

## Farmers' Financial Directory

### Canada's Victory Loan 1917

**Do Your Bit!**

**Be Prepared to Buy a  
VICTORY BOND**

*This space donated by EDWARD BROWN & CO., Winnipeg*

### Canada's VICTORY Loan 1917

**Get Your Cash Together NOW!**

*This space donated by OSLER, HAMMOND & NANTON, Nanton Building, Winnipeg*

### MONEY TO LOAN

On improved and occupied farm property.  
PROMPT ATTENTION. CURRENT RATES.  
Full particulars from our agent in your district or—

**UNION TRUST**  
STRENGTH—FIDELITY  
COMPANY LIMITED

REGINA, SASK.

WINNIPEG, MAN.

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### A Twofold Duty

1. Make a will.
2. Appoint a suitable executor.

—Otherwise you do less than you owe to those dependent upon you.

Write to us for the reasons why trust companies have come to be recognized as the best executors.

**National Trust Company  
Limited**

323 Main Street, Winnipeg

ALLAN S. BOND,  
Assistant Manager

D. H. COOPER,  
Manager

### GOVERNMENT and MUNICIPAL Bonds and Debentures

Are the safest investments for your surplus funds and can be easily realized. You can invest any amount from \$100 up to yield 5½ to 6½ per cent. per annum.

The CANADIAN WAR LOAN returns nearly 5½ per cent. per annum.  
WRITE FOR FULL INFORMATION

**OLDFIELD, KIRBY & GARDNER**  
Bond Dealers Winnipeg

WHEN WRITING TO ADVERTISERS PLEASE MENTION THE GUIDE

### ECONOMICS OF INSURANCE

"The business of life insurance is intimately bound up with the economic life of the nation," said Professor W. W. Swanson, of the University of Saskatchewan, addressing the Life Underwriters' Association on the economic value of life insurance. Professor Swanson then proceeded to show that the greatest of all virtues, for efficiency in war or in peace, is thrift, and demonstrated what a factor life insurance is to that end. "In fact," he continued, "its wide ramifications, if fully traced, would, in their effects upon the social and business conditions of the country, astonish even the professional investigator. It goes without saying that colossal as the life insurance business is today, it must inevitably assume larger proportions in the future. While the fundamental idea underlying insurance has remained the same since its inception centuries ago, its application constantly assumes new and more efficient forms in the body politic. And there is no reason to believe that insurance organizations have reached the limit of their development in attempting to meet the ever-changing conditions of modern life. There is no more fascinating field for research and none more important for the scientific investigator of social and economic life than the present and future forms which life insurance is assuming and will assume in the days to come. The great war has fundamentally affected the life of all nations and of all communities, and it must therefore react upon the efficiency and the adaptability of life insurance to meet the economic requirements of our time.

"We cannot insist too strongly," he said, "that governments should do everything in their power to build up the life insurance business. Too frequently it would appear that legislators are more anxious to gratify the passion of the mob in its insensate desire to destroy big business than to safeguard the vital interests of the state.

"It is scarcely necessary at this late day to dwell long upon the distinction between saving and hoarding. Nevertheless, there is still, in some quarters, much confusion of mind on this subject—a matter of fundamental importance in the life insurance business. Aside from those in control of insurance corporations, few realize that the hundreds of thousands of premiums paid annually for life insurance, small as the individual contribution may be, amount in sum total to an enormous volume of capital which is used productively to fertilize industry, commerce and agriculture throughout the length and breadth of the nation. The railroads that have opened up the fertile West, the towns and cities that have been built almost overnight, the vast industrial equipment that has made America the workshop of the world—these and a thousand other enterprises have all been rendered largely possible through the investments of life insurance corporations. The truth is that, aside from the benefits that the individual derives from his policy, the whole nation shares in the fruits of such enterprise. If the business of life insurance were destroyed, the nerve centre of the nation's economic life would be paralyzed.

"While comparisons may not be adequately made between life insurance corporations on the one hand, and banks and other financial enterprises on the other, it may be safely said that the former have contributed more to the upbuilding of the basic industries of the nation than the latter—that the railroads, the municipal utilities, the canals and the shipping of the country owe much more to life insurance investments than to banking accommodation. All this comes about because of the essential difference in the nature of the business of these social organizations—the life insurance corporations depending upon long-time investments for their income, and the banks upon short-time commercial loan. They play equally important roles in different ways."

### PROFITS OF E. D. & B. C. RAILWAY

It was shown in a case brought before the Railway Commission at Winnipeg recently that the earnings of the Edmonton, Dunvegan & British Columbia Railroad during last year were \$513,150, with operating expenses \$393,000, the fixed charges \$290,700, the interest on investment \$48,580, the deficit for last year \$193,000. The total loss on this railroad up to the end of 1916, i.e., in the two years of its operation, amounts to \$318,000.

### In the Case of Small Estates

There is great need for the safeguarding of the few thousands that the average man leaves, because it is all that stands between the widow and poverty.

If an inexperienced or a careless Executor has the placing of that all-important legacy, there is the danger of an unsound investment being chosen, thus sweeping away the sole barrier between the dependent family and poverty.

Placed with The Canada Trust Company, that estate would be conservatively and sanely handled and the revenue each year absolutely assured.

### THE CANADA TRUST COMPANY

THE  
**Huron & Erie  
MORTGAGE CORPORATION**

(UNDER SAME MANAGEMENT)  
COMBINED ASSETS, OVER \$24,000,000

MANITOBA BRANCH  
Oldfield, Kirby and Gardner Building  
Winnipeg

SASKATCHEWAN BRANCH  
2119 Eleventh Ave., Regina

ALBERTA BRANCH  
McLeod Building, Edmonton

### The Weyburn Security Bank

Chartered by Act of The Dominion  
Parliament

HEAD OFFICE: Weyburn, Sask.

Nineteen Branches in Saskatchewan

H. O. POWELL, General Manager

### TO SALARIED MEN

Send for the pamphlet "Our Savings," issued by The Great-West Life Assurance Company.

It shows that a suitable Life Policy offers the surest way of providing a competence for old age—while at the same time assuring the comfort of dependent ones—should untimely death occur.

Ask a Great-West Policyholder what he thinks of his policy.

Some 65,000 Policyholders have shown that they consider The Great-West Policies the best available.

### THE GREAT-WEST LIFE ASSURANCE COMPANY

Dept. "F"

Head Office — WINNIPEG, MAN.

### THE C. P. R. GIVES YOU TWENTY YEARS TO PAY

An immense area of the most fertile land in Western Canada for sale at low prices and easy terms ranging from \$11 to \$30 for farm lands with ample rainfall—irrigated lands up to \$50. One-tenth down, balance if you wish within twenty years. In certain areas, land for sale without settlement conditions. In irrigation districts, loan for farm buildings, etc., up to \$2000, also repayable in twenty years—interest only 6 per cent. Here is your opportunity to increase your farm holdings by getting adjoining land, or to secure your friends as neighbors. For literature and particulars apply to Allan Cameron, General Superintendent of Lands, Department of Natural Resources, 1st Floor, First Street East, Calgary, Alta.