

Farmers' Financial Directory

THE HOME BANK OF CANADA

BRANCHES AND CONNECTIONS THROUGHOUT CANADA
JAMES MASON, General Manager

General Banking Business transacted. Full compound interest at highest bank rate paid on savings accounts of one dollar and over. Sales notes discounted and collected. Blank sales notes supplied free on application. "56

Winnipeg Office: **426 MAIN STREET** W. A. Macchaffie
Manager

S. H. HENDERSON,
President

ED. DEWART,
Vice-President

C. D. KERR,
Treasurer

The Wawanesa Mutual Insurance Co.

Head Office - Wawanesa, Man.

A. F. KEMPTON, Secretary-Manager

Assets Over Liabilities \$710,596.60
Number of Farmers Insured Dec. 31st, 1914 27,175
Amount of Insurance in Force \$42,299,525.00

A Fire Company insuring all classes of Farm Property at the Lowest Possible Cost to the Assured. FARMERS! Here are Six Reasons why it will pay you to insure your Property in

THE WAWANESA MUTUAL INSURANCE COMPANY

FIRST—Because it is owned and operated by the Farmers of the three Prairie Provinces for their mutual benefit and not to enrich stockholders of a company formed to accumulate wealth at the expense of the insurer.

SECOND—The cost of insurance is not only very low, but you are not required to pay your premiums in advance unless you prefer doing so, and no interest is charged where premium notes are taken. The agent's fee is all that is required to be paid in cash.

THIRD—The Company is thoroughly reliable, and its policies are better adapted

to Farm Insurance than any others issued. The use of steam threshers permitted free of charge.

FOURTH—The cost of adjustment of loss claims are paid by the Company and not by the insured.

FIFTH—Insurance on livestock covers them against loss by fire anywhere on the farm, and by lightning anywhere in Manitoba, Saskatchewan and Alberta.

SIXTH—That this is the Largest Farmers' Mutual Fire Insurance Company in Canada and must therefore be giving the best satisfaction.

SAFETY PLUS FAIR DEALING

POINTERS FOR FARMERS:

FIRST—Consider an Insurance Company's financial strength.
SECOND—Loss paying record for fair dealing.
THIRD—Conditions of policy for liberality.

The London Mutual Fire Insurance Company

FIRST—Assets \$863,554.52; Surplus to Policy-holders \$433,061.40.
SECOND—In fifty-six years has paid over \$8,500,000 to Policy-holders.
THIRD—Gives the Farmer the most liberal policy conditions.

SEE OUR LOCAL AGENT OR WRITE TO

Carson & Williams Bros. Limited
Union Bank Building
Winnipeg

London Mutual Fire Insurance
Company, 33 Scott Street, Toronto
F. D. WILLIAMS, Manager

Every Railway Station

Has an Express Office. In every town and city in the country there is at least one place where you can get

Dominion Express Money Orders

To send currency in a letter is never safe; even when sent by registered mail there is danger of loss.

Dominion Express Money Orders are Safe

You cannot lose a single cent because the Express Company will reimburse you for the full face value of your order if your letters should be lost in the mail. Call on your Express Agent—you'll find him courteous and obliging. Ask him to explain a few of the advantages of

DOMINION EXPRESS MONEY ORDERS and FOREIGN CHEQUES

THE Weyburn Security Bank

Head Office: Weyburn, Sask.

FOURTEEN BRANCHES IN SASKATCHEWAN

A Western Banking Institution for Western People.

H. O. POWELL : General Manager

J. A. FRAZER President G. ROWAN Vice-President H. E. HEMMONS Treasurer

THE MINIOTA FARMERS MUTUAL FIRE INSURANCE Co.

Head Office: BEULAH, Man.

M. G. DOYLE, Secretary-Manager
Licensed to transact business in Manitoba and Saskatchewan. Full Government Deposit with Saskatchewan Government.

Financially the strongest Farmers' Mutual Insurance Co. in Western Canada, with over \$15,000,000.00 of insurance in force and assessing the lowest rates to policy holders of any company doing business in the West.

AGENTS WANTED
in districts unrepresented. Must be able to deliver the goods. Write for further information.

IF YOU DO NOT SEE WHAT YOU WANT ADVERTISED IN THIS ISSUE, WRITE US AND WE WILL PUT YOU IN TOUCH WITH THE MAKERS

Farm Finance

A Department for the Discussion of the Financial Problems of the Farmer.
Banking—Insurance—Mortgages—Investments

LIFE INSURANCE

Life insurance is the highest form of protection. It can be defined or described in various ways, and it has so many phases that only a long definition will convey the whole meaning of the term. One authority calls it "the application of insurance to loss or injury caused by death." When this phrasing is analyzed, the real meaning of the term is found to be not life insurance, but death insurance. That is the proper or accurate wording. The popular version is life insurance, however, and life insurance it must be. The fact that a person can insure his life for a definite amount has led to the adoption of that terminology, and it is only necessary to consider death as the inevitable contingency in order to study the science.

