INTERESTING INFORMATION FOR Earners, Savers and Investors

Financial Provision

Proper financial provision for your wife and children must comprehend something more definite than the bequest of your estate. Your executors must be competent to preserve the integrity of that estate. Where the future well-being of your wife and children is at stake you cannot be too careful in your selection for so important a responsibility.

We shall be glad to talk the matter over with you.

The Fidelity Trusts Company of Ontario

DOMINION SAVINGS BUILDING, LONDON.

T. H. PURDOM, K.C., President. W. J. HARVEY, Manager.

Let Burnall Reduce Your Coal Bill

READ WHAT THE USERS SAY

ARTHUR R. JONES
(One of Trustees Marshall Field Estate)
842 First National Bank Building.

Chicago, Nov. 14, 1917.

Burnall Corporation, North American Bldg., Chicago:

Gentlemen,—Replying to yours of the 13th inst., I am very much pleased with the Burnall attachment to my furnace, and I have taken the trouble to look into the matter very carefully, so that I could determine what use it would be to me, and I am satisfied beyond any doubt that it saves 25 per cent of my fuel and increases my heat 25 per cent. It also makes it easier to regulate the heat. When we have sudden changes of weather we can reduce or increase a great deal quicker than we could before we had this attachment.

I was so well pleased with it that last evening, while having dinner at the Athletic Club, the coal question was mentioned, and I recommended this Burnall attachment to several of my friends. Yours respectfully,

A. R. JONES.

WRITE FOR PARTICULARS OF A BUSINESS PROPOSITION.

London and Western Exchange

ROOM 218, DOMINION SAVINGS BUILDING. LONDON, CANADA.

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.

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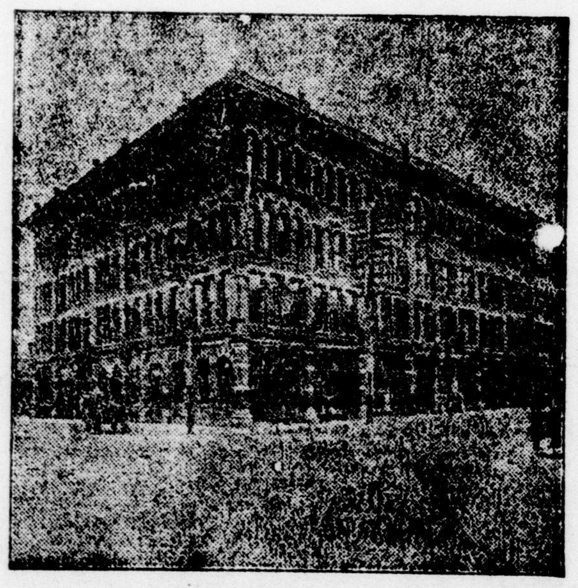
The Dominion Savings and Investment Society



(with total assets of $2,283,105.04 and a total liability to the public of $1,072,384.60, leaving a margin as security for Debenture-Holders and Depositors of $1,210,720.44), pays interest at 5 per cent on Debentures and 3½ per cent on Deposits, half-yearly.

This margin of security practically guarantees the principal and interest of all our clients.

For further information apply to the manager,

DOMINION SAVINGS BUILDING, Cor. King and Richmond Streets, London, Ont.

Industry, Thrift, Banking, Insurance, Investments

WHO SHOULD BUY STOCK IN INDUSTRIALS.

It is quite common among men of means to argue to themselves that their money should only seek investment or be invested in organizations of capital which they or their clique of financial friends can control, and the absence of their names among the subscribers makes it a difficult matter for the organizer to secure the needed money from others of smaller means who would otherwise invest—to become even interested to the point of investigation.

Is this right? Does such an attitude toward anything new in the way of industrial enterprise become the public-spirited man? Is he doing his part toward the building of an industrial city? Should he not at least take sufficent interest, when he knows the business proposed, to look into the project and satisfy himself first, whether the industry proposed is needed; whether, in his own judgment, there is a demand for the product; whether the city and its conditions affecting the prospects of success for such a business are favorable or unfavorable; whether the killed labor for it is easily obtainable at a reasonable wage; whether the company is over-capitalized and projected out of proportion to the business that might reasonably be expected to come to it, and lastly, and most important of all, whether the prospective management is experienced and capable of handling successfully the plant proposed? We all know that every added industry means increased population, that these must have homes, and homes increase consumption of commodities; that added pay rolls mean increased distribution of money weekly, and the spending of this money for necessities of life, in food and raiment, education and recreation, increases the merchants' turnover, makes its contribution to the city taxes, makes possible better schools and places of amusement, to say nothing of its quota to religious institutions, in a word, adds to the value of real estate and makes for a better city.

