

FARMERS' FINANCIAL DIRECTORY

THE CANADIAN BANK OF COMMERCE

SIR EDMUND WALKER,
C.V.O., LL.D., D.C.L., President
H.V.F. JONES, Asst. Gen'l. Manager



SIR JOHN AIRD, General Manager
V.C. BROWN,
Sup't of Central Western Branches

CAPITAL PAID UP, \$15,000,000 RESERVE FUND, - \$13,500,000

SAFETY FOR SAVINGS

Few people are sufficiently alive to the need of carefully selecting a depository for their savings. This Bank provides a safe place for you.

The Dominion Bank

Established 1871

Paid-Up Capital and Reserve, \$13,000,000
Total Assets \$100,000,000

Farmers' applications for loans for farming requirements and cattle purchases given special attention. Enquiries invited.

Consult the Manager of any of our Branches

F. L. Patton

Superintendent of
Western Branches

Winnipeg

Teach the Children to Save

Habits are acquired early in life. Children, who are taught the value of money and the habit of saving, grow up into good business men and capable women.

The easiest way to teach children to save, is to start a Savings Account for each child (\$1.00 each is sufficient). After a child has saved another dollar to make an additional deposit, he or she will have a better appreciation of just what a dollar stands for, and how much work and self-denial it represents.

THE MERCHANTS BANK OF CANADA

Head Office: Montreal. Established 1864.
with its 19 Branches in Manitoba, 21 Branches in Saskatchewan, 53 Branches in Alberta, 8 Branches in British Columbia, 102 Branches in Ontario and 32 Branches in Quebec serves Rural Canada most effectively.

WRITE OR CALL AT NEAREST BRANCH.

"Meantime this Message Comes—

"Meantime this message comes from your kinsmen who fight for you yonder in France and Flanders: 'We have fought and we have endured; we will fight and endure to the end. As we do our part, so we pray that you should do yours until the dawn of abiding peace through Victory!'"—Premier Borden.

Do YOUR Part
Buy Victory Bonds

NATIONAL TRUST COMPANY
Limited

Business and Finance

THE present Victory Bonds are issued in \$50, \$100, and larger denominations.

Every Victory Bond will bear interest at 5 1/2 per cent. per year, payable May 1 and November 1, until the bond matures, when the face value of it will be paid in full out of the Dominion treasury.

The Victory Bonds of this issue are in two classes. One class will mature in five years, the other class in 15 years. Investors may choose which of these maturities they prefer, as they may also choose the denominations they prefer.

Payments for the new Victory Bonds may be made as follows: 10 per cent. on application, 20 per cent. on December 6, 20 per cent. on January 6, 20 per cent. on February 6, 31.16 per cent. on March 6. The extra 1.16 per cent. payable in March represents the accrued interest. A full half-year's interest will be paid on May 1.

Bearer bonds (that is, payable to bearer, like bank notes) will be delivered to investors who choose bearer bonds, as soon as payment is made in full. Registered bonds (that is, bonds payable only to the owner, whose name is registered at Ottawa, or to the owner's order) will be delivered as soon as they can be registered. All bonds will be free from any tax imposed by the Dominion government.

The lists were opened on October 28, and will close November 16.

Canada's War Loans Thus Far

Canada's war loans to date are as follows:—

	Amt.	No. of
	Subscribed	Subscribers
First	\$ 97,000,000	24,862
Second	97,000,000	34,526
Third	142,000,000	41,000
Fourth (1st Victory)	401,000,000	820,035

The present Victory Loan will undoubtedly outdistance the preceding loans in the number of subscribers, as, of course, it will exceed them in volume. It is a loan to the people for the people and it will be the people who make it a success. Buy Victory Bonds.

