

Best Canadian Marconi

GREAT FORTUNES IN INVENTIONS OF PUBLIC UTILITY

Some of the greatest fortunes in this country were made by EARLY investments in the Edison Electric Light, in the Bell Telephone, in electric railways and in telegraph and cable companies, while thousands of small investors became independently wealthy.

The stock of the Edison Electric Light Company advanced from \$100 to \$4000 in one year.

The Bell Telephone Company, during the period of 1881 to 1902, paid to its stockholders dividends amounting to \$58,391,733. In 1903, as shown by its annual report, it paid \$8,610,550 in dividends and carried a reserve surplus of \$1,945,514.

Welshbach stock increased 1000 per cent.

Those who bought Eastman Kodak shares when first offered may now live comfortably without work off the original investment.

At \$5.00 a Share

The English Marconi stock originally sold at \$5 per share, has since sold at \$22 on the London Stock Exchange. The American Marconi stock has advanced to \$140 per share. By acting quickly—now—today, you can secure the Canadian Marconi stock at \$5 per share. Are you going to overlook this opportunity?

The Marconi Wireless Telegraph Company of Canada is Indorsed by the Canadian Government. What Stronger Recommendation is Needed?

The anticipated order has arrived, instructing an advance in the price of Canadian Marconi shares. We therefore announce that the present opportunity to buy at \$5 will never occur again. No orders will be accepted at this figure after 9 p. m., Thursday, August 31st. Remember—this statement is positive—not a share will be sold at \$5 after Thursday next. We urge upon you the necessity for immediate action. Don't delay—it will certainly mean disappointment. Write today.

If you are not fully convinced that Canadian Marconi securities offer an exceptional opportunity for the safe investment of your money, fill in and mail us today—immediately—coupon in the lower left-hand corner of this advertisement, and we will send you the fullest possible information. By writing today you will have time to consider the matter thoroughly, and to get your application for shares at our office before the time limit expires.

THE MARCONI WIRELESS TELEGRAPH CO. OF CANADA. (Limited.)

Incorporated Under the Laws of Ontario, Dominion of Canada.

CAPITAL STOCK.....\$5,000.00
Full Paid and Non-assessable.
PAR VALUE OF SHARES (EACH).....\$.50
No Bonds and No Preferred Stock.

OFFICERS:

COL. F. C. HENSHAW, President; GUGLIELMO MARCONI, Vice President; JOHN D. OPPE, Second Vice President; H. G. MATTHEWS, Secretary; MAJ. GEO. W. FISHBACK, General Manager.

DIRECTORS:

COL. F. C. HENSHAW, Director of Montreal Bank, Montreal; of Bell Telephone Company; Montreal Light, Heat and Power Company; The Richelieu and Ontario Navigation Company, and the Montmorency Cotton Company.

G. MARCONI, Inventor of the Wireless Telegraph.
JOHN D. OPPE, Vice President and General Manager of the Marconi Wireless Telegraph Company of America and representative of Marconi's Wireless Telegraph Company, Limited, of London.

ANDREW A. ALLAN of the Allan Steamship Company.
J. N. GREENSHIELDS, K. C., President of the Shawinigan Water and Power Company, Attorney for the Canadian Bank of Commerce, Etc.

TRANSFER AGENTS:

Montreal Trust and Deposit Company, Limited, Montreal.
Security Transfer and Register Company of New York.

REGISTRARS:

National Trust Company, Montreal.
Knickerbocker Trust Company, New York.

We are offering FOR A SHORT TIME ONLY a limited number of shares of THE MARCONI WIRELESS TELEGRAPH COMPANY OF CANADA, LTD., at \$5.00 each.

Owing to the large and increasing demand for these securities from the most conservative investors throughout Canada and the United States, we are compelled to place a limit upon the number of shares allotted to individual purchasers. For this reason no application will be accepted for more than 200 shares from any one person, and we reserve the right to allot to subscribers a smaller number of shares than the amount subscribed for. This provision is absolutely essential to secure to each subscriber an equitable proportion of the total number of shares now offered.

We make this announcement in order that none may be disappointed if he receives fewer than the whole number of shares for which he makes application.

