CONNECTICUT BUSY WITH WAR ORDERS

This State Alone has Orders From the Allies to the Extent of \$500,000,000

ORDERS FOR RIFLES

Rifles at Thirty Dollars Each, Making a Total of Ninety Million Dollars.

New York, July 14.-Connecticut has found a far for arms and ammunition and machinery to manufacture these to extent of \$500,000,000. And more

Krupps, and will soon see an initiax of between 14, parative ease, while including recting the model of the m and Winchester as many more. The Scovil Company changed and many bankers are now using letters to in Waterbury will take on 3,000 or 4,000 additional men good effect.

In Bridgeport the Remington Arms Co. has taken an ington share of the velvet to nearly \$150,000,000.

ed regarding its volume of orders; the \$5,000,000 at peal and dignity in the highest degree. least in trucks and officers' cars to be built by Lo-

and is scouting for additional men.

Hartford is sawing wood and saying nothing. Colt's to keep it going full speed until end of 1918. Its orders are estimated at close to \$20,000,000. It is manufacturing practically nothing but machine guns for UNITED SMELTING TO STATES Russia and Great Britain

begun to feel the bullish effects of the war business. and I think that it will last two to three years yet. Some of the Connecticut concerns making arms and ammunition, in fact all the old-established ones, can influenced United States Smelting directors i

longer so urgently needed.

plied the greater part of Europe's needs in small arms, dividends at the old 6 per cent, rate on the comm

rifles, pistols, shrapnel, explosive shells and ammuni-tion for years after the war is over to re-stock arsen-Incidentally, in acquiring these smelters, orders from Europe for an indefinite period.

materials for rifles, shells, etc., are made to the railroads and ships where the raw and finished products
are shipped, the benefit will be noted, and this is

the Mammoth Co. incidentally is making some
the world's money power."

The Mammoth Co. incidentally is making some
the world's money power."

The banker quoted was asked if he seriously believed that a few years hence this country would betimistic regarding war orders.

STRIKE IN MUNITIONS PLANT MAY

Bridgeport, Conn., July 14.—A general strike of the allied metal trades involving about 8,000 men employed at the Remington Union Metallic Cartridge Co. plant, and other factories in Bridgeport which have sub-contracts for mostly and property of the sub-contracts for mostly and the sub-contracts plant, and other factories in Bridgeport which have sub-contracts for munitions, may result following the walkent of 200 street and Superior concentrates monthly. These with its walkout of 200 structural ironworkers employed at own ores will, it is believed, take up the entire ca-

Although J. J. Keppler, vice-president of the Inter-ational Association of Machinists, John Flynn, general organizer of the Carpenters' and Joiners' Union of America, J. A. Johnston, first vice-president of the structural ironworkers and C. G. Geist, general manager of the Stewart Construction Co., of New York, contractors for the Arms Co. buildings here, have

JUPITER BONDHOLDERS MEET JULY 30. six per cent. Jupiter mine first M nortgage bonds will hold a meeting in the offices of A Messrs. Lafleur, MacDougall and Co., on July 30, at 11 a.m. The meeting is called for the purpose of passing a resolution waiving defaults by reason of the non-payment of the principal or interest of the ds, and granting the company a delay until Feb-

PRICE OF STEEL BARS ADVANCED.

New York, July 14.—An independent steel company tered showers in Missouri, Nebraska, Iowa and Illi-has advanced the price of shapes and bars to \$1.39 nois. Temperature 66 to 80. 100 pounds. This is equivalent to an advance of American Northwest-Cloudy, light to heavy show-

Many Types of Advertising From Which the Banker May Select One That Can Be Used Advantageously

(A. M. Ingraham in the New York Financial)

tion by which they are issued. Under ordinary cirbooklets, folders, statements. letters, trade revies
and newspaper advertisements. While other forms

to by which they are issued. Under ordinary circumstances several inexpansive booklets and folders
can be used to better advantage than one large pubing. Many newspapers are printed in an unattractive Remington Arms Company Has an Order for 3,000,000 of advertising come up for consideration from time to lication, commonly called a brochure, time, yet they are of minor importance compared. When each department of a bank or trust comnewspaper advertising.

