

BERS

and Savings Co.

SH COLUMBIA.

TS, \$1,871,864.85.

\$150 Per Share.

PER SHARE.

can be Left to Accumulate.

RATURE.

KETS.

t Branches of Trade;

MONTREAL.

Montreal, April 10th.

whether spring will ever really begin. Pell has been met cheerfully with the last—but still they come. On Monday commenced falling at daylight. When of ten inches, a record for the winter such interruptions, it is not easy for ected. Retail merchants are feeling tainty considerably. Meantime, the a more active than ever. The season is stimulated again, and shipping is going on stimulated still further, when navi- could be at the end of this month, at merchants report firmness in all lines. trimmings of all kinds as of well as of to be light, and silks are showing a Some of the cotton companies are er figures one being 7½ per cent. up. behind with deliveries, and knitting at orders for fall underwear, save for ceries are moving fairly well, and are said to be active, though, as re- below, hide merchants are experienc- s in demand. Hardware merchants e working late in order to get their and steel manufacturers are filled A most satisfactory trade is expected on.

st shows considerable strength, and cent or so since a week ago. The ceptional scarcity of stock in the little choice fall grades left. Sales of at 28 to 29c., these being largely of gland. New milk creamery is quoted Dealers expect that receipts will be end of next week.

is quoted at 13½c., and foddors at of the latter is being contracted for, o 12¾c.

for eggs shows a slight advance, as k, owing to scarcity of stock. Deal- on the light side for this time of year, uite large, prices are a shade higher, n, according to quantity.

orted easy. Prices are lower at 43c- s; store, 42c. for No. 3, and 41c. for e only grain in the market.

is exceedingly dull, even for this largely in sympathy with conditions the quality of beef hides is very poor e of ½c., at 9½, 10½, and 11½c. per respectively. Calfskins are steady or No. 2, and 15c. for No. 1.

ESTIMATES and RESULTS

When the Great-West Life commenced business in 1892, participating rates were issued calling for dividends in 15 and 20 years, and also with the "Quinquennial" or 5 year dividend period.

Life Policies issued in 1892 on the five year dividend plan received their first dividend of the full estimated bonus of \$50.00 per \$1,000.00; their second dividend in 1902 of 50 per cent. over the estimated dividend; and this year, 1907, are receiving their third dividend of just double the first dividend and estimate.

Every Policyholder has expressed his gratification with these dividends, which are paid at the option of the Policyholder as fully paid bonus additions, the equivalent in cash, or in reduction of future premiums.

The distribution is on the English basis of an equal percentage of the sum assured, and not on the American so-called "contribution" system, and the eminent English Actuaries, R. P. Hardy, F.I.A., and George King, F.I.A., F.F.A., reported recently to the New Zealand Government "that as a working system it has marked advantages over the contribution plan, because it gives more uniform results."

Our 15 year Deferred Dividend Policies issued in 1892 mature this year, and our Actuary has reported that they have earned, and are entitled to be paid, the full amount of the profits estimated at the time.

Our Non-Participating rates are, and always have been, very low, but the results of our fifteen years' experience prove that the cost of Participating Insurance has been very much less than these low non-participating rates, because of our high interest earnings.

The applications for the first quarter of 1907 are over a million dollars in excess of the same period of 1906, every Province of the Dominion having contributed its quota to these magnificent figures in appreciation of the unprecedented results accomplished by this representative Canadian Company.

No attempt of faddy foreign actuaries, disgruntled newspapers that fail to get the advertising they expect, or legislative committees, well described by D. P. Fackler, the well-known ex-President of the Actuarial Society of America, as "absolutely innocent of any life insurance knowledge," must be allowed to "knock" the Canadian business of Life Insurance.

For fuller particulars, send for a copy of the Great-West Life Report for 1906.

The Great-West Life Assurance Company

HEAD OFFICE, WINNIPEG.

BRANCH OFFICES—Vancouver, Calgary, Montreal, Toronto, Halifax, St. John, N.B.

BANK ADVERTISING.

