

Financial Institutions of British Columbia

The Dominion Trust Company Limited

IF you think that only a man of means can economically employ a trust company, you are mistaken. The trust company can make itself useful to the poorest citizen. It can help a man to get richer, but it can also keep him from getting poorer. The trust company is civilization's business machine, which does not die, does not act on sentiment, never makes a tactical mistake, as individual trustees, executors, administrators and guardians do. It is a giant mechanism produced by the vast economy of modern business. It is the best illustration of the true meaning of the word efficiency. There is no business concern, not even a bank, that has more practical utility. Within the last ten years the strong trust companies have so completely proven their usefulness that they are now regarded as indispensable.

The activity of the Dominion Trust Company in this province has given the people a practical demonstration of the wide stretch of a trust company's scope. This company, which has now solidly established itself and is a strong and well-cut ashlar in the financial structure of British Columbia, now performs a multitude of duties of a fiduciary nature and functions in a score of other ways in which a true trust company may act for its clients. This notable example of the progress and prosperity of sound and well-managed institutions in British Columbia has passed through several stages of development, but is still in the expansive stage, incessantly adding to its business. Guided by level-headed and intelligent business men, it has grown from a small beginning to its present magnitude in a few years, and it possesses the advantage, which in the last analysis is an advantage, of being a young company with a future instead of an old

company with a past. The company is just old enough for its officers to have received the special training which has made them fiduciary experts, specialists in real estate and other investments, and to have become entirely familiar with the world of finance, which is such a complex world of nervous ganglia, radii, main rivers and tributary streams whose courses are obscure to the outsider and difficult to comprehend. Technically these men know their difficult trades as well as any financiers in America, and are not, in the limiting sense, provincial, though they are local products. They are incessant students of finance and of the weave of the great web of interlacing and cross-hatching stocks and bonds and securities around the world. They watch hourly the barometer that registers the temperature of the money market, the most sensitive of barometers. They are utterly familiar with local real estate conditions, mortgage securities, bond issues and sinking funds which secure such issues, and local corporations. Their knowledge of local cross-currents and eddies would make your brain ache with figures if you knew them. They are extremely competent to apply the principles of finance to contemporary conditions, and in the conservation of money and other property they are experts.

But though the officers of the Dominion Trust Company hold the key to the strange world where men make dizzy aerial flights of finance, they stick to the humdrum earth with the money given to them for investment, in which they differ from the most prominent banks in the country. The safe and sure investment is the only kind they make. The reliable trust company does not make brilliant investments, but conservative ones. The whole policy of a great trust company must be conservative. Its