ly done by hand, soliciting accounts by letter was a practical impossibility. The perfection of the typewriter, however, has made letter writing a matter of comand will soon see an influx of between 14,- parative ease, while methods of reproducing letters,

Experience shows that there is no more satisfactory form of bank advertising than a good strong serorder for 3,000,000 rifles at \$30 each, making a total less of letters and when the actual cost is taken into of \$90,000,000. Remington-U. M. C. Co., a part of the consideration there is no more economical method of Remington outfit, has taken orders estimated at close procuring new deposits. No form of bank advertising to \$50,000,000 for ammunition, which brings the Rem- can be so completely adapted to the classes of people to whom it is sent as the letter, where it is molded Taking other industries, such as Lake Torpedo under the hand of a skillful and trained writer. More-Boat Co., upon which there has been no estimate plac- over, it can be made to combine both strength of ap-

000 of orders on its books, and has turned down busi- of the letter. The letters should be signed by an of It has spent several millions in new buildings ficer of the bank in ink and every precaution should and other profitable business. be taken to make them neat in appearance.

vertising can properly take. The principal forms are forth the facilities, service and safety of the institu-

more promission memory of employing its industries one of the most efficient methods of procuring than in turning out wooden nutmers. It is estimated that in this state alone the alies have placed orders classes of people in series, about a month apart. In those days when all letter writing had to be laborious. omy and appropriateness.

> tness of aim should be embodied, with a strict reprinting of a bank booklet, good taste must be exer. time the advertisement appears. rised in the selection of proper color combinations. booklet is issued.

chine work and castings. Bridgeport's share of war like original typewritten letters. The greatest care mere formal matter for the sake of publishing the gance and lack of prudence. hine work and castings. Bridgeport's snare of war like original typewritten letters. The greatest car should be exercised to see that the name and address condition of the institution. The fact is, however.

Winchester Arms Co. in New Haven has \$100,000, of each person's correctly filled in to match the body of each person's correctly filled in to match the body that the statement can be made a strong piece of lit-

Next in importance to the proper use of letters been found by experience to be an appropriate and which it is used.

There are several distinct forms which bank ad- comes the preparation of inexpensive booklets, setting profitable method of setting forth the facilities of the very best results by reason of the limitations ing. Many newspapers are printed in an unattractive

style by reason of the haste required in their make up with the judicious use of printed matter, letters and newspaper advertising.

One of the most efficient methods of procuring one of the most efficient methods of procuring the procuring of the most efficient methods of procuring the procuri

priately sent out to a list of school children, while in- one of the severest tests. Newspaper advertising, in would extend if placed in a cylinder a foot in dia. formation concerning a trust department or the mak- order to result satisfactorily, must be followed pering of a will would be entirely out of place and the sistently. New copy should be furnished to the paexpense of sending the latter information would be pers each time the advertisement appears. It would, totally lost. On the other hand, a depositor should indeed be an unattractive newspaper that would pubnot be sent literature soliciting his business in a lish the same news every day for a week or month; line in which he is a patron both for the sake of econ- yet many bankers allow their advertisement to be repeated again and again. It would be wiser to take Bank booklets should be prepared with the great-est care from a literary standpoint. All of the excel-lencies of English, such as clearness of style, simplicity in the use of words, dignity of expression and dir. repeated during all of that period. As a rule, a bank build automobile roads around every quarter see can prudently take space two or three times a week tion in the United States, build a school house at gard for every principle of sound banking. In the in the leading dailies and have the copy changed each every intersection, supply the youngsters with fre-

Referring to the size of space used for newspaper paper and general make-up, including the binding, advertising, concerning which bankers are constantly Cheap work and careless writing are absolutely in- seeking direction, experience proves conclusively that excusable, as they defeat the very end for which the small space used continuously is far more productive of substantial results than large space taken spasmo-The bank booklet should be attractive, convincing dically. The banker must constantly impress the pubcomotive Co. of America: orders taken by British- who has an income. By carefully classifying the American Co., which is making a patent field gun for names of the people addressed, appropriate letters tion of the dignity and substantial character of the France, besides machining shrapner shells, and or can be prepared for each class and they can be redered for each class and they can be

