

**Striking Facts  
about**

Head Office :  
32 Broadway,  
New York

**Toronto**

With  
the Compliments of

**A. L. Wisner & Co. Inc.**

Owen J. B. Mearsley,  
Manager

Bankers & Brokers

73 & 75 Confederation Life Bldg., TORONTO



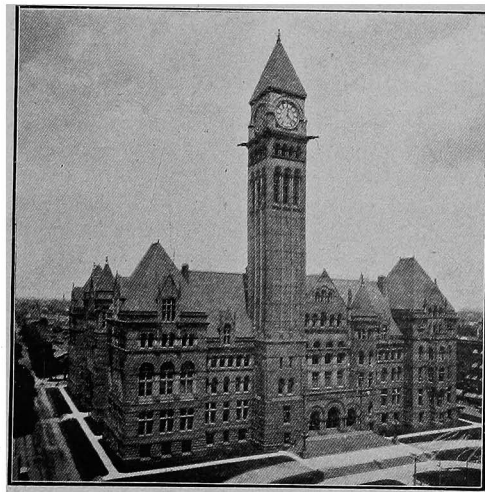
## OUR TRUST FUND

**T**HE vital and important points for investors to consider are safety and profit. Countless investors would gladly share in the excessive profits of successful mining companies if they could feel that their funds were perfectly safe.

In order to remove every element of risk, and make an investment in any of our companies **absolutely safe and profitable**, we have established a trust fund to which all the companies we operate contribute a large portion of their stock.

In operating a number of mines according to the conditions outlined, while it is possible that some may not prove profitable, yet the majority of them are absolutely certain to turn out successfully. **If, therefore, after a reasonable amount of development any of our companies should not prove profitable, we can and will by virtue of our trust fund reimburse the purchasers of stock in any such company, by giving them in exchange, without any further expense to them, stock in some other company that has proven successful, for the equivalent of their investment, thus guaranteeing them the anticipated profits and making a loss impossible.**

This arrangement is made in advance in order to provide against any possible contingency which might arise. To those who desire perfect safety for their investments, as well as the great speculative profits of legitimate mining operations, this method of protection must appeal strongly.

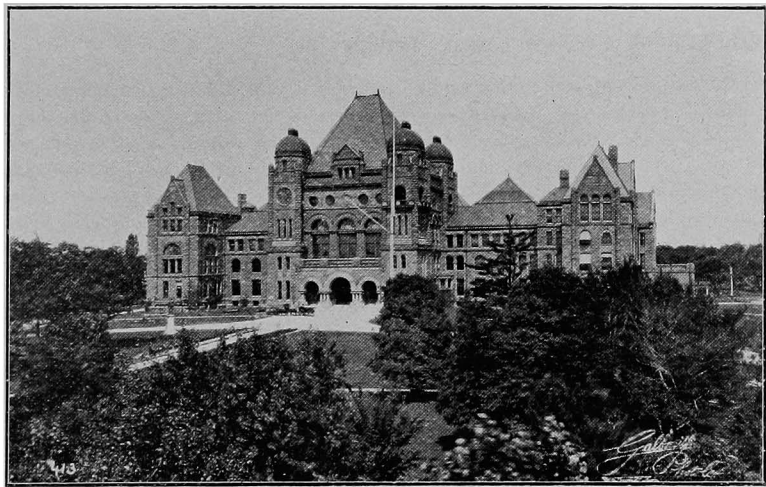


CITY HALL.