THE MARCONI WIRELESS TELEGRAPH COMPANY OF CANADA, LTD., includes among its stockholders and officers some of the most conservative and successful bankers, financiers and business men of Canada. Reference to the names of the officers and directors will disclose that its affairs are in the hands of some of the shrewdest and most successful men of the Dominion.

Among its stockholders are included bankers, merchants, lawyers, doctors, teachers, clergymen and wage earners, from Halifax to Victoria and from Montreal to New Orleans; men of action, energy and foresight, who recognize in the new system of wireless communication a revolutionary element which is certain to result in a complete reorganization of the land and marine telegraph systems of the British empire, of which Canada is the largest, most important and enterprising field. Canada's great and growing importance as the granary of the empire demands that she shall be in the forefront of progress, and the Marconi system promises, within a very few months, to bring her into closest and most intimate communication with the world's greatest market. Instant interchange of commercial information by the Marconi system will bring the grain fields of Manitoba to the very threshold of the Liverpool and London exchanges and at a cost so reduced from the ordinary cable charge as to make the dissemination of news

and information a mere bagatelle, while it will add hundreds of thousands of dollars, perhaps millions, to the value of the products of field and forest.

By improvement of her railway systems, grain shipments have already been diverted from American to Canadian ports in yearly increasing volume to such an extent, indeed, that the state of New York has appropriated \$100,000,000 for the construction of a thousand-ton barge canal from the great lakes to the seaboard in the endeavor to regain some portion of her lost wheat trade.

By the further improvement of her St. Lawrence waterway, the Dominion has provided for the handling of an even greater volume of traffic, and before New York's new canal is in operation it may be expected that nearly all Canadian grain for export will pass through Canadian ports and in British vessels be carried abroad.

SIGNIFICANCE OF THE MARCONI ST. LAWRENCE SYSTEM

The first and most important provision for the improvement of the Great Canadian Highway to the Sea is the installation, at favorable points along the St. Lawrence, of Marconi Wireless Telegraph stations, by means of which shipping is in constant communication with land and the movement of cargoes directed with the same precision and dispatch as is the traffic of the railroads.

GOVERNMENT PARTICIPATION

In the establishment of this wonder-working system of communication, the Dominion government has wisely taken the initiative. Large and generous subsidies for the erection and installation of Marconi stations have been provided and appropriations have been made for the maintenance and operation thereof in the interests of and for protection of navigation. These stations are, nevertheless, in the control and under the administration of the MARCONI WIRELESS TELEGRAPH COMPANY OF CANADA for the transaction of such private business (in addition to government business) as the Canadian public may offer. The income derived from the sources above named must inevitably afford a most satisfactory revenue to the company, exclusive of the many other sources yet undeveloped.

OPERATIONS OF THE COMPANY NOW SELF-SUPPORTING

From the sources of income above enumerated the operations of the company are now on a self-supporting basis. Not yet four years old, this new industrial giant, with its sources of revenue only partially developed, has an earning capacity such as no like project has ever before developed within so short a time, a sufficient promise of the future in store for the company. When the ramifications of its system shall have been extended to every city, town, hamlet and seaport and to every ship plying to and from Canadian ports, as it inevitably must be through the stress of public demand, these revenues will be increased in progressive ratio.

CAPITAL STOCK MODEST—NO DEBTS

Compared to the capitalization of the telegraph, telephone and cable companies, the \$5,000,000 capital stock of the Canadian Marconi Company is extremely modest. The Western Union Telegraph Company has a total issue of \$22,574,000 and the American Telephone and Telegraph Company has upward of \$22,770,000 in stocks and bonds. The Western Union company's reports, according to latest data obtainable, show that it cost \$21,382,915 to earn \$3,249,390, the proportion of expense being over 73 per cent of the total earnings. We have the best reasons for believing that the proportion of expense to earning capacity of the Marconi system will be less than 10 per cent. This enormous increase of profit will be attended by a corresponding decrease in the cost to the public of the services performed. All estimates are based upon charges 50 per cent below the present telegraph and cable tolls. This remarkable advantage for the wireless system is due to the fact that the cost of installing, maintaining and repairing the 1,344,755 miles of wire necessary to enable the Western Union to do this business, is saved. No wire, a few masts instead of thousands of poles, no linemen, no "lines down," no "rights of way" to buy and protect. What this means to stockholders of the Marconi company will be best appreciated in the light of the profits that have been paid to owners of telegraph, telephone and cable stocks.