In whatever form bank advertising may appear, all erature, which will result in procuring new accounty stantly embodied in the literary style and general appearance. Any violation of the dignity of banking The persistent use of newspaper advertising has works against the interests of the institution by

ussia and Great Britain. A banker in Hartford recently said: "We have just egun to feel the bullish effects of the war business." PURCHASE THREE KANSAS SMELTERS

go out of business after the orders are worked off poning resumption of dividends on the \$17,555,000 their books. I have heard and I believe that when the Remington Company finishes the orders it has desire to use this cash to help pay for the purchase on its books it can scrap its works and be millions and equipment of three Kansas zinc smelters which ahead of the game."

the company has recently acquired. These three But, it is said it New York,' said the listener, smelters are to be enlarged somewhat' to output "that there is danger of cancellation of orders after about 3,200 tons of spelter monthly. This is an inthe war is over and the arms and ammunition are no crease above precent capacity of between 20 per cent, and 30 per cent. The most of the smelters, plus "Well," the banker replied. "New York has been what is being put into enlargement work, wrong on several things, and I think it is wrong in sent when finished slightly more than \$1,000,000. And that. In the first place, Belgium has in the past supthis \$1,000,000 in turn is the convalent of a year's not so much in rifles, but largely army pistols. Its lt need not be inferred from this, however, that plants are in bad shape and its organizations disbanded. In the second place. Germany has supplied holders to bide their patience for a year before they a tremendous amount of ammunition to France, Eng. get some income return. The profits which the land. Italy and Belgium in the past. She will not do it in future. "This country will be called upon to ship millions in lieved, pay for the smelters and equipment within 9

als abroad. By the time the war is over we will have United States Co, has secured an old and practically als abroad. By the time the war is over we will have the largest capacity of any country in manufacture abandoned mine in the Joplin district known as the of rifles, ammunition and shells. We shall have a Plymouth Book mine if may or may not prove to of rifles, ammunition and shells. We shall have an organization that will surprise even ourselves. We contain spelter values. It is a mere incident, and shall be able to compete with Europe and will receive was taken in order to secure the smelting which rders from Europe for an indefinite period.

"The whole trouble with the average man in these One reason why United States Smelting has gone

times is that this war business is too big for him to into the spelter business is that it knows from excomprehend it, and it means big money to this coun- perience that some of the ores of its operating companies contain spelter which in the past it has not The fact that stock of the large concerns such as paid to try to recover. For example, the Mammoth Colt's, Winchester and Remington companies are so Co.'s ores in California contain a very measurable the highest class, because, on account of temporarily closely held that no outsider can possibly buy it shows the big profits in manufacture of this class of the treat with spelter at five cents. But with this product. While a comparatively few people will be benefited benefited by dividends from these companies, the cents per pound there is a different story. Mambers of workmen being smallered in the state of the comparatively few people will be cents per pound there is a different story. Mambers of workmen being smallered in the state of the financial conditions, securities could not be floated at home. That time, however, is past. In future, when France buys bonds of American railthosuands of workmen being employed in new con- moth spelter concentrates will be treated at the new roads, the French will have to approach us, for we thosuands of workmen being employed in new construction at these works and in the plants after they are built will do wonders for the towns where they are located.

moth spelter concentrates will be treated at the new Kansas refineries. Then United States Smelting has shall not again be under the necessity of approaching another important mining property whose ores contain valuable spelter, but which in the past has been able to absorb American bonds in quantity, and in

what makes longsighted men in the Nutmeg State op- running around 2,000,000 pounds of copper monthly, and profits on 20-cent copper may be estimated at \$225,000 per month. Mammoth with its increasing output is able to get its copper costs down pretty INVOLVE 8,000 CARTRIDGE MAKERS. low. It is safe to estimate the present costs at not expectation of almost every international banker

NIPISSING PRODUCTION IN JUNE

The Nipissing continues to make favorable reports on production and shipments, the June figures making new records for production for the year to date, been in conference this afternoon, little headway to-

the Jent.	MILED MIC.	
1915.	Production.	Shipments.
une	\$186,791	\$377,486
fay	175,522	277,671
pril	170,577	380,921
larch	169.079	27,208
ebruary	164,140	184,536
anuary	164,194	338,708
### [18] [18] [18] [18] [18] [18] [18] [18]		

THE WEATHER MAP.



