A VALUABLE INDUSTRY

BALDWINS, LIMITED, WILL LO-CATE IN CANADA.

Name of the Firm Is One to Conjure With In the Old Country, Where They Employ an Army of 14,000 Workers, and a Large Branch Will Shortly Commence Operations In Toronto.

HE real facts in the story of the coming of a branch of the great Baldwins, Limited, the largest steel manufacturers of Great Britain, to the former site of the British Forgings Company, on the reclaimed land of Ashbridge's Bay, Toronto, are far more arresting than the sometimes weird rumors that have been circulating for some weeks past in the press of Canada. Some idea of the immense importance of this industry and what benefits may accrue to Toronto and the country from its foundation there was obtained in an interview with the representatives of this great firm, Roger Beek and J. C. Davies, the managing-director, who are making arrangements for the installation of the industry, the first buildings of which have already been started on the sandy land of the new manufacturing district.

Baldwins, Limited, is a name to conjure with in the Old Country and wherever there is a demand for steel. It has an authorized capital of £7,000,000 sterling, with £5,000,000 called up. Its 13,000 to 24,000 workmen form an army larger than that which established the British Empire in India and other parts of the world. Its ramifications and property extend HANDLES ONLY DRUGS

silica, out of which heat-resisting business and hold it. boiler plates, rails, black and galva- the center of town.

a hundred other firms. There, in brief outline, is the other stuff go. great firm of Baldwins. The problem

A marvel of efficient arrangement MOTHERS SHOP WHILE

where the public can be served quickly tience was how to show that firm and efficiently is thus provided, and Attracting the book trade of both to say, too, how well we have been These are: have been assisted in every way." | ment.

Montreal. "We are agents in Canada they call. a matter of time before the business force to handle trade with speed. suggested that they should acquire curing quick turnovers. the site of the British Forgings plant in Toronto, and establish a tin-plate GROCERS PROPOSE LAWS and sheet industry, and manufacture TO HELP CUT H. C. L. there, thus recovering the business that was lost to the American manufacturers. Mr. Davies came out to Canada in April, and, in due course the British Forgings plant was acquired." The final decision, Mr. Davies explained, was reached through two factors; the first, by the efforts of Mr. Cousins and Mr. Home-Smith in the purchase of the property; and, the second, through the sympathy of Sir Adam Beck. "Although we have not been able altogether to have Sir Adam meet our desires," said Mr. Beck, a namesake of the Hydroknight, still in our conference, we have been shown every consideration, and hope for the result.

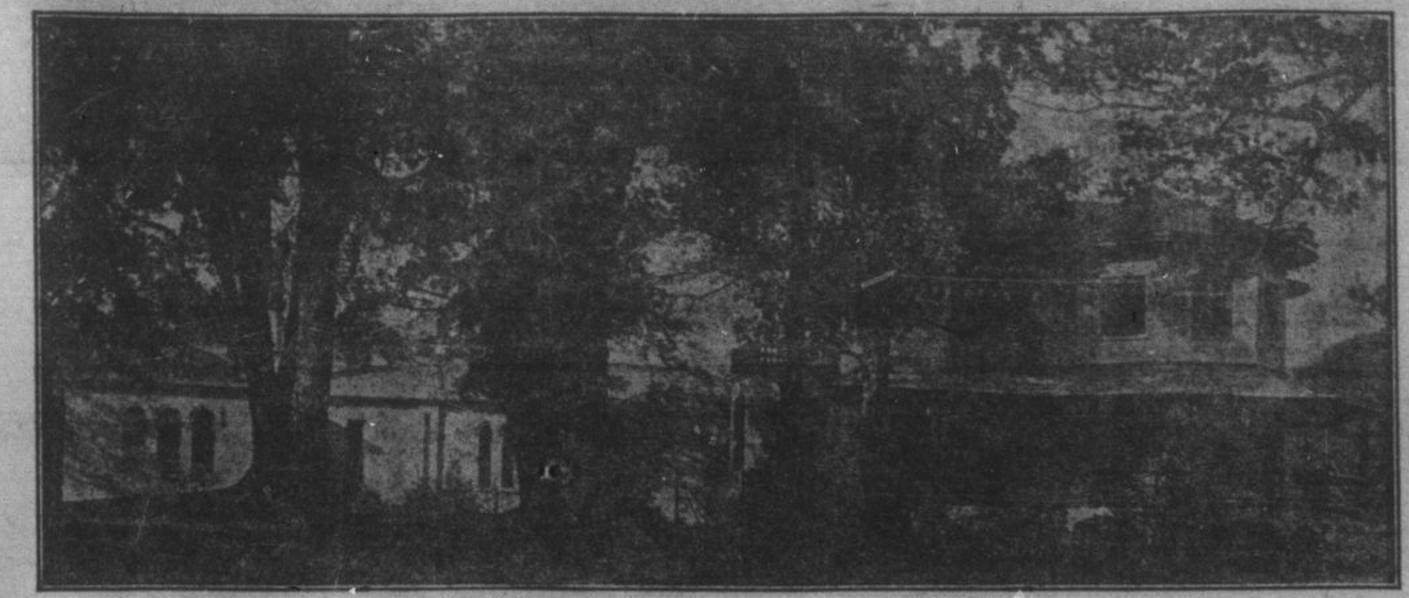
"The attraction to us as a company to locate in Toronto," said Mr. Davies, "was this: Before the war we did a very considerable business in Canada, and, finding that the whole of this was being captured by the United States, it was natural that we should make an effort to restore it. What we're out for, in a few words, is to meet the needs of the whole of Canada in tin terne plates, lead-coated plates, and galvanized and black sheets

