

SALES OF BONDS FROM 18TH NOV. TO 18TH DEC.

PLACE	Population	Assessed Value	Debtenture Debt.	Sinking Fund	SALES				PURCHASER
					Amount	Time	Interest	Object	
Carleton County, Ont.....	27,000	\$12,675,184	\$105,675	\$37,503	\$40,000	20 inst.	5	Bridge	G. A. Stimson & Co.
Milfort, Ont.....	800	457,500	17,509		3,000	20 "	6	Telephone	do
Hyssop, S.D., Alta.....	125				4,000	20 "	5½	School	do
Cowley, S.D., Alta.....	375				4,000	20 "	5½	"	do
Gleichen, S.D., Alta.....	750	900,000	13,000		3,000	10 "	6	"	do
St. Vincent Twp., Ont.....		1,367,500	4,226		6,500	20 "	5	Drainage	do
North Toronto, Ont.....					45,000	20 "	4½		Dom. Securities Corp.
Amherst, N.S.....					79,000	30 yr.	4½		do
Victoria, B.C.....		45,000,000	7,385,000		1,500,000	50	4		do
do					230,000	25	4		do
do					267,000	10	4	L. I.	do
Claresholm, Alta.....					8,500	30 inst.	5		do
Red Deer, Alta.....					63,600	20 & 30	5	W.W. & C.	Wood, Gundy & Co.
Cornwall, Ont.....					9,000	20 inst.	5		do
Raymond, Alta.....					18,000	20 "	6		do
Progress R.M., Sask.....					20,000	20 "	5	Roads	do
Windsor, Ont.....					50,000	20 "	4½		do
do					65,000	10 "	5		do
Weston, Ont.....					20,000	20 "	5	School	Brent, Noxan & Co.
Simcoe, Ont.....					30,000	20 "	5		do
Mimico, Ont.....					7,500	30	5		C. H. Burgess & Co.
Raleigh Twp., Ont.....					10,000	10	5		do
New Liskeard, Ont.....					7,000	20 inst.	5		do
Midland, Ont.....					6,500	30	5		do
Norwich, Ont.....	1,200	402,578	33,430	1,052	20,400	20 & 30 inst.	5		do
Sintaluta, Sask.....	450	200,365	4,500		4,500	20 inst.	5		do
Steelton, Ont.....	4,000	2,125,135	31,894		36,000	30	5		do
Emo Twp., Ont.....					2,000	15 inst.	5 & 6½		do
Springfield R.M., Man.....	\$5,000	3,214,105	8,000		8,000	5 "	5		do
Davidson, Sask.....	650	445,163	47,798		16,000	20	5½		do
Berlin, Ont.....					45,000	30 inst.	4½ & 5		do
Belleville, Ont.....	10,440	4,960,935	1,006,924	231,672	35,000	30	4½	Pub. Schools	Ont. Securities Co.
Galt, Ont.....	9,718	4,762,729	844,628	157,507	10,000			Imp. Water W.	do
Guelph, Ont.....	15,000	6,958,836			72,810				do
Ayton, Ont.....	3,307	20,587			6,000	20	4½	Road, School	do
Owen Sound, Ont.....					5,000	8 & 11	4		do
Alliston, Ont. (g.).....					18,000	20	5		do
Portage la Prairie, Man.....					10,000	30	5		do
Rapid City, Man.....					2,650	7	5	L. I.	Union Bank.
Melville, Sask.....					19,000	30	5		Hansen Bros.
Suncap Twp., Ont.....					22,500	20 inst.	5		Æ. Jarvis.
Swan River, Man.....					3,000	15 "	5		National Finance Co.
Marquis, Sask.....					15,000	10	8		Nay & James
Kerr Rovert, S.D., Sask.....					30,000	20	6	Schools	do
Carmanguay, Alta.....					25,000	20	5½		do
Shelbrook, Sask.....					8,000	15	7		do
S. Cœur, S.D., Sask.....					5,500	20	6½		do
Rivers, Man.....					6,000	20	6		do
Cupor, Sask.....					10,000	12 & 15	6		do
Stafford, Alta.....					15,000	20	5½		do
Radville, S.D., Sask.....					14,000	20	6		do
St. Joachim, S.D., Alta.....					40,000	40	5		do
St. Louis, S.D., Alta.....					15,000	30	5	School	do

MUNICIPAL ADVERTISING

Bad Advertising

"Toronto is undoubtedly the literary and artistic axis of Canada. To dispute this is no longer fashionable."

This sentence by itself might not be a very bad advertisement for the Queen City, but along with the balance of the editorial from which it is taken, will do Toronto harm, for there follows a sneering allusion to a sister city, which is an evidence of the "little Canadian," whose outlook is too narrow and bigoted to write like a Canadian imbued with a broad national spirit.

The editorial in question marks the transference of Sir Max Aitkin's "literary lapse" (with apologies to Prof. Leacock), the "Canadian Century," from Montreal, where it was born, to the home of its would-be purchaser in Toronto.

The "scribe" (for only a "scribe" would write such an editorial!) is not all smooth towards Toronto. He accuses them of his own fault of narrowness, as being "more prone to purchase a magazine created within their gates, than one that rides under an alien seal and smirks (smacks?) of foreign flavor."

We sadly confess that this wonderful sentence is too deep for our limited intelligence. All we can gather beyond the imputed narrowness of Torontonians in their purchase of magazines,

is the ridiculous slander that Montreal is an "alien" city. For evidently the "foreign seal" is that of Montreal, and that referred to later, as the "divine seal of genius"—that of Toronto. There is also the implied slur on the managing editor, Mr. Watson Griffin, who has until the recent purchase, conducted the Century very admirably for several months. Mr. Griffin's broad Canadianism is too well known to permit any accusation of something of "foreign flavour" to be thought of, and he has another quality which his successor evidently lacks, he can write intelligible English.

Anyone who writes in such a narrow way is not qualified for a Canadian paper; he has not got his "finger on the National Pulse Beat," and should be content with a small—very small local paper. His attack on Montreal is suicidal from a business point of view, for the issue in which it appeared, contains 145 inches of direct Montreal advertisements and only 62 inches of direct Toronto ones. No doubt, Montreal advertisers will appreciate this.

Toronto—like every other Canadian city—has its special advantages, and among these, is the fact of one nationality throughout the whole district. But to laud Toronto at the expense of a sister city is neither good for Toronto nor for Canada.