MR. W. G. M. SHEPHERD. Club, has donated a machine gun to the 60th Bat

has kept in close touch with conditions abroad, says "There were times in the past when it was absolutely necessary for New York to go to Pars with bonds of

ment of the resources of other countries. He replied

To the banker who made the above remark the next following gentlemen at a private dinner last night to question put was: "What section of the world is meet Premier Borden: takes first rank as a world money power?" He an- Girouard and Sir Max Attken. swered emphatically that Russia would afford by far the greatest opportunities. Between possibilitie in South America and those in Russia there is, in his opinion, no comparison. Russia has an enor mous population, a vast undeveloped territory, is economically in fine condition, and is just beginning to treasurer of the City Dairy Company, who has been rich harvest, and American capital will endeavor to do the reaping.

KAISER BELIEVES WAR WILL BE CONCLUDED IN OCTOBER.

London, July 14.—The Times asserts that the Ger-Cotton Belt-Clear, no precipitation of importance, out to the Emperor the financial difficulties of the mercial channels. Temperature 74 to 82.

Winter Wheat Belt—Partly cloudy, light to scatof the campaign through another winter, stated that the war would end in October

bankers are alleged to have declared that ers. Temperature 55 to 72.

and an indemnity obtained Germany's position would be difficult, but that if the war was prolonged the company are now more than 35 a ton from the permanent of the special company. The proposition would be difficult, but that if the war was prolonged the cerman Empire would become utterly bankrupt.

The proposition would be difficult, but that if the war was prolonged the cerman Empire would become utterly bankrupt. German Empire would become utterly bankrupt, headquarters in this city.

DECLINE OF THREE-FOURTHS IN

Washington, D.C., July 14.—Exports of agricultural significant decreases in shipments to Argentina, Can-than \$100,000,000,000 for the six-year c ions of the world: Cuba and Siberia made gains. 000,000,000, and laundry work \$2,000,000 Australia barely held fits own in the year's trade, but this is a god showing in view of the fact that her wheat crop dropped over 100,000,000 bushels in 1913 to 25,000,000 bushels last year.

The European war was doubtless the dominant proportionate to that in sales to other sections. Thus tion, and that saloonkeeper would not get even or reign markets for this class of American manufactures, practically ceased, as did also those to \$2,500,000,000 or so to Washington. while huge losses likewise occurred in ales to France and other European countries. Anther contributory factor-the recent establishment f great plants in Russia and France, financed and ontrolled by American capital, for the manufacture 000 acres of lakes and woodlands un

Information reaching the Department of Commerce wever, indicates a growing use of machinery on farms both in Europe and elsewhere, a tendency tions. which will doubtless be even more pronounced on the and "Nominigan" afford fine accommodation. necessitating proportionately more machinery System, No. 122 St. James Street, Montrea for the successful conduct of farming

A comparison of the exports of agricultural implements to leading markets for the eleve

11	mos. ending	May 31-
8	1914.	1915.
Exported to-		
European Russia	\$6,438,000	\$ 83,00
France	3.884,000	1,153,00
Germany	3,132,000	20,00
United Kingdom	1,062,000	704,00
Other Europe	4.147.000	1,481.00
Canada	2,842,000	1,643,00
Argentina	4,216,000	1,455,00
Africa	1,445,000	542,00
Other countries	3,136,000	2,369,00
Total	30,302,000	\$9,450,00

