#### The Financial Post of Canada

Accurate, Readable and Reliable

Compact, Informing and Authoritative

- It is the only paper in Canada devoted exclusively to banking and investments.
- It is of interest to the large and small investor throughout Canada and Great Britain.
- Questionable advertising is excluded from its columns and fake promotions are exposed.
- 4. The Self-help articles are decidedly encouraging to young men.
- The market reports are given on the last page in greater detail than in any other paper, and on another page is a careful summary of the stock market.
- 6. The news of municipal bonds is full and up to date and is authoritatively discussed.
- 7. The real estate and mortgage situation in all the important centres of the Dominion is given.
- 8. Its analyses of investments go to the root of the question and are written by authorities. 9. High-class correspondents in Montreal, Win-nipeg, Cobalt, New York, Paris, and London, nipeg. Cobalt, New rors, Eng., contribute regularly.
- 10. The publication office is at 10 Front St. East, Toronto.

John Bayne MacLean President

Stewart Houston Managing-Editor

#### The

## **PULSE**

# Canadian Financial Activity

THY spend hours of worry and careful watching of the daily paper to pick up an odd item of news which may indicate to you what is the monetary outlook?

There is a simple way by which you can save yourself this great trouble and still insure a complete news service that will prove thoroughly satisfactory. All important and reliable facts which bear upon the monetary stringency or upon the prospect of easier money are systematically gathered and published in a readable manner. Every merchant would find such a service indispensable if he once gave it a trial. yours for \$3.00 per year. Send in a subscription and you will find that of the good things The Post offers "the half has not been told,"

REMEMBER. THIS IS NOT A TECHNICAL PAPER

### The FINANCIAL POST

Subscription Prices \$3.00 PER YEAR

of CANADA

Publication Office: OFRONT ST. E., TORONTO