

BANK OF MONTREAL

Established 100 years (1817-1917)

Capital Paid up, \$16,000,000 Rest, \$16,000,000
 Undivided Profits, \$1,557,034
 Total Assets, - - \$386,806,887

BOARD OF DIRECTORS:

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 C. B. Gordon, Esq., Vice-President

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Head Office: MONTREAL

Sir Frederick Williams-Taylor, General Manager
 A. D. Braithwaite, Assistant General Manager

Branches and Agencies { Throughout Canada and Newfoundland
 Also at London, England:
 And New York, Chicago and Spokane in the United States.

A GENERAL BANKING BUSINESS TRANSACTED

D. R. CLARKE,
 Superintendent of
 British Columbia Branches
 Vancouver

W. H. HOGG,
 Manager
 Vancouver Branch

The Royal Bank of Canada

INCORPORATED 1869

Capital Authorized \$ 25,000,000
 Capital Paid Up 12,900,000
 Reserve and Undivided Profits 14,300,000
 Total Assets 275,000,000

HEAD OFFICE, MONTREAL

BOARD OF DIRECTORS:

Sir H. S. Holt, President E. L. Pease, Vice-President and Man. Director
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 Hugh Paton C. E. Neill G. G. Stuart, K.C.
 Wm. Robertson Sir M. B. Davis

OFFICERS:

E. L. Pease, Managing Director
 C. E. Neill, General Manager F. J. Sherman, Asst. Gen. Manager
 W. B. Torrance, Superintendent of Branches

358 Branches distributed throughout every province in the Dominion of Canada and in Newfoundland; also Branches throughout the West Indies.

LONDON, ENG., OFFICE—Princes St., E. C. 2.
 NEW YORK AGENCY—Corner William and Cedar Sts.

ELEVEN BRANCHES IN VANCOUVER

C. W. FRAZEE
 Supervisor of B.C. Branches
 Vancouver

S. G. DOBSON Mgr.
 F. St. C. HARRIS, Asst. Mgr.
 Vancouver Branch

gave British Columbia lumber extensive publicity, and was awarded a gold medal by the exhibition authorities. Many different trade inquiries resulted, and there was distributed a great deal of general information about British Columbia woods.

(6) To bring the publicity campaign forcibly to the attention of Eastern retailers, circulars were sent out asking those who stocked British Columbia woods to say what stocks they carried, in order that this information could be compiled and printed in a directory. This directory has served the double purpose of keeping the retailer aware of the opportunity of advertisement he would miss if he did not stock British Columbia wood, and of helping the user of wood who did not always know where British Columbia woods could be obtained. Ten thousand of these directories have been mailed to architects, engineers, contractors, and carpenters throughout Eastern Canada.

(7) The Dominion Government, Harbor Commissions, School Boards, Power Commissions, etc., had all been accustomed to use southern pine. With large users such as these, British Columbia timber is now superseding the imported article.

(8) Manufacturers of products in which wood is used have been shown where they could obtain Canadian material. This class of business is highly desirable, inasmuch as it does not vary from time to time to the same extent as the retail lumber trade. It demands a special product and is willing to pay good prices. For instance, several wagon manufacturers who had hitherto used southern pine have secured their 1917 supplies from British Columbia.

(9) The Lumber Commissioner is a member of the lumber section of the Toronto Board of Trade, and as such keeps in weekly contact with the prominent lumbermen of Toronto.

Such publicity work would, of course, be valueless if it were not followed up energetically by the mills of this Province. The fact that shipments to the East have doubled during the past year is concrete evidence of the fact that British Columbia lumbermen are paying marked attention to the Eastern market. It is to be confidently expected that British Columbia's trade in lumber with Eastern Canada will continue to increase at a rapid rate. The market there is large and steady and will help to stabilize our British Columbia industry.

Prairie Market.

On the Prairie the main object was to increase the use of wood on the farm. A series of building pamphlets was issued in co-operation with the Prairie agricultural authorities.

In the distribution of these bulletins the method was adopted of requiring a written request from a farmer and then mailing the pamphlets direct. In this way there was no overlapping and no unnecessary waste of copies by broadcast distribution.

In 1916, 212,000 farm bulletins have been distributed as follows:—

Combination or General Purpose Barns.....	25,000
Implement Sheds and Granaries.....	25,000
Piggeries and Smoke Houses	24,000
Poultry Houses	24,000
Farm Houses	22,000
Beef Cattle Barns.....	20,000
Horse Barns	20,000
Sheep Barns	19,000
Dairy Barns	18,000
Silos and Root Cellars.....	15,000

Total.....212,000

The trade and farm journals of Western Canada have printed extensive extracts from these bulletins, and they have been supplied with the necessary cuts for illustration free of charge. These pamphlets were also carried and explained on the "better-farming" trains, and used in the instruction of agricultural classes. In addition, lantern-