"You can quite see the enormity of this plant, when you consider that the imports of these articles before the war into Canada were 50,000 tons of tin plates and 125,000 of black and galvanized sheets. To build that plant, you can see, will take a long time, but by next May we hope to be starting production." The foundations of the three shops, each \$00 feet long, have already been begun; and, soon, there will be 2,200 mer

employed for a start. The first unit we have commenced upon," continued Mr. Davies, "will require 100,000 tons of steel per annum. Another industry that we find that Canada is lacking in is heavy steel castings. As we are very desirous that these heavy castings, which we shall require for the plant, we are already contemplating putting down, we are making arrangements to operate some of the electric steel furnaces to make these castings; otherwise we should have to go to the United States or to the Old Coun-Ury for those,"

It doesn't take much o a philosopher to draw moral deductions from

the misfortunes of others.



THE SQLDIERS' HOSPITAL AT "CALDERWOOD."

This hospital is for soldiers whose physical condition, due to heart trouble, after effects of gas poisoning and other causes which originated on active service, is such as to render them permanently unfit for work of any kind.



BUSIEST DRUG STORE

where it is entirely self-contained, and Market streets, Newark, N. J., is is urging state secretaries to advocate "We have our own peat, our own given credit by pharmacists through- the passage of four federal laws, as coal, which is mined in South Wales, out the United States as being the follows: our own iron-ore mines in Oxford- busiest establishment of its kind in the First. That a limited embargo be shire and other foreign countries," country, and is visited from time to placed upon exports of all essentials, time by the knights of the mortar permitting only the surplus to be ex-

on," said Mr. Davies. This magni- about forty-five, a quiet and unassum- tion. tude expressed in terms of products ing man, who was told by his friends | Second. That resales between memthat would be astounding Baldwins a few years ago that he was plain bers of the same group of distributors turn out 1,000,000 tons of steel in- down-right crazy when he quit his be prohibited gots, and raise 1,250,000 tons of coal little store, where he was making a Third. That all trading on all boards every year. They make ship plates, good living, to embark in business in of trade and exchanges be limited to

nized sheets, and tin plates, which what impresses the visitor to the livery.

are rolled in their mills. Around the store is the absolute absence of any of Fourth, That only those actually Baldwin plant there spring up a host the department shore atmosphere that engaged in the production or distribuclay, sulphuric acid, tin smelters, and and nothing more. Beldon sells drugs finished products, be permitted to deal and the usual accessories and less the in the same.

