

What Will Happen During 1922?

For many years we have been issuing in the first week of January, an annual Review and Forecast of financial and investment conditions. These annual issues have undertaken to broadly analyze fundamental economic and financial causes and effects and in the main have correctly interpreted the trends of the financial markets every year since 1914.

January 8, 1920: "The recent spectacular rise in the average price levels of commodities should shortly stop, if it has not already done so. Before late spring we should see very clear evidences of a lower price level in many directions. . . . While business in many lines will not immediately fall off in volume, because of deferred demand, yet the rapid expansion of the last six months at advancing prices, should not be evident. . . . With little possibility of continued inflation, wastefulness and extravagance will tend to cease. . . . This will further reduce consumption. . . . Many industries are reporting a doubling in their earnings as a direct result of a doubling of the prices of their products. When these prices drop and demand falls off, the prices of the stocks will drop also. Holders of industrial issues will make no mistake in switching into more seasoned investments this year."

January 6, 1921: "Prices have gone down so rapidly and so far for some commodities, that many people are inclined to feel that very shortly there will be a halt and upturn. Insofar as prices are concerned, deflation has probably run its course in certain basic commodities. . . . But this does not mean that these industries will not continue to be depressed for some time to come. For until deflation has been pretty uniformly completed . . . there can be no extended revival of business activity. . . . The effect on investment securities is obvious. As interest rates relax the prices of high grade bonds and well protected preferred and other high grade stocks will advance. . . . One of the important factors which will tend to carry high grade fixed income securities to much higher levels, is the increase in the purchasing power of investment incomes. . . . Consequently, a 5 per cent. yield a year hence may look more attractive to the investor than a 7 1/2 per cent. yield does today."

We have now issued under date of January 5, 1922, our Review and Forecast for the current year. We are following the same plan of careful interpretation of fundamental influences and have every reason to believe that the developments of the coming twelve months will, in the main, confirm our views as fully as has been the case during the past two years.

This institution, founded fourteen years ago, occupies a unique position in the financial and investment world. We are not in the business of buying or selling securities; we have no interest in or alliances with those who buy or sell securities. The service we render is supplied to many thousands banks, bankers, insurance companies and other financial institutions, trustees of estates and individual investors. There is no organization in this country of similar character; no concern which performs a similar type of independent service. Full details will be furnished upon request.

MOODY'S INVESTORS SERVICE

JOHN MOODY, President

35 Nassau Street, New York City

BOSTON 101 Milk Street PHILADELPHIA Real Estate Trust Building, CHICAGO First National Bank Building

Fourteen Years of Investment Protection



Philadelphia Straus Bonds to Yield 6 1/2%

A NEW issue of Straus bonds, secured by a new apartment house property in one of the best residence districts of Philadelphia, to yield 6 1/2%, affords an attractive opportunity for Pennsylvania investors.

- Pennsylvania four mills tax refunded on application;
- first mortgage on ten-story, steel-frame, fire-proof apartment house property of highest class;
- large margins of safety and earnings;
- exceptional location;
- 4% Federal income tax paid.

The amount of these attractive bonds we have on hand is limited and the January demand is active. We therefore suggest immediate action. Call, telephone or telegraph at our expense, or write today for

BOOKLET 753-L

S. W. STRAUS & CO.

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FORTY YEARS WITHOUT LOSS TO ANY INVESTOR

NEW YORK BONDS

Table listing various New York bonds with columns for bond type, interest rate, and price.

New Issue

A Non-Callable Preferred Stock Paying 7 1/2% and Participating in Addition To the Extent of 25% of All Profits GANO, MOORE COAL MINING CO., Inc.

CAPITALIZATION

Table showing capitalization details: 7 1/2% Cumulative Participating Preferred Stock (Par Value \$10) \$5,500,000; Common Stock (Par Value \$10) 3,000,000.

A consolidation of two prominent and successful coal handling companies combining the facilities and business connections of both organizations, which will result in substantial economies and increased earning power. The new corporation will acquire a group of large coal properties (appraised at \$5,928,431) producing well known and extensively used coals, thus making a complete producing and marketing unit.

Table showing Gross earnings of Gano, Moore Company for 1920: \$1,621,784.11.

Table showing Estimated earnings before taxes for 1920: \$1,376,176.71.

Table showing Gross earnings of Courtright, Dimmick & Cunningham, Inc. for 1920: \$363,222.76.

Estimated earnings before taxes, eight (8) months \$296,827.30

Net earnings of the seven mines it is proposed to acquire, for 1920 after taxes, depreciation and depletion \$485,000.00

Dividend Requirements on 7 1/2% Preferred Stock offered for sale \$262,500.00

The several groups entering the consolidation have acquired a block of the preferred stock of this issue to net the corporation \$1,300,000.

A block of the 7 1/2% Cumulative Participating Preferred Stock has been reserved for the employees of the company. Subject to prior sale, we offer the unsold portion of the issue of \$3,500,000.

At \$10 Per Share

After Distribution Application Will Be Made to List This Issue on the New York Stock Exchange.

In our opinion, investors who carefully investigate this offering will appreciate the opportunity to secure a non-callable preferred stock of a bond. We believe the participating feature is exceptionally attractive. Complete particulars may be obtained by calling at our offices.

R. T. GARFEIN

115 Broadway, New York. Telephone Rector 8569-8570

Fiscal Agent, Gano, Moore Coal Mining Co., Inc.

The statements made herein are from official sources, or from those which we regard as reliable, or are the expression of our belief.

Municipal Bonds

Exempt From All Federal Income Tax

Table listing various municipal bonds with columns for maturity, yield, and bond details.

M. M. FREEMAN & CO.

421 Chestnut Street Telephone Lombard 0710-0711-0712 Philadelphia

MUNICIPAL BONDS YIELDING 7%

McGLINN & CO. Race 7391

A. D. CONVERSE & CO. Commercial Trust Bldg., Phila.