

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.
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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 \$1,000,000.
Assets of over a Million Dollars.
Paid-up Capital \$750,000.00
Reserve \$250,000.00

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 exchanges, 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.

THE GREAT-WEST PERMANENT LOAN COMPANY

Head Office - WINNIPEG, Man.

Branches: Vancouver, Victoria, Calgary, Edmonton, Regina, Fort William

Paid-up Capital \$1,825,000
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 \$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.

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.

The Saskatchewan Mortgage Corporation

HEAD OFFICE: REGINA, SASK.

Authorized Capital. - - - \$2,000,000

PRESIDENT VICE-PRESIDENT
J. F. BOLE, M.P.P., Regina ROBERT SINTON, Regina
President Regina Trading Co. Director Saskatchewan Ins. Co.

We are in a position to handle the idle funds of non-resident investors and give them as security some of the choicest Loans to be had in Saskatchewan.

BANKERS SOLICITORS
The Royal Bank of Canada Messrs. Allan, Gordon, Bryant & Gordon
7-C. V. SMITH, Manager and Secretary.

An appeal for the conclusion of Canadian Provincial Government Securities in the British Trustee List, is made in "Capital Investments in Canada," a new book to be published by The Monetary Times in a few weeks. Price \$2.50.

"It is not often that an abundant supply of information on such a wide range of subjects connected with the development of Canada has been brought together in such a small compass." So says Sir Edmund Walker in a prefatory note to "Capital Investments of Canada," a new volume to be published by The Monetary Times next month. Price \$2.50.

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

EDMONTON, ALBERTA

offers safe investment opportunities.
Reports furnished, Scrip handled.

J. C. BIGGS & CO.

CROP REPORTS ARE SATISFACTORY.

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still mainly the weather, the chief concern being the progress of the rust blight throughout the spring wheat territory of the United States and Canada, and the risk of a frost visitation in the Canadian provinces. There is reliable evidence that black rust is widespread over the country, although opinions differ as to whether the infection is of the same character as that which damaged the crop of 1904. But with more reassuring advices at the week's close telling of improved weather conditions, and a modification of reports of probability of frost damage, the danger of any general disaster to the crop is considered to be past, and, granted a continuance of warm weather, Western Canada has every prospect of a yield largely in excess of any previous season.

The conditions on both sides of the Atlantic are tending to harden European markets, and prices in these markets have advanced materially within the past two weeks. Persistent reports from Russia warrant the belief that serious damage has occurred to the crop in that country, and heavy reductions are being made in Russia's exportable surplus. Weather conditions for the new crop season in India are also unfavorable and are leading to the curtailing of exports from the last crop. The Argentine and Australian crops, however, continue to make seasonable progress. Nearer home, the United States government estimate of condition of spring wheat, as at August 1st, was a bullish document, indicating an estimated probable yield of 210,000,000 bushels against 231,000,000, the final estimated yield of 1910. The condition is given as 59.8, as compared with a five-year average of 79.9. With the foregoing facts in view many traders believe in an ultimate higher level of prices.

There was a good demand for cash wheat on our local exchange, and considerable trading in futures. Prices, however, were too high for any export work in wheat. Our stocks of old wheat are getting small, but there is still a considerable amount coming along. With the rust and frost scares out of the way in a few weeks we should have a more stable market.