

locality to supply the demand of the borrowers, the deficiency is supplied by the Head Office.

The main source of profit in Loan and Investment Companies is the rapid compounding of the interest. It is the policy of these companies to loan all the money as fast as received; consequently where the payments are made monthly the interest and premium are compounded twelve times annually, and the larger the sum compounded the greater the profit is to the company.

Hence it is that a company doing business on this plan, having a larger fund invested, can obtain better results than a company confined to a small field.

This Company is organized upon a purely mutual plan whereby the members reap all the benefits of this great system of co-operation; to set the public mind to work upon the subject; to teach its members how to accumulate a fund for future use; how to buy a home or pay an incumbrance with small monthly savings.

No similar institution in the country is organized on a more substantial and conservative basis. Unlike many companies of the same class, it does not *promise results that are beyond the range of possibilities*, but aims to treat all members with fairness and equity.

Experience has shown that it is only necessary to secure an intelligent investigation of this system of teaching economy, thrift and the accumulation of wealth, to increase the number of Loan and Investment Company shareholders. The benefits derived by the individual, the family, the town and the country are innumerable, and by honest and careful investigation can be easily appreciated.

This system of co-operative saving is to-day commanding general respect and appreciation throughout the country, and it only remains for the people to choose from the many plans of operation the one that will best conserve their individual interests.