DAILY MARKET QUOTATIONS

SUMMARY

By THE CANADIAN PRESS

Toronto: Western Oils and base metals roll forward, active trading.

NEW YORK: Stocks mixed, late profit-taking.

Montreal: Industrial issues push forward, active trading.

Grain

WINIPEG (CP) — Export interest in coarse grains improved Wednesday during moderately active trade on the Winnipeg grain exchange.

Closing prices:

Oats: Jly 81¼; Oct. 80⅜; Dec. 77¼B; May 78⅝.

Barley: Jly 1.06½; Oct. 1.05¼ A; Dec 1.01½A; May 1.01⅞.

Flax: Jly 3.43¾; Oct. 3.16¾B; Dec 2.99¼B; May 2.99¾B.

Rye: July 1.30½; Oct. 1.27¾A; Dec 1.26¾A; May 1.29⅝.

Prices for class two wheat for export to countries outside IWA: 1 nor 1.73½; 2.170½; 3 1.61½; 4 1.56½; 5 1.41; 6 1.37; durum 2.67; 2 2.65; 3 2.63. IWA and domestic prices: 1 nor 1.73½; 2 1.70⅝; 3 1.61½; 4 1.56½; 5 1.41; 6 1.37; 1 durum 2.01¼; 2 2.01; 3 2.00.

Produce

MONTREAL (CP) — Agriculture department quotations:

Eggs: Small cases, extra-large 62; large 61-62; medium 58-59 small 38; B 41; C 34. Receipts: 350.

Butter: Current receipts; 57¼ Fresh grade creamery prints job price 57-58¼; fresh non-tenderable 56¼. Receipts: Nil.

Cheese: f.o.b. factory: Ontario white 32¾; colored 33; delivered Montreal, Quebec white 31¾; colored 31¾; wholesale Ontario white 34; colored 34¼, wholesale Quebec white 32¾; colored 32¾. Receipts: Nil.

Potatoes: No. 1 N.B. new white 75s 5.00-5.25; No. 1 N.B. 50s 3.25-3.50; No. 1 10s .75; P.EI No. 1 75s 5.50; Virginia 100s 6.50-7.80; Quebec new 75s 3.75-4.00; Virginia 50's 3.25-3.50.

Currencies

MONTREAL (CP) — The U.S. dollar closed Wednesday at a discount of 1 15-16 per cent in terms of Canadian funds, down 5-32. Pound sterling $2.74¼, down ½.

N. Y. STOCKS

FIN LEAD N Y STOCKS

NEW YORK (AP)—Profit-taking interrupted the summer rise as the stock market closed irregular Wednesday.

Steels were solidly on the upside early in the session but closed mixed to mark the 18th day of the strike

The Associated Press average of 60 stocks declined 30 cents to 188.20 with the industrials down 50 cents, the rails down 20 cents and the utilities down 10 cents.

Volume, at 2,530,000 shares, was the highest since June 8, the day President Eisenhower suffered his intestinal ailment.

U.S. Steel and Youngstown Sheet and Tube gained fractions while Bethlehem and Republic Steel were off a shade. Fractional losses were the general rule among railroad stocks.

Aluminums took a licking after their gains of the previous two sessions.

Hudson Bay Mining led Canadian issues on the New York exchange with a jump of 1¾. Aluminium Ltd. was down 5⅛ while Canadian Pacific was up ½ and Distillers-Seagrams gained ⅜.

On the American exchange Shawinigan was up ⅜ and Loblaw B gained 1. Scurry-Rainbow Oil went ahead ⅛ while Jupiter Oils and Sapphire Petroleums were down 1-16.