## **TORONTO—The Capital of a Great Province.**

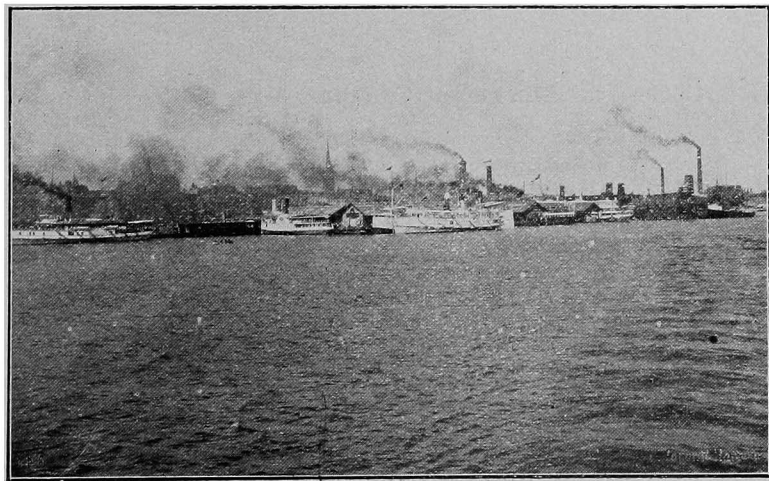
**T**ORONTO—the second largest city in Canada is the capital and commercial centre of the richest and most populous Province in the Dominion—a Province embracing 260,862 square miles with a population of 2,200,000 people. It is the distributing point of a wealthy, enterprising and rapidly growing community whose land is exceedingly rich in timber, minerals, fisheries and the products of the soil. Two great railway systems focussing in Toronto spread their main and branch lines over this vast area. Toronto's location on Lake Ontario makes it the most convenient point of distribution to all the markets of Ontario and the great Canadian West. While Ontario is the most highly cultivated portion of the Dominion, the great northern and western portions of the country are rapidly opening up, making new avenues of commerce and sources of trade. The new Canadian Railway to the Pacific Coast will largely increase Toronto's commercial influence, assuring a continued and increasing supremacy in control of the great wholesale trade of Western Canada.



PARLIAMENT BUILDINGS.

## TORONTO—A City of Large Industries.

**T**ORONTO has from 550 to 600 strong industries and about 1,000 small factories. These industries give employment to 47,000 hands—an increase of 21,000 in the last 12 years. The wages paid are \$23,000,000 per annum, as against \$9,000,000 12 years ago. Their combined manufactures are valued at between \$65,000,000 and \$70,000,000, showing an increase of 50% in the last twelve years. It is estimated that to-day about \$60,000,000 is invested in Toronto's manufactures, showing an increase of \$28,000,000 in the last twelve years. The motive power required to run these factories is estimated at 40,000 horsepower. The range of these industries is very wide, including agricultural implements, bicycles, biscuits, boots and shoes, brass products, blank-books, brewery products, brooms, confectionery, cigars, clothing, crockery, elevators, engines, envelopes, furnaces, furniture, gloves, hats, jewelery, laundry machinery, leather goods, motor carriages, pianos and organs, piano actions, roller bearings, roofing supplies, rubber goods, radiators, saws, showcases, stoves, soaps, surgical instruments, umbrellas, wire goods, woodenware, wagons, wall paper and yeast, besides a great variety of miscellaneous articles.



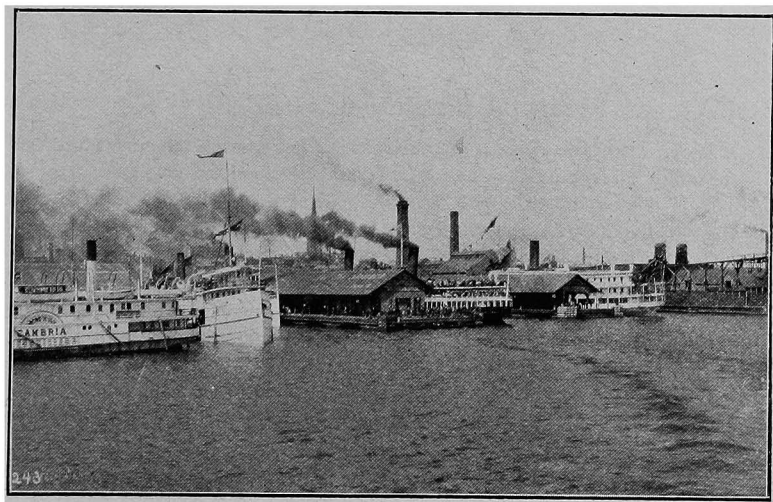
TORONTO'S SHIPPING.



## TORONTO—The Market of Canada.

**A**S a wholesale jobbing centre and distributing city, Toronto far surpasses Montreal. The buyers from contractors' and lumber camps, from supply and retail firms, from all over Canada, throng to its warehouses. Within the last few years this custom has increased to an enormous extent owing to the rapid developement of the newer portions of the country. The unequalled advantages for cheap freightage both by rail and water make Toronto a leader among cities as a wholesale supply point—and these advantages have given Toronto the undisputed possession of the most lucrative purchasing market of Canada, which lies adjacent to its boundaries. More than 200 freight trains enter and leave Toronto daily. There are in Toronto many strong wholesale houses in such lines as chocolate and cocoa, dry goods, furs, groceries, hardware, lumber, millinery, paints, paper, seeds, silverware, stationery, teas and coffees, tobacco, underwear, wines and woollens.

