

INVESTMENT AND LOAN COMPANIES

12 per cent. Annual Dividends on Ordinary Stock

The Prudential Investment Co., Ltd.

DIRECTORATE:

THOS. T. LANGLOIS, Esq., Vancouver, B.C., President B.C. Permanent Loan Co.; President Pacific Coast Fire Insurance Co.; President National Finance Co., Ltd.
 HON. G. H. V. BULYEA, Edmonton, Alta., Lieutenant-Governor of Alberta.
 LEWIS HALL, D.D.S., Ex-Mayor of Victoria, B.C.
 GEO. A. MCGUIRE, D.D.S., M.L.A., Vancouver, B.C.
 HON. A. E. FORGET, Banff, Alta., Late Lieutenant-Governor of Saskatchewan.
 ALD. JAS. RAMSAY, Vancouver, B.C., President Ramsay's Ltd., Montreal, Que.; President Dominion Biscuit Co., Ltd., Vancouver, B.C.
 GEO. J. TELFER, Vancouver, B.C., Manager National Finance Co., Ltd.; Second Vice-President B.C. Permanent Loan Co.
 M. DESBRISAY, Vancouver, B.C., Merchant.
 JAS. A. MCNAIR, Vancouver, B.C., Vice-President Hastings Shingle Mfg. Co.
 E. W. LEESON, Vancouver, B.C., President Leeson, Dickie, Gross & Co., Ltd., Wholesale Merchants.
 WM. FLAVELLE, Lindsay, Ont., President, The Victoria Loan & Savings Co., Lindsay, Ont.; President, The Dundas & Flavelle's, Ltd., Lindsay, Ont.
 GEO. WARD, Vancouver, B.C., Vice-President Prudential Builders, Ltd.
 JOHN FIRSTBROOK, Toronto, Ont., President Firstbrook Bros., Box Manufacturers; Director The Metropolitan Bank.
 R. M. PALMER, Kamloops, B.C., Manager British Columbia Fruit Lands, Ltd.
 DENNIS MURPHY, Ottawa, Ont., Director Bank of Ottawa, Shawinigan Water & Power Co., etc.

Safety in Security and in Directorate

The Prudential Investment Co., Ltd.

HEAD OFFICE - VANCOUVER, B.C.

Authorized Capital - \$2,000,000
 Subscribed Capital - 1,090,000

Assets of over a Million Dollars
 Paid-up Capital, \$780,000 Reserve, \$250,000

Owing to the fact that the ordinary stock of the Company has all been subscribed, the \$1,000,000 of 7 per cent. cumulative first preference stock is now being placed at par \$100. The ordinary stock now changes hands at \$160 per share.

The 7 per cent. preference stock will yield an income 50 per cent. greater than equally secure stocks or other financial securities usually listed on the exchange, 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, Alta.

Edmonton Investments

8% We can place funds 8%
 to net investors

No Speculation. Absolutely Guaranteed
 In first mortgages on both city and farm property

McNamara & Co. 44 Jasper Av. W.
 Private Bankers Edmonton, Alta.

WHEN YOU INVEST YOUR MONEY

In our short term debentures bearing 5 per cent. you secure the benefits of first mortgage security and in addition a larger margin of security than you could hope to obtain in loaning your own funds, we depositing with a trustee mortgages on PRODUCTIVE REAL ESTATE WORTH THREE TIMES THE AMOUNT OF YOUR INVESTMENT; you can get your money back in a year or five years as you arrange, and you have no bother with collections.

APPLY TO
THE EMPIRE LOAN COMPANY
 WINNIPEG, . . . CANADA

THE GREAT WEST PERMANENT LOAN COMPANY

Head Office - WINNIPEG, Man.

Branches: Vancouver, Victoria, Calgary, Edmonton, Regina, Fort William
 Paid-up Capital \$2,000,000
 Assets 4,000,000
 Reserve 520,000

MONEY TO LOAN ON IMPROVED CITY AND TOWN PROPERTY
 4% allowed on deposits of \$1 and upwards 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 \$124 to \$127 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.

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 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 Druggist, ex-President 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.

General Securities Company Limited

AUTHORIZED CAPITAL .. \$2,000,000.00

Head Office: 639 Hastings Street, VANCOUVER, B.C.
 European Office: 50 Gresham Street, LONDON, E.C.

Archibald York, Pres. Robt. Mackenzie, M.D., Vice-Pres.
 V. C. James, Managing Director
 B. Geo. Hansuld (Notary Public), Secy.-Treas.

Clients' funds invested in Vancouver First Mortgages and Agreements for Sale to net the investor an attractive rate of interest.

STOCKS BONDS INVESTMENT SECURITIES

Correspondence solicited

The Middle West Investment Company, Ltd.

Money to Loan on Improved and Vacant City Properties

L. VERHOEVEN Mgr.

The People's Realty Company, Limited

Purchases and Sells Real Estate.

L. VERHOEVEN, Mgr.

289 GARRY STREET, WINNIPEG.

The Commercial Loan and Trust Co.

HEAD OFFICE

WINNIPEG

THOS. D. ROBINSON,
 President

C. W. N. KENNEDY,
 Vice-President.

Western Mortgage Investments undertaken
 for Clients. Correspondence Solicited.

W. H. SPROULE . Manager.

EDMONTON, ALBERTA

offer safe investment opportunities.
 Reports furnished. Scrip handled.

J. C. BIGGS & CO.