Does bank advertising secure patronage? Mr. F. R. Morison, of the citizens' Saving & Trust Company, of Cleveland, answers this question in a long magazine article. Banking, he says, is a competitive business, and beyond business competition makes advertising a necessity. For, aside from being necessary as a means by which a bank maintains its place in the business world and advances its interests, banking publicity has proved itself to be a creative force, opening new fields of profit, a fact which has been proven by progressive bank officers in all parts of the country. They frankly attribute their prosperity largely to judicious advertising. But, Mr. Morison adds, the proper style for banking publicity is still a debatable subject among bankers.

It is the literary element in financial publicity which in reality makes it effective. By reason of the ultra conservative nature of bank and trust company methods, the art of producing effective advertising literature is difficult.

There is an abundance of subjects for an attractive exploitation of banking interests. The value of saving money; the payment of liberal interest on saving accounts; the acceptability of small accounts with an initial deposit of one dollar or more; the certificate of deposit as a safe investment for trust funds and other moneys; the importance of depositing money in a financial institution in preference to keeping it at home or in an office safe; the advisability of depositing money in a bank and paying bills by check; the advantage of letters of credit and foreign drafts; the advantage of modern protective devices and safe deposit vaults; the attractiveness of the banking quarters and various facili-

ties; the advantages to women of having a bank account, both checking and savings; the wisdom of renting a safe deposit box or storing valuables in fire and burglar proof vaults; the execution of trusts; the institution's ability to act as executor under wills, or as administrator under court appointments; as guardian of minors and incompetent persons; as trustee under mortgages; as receiver of insolvent firms or corporations; as agent for the collection of interest, rents, and the payment of taxes; as general financial agent for municipalities and corporations.

Financial advertising must be positive. It must be strong. It must appeal to men's minds. It must move the will. It must produce business.

Bank advertising therefore must be forceful. Bank literature must be original. This quality is particularly necessary in order to attract attention; and as attention is the first step in gaining a hearing, this quality is all important. If the literature does not attract attention it is lost. It must therefore have a distinctive quality.

Considering that March is usually a dull month for real estate transfers in Montreal, the number which have changed hands recently, represented by \$521,107, is unusual. The property of the Dow estate on Beaver Hall Square, bought by the Engineers' Club, was sold for \$40,500, equal to \$3 per square foot, a remarkable bargain. The Gorham Company's building being erected on Phillips Place, also up town, has been bought by Henry Birks and Sons. The Salvation Army is said to have secured the plot of 12,000 square feet from the Protestant Infants' Home immediately below Sherbrooke Street on Guy Street, behind the Grosvenor Flats, at a approximate price of \$3 a foot, or say \$36,000.

SMOKELESS COAL.

Considerable publicity is given, says the "Commercial Agent," at Manchester, England, to a reported invention for depriving soft coal of its most objectionable feature, smoke, by abstracting the oils said to produce it, and calling the resulting article coalite; which is something like coke in appearance, but bulkier and of far greater and purer combustion, and which can be furnished at one-third the present cost of coal. It is stated that the King has seen its properties tested with a professor at hand. The shares of the company controlling the scheme have advanced from £1 to £30, but neither the material nor the shares are in the market. The presumption is that the by-product is of great value, but of what nature is not divulged. Five acres of land near Manchester have been purchased, and large works will be erected shortly for its production.

THE EARTH'S INTERIOR IRON?

Frequent earthquakes of late have enormously increased scientific curiosity about the earth's interior. On this subject Sir Oliver Lodge observes in "Nature" that "it has long been suspected that the earth is an iron planet, and now, through the work of Strutt and others, the evidence both for and against is intensifying. It is just worth noting as a matter of simple arithmetic that a core of metallic iron of density 7 covered with a crust of rock 500 miles thick of density 2.5 makes an average terrestrial density of 5.6, but recent evidence points to a crust much thinner than the above. It is to be hoped that the 'boring' proposals of the Hon. Charles Parsons will before long attract the attention they deserve."—"London Telegraph."