

WHAT'S DOING IN THE MONEY AND STOCK MARKETS TODAY

UNSETTLED AS MARKET OPENS

Selling Pressure in Several Sections of the List—The Montreal Exchange.

New York, May 14.—(Wall street opening)—Speculative sentiment was still unsettled at the opening of today's stock market, with selling pressure evident in various sections of the list.

Chemical shares were particularly weak, American Agricultural and Virginia Carolina Chemicals and Matheson Alkali each dropping to new low records for the year.

Financial market opened unchanged to fractionally lower today and in light trading during the first hour was listless. Spanish River Preferred was the most active of the list, opening at 100, a point under Saturday's close, and recovering to 101 1/2.

Quebec Railway, which was very active last week, was quiet, selling at 92 in a few small transactions. Saturday's close was 1-4 better. Riordan was up a quarter at 2. General Electric was unchanged at 100. Brompton opened unchanged at 40 1/4 and eased to 40. Atlantic Sugar was down an eighth at 20. Bell sold an eighth off at 121 and Brazilian was unchanged at 68 and Steamships Preferred at 51.

Exchange Today. New York, May 14.—Sterling exchange irregular. Great Britain 62 3/8, France 6 1/4, Italy 4 3/8, Germany 2022. Canadian dollars 129-22 per cent. discount.

NEWS NOTES OF STOCK INTEREST

New York, May 14.—Hocking Valley, under Dec. 31, 1922: Net income \$685,992, after charges and taxes, equal to a share, against 18c a share in 1921. Subscriptions to \$400,000 4-8-4 per cent. Treasury offering totalled one billion.

CAISSON AS FIRE STOP

Large quantities of petroleum and oil have been imported into England via the Manchester Ship canal during the past year, writes R. Franklin Murrell in the May Popular Mechanics magazine. However, the canal company has not permitted the importation of oil having a flash point below 78 degrees F., owing to the want of a safe place to moor the vessels while discharging their cargoes.

TENDERS

For Installation of Electric Light in the West End of City Market. SEALED TENDERS addressed to H. E. Wadrop, Esq., Common Clerk, City Hall, and marked: "Tender for Installation of Electric Light in the West End of the City Market" will be received up to 12 o'clock NOON on THURSDAY, MAY 17, 1923.

FINANCIAL

NEW YORK MARKET.

(By direct private wire to McDougall & Cowans, 28 King street, city.)

New York, May 14.

Stocks to twelve noon.

Table with columns: Stock Name, Open, High, Low. Includes Aetna, Allied Chem, Am Car & Ferry, etc.

OPINIONS ON THE STOCK MARKET

(McDougall & Cowans.)

New York, May 14.—Block Maloney: "We would buy nothing until pressure is again lifted and trading becomes dull on the decline."

MORNING STOCK LETTER

(McDougall & Cowans.)

New York, May 14.—The cancelling of building contracts and the let-up in demand for various products, which seems to us seasonal largely, has destroyed the public interest in the market. For some time, consequently, we expect to see a new demand for finished products, which, in our opinion, will again restore public confidence in the market and which will mean higher prices for stocks.

The Call of the West



1. Ready to start. 2. Along the road to the foot hills. 3. Man bungalow in Western Ontario, similar to those now being constructed by the Canadian Pacific in Western Ontario.

There is every facility for every kind of tourist traffic in the West. Camping sites everywhere, Bungalow Camps at Lake Wapiti, Lake O'Hara, Yoho, Emerald Lake and Lake Windermere, and Hotels with every convenience, and down in the foothills has recently sprung into being the Kananaskis "Duke ranch" where one may be entertained in the most luxurious manner.

There is so much being said and written these days about the "call of the West" that even the most settled of men are beginning to sit up and wonder what it is all about. That there is a call is not denied but just how the call is realized by the man in the North, East or South is not very easily explained.

WHERE FINE ENGLISH CHINA COMES FROM



England produces many varieties of fine china which is unsurpassed anywhere in the world for its beauty and delicacy. The collecting of the clay which is used in its manufacture is an important industry. The picture shows some of the settling ponds near St. Austell, Cornwall, where the clay is collected and afterwards dried for shipment.