Britain's Spendings in Canada

The immense total of over \$90,000,000 worth of meat and dairy products has been purchased in Canada by the British authorities in the 12 months just ended. All the commodities bought were produced on Canadian farms and the returns go to the farmer. A return has just been supplied by the Canadian section of the British Ministry of Food to the chairman of the Canada Food Board, covering the period from October 1, 1917, to September 28, 1918, giving the following values of purchases throughout the provisions section:—

	Value
Bacon and hams	\$40,023,518
Frozen beef	16,637,366
Lard	250,285
Preserved meat (military)	1,239,300
Preserved meat (civilian)	59,800
Total	\$58,210,269

The purchases by the Dairy Produce Commission (a separate body) made in the last summer season from May to September 21, were as follows:—

	Value
Butter	\$ 912,794
Cheese	28,243,152
Condensed milk	2,778,663
Total	\$31,934,609

It is for the financing of these immense war purchases made in Canada by Great Britain, that the money raised by the Victory Loan is, in part, needed. It is not convenient at present for Great Britain to pay cash; Canada attends to that. Buy Victory Bonds.

Manitoba's Farm Loans System

The figures for the operations of the Manitoba Rural Credit system for the year 1918, are now available. They show that the loans issued this year amount to a total of \$201,934.90. The loans were issued for the following purposes:—

Putting in and harvesting crop	\$64,606.90
New breaking	53,196.60
Purchase of stock	36,218.00
Floating liabilities	19,860.00
Machinery	17,035.00
Implements	9,445.00
Threshing	1,580.00

The Rural Credit Societies of Manitoba through which this money has been distributed are thus located:—

St. Andrew's	\$22,248
Roblin	47,406
Tenby	8,220
Arden	17,900
Glenella	9,850
Swan River	25,135
Minitonas	31,475
Lansdowne	16,495
Westbourne	10,785
Lawrence	12,420

In addition to the Rural Credit Societies whose names are in the foregoing list, there are nine others which have received their charters, but have not yet begun active business.

How Production Has Been Helped

Through this method of loaning much production has been possible that otherwise could not have been accomplished.

Over 12,000 acres of new land has been broken and several thousand acres summerfallowed properly; while the item for livestock represents the purchase of swine, stockers and feeders and also some pure-bred sires to improve existing herds.

Mixed farming on a sound basis is within reach of those who adopt this method of financing.

Advantages of Such a System

By means of the Rural Credit Societies farmers are put immediately into position to do what they could hardly attempt inside several years working on their own resources. Some other purposes for which loans were made are: To dig wells, to do fencing, to buy twine, portable granaries, seed grain, to pay pasture rental, and sometimes to pay a loan to the bank where otherwise the farmer might have to sacrifice stock at an opportune time, or haul out grain when he wishes to plow or do other work in season.

Profits may be sacrificed when a man has to meet a set date of payment and finds it an unsuitable time to sell. The Rural Credit Societies are in a position to arrange for such contingencies.

Method of Operation

The method of operation of the Manitoba Rural Credit system has been set forth more than once in The Guide. The granting of loans is in the power of a local board of directors, who are not only able to judge the applicant's ability and standing properly, but know how to consider the matter from the borrower's standpoint.

Often the assets of the farmer are ample, but he cannot liquidate them so the bank is not in a position to consider these fixed assets as a basis for time loans.

The Rural Credit Society has ample security; in Arden Society, for instance, there is \$17,900 loaned to farmers whose total assets runs up to more than \$358,000; in Roblin, \$47,407 is loaned to farmers whose total assets are \$650,000. Yet these loans represent actual relief to these farmers from conditions that hampered their production.

Forming a Society

The plan of loaning is simple. A society is formed which chooses local directors, one of whom must be the resident representative of the department of agriculture. Each member takes \$100 stock, the Provincial Government and the municipality together take stock equal to the total taken by the members. The proceeds of this stock forms a guarantee fund as a basis for the loans; the bank lends to the society at six per cent., and the society to the borrowers at seven per cent., the one per cent. difference covering expenses. Every loan is considered by the whole directorate and when passed may be taken as needed by the borrower, not necessarily all at once, thus interest is saved.

Business-like Methods Promoted

The applicant for a loan must give a statement of his assets and liabilities—this in itself is worth a good deal to

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