GOSSIP OF THE STREET

Buggestions were made near the close of the week that, as a result of the pronounced declines sustained in the stock market, the time is rapidly approaching when securities may be absorbed with safety. In fact, it was currently reported in Wall Street there had been buying by substantial interests of a number of issues which have reacted in sympathy with the list as a whole, the group including the best class of stocks, namely, those possessing real merit and stability.

Those who study the market situation closely express the opinion the next upward movement would be led by coppers, olls and rails; and, while the situation relative to affairs of corporations representing such securities at the moment would appear to possess many perplexities, confidence is entertained as to their future outlook.

Bond market operations last week were such as to create a greater di-versity of opinion as to the outlook than for some time past. Those who usually freely express opinions are disinclined to commit themselves one way or the

to commit themselves one way or the other at the moment.

Although there has been a great deal of discussion as to the selling of bonds by institutions, attention is called to the fact that, as of November 1, the reports of more than 700 institutions of the country indicated a decrease in Government securities of around \$15,000,000 and an increase in holdings of corporate issues of around \$13,000,000, indicating a net change of between \$2,000.000 and \$3,000,000. Naturally, there has been some switching of securities by banks, insurance companies, etc., but those best posted in the matter profess to believe selling from this source thus far has been comparatively small.

small.

One leading bond dealer stated during the last two or three days he had sold to corporations fairly sizeable amounts of corporate securities, which was the first time in more than three weeks he had noticed a demand from this source. Corporations are stated to be doing larger business than in the past, but it is evident the majority are holding large totals of investment issues and in some instances are finding it expedient to employ idle surplus funds in the purchase of high-grade securities in order to keep their money employed and derive a satisfactory income therefrom.

The Cuban Loan

Cuba proposes to put out a \$50,plan will be adopted in connection with the offering; namely, that of asking for sealed bids, thereby placing all bankers desiring to participate in such a transaction on an equal footing. Some surprise was caused over the announce-ment the loan would be handled in this

While it is impossible to obtain any accurate information as to the exact terms of such a loan, it is thought to be likely that it will be a serial issue, possibly running from one to twenty years, calling for heavy amortization during the first five years, particularly as a part of the funds derived from the offering is expected to be utilized in the liquidation of deficits in budgets of that country up to July 1 of the current calendar year.

It will be recalled that President Zayas on July 1 last appropried that

It will be recalled that President Zayas on July 1 last announced that Government activities and operations would be conducted in future as of that date, previous deficits remaining to be disposed of through one medium or another later on. Since that time the Government Treasury has shown a small surplus over expenditures, and the outlook there is now viewed with the outlook there is now viewed with greater favor than for a long time

Brokers' Opinions Newburger, Henderson & Loeb:
"The heavy liquidation and severe de-preciation of security values of the last fortnight unquestionably have gone predation of security values of the last fortnight unquestionably have gone far toward correcting the unhealthy speculative position and have resulted in a substantial reduction of the seriously extended loan account. The market, therefore, is in a much healthier condition, but apparently the adjustment is not yet completed, nor is the end of the liquidation in sight. We feel, however, if care is exercised by making careful study of carning position and future prospects, there are to be found many bargains for a long pull among the representative seasoned dividend-paying issues. Many such opportunities, we are certain, can be picked out among the standard railroad shares, which have displayed a more consistent degree of resistance than any other groups during the downward swing. Immediate movement of the general market is likely to be feverish, conflicting and confusing. It would be interesting to see the market have a rest period which would enable making a more sober consideration of the existing situation."

Hecker & Co.: "The week ended with a dull market showing that the bull and bear forces are deadlocked for the present. The election results were supposed to forecast any amount of radical legislation. It seems farfetched to discount what might happen more than a year hence, especially as so many of the things most feared have a way of not happening at all. A calmer view of the outlook will result in an improvement in prices after the dullness wears itself out."

Salem County Drive Called Off Weekstown, N. J., Nov. 20.—After Weekstown, N. J., Nov. 20.—After verything was about set for opening drive for new members of the Salem lounty Chamber of Commerce, which was organized a few months ago, the plan has been called off by the organization. Representatives of the American Orly Bursay had been on the resume few a week mapping out plane for the campaign to get a thousand

woman School Director for successful in sympathy with the list as a whole, the group including the best class of stocks, namely, those possessing real merit and at the market ations too closely express the opinion fie next upward movement would be led by coppers, oils and rails; and, while the situation relative to affairs of corporations representing such securities at the moment would explicit to successing the more than the continuous periodical in the securities at the moment would explicit to their future outlook.

The Foreign Situation

Much was said regarding the imperiance of the foreign situation from a stock market point of view. Conditions in Germany admittedly are band and may grow worse. This is an eight of the lith chool lurch room thanks menty at uncheon time, it had not make to be continuous on the part of market observers the reactions reported the serving worse. This is an eight of the first Foreign stituation from several mothers that their string from several mothers that their string from several mothers that the several to their factors and the several to the sev

more than trivial reactions in the meantime.

