

THE CANADA PERMANENT TRUST COMPANY

which is under the same direction and management as the
CANADA PERMANENT MORTGAGE CORPORATION

will be pleased to serve you in any of the various capacities in which a Trust Company may be of service

IT IS EMPOWERED TO ACT AS

Executor or Trustee of an estate left under Will.

Administrator

Agent for Executors or Administrators.

Trustee under Trust Deeds, Marriage Settlements, Endowments, etc.

Financial Agent for the Management of Property, Collection of Rents, Dividends, Coupons, or other Income, or for the Investment of Moneys, etc.

Guardian or Trustee for the Estates of Minors, etc.

Committee of the Estate of Persons mentally afflicted.

Trustee for Bond Issues.

Transfer Agent and Registrar.

All interviews and correspondence confidential

HEAD OFFICE—TORONTO

BRITISH COLUMBIA BRANCH:

432 Richards Street

Manager, GEORGE L. SMELLIE

Vancouver

THE GREAT WEST PERMANENT LOAN COMPANY

Paid-up Capital\$2,410,925.31
Reserve 685,902.02
Assets 7,426,971.18

4% Paid on Deposits withdrawable by Cheque.

One of the best Authorized Investments for Trust Funds is our 5 per cent. Debentures.

Head Office : WINNIPEG

Vancouver Office : ROGERS BUILDING

R. J. POTTS, Manager.

The London Assurance Corporation

Paid \$7,600,000.00 gross losses arising from the San Francisco conflagration. This is a much greater amount than paid by any other company operating under a single name in this or any other conflagration and stands without parallel in the history of insurance.

Law Union & Rock Insurance Co. Ltd.

has the largest excess of assets over liabilities IN CANADA of any fire insurance company in the world.

RICHARDS, AKROYD & GALL

AGENTS

Established 1885

325 Homer Street - - Vancouver, B. C.

Vancouver Financial Corporation, Limited

Estates Managed.

Insurance of all Kinds.

AGENTS FOR—

The Aetna Insurance Company of Hartford, Conn.
General Accident, Fire and Life Assurance Corporation, Limited, of Perth Scotland.

Union Insurance Society of Canton, Limited.

R. KERR HOULGATE,

General Manager.

Phone Sey. 7370

502-507 Yorkshire Bldg.
Vancouver, B. C.

health and efficiency of our civilian population, should be urged to assist the Government by adopting at least a part of their plants to the manufacture of articles clearly required for these purposes. Bankers would do well to scrutinize carefully the credits of those engaged in industries not clearly essential for those purposes since such industries are likely to be the first ones to suffer interruption from transportation, fuel or power embargoes.

The payment of large dividends by manufacturers, under existing conditions is strongly depreciated. It is highly expedient that the present abnormal profits, due to the war, should be conserved to insure, as far as possible, the continuance of ordinary dividends, and to provide for the unforeseen contingencies that will arise during the reconstruction period after the war. There will then be large demands for capital for new industrial development.

3. Merchants.—Almost the same suggestions that have been made in regard to the production of goods by manufacturers may be applied to the distribution of goods by merchants, namely, reduction of stock carried, reduction or elimination of that portion of their stock consisting of articles of mere fashion or luxury and the substitution of plainer and more serviceable articles, and the avoidance of new styles in clothing, articles of personal comfort, etc.

While it is impracticable to deal with the subject more specifically at the present time every General Manager is urged to assist in the movement and is respectfully invited to point out to each branch manager that the latter can have a part in thus promoting the national interests by—

- Studying and understanding the economic necessity for the conservation of credit;
- A careful analysis of each loan in his branch to ascertain those which are the least essential to the prosecution of the war;
- Applying to each application for a new loan the test, "Is it necessary for the prosecution of the war or the health and safety of our civilian population?"
- Discussion with other bankers in the same place or neighborhood as to methods of credit conservation which it may be practicable for them to undertake;
- Urging his local trade organizations and board of trade to study the subject and make definite recommendations for the conservation of credit and the conversion of less essential to more essential production and distribution;
- Discussing the matters with his customers with a view to educating them to the necessity of keeping their demands for credit at a minimum;
- Exerting his influence upon his neighbors and his municipality to reduce expenditures for improvements to a minimum during the period of the war. Postponement of every improvement not absolutely necessary for health and safety should become a national policy;

London & British North America Company, Limited

REPRESENTING :

North British & Mercantile Insurance Company and

Hartford Fire Insurance Company.

LOANS—INSURANCE—ESTATE MANAGEMENT

London Building

Vancouver, B. C.

MARINE INSURANCE

Union Marine Ins. Co. of Liverpool

Boston Insurance Co.

Great American Insurance Co.

MACAULAY & NICOLLS

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Vancouver, B. C.

Telephone Seymour 8010—8011