DINNER FOR PREMIER BORDEN. London, July 14.—Sir George Perley entertained the

Lord Kitchener, Viscount likely to be the particular field of enterprise for in- Bryco. Licut.-General Alderson, Austen Chambervestment of American capital when this country lain, Winston Churchiil, Lewis Harcourt, Sir Percy

CITY DAIRY COMPANY

Toronto, Ont., July 14.-C. C. Mowry, secretary wake up to a realization of its own resources. There in the General Hospital for the last eight weeks un is a great untilled field which can be made to yield a dergoing a painful operation on his knee, has so far improved as to be able to return to his home

CANADA'S WHEAT CROP

Ot awa, July 14.—An official denial is given to the cabled statement that Sir Robert Borden would arrange with the Imperial authorities to take over the range with the Imperial authorities to take over the local Room, City man Emperor in a speech to a deputation of bankers Canadian wheat crop. The marketing of the crop Commissioners, in the Board Room, City Hall, who had insisted on an interview in order to point this year will take place through the ordinary com-

APPOINTED REPRESENTATIVE

Toronto, Ont., July 14.-Mr. Bert Minehan, formerly even if the war was brought to an end immediately resident manager of the Fidelity Casualty Company. Office of the Board of Commissioners.

Washington Statistician Computes how Much it Would Cost to Entertain 100,000,000 men

SOME INTERESTING RESULTS

Says That United States Might Invite All Hands to Next Inauguration, When if Half the Crowd Became Thirsty Just Once the Saloons
Would Take in \$1,500,000,000.

Washington, D. C., July 14. - At this time of year when the statisticians begin to sharpen penments placed upon the time and ability of the banker cils in order to find how high the nation's wheat crop meter, and how long it would take an army of sandwich men to pass a given point, assuming a saloon on each corner of the point, it is of interest to scan some figures prepared by a Washington statis who has given thought to the so-called drink evil

A well known figure in public life has figured that lunches, and have them travel to and from in jitneys.

Being a Washington man the statistician imme diately set about bringing that \$2,500,000,000 to
Washington. In the entire United States there are 250,000 saloons and the \$2,500,000,000 would allow free lunch there wouldn't be a waiter's wage left for the saloon keeper. So the thing to do, he figured, was to bring all the money to Washing

To do this he proposed that the 100,000,000 pec ple of the United States come to Washington next inauguration, and take part in the parade. only every 10th marcher spent a dime for de 000,000, while if they marched in files of 10 each and drink there would be \$600,000,000 spent in that was If half the crowd got thirsty once \$1,500,000,000

EXPORTS OF FARM IMPLEMENTS be spent at the integral to the parade 714 full days, or significant to the parade 714 full days or signif years of an eight-hour union day for the parade t pass the White House, which would be Washington, D.C., July 14.—Exports of agricultural pass the white rouse, which would be figured proximately \$10,000,000, as against \$40,600,000 in the high-record year 1913, \$21,000,000 in 1903, and a rooms alone would be \$654,000,000, or \$200,000,000 a rearly average of more than \$29,000,000 for the past day, so that the saloon man would get only two decade. This loss of trade fell most heavily upon tenths of one per cent, of what the botelkeeper cot. Sales to Europe, but there were also smaller though ada and various countries of Africa and other sec-

After discovering that there are only \$4,000 currency in the country, that the total value of exery tangible thing in the nation is but \$200,00 factor, as the decrease in sales to Europe was disexports to European Russia, usually the greatest of tenth of one per cent. of what the crowd would spend

NEW TOURIST TERRITORY.

Algonquin National (Ont.), Park, a region of 2.500. vites the tourist and holiday seeker. It appeals spe cially to the fisherman, canoeist and camper-endless canoe trips and fine fishing are special attra resumption of peace, since the devastation of war is causing a marked shortage in human and animal la-



City of Montreal Road Department

Tenders under sealed envelopes, additioned to the Board of Commissioners and deposited is their office, at the City Hall, will be received until NOON, Monday, July 26th. 1915. for the supply and laying of the asphalt required for the paving of certain streets with asmall me cadam representing a superficial area of about 300,000 square yards.

