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# SAVINGS &



# INVESTMENTS

## A NAME THAT STUCK

By INVESTICUS

OF all the thousands of men's names that eventually get into so-called big business, very few wriggle through on to the Stock Exchange. Most men's names are obliterated in the name of the business. Men's names are thick on store signs, and they gradually thin out and but the higher up you get in the scale of capital invested. There are a few notable exceptions to this even in Canada, and many in the United States. Wm. Davies, for instance, has survived into the multi-millions; and in the U. S. Swift, Armour, Cudahy and all that crowd—now being gone after by experts for trying to hog the market. Most of our big concerns in Canada get some other name as they grow up.



Russell is one of those that refuse to let go. When you read on the stock page of a newspaper that Russell has gone up or down a point for the day—usually up—remember that there might be an odd trader on the floor who doesn't even know who is this man Russell, anyhow?

"Why—man, that's President of the Canadian National, opened last week. You know, head of the Russell Motor Co.—manufacturing munitions, bicycles, skates—all that stuff. Used to make the Russell car, which the firm brought out years ago,

and finally sold to the Willys-Overland crowd, along with the right to use the Knight engine."

A few words like that sometimes sketch a good deal into a man's career; and usually leaves a very accurate idea as to the man himself. It's a good many years since this boy-looking man "Tommie" Russell began to shoulder his way into the industrial life of this country. He was born on a farm and graduated from Toronto University, of which he is now one of the Board of Governors. He went straight into the manufacturing end of things; at first Secretary of the C. M. A., but shortly plunging—timidly at first—into what used to be known as the Canada Cycle Co., in the good old days, when bicycles were the big thing against horses. When the motor industry came on deck Canada Cycle naturally turned into the motor car. This reads simple enough. But just as it took courage and capital to make a go of Canada Cycle, so it took more courage and far more capital to make a bigger go of the Russell Motor Car. People had very little use for the Russell car at first—even those who thought all the world of the man Russell. The car had to make its own way. Which it did. How it finally weathered through, and after years of fierce competition from American-made cars, sold out to the Willys-Overland, is no story for hot weather, and a merely money-talk page. But it was a hard struggle; when, as usual, Russell won out—in his own determined, stick-to-the-wheel style.

A break-up of that sort might have swept some men off the map. But Russell has a genius for saving what he has built up. He had been too many years motoring six miles to West Toronto in severe storms before other men's breakfasts, carrying his own lunch and sticking on the job till all but the night watchman were gone home, to give over when the Overland crowd wanted this motor. He still had the other end of the business, and that persists as flourishing as ever. He went strong into munitions from the start, became a shell pioneer and made good. He has since organized the American Small Arms Co., taking over the old Ross Rifle Works in Quebec with many contracts for the manufacture of small arms for the American army till the end of the war. Just for a few days round about now Russell will be most talked of as the President of the Canadian National Exhibition.

## Canada's Victory Loan Unique Amongst All Allied Loans

PRACTICALLY unparalleled in the history of war loans, modern and ancient, is the advance in the price of Canada's Victory Loan during the past few months of wartime. Many past loans, and notably the British Consolidated Funds, of Consols, have received the hearty support of nations at war; but never before have loans of belligerents issued at a discount achieved the pinnacle of par while hostilities were still in progress. Unique amongst the warring nations is this achievement; and it speaks well for Canada's wholeheartedness in the war. For it is largely because of the very real and widespread national demand for war bonds that the Victory Loan Committee has raised the price at which they may be bought to one hundred cents on the dollar.

But the splendid part which the bond houses have played should not be overlooked; for, without the whole-souled co-operation of these corporations, it is feared that a declining market would have ensued despite the inherent

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