

Farmers' Financial Directory

S. H. HENDERSON,
PresidentED. DEWART,
Vice-PresidentC. 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.

CROWN LIFE

Praise Enough

to fill the ambition of a private citizen: "He provided well for his family—he carried adequate life insurance."

The Crown Life has over \$120 of Assets for every \$100 of liabilities. Insurance in the Crown Life is a sound investment.

Let us send you some new Insurance facts.

CROWN LIFE INSURANCE CO., TORONTO

G. T. SOMERS, President.

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issued by the Union Bank of Canada. No one can cash them without your signature. Issued in denominations of \$10, \$20, \$50, \$100 and \$200, with value in foreign currencies plainly stated on the face. Accepted at full value at hotels, ticket offices and business places generally throughout the world.

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Head Office, Winnipeg
Total Assets Over \$80,000,000
Deposits Over \$60,000,000

THE HOME BANK OF CANADA

BRANCHES AND CONNECTIONS THROUGHOUT CANADA
JAMES MASON, General Manager

A deposit of One Dollar opens a savings account with the Home Bank. The account may be added to by deposits of further large or small amounts and Full Compound Interest will be paid at highest Bank rate.

Winnipeg Office:

426 MAIN STREET

W. A. Macchaffie
Manager



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Big Money This Year! Don't tempt fate this year, when the chances for big money are better than ever, because of the war in Europe, which has cut off the foreign supply. Your furs are made into garments which bring big profits. You'll get the benefit of this if you ship to us. Settle your problems once and for all by finding out the best market in the country for your furs every year. We are the largest handlers of silver fox. Let us advise you how to get the best price for your skins. Write for our free Market Reports and Price Lists.
THE AMERICAN EXPORTING AND FUR MANUFACTURING COMPANY
Dept. G2, 425-427 Decatur Street, New Orleans, La. (17)

FARMERS AND THE BANKS

The estimation in which the business of farmers generally is held by the banks may be judged from the following extract taken from "The Manual of Canadian Banking," by H. M. P. Eckardt, a standard work on the subject:

"The kind of business the manager will be called on to transact will depend on the kind of district in which his branch is located. The majority of the country branches are located in the prosperous agricultural districts. In them there are considerable dealings with farmers. There is much variety in the business of the various agricultural branches. A branch in an Ontario town, for example, will contrast sharply with a branch in a Manitoba or Alberta town. In the East, the bulk of the farmers' business consists of deposits; in the West it consists of loans. Wherever it is the farmers' business is highly prized. Taking the farmers as a whole, it can be said that they do not use the bank's capital—they furnish deposits to equal or more than equal their borrowings. The dealings of the bank with them, therefore, consist in its turning over their money at a profit. Moreover, loans to farmers, when properly made, comprise one of the safest of the banks' investments, and cause probably less anxiety and trouble than any other class of loan.

Manufacturers Big Borrowers

"Of the other classes of dealings there are many where the opposite of this is the case. It cannot be said that manufacturers do not use the bank's capital; they do, and most extensively. The amount of loans to manufacturers far overbalances the deposits received from them. And quite frequently the loans are difficult to handle and occasion much trouble and anxiety.

"Those who have been most successful in dealing with farmers exercise care not to let their loans exceed the surplus liquid assets of the borrowers. They avoid making advances that will be regarded by the borrower as something that can run on indefinitely—like a mortgage. They require a clearing up of liabilities every year.

"The notes offered by farmers are usually endorsed, one good farmer backing another, or else notes secured by produce shortly to be sold. In the East the loans are not usually large enough to be especially referred to head office, but in the West they are on a larger scale. Loans of the big farmers there not infrequently amount to one or two thousand dollars or more before their liabilities are cleared off thru sale of produce or livestock.

Produce and Livestock Buyers

"Then there are the accounts of the produce and livestock buyers. They require advances of the bank's money to enable them to pay cash for what they buy. The advances are usually for short dates, and are secured by endorsed notes, or by pledge of the commodities bought. These men, especially the livestock buyers, are expert traders, and pretty keen on getting horses, cattle, etc., from the farmers as cheaply as possible. As a rule, they are careful of their reputation at the bank and do not try to get ahead of it. For all that, the loans have to be carefully watched."

MR. MICAWBER ON THRIFT

There is a valuable lesson for farmers, as well as other people, in the dictum on the subject of thrift which Dickens puts into the mouth of that most famous of all unthrifty characters, Wilkins Micawber. Micawber, in the midst of one of those trying seasons of "financial difficulties" which so often marked his career, declared to his young friend Copperfield that he had nothing to give but advice. His first warning was against procrastination. The narrative proceeds: "My other piece of advice, Copperfield," said Mr. Micawber, "you know. Annual income twenty pounds, annual expenditure nineteen pounds nineteen and six; result, happiness. Annual income twenty pounds, annual expenditure twenty pounds, ought and six; result, misery. The bloom is blighted, the leaf is withered, the God of day goes down upon the dreary scene, and—and, in short, you are forever floored. As I am."

A PARABLE INTERPRETED

John D. Rockefeller told his pastor at Cleveland that he was the original of the Prodigal Son. The rest of the world, it seems, is the Fatted Calf.—The Christian Socialist.

International Loan Company Ltd.

We buy first mortgages covering improved farm lands or revenue bearing property and agreements of sale at a discount.

AUTHORIZED CAPITAL \$500,000.00
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707-708 Confederation Life Building, Winnipeg

THE

Weyburn Security Bank

Head Office: Weyburn, Sask.

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A Western Banking Institution for Western People.

H. O. POWELL : General Manager

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There is none better. See our Local Agent or write for his Address to—
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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.

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

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in moderate amounts on improved occupied farm property

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

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