What stocks did:

	Wed.	Tues.
Advances	423	508
Declines	508	404
Unchanged	255	232
Total issues	1186	1144

NEW YORK CLOSING STOCKS

Beth Steel	159¾	Kennecott	130¾
Borg Warner	48½	Monty W	43¾
C and O	66	NY Cent	38¼
Cons Edison	48¼	Radio Corp	45⅞
El Auto L	34¾	Std Oil NJ	60¾
Gen Elec	63	Utd Aircraft	73¾
Goodyear	77¼	Vanadium	50¾
Gt Nor Bay	43¼	Westngse	54⅝
Int T and T	23½		

Montreal Stocks

MONTREAL (CP) — Scattered strong spots pushed industrial prices to an irregularly higher close Wednesday in moderately active trading on the Montreal and Canadian stock exchanges. Some fluctuations ranged to well over two points in both directions.

Price gained two points and Abitibi added one to lead a buoyant paper group upwards. Refining oils were generally improved as B.A. tacked on ½ and Canadian advanced 1¼. McColl lost a point in the same section while Trans Mountain fell 2¾ in the pipelines.

Banks moved up as Nova Scotia climbed a point. Steleo firmed 1¾ while Algoma slipped a point in a mixed steel section. Utilities were mixed with Shawinigan down ½ and Bell Telephone off ⅛ while Power Corporation and Calgary Power firmed ½. Beverages were steady.

In miscellaneous trades Dominion Tar dipped 2⅛ as Canada Cement gained 1¼. Dominion Textile and CPR added fractions.

Mines and western oils were mixed in a 10-cent range. Quebec Chib, Del Rio, Montgary and Opemisca explorers were winners while Belle-Chib and El Pen Rey eased.

The stock exchange's closing exchanges show banks up 0.58 at 97.35. Utilities off 0.2 at 143.2, industrials up 3.7 at 325.1, combined up 2.4 at 264.5, papers up 10.46 at a new high of 1699.22 and golds off 0.24 at 86.65.

MONTREAL CLOSING STOCKS
By The Canadian Press

Abitibi	41	Gt Lakes	50½
Abit pr	24¾	How Smith	45½
Bank Mont	55	Hud Bay Min	93
Bank NS	61	Imp Bank	89¼
Banque C Nat	47	Imp Oil	55⅞
Bathurst A	63½	Int Nick	98¼
Bathurst B	43¼	Int Pete	35½
Bell	47½	Mass-Har	8
Brazil	7⅛	McColl	63
Bldg Prod	38	N St Car	29
C Cement	36	Noranda	59
C Cement pr	29½	Price	76
C Bnk Com	55½	Que Pow	28
Cdn Brew	29⅛	Royal Bank	62½
Cdn Brew pr	30	Royalite	14
Cdn Celan	16¼	St L Corp	82½
C Chem	9¼	Shawin	38½
CPR	32½	Steel	69¾
Cockshutt	6¾	Un Steel	16½
Seagrams	36¼	Walker	72
D Bridge	22¼	CANADIAN	
Dom Tar	15½	Cons Pap	46½
Foundation	24⅞	Ford	132¼
Fraser	38¾		

Toronto Stocks

TORONTO (CP)—A late wave of profit-taking reduced western oils and base metals advances on the stock market Wednesday. Golds dipped lower, marking the first index loss in any section of the market this week.

Western oils opened higher and added to the gains as the day progressed. In the course of trading, the index touched three record highs, making the total nine in three days. The section lost a point, however, when dealers took advantage of the high prices to make profits.

Hudson Bay gained 1½ points among senior base metals. International nickel was ahead ⅞ and Steeprock ¾. Noranda gained ⅝. Gaspe Copper was up four points in coppers and Temagami 35 cents.

Cassiar added 65 cents in juniors. Lake Dufault was up 25 cents. Maybrun and Cody-Reco advanced 15 cents. Belcher lost 20 cents.

Hollinger gained 1⅛ points in golds. Giant Yellowknife lost 20 cents. Consolidated Denison and Can-Met Explorations lost 10 cents in uraniums.

National Pete gained 30 cents among leading western oils while Canadian Devonian added 25 cents and Triad 20 cents. Canadian Atlantic, Canadian Pipe Lines and Security lost 15 cents. Western Leaseholds was off $1.70 on a 100 share sale.

