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## ERTISERS GUIDE

### Charles M. Schwab

around the Bethlehem plant when Charley Schwab got possession of it. The result of Schwab's control of the United States ship building ac-tivities has been everything that was

tivities has been everything that was anticipated and more.

Every yard in the country is now racing with every other to see which will show the best and quickest results. Maximum production will be reached in all the yards by October, and then the United States will be launching ships at the rate of over 8,000,000 tons per year.

#### Great Mercantile Marine

The United States Mercantile Marine, The United States Mercantile Marine, or at least that part of it which was not engaged in coastal traffic before the United States entered the war was of very small proportions, but by purchase, by the commandeering of 750,000 tons of German interned ships, by the acquisition of the Dutch fleet in American waters and by the purchase of many American owned ships of foreign regis-try, the United States Mercantile Fleet try, the United States Mercantile Fleet nearly all owned by the United States Government amounts to nearly 8,000,000 tons, and by the end of 1918, at the anticipated rate of construction will amount to between 16,000,000 and 18,0000,000 tons, and will very closely approach, if not surpass that of the British Mercantile Fleet, but will have the great advantage of being largely made up of new ships of the best modern construction, many of them oil burning.

Winston Churchill, when it was an nounced that Charley Schwab had as-sumed absolute control of the ship building activities of the United States building activities of the United States Government, voiced British public opinion when he said that he had "ful-filled more than all his promises to the Allies," and intimated that the ship building problem which had occasioned the entente statesmen such great anxiety was now in a fair way of being solved.

#### New Social Order Coming

Great as have been the marvellous accomplishments of this industrial superman, this sketch would not have been written were it not for the opinion which Charley Schwab has come to entertain regarding the relations between labor and capital after the war. In a speech delivered last January, before the Old Boys of Grammar School 40, at the Grand Hotel, New York City, among other things Mr. Schwab said:

"We are facing another social situation which we should be keenly alive to, a situation which is going to come at

tion which we should be keenly alive to, a situation which is going to come at the close of the war, a 'social renaissance' of the whole world. Call' it socialism, social revolution, Bolshevism, or what you will, it is a levelling process, and means that the workman without property, who labors with his hands, is going to be the man who will dominate the world. It is going to be a great bardship to the owners of property, but like all revolutionary movements it will probably work good. The sooner we realize this the better it will be for America. We must not fight this move-

realize this the better it will be for America. We must not fight this movement, but we must educate it. We must go among the people of the working classes and mingle with them and learn their feelings and thoughts."

Speaking of the effects of the social revolution, Mr. Schwab said: "No doubt at first the changes will be carried to extremes and the pendulum of change will swing too far and great hardships will ensue, but in a very short time the pendulum will right itself and the world will go jogging on the same way as bewill go jogging on the same way as be-fore, with the United States as leader the greatest country in the world, lasts,"

#### Reward of Merit

Reward of Merit

The effect of socialism would be the destruction of all aristocracies except the one of merit, Mr. Schwab declared. "The aristocracy of birth," he said, "will cease to extra and the aristocracy of wealth will be do more. The coming aristocracy is to be composed of men who have done something for their country and the world at large, men who have worked for the good of man-kind. Don't think I am anxious to give away my wealth and work with my hands.

Indeed, there are few of us who like to do what is good for them. But we will find that we must cat the pill, sweet

will find that we must eat the pill, sweet or bitter.

"I don't care about creeds, whether of philosophy or of religion, but I do feel that what comes will be right, for God determines that what is good shall come. As for myself I have never felt blue over the situation of the war, and I am just as optimistic about the future of my country as ever. The future has I am just as optimistic about the future of my country as ever. The future has always been onward and upward. Harsh changes are necessary, but they will be more than repaid not only materially but in happiness and contentment. Days are in store for the United States of commercial and social supremacy.

"In closing I should like to say that we must do our share to uphold the President and his officers, we must contribute our money as we have never before dreamed of. Let us borrow money if we must and pay the taxes

somehow. Above all, let us be optimis-tic as hard as it is in strenuous times like these, but remember that the best thoughts come from a happy frame of mind.

Unlike the most of those who have acquired wealth in recent years, both in the United States and Canada, Charley Schwab is a thorough gentleman in every sense of the word, has read deeply, and his beautiful palace on Riverside drive, New York, is the same of good taste, and its art treasures have been selected with rare discrimination. His personally is so masterful that even before he opens his mouth a perfect stranger to him realises that he is in the presence of one of the earth's greatest men.

He is intensely democratic and in his continual visits through his great works, he has a good word for everyone, and he is able to call many of his partners, as he calls his employees, by name.

He has no children, but finds time to finance many of the promising sons and daughters of his employees through college. One of the happiest of the signs as our times is that this great Napoleonie, industrial leader should use his marvellous talents for the beasefit of his fellow men and not for his exclusive personal agrandisment, and his great influence to bring about a state of affairs where a very much larger share of the products of mans' hands and brains should go to those who produce it.

#### Gasoline in Alberta Oil

Gasoline in Alberta Gu

The Dominion government is about to undertake the work of testing the gases of all the Alberta fields with a view to ascertaining the gasoline contents in each. The work will commence in the Calgary field, under the supervision of D. H. Dowling, of the Canada-Geological Branch.



A Gillette enthusiast has boldly stated his belief that the famous razor has caused a complete revolution in social life in the rural districts today!

It is true, as he says, that one cannot now distinguish between the city man and his brother in the country.

But do not give all the credit to the Gillette Safety Razor,

Smooth chins assuredly do prompt correctness in other things, but it hardly seems possible that the smartness of the social gathering in present-day farm homes is due to a razor-even the best razor in the world.

You answer an invitation to call at a friend's house, and enter a softlylighted room to find well dressed women and keen looking, clean shaven men.

How glad you are that you came prepared to hold your own in any company.

And how satisfying it is to know that if guests drop in on you unexpectedly, the daily few minutes with your Gillette finds you READY to receive them.

One thing is certain-a Gillette Safety Razor should be part of the equipment of every man of today.

Gillette Sets are sold by Jewelers, Druggists and Hardware Dealers everywhere at five dollars.

# Gillette Safety Razor Co. of Canada, Limited,

Office and Factory: 65-73 St. Alexander St., Montreal.

