Lawrence Sugar Refining Company, who early this month was elected to the directorate of the Bank of Montreal in place of the late Mr. A. T. Paterson, has been elected to the directorate of the Royal Trust Company, this office having also remained vacant since the death of Mr. Paterson.

At the regular monthly meeting of the Crown Trust Company, in Montreal, Mr. G. M. Bosworth, fourth vice-president of the Canadian Pacific Railway Company, and Major J. G. Ross of P. S. Ross & Sons, were elected to the board of directors. There are eight members on the board, as follows: Robert Reford, president; G. I. Gear, vice-president; John Carson, managing director; Thomas F. How, J. T. R. Laurendeau, A. G. Gardner and the two new members.

The following particulars are to hand in furtherance of a report of the Alberta Railway and Irrigation Company in last week's issue. The company sold during the year 1,200 acres of land at an average price of \$34, and still has remaining 40,800 acres. The total amount in reserve in connection with land sales has increased from \$941,000 last year's total, to \$1,261,000. Outstanding land accounts amount to \$2,505,000 as against \$2,455,000 last year. Amount of cash in hand is \$863,000, and the balance due to Dominion Government for lands purchased has been paid.