

# INTERESTING INFORMATION FOR Earners, Savers and Investors

## An Opportune Time for a Safe Industrial Investment

Never in the history of Canada has such a favorable condition existed for the development of industries as the present.

Canada is prosperous. Its industries must increase and expand.

In 1913 Canada imported of wool and manufactures over \$28,000,000, or nearly \$5.00 per capita.

### Savers and Investors:

This is an unusual opportunity to make your savings earn double saving bank interest. If your money is earning four per cent make it earn

**8%**

## Some Reasons Why

YOU MAY SAFELY INVEST IN  
THE 8 PER CENT PREFERRED  
STOCK OF THIS COMPANY.

- (1) Company carries Dominion Charter.
- (2) Is not overcapitalized.
- (3) Plant has already been doubled to meet requirements of steadily increasing business.
- (4) It is the largest and most modern plant of its kind west of Montreal.
- (5) Its products please its patrons, bringing repeat orders continuously.
- (6) Present earnings are more than sufficient to cover dividend and interest requirements.
- (7) Its management, both mechanical and financial, is in the hands of thoroughly practical men.

## MIDDLESEX MILLS, LIMITED

Capital - \$250,000

Preferred - \$150,000

Common - 100,000

A limited amount of 8 per cent cumulative preferred stock is now being sold at par.

Make all checks for stock payable to The Fidelity Trusts Co., London, Ontario

ALBERT MITCHELL, President and Manager. W. F. COTTON, Vice-President. A. N. LISTER, Secretary-Treasurer.

## The Consolidated Trusts Corporation

GEO. G. McCORMICK, President THOS. BAKER, 1st Vice-President  
R. G. FISHER, 2nd Vice-President W. E. Robinson and Thos. W. Scandrett.

Acts as Executors and Trustees for Estates. Money advanced on Government Bonds at 6 per cent. Will forms free of charge.

Office - London Loan Block, 220 Dundas Street  
M. J. KENT, Manager.

## TO CLOSE AN ESTATE YOUR OPPORTUNITY TO MAKE \$500

A story and a half brick veneer on cement block foundation. 3 bedrooms, bathroom complete, turn-down gas, heat, schools and car lines within two blocks. South London, lot 37x139.6.  
Price reduced from \$2,500 to \$2,100 to close an estate.

London Realty Sales Co. - Thos. C. Knott, Agent  
DOMINION SAVINGS BUILDING. LONDON, ONT.

## The Dominion Savings and Investment Society

DOMINION SAVINGS BUILDING.

CAPITAL PAID UP - \$934,821.91  
RESERVE FUND - 250,000.00

Loans money on improved city or farm properties. Also issues debentures for \$100.00 and upwards for one to five years bearing interest at 5 per cent, payable half yearly. Receives Deposits.

## "SECURITY UNDOUBTED"

APPLY TO THE MANAGER.

## Industry, Thrift, Banking, Insurance, Investments

### There Is a Great Market in Great Britain for Milk Products

#### CONDENSED MILK.

Swiss and Dutch Condensed Milk has hitherto been imported in immense quantities into Great Britain. Some is also imported from Norway. The market for imported condensed milk is valued at about \$11,000,000 a year. Australia is endeavoring, and with success, to gain a foothold in this market with preserved milk. From \$250 in 1910, she increased her sales to \$85,000 in 1913. New Zealand managed to export for the first time, during the last five years, \$32,000 worth in 1914.

The commission noted with satisfaction that there is a desire on the part of the British public to buy Canadian condensed milk. Before the war many sizes were common in Great Britain, varying from 4 oz. to 24 oz. The demand now is for only six or eight sizes. One buyer at Birmingham "prefers skimmed milk, but sweetened with sugar." He has been buying in Holland at the following prices:

Cases 8 doz., 7 1/2 oz. size ..... 23s. c.i.f.  
Cases 4 doz., 12 1/2 oz. size ..... 20s. c.i.f.  
Cases 4 doz., 16 oz. size ..... 22s. c.i.f.

He could use several hundred cases per month. Another dealer wanted full cream, tins 5 oz. and 16 oz.

A dealer in Manchester wants both the full cream and the skim milk, cases 48 1-lb tins, 96 1/2-lb tins.

Margarine and confectionery makers use large quantities of Milk Powder. The demand is for 28 lb, 56 lb, and 336 lb packages.

The war greatly affected trade with Allies and Neutrals. Great Britain had to pay a high price to the Netherlands in 1915 for condensed milk and milk powder. Italy had to drop out, and Canada took the lowest place on the supply record. There is a market in Great Britain for milk powder. The imports are valued at \$250,000 a year. Heretofore the Netherlands have been the chief source of supply. Australia (Victoria) sent \$60,000 and New Zealand \$15,000 in 1913.