Index changes: golds down .23 at 87.93; base metals up 2.31 to 250.43; western oils up 1.75 to 162.49.

TORONTO CLOSING STOCKS
By The Canadian Press
Toronto Stock Exchange—July 18
(Quotations in cents unless marked $. z—Odd lot, xd—Ex-dividend, xr—Ex-rights xw—Ex-warrants.)

Stock	Sales	High	Low	Close	Ch'ge
MINES					
Abbican	3616	60	52	60	+5
Acad Uran	4000	14	14	14	
Alba Expl	20962	43	41	42	—1
Algom	825	$16¼	15¾	15¾	— ¼
Advocate	500	520	520	520	—5
Am-Larder	8500	18	17	17½	+ ½
Am Nephe	400	234	231	231	
Anacon	1016	275	275	275	
Anglo Hur	360	$12¼	12¼	12½	
Ang Rouyn	4400	140	134	140	+6
Apex Res	4000	18½	17	17	—1
Arcadia	3900	228	221	226	—2
Area	1000	45	45	45	+3
Arjon	1000	31½	31½	31½	—2
Ascot	11200	20	18	18	— ½
Atlas Yk	2500	20	19	19	
Atlin-Ruf	4000	15	13	13	—2½
Aubelle	8500	15	14	15	+1½
Aumacho	20200	45	42	44	+ ½
Aumaque	12500	17	16	16½	— ½
Aunor	233	212	212	212	—8
Avillabona	2500	12	11½	11½	— ½
Bagamac	14500	9½	9	9	
Bankfield	1300	11½	11½	11½	— ½
Barvue	1500	105	101	105	+3
Barvue wts	7860	3½	3	3	— ½
Barymin	700	245	225	245	—4
Base Metals	31450	93	85	91	+4
Bpaka	4000	30	28	30	+3
B-Duq	570	230	220	225	—1
Belcher	79725	330	300	310	—20
Bevcon	2242	36	36	36	
Bicroft	3000	265	260	260	
Bidcop	1500	89	88	88	+1
Black Bay	1000	65	65	65	—4
Bonville	3200	10	10	10	—1
Bordulac	14000	25	23	23	
Bousead	1100	19	19	19	—1
Bouzan	18600	232	225	228	—5
Bralorne	1000	535	525	525	—10
Brilund	440	123	115	123	+8
Broul Reef	4500	142	136	142	+2
Brunhurst	1000	9½	9½	9½	
Brunsman	8550	12	11	11	— ½
Brunston	9000	23	20	21	
Brunswick	800	$13	13	13	+ ½
Buffadison	2500	12	12	12	
Buff Cdn	4000	16	16	16	
Buff RL	4000	9½	9	9	— ½
Bulldog	500	12½	12½	12½	— ½
Burchell	2300	53	53	53	+1
Callinan	18400	21	20½	20½	
Camp Chib	550	$19¾	19	19	
Cdn Astoria	4500	40	38	38	— ½
Canam	200	115	115	115	—5
Can-Erin	15900	110	105	110	+2
Can-Met	836	200	190	192	—11
Can Met wts	2300	90	85	85	—5
Cassiar	2183	890	850	890	+65
Cent Pat	475	135	132	135	
Cent Porc	1000	13	13	13	—1
Centremaq	6500	16	15	16	
Chem Res	600	500	480	495	—5
Cheskirk	2500	10	10	10	
Chib Jac	23450	375	355	370	—5
Chib-Kay	4000	6	62	2	—5
Chib M	1000	440	435	440	—10
Chib Expl	1500	120	115	118	+3
Cody-Reco	6500	84	70	84	+16
Coin Lake	2500	20	20	20	—1½
Coldstrm	9600	145	140	145	+1
Colomac	10000	14	13½	14	
Coniagas	1000	225	220	220	—10
C Belekeno	58750	62	59	61	+1
Con C Cad	2043	34	31	31	—4
C Denison	1505	985	960	975	—10
C Den wts	355	360	350	350	—5
C Discovry	800	385	380	380	—5
C Fenimre	2957	140	135	135	—5
Con Gillies	1500	12	11½	12	
CG Arrow	2500	31	31	31	
C Halliwell	$7075	180	171	179	+4
Con Howey	3700	405	400	405	+5
Con M S	1030	$31¾	30¾	31	
