

20 per cent. in value. This result is highly unsatisfactory, comparing badly with the results obtained by those customers of the Registry who have adopted the Company's system of investment. Their lists, which cover many millions of invested capital, have in the aggregate, with but few exceptions, varied less than 5 per cent. in value during the last five years. Moreover, the Registry's customers have received an average annual income of about 5 per cent. from their investments, whereas the above-mentioned Trustee stocks have only returned an average income of under 4 per cent.

Thus the actual income of those who had invested on the Registry's plan was larger by nearly one-quarter than the income of those who held Trustee stocks exclusively. (See *Investment Registry's Annual Report for the financial year ended September 28th, 1911.*)

The Principles of Sound Investment.—The Registry's plan for equalising investment risks and ensuring stability of income is known as *Geographical Distribution of Capital*. The soundness of its theory is so clear, its application to large or small sums of capital so easy, and its action so certain, that it became popular from its first inception.

Many eminent financiers, statisticians, and political economists have contributed to its elucidation by their writings on the subject, and hundreds of newspapers and periodicals have expressed themselves in its favour.

Its main principles may be summarised as follows:—
The safety of capital is secured by dividing the sum