It is estimated that 535,638 head of cattle pass through the Toronto yards yearly.



YONGE STREET WHARF.

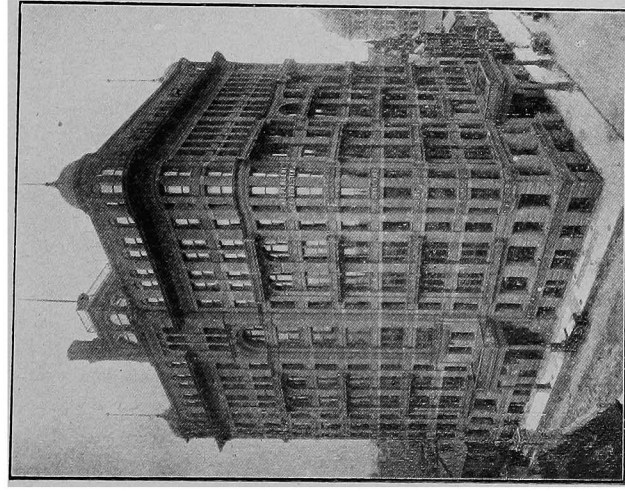
## **TORONTO—Its Financial Institutions.**

**T**HE increasing wealth of Toronto's population has increased its financial interests by leaps and bounds, until it has become a great financial centre.

Nineteen chartered Banks with a combined capital of \$65,200,000, have either a branch or the Head Office in Toronto. There are 34 Loan, Investment and Trust companies here with a combined capital of \$53,240,000. There are 159 Insurance Companies—59 Fire—48 Life—15 Accident and 14 Marine—doing business in Toronto, and a large number of private bankers and investment companies.

In 1902 there were 4188 real estate transfers, showing an increase of 2773 over the year 1897.

The business of Toronto's Stock Exchange has increased 700 per cent. within the last three years, and the clearing house returns show an increase of 60 per cent. in the last two years.



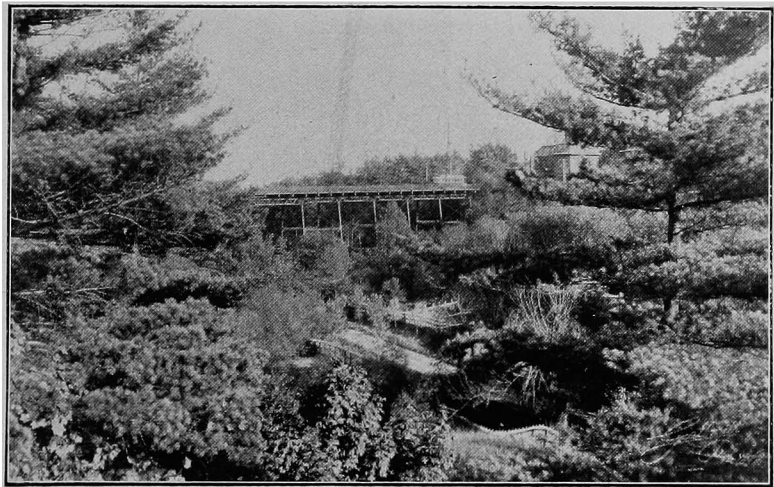
TEMPLE BUILDING.

## TORONTO—Art and Culture.

**A**S a centre of Literature, Music and Art, Toronto stands preeminent. It has many institutions for the cultivation of the nobler arts, and in the beautifying of its Avenues, and the adornment of its homes and public buildings it presents a model to many another populous centre.

Toronto has two fine museums and the Ontario Society of Artists, The Central Ontario School of Art the Women's Art Association and the Toronto Art League hold exhibits for the promotion of painting, drawing and sculpter.

In the world of Music Toronto is represented by three excellent Conservatories which are attended by students from every part of the Dominion and from foreign countries. The city also contains many societies for research in the realms of Religion, Science and Philosophy. Toronto numbers among its citizens, men whose names are familiar in the field of Literature, Science and Art—and who have contributed to the knowledge and happiness of the world.



ROSEDALE RAVINE.

