

How to Select a Broker



To the unschooled layman, the choice of a trustworthy security dealer involves difficulties. There are no easy tests. Handsome rugs and exquisite mahogany office furniture do not always indicate probity. The security buyer cannot afford to drift into brokerage offices without assurances from independent sources of their reputable character. A broker who lives up to his moral responsibilities is an asset to his customer. An account with a dishonest house, on the other hand, is a certain means to inevitable financial loss.

For the purpose of guiding its readers in the task of selecting a broker, The Tribune has rigorously excluded from its

advertising columns all except those in whose integrity it has reason to believe.

The Tribune cannot undertake to pass upon the solvency of brokers or to pick out individual houses for special recommendation, but it endeavors to present to its readers in its advertising columns a guide to sound financial houses.

The Tribune list of financial advertisers is not all-inclusive. There are some excellent houses that do not avail themselves of The Tribune's columns. And for a variety of reasons the advertising of scores of others is unacceptable to The Tribune.

Among the financial brokers, investment bankers and mortgage bond houses appearing in The Tribune are:

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