and by Mr. E. L. Cousins of the how he did it. He advertises in the ers that insure little people complete LOST MOST CUSTOMERS the determined effort of these two lets it go at that, saying he advertises in the people complete papers of Newark and Elizabeth and privacy and quiet when they pore intently over Mother. Goose rhymes tises drugs but not himself. So the should have embarked on this venture in Poronto. I should like to place with a critical eye have reached most diminutive chairs and tables times by retailers in all lines of busimention the names of these two gen- some conclusions on how a small drug imaginable, just high enough for little ness. tlemen in particular. I should like store has attained this pre-eminence. boys and girls

"The whole project was opened up | Second. Possessing the right kind of buys the book or not. by our firm," said Mr. A. M. Russel, an eye to see what the public wants In other words, to quote Miss Ennis.

they had established in Canada Fifth. Telling the public by adverwould be a thing of the past. We tising what is to be had and thus se-

of living the National Retail Grocers Association, through its secretary, to every part of the British Isles, The Firemen's Drug Store, at Broad Leon M. Hattenbach, of Denver, Col.,

supply and estimating the require-Bricks and material is made, and so Its owner is W. J. Beldon, aged ments necessary for home consump-

transactions intended for actual deof complementary and necessary in- so often is found in the pharmacy of tion of the people's food or other dustries, such as coal, bricks, fire- today. It is a drug store—only that necessities, both raw materials and the last several years.

that it was needed in Canada, a fact the Firemen's Drug Store is inspected adults and children is the Children's the company clearly recognized, and as a model by druggists from all over Book Corner in the Lord & Taylor how, especially, to have it located the country when they get near br in Book Shop, New York. Tucked away in Toronto. That feat was accom- New York. They all say it is worth inconspicuously at one end of the well- of business done. plished principally, Mr. Davies the trip to Skeeter Land.

acknowledges, by Mr. Home-Smith Beldon has nothing to say about special corner, enclosed by high countBeldon has nothing to say about special corner, enclosed by high countINDIFFERENT CLERKS

For this little corner is the childreceived by the people of Toronte; First. Picking a location that as- ren's own-a department devoted ex- the problem and compiled a table of how all the information possible has sured plenty of traffic and having the clusively to literature for little people statictics showing the reasons adbeen placed before us; and how we herve to abide by one's own judge- In this quiet spot children are invited vanced by individuals for changing to come and read-whether mother their trade. Letters were written to a

of the firm of Hugh Russel & Sons, and having it ready for them when the brown-eyed, sympathetic woman for Baldwins, Ltd., and for a number | Third. Arranging every department | Book Corner: "This is a corner where firm which made the investigation of years, we have been advising them so the busy commuter need not wait. children may come and amuse them- and the reasons advanced were tabu! to locate out here, or it would be only | Fourth. Hiring a large enough sales selves while mother does her shopping ated as follows: up stairs."

> Miss Ennis realizes, of course, that on the whole children are not strictly the immediate buyers of children's books. Rather, adults who purchase the majority of children's books have to be sold first. On the other hand, this



"California Syrup of Figs"

For a Child's Liver and Bowels

Mother! Say "California," then you will get genuine "California Syrup of Figs." Full directions for babies and children of all ages who are constipated, bilious, feverish, tonguecoated, or full of cold, are plainly printed on the bottle. Children love this delicious laxative. reading, and this corner provides a

than to be asked to write his name. son. M. Rines has left for work at "We have large deposits of and pestle to learn just how to gain ported after ascertaining the available Even the tiniest person feels import. Three Rivers, Que. ant to think that his signature is re-

quested and many are the broad

juvenile scrawls of Marjories and

EXPLOIT SUCCESS TO

WIN MORE BUSINESS Pa., are using a large portion of their newspaper space this fall to tell the

They point out that on August 2, 1919, their business done to date for the year reached the total handled for the whole of 1918, notwithstanding 1918 was a profitable year.