## TORONTO—The Annual Exhibition.

TORONTO'S Annual Exhibition is the most important event of its kind in Canada and has a strong influence on the industrial and commercial life of the country.

So famous has this Exhibition become that the proposal to raise the Toronto Fair of 1903 to the status of a Dominion event was accorded the hearty approval of the cities of Montreal, Ottawa and Quebec, as well as the ready assent and assistance of the Canadian Government. The magnificent exhibits, the throngs of visitors and the universal interest of the public testified to the wisdom of the change. Products of the forest, field and mine from all parts of the Dominion are displayed. The actual processes of manufacture in a widely diversified range of industries which are shown in operation, surprise and delight the many strangers who throng to view the sight—testifying to the industrial strength of the country. Many new ideas and features are embodied each year—making it a never failing source of enjoyment and enlightenment.

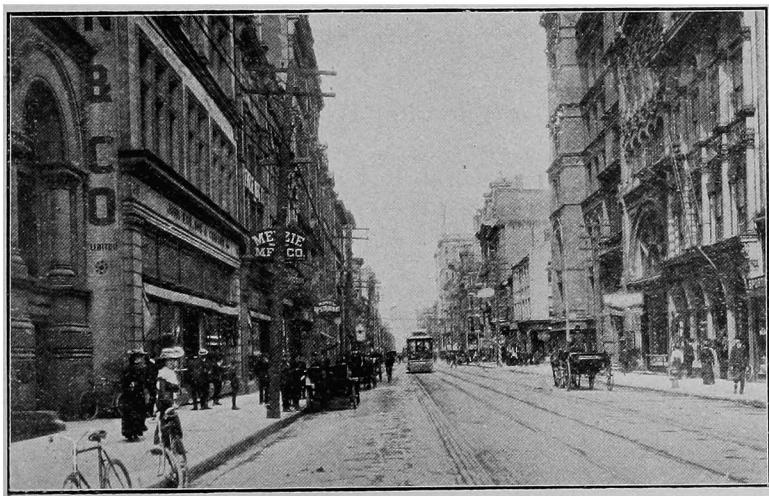


EXHIBITION GROUNDS.



## TORONTO—Municipal Figures.

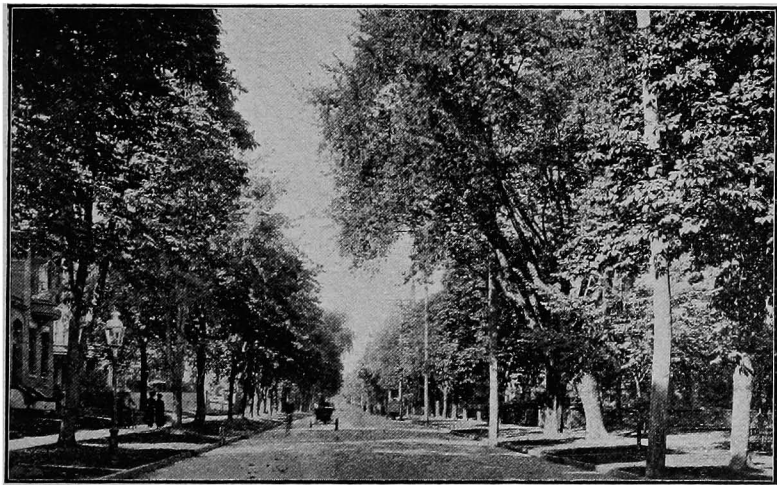
THE population of Toronto by latest directory census is 293,000. Its assessment for 1904 was \$143,000,000 showing an increase of \$18,000,000 over 1900. Toronto has an area of 17 square miles—260 miles of streets, of which 182 miles are paved—234 miles of sewers and 260 miles of water mains. The citizens use 22,000,000 gallons of water daily. The city has a fire brigade of 194 officers and men, who showed what they were made of in the great fire of April 19th, 1904—when they won out against terrible odds. There are 16 fire stations in the city limits, and 7 police stations with a police force of 303 men. The streets are illuminated by 1204 electric arc lights and 991 carbon lights. The city can boast of 21 public parks with a total area of 1152 acres. There are 89 miles of track and 300 electric cars in operation which carry 50,000,000 passengers yearly. The city owns and operates its own street cleaning and scavenging system, which is considered one of the most efficient in America. The city's affairs are managed by a Mayor, a Board of Control and a Council of Aldermen, elected annually, and under their efficient management the public morals and conduct is exemplary.