May we not with profit look afield and see what cities like Minneapolis, Detroit, Toledo and many others have done in this connection? London is admirably adapted for an industrial activity much larger than it enjoys. It has the location, transportation and banking facilities, cheap power, climatic conditions, an intelligent population, its water supply for domestic and manufacturing purposes is unequalled on the continent. Our labor is a contented labor. London is a city of homes, noted for its handsome streets, its good schools, fine churches and commodious stores, which carry large and well-selected stocks. Nature has done much for London, but man, has taken little advantage of nature's bounty. We have not availed ourselves to the full, nor anywhere near it, of the opportunity that has awaited exploitation and development these many years. Our people have, as a whole, been prosperous, but, possibly, too much given to "let well enough alone." Financial panics which have visited our Dominion at sundry times have made little untoward disturbance in our trade. This is largely due, no doubt, to the fact that we have a farming country surrounding us than which there is no better under the sun, while the frugality of our people has contributed in no small degree to the title London has long since won "The City of Unbroken Prosperity." But our population should be larger; 100,000 is not too much to look forward to in the near future. We have many clubs and organizations for aggressive and helpful work, and these, with hardly an exception, have done good and noble work, as their records amply testify. Why not have a 100,000 club? Its membership could be made up of every public-spirited man and woman in London and a large executive board might be composed of representatives of the executive of our board of trade, merchants' and manufacturers' associations and various organizations which have already made such success of everything laid at their hands. These would have the confidence of the men of our city who "do things" and make things go, and when a new business enterprise approached us the goal of 100,000 would stimulate every member to his best effort to "put it over." The club would investigate the proposed new industry or new capital being sought by industries already in operation, with a pride and ambition which at present does not seem to obtain, or, if it does, is only half-hearted and lacks earnestness and enthusiasm, method and aggressiveness. We have those who even go so far in their expressions against the encouragement of greater industrial activity as to say "London has always been a most desirable residential city. Industries projected and conducted by new comers in any city bring in foreign elements which do not always assimilate agreeably and have a tendency to deteriorate our growing citizenship." This is the "let well enough alone" policy; the attitude of the man who has made his "content" amid the old conditions, of which he was a part, but too many of such retard, rather than advance the best interests of a city.

It is the duty of business men and those really interested in the progress of our city to investigate new industries and invest some capital in them if conditions look warrantable. Nor does this imply a large investment in any one enterprise. As was the expressed desire of the finance minister when speaking for the success of the Victory Loan—he sought the smaller investment from the many rather than the large investment from the few.

There are hundreds of men of comparatively small means who would be proud to have an interest in our home industries, but who are timid about taking the chance with their money when they do not see those of large means willing to risk any. Overcautiousness never did anything worth while. Let's be a little more enthusiastic. Optimism, confidence, faith in the future of our city and country, its resources, its people and its opportunities will give us the 100,000 London should have.

IT PAYS TO GIVE LIBERALLY OF THE FRUITS OF INDUSTRY.

Years ago a penniless boy on a journey paid for a meal by doing a job of work. Afterward he came to be the possessor of millions, which he bestowed with a lavish hand upon works of charity and philanthropy. Thus fortune honored him, and he honored fortune. And when he died the ships of two nations carried the remains of GEORGE PEABODY to his native shores.

ANSWERS TO INQUIRIES.

D. McI., Ridgetown—Anglo-French 5 per cent bonds are about as safe as any financial obligation obtainable on the market today, and bought at present price give the investor an excellent yield—a little over 8 per cent. These bonds are the "promise to pay" of Great Britain and France, and will surely be paid if the United Kingdom and France and the United States are not beaten by Germany, an unthinkable prospect. Both principal and interest are payable in gold at New York, and this will always keep them a most popular negotiable medium of investment. The interest dates are April 15 and October 15, and maturity date October 15, 1920.

R. D. S., Shedden—If you feel like investing in railroad stocks at all, have no fears of your own country's greatest road, and, for that matter, the greatest railroad in the world—the Canadian Pacific. It is selling around very attractive figures just now, $138 to $140 per share, and at this price yields a return of a little over 7 per cent. This company has just closed a year marking the greatest land sales in the history of the company. Nearly fourteen millions of dollars worth of land was sold, and these sales mean an addition to revenue, outside of transportation, of nearly seven hundred thousand dollars per annum.