—Report of Canadian Commission to Great Britain, France and Italy.

#### MUNICIPAL OWNERSHIP OF STREET RAILWAYS.

"Watts Watt." The official organ of the Portland Railway and Light Company, Portland, Oregon, contains the following in its August 10th issue:

"The city of Seattle continues to throw money in a 'rathole' in its experiment with municipal ownership of street railways.

According to an item in the Seattle Times, a few days ago, the aggregate loss to the city has been \$111,251.65 since the city owned and operated lines inaugurated service three years ago. The item is as follows:

"Seattle's municipal street car lines were operated during the month of June at a loss of \$2,361.34. June was the first month of the fourth year of street car operation by the city.

"In three years the city lines cost \$108,890.31 more than the revenues, and the month of June brought the total loss to \$111,251.65."

#### THERE IS BIG MONEY IN BIG FARMING.

"There is land enough in the great hard-wheat belt of the prairie country west of the Red River and Lake Winnipeg to produce a very large portion of the world's wheat demand. Scientific agriculturists say that this is the largest continuous expanse of rich soil on the American continent."—Sir George Foster.

#### SIX MONTHS OF MINING.

Total mining dividends for the first six months of 1917 amounted to \$156,866,322, which means that if the rate is maintained for the last six months, mining companies this year will pay their stockholders \$273,613,044. This figure compares with total dividend disbursements of \$192,565,615 in 1916, which was a record for the industry to that year.

When it is remembered that prosperous mining companies usually disburse extra, or "Christmas" dividends, in December, it is quite likely that the total for the latter half of this year will exceed the first half, and may surpass the 1916 record by as much as \$100,000,000. These figures take into account a number of privately owned mines which make no public statement of their earnings or dividends.

No argument for the stability of the mining industry, nor the tremendous prosperity it is producing by producing mining companies, is necessary; the figures are sufficient.—Jones & Baker News Letter.

#### WHAT SHE SAW AT THE PORT.

Mr. Editor of Investment Page.  
Dear Sir,—This little paragraph in your page tonight entitled "When U is V" just struck my funnybone—and to show you a member of the U's Club notices "other" things than one-piece bathing suits at Port, let me say I was there for the first time in years on Labor Day and there on the new "catin' house" I saw the same V for U. Now say it looked "funny as the Devil" to me. I just place all such "artists" in the class who build the fashions for ladies with the one hundred and ten V figures, and so sadly neglect the ones with the one-seventy U curves. Say, I never noticed before that curves have both V and U—that's the "why" maybe. Sincerely MRS. B.  
Sept. 4, 1917.

#### NO ECONOMY IN ALLOWING BUILDINGS TO DETERIORATE BY NOT PAINTING.—By Ernest T. Trigg.

Economy is certainly not only desirable but essential in the existing crisis, but there are forms of apparent economy which are in reality nothing but aggravated waste.

It is easy to become hysterical, and still easier to become foolish on the matter of economy, which in the final analysis is not so simple as it looks. A man who refrained from eating would certainly help to conserve our food supply, but by starving himself to death in the process he would squander a life which is presumably of infinitely greater value to the community than the food he might save.

The stoppage of all industry would save wages, but such saving would surely be the reverse of economy. Real economy is perhaps more frequently practiced by the spending of money than by the withholding of it.

Of high rank among the many items of negative economy stands the easy practice of deferring improvements or expenses for upkeep. The time to scrap antiquated methods and obsolete machinery is when the pinch of necessity demands increased production at lower costs. The time to maintain the highest standard of upkeep is when capital is hardest to get at and replacement costs are almost prohibitive.

Consequently now is the time, if ever, when existing properties should be sedulously maintained in perfect condition. Such condition can be maintained only by systematic repainting at proper intervals.

Even in normal times the average property owner is too apt to regard painting as a "movable feast," forgetting that this thin film of oil and pigment, the thickness of which is expressed in thousands of an inch, is the only efficient shield for his structure against the ravages of the elements. Unprotected wood will not, unprotected steel will rust, paint will safeguard both indefinitely. Thus a few dollars' worth of paint applied at proper intervals will preserve the most costly structure indefinitely.

There are many wooden houses scattered through the seaboard States that have been preserved in good condition from one hundred to two hundred and fifty years by this means. The great Forth Bridge, from the time of its erection has been maintained in the same way. It requires three years for complete repainting, consequently when the painters finish at one end they immediately go to the other end and start again.

The cost of materials for any one job is about 25 per cent of the total cost, the rest being labor; consequently the relative price of the paint at any one time is negligible, and the property owner who delays painting because of fluctuations in the cost of materials, lays stress on an immaterial factor. The time to paint is when paint is needed and there is no economy in delaying necessary repainting because of present conditions. Economy is conservation and conservation is the essential function of paint.

