

# INTERESTING INFORMATION FOR Earners, Savers and Investors

## An Investment Opportunity With Convincing Features of Safety!

100 PER CENT SOUND

### The MIDDLESEX MILLS, Limited Offer \$20,000 8% Preferred Stock at Par

**EARNERS**—If you would raise your wages, make your savings earn for you while you earn with your time and hands.

**SAVERS**—If your savings are only earning 4 per cent. in the bank, let them earn 8 per cent. in this plant and business. We give you the opportunity to double the income from your savings.

**INVESTORS**—You are aware that industries can only be built up as people encourage them with their moral and financial support.

**INVESTORS**—You know what industries have done for London, Hamilton, Brantford, Sarnia and Windsor.

**INVESTORS**—You know it takes capital to organize and develop an industry, and this must be sought from the investors of a community.

**INVESTORS**—You know the Middlesex Mills, Limited, is London's latest industry; that it is the only one of its kind in London. It is not, however, an experimental business, but, rather, a basic one. Our laws and temperature compel everyone to wear clothes. This business is engaged in the preparation of fabrics for clothing.

**INVESTORS**—Let us tell you something about it that will interest you. Its business has already outgrown its capacity, although it was only February last when operations were begun in the line which is now keeping the plant fully occupied. Last week's shipments reached 28,560 yards. The floors of the warehouse are covered with thousands of yards of material waiting attention.

The business is a profitable one and will continue to grow as our population grows.

Already present output is earning more than sufficient to meet twice over all charges on capital invested.

The success of any business is very largely contingent upon the experience and ability of its management.

The Middlesex Mills, Limited, is peculiarly fortunate in having at its head as president Mr. Albert Mitchell, born at Bolton, Lancashire, in the very heart of the weaving district of England, brought up to the weaving industry under his father, Mr. David Mitchell, inventor of weaving improvements, and highly regarded for his efficiency by one of the old guilds of England, "The Most Worshipful Makers of Cloth." Mr. Mitchell has many samples of his handiwork with the loom which promise for practical supervision and insure satisfactory product. Later year's experience gathered in Philadelphia and other cities well fits Mr. Mitchell for his present undertaking, and promises great success and profit for the shareholders.

Mr. Lyster, secretary-treasurer, was for over twenty years in the employ of the Bank of Nova Scotia, and left the position of manager of the London branch of that bank to join Mr. Mitchell in building up the company because he was satisfied Mr. Mitchell is thoroughly proficient in the building up of such an industry as the Middlesex Mills, Limited, has now reached.

The Middlesex Mills, Limited, was chartered by the Dominion Government, capital \$250,000.00 preferred stock, \$150,000.00 common stock, \$100,000.00, no bonded debt.

The preferred stock carries 8 per cent cumulative dividend. The company is already earning more than enough to pay this dividend.

More capital is required to meet the demand of the increasing business.

The company offer twenty thousand dollars (\$20,000) of 8 per cent preferred stock for subscription at par. Applicants for stock may use the coupon below for application, sending same to any officer of the company.

#### SUBSCRIPTION FOR 8% PREFERRED STOCK OF THE MIDDLESEX MILLS, LIMITED INSTALLMENT PAYMENT.

I hereby subscribe for..... shares of Preferred Stock of the Middlesex Mills, Limited, at par \$100 per share. Inclosed find \$..... being 20% as first payment on same. I agree to pay a further twenty per cent. in ten days, and the balance in three (3) equal monthly installments of \$.....

Name..... Street.....  
City..... Province.....  
Occupation.....

(Make Check for Stock Payable to Fidelity Trust Co., London, Ont.)

ALBERT MITCHELL, President and Manager. W. F. COTTON, Vice-President. A. N. LYSTER, Secretary-Treasurer.

## Industry, Thrift, Banking, Insurance, Investments

### War Conditions Create Cloth-Making Industry

Cloths From the Fleece to the Piece Now Made  
on a Big Scale in Canada for the First Time  
—Many Difficulties Had To Be Overcome.

#### INDUSTRIES DEVELOPED IN CANADA AS A RESULT OF THE WAR

Many big developments have taken place in the Canadian textile trades as a result of the war. The heavy demands for all kinds of woollens and other materials have meant the inauguration of factories that cover the whole gamut of the cloth-making industry, from fleeces to the finished product. Materials that were wholly imported before the war are now, for the first time, made in Canada on a large scale. Many varieties and colors were exhibited at the Canadian National Exhibition, and experts declared that they reach the qualities heretofore exported by some of the best British and foreign houses.

The inauguration of these new industries does not necessarily mean a loss of trade to the enemy, as such importations did not hitherto come here from the Central European powers; the vast majority came from Britain. But no deliberate effort has been made to deprive British firms of their Canadian connections, while these concerns are distracted by the war, or otherwise precluded from attending to the needs of their Canadian customers while the war lasts.

