

## Farmers' Financial Directory

# THE CANADIAN BANK OF COMMERCE

SIR EDMUND WALKER, C.V.O., LL.D., D.C.L., President.  
SIR JOHN AIRD, General Manager.  
H. V. F. JONES, Asst. General Manager. V. C. BROWN, Superintendent of Central Western Branches.

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

### BANKING BY MAIL

This Bank will open a Savings account in your name and your deposits and withdrawals can be made entirely by mail. Interest is allowed at the current rate. Write for particulars.



## THE HOME BANK OF CANADA

*"Industry and thrift have annexed thereto the fairest fruits and richest rewards."*

Full compound interest paid at highest bank rate on Savings Deposits of One Dollar and upwards

Branches and Connections Throughout Canada

WINNIPEG OFFICE

**426 Main St.**

F. H. REID  
Manager

## Bank of Hamilton

Head Office - Hamilton

61 Branches in Western Canada

DIRECTORS  
Sir John Hendrie, K.C.M.G., President

Cyrus A. Birge, Vice-President

G. G. Dalton W. E. Phil  
Robert Hobson W. A. Wood  
J. Turnbull L. Pittblado, K.C.

J. P. Bell, General Manager

Capital Authorized:

**\$5,000,000**

Capital Paid Up:

**\$3,000,000**

Surplus:

**\$3,500,000**

## \$2<sup>00</sup> WHEAT

NOW'S THE TIME TO BUY GOOD FARM LAND. Farmers in the West the past two years with prices at \$1.00 and \$1.25 per bushel have been paying for their lands out of one crop. What may they not do with wheat and all farm produce at their present prices?

We have some excellent properties belonging to Trust Estates under our care which will appeal to the farmer and investor, and which must be realized upon. Send for list.

## The Standard Trusts Co.

(Head Office, Winnipeg)

STANDARD TRUSTS BUILDING

SASKATOON

## MONEY TO LOAN

In moderate amounts on improved farm property occupied by the owner  
PROMPT ATTENTION CURRENT RATES  
Full particulars from our agent in your district, or

**UNION TRUST**  
STRENGTH - FIDELITY  
COMPANY LIMITED

REGINA, Sask.

WINNIPEG, MAN.

WHEN WRITING TO ADVERTISERS PLEASE MENTION THE GUIDE

### SASK. GREATER PRODUCTION LOAN

The Saskatchewan Government announced on September 19 the flotation of a loan to be offered to the people of Saskatchewan. It is known as the Saskatchewan Greater Production Loan.

The object of this loan is to raise money within the province to provide the necessary funds for the carrying out of the scheme for rural credits under the Farm Loans Act, the purpose being to supply money at cost to farmers requiring it for the development of their farms and the bringing about of increased agricultural and livestock production in Saskatchewan.

The Farm Loans Act came into operation a few months ago, and already applications for loans from farmers for productive purposes have reached a total of over \$2,500,000.

With the money markets of the world practically closed by the war for all but purely war loans, the people of Saskatchewan must supply the necessary money required to carry on the work designed to be done under the Farm Loans Act, and provide for greater production in Saskatchewan with consequent increased development of the province and enlarged prosperity for its people.

The Saskatchewan Government has, therefore, decided to ask the people of Saskatchewan to patriotically subscribe the necessary money for this purpose through the medium of a provincial domestic loan.

Ten-year Saskatchewan Greater Production Loan bonds will be issued in denominations of \$20, \$100, \$500 and \$1,000, bearing interest at five per cent. per annum, payable half-yearly. A unique feature of these bonds is that they will be redeemable at par at any time upon the giving of three months notice to the provincial treasurer.

This is the first loan of its kind ever floated in Canada. The government is merely acting, as it were, as a clearing house between two classes of our people, those who have money to invest and those who require to borrow to develop their agricultural and livestock business. To the man who has money to invest the government offers gilt-edge security and interest at five per cent. on his money, which is higher than that paid on deposit accounts, while to the borrower the government will loan the money through the Farm Loan Board at the actual cost at which it can be secured plus the cost of administration.

A province-wide campaign of newspaper advertising has been decided upon by the government and has been entrusted to the Saskatchewan Division of the Canadian Press Association to carry out. Advertisements will appear in every daily and weekly publication in Saskatchewan this week. Our readers should watch for and carefully read these announcements and do their part to make this patriotic campaign for greater production in Saskatchewan in these days of stress and food shortage a splendid success by subscribing for one or more Saskatchewan Greater Production Loan bonds.

### DO YOU CARRY INSURANCE?

The handsomest compliment and present for a wife is wrapped up in a policy of life insurance on which the payments have been kept up. A woman's husband was dying and a friend inquired about her financial position. She had an interest in a house and also a life insurance policy. That did not take the place of her husband or compensate her for the loss, but it lifted a large burden off her shoulders. A marriage license and a life insurance policy should go together. Every man accepts the responsibility for his wife and children while they are living, but as a rule he neglects to provide for them properly when he is gone.

Men are careful to insure their property, but neglect life insurance; yet, when we stop to consider, there is no comparison between the two, because a building may burn, a life must die. When a building is burning men ask the question, "Is it insured?" Every day we see funerals on the street, yet no one asks, "Did he carry insurance?" There

## The Bluebird

The Bluebird has for ages been the symbol of happiness.

How to attain this ever-elusive state has been the study of men and women from the beginning of time.

Centuries of experience have shown that contentment is the one thing needful to secure happiness.

Contentment is possible only where food, clothing and shelter are assured from year to year.

In other words, poverty makes happiness or contentment impossible in a world such as the one in which we are living.

Life insurance is the great enemy of poverty and therefore conduces much to the happiness of our people.

But far greater in importance than our own happiness, is the happiness of those dependent upon us.

The Life Policy captures the elusive Bluebird of Happiness, and keeps it a captive in the home.

Write for Booklet entitled "Ideal Policies."

**Mutual Life Assurance Company of Canada**  
Waterloo-Ontario

310

## The Weyburn Security Bank

Chartered by Act of The Dominion Parliament

HEAD OFFICE Weyburn, Sask.

Nineteen Branches in Saskatchewan

H. O. POWELL, General Manager

## MONEY TO LOAN

On Improved Alberta Farms

PROMPT SERVICE AND BEST CURRENT TERMS

Associated Mortgage Investors  
Granite Bldg. Rochester, N.Y.

MADE IN CANADA

**REFINED**

ALL THE NEATNESS AND STYLE OF THE FINEST LINEN MAY BE YOURS IN

**CHALLENGE COLLARS**

— THE MOST DESIRABLE WATERPROOF COLLARS ON THE MARKET —

AT YOUR DEALER'S, OR DIRECT —

**25c**

THE ADJUSTOR CO. OF CANADA