Perhaps the most remarkable fact in the history of this company is that it has been enabled to make such wonderful progress without incurring any indebtedness. There are no bonds, notes, mortgages, nor other forms of outstanding obligations. Corroboration of these statements may be had from any mercantile company.

One hundred dollars invested in Bell Telephone stocks produced a profit of \$200.00 to the investor in twenty-five years, and many of the largest fortunes in the United States and Canada are based on early telegraph and cable investments.

VALUE OF THE COMPANY'S ASSETS

The principal asset of the company is the ownership of the Marconi patents. Reckoned by the same standard as these patents are valued in other countries they exceed by many times the value of the capital stock. There is a substantial working capital in hand. The stations thus far built have been erected at a cost of over \$500,000, including equipment, and the Cape Breton station is now being reconstructed at an expense of over \$150,000.

THE ENORMOUS PROFITS OF TRANSATLANTIC TRAFFIC

The station erected at Cape Breton for transatlantic communication with Poldhu, Cornwall, has been removed seven miles inland from the coast, five miles distant from its previous location at Glace Bay, where it is now being reconstructed and refitted at a total cost of \$150,000 (including the real estate purchased for the site of its permanent location). It is here that Mr. Marconi will install his latest instrument, whereby an average working speed of 100 words per minute will be developed.

The earning capacity of this station, calculated upon a basis of ten hours' operation daily for 300 days, at a speed of 100 words a minute and at the uniform rate of ten cents a word, will be \$1,800,000 per annum. Deducting 25 per cent as a factor of safety and \$200,000 per annum as the possible cost of operation, there is a net earning capacity of \$1,200,000 per annum for this one station alone, working in conjunction with its co-ordinate station at Poldhu. In this connection it is interesting to note that the directors of the English company have to say in their annual report of September 30, 1904:

"Transatlantic communication—The directors consider that as a result of Mr. Marconi's experiments the company is now in possession of all the data necessary for the equipment of stations for the good commercial working between England and the continent of America, and a new station, embodying the latest improvements, equipped on a commercial scale, is already nearly completed in Canada. The question of a site for a new station in Great Britain is still under consideration; the greatest part of the machinery, however, has already been ordered, and it is expected that a station ever has already been completed in Canada will be equipped in the United Kingdom a few months after the site has been finally selected. It may be stated that a single pair of stations is capable of working at a speed of from 30 to 35 words a minute; a pair of the company's stations now operating commercially show an average working speed of 24 words a minute, calculated from one hour's working on six successive days. With the reduced rate of 6d per word for transatlantic messages, it might be reasonably assumed that a pair of wireless stations would be kept fully employed. Reckoning, however, that the total number of words transmitted per year would be at the rate of only sixteen words a minute for ten hours a day for 300 days, it is estimated that two wireless stations should earn, after deducting land charges, about £56,000 sterling per annum.

The stations already equipped at Poldhu, at Cornwall and Cape Cod, Mass., are being regularly employed for transmission of messages to ships fitted with long-distance receiving apparatus at any point on the Atlantic, and by the results of the working of these stations during the last seven months, the directors are confident in the belief that the new stations will afford a satisfactory service between England and the continent of America."

The above was published before Mr. Marconi had announced the increase of average working speed from 24 words per minute to 100 words per minute, which he did recently in a lecture before the Royal Institution, in which he said:

"I have recently constructed a magnetic detector which will work a relay and record messages on a tape by the regular Wheatstone recorder and thus eliminate the telephone receiver. The new receiver exceeds anything heretofore produced in connection with wireless telegraphy, for it combines extreme simplicity with absolute reliability. But the greatest gain results from the fact that the receiving speed has been increased from 24 to 100 words per minute."

THE CANADIAN PACIFIC COAST

Consideration is now being given to plans for the extension of the Marconi system to Pacific coast ports of entry into Canada, which, in all probability, will result in the equipment of coastwise and seagoing steamships touching thereat.

WIRELESS ALONG THE LOWER YUKON

Government to Install System After
Recent Satisfactory Experiments

(Special Dispatch to the Examiner.)