C Morison	7250	40	39	40	— ½
Con Negus	1000	26	26	26	+1
Con Nichol	8500	14½	14½	14½	+ ½
C Northlnd	7300	112	105	112	+4
Cons Que	500	51	51	51	—14
C Red Pop	871	34	34	34	+1
C Regcourt	4500	63	60	60	—3
C Sannorm	2000	15	15	15	+1
Con Sud	16025	415	380	400	—5
Con Thor	4500	50	47	50	
C Tungsten	5600	83	80	83	
Conwest	6900	760	730	735	
Copper Cliff	2482	365	360	360	—10
Copper Corp	2200	190	186	186	—4
Coppercrest	1200	42	42	42	
Copper Man	2500	17	17	17	
Coulee	2700	135	130	130	—2
Cournor	1000	19	19	19	+1
Croinor	1100	32	32	32	
Crowpat	525	37	37	37	—2
Cusco	4000	20	17	17	—1
D'Aragon	24300	78	73	77	+2
De Cour	1600	64	61	64	+1
D'Eldona	1500	20	20	20	+ ½
Desmont	1000	28	28	28	
Detta	8700	15½	15	15	— ½
Dome	200	$14	14	14	
D Asbestos	1000	16	16	16	
Diadem	8700	33	31	33	—1
Donalda	6100	58	55	58	+1
Duvan	4200	111	108	108	—2
Dyno	3600	105	103	103	
E Amphi	2000	10½	10	10½	
East Sull	3300	615	600	610	
East Metals	34500	74	68	71	+5
East Mining	4235	670	655	655	—15
Eldrich	3100	104	100	100	—2
El Sol	9500	14	13	14	
Em Glacier	8500	17	15	16½	— ½
Eureka	2600	159	154	154	—1
Exp All	$2100	115	108	110	
Falconbdge	580	$38	38	38	
Faraday	500	160	155	160	+5
F'west Tung	1510	31½	29	30	—2
Fed Kirk	3000	32	30	30	—4
Francoeur	15000	21	19	21	—1
Frobisher	2270	450	440	425	—5
Gaitwin	3200	35	30	30	—5
Geco Mines	2059	$18¾	17½	18½	+1¼
Genex	1400	34	34	34	+2
Geo Scien	900	195	190	195	+15
Giant YK	300	565	560	560	—20
Glen Uran	24200	110	102	106	—2
Goldale	2500	29	28	28	—1
Goldcrest	11000	28	26	27	+2
Gold Eagle	3100	11	10½	10½	+ ½
Gold Man	100	281	281	281	—8
Grab Bousq	500	24½	24½	24½	— ½
Grandnes	6500	34½	32	33	+2
Granduc	400	640	635	640	
Greyhawk	12750	50	46	26½	—11½
Gulch	3700	40	35	35	—3
Gulf Lead	4500	15	15	15	
Gunnar	2585	$17¾	17¾	17¾	
Gunar wts	1920	925	850	925	
Gwillim	17000	13	12	12	— ½
Hard Rock	6850	17	17	17	
Har-Minrls	45100	70	65	70	+5
Hasaga	1740	17	16½	16½	—3½
Headway	7400	127	125	125	—5
Heath	4740	28	25	28	+3
Heva	100	10	10	10	
Hollinger	540	$29¾	29¼	29¾	+1¼
Hoyle	1000	790	780	790	
Hud Bay	1302	$93	90	93	+1½
Ind Lake	6000	24	23	23	—1
Inspiration	1800	120	116	117	—1
Int Nickel	1765	$98⅞	98	98½	+ ⅝
Int Nickel pr	50	$128½	128¼	128½	+ ½
Int Ranwick	1600	75	75	75	
Irish Cop	500	285	285	285	—10
Iron Bay	250	350	350	350	
Jack waite	500	27	27	27	+1
Jaye Expl	15025	113	108	110	—1
Jeanette	5727	60	58	59	—1
Jellicoe	11500	20½	20	20	
Joburke	303067	32	27	31	+4
Jolief	9698	133	127	127	—6
Jonsmith	8000	33	30	30	—1
Jowsey	2786	105	101	103	
Kerr Add	875	$21½	21⅝	21½	
Keyboycon	1000	10½	10½	10½	+ ½
Kilembe	100	345	345	345	
Kilembe wts	300	150	150	150	+10
Kirk Hud	70050	92	88	89	—3
Kirk Min	3518	160	153	160	+9