#### THE NAUGHTY, NAUGHTY MAN.

He was a meek little man, about to be examined for life insurance. "You don't dissipate, do you?" asked the physician, as he made ready for tests. "Not a fast liver, or anything of that sort."

The little man hesitated a moment, looked a bit frightened, then replied in a small, piping voice: "Well, er—I sometimes chew a little gum."

#### WALL STREET CONDITIONS.

Uncertainty is a poor foundation for enterprise. Foggy progress temporarily. Light clouds somewhere, but they are invisible. There are so many uncertainties clouding decision that trading in the market is left to floor operators and professionals.

Two things usually hold prices up: outside buying and inside support. Of the former there has been little for some time and, for the last two weeks, the latter has been practically absent. Prices would seem to have discounted all possible or remote happenings—even peace. Dullness usually follows after considerable declines, such as have taken place, and speculators look for an irregular market in which purchases on the recessions and sales on bulges will be favored.

There has been some investment buying of importance at the low levels. A number of good stocks are selling at pre-war prices and, as in the case of some of the standard railroads, below such prices.

When the vital questions of prices and of taxes are settled, and fairly settled as now seem probable, activity will be resumed, and the enormous volume of business, even if profits are more moderate, will afford ample returns to investors.—The Bache Review.

#### PUBLIC ON THE ALERT.

We have a recollection that during the bearish days of dullness and low prices last spring, some customers' rooms in the financial district were almost empty, and there were plenty of chairs for everybody. Within the last few days, a striking change from this state of affairs has been noted. One customer's room has been crowded, many of the visitors being bargain hunters.—Odd Lot Review.

## INVESTMENT BONDS

Yielding Six Per Cent  
Per Annum and Over.

We issue periodically Booklets and Circulars descriptive of sound, high-grade Investment Securities. We shall be pleased to mail these to you as issued if you will send us your name and address.

## Royal Securities Corporation

LIMITED

164 ST. JAMES STREET, MONTREAL.

## THE BEST KIND OF POLICY

Men often ask the question, "Which is the best policy for me?" Upon first-class risks it makes no difference to the company. Some writers have argued from a one-sided view, that the less money paid for protection the better; but it all depends upon circumstances. Protection is not like house rent, or like an article that can be worn out and consumed, and leave no future value behind it. Life insurance must inevitably couple the future with the present. A man of limited means and large insurance needs will find the cheapest insurance in a full life participating policy, while the man of larger means or of independent fortune may profitably take the ten, fifteen or twenty payment policies. In the event of early death, the latter will have paid more, but in case of living he will not only pay less in the aggregate, but will experience the satisfaction of having his insurance fully paid up before he is old. It is simply an outworking of the law of average, as the interest equalizes the different propositions.

Notwithstanding the higher cost, the advantages of endowment insurance are distinct and worthy of the most careful consideration.

Send for our Booklet, which will tell you in detail just what is the best policy for you. Write us today.

## THE NORTHERN LIFE ASSURANCE COMPANY

London - Ont.

Tear off this coupon and mail it today.  
NORTHERN LIFE ASSURANCE CO.  
Gentlemen,—Please send me your booklet, "What the Northern Offers"

My age is .....

Name .....

Address .....

## TO THE INVESTOR

A safe, convenient and desirable investment are Guaranteed Mortgage Certificates in denominations of \$100 and upwards, yielding 5 per cent interest payable semi-annually.

These certificates are secured by first mortgages on improved real estate, worth 50 per cent more than the loan, and principal and interest is guaranteed by this company. A booklet about them will be sent upon request.

## THE FIDELITY TRUSTS COMPANY OF ONTARIO

DOMINION SAVINGS BUILDING - LONDON

Incorporated by Special Act of the Parliament of Canada.

## THE PREMIER TRUST COMPANY

Acts as Executors, Trustees, Administrators, Assignees and all other functions of a Trust character. In

## MAKING A WILL

your best interests will be served by naming this company as your Executor and Trustee. You are under no obligation to consult us.

OPERATED UNDER THE SAME MANAGEMENT.

HEAD OFFICE: THE PEOPLES BUILDINGS, 428 RICHMOND ST., LONDON, ONT.  
BRANCH OFFICE: 8 SANDWICH STREET WEST, WINDSOR, ONT.

## The Peoples Loan and Savings Corporation

A comfortable state of mind is produced by thrift. A co-partner of thrift is a

## Savings Branch Account

You can commence by depositing \$1.00 and add thereto as circumstances permit. It will grow to a large amount when improved with the

## 4 PER CENT

interest we pay, compounded twice a year. Begin now.