#### ALLIED GOVERNMENTS ENCOURAGED INDUSTRY.

The growth of the Canadian cloth-weaving industry is the net result of the encouragement indirectly given the Canadian firms by the allied governments in the shape of war contracts. For many months after war broke out, on into the winter of 1914 and 1915, there was a big shortage of army blankets and later of the khaki necessary for clothing Kitchener's army, which was then in the process of formation. The Canadian textile men were urged to make new departures, and install new machinery, looms, etc., in their cloth-weaving departments. The permanent establishment of cloth-making in this country is the result.

But this new development did not take place in a day. The very nature of the cloth-making trade demands expensive and laborious experiments. Intense looms had to be assembled, expert labor had to be obtained, then the proper materials had to be forthcoming, and later the dyes.

#### BIG DEPENDENCE ON OVERSEAS HOUSES.

One of the alleged unfortunate features of the textile trade generally in Canada has been, and is now, to a very large extent, the virtual dependence upon overseas houses for the different varieties of wool, such as worsted tops, etc., chiefly because the grades of wool desired in this country are not grown by the sheepmen. Also the factories lacked proper combing facilities, others could only do certain classes of work, and then their supplies ran short, and they could not get more from Britain, they were forced to close operations. This did happen at one time during the war period, and a commission had to be formed to negotiate the bringing of more supplies to Canada.

All these experiences have taught the Canadian textile men the futility of placing too great a reliance upon overseas houses for many of their important materials, and they have each set about the task of minimizing their dependence upon others, and making their factories complete in every regard, while they specialize on certain finished products. Today some firms have installed combs, so that they can handle all kinds of wool, and others have installed has commenced building looms for the textile trade. One of the largest looms in the world was shown at the Canadian National Exhibition. It is the product of a Toronto factory.

#### TYPICAL EXAMPLE OF NEW DEVELOPMENT.

A typical example of what has taken place in the Canadian textile industry during the past two and a half years is given in the history of the development of the Barrymore Cloth Company, Limited, recently incorporated under a Dominion charter to aid in the filling of the demand of the French Government for army blankets. In 1914, shortly after the outbreak of war, Sir George Foster, minister of trade and commerce, called a meeting of the woolen manufacturers of Canada and explained to them that the French Government had applied to this country for blankets in large quantities. As the available looms were not sufficient to meet this demand, the manufacturers took special efforts to increase their capacity. After the initial French order was complete, similar orders were handled for the Italian and Canadian governments. Then Sir Edward Kemp asked the company to undertake the manufacture of large quantities of khaki serge, for the use of the Canadian army uniforms.

#### ARMY CLOTHES NOW MADE HERE.

As can readily be understood this departure would tax the abilities of any organization, as there was no precedent for the making of army clothes in Canada to guide the company past the many difficulties which, naturally, arose from the new venture. However, were overcome by research, experiment and painstaking labor, until within a very short time the plant was running day and night, and producing large quantities of cloth to the Government standard specification. This continued over two years, until the militia stores had accumulated sufficient stock to enable them to reduce, and finally eliminate, their contracts.

In the meantime, the company had realized that under present circumstances, due largely to the difficulties of import, there was a tremendous demand for "made in Canada" for domestic clothing. While the company was operating on war orders, a special organization was prepared to produce an adequate line of civilian materials which would assist in meeting the present demand, and be quite ready to cope with the large requirements of our soldiers, when they are recalled to the front.

#### NEWEST PATTERNS, LATEST STYLES.

Within a short time, an attractive range of velours, cassimeres, tweeds, etc., in plain colors, also newest pattern styles, had been developed and was ready for the market. The reception accorded it by the trade was even more encouraging than had been hoped for, and within a very short time the entire capacity of the plant, which had been more than tripled since the initial installation of looms, was severely taxed. Owing to the difficulty in securing weavers to cope with the orders, deliveries, for some time, were delayed, but now these difficulties have been largely overcome, and for the future there promises to be no trouble of this nature.

#### TEXTILE SCHOOLS ARE SUGGESTED.

"To seize the present opportunity afforded Canadians to establish textile industries in Canada, the Federal and Provincial Governments, together with the cities and towns, should combine their efforts to establish textile schools in Canada, where the trade can be taught, from wool to finishing cloth, in all its different branches," declared an official of the concern. "Germany obtained its immense growth in textiles through its textile and research schools, which were financed on above plan, each party paying a third, and the manufacturers assisting by contributions of equipment, giving scholarships, etc."—The Toronto Globe.