Anyone wanting a good safe investment and yet have their money where it will be getatable in case of emergency, need have no hesitation in investing in Canadian Pacifice Railway shares around $140; but don't be alarmed if, after buying, the price should go a little lower. Such recessions are likely to occur at any time, and with any security. Even government bonds of the highest standing are not immune from the fickleness of the average investor. Buy C. P. R. and lay it away.

OTTO KAHN ON GERMANY.

Most Powerful of German-American Bankers Hated and Loathed Prussian Spirit.

Otto H. Kahn, of the banking house of Kuhn, Loeb & Co., addressing the Harrison Chamber of Commerce recently, denounced in no weak terms the German governing party. Mr. Kahn said that he had watched the spirit of the Prussian governing class, using every agency for moulding the public mind. He had watched it proceed with relentless persistency and profound cunning to instil into the nation the demoniacal obsession of power-worship and world-dominion, to modify and pervert the mentality, even the very fibre and moral substance of the German people.

"I have hated and loathed that spirit," continued Mr. Kahn, "and hated it all the more as I saw it ruthlessly pulling down a thing which was dear to me—the old Germany to which I was linked by ties of blood, by fond memories and cherished sentiments.

"From each of my visits to Germany for twenty-five years, I came away more appalled by the sinister transmutation Prussianism had wrought amongst the people and by the portentous menace I recognized in it for the entire world.

"And when this war broke out in Europe, I knew that the issue had been joined between the powers of brutal might and insensate ambition on the one side and the forces of humanity and liberty on the other, between darkness and light."

Mr. Kahn then makes a strong plea to foreign-born Americans, concluding with "He who, secretly or overtly, tries to thwart the declared will and aims of the American nation in this holy war, is a traitor and a traitor's fate should be his."

WALL STREET CONDITIONS.

The market having had all the knocks that could reasonably be expected from the many untoward developments of the past two months, has at last quieted down to an extent, and now a transaction of any volume is an unusual incident in the activities of the day. The odd lot purchases, however, continue large and the best bargains are being picked up daily. Saturday last the market evidenced more strength and interest than for some time, and good advances were made in some of the more representative issues, notably Canadian Pacific, which reached 143 on the bulge and settled back to 142¼. This stock ought to be bought on every recession. Eries too are a good purchase at present low figures. McAdoo's plans will put the American railroad securities on a much more stable basis than they were, and some of the low-priced stocks will show handsome gains soon.

Anglo-French bonds have made a gain of several points within the past week, and are still a purchase, as are some others of foreign issue.

SAFE BONDS for INVESTMENT

If you have funds, no matter how small the amount, which you wish to place in some sound investment paying six per cent per annum and over, our booklets will interest you. On receipt of your address, we shall be pleased to mail you a copy free and without obligation.

Royal Securities Corporation
LIMITED
164 ST. JAMES STREET, MONTREAL.

Human nature is prone to procrastinate but more especially in the

MAKING OF A WILL

and yet it is one of the mosts important duties devolving on every person whether his estate is large or small. You may already have a will made some time ago. It will probably need revising.

Can we be of any service to you?

Call or write us for a free copy of our booklet entitled "The Business of a Trust Company," which contains much valuable information on will-making.

Consult us freely without obligation on your part.

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Farmers and Gardeners:

We want to hear from farmers and gardeners who can arrange to plant and harvest from two to five acres each of Tomatoes this season. Address:

International Products Co., London

Comparative Figures Showing the Splendid Progress OF THE NORTHERN LIFE ASSURANCE COMPANY OF CANADA

HEAD OFFICE - - - - LONDON, ONT.

	1917.	1912.
Assets at 31st December	$ 3,090,241	$ 1,810,228
Income for year	630,443	403,899
Surplus 31st December	72,895	52,353
Policies issued and revived	3,420,142	2,219,844
Insurance in force 31st December	12,435,227	9,007,182
Policy Reserves 31st December	2,232,442	1,270,214
Paid to Policyholders	201,867	66,722

A Copy of the Last Annual Report Will Be Mailed on Request.

AGENCY DEPARTMENTS: - - 112, 317 DOMINION SAVINGS BLDG.

Phones—1004, 1006, 5520.