

A VALUABLE INDUSTRY

BALDWIN'S, LIMITED, WILL LOCATE 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.

THE real facts in the story of the coming of a branch of the great Baldwin, 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.

Baldwin, 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 14,000 workmen form an army larger than that which established the British Empire in India and other parts of the world.

"We have large deposits of iron, out of which best-quality Bessemer and material is made, and so on," said Mr. Davies. This magnitude expressed in terms of products that would be astounding Baldwin's turn out 1,000,000 tons of steel ingots, and raise 1,250,000 tons of coal every year.

There, in brief outline, is the great firm of Baldwin. The problem of some men of imagination and patience was how to show that firm that it was needed in Canada, a fact the company clearly recognized, and how, especially, to have it located in Toronto.

"The whole project was opened up by our firm," said Mr. A. M. Russell, of the firm of Hugh Russell & Sons, Montreal. "We are agents in Canada for Baldwin, Ltd., and for a number of years, we have been advising them to locate out here, or it would be only a matter of time before the business they had established in Canada would be a thing of the past."

"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."

"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."

It doesn't take much of a philosopher to draw moral deductions from the misfortunes of others.

PILES Do not suffer another day with itching, burning, or protruding piles. Surgical operation required. Dr. Chase's Ointment will relieve you at once and as a certain cure you get a box of ointment, or 10 ointments, 50¢ a box. Sample box free if you mention this paper and enclose 10¢ stamp to pay postage.



THE SOLDIERS' HOSPITAL AT "ALDERWOOD."

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.



THE BUSINESS COLUMN EDITED BY MANSFIELD F. HOUSE

BUSIEST DRUG STORE HANDLES ONLY DRUGS

The Firemen's Drug Store, at Broad and Market streets, Newark, N. J., is given credit by pharmacists throughout the United States as being the busiest establishment of its kind in the country, and is visited from time to time by the knights of the mortar and pestle to learn just how to gain business and hold it.

What impresses the visitor to the store is the absolute absence of any of the department store atmosphere that so often is found in the pharmacy of today. It is a drug store—only that and nothing more.

A marvel of efficient arrangement where the public can be served quickly and efficiently is thus provided, and the Firemen's Drug Store is inspected as a model by druggists from all over the country when they get near or in New York.

Second. Possessing the right kind of an eye to see what the public wants and having it ready for them when they call. Third. Arranging every department so the busy commuter need not wait.

GROCERS PROPOSE LAWS TO HELP CUT H. C. L. As a means of taking constructive action toward reducing the high cost

of living the National Retail Grocers Association, through its secretary, Leon M. Blattenbach, of Denver, Col., is urging state secretaries to advocate the passage of four federal laws, as follows:

First. That a limited embargo be placed upon exports of all essentials, permitting only the surplus to be exported after ascertaining the available supply and estimating the requirements necessary for home consumption.

Second. That resales between members of the same group of distributors be prohibited.

Third. That all trading on all boards of trade and exchanges be limited to transactions intended for actual delivery.

Fourth. That only those actually engaged in the production or distribution of the people's food or other necessities, both raw materials and finished products, be permitted to deal in the same.

MOTHERS SHOP WHILE CHILDREN READ BOOKS

Attracting the book trade of both adults and children is the Children's Book Corner in the Lord & Taylor Book Shop, New York. Tucked away inconspicuously at one end of the well-stocked bookshop for adults is a special corner, enclosed by high counters that insure little people complete privacy and quiet when they pore intently over Mother Goose rhymes.

For this little corner is the children's own—a department devoted exclusively to literature for little people. In this quiet spot children are invited to come and read—whether mother buys the book or not.

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.

TOBACCO, TOYS, AND TIMER COMBINE WELL Over on the North Side of Pittsburgh, Leo Dorfbaum has demonstrated that he can sell alarm clocks even if he handles tobaccos almost exclusively.

reading, and this corner provides a quiet spot in which to do it. Most mothers find it quite a delightful help to leave their children in such safe capable hands while they do their shopping alone upstairs.

Another attractive feature of this Children's Book Corner is the little pruned book idea. There is a big brown leather-covered book devoted exclusively to the little visitors to the corner.

Believing in the old adage that nothing succeeds like success, Refo-wich Brothers, clothiers, of Pottsville, Pa., are using a large portion of their newspaper space this fall to tell the public just how well they have done the last several years.

INDIFFERENT CLERKS LOST MOST CUSTOMERS "Why do my customers insist on leaving me and dealing with my competitor?" is a question asked many times by retailers in all lines of business.

A prominent department store in the Middle West recently investigated the problem and compiled a table of statistics showing the reasons advanced by individuals for changing their trade.

Table with 2 columns: Reason, Percentage. Includes Indifference of clerks (47%), Attempts at substitution (24%), Errors (18%), Tricky methods (18%), Slow deliveries (17%), Overinsistence of salespeople (16%), Insolence of salespeople (16%), Unnecessary delays in service (13%), Tactless business policies (11%), Bad arrangement of store (9%), Ignorance of clerks concerning goods (6%).

Stole Bridal Outfit. New York, Nov. 14.—The Count and Countess Tos Coudes de Arcen-tales, 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.

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Perth Road News. Perth Road, Nov. 11.—J. S. Roberts and family and Miss R. Buck on Sunday attended the ceremony of unveiling the soldiers' monument at Cataract. Mrs. J. Raymond is visiting her daughter, Mrs. W. G. Johnston, at Lansdowne.

At Poole's Resort. Poole's Resort, Nov. 12.—Flowing is the order of the day with farmers. Mrs. Frank Fitzsimmons, Rockport, was hostess to the Ladies' Aid Society on Tuesday. Walter Macdonald collected taxes in this vicinity last week.

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Advertisement for The Mutual Life of Canada. Features a large figure: \$1,115,810,000 Paid Out in 1918. Text describes the company's success and offers information for agents.

Large advertisement for Black Cat Virginia Cigarettes. Features the headline 'BLACK CAT VIRGINIA CIGARETTES MILD AND MEDIUM 10 for 15 cents'. Includes an image of a cigarette pack and a list of reasons why customers leave.

A multi-panel cartoon strip titled 'BRINGING UP FATHER' by George McManus. The panels show a father and son in a shop, with the father talking about a 'multi-millionaire' and the son asking for a 'jiggy'.