SEATTLE, Aug. 19.—Today's advices from Nome announce that it is the government's intention to at once install a wireless telegraph system on the Lower Yukon. This information was given by Captain Wildman, United States wireless expert, to Captain Newcombe, master of the steamer Susie. Captain Wildman accompanied Captain Newcombe on the steamer Susie from St. Michael to Gibbon, and on the trip had a wireless instrument in operation on the Susie. With this instrument he was in constant communication with the wireless station at St. Michael and off Nome were reported and in communication by wireless with Nome. This is the first instance in which the wireless has ever been operated from a Yukon steamer. The receiving instrument was placed at the top of the jack staff of the Susie. Movements of the boats at St. Michael and off Nome were reported and it was learned that the big fleet of river steamers got away early last month from St. Michael. (Special Dispatch to the Examiner.) Aug. 20, '05.

COMMERCIAL ALLIANCES

In the absence of the possibility of instantaneous development to perfection the company has made co-operative commercial alliances with the established telegraph system and Marconi messages are received at every Western Union, Postal Telegraph, Great Northwestern, C. P. R. and Dominion Telegraph office in the land and every such office is a receiving and distributing agency for Marconigrams.

THE PUBLIC WANTS IT

If the company could extend its system as rapidly as the public demands, and if the expert labor required for such extensions could be had immediately, there would now be a Marconi office in every town where there is a Western Union, Dominion or Postal Telegraph office. Such extension and development is necessarily a growth of successive stages, an evolution, a gradual increment, and it is in such growth that the enormous profits will come to those who identify themselves with the company now, in the early stages, while there is need for them and their support. This day is rapidly passing—presently all such extensions and developments will be made from the company's earnings and there will be no more stock for sale at any price.

COMMERCIAL CONNECTIONS

As the earnings of every railroad are increased proportionately to the number of connections it has, both as "feeders" and as "outlets," so is the business of every telegraph company increased by every additional connection for the receipt and distribution of its business. Thus, by reason of its close and intimate relations to the Marconi companies organized and forming in all quarters of the globe, the business prospects of the Canadian company are being constantly enhanced. Business originating in Canada destined for foreign ports must pay toll to the Canadian company; it follows, therefore, that the more foreign companies that are organized the more "outlets" there will be for the business originating in Canada. Conversely, on all business originating abroad destined for Canadian points, a distributing toll must be collected for the Canadian company, hence the more foreign companies organized to install the system abroad, the greater will be the number of "feeders" for the business of the Canadian company. Consideration of the Marconi system must be given from a world-embracing point of view.

By reason of its present strong organization throughout the world, the Marconi system must be considered as a WORLD POWER IN COMMERCE. Strongly entrenched in the possession of basic and fundamental patents in every civilized country in the world, it is a virtual and practical monopoly, enjoying its existence by natural right through the use of God's free air, over which no nation, or any congress of nations, has exclusive control, and is therefore free from interference by legislation so long as it is conducted without trespass upon the rights of individuals. This monopoly is not oppressive or burdensome, inasmuch as it comes as a form of relief to overtaxed commerce by providing a means of cheapening and quickening the interchange of intelligence between the nations of the earth.

It is wise, therefore, for the intending investor to give due weight to the fact that the following Marconi companies are already in successful commercial operation, while others are forming in all quarters of the globe: Marconi's Wireless Telegraph Company of England, The Marconi Wireless Telegraph Company of America, The Marconi Wireless Telegraph Company of Canada; The Marconi International Marine Communication Company; Compagnie Francaise Maritime de Telegraph Sans Fil, Paris; Cie Telegraphie Sans Fil, Brussels.

THE NEED OF HASTE

In conclusion, we wish to urge upon the prospective investor the need of haste in the determination of the question of investment in Canadian Marconi. Neither time nor tide wait for any man—nor does Marconi stock. Scarcely more than a year ago it was selling at \$3 per share. A year ago it brought \$4 and was in heavy demand; now the price for a short time only is \$5. We can only promise to allot you your full quota of the stock remaining untraded at the time of the receipt of your application. In order to be sure of getting all you want you must act quickly. The limit of the \$5 stock will soon be reached and then the \$6 allotment will be offered; you therefore have the choice of acting quickly or of taking your chances on having to pay \$6 for it after a season of delay. Above we have given you some of the essential facts—if you delay, it may be everlastingly too late. NOW IS YOUR OPPORTUNITY—TODAY!

