

# December - ends "two fairs for one fare"



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# MONEY AND MAGNATES

## A Compliment to Col. Cantley

**M**R. D. A. THOMAS, on leaving Canada for England, to report to Mr. Lloyd George, paid compliments to General Bertram and Col. Cantley. While admitting that it was unwise to have members of shell-making companies on the Shell Committee, and admitting, also, that some prices were too high Mr. Thomas showed the other side of the ledger account. The interview reads:



COL. THOMAS CANTLEY,  
President Nova Scotia Steel Co.

"Col. Cantley and the manufacturers on the committee have acted only in an advisory capacity, and in this way their technical knowledge has been of great service. Further, Col. Cantley has expended considerable sums in experiments on shell steel and the results of the experiments have, Mr. Thomas understands, been freely placed at the disposal of other manufacturers."

Similarly he pays a compliment to General Bertram. While some of the prices were too high, yet on the whole the cost of shells had been so low that a saving of fifteen million dollars had been effected on business amounting to \$150,000,000.

When Mr. Thomas left Ottawa, he put all contracts in charge of Mr. Lionel Hitchens. These new contracts will probably amount to \$200,000,000, bringing the total war orders up to \$500,000,000. This is larger in proportion than the war orders placed by the

Allies in the United States, and ensures our industrial activity at its present speed until next summer at least.

The reconstructed Shell Committee will be known as the "Canadian Munitions Committee."

## A Warning to Speculators

**C**ANADIANS who have been speculating in New York war stocks should sell out and cash in their profits. While some of these stocks may go higher, the cream of the rise has been skimmed. Those who hang on for a few more points may run into a bear raid which would be disastrous.

Moreover, there is just as much money to be made in Canadian stocks from now on, with less risk. Canadian speculators and investors who neglect their own market are neither wise nor patriotic.



GENERAL BERTRAM,  
Formerly Chairman of Canadian  
Shell Committee.

two and a half million dollars. Mr. Hewitt, the manager, was heartily congratulated by the shareholders.

## A November Boom in Stocks

**N**OVEMBER starts off with every evidence of a general boom in the stock market. C.P.R., for instance, went up 10 points on Monday—a remarkable advance. Such a boom in war times for non-war stocks looks paradoxical. On examination it seems obvious. We have an enormous crop, war orders are coming in by hundreds of millions, savings bank deposits are piling up. People are not as yet touching real estate with a ten-foot pole. Hence investment goes into stocks. November promises to break all recent records.

This boom is not merely speculative. It is based upon sound economic factors in a country which is too far from the war area to be adversely affected by the devastations of warfare, and near enough to take advantage of war business.

## Values in October

**D**URING October, stock values increased considerably. Brazilian rose from 47 to 55; C.P.R. from 160 to 183; Canada Cement from 30 to 39; Dominion Bridge from 170 to 229; Laurentide from 185 to 195; Canadian General Electric from 103 to 125; Montreal Power from 222 to 241; Nova Scotia Steel from 86 to 94; Steel of Canada from 33 to 36; Dominion Steel from 47 to 50.

The fine weather has increased the value of the Western grain crop and made farming conditions more favourable all round. Railways receipts are jumping because of the big movement in grain and the consequent increase in other business.

The outlook brightens day by day, the interest rate is falling, and a wave of confidence and optimism is sweeping over the country.

## Consumers Gas Company

**T**ORONTO has cheaper gas than any other city in Canada, and gets it under private ownership. The company is so well managed that, despite increased taxation and war conditions, it did almost as well in the year just ended as in the previous year. The consumption of gas for the year totalled

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Standard Oil Company.  
New York Central Railroad.  
City of Chicago.  
United States Navy.  
Bell Telephone Company.  
United States Steel Corporation.

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When you buy Blaisdells you don't make a stab in the dark, on the contrary you have the very best of counsel to advise you—the counsel of Experience by the greatest and shrewdest corporations in the world.

Have you ever stopped and considered seriously the inside facts—the real gist—of the lead pencil item? Perhaps you have thought it trivial. But the concerns named above—and many others of like indisputable standing—have not thought it trivial. They recognize in their pencils an item worthy of study because of the bulk used and the total number of paid employees who use them. And they choose—and keep right on choosing—Blaisdells because these pencils meet every demand of convenience, long service, satisfaction in use, and economy.

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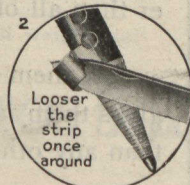
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