The interested parties may obtain all needs sary information at the office of the Chief En All tenders not made on the forms furnish

for that purpose by the City of Montreal, and not sent in the printed envelopes also furnished for that purpose shall not be entertained. No tender shall be considered unless acrepanied by an accepted cheque from an incorp

ated Canadian bank, payable to the City Montreal, which tender and cheque shall be closed in the envelope furnished to that effect e office of the Chief Engineer. The lowest or any tender will not necessarily

at the first regular meeting of the said Board, which will be held after said tenders shall have been received, and at which the interested par-

L. N. SENECAL,

City Hall, Montreal, July 13th, 1915.

ties may be present.

ng all expectations. Incoming orderion are understood to have been re ts of about 60,000 tons per day for a st, which shows a large increase ove the first five months of the year. in and these are resulting in large b ds and bars. In the domestic trad ng of plates has been noted both by shi ment makers. The railroads are nation to purchase more freely. Mi teadily improving and further incr tion were reported during the wee While the domestic trade is light in ort demand is the heaviest ever kno ore in sight. Prices on export bus of the ocean transportation. The Ameri In Plate Company books and 50,000 boxes for export, both involve nock. Operations are maintained at about Recause of the uncertain conditions

rket, but few makers of galvanized ering material. Galvanized sheet price guage are fairly uniform, but as the old between guages do not fit the high co base prices are quoted accor range to which they are intended to ap derd gauge about 4.5 cent is asked ack and blue annealed sheets continu and in the sheet trade as a whole it aver well, despite the light demand for ga nobile trade is buying body, hood stock, as well as blue annealed, and go ions have been received. The Americ in plate company is operating its sheet m per cent. of capacity and tin plate m nt. The activity in merchant steel ba that many companies operating their p apacity are declining to take orders for

and for large rounds is insistent.

New York, July 14 .- Sugar market

N. Y. CURB OPENED IRREGU New York, July 14.—Curb market open

lectric Boat 178 Stand. Motor New York, July 14.— Curb market a egular. Selling in Electric Boat was a ck declining to around 174, off 7 po Hendee Manufacturing Company nd back to 381/2, with last at 39. International Motor preferred adva-

CRUDE RUBBER UNCHANG York, July 14 .- There was hange in the crude rubber situation hough an increase was noted in the a razil and the Far East. Trading her ut offerings continued light and the ma

ted as quiet, but steady at 31 % for THE HEMP MARKET.

New York, July 14.—There was a bette rted for hemp in the local market as rers showed more interest than for sor ary market was not pressing offering rm at the basis of 91/2 cent for fair cu Sisal is steady at 6 to 61% cents, which ominal as the offerings are light.

U. S. COTTON REPORT. Washington, July 14.—Census Bureau bales lint cotton consumed in the U

493,697, year ago 445.6 Total consumption for season August as 5,100,322 bales. Year ago, 5,177,740.

COTTON AT 15 CENTS A POU st bale of 1915-16 cotton crop auctior of the New York Cotton Exchange

THE HOP MARKET

ew York, July 14.—There were no add orted from the Pacific coast hop man The tone remains firm, however, disposed to advance asking prices. Cro on the coast and up-state were fav wing quotations are between deale dealers to brewers is usually States, 1914-Prime to choice, 11 to 13 me 10 to 11. 1813-Nominal. Old olds, 5 to 6.

mans, 1914-32 to 33. Pacifics, 1914—Prime to choice 18 to 14 me, 11 to 12.

1913-8 to 10. Old olds, 6 to 7. Bohemian, 1914—33 to 35.

RICE MARKET QUIET.

New York, July 14.—Rice market is qu are still pursuing a hand to mouth pe s a fair movement for actual needs an fally steady. The tendency is still new crop movement, which starts th of the month, but rive rice will not come f

New York, July 14.—There was an is country for Japan tea reported in igh the sales probably did not exceed es in the aggregate. Otherwise the sturcless, covering the general list. Rady, in sympathy with the primary