Labrador	1325	$24½	24	24⅜	+ ⅝
Lake Cinch	2500	80	80	80	+2
L Dufault	1625	300	270	300	+25
Lake Ling	1000	17	17	17	
L Shore	251	225	425	425	
La Luz	300	400	400	400	
Lencourt	2000	15	15	15	— ½
LL Lac	7400	280	270	271	—4
Lomega	8500	20	19	19	—1
Lorado	15800	112	110	110	—1
Lyndhurst	4300	135	132	134	
Lynx	2000	14	14	14	+ ½
Macassa	2600	195	190	190	—5
Macfie	4000	14	13½	14	+ ½
Mackeno	3200	36	36	36	—1
MacLeod	4100	125	120	120	—5
Madsen	250	240	240	240	
Magnet	2500	12	12	12	+ ½
Malartic	1000	160	160	160	+5
Maneast U	1000	21	21	21	— ½
Marcon	2250	30	26	26	—5½
Marcus	3500	10	10	10	
Maritime	7550	285	276	282	+2
Mar B wts	9100	95	89	95	—4
Martin	6000	15½	15	15	—2
Maybrun	170500	139	130	139	+14
McIntyre	385	$90	89	89	
McKenzie	3000	35	34½	34½	+ ½
McMarmac	1640	14	13	13	—1
McWatters	6000	45	40½	41	—2½
Mentor new	550	55	55	55	+10
Merrill	8350	290	280	285	+6
Meta Uran	19400	34½	33	34	—1
Midrim	33747	249	245	249	+4
Milliken	10550	177	173	175	—2
Mindamar	3900	32	30	30	—3
Mining Corp	650	$22½	24½	24½	
Min Endeav	11650	54	50	53	—1
Min-Ore	14268	27	27	27	
Mogul	32950	335	325	330	+10
Multi-Min	1100	135	134	134	—4
Nama Crk	2350	106	103	103	—2
Nat Expl	4800	55	50	52	—1
Nes Labne	7000	125	123	125	—2
New Alger	3500	24	24	24	+1
New Athona	625	67	60	67	+7
New Bid	1300	16	16	16	
New Delhi	1020	101	101	101	—1
New Dicken	400	160	160	160	
N Fortune	14400	37	33	37	+1
N Goldvue	6750	24	21	23½	— ½
N Haricana	8400	24	21	23½	— ½
N Highridge	8933	70	6	66	—4
New Hosco	1000	29	29	29	+1
New Jason	16554	20	19½	19½	—1
N Kelore	1800	18	16	16	—2
Newlund	3200	65	60	65	+1
N Manitoba	3000	130	125	125	—2
N Minda	67075	73	62	72	+7
N Mylama	3500	17	16	16	—1
Newnorth	59000	16	14	15	+1½
New Rouyn	650	20	20	20	
New Royran	6200	360	350	350	—8
N Senator	3000	10	9½	9½	
New Taku	1500	26	26	26	+1½
New Thurb	2500	17	16	16	
Nickel Rim	7120	410	405	410	+5
Nipising	9200	390	360	370	—5
Nisto	4000	21	20½	21	
Nor-Acme	5500	112	107	114	—2
Noranda	9541	$59½	58¾	59½	+ ⅝
Norgold	9100	25	20	23	—2
Normetal	850	700	695	700	+5
Norpax	31500	163	157	158	—5
Nor Inca	5000	9½	8½	9½	+1
N Rankin	13050	145	137	140	+2
North Trin	500	9	9	9	— ½
North Can	5300	155	150	165	+10
Norvalie	1000	42	42	42	
Nudulma	3500	48	42	42	—1
Northspan	4931	350	340	350	
Obaska	2500	11½	10	11½	+1½
Ogama	108650	32	27	27	—2½
Oka Rare	1800	105	100	105	+5
O'Leary	4000	26½	25	26½	+1
Omnitrans	21500	10½	9	10	
Opemiska	3470	13¾	13⅝	13⅝	
Orenada	3000	22	22	22	
Ormsby	58900	92	83	85	—7
Osisko	700	41¼	41¼	41¼	—1½
Pac East	3500	12½	12	12	
Paramaq	2000	13¼	13	13⅛	
Parbec	6300	14	13	13	— ½
Pardee	6100	85	83	85	+2
Pater	3600	80	75	77	—4
Pick Crow	250	140	140	140	—5
Pioneer	100	175	175	175	—3
