

February 18th, 1929.

Hon. Arthur Meighen,
Canadian General Securities Ltd.,
347 Bay Street,
Toronto, Ont.

Dear Sir:-

"The sum of their gains over a five or ten year period overshadows the winnings of all the great operators put together."

That is what a Saturday Evening Post Editorial has to say about the INVESTOR OF MODERATE MEANS; and when the man on the street thinks it over in the light of his own and his friends' experience, he must realize how true it is.

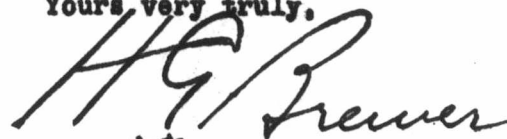
The writer goes on to say that the countless persons in moderate circumstances buy when they can, at the going price, and sell only when they must. Time and patience and the gradual accrual of new assets and equities do the rest. The return perhaps seems small, but valuable rights, readjustments of capital, split-ups and melons often doubles it; and new money put into the same group of stocks, from time to time, helps to roll up the golden snowball. Many a large fortune stands upon just such foundations, laid by plodding, untutored, small investors.

The opinion expressed by the Saturday Evening Post further emphasizes a point we have frequently made - that investment houses, banks, trust and insurance companies, are increasingly alive to the importance of employing as media of publicity those papers which reach ALL CLASSES in a community.

In English-speaking Montreal, the Star is by long odds the most effective medium, because it reaches all of the wealthy investing classes as well as the "countless families in moderate circumstances" who by industry and thrift each year amass a sum total of wealth and purchasing power many times greater than all the others put together.

In 1928, the volume of financial advertising in the Montreal Star increased 57,816 lines, or 8.68 per cent - very definite evidence of value received by advertisers as well as the investing public.

Yours very truly,



ADVERTISING MANAGER.

H.G. Brewer/JD.

Address all communications to the MONTREAL DAILY STAR, Montreal, Canada

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