The technical position has been materially strengthened in the last three or
four weeks: Wall Street loans have
been reduced to an appreciable extent;
money rates have declined and predictions are made that unless the money
market is "rigged," call and time rates
will fall to even lower levels than those
recorded near the close of the week
when call funds were freely offered at 4
per cent and time loans were made at
5 per cent or a fraction under.

There has been some criticism over
the manner in which money rates have
been marked up with practically none
of the banks in the Federal Reserve as
borrowers, potwithstanding the availability of this medium for obtaining
such accompodation at comparatively
jow interest rates.

Institutional Switching

Rond market operations last week

Uncommon Sense':

"ORDER takers" are of little help The state of little help to a business, whether it is a going concern or an institution which has to fight its way in the commercial scramble.

Any one can write down an order

Any one can write down an order

scramble.

Any one can write down an order that is given him, as any clerk can sell goods that a customer comes in to buy.

But it is the "order getter" not the "order taker" who helps a business along, thereby doing something for himself as well as for the firm that employs him.

most of the selling.

**RDER takers" are more numerous in business than "order getters."

But they remain "order takers" all their lives.

"The order getters" can show the firm results, and results lead to promotion.

He is selling, and believe in it.

He can then not only talk about it intelligently, but point out to the prospective customer why it is worth buy-

St. Thomas' Episcopal Church, White-

Rebuilding of the DeKalb pike from the borough line to the Summeytown pike has been completed, but it will not be opened for several weeks to allow the concrete to harden.

The Garden Club has given two memorial trees to the lawn of Wash-ington Public School.

Mr. and Mrs. Justin Cassel, of West Marshall street, were injured when their touring car collided with another near Trooper.

THIEF FOILS PURSUIT Yonkers, N. Y., Nov. 20 .- "Let me chase him for you," said a passing The Bishop of Nevada, who is assisting in Pennsylvania during Bishop
Rhinelander's leave of absence, confirmed a class in St. John's Episcopal
Church last evening and preached.
Bishop Tucker, of Japan, preached last
evening on "The Mission of Japana" in away.

"Order Takers"

Business based on mutual benefit is the only business that is on a first foundation.

The man started the business, but it didn't last long.

The directors were intelligent and highly paid.

But the "order takers" hired at random didn't find any orders to take.

Business based on mutual benefit is the only business that is on a first foundation.

There must be something in the transaction for the buyer as well as for the seller.

The farm machinery salesman who can show the farmer that he can save money by the purchase of a tractor or a harrow will make a sale. If he has the energy and intelligence to look up farmers who need these appliances and talk to them about them, he will make many sales.

in business than "order getters."
But they remain "order takers" all their lives.
"The order getters" can show the firm results, and results lead to pro-

THE man who goes on the road with something to sell must know what time. And they are still "order get-

customer.

"JUST A MINUTE, PLEASE," SAY PENN ALUMNAE GIRLS

Performances at Academy to Ald New Clubhouse Fund A dress rehearsal of "Just a Minute, Please," this year's production of

"Best Pushers Get Lunches have been issued here to Daniel Loughlin and Helen Swarts, both of Philadelphia; Frank Drabink, Philadelphia, and Margaret Romich, Pottatown, and Albert Collins, West Norriton, and Henrietta Reese, Radnor.

Marriage licenses have been issued the Alumnae Association of the William Penn High School, was held yesterday afternoon in the Grand Opera House, Broad street and Montgomery avenue.

The performances will be given to avenue.

Members Phila. Stock Exchande

INVESTMENT SECURITIES

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M ACKIE, Investment CROUSE CO. Securities REAL ESTATE TB. BLDG.

Bonds for Investors Reed A. Morgan & Co. West End Trust Bldg., Phila.

wiegher, kuckey &CO.

Certified Public Accountants Drexel Building, Philadelphia



\$1,500,000

Tide Water Power Company

15-Year 7% Sinking Fund Gold Debenture Bonds

Dated October 2, 1922

Redeemable as a whole or in part at the option of the Company on six (6) weeks' published notice up to and including October 1, 1927, at 110 and accrued interest, the redemp-

tion price decreasing 1% for each year thereafter. THE CLEVELAND TRUST COMPANY, CLEVELAND, OHIO, TRUSTEE

The Company agrees to pay the normal Federal Income Tax not to exceed 2%. It also agrees to refund, when paid and claimed by holders, the Massachusetts State Income Tax not in excess of 6½%, and the Pennsylvania, Maryland and Connecticut personal property taxes not exceeding four mills.

The President of the Company summarises his letter to us concerning the Company and its Debenture Bonds

Business

Earnings

Value of

Property

Sinking

Fund

The Tide Water Power Company does all the electric light and power, gas and electric railway business in Wilmington, North Carolina, and suburbs, and through its subsidiary, the St. Petersburg Lighting Company, all the electric light and power business in St. Petersburg and Clearwater, Florida.

Wilmington, a city which with its suburbs has a population of over 40,000, is one of the important seaports of the Southern Atlantic Coast. It is a distributing and manufacturing center of local importance. St. Petersburg and Clearwater, Florida, have a population in summer of some 20,000, which is trebled in winter. St. Petersburg occupies the peninsula between Tampa Bay and the Gulf, while Clearwater is just to the north on the Gulf. Both are rapidly growing resort and rest-dence places in one of the best citrus growing sections of the State.

pared with total annual interest requirements on the entire funded debt now outstanding, including these Debenture Bonds, of \$315,000, which includes \$10,700 interest on bonds in the sinking fund. Earnings available for interest charges on these Debenture Bonds were equal to over 3.8 times such annual requirements.