Pitch Ore	5700	13	13	12	
Placer	950	$12¾	12½	12½	— ½
Prem Bord	4200	17	16	17	
Preston	450	630	625	625	—5
Pronto	400	575	570	570	—5
Pronto wts	330	250	250	250	—10
Pros Air	400	170	165	170	+5
Purdy Mica	4000	29	26	29	+1
Que Chib	11150	210	200	208	+3
Que Cop	2200	200	185	195	+5
Que Lab	3300	15	15	15	—2
Que Lith	125	$11	11	11	— ¾
Que Man	1800	109	102	103	
Q Metal	9185	360	345	355	+15
Queenston	720	21	21	21	—1
Quemont	z100	$26½	26¼	26¼	
Radiore	5800	115	112	115	+3
Rare Earth	5300	280	275	279	+4
Rayrock	3350	162	160	160	
Rexspar	2200	24½			+1
Rio Rupununi	833	3	23	3	
Roche	5500	16	14½	15	
Rockwin	1300	24	24	24	
Rowan Cons	2500	13	12½	13	—2
Ryanor	9500	17	16	16	—2
San Ant	1100	84	84	84	+2
Sand River	15500	19	18½	18½	+1
Shawkey	106	18	17½	18	+1
Sheep Cr	900	141	139	139	—1
Sherritt	7441	940	925	940	+10
Silanco	4000	14½	14½	14½	+ ½
Sil Miller	8500	131	127	131	
Sil Stand	1000	55	55	55	
Siscoe	5050	87	87	87	—2
Slocan VR	2000	24	23	23½	+ ½
Stadacona	7000	30	30	30	
Starratt	1000	11	11	11	— ½
Steeloy	4500	12	11	12	
Steep Rock	7236	$23¾	22¼	23	+ ¾
Sturgeon	7700	73	68	68	—4
Sullivan	1500	530	515	525	
Sylvanite	200	128	128	128	—2
Tandem	11500	11½	11	11½	+ ½
Teck Hugh	500	197	196	196	
Temagami	3050	705	700	740	+35
Thom Lund	1200	170	160	170	—14
Towagmac	2000	21	21	21	
OILS					
Trans Res	7500	20	40	40	
U Mining	1300	24	24	24	
U Asbestos	200	685	685	685	
Un Keno	150	625	625	625	
Upp Can	1500	88	85	85	
Vandoo	1730	32	31	32	+2
Ventures	720	$44⅛	44	44	— ½
Vico	4510	170	160	165	—5
Violamac	3700	185	176	176	—14
Waite Am	z175	$14½	14⅝	14½	
Weedon	2000	65	64	64	—4
W Malar	3000	18	18	18	—1
Willroy	900	255	250	255	+5
Wiltsey	500	12½	12½	12⅛	
Winchestr	3000	10½	10	10	
Windwrd	1000	30	30	30	+2
Wr Harg	300	177	177	177	+1
Yale Lead	1500	37	35	35	—2
Yelorex	7000	13	11½	12½	+1
Yk Bear	7820	230	225	230	+5
Yukeno	1100	11½	10½	10½	
Zenmac	9000	20	35	36½	— ½
Curb					
Bulolo	z35	515	515	515	
Gaspe Cop	600	51	50	51	+4
OILS					
AP Cons	400	53	45	52	+6
Am Leduc	194055	124	125	125	+6
Amurex	100	660	660	660	—40
Anchor	2500	20	19	19	—1
Bailey Sel A	4535	$16⅝	16	16½	+ ⅜
Bailey Sel pr	210	$34¼	34	34	—1
Banff	32654	310	290	300	+6
Bata	12000	15	14½	15	
Britalta	800	305	300	300	
Calalta P	6565	150	145	150	
Cal Ed	1070	$25¾	25½	25⅝	
Calnorth	14900	32	30	34	
C Oil Lands	1100	325	320	325	
C Oil L wts	400	200	195	195	—9
CS Pete	500	340	335	340	+15
Cdn Ad Oil	1200	68	60	60	
Cdn Alt Oil	3800	825	800	800	—15
C Brit Emp	4600	66	65	65	
C Collieries	600	$10¼	10	10¼	+ ¼
C Coll pr	500	91	91	91	
Cdn Dev P	40870	935	915	935	+25
C Ex Gas	1500	650	640	650	+10
C Homstd	3100	235	230	235	+5
Cdn PL P	16175	440	415	415	—15

