WINNIPEG ADVERTISERS

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that of non-tax-exempt bonds yielding nearly 6 per cent. When the high class character of New York municipal obligations is considered, the fifty-year term thereof, the tax exempt feature, and the broad market created for them by reason of their being legal investments for savings banks in a large number of States and legal collateral for the special National Bank deposits of the United States Government, whi h last two features exert a strong influence on the price, it is, I think, obvious that the argument of the previous article remains unaffected by this sale. A narrative of the history of New York municipal borrowings would be deeply interesting, but sufficient has been said on the subject for the purpose in hand. The last two 4 per cent. offerings of the city of New York were dead failures; the present 4½ per cent. offering is a success.

By J. C. Mackintosh & Co.

We have every sympathy with the object sought to be attained by Mr. Kinnaird, and would welcome any suggestion that would make to the betterment of the financing of Canadian cities and the improvement of the market for their Bonds. In so far as the central bureau, suggested by Mr. Kinnaird, would tend to better acquaint investors with the relative standing of Canadian Municipals and their claims for financial support, we think that the scheme suggested by Mr. Kinnaird should be fairly effective, although it is doubtful if the cost would not more than offset the advantage gained.

As a direct means of marketing municipal securities, however, we do not believe that the bureau would be of any considerable value. This opinion is based on a long experience in the handling of municipal debentures.

Some Objections to the Scheme.

There are two reasons why we believe Mr. Kinnaird's plan would fail. First, because the market for municipal issues is necessarily, and quite naturally, to a large extent local, but principally because no selling agency can satisfy the requirements of the municipalities entering the money market unless it is prepared to make definite commitment, thus placing the municipality in the position to go ahead with projected outlays, with the assurance that the proceeds of the bond issue will be forthcoming when the time comes to pay the bills.

We are doubtful if any means can be devised which will be more effective in placing municipal securities, than the efforts of the investment dealers as now exerted and spurred on by a desire to market securities for which commitments have already been made. Competition in buying can be relied upon to conserve the interests of municpalities placing their issues on the market.

Municipal Debentures Not Exceptional.

At the present time Canadian Municipals are low, but they have not suffered any more severely than other gilt-edge issues, nor in our opinion, have they suffered more in the present stringency of the money market, than municipal issues of other countries.

THREE WESTERN MESSAGES.

From Winnipeg.—It has afforded me considerably interest to read some of your recent articles, and I desire to express my appreciation of these, and to state that, in my opinion, your criticism is well-timed and opportune. In the past, and, in fact, up to two or three years ago, the fact was constantly met with in England that a number of Canadian enterprises had been so misconducted and badly managed that the British investing public had lost confidence in Canadian investments. To a considerable extent I believe that this confidence has, at the present time, been restored, and it is most desirable in the interests of this country that it should not be abused.

From Regina, Sask.—I was glad to see some criticism of a ridiculous prospectus in your interesting paper. It seems absurd that any business men could issue such a prospectus, and a little fair criticism of the same in your paper would doubtless do a great deal of good, and be much appreciated by the business men of the West.

From Red Deer, Alta.—"I feel that the article was perfectly fair and just, and even more than that, for it was generous. We appreciate the position you are taking on Western matters."

Mr. E. St. Elmo Lewis, the advertising manager of the Burroughs adding machine, evidently knows that advertising nowadays must be attractive in order to be read by the busy man. The latest inspiration from his pen is a neat little booklet full of philosophy and humour, interspersed with facts and figures concerning the Burroughs adding machine. The title of the pamphlet is "Cheer Up, and Fifty-two Reasons Why." It is worth reading even if only to realize what an artistic attitude advertising has attained.