

Wealth Markets and Commerce

Finance - Economics

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Bonds for Investment Harris, Forbes & Co. Fine Street, Corner William NEW YORK

Liggett & Drexel Members New York Stock Exchange Conservative Investments 61 Broadway—New York

STANDARD WEEKLY SUMMARY ON STANDARD OIL ISSUES CARL H. PFORZHEIMER & CO. Phone 4810-1-2-3-4 Broad. 25 Broad St. N.Y.

Adams Express Co. Coll. Tr. 4s, 1947 FREDERIC H. HATCH & CO. Phone Rector 6340. 74 Broadway, New York

\$20,000,000 Issue Out Liggett & Myers Three-Year Notes Offered

The National City Company and the Guaranty Trust Company jointly are offering to-day an issue of \$20,000,000 Liggett & Myers Tobacco Company three-year 6 per cent notes at 98, to yield about 6.7 per cent.

Market Barometers

Table with columns: Stock Exchange Transactions, Stocks, Bonds, Last week, before, Year before.

Table with columns: Stock and Bond Averages, Stocks, Bonds, Last week, before, Year before.

Table with columns: Trust and Surety Companies, Bid Asked, Bid Asked.

Table with columns: Price Trend on the New York Stock Market, High, Low, High, Low.

Table with columns: Trust and Surety Companies, Bid Asked, Bid Asked.

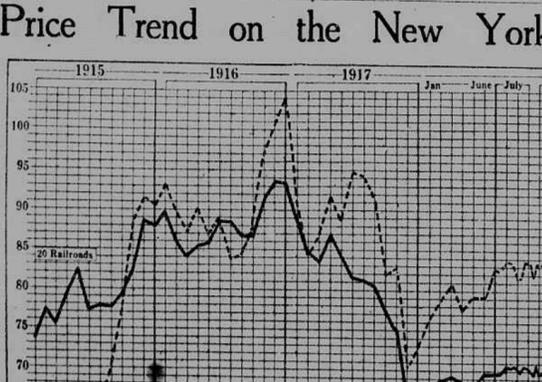
Professor B. M. Anderson in the article we reprint this morning draws an interesting parallel between business at the Civil War's end and now.

The fall in prices that came in the three months preceding and following Lee's surrender was a fall in greenback prices, as Professor Anderson clearly sets forth.

The next two or three years may show a still more remarkable parallel to the reconstruction period following 1865.

that the production of a man power is much greater in this country than in Russia or anywhere else in Europe.

The signing of the armistice last Monday brought into new focus brokers' discussion of the restrictions of loans for Stock Exchange purposes.



The graph above shows average price of twenty railroad stocks in one line and thirty industrial stocks in the other on the first business day of each month from January, 1915, to July, 1918, and the weekly high, low and closing average prices since July 1.

Business Foresight Will Prevent Crisis When Prices Fall

Dr. B. M. Anderson, Recalling Experience After Civil War, Counsels Optimism

By Dr. B. M. Anderson, Jr. National Bank of Commerce, New York A sharp drop in commodity prices will follow the end of the war, but we will have no crisis.

The belief that there will be a drastic drop in prices is based on obvious conditions. With a vast volume of labor rapidly being discharged from munition factories the world over to resume the production of normal supplies;

No Crisis After Civil War Under ordinary conditions this would mean a business crisis with widespread bankruptcy.

In the six months from January to July, 1865, the general average of wholesale prices slumped over 30 per cent.

Greenback Depreciation The rise in Civil War prices was due chiefly to the depreciation of the Greenback dollar, which at its lowest, in July of '64, was worth only 35 cents in gold.

Business men generally are anticipating just this change. They are carrying tight stocks of goods, partly through caution and partly because scarcities have been so great that they cannot obtain heavy stocks.

Six Points in Post-War Conditions There will be no crisis, but can there be real industrial activity in the United States? To answer this question we must consider six principal points:

(a) The Physical Needs of Europe To-day, a second great difference between the North at the end of the Civil War and most of the belligerent countries to-day is to be found in the fact that the North had great undeveloped natural resources and, largely as a consequence, could get credit in foreign countries.

\$20,000,000 Liggett & Myers Tobacco Company Three Year 6% Gold Notes

To be Dated December 1, 1918 To Mature December 1, 1921 Total to be Authorized and presently Issued \$20,000,000 Interest payable June 1 and December 1.

Guaranty Trust Company of New York, Trustee From the letter of Mr. C. W. Toms, Vice-President of the Company, which is on file with us, we summarize as follows:

The Notes are to be direct obligations of Liggett & Myers Tobacco Company. The proceeds of the issue will provide funds to reduce present current indebtedness.

As long as any of the Notes are outstanding the Company will not (a) mortgage or pledge any of its real or personal property, except United States Government obligations, or (b) sell any of its real estate, plants, brands, trade-marks, patents, or shares of stock of Pinkerton Tobacco Company, unless it pays over to the Trustee cash to an amount equal to the cash value received from any such sales, to be used to purchase Notes in the open market, or applied upon the redemption of Notes.

The Company will at all times maintain quick assets in a sum equal to at least twice the amount of its outstanding Notes and all other liabilities other than its bonds maturing in 1944 and 1951, notes secured by United States Government obligations and reserves (including tax accruals), all as defined in the Trust Agreement.

CONDENSED INCOME STATEMENT Table with columns: Year Ended December 31, Net Income, Bond Interest, Balance.

The volume of business done by the Company has increased each year and the earnings have kept pace with the increase in volume. The value of gross sales for the first nine months of 1918 was \$108,141,174.

We offer these Notes for subscription subject to allotment when, as and if issued and received by us, and subject to approval of counsel, at 98 and interest to yield about 6 3/4%

Subscription books will be opened in New York at the offices of the undersigned, at 10 a. m., Monday, November 18, 1918, and may be closed at any time at the discretion of the undersigned without notice.

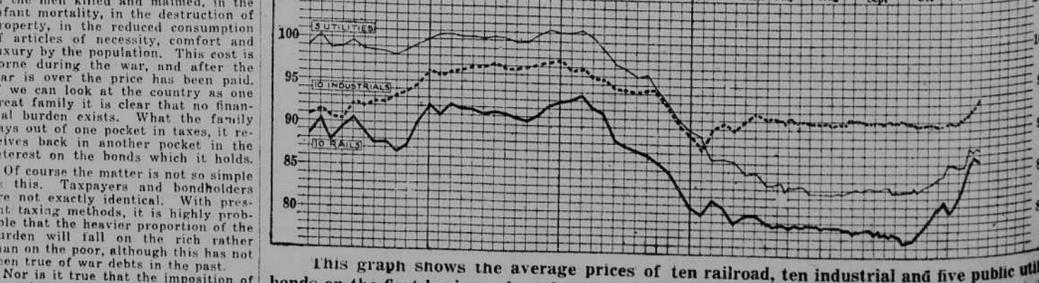
All legal details pertaining to this issue will be passed upon by Messrs. Stetson, Jennings & Russell, of New York

The National City Company Guaranty Trust Company New York of New York

We do not guarantee the statements and figures presented herein, but they are taken from sources which we believe to be accurate

Source of Loanable Capital.—From what countries can the new capital come? The North at the end of the Civil War could draw to a considerable extent upon rich domestic capitalists. It could draw largely on England, the Netherlands and France.

Course of the Bond Market



This graph shows the average prices of ten railroad, ten industrial and five public utility bonds on the first business day of each month from January, 1915, to July, 1918, and the weekly fluctuations since July 1.