Continued on page 17

Cadillac

A GENERAL MOTORS VALUE

His Last Switch in Motor Cars !

We have no way of knowing, of course, how many different makes of motor cars this gentleman has owned through the years. But we'd wager that he has changed his preference a great many times in his years on the highway.

And we're also willing to bet that he has now made his last switch in motor cars!

For this time it's a Cadillac! And it is historically true that once a motorist makes the move for the "car of cars," he is usually a Cadillac owner for life.

What are the reasons for this great devotion and loyalty? Well, let us count them off.

First of all, there are the things which everyone recognizes in Cadillac. There is its great beauty . . . its matchless luxury . . . and the unquestioned respect which the car commands the world over.

Then there are those qualities with which anyone who has ever driven a Cadillac is familiar. There is its marvellous comfort and ease of handling . . . its magnificent power and performance . . . its wonderful balance and agility . . . and its extraordinary quietness of operation.

And, finally, there are those things which only Cadillac owners themselves can fully appreciate. There is the car's remarkable economy of operation and upkeep—its incredible longevity—its wonderful resale value—and the great pride and happiness that it bestows upon the man at the wheel.

* * *

If this little check list of Cadillac virtues coincides with what you've been looking for in a motor car, you ought to come in and see us very soon.

You'll find, by the way, that we have recently made two additions to this list of things you get when you make your decision for Cadillac.

We're talking about prompt delivery and a generous trade-in allowance!

Better come in while the circumstances are so favourable—and make your last switch in motor cars!