Marconi Wireless at Sea

All vessels of the Merchant Marine now equipped with wireless telegraph apparatus must, on their winter voyages between Europe and America, pass within 100 miles of a Canadian wireless telegraph station, and the last point of communication on the outward voyage from America, and the first point on the inward voyage is, therefore, a station of this company. A very considerable traffic must necessarily pass through this station.

The great Canadian Northwest, including British Columbia, the Northwest and Yukon territories, now almost wholly without telegraphic facilities, offers a most profitable field for the operations of this company. It has been found practically impossible to maintain wire communication with these distant points, though hundreds of thousands of dollars have been expended in the attempt. The Marconi system may be installed for a mere fraction of the cost of wire systems of telegraphy.

The earning capacity of the Canadian Marconi Company is such as to justify the expectation that within ten years the net revenues will be equivalent to 150 per cent upon the present capitalization.

Important Traffic Agreements

Arrangements have been effected with the British Post Office Telegraphs for an interchange of business on equitable terms.

The Western Union, Postal Telegraph, Dominion Telegraph and Canadian Pacific Telegraph systems have made similar traffic agreements.

These arrangements give the Canadian Marconi Company distributing and collecting facilities that it has taken over half a century to develop. Other European countries will soon be included in these arrangements.

Marconi Wireless messages may now be sent from any telegraph office in Canada or the United States for delivery on board any steamship carrying Marconi apparatus, and as soon as the transatlantic branch is opened for commercial messages, telegrams will be collected anywhere in Canada and the United States and delivered to any part of the British Isles, and presently to any part of Europe.

Connecting Canada and England

A system of direct communication between Canada and the mother country is of the utmost importance to the welfare of the British empire and must ultimately result in closer business relations and in better and more cordial intercourse between England and Canada. There is at present no direct means of communication by cable or otherwise than by the Marconi system, all messages having to pass through America, over American cables. The need for the early extension of the Marconi system throughout the Dominion must therefore be apparent.

The Marconi Wireless Telegraph Company of Canada, Ltd., has such close business relationship to Marconi's Wireless Telegraph Company, Ltd., of London; the Marconi Wireless Telegraph Company of America, and all other Marconi companies wherever organized, throughout the world, that the whole may be said to form one system, each integral part of which is tributary to the other. The harmonious and co-operative relations of the various Marconi companies is assured by binding contract obligations, through which each Marconi station, erected at any part of the world, becomes in a sense, a feeder of all. Therefore each station erected in any part of the world adds another factor to the progress and earning capacity of all others, and each steamship added to the list of those carrying the Marconi system adds another factor to the progress and earning capacity of the Canadian Company, as well as of all other Marconi companies. An equitable system of the division of earnings on traffic between connecting companies has been devised which insures to each its full proportion.

The Canadian Company owns the exclusive right to equip all vessels of Canadian registry with the Marconi system.

Your Opportunity Is Now

Applications for not more than 200 shares of Canadian Marconi stock will be accepted until further notice at \$5 per share, when accompanied by check, draft, express or postal money order made payable to SOUTHWESTERN SECURITIES COMPANY for the full purchase price. We will not be held liable for delivery of shares at \$5 after the price has been advanced to \$6, even though subscriptions may have been mailed prior to the advance in price.

Don't Hesitate---Thursday Next is the Last Day for Canadian Marconi Shares at \$5.00

SOUTHWESTERN SECURITIES CO.,
H-8-27, 503 H. W. Hellman Building,
Los Angeles, California.
Enclosed please find \$..... for which send
me by registered mail shares of Canadian
Marconi stock at \$5.00 a share.
Name.....
Street and No.....
City and State.....

Mail us one of the accompanying coupons TODAY with your remittance, or asking for further information. Delay may mean disappointment—do it now.
Address all communications and make all remittances payable to

Southwestern Securities Company
Entrance 503 H. W. Hellman Building Telephone Home 2096
Corner Fourth and Spring Streets Los Angeles, California

SOUTHWESTERN SECURITIES CO.,
H-8-27, 503 H. W. Hellman Building,
Los Angeles, California.
Please send, without cost to me, fullest possible information concerning an investment in Canadian Marconi; also copy of "The Ocean Daily"—published on board ship.
Name.....
Address.....
Occupation.....