KING STREET EAST.

## **TORONTO—A City of Beautiful Homes.**

**I**T can safely be said that no city of its size in America contains so many artistic homes and such delightful residential districts as Toronto. It is a city which presents attractions to home life unequalled elsewhere. Beautiful avenues, bordered with arching shade trees, are everywhere in evidence, and expansive parks of surpassing charm and natural beauty tempt the visitor and citizen alike. The exquisite beauty of Rosedale, the beautiful section of the city lying to the north east, and the refreshing coolness of Parkdale in the south west section, lend a charm to Toronto, rarely to be met with in so large a city. Toronto Island, stretching out across the water front, is a fascinating spot and is peopled in Summer by a large number of cottagers and guests. Steamers ply in every direction, affording a variety of pleasure excursions at a moderate cost.



JARVIS STREET.

## TORONTO—The Mecca of Tourists.

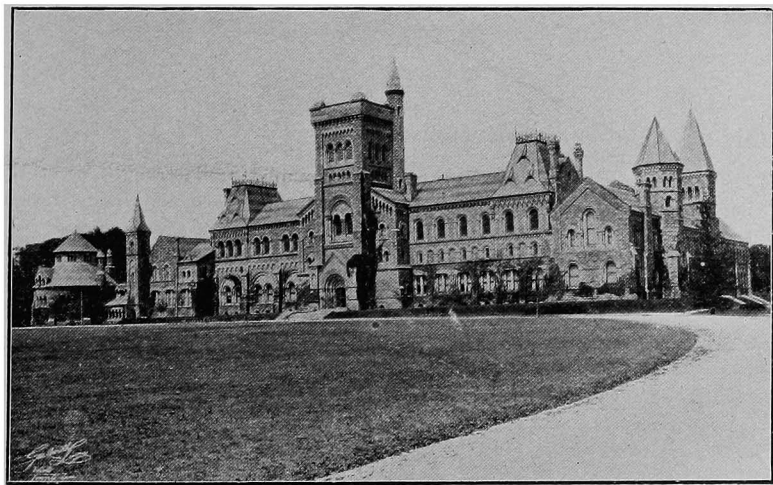
**A**LTHOUGH the almost limitless attractions of Toronto are but partly known, each year sees an increase in the tourist traffic and the number of conventions held in its borders. The Muskoka Lakes, famous as a summer resort, are the haunt of thousands of tourists from Canada and the United States. The 30,000 Islands of Georgian Bay and the beautiful Kawartha Lakes are also fast growing in the popular estimation, and all three of these resorts are easily reached from Toronto. To the tourist, Toronto is an inviting and a most delightful visiting place, replete with beauty and opportunities for enjoyment. The climate is equable and healthy and its hotel accommodations are both extensive and moderate in cost. Toronto has been called the Convention City, and thousands of visitors bear testimony to the hospitality of its people and the multitude of its attractions. There are in the city 200 hotels, 300 boarding houses, 4 theatres, 22 music and concert halls and 250 public halls for meetings of all kinds.



RESERVOIR PARK.

## TORONTO—An Educational Centre.

**T**ORONTO'S advantages for education are unsurpassed by any city of equal size in America. It contains 3 large Universities—Toronto, Trinity and McMaster—4 strong Colleges with courses in Theology and Arts—Knox, St. Michael's, Victoria and Wycliffe. There are also numerous institutions affiliated to the University of Toronto—Toronto School of Medicine, Royal College of Dental Surgeons, School of Practical Science, Women's Medical College, Ontario College of Pharmacy, Ontario Veterinary College and 2 Colleges of Music. The city contains 54 Public Schools, 19 Separate schools, 1 Model School, 1 Normal School, 3 Collegiate Institutes, 4 Industrial Schools, 1 Technical School, 7 Ladies' Schools and 1 Residential College for Boys. The city has one of the finest Business Colleges in America—The Central Business College—which prepares its pupils for good positions in mercantile life, with great success. Education in Toronto is within the reach of all and is of a very high order.