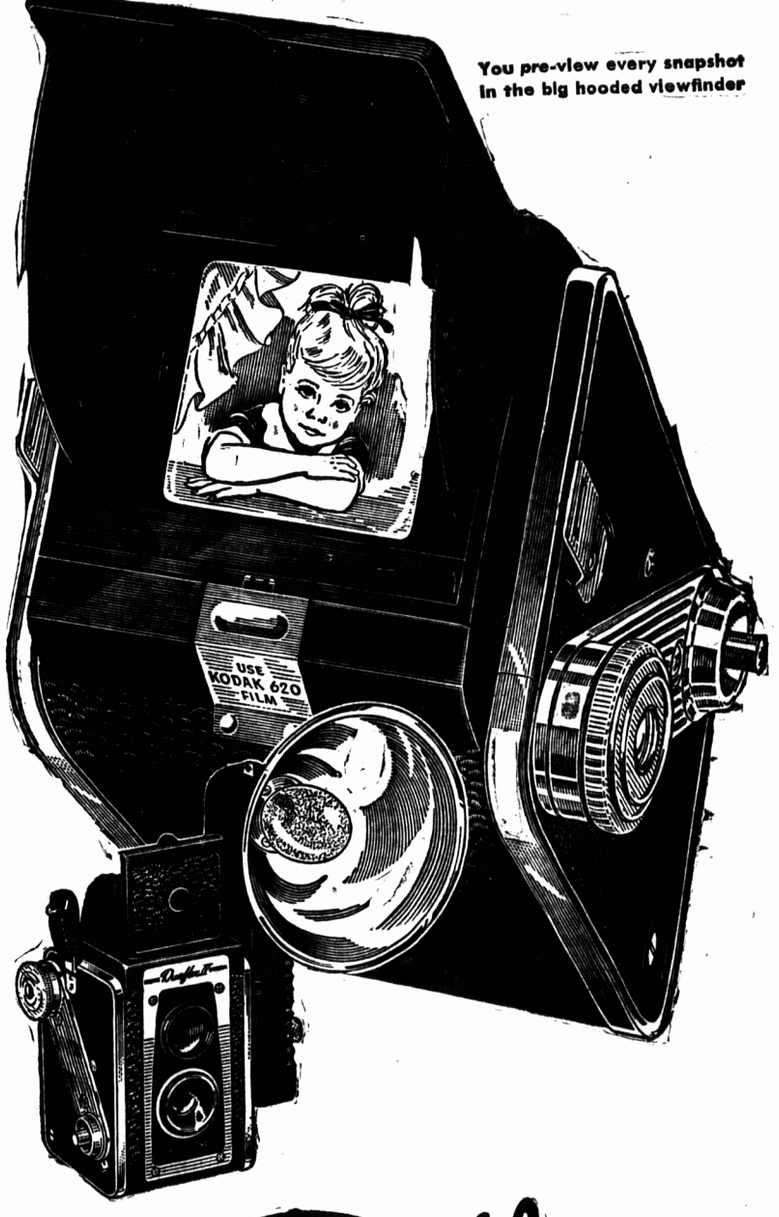
We'll be delighted to see you at any time.

CAD-1356C

DOWD MOTORS LIMITED

203 FITZROY STREET DIAL 6571

Now... see the picture BIG ...before you snap it!



You pre-view every snapshot in the big hooded viewfinder

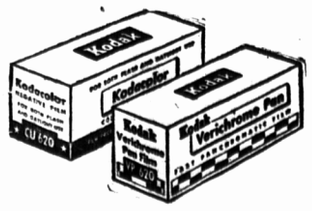
Kodak Duaflex IV CAMERA $19.25

This is a camera you really have to see for yourself. It's that amazing! You look into the extra-big hooded viewfinder and there's your whole picture, big and clear, *before* you snap it! Camera has sharp, fixed-focus Kodet lens. Takes 12 pictures per roll—color or black-and-white, sunlight or flash. No adjustments to make—just aim and shoot! Same camera with faster f/8 focusing lens, $29.50. Flasholder for either camera, $4.75.

Complete night-and-day outfit —$27.00!

Kodak Duaflex IV Flash Outfit includes camera, flasholder, film, batteries and bulbs. Great gift!

2 new Kodak Films for better-than-ever snapshots



Black-and-white—new Kodak Verichrome Pan Film makes you look better in *any* light.

Color—new Kodacolor Film takes beautiful snapshots indoors and out, on the *same roll*.

Great camera for color slides!

Kodak PONY 135 Camera

MODEL C—only $39.75

Here's the ideal way to get started in color slides. Value-packed camera has fast f/3.5 lens, 1/300 flash-synchronized shutter. Flasholder, $9.00. *Most Kodak dealers offer convenient terms.*

If it's made by Kodak, you know it's good!

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