INVESTMENT AND LOAN COMPANIES.

INVESTMENT AND LOAN COMPANIES.

12 per cent. Annual Dividends on Ordinary Stock,

Safety in Security and in Directorate. The Prudential Investment Co., Ltd.

The Prudential Investment Co., Ltd. Authorized Capital, \$2,000,000.

Subscribed Capital, \$1,000,000. Assets of over a Million Dollars

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President B.C. Permanent Loan Co.;
President Pacific Coast Fire Insurance Co.
President National Finance Co., Ltd.
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Lieutenant.Governor of Alberta.
DAVID W. BOLE, Montreal;
President National Drug and Chemical Co.,
Limited.
LEWIS HALL, D.D.S., Mayor of Victoria.
G. A. McGUIRE, D.D.S., M.P.P.,
Vancouver.
ALD. JAMES RAMSAY, Vancouver;
President Dominion Biscuit Co.
GEO. J. TELFER Vancouver;
Manager B, C. Permanent Loan Co.

Head Office, VANCOUVER, B.C. Owing to the fact that the ordinary stock of the company has all been subscribed, the \$1,000,000 of 7% cumulative first preference stock is now being placed at par \$100. The ordinary stock now changes hands at \$160 per

The 7% preference stock will yield an income 50% greater than equally secure stocks or other financial securities usually listed on the exchanges, and is available on very favorable changes, and is available on very favorable terms. Full particulars may be obtained by addressing Dept. 1, National Finance Co., Ltd., Vancouver, B.C.; or at Toronto, Ont.; Ottawa, Ont.; Halifax, N.S.; St. John, N.B.; Winnipeg, Man.; Regina, Sask.; or Calgary, Paid-up Capital \$550,000.00 Reserve \$100,000.00

DIRECTORATE-cont.

DIRECTORATE—cont.

R. H. DUK E, Vancouver; General Manager
The Pacific Coast Fire Insurance Co.
M. DesBRISAY, Vancouver Merchant,
JAS. A. McNAIR, Vancouver;
Vice-President Hastings Shingle Mfg. Co.
E. W. LEESON, Vancouver;
President, I eeson, Dickie, Gross & Co., Ltd.,
Wholesale Merchants.
HON. A. E. FORGET, Regina;
Ex-Lieutenant Governor of Saskatchewan,
WM. FLAVFLLE. Lindsay, Ont.;
President, The Victoria Loan & Savings
Co., Lindsay, Ont.;
President, The Dundas & Flavelle's Ltd.
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President, Firstbrook Box. Co., Toronto
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Fort William. Paid-up Capital

MONEY TO LOAN ON IMPROVED CITY AND TOWN PROPERTY

4% allowed on deposits

5% allowed on debentures of \$100 or
over, issued for terms of from
3 to ten years

CAPITAL STOCK 7% INVESTMENT

The Company, having disposed of its Capital Stock some years ago, has, therefore, none for sale, but the stock may be purchased through the Toronto, Winnipeg and Vancouver Stock Exchanges, at prices ranging from \$128 to \$130 per share.

The last seven half-yearly dividends have been at the rate of 9 per cent. per annum, so that, at the current prices, the investment will net 7 per cent.

The Company will be pleased to furnish prospective purchasers with its Financial Statement or other information bearing on the Company, and, if so desired, the Company will purchase the Stock for the investor through the Stock Exchange, or privately, at the current prices.

for the investor through the Stock Exchange, or privately, at the current prices.

Since its inception the Company has enjoyed uninterrupted prosperity, and has taken a very active part in the development of the West. With the rapid growth of Western Canada, the demand for money is so great that the present profitable rates of interest will be maintained for years to come; and with such a desirable field for loaning operations, combined with a progressive management, the price of the Company's Stock should continue to advance, and with the prevailing high dividends, the Stock of this Company will undoubtedly be in great demand by those who desire a safe and profitable investment.

BOARD OF DIRECTORS: W. T. Alexander, Esq., Managing

profitable investment.

BOARD OF DIRECTORS: W. T. Alexander, Esq., Managing Director The Canada National Fire Insurance Company, President and Manager; E. S. Popham, Esq., M.D., Director Standard Trusts Company, Vice-President; Nicholas Bawlf, Esq., President Bawlf Grain Company, Director Bank of Toronto, Director Standard Trusts Company, Second Vice-President; Sir Gilbert Parker, M.P., London, England; E. D. Martin, Esq., Wholesale Drugglist, expresident Winnipeg Board of Trade, Director The Canada National Fire Insurance Company; James Stuart, Esq., President James-Stuart Electric Company; E. L. Taylor, Esq., Barrister-at-Law, Second Vice-President Monarch Life Assurance Company, Director The Canada National Fire Insurance Company; F. H. Alexander, Director The Canada National Fire Insurance Company, Secretary. For further information, write the HEAD OFFICE, 436 MAIN STREET, WINNIPEG, or, if more convenient, call at, or write, any of our Branch Offices.

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BREVOORT PARK is situated just outside the two mile circle in the direction in which the greatest development has taken place, and is only half a mile from the Saskatchewan University site. We are selling lots at Seventy-five dollars (\$75) to Ninety dollars (\$90) each, on the easy terms of Ten dollars (\$10) cash and Five dollars (\$5) per month.

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