In the same sense that insurance is applied to loss or injury caused by death, we may say that life insurance has applied itself to modern business. It is conducted solely on business lines, and it has intertwined itself so closely with the commercial and financial undertakings of the world that one wonders whether its place could be filled in any other way. It is not necessary to produce statistics to convince the ordinary observer that the aggregations of wealth represented by the assets of the life insurance companies in any country constitute a large proportion of the total wealth of that country. This is particularly true of Great Britain and the United States, and the same condition prevails in Canada.

For the Widow and Orphan

These introductory statements may explain some of the broader characteristics of what has already been described as a science. It is advisable, perhaps, to specify more particularly the basic principle which makes it so important an item in the civilization of the twentieth century. The fundamental object of life insurance is the protection of families and dependents, or of business interests from the pecuniary loss which is liable to result from the death of the person insured. That is why it is entitled to rank as the highest form of protection. Its function is to prevent widows and orphans from suffering the inconvenience and discomfort of poverty thru the loss of the husband and father, or to safeguard business concerns from the danger of bankruptcy due to the sudden removal by death of an important personal factor in their organization. The possibility of misfortune occurring is overcome by providing a relatively large amount of money at once. This sum is usually sufficient to take care of all immediate needs, and frequently it furnishes capital sufficient for an indefinite period. The reason why this money is available immediately after the death of the person insured is that the protection was purchased by or for him during his lifetime. Someone may ask, what is the justification for regarding this as the highest form of protection? The answer opens up an inquiry into the field of human emotions, and it is not intended that these articles should be philosophical. They are merely discursive and explanatory. But it may not be out of place to suggest that to provide for the wife and children, or aged parents, left behind when the breadwinner is taken away, is a most laudable enterprise. Most people are endeavoring to accumulate for themselves or their dependents an amount of capital which will guarantee a measure of comfort in later years. The process is slow and uncertain, more so during times of depression and business reaction, and if the person responsible for procuring the family income be removed by death, the efforts of his whole lifetime in the direction of acquiring a competence may prove to have been unavailing.

Compulsory Insurance Advocated

There are many thoughtful business men in Canada who believe that life insurance should be made compulsory, that every person who has dependents should be compelled by federal legislation to protect them by means of an insurance contract for a certain minimum. They

have learned how many advantages flow from the placing of "adequate protection" upon the lives of individuals within the range of their acquaintance, and they want to see these benefits extended to the wider field. It is not necessary to analyze the arguments in favor of such a position. It should be sufficient to state that this opinion prevails in certain quarters. It is bound to gain headway as time goes on, if only on account of the lack of plausible explanations for opposition to the principle of life insurance.

When so many reasons can be advanced in support of life protection as a principle, the wonder is that every man is not insured. And yet a large proportion of the adult males in Canada are still outside the fold. What is their reason? They insist that they cannot afford to pay for it. But they can find the money to pay for automobiles, or cigars, or billiards, or liquor, or mortgages, or any other of our modern luxuries. The simple answer is that they are selfish or inconsistent, or both. They resemble the philosopher in the vaudeville show who declined to admit that he should do anything for those who might come after him in this world. "Posterity," he insisted, "never did anything for me." The man who persistently refuses to make provision for the members of his family who are likely to survive him should cause us to inquire how deep are the roots of our civilization, and to seek the means of spreading the gospel of unselfishness.

For All Classes

Life insurance appeals with special force to those whose principal dependence is on their daily or yearly earnings. The purpose of their activities is not alone to meet the obligations of today. It is to provide against the necessities of the future as well, and no one who is concerned about the welfare of his home and family is in a position to disregard the experience of those who have derived benefit from protection on their lives. A feeling of certain immunity against financial misfortune liable to be caused by one's death is a great asset in life. The farmer, the railway employee, the merchant, the mechanic and the clerk are all interested in the problem of securing for themselves a competence. Even when they find that they have succeeded fairly well in accumulating a store of the world's goods, they are not less mindful of their responsibilities. The leaders in every walk of life are men who are heavily protected by life insurance. Is this only because they are able to pay for all the protection they need? Not at all. The shrewdness and intelligence which have enabled them to ascend the ladder of success have been revealed in their attitude towards it, and they are almost invariably to be numbered among its enthusiastic advocates.

MONEY FOR CROP MOVING

In order to facilitate the marketing of the grain crop the Canadian banks are now, for the first time, making use of the Finance Act of 1914, by which they are enabled to secure Dominion notes in excess of the regular issue by depositing with the Minister of Finance securities approved by the treasury board. W. L. Ball, formerly manager of the Eastern Townships Bank at Winnipeg, has been appointed to represent the Finance Department in carrying out the act, with an office in Winnipeg. The procedure is that warehouse receipts, representing grain in store at the terminals, are pledged with the bank as security for loans and the bank then deposits the securities with the government and receives currency in exchange. The banks are permitted to issue excess currency to the extent of 15 per cent. of their paid up capital during the crop-moving season and previously this has been sufficient to provide for the moving of the crop. The Finance Act came into force in August, 1914, being passed at the first war session, but the banks did not find it necessary to make use of its provisions last year.