FACTORY LOCATIONS.

The following Canadian municipalities are offering inducements to secure manufacturing enterprises. Those interested should correspond with the parties named below. In order to facilitate the bringing together of manufacturing firms with municipalities ready to make special concessions, we are charging a very nominal rate for cards in this column. It will be furnished for the asking.

Meaford, Ont.

Has Splendid Facilities to offer Manufacturers. We want more industries.

For further particulars, write
C. T. SUTHERLAND,
Sec. Board of Trade.

WESTERN CANADA IS ALL RIGHT!

Manufacturers, Wholesalers, Jobbers and Capitalists,—

INVESTIGATE

the advantages and greater possibilities of

Portage la Prairie

MANITOBA

Four great railway systems provide excellent shipping and distributing facilities with equitable freight rates, an interchangeable transfer system, and lowest rate of expenses.

Free Sites and other concessions under conditions

Full information promptly by addressing

HERBERT W. BAKER, Sec'y
Twenty Thousand Club and Board of Trade
Portage la Prairie, - Manitoba

ATLAS ASSURANCE COMPANY.

The readers of the Monetary Times have been already told of the proceedings in London to celebrate the centenary of the Atlas Assurance Company, and of the brochure issued to commemorate the occasion. We are now in receipt of one of these books, called "Atlas Reminiscent," by Alfred Yeo, which tells some interesting things about insurance a hundred years ago, when the Peninsular War was beginning. At that time the Atlas had its own fire brigade, and did life assurance.

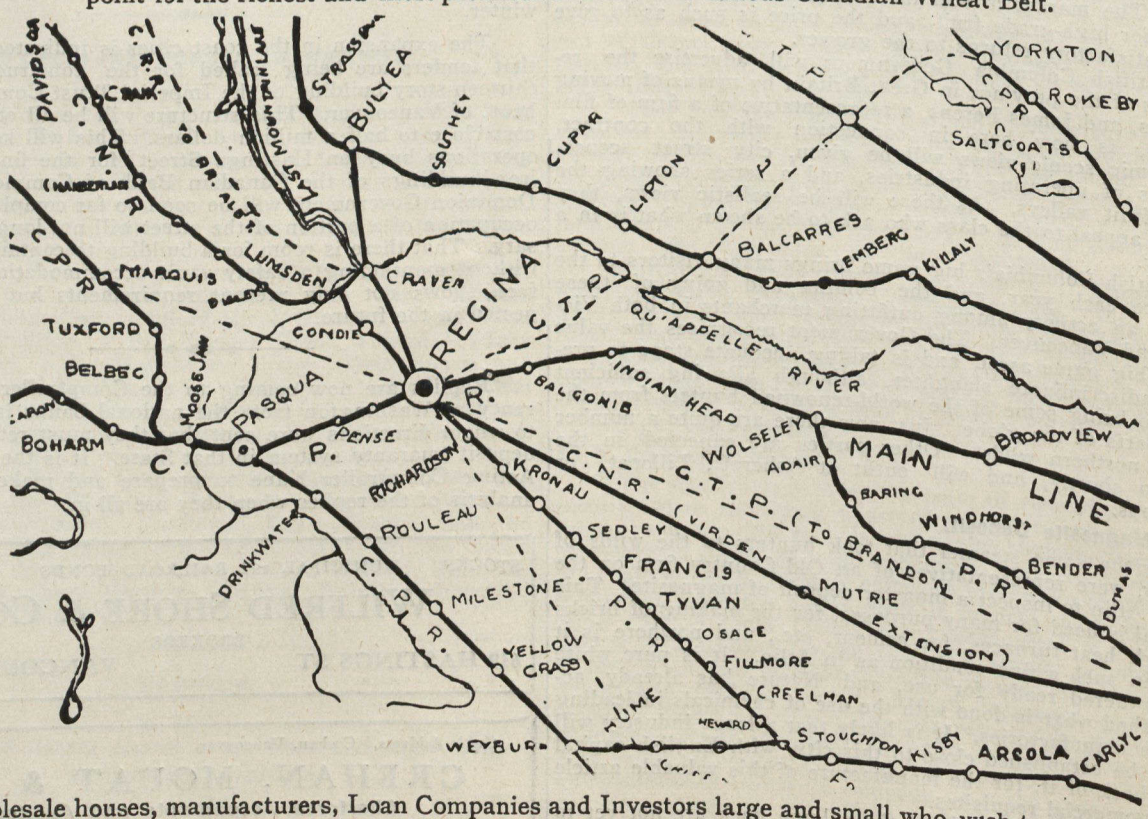
Among the lives insured were those of the Princess Victoria, aged sixteen; Emma Lady Hamilton, Sir Walter Scott, J. M. W. Turner, the artist (an original shareholder), and Fanny Kemble. Some daring underwriting seems to have been indulged in during the early years, and in 1813, 1814, and 1815, there was no dividend.

An interesting part of the celebration consisted of two presentations to the general-manager, Mr. S. J. Pipkin. One was a series of group photographs of the branch staffs of the company all over the world; the other, a lovely silver flagon by a New York artist, with the signatures of all the branch managers engraved in fac simile on one side. Mr. Pipkin's response to Mr. Frank Lock's address was admirable. Speaking of promoting men in the staff, he said the portraits would be very useful. For instance:—"In making a selection for a new post, we have to think not only what you look like, what your presence is, what your address is—all of which are very important points in connection with our company generally—but we have also to think, has he the mind for it, has he the knowledge of the business for it, has he the force of character for it, is he a square man, does he stand upright, does he play billiards too much, does he drink?"

REGINA

THE CAPITOL OF SASKATCHEWAN

From her geographical position and her Railway Facilities Regina is marked out as a great distributing point for the richest and most productive area of the famous Canadian Wheat Belt.



Wholesale houses, manufacturers, Loan Companies and Investors large and small who wish to extend their business and share in the wealth of Western Canada, the land of the Twentieth Century, should correspond with **H. C. LAWSON, Commissioner and Secretary Regina Board of Trade**