

GIVING GOOD NAMES.

The public man who values his good name in Canada should take greater care of it. A good name is an excellent asset. A good name abused is a bad debt. In the promotion of a new company, referred to in these columns recently, the names of eighty of the best-known men in Canada were secured as founders of the company. One prominent gentleman, included in the list of founders, writes *The Monetary Times*: "I do not know anything about this company at all, nor have I heard of it. I am taking means to have my name stopped being used." As a matter of fact, he signed a founder's certificate two years ago, although he has written "a dozen times" since, cancelling his signature.

We sent to many of the gentlemen named as founders of the company—which has been in the course of organization for at least two years—a letter drawing attention to the fact that their names were being utilized. One reply says: "I signed the subscription list because I saw that a good number of prominent citizens of Montreal had also signed it." Another says: "I took a founder's share because of the names of the men who appeared to be interested in this enterprise." A prominent Western man writes: "The promoter showed me the names of some prominent gentlemen in Montreal and elsewhere that had agreed to take shares in his concern." The mayor of a leading city says: "After having seen by the names on a list submitted that the organization met with the approval of most of our best citizens, I subscribed."

These examples are sufficient to show that on the strength of names were many others obtained. Few of these founders know anything of the company save that Sir Somebody or the Honorable Someone was the signature ahead on the list. This is a bad feature of Canadian company promotion. If we desire to maintain our good credit at home and abroad, founders and directors must not give their names to an enterprise unless satisfied personally that the promotion is worthy and that the undertaking has at least the elementary prospects of success. To give the use of a good name because it is stated that some other prominent man has already done so, is dangerous in many ways.

THE MONTREAL HARBOR COMMISSION.

It will be an unwise policy that dictates the removal of the present Montreal Harbor Commission to make room for office-seekers of the new régime at Ottawa. Messrs. George W. Stephens, C. C. Ballantyne and L. O. Geoffrion have pursued a course of development on the St. Lawrence waterway and at the port of Montreal which has excited admiration and raised the envy of rival ports in other countries. Montreal is, and will always be, the first and the national port of Canada. It is rapidly gaining place as one of the most important ports of the North American continent. The members of the present Harbor Commission have been untiring in their efforts to achieve results worthy of Montreal, endeavors which have met with unqualified success. Surely political scalp-hunting can be spared in such a case!

The Farmers Bank double liability pill is a bitter one, but we fear that the government cannot prevent it being swallowed.

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The provincial premiers will confer at Ottawa in the spring, and some of them hope that the spring will develop into a subsidy flood.

SMALL CHANGE.

New canals have appeared on Mars according to an announcement from Lowell observatory. The busy Martians may yet beat the Panama and Georgian Bay canal builders.

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So long as 16,000 people will watch a Rugby match while the mercury is at low ebb, as in Toronto last week, we may rejoice that the worship of Diana exceeds that of Mammon.

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The prospectus of the International Insurance Company, of Edmonton, is notable for what it does not tell about the managing director's previous company and the \$62,000 operating deficit thereof.

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The latest advertising campaign inaugurated by the Toronto Street Railway is publication of the reasons for delays and defects in the service. What a lot of business would be done if we all followed that example!

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Half of Champ Clark's time is occupied in talking annexation of Canada and the other half explaining that he did not mean it. The Wall Street Journal asks us to oblige by annexing Champ Clark, but we have enough fireworks at Ottawa now.

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Another delay in the revision of the Bank Act is suggested. The charters expired on July 1st, 1911, and were renewed for one year. The proposal to extend the charters for another year probably will not meet with the approval of the business and banking world.

The Annual Number
of The Monetary Times
will be published on
January 6, 1912

More than 170 pages, illustrated