SIR MICHAEL SADLER LEAVES

Sums Up Impressions of Canada's Work Along Educational Lines. Quebec, Q., May 14.—(Canadian Press)—Sir Michael Sadler, vice-chancellor of the University of Leeds, who has been in Canada for the past few days, left for England today, with Lady Sadler and Miss Gilpin, head-mistress of the Hall School, Weybridge, after completing an educational tour from coast to coast.

PUTS & CALLS

\$40 to \$125 controls 100 shares of any listed stock on N. Y. Stock Exchange. No further risk. More of 5 points from option price gives you opportunity to take \$500 profit; \$3,800, etc. Write for FREE CIRCULAR. R. F. PARKER & CO., 50 BROAD ST., N. Y.

ALL ABOUT THE BUDGET

Everything you want to know about the new 1923 Customs and Excise Tariff—how it affects your business and those with whom you do business—all the changes, additions and reductions—and the text of the new French Treaty—corrected right up to June 1st, 1923—will be in

Advertisement for The Canada Permanent Trust Company, featuring a vault illustration and text: "Our safe deposit vaults are strongholds that will protect your valuables."

HISTORIC FORT WILL BE PRESERVED



One department of the Dominion Government is quietly accomplishing an excellent work for the Dominion which may not be fully appreciated at present but for which future generations will thank its officials.

One department of the Dominion Government is quietly accomplishing an excellent work for the Dominion which may not be fully appreciated at present but for which future generations will thank its officials. It is the historic site, branch of the Department of the Interior, Old Fort Wellington, near Prescott, which has just passed into its hands for preservation. It has an inspiring history dating back to 1812 when it was the main-point of communication between Kingston and Montreal.

THREE INDICTED FOR DEATH OF MAN BRUTALLY BEATEN

Pensacola, Fla., May 14.—J. R. Jones, former sheriff of Leon County, Walter Higginbotham, whipping boss in the convict camp of the Putnam Lumber Company, at Clare, Fla., and Superintendent Fisher, of the camp, were indicted here on Saturday in connection with the death of Ned Thompson, an aged negro, who died as the result of alleged brutal treatment while in the Putnam camp.

REGULUS TO BANKS

Halifax, N. S., May 14.—The French cruiser Regulus, on the North Atlantic fisheries patrol service for the French Government, sailed today for the Banks after a week in port.

FORESTRY CAR.

Halifax, N. S., May 14.—The exhibition car of the Canadian Forestry Association, which will tour Nova Scotia this summer on the invitation of the Provincial Government, will arrive in Amherst on June 11. The car staff will give motion picture shows and lectures in the interests of forest conservation and fire prevention at various points between Sydney and Yarmouth.

A Ticklish Point

There is a trifling disadvantage to daily newspaper advertising which those who sell other forms of publicity use for all it is worth, and trust that the prospect will not reason too far to refute it.

That is: the absence of color. They point to certain other forms of advertising and say: "Look, you can show your product big and in color so that he who runs may read."

You know yourself when you are away from home how much it gladdens your heart to get a sight of your local paper. Do you read it—you do!

Well, just what your newspaper means to you, other persons' newspapers mean to them.

If every paper in this country published a ten-line display advertising paragraph reflecting upon your integrity, do you think you could offset it by using all the billboards, street cars and circular advertising available!

The fact is that the daily newspaper is the Great Intimate Human Medium.

Insofar as the woman in the Home is concerned, it is her only point of contact with what is going on in the outside world. From the birth of a neighbor's baby to the marriage of a King's daughter it is her news mentor—the loom that weaves for her the knowledge of what is going on.

This is the Time of Times for concentration upon Daily Newspaper Advertising. Daily Newspaper Advertising is the most powerful vehicle of publicity yet given to the use of man. It is the Alpha and Omega, the Beginning and the End of all successful advertising.

Advice as to the best ways and means of doing Newspaper Advertising will be given to those who inquire of us; or, consult any recognized advertising agency—a list supplied on request.

Based by the Canadian Daily Newspapers Association. Head Office—Toronto.

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