

HOW TO BECOME AN INVESTOR

By INVESTICUS

THERE is great dignity in the word "investor." When you aren't an investor you are likely to distrust "the corporations." If you don't own a stock or a bond you find yourself hurrahing with all the rest of the people who aren't investors whenever it is proposed to break up some trust, or mulct some corporation of its excess profits, or pass a law preventing melon-cutting or advocating public ownership. But when you own even a single bond—you are an investor! Your whole point of view is likely to be changed. Even though it is your first hundred dollar bond and your hand shakes a little when you start to tear off your first interest coupon—you can't help feeling that now you are blood brother to the capitalists. Of course you don't believe in crookedness or oppression, but you do think there is another side to Socialist's talk. You have now a vested interest yourself. One hundred dollars invested in a security has transformed the whole world for you.

A man who three years ago was poor and an ardent reader of all the Socialist and anarchist papers in the English language, came into this office not long ago in a fur coat and other expensive toggery. The story he told was the story of how he had become a capitalist. He was so affluent, so ruddy and happy that one hesitated to remind him of his former hatred for the capitalistic class. But I did, and he smiled—and whispered that he had become a capitalist himself because he saw the opportunity to do good! He had made his money gambling on the New York stock market in the days when the first war babies were being born. His original capital was a very trifling sum indeed (to be called "capital"), but he had been fortunate and was now worth a modest twenty thousand dollars. Instead of being a reader of anarchist publications, he was now a regular reader of expensive publications that tell how to build your country home and where to order marble fountains for your backyard.

That, of course, was a "luck" story. It was exceptional and dangerous. Most people who make their money easily seem to be in danger of losing it easily. The real capitalists of this world are not stock market gamblers, but men who began by doing without

things in order to achieve financial independence.

The first assistant general manager of one of the big banks in this country confessed to a circle of acquaintances not long ago that he had become a rich man "in spite of" himself. "I used to be one of that great crowd of people that is always broke, always in debt," he said, "always living up to the last penny. As a boy I bought a watch before I could really pay for it. As a young man I bought better clothes than I could afford. A little later I married—and had to confess to my wife that I was in debt and running behind. That is what saved me. My wife brought it home to me that I must change my ways. I did. We never felt that we had really saved anything unless it "hurt" to save it. We schooled ourselves to the habit of doing without the very thing we wanted most (I don't say needed most). The habit of self-discipline that I was thus enabled to develop—though, mind you, I was twenty-seven at the time—helped me in my business so that our income was greater and our savings greater. Then I went into the bank—"

That story is wonderfully universal. Saving money has a double effect. It not only gives the saver the money he or she might not otherwise have had, but it builds character. It makes the casual citizen—an investor. It gives him a greater stake in the affairs of the community. It increases his interest in business affairs, and quickens his business perception.

A great many men and women have money to invest to-day who had none—and never expected to have any—three years ago. A great many ought to have—and haven't. Some feel that their increased income is a challenge to their spending instinct—and they at once get busy spending. Some place their money in unfortunate investments. The editor of this department has heard from a number of them. If you are a stranger in the investment world—go slow! Put your money in a savings bank until you have time to learn something about the bigger game. Remember—investing money goes by the opposite rule to swimming. The proverb says—as quoted from nowhere by the country boy—"Pitch him into the deep hole and that'll learn him all right!" But not so in the waters of

investment. Go slow. Paddle around in the shallow water of a three per cent. savings bank account.

An Important Statement.

AS usual, the Bank of Commerce report is more than a mere statement of the affairs of that great institution—it includes a summary of the business outlook of the whole country. The wonderful opportunities that a Canadian bank, with branches all over the country, has for gathering accurate information about the business affairs of the nation, is turned to admirable account by Sir Edmund Walker in his annual addresses. He points out conditions of prosperity beyond anything which has ever before been known in the Dominion, resulting from the existence of a market which needs almost everything the country produces, and in which the seller must pay almost anything which is asked.

With reference to trade with other countries, which is the best indication of the tendency of affairs at the moment, it is pointed out in the address of the president that the exports for the fiscal year ending 31st March, 1916, exceeded the imports by \$249,088,274, and that for the six months ending 30th September, 1916, the excess was \$141,100,898. A gain over the astonishing figures for the first half of last year is shown in those of the first six months of the present year of nearly another 100 millions.

The chief increases in imports are in iron and steel bars and goods, machinery, raw rubber, chemicals, and other materials required for the manufacture of munitions, and to some extent in foodstuffs. Regret is expressed by the president at the sending abroad of about 10 millions at this time for motors and as much more for silk goods and velvets. "If we are really to exercise an effective economy," he says, "we should be very jealous as to the nature of any imports not necessary for the production of war supplies or for our national existence." The financial ideal for Canada at the present time, says the report, is to pay interest on foreign indebtedness, to provide Canada's share of the cost of the war, and to lend as much as possible to Great Britain to pay for munitions made for her in Canada.

IN THE COMPANY OF BOOKMAKERS

OF course there are many ways of reading a book and many ways of making a book. Some books are all matter and no manner. Some are all manner. For those who want the greatest yield of FACTS per square inch of paper we recommend the Report of the Dominion Commission on Technical Education. For those who want a delightful something made out of nothing by a skilful writer, commend us to some minor poet.

This is all by way of attacking a novel by Percival J. Cooney, entitled *Kinsmen* (S. B. Gundy). Mr. Cooney, it seems, has written other books which we have not had the pleasure of reading or hearing about. But that is no matter, because it is a large world and there are many books to be read. Mr. Cooney, it seems, is a Canadian, although like a good many other

Canadians lives in the United States. Something in his style makes us think he is a man no longer youthful—he is a trifle like the famous Kirby of *Le Chien D'or* in his style. The fact that this was a Canadian novel did not, to tell you the truth, prejudice us heavily in favour of the book, because many an atrocity has been committed in the same name, handsomely bound and warmly welcomed by Canadian critics who don't like to knock the budding Canadian novelist. But any prejudice one may have against Mr. Cooney's book *Kinsmen* is bound to be tempered by admiration for the old fashioned simplicity of the telling, and for the interesting facts that are contained in the story. Though Mr. Cooney doesn't say so, we suspect that a great part, if not all of the story, is built on a real episode in Canadian history. It is a

quaint and, in some ways, illuminating story. Scotch folk in Canada will enjoy it particularly.

It wouldn't be fair to the book to tell the story in advance. Suffice it to say that it deals with pioneer days among Scotch settlers in Ontario. The central figure is a laird—who wants to carry his Scotch traditions into the wilderness. It is conventional in style and rendering, but it throws light on one phase of past Canadians' days, not unworthy of attention.

* * *

DOES it never occur to folk with the literary turn of mind that much too much is being written about the war, anyway, much too much for contemporary consumption. Here comes Baron F. Von Hugel with a tidy (Concluded on page 23.)

The Habit of Thrift

may be best cultivated with the assistance of a Deposit Account. If you have a Deposit Pass Book, you will have an incentive to save the small sums which too often are frittered away in petty extravagances. No matter how small the amount with which you begin, by regularly and systematically adding a portion of your income it will rapidly increase. The Compound Interest at Three and One-half per cent., which we add, will materially assist its growth. You can open an account with one dollar. Obey that impulse. Take a pass book home with you to-night.

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