#### TIME TO THINK.

It doesn't pay to be too busy. Unless a man has some time to think in a natural way about things in general he loses a great measure of mental growth. It is well to be active—a wholesome thing for every faculty of the mind. But as the trees and flowers need both periods of rain and periods of sunshine, so men need to be sometimes busy and sometimes able to stop and think. Quiet thought is refreshing to the busy man.

A great many men in business do not at all appreciate this fact—however commonplace it may seem. They drive themselves, or let themselves be driven by their work all day long, day in and day out, year in and year out. What time they have away from their work is often spent in an endless round of social and pleasurable activities, leaving practically no half-hour without its impending purpose, no time to reflect or to let the mind act from impulses other than the purposes with which it is being driven continuously. Such a man's mind gets into a whirl, revolving in a very small orbit and making him oblivious to greater themes that lie wholly outside of the limited circle of his own strenuous activity.

#### WALL STREET CONDITIONS.

The United States Government having fixed the price of copper at 25¢ and steel at 58¢, will stabilize things considerably, and the outlook is not any too encouraging for the bears, who have for weeks been pouring the market with but little regard for the quality or status of the securities attacked. There have been, however, a goodly supply of bargain hunters on hand every day to pick up the more attractive things, as was evidenced on Saturday and Monday, when Canadian Pacific Railway stock touched 145 several times, and almost as frequently rebounded to 150½. As the result of the Government direction of traffic methods, doing away with the extravagant and senseless competition for certain tonnage for competitive points, the railroads are carrying heavier loads and are saving considerable expense, and, fortunately, owing to the war, there is greatly increased tonnage to carry, but we must not overlook the fact that these are abnormal times, and the railroads must do much better now, else what may be expected in the absence of war-made tonnage. The Government have paid the \$11,000,000 and 145 several times, and will be brought out October 1. The banks are committed to a policy of helpful influence that will prevent apparently any serious unsettlement of prices for stable securities. It should be noted, however, that for several months there has been a large description of the securities class of stocks among the small buyers, who are often called the "odd lot men," and a more noticeable thing about such purchases is the length of time they take ordinarily to come back into the market again. In fact it has been said by some of the old traders that the market will never again present some of the hazardous features that have at odd times characterized its pyrotechnics, this because there is never a very formidable quantity of any stock overhanging the market. The market is undoubtedly widening. The railway trains will continue running, the tonnage moving from point to point, and dividends will be maintained among the old reliables, and there is really nothing to fear for prudent purchases. But make careful selections and don't watch slight fluctuations too closely. They warp one's judgment and bring about unwarranted decisions.

## INVESTMENT BONDS

Yielding Six Per Cent  
Per Annum and Over.

We issue periodically Booklets and Circulars descriptive of sound, high-grade Investment Securities. We shall be pleased to mail these to you as issued if you will send us your name and address.

### Royal Securities Corporation

LIMITED

164 ST. JAMES STREET, MONTREAL.

## Because You Insure Your Life The Company Does Not Wish You To Die

The longer you live the better, but you must be sound in mind and body to get insurance. So it.

### MAKING YOUR WILL

it is necessary that you be sound in mind and also desirable to be sound in body. People put off from day to day the making of a Will, one of the most important acts devolving upon you.

See that the Premier Trust Company is named as one of your executors and trustees, thereby insuring a faithful and business-like administration of your affairs.

You are invited to consult our managers without incurring any obligation on your part.

### THE PREMIER TRUST COMPANY

Head Office: 423 Richmond Street, London, Ont.

Branch Office: 6 Sandwich Street West, Windsor, Ont.

### 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.

Acts as Executors and Trustees for Estates. Money advanced on Government Bonds at 6 per cent. Will forms free of charge.

Office - - London Loan Block, 220 Dundas Street  
M. J. KENT, Manager.

## THE BEST EXECUTOR

As the best way to create an estate is by means of a LIFE INSURANCE POLICY, so the best executor is THE LIFE INSURANCE COMPANY. The ordinary executor may discount the future by providing for his wards too lavishly for the present. He may speculate or waste the estate by unfortunate investment. He may even prove to be dishonest and rob the trusting heirs of their inheritance. There are today, as there always have been, thousands of gently bred women and children who were left amply provided for and whose estates have been thus lost. The executor at any rate must himself die and give place to another. Sometimes also the losses occur through the mismanagement, misfortune or dishonesty of husbands, brothers or other relatives or trusted friends. A large policy to be paid in continued installments during life is the surest and best estate a man can leave. The insurance company will be an executor who will neither die nor prove recreant to its trust.

Send for our Booklet, which will tell you in detail just what is the best policy for you. Write us today.

### THE NORTHERN LIFE ASSURANCE COMPANY

London Ont.

Tear off this coupon and mail it today.  
NORTHERN LIFE ASSURANCE CO.  
Gentlemen—Please send me your booklet, "What the Northern Offers."

My age is .....

Name .....

Address .....