The corollary to the feature is that their line is bigger and better than ever before and that they can sell

A prominent department store in the Middle West recently investigated ing why they changed stores. One hundred and ninety-eight replies were who takes charge of the Children's received, states the house organ of the

Indifference of clerks Attempts at substitution Tricky methods Slow deliveries Overinsistence of salespeople, 16 insolence of salespeople 16 Unnecessary delays in service.. 13 Tactless business policies 11

Bad arrangement of store

Ignorance of clerks concerning

TOBACCO, TOYS, AND TIMER COMBINE WELL

Over on the North Side of Pittsburgh, Leo Dorfzaum has demonstrated that he can sell alarm clocks even if he handles tobaccos almost exclusively. He tried it out the last week getter, with the "you must get up" timepieces on the side. He so arranged his window that any one needing an alarm clock could hardly resist the temptation to buy, at the same time suggesting that "if you want to begin the day's work on time take this home." The toys attracted the eyes of the youngsters to als shop at 923 Federal street, and they in turn called "dad's" attention to what was going on down at Leo's smokeshop

Stole Bridal Outfit. New York, Nov. 14 .- The Count and Countess Tos Condes de Arcentales,, of Madrid, who are spending their honeymoon in Canada and the United States, notified the police last night that four of their six trunks had been "lost" on their journey here from Montreal, and that the other two had been rifled and refilied with kindling wood. They esti-mated that clothing and jewelry valued at \$35,000 was missing

Perth Road News. Perth Road, Nov. 11,-J. S. Rob-Most mothers find it quite a delight- erts and family and Miss R. Buck on ful help to leave their children in such Sunday attended the ceremony of unsafe capable hands while they do their veiling the soldiers' monument at shopping alone upstairs. Needless to Cataraqui. Mrs. J. Raymond is vissay, the children prefer to wait here iting her daughter, Mrs. W. G. Johnsamong the picture books, too. Nothing ton, at Lansdowne. The members of makes a little boy or girl more fretty the Presbyterian church held a busiand impatient than to be hurried ness meeting at Raymond's Corners around dress departments or millinery on Monday evening. Born, to Mr. sections and here, buried interestedly and Mrs. Noah Wilson, a son. Many in fairy tales or pirate adventures of the farmers shipped their hogs on Another attractive feature of this board held its meeting on Monday Children's Book Corner is the little afternoon. Mr. nd Mrs. O. Middleguest book idea. There is a big brown ton, after spending the factory season leather-covered guest book devoted ex- with their son, James, have returned clusively to the lattle visitors to the to their home at Lyndhurst. Born. corner. Nothing delights a child more to Mr. and Mrs. Maynard Rines, a

At Poole's Resort, Poole's Resort, Nov. 12 .- Plowing Billies, who read in the book corner. is the order of the day with farmers Mrs. Frank Fitzsimmons, Rockport,

\$1,115,810,000 Paid Out in 1918 A N amount of money that the human mind cannot grasp, was paid out by the insurance organizations of the United States and Canada in the year 1918. This sum includes \$190,000,000 paid by the American Government to the families of soldiers and sailors who fell in the war. "An adequate amount of insurance," says the New York Insurance Press, "is now considered a matter of course, not only for the protection of families, but also for the protection and preservation of business enterprises." The great value of ife insurance companies was clearly shown during the course of the influenza epidemic, which cost Canadian and American companies \$93,000,000. Among the companies contributing to the relief of the people in that time of trial the Mutual Life of Canada was conspicuous in this country, about three-quarters of a million being disbursed by us in excess of the normal losses. There is little reason, therefore, for wonder that this Company has received so many applications for insurance, the amount of business written this year being double that received in 1918. "Be a Mutualist" of Canada WATERLOO ONTARIO S. Roughton, District Agent, Kingston, Ont.

was hostess to the Ladies' Aid Soci- is visiting his daughter, Mrs. Buell at Walter Williams' on Sunday. John ety on Tuesday. Walter Macdonald Dickey. Buell Dickey motored to Dickey who has been quite ill, is Believing in the old adage that collected taxes in this vicinity last | Brockville Tuesday. Mr. and Mrs. improving under the care of Dr. nothing succeeds like success, Refo- week. Hugh Ferguson, Gravel Hill | Clarence Root, Mallorytown, visited Campbell.

MEDIUM 10 for 15 cents



The Popular Smoke of To-day

BRINGING UP FATHER

By GEORGE McMANUS