The value of the properties of the Company and its subsidiary, as reported by Messrs. Sanderson & Porter, Engineers, is substantially in excess of the entire funded debt to be outstanding with the public at the completion of the present financing, including this issue. These Debenture Bonds will be followed by \$905,000 par value of preferred stock and \$600,000 of common stock. Dividends have been paid regularly on the preferred stock since the inception of the Company and on the common at the rate of 7% per annum since 1912.

For the year ended June 30, 1922, consolidated net earnings were \$612,435, as com-

A sinking fund is provided commencing January 1, 1924, equal to 1% per annum of the maximum amount of the Debenture Bonds at any time outstanding. This sinking fund is payable semi-annually in cash or in Debenture Bonds at their face value. All cash deposited will be used for the redemption of the Debenture Bonds, and Debenture Bonds acquired by the sinking fund will be cancelled.

The issuance of additional obligations of the Company is carefully restricted in the trust agreement under which these Debenture Bonds are issued.

All legal details in connection with this issue are being passed upon by Messrs. Townsend, Elliott & Munson, of Philadelphia, and Messrs. Ropes, Gray, Boyden & Perkins, of Boston, for the Bankers, and Messrs. Chadbourne, Hunt & Jaeckel, of New York, for the Company. The properties of the Companies have been reported on by Messrs. Sanderson & Porter, Engineers. The books of the Companies have been audited by Messrs. Hashins & Sells, Certified Public Accountants.

These Debenture Bonds are offered for delivery when, as and if issued and received by us, subject to approval of counsel. Temporary Debenture Bonds exchangeable for definitive Debenture Bonds, when issued, should be ready for delivery about November 22, 1922.

Price 97 and interest, to yield over 7.30%

The above information is not guaranteed, but has been obtained from sources we believe to be accurate.

Stroud & Co., Inc.

Otis & Co.

Howe, Snow & Bertles, Inc.

R. E. Wilsey & Co.

New Issue

\$500,000

Oregon-Washington Joint Stock Land Bank

5% Farm Loan Bonds (Portland, Oregon)

Dated November 1, 1922

Due November 1, 1952 Interest Payable May and November 1, at Oregon-Washington Joint Stock Land Bank, Portland, Oreg., or at Brooke, Stokes & Co., Philadelphia, Pa.

> Callable at par on November 1, 1932, or any Interest Date thereafter Denomination: \$1,000

EXEMPT FROM FEDERAL, STATE, MUNICIPAL AND LOCAL TAXATION

These bonds are the obligation of the Oregon-Washington Joint Stock Land Bank and are secured by deposit with the Farm Loan Registrar (representing the U.S. Treasury Department, through the Farm Loan Board) of farm loan mortgages or U. S. Government Securities, at least equaling the amount of bonds outstanding. Each of the deposited farm loan mortgages must be for less than one-half the appraised value of land and improvements on which it is secured. The bonds are also protected by the equity of the paid-in capital stock of the Bank, carrying double liability and the accumulated surplus

The Bank restricts its loans to certain choice farming sections in the States of Oregon and Washington. The average appraised value of land on which it has placed loans is \$60.00 per acre, while the loans thereon average only \$26.00 per acre, or 43.3% of the appraised value.

The bank states that in addition to the regulations of the Federal Farm Loan Board respecting security, all loans are judged from an income basis, no loans being accepted unless the earning history of the farm conclusively shows that it will produce in addition to interest, principal, tax and maintenance requirements, ample funds for living expenses for the borrower. Nearly all the officers of the Bank have had farm mortgage experience in Oregon and Washington for periods ranging from ten to thirty years.

The bonds are engraved by the Treasury Department, and it is stated on the face that they "Shall be deemed and held to be instrumentalities of the Government of the United States, and as such they and the income derived therefrom shall be exempt from Federal, State, Municipal and Local Taxation." They are legal investments for all fiduciary and trust funds under the jurisdiction of the Federal Government, and are acceptable at par for deposits of Postal Savings and other deposits of Government funds.

> PRICE: 103 AND INTEREST Yielding 4.62% to Callable Date and 5% thereafter

BROOKE, STOKES & CO.

Members Philadelphia Stock Exchange 140 South Fifteenth Street Philadelphia

734 Fifteenth St., N. W. Washington, D. C.

300 North Charles Street Baltimore, Md. This information and these statistics, while not guaranteed, are obtained from sources we believe to be reliable.













NATIONAL BANK

OF PHILADELPHIA

Main Office 315 CHESTNUT STREET

' Bread Street Office BROAD & SANSOM STREETS

THE PULSE OF BUSINESS

has knowledge of the structure of business. The First National is keenly alive to changing conditions. The banking service that it renders

The pulse of business can be read by one who

is colored by a spirit of constructive co-operation. Merchants and business firms find that we talk their own language.

