

CONTINENTAL INSURANCE COMPANY

OF NEW YORK
HENRY EVANS, President

FIRE

TORNADO

MARINE

ASSETS EXCEED - \$34,000,000

LOSSES PAID SINCE ORGANIZATION - \$96,000,000

SECURITY

SAFETY

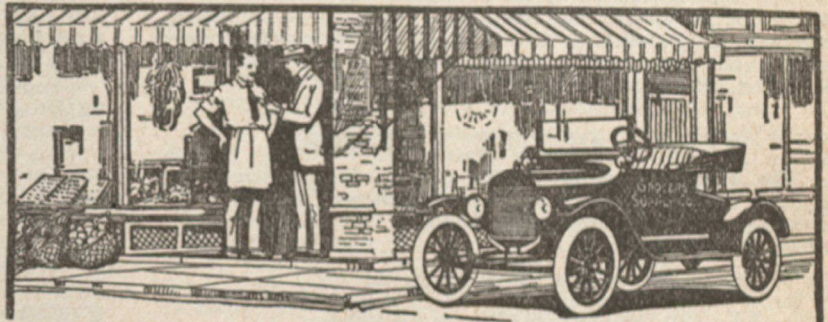
SATISFACTION

HEAD OFFICE FOR CANADA AND NEWFOUNDLAND
17 ST. JOHN STREET,
MONTREAL

W. E. BALDWIN,
Manager

SPECIAL AGENT FOR ONTARIO
A. M. BALLARD,
31 SCOTT ST., TORONTO

Double Your Business by Using a Ford



YOUR business is limited by the area you are able to handle. Why not widen your field of activity by using a Ford car? Many of the most ambitious and successful travelers in almost every line of business are doing this.

They have found that a Ford car enables them to cover much more territory—see their prospects oftener—save time—increase sales—reduce traveling expenses, and “meet their man” with added dignity and in a better mood.

Surely this is worth while, and especially so when we consider how easy it is to own a Ford—its enduring qualities—its power—its simplicity, and its low cost of upkeep.

A Ford car in your business will soon pay for itself. Think it over.

Ford

THE UNIVERSAL CAR

| | | |
|---------------|---|-------|
| Runabout | - | \$475 |
| Touring | - | \$495 |
| Coupe | - | \$770 |
| Sedan | - | \$970 |
| One Ton Truck | | \$750 |

F.O.B. FORD, ONT.

Ford Motor Company of Canada, Limited, Ford, Ontario

GOVERNMENTS DISCUSS STEEL SUPPLIES

Arrangements are in progress between the Canadian and United States governments for pooling supplies of steel for shipbuilding purposes in connection with the Canadian policy of shipbuilding under government operation or control of shipyards.

Mr. A. Johnston, deputy minister of marine, and Mr. Charles Duguid, naval architect of the department, spent last week in Washington, where, with Sir Charles Gordon, they conferred with the United States authorities in regard to the required steel supply to meet the requirements of Canada's ship construction programme. The fullest possible co-operation was promised on behalf of the United States government in connection with the new policy of State construction. It has been decided, with a view to meeting special British requirements, that no further orders must be taken in Canada for new vessels other than of Canadian or British register. At present a number of new ships are being completed in Canada on Norwegian order.

CANADA LANDED AND NATIONAL INVESTMENT

At the annual meeting of the Canada Landed and National Investment Company, which will be held on February 13th, a very satisfactory balance sheet will be presented. The net profits for the year were \$158,209, and a balance more than twice as large as that of a year ago was carried forward.

COBALT ORE SHIPMENTS

The following are the shipments of ore, in pounds, from Cobalt Station for the week ended January 25th, 1918:—

Buffalo Mine, 208,950; Dominion Reduction Company, 176,000; La Rose Mine, 131,982; Coniagas Mines, 173,000; total, 689,932.

The total shipments since January 1st, 1918, now amount to 3,033,699 pounds, or 1,516 tons.