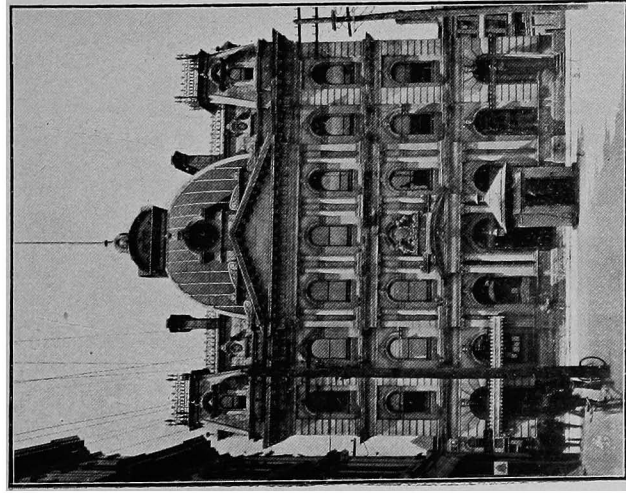


TORONTO UNIVERSITY.



## TORONTO—Public Institutions.

THE character of a people is best judged by the number and strength of its public institutions. These organizations, while serving no selfish end, are of benefit to those whose misfortunes entitle them to the sympathy of their fellows. In this respect Toronto can show a record of remarkable achievement. The Board of Trade is recognized as the most influential colonial Board in the British Empire. The Public Library with 5 branches containing 130,000 books, ranks among the great libraries of America. One large Asylum cares for the insane, and 4 large General Hospitals minister to the sick. Toronto has 27 homes for the friendless poor and 14 orphanages and shelters for the young. Five Hospitals are devoted to special forms of disease, while 3 Infirmaries and 7 Dispensaries exist for the benefit of those in need of aid.



POST-OFFICE.

## **TORONTO—Some Striking Statistics.**

**T**HERE are 206 Churches in Toronto—44 Anglican, 21 Baptist, 9 Congregational, 41 Methodist, 32 Presbyterian, 15 Roman Catholic and 44 Miscellaneous.

Journalism is represented by 6 Daily Papers, 49 Weekly, 20 semi-monthly, 76 Monthly and 8 Quarterly.

Toronto is the centre of the Law System of Ontario, having 27 Law Courts within its limits.

There are 11,000 telephones in use in Toronto.

There are 251 miles of Gas Mains which supply 27,000 homes.

Toronto's annual output of manufactured goods is equal in cash value to the entire wheat crop of Manitoba and Western Canada.

Toronto's Military Force comprises—a Permanent Corps, a Volunteer Force of 2 mounted bodies, a Battery of Field Artillery and 3 Infantry Regiments.

## WRONG IMPRESSIONS OF MINING

**A** SINGULARLY erroneous impression regarding mining prevails among those not familiar with the conditions surrounding the industry, many associating it with stock speculation and market manipulation. Stock jobbing, however, is not mining any more than gambling in the Chicago wheat pit is farming, or speculating in Wall Street on margins is manufacturing. Others are inclined to look upon the industry as an exceedingly risky venture in which a few happen by merest chance to strike it lucky, while the many fail. This belief may have been justified to a certain extent, thirty, twenty, or even ten years ago, but mining conditions have recently undergone marvelous changes. Modern inventions, including all manner of mining and milling machinery, electric appliances, compressed air, power drills, the amalgamation and cyanide processes have worked wonders in the extraction and reduction of ores, and have virtually revolutionized mining, rendering it one of the safest, surest and most profitable lines of industry known, and bearing out the theory that mines are made and not found. It is useless to deny that a strong prejudice does exist in the minds of many against mining, **but a thorough investigation of the situation, as it actually exists to-day, and a careful study of the facts and figures relating to the industry, will not only serve to remove the prejudice, but also to convince even the most sceptical that in legitimate mining operations lie the very best opportunities for safe and profitable investments.**

The risks in mining investments have been reduced fully 75 per cent., and the opportunities for profits increased in fully the same ratio.

## **TWENTIETH CENTURY IDEAS**

have revolutionized mining methods to such a degree that no well posted business man can now be found who would dare make the assertion that mining does not pay.

## **UNTOLD MILLIONS**

have been made in gold mining in the past, but the amount is insignificant when compared to what the future has in store for those who engage in legitimate mining operations.

## **THE GREAT SECRET OF SUCCESS**

in mining investments is to buy stock in the early development of the mine, when it is being sold at a discount.

## **WHY DON'T YOU**

secure an interest in a good mine and make a fortune from a small investment.

## **WE ARE MAKING MONEY**

for thousands of our clients. We can also make it for you.

