



*A rush of live steam
—a flood of boiling water
—and the varnish wasn't harmed!*

THIS is one of those astonishing Valspar stories that come in our mail almost every day.

Essexville, Mich.,
March 6, 1915.
Messrs. Valentine & Company,
New York City.

Dear Sirs:—Last summer I built a new residence for myself. The floors and woodwork are all oak, and after having such good success with Valspar on my boats, I thought it would be just the thing for our floors and all the inside finish.

I gave the floors two coats of Valspar. Some little time after we moved in this Fall, when letting the air out of one of the radiators (we have a hot water heating system) I broke the valve off and the result was that a stream of almost boiling water came out and ran all over the floors and covered them with two inches of very hot water. This water was so hot and made so much steam in the rooms, that it caused the wall paper to come off in some places.

This water stood on the floors until we could get it mopped up, so hot you could not touch the cloths, towels, etc., which we used in soaking up the water. I thought sure our floors were ruined, but it never hurt them a particle. I would not have believed that any varnish could stand anything like that without turning white. I saw this myself so there is no chance for a dispute.

Taking into consideration the slight extra cost, I would advise anyone to use Valspar if they want a finish that will stand almost anything.

Yours truly,
(Signed) JOHN R. COTTER.



Read the letter opposite about the Valspar that was drenched with live steam, drowned in scalding water—and was none the worse for the experience!

Tell your Architect to specify Valspar, the absolutely washable varnish, all through your house, inside and out.

Be sure you get Valspar. If your paint or hardware dealer does not carry Valspar, write us direct and we will give you name of nearest dealer.

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Largest Manufacturers of High-grade Varnishes in the World.

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Pulling Sammy's Purse Strings

Canada is Courting the Favour of Financial New York and is Succeeding, Too

By J. HERBERT HODGINS

WE Canadians are toying rather fondly with Uncle Sam's purse strings these days. In many respects we are much like the little boy, who "just 'fore Christmas is as good as good can be?" We are like the kiddie who will scheme a hundred ways to influence its mother to give up one piece of candy, when it is known that a box of sweets lurks somewhere in the home—and then still another piece, when the first has been consumed.

With England's money markets closed to us for all, other than essentially war credits, it was but natural that we should have turned to our next door neighbour, the grown-up Uncle Sam, with whom we have been friendly for more than one hundred years. The growth of our financial relations with the United States has been one of the outstanding features of the economic position of the Dominion in this war period.

As an illustration:

To some extent we have checked our borrowing in Canada during the past year or two. At least we are trying to do so, trying to think that we are becoming thrifty and economical in our municipal expenditures. I find from the authoritative figures of the widely known Toronto financier, Mr. E. R. Wood, that Canada borrowed a total of \$272,937,982 in 1912. Of this amount \$204,236,394 or 74.83 p.c. was secured in Great Britain and \$30,966,406 or 11.35 p.c. in the United States.

How completely altered was the position at the end of 1916. Of a total of \$316,917,362 financed during the year, Canada secured \$205,675,682 or 64.89 p.c. in the United States and \$4,866,666 or only 1.55 p.c. in Great Britain. These latter figures illustrate vividly the fact that Canada's credit is getting better every year across the international border line. For the year 1915 our borrowing in the United States constituted only 42.11 p.c. of our total financing for the 12 months. We secured 14.18 p.c. of our funds in Great Britain that year and financed 43.71 p.c. of our own requirements.

What means are being taken to foster the market for our securities in New York and elsewhere in the United States?

FIRST there are the ramifications set up by our Canadian chartered banks which have established themselves in Gotham. They have been vital factors in the past and it becomes increasingly evident that they will count for more and more as time goes on.

In this connection the recent announcement that the Union Bank of Canada will open a New York agency is of very considerable importance. The Union Bank will be the seventh entrant into the New York field of finance. Six other Canadian banks, the British North America, the Montreal, the Commerce, the Royal, the Nova Scotia, the Merchants, and the Dominion, are already well established there. With the Union Bank seven Canadian chartered banks, representing a combined capital of \$73,366,666, will be in Gotham bidding for the commercial and financial relations which New York and the rest of the United States are willing to extend to Canada.

Just here I am reminded of the age-old prejudice, which exists in many parts of our own country, even until to-day, against our bankers and our banking institutions. Rural Canada

never did like the silk hatted, frock coated manners of our bankers of the old regime. I admit that the springing up of new institutions in the last decade did more than all else to put "pep" into Canadian banking. But Canadian bankers, when they go abroad, it seems to me, will need to become even more democratic. Competition will be acutely aggressive.

Listen to what Lewis E. Pierson, Chairman of the Board of the Irving National Bank of New York, said in an address on American Banking in Foreign Trade:

"The essentially business nature of the modern bank becomes still clearer when we realize its strongly democratic nature. In the greatest possible degree it is an institution of the people. In its activities, stockholders and depositors must be considered first; efficient operation requires a number of paid employees, officers, to administer the interests required, but the old type of severe, dignified aristocratic and wealthy banker, who, for a consideration and with great condescension allowed a vastly inferior public to enjoy the use of his money fortunately has passed away with other archaic institutions?"

Many wholly new experiences await the Canadian banker in the foreign field, who is really and determinedly "out for business."

A PROPOS of this, a story from Mr. R. E. Jones, the first agent of the Royal Bank of Canada in New York City. One of the Royal's customers, an American manufacturer, was visiting South America in the interests of his company to whom the Royal Bank had issued a letter of credit for \$10,000, together with letters of introduction to both a German and an English bank of Buenos Aires. At the English bank he was received courteously, if not too warmly. As a contrast to this reception, he called at the German bank where the manager left his private office, and, walking out into the public space, received him with open arms. He assured him that it would be a pleasure to recommend him to such clients of the bank as might use his goods, asked if similar goods were manufactured in Germany, and finally suggested that a catalogue be sent to him so that it could be shown to the bank's customers, who might be interested. The American manufacturer was quick to see the ruse employed by the German, which was to obtain a catalogue and have his regular German customers obtain prices on the goods from the American manufacturers, all of which information would be immediately forwarded to Germany, through the Consular office.

It will be immediately clear even to those who look only at surface conditions that Canada will meet bewildering competition in her request for funds in the United States. It only remains for her to put a clear case before her neighbour. That and a little banking "pep" will do the trick. American investors will more readily buy the securities we have to offer than those of other foreign countries. Canada is right next door, so to speak. They can see with the naked eye the vast resources which back our offerings.

Up to the present funds have flowed into Canada from the United States by devious channels. No one man has so completely dominated the situation, as it were, as did Sir Frederick Williams-Taylor during his eight years.