

THE NORTHERN TRUSTS COMPANY

REPORT OF THE FOURTH ANNUAL MEETING

The Fourth Annual Meeting of The Northern Trusts Company was held on the 5th inst., at 3 p.m., at the Company's offices, Winnipeg. In person or by proxy there were 94 shareholders present, representing 14,436 shares. The President, Mr. G. F. Galt, took the chair. Mr. R. T. Riley, the Managing Director, read the notice of the meeting and the minutes of the last Annual Meeting, which latter were duly confirmed. The President presented the Fourth Annual Report and Balance Sheet as follows:

"Your Directors have pleasure in submitting their Report of the Company's operations for the past year, as well as the Balance Sheet to December 31st, 1908, duly audited. After defraying all expenses, and writing off a liberal amount from the Furniture and Fixtures Account, and paying two half-yearly dividends, at the rate of 6 per cent. per annum, to the amount of \$42,829.95, the sum of \$30,663.03 was carried to the credit of the Profit and Loss Account, making its total credit balance \$64,874.56. During the year \$244,952 was received for investment, partly on a commission and partly on a guaranteed basis, and Estates and Trust Funds to the extent of \$1,985,980 were received for administration.

The Directors wish to bear testimony to the very efficient manner in which the officers and agents of the Company have discharged their duties.

In accordance with the Act of Incorporation, the Directors retire and are eligible for re-election.

G. F. GALT, President."

BALANCE SHEET, 31st DECEMBER, 1908.

Liabilities.

Capital subscribed	\$1,500,000 00
Forty per cent. call	600,000 00
Payments in advance	232,430 89
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Estates	327,728 41
and Trust Funds	1,282,311 59
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	\$1,610,040 00
Accounts owing	13,013 44
Profit and Loss, Balance Credit	64,874 56
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	\$2,520,358 89

Assets.

Investments on Capital	\$ 822,307 39
Investments on Trust Funds and Estates	1,522,181 12
Interest due and accrued	55,887 61
Sundry Debtors	4,504 95
Furniture and Fixtures	2,001 87
Cash on Hand	113,475 95
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	\$2,520,358 89

Profit and Loss Account.

Balance at credit, December 31st, 1907	\$ 34,211 53
Commission and earnings other than interest..	15,828 46
Interest	79,898 06
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	\$ 129,938 05

General Expenses, including salaries, advertising, stationery, travelling expenses, Directors' fees, etc.	\$ 18,388 98
Amount written off Furniture and Fixtures	222 42
Commission paid on loans	3,622 14
Dividends Nos. 6 and 7	42,829 95
Balance	64,874 56
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	\$ 129,938 05

The President, in moving the adoption of the Report said that very substantial progress during 1908 is shown by the Balance Sheet. The paid-up capital was increased from \$668,000 to \$832,000; the total amount for investment, from \$1,959,000 to \$2,434,000; and the balance at the credit of Profit and Loss Account from \$34,000 to \$64,000. All of the funds invested are confined to first mortgages in the three Western Provinces—Manitoba, \$1,021,000; Saskatchewan, \$725,000; Alberta, \$529,000; and, as has been explained before, the very greatest care is exercised in the selection and inspection of the investments. A very gratifying feature is that the amount held and invested by the Company for Estates and Trust Funds has shown a very substantial increase, notwithstanding that a very considerable amount under administration was distributed and thus passed out of the Company's books and care. He reminded the shareholders that the Company is dependent upon the public for its success, and that they can help in building the business up by using their influence in its favor both in the way of trusts and of high-class mortgage investments.

Mr. G. W. Allan seconded the motion for the adoption of the Report, and it was carried unanimously.

Mr. P. A. Macdonald was re-appointed auditor until the next annual meeting.

A ballot being cast the following gentlemen were elected Directors: Geo. F. Galt, R. T. Riley, G. R. Crowe, J. H. Ashdown, P. Burns, D. K. Elliott, G. V. Hastings, J. A. M. Aikins, K.C., J. H. Brock, J. Hanbury, A. Macdonald, R. D. McNaughton, J. Robinson, Capt. Robinson, F. W. Stobart, G. W. Allan, J. A. McDougall.

The meeting then adjourned.

A meeting of the Directorate was then held for the purpose of electing the President and the Vice-President, the result being that G. F. Galt and Geo. R. Crowe, respectively, were again elected.

THE BANK'S ADVERTISING MANAGER.

Does it pay to advertise a bank? That is the question most ably discussed in the Coast Banker by Henry G. Longhurst, advertising manager of the California National Bank, Sacramento, the term "advertising manager" in connection with a bank at once attracts attention. It is novel, modern—as new as the wireless telegraph and one-piece cement houses. And that it is as useful and practical as are these inventions is shown by the following figures carefully compiled for all the United States banks for a six months period:

Assets of the advertising banks gained.	21 per cent.
Assets of the non-advertising banks lost.	5 "
Capital of the advertising banks gained.	15 "
Capital of the non-advertising banks lost.	11 "
Surplus of the advertising banks gained.	16 "
Surplus of the non-advertising banks lost.	10 "
Deposits of the advertising banks gained.	22 "
Deposits of the non-advertising banks lost.	7 "

The banks of the City of Pittsburg during the past five years have proved beyond the shadow of a doubt how valuable judicious advertising really is, because, according to the statements issued by them under the law, the banks which continuously advertised during that time increased 38 per cent. in assets and 85 per cent. in deposits, while the banks that did not advertise only increased 27 per cent. in assets and 11 per cent. in deposits. These illustrations could be multiplied indefinitely—New York, Buffalo, Cleveland, and Chicago have all in their turn shown by the steady, healthy growth of their financial institutions how powerful a factor judicious advertising really is, and their increased appropriations speak well for the future.