

**CIHM
Microfiche
Series
(Monographs)**

**ICMH
Collection de
microfiches
(monographies)**



Canadian Institute for Historical Microreproductions / Institut canadien de microreproductions historiques

© 1997

Technical and Bibliographic Notes / Notes techniques et bibliographiques

The Institute has attempted to obtain the best original copy available for filming. Features of this copy which may be bibliographically unique, which may alter any of the images in the reproduction, or which may significantly change the usual method of filming are checked below.

- ☒ Coloured covers / Couverture de couleur
- ☐ Covers damaged / Couverture endommagée
- ☐ Covers restored and/or laminated / Couverture restaurée et/ou pelliculée
- ☐ Cover title missing / Le titre de couverture manque
- ☐ Coloured maps / Cartes géographiques en couleur
- ☐ Coloured ink (i.e. other than blue or black) / Encre de couleur (i.e. autre que bleue ou noire)
- ☒ Coloured plates and/or illustrations / Planches et/ou illustrations en couleur
- ☐ Bound with other material / Relié avec d'autres documents
- ☐ Only edition available / Seule édition disponible
- ☐ Tight binding may cause shadows or distortion along interior margin / La reliure serrée peut causer de l'ombre ou de la distorsion le long de la marge intérieure.
- ☐ Blank leaves added during restorations may appear within the text. Whenever possible, these have been omitted from filming / Il se peut que certaines pages blanches ajoutées lors d'une restauration apparaissent dans le texte, mais, lorsque cela était possible, ces pages n'ont pas été filmées.
- ☐ Additional comments / Commentaires supplémentaires:

L'Institut a microfilmé le meilleur exemplaire qu'il lui a été possible de se procurer. Les détails de cet exemplaire qui sont peut-être uniques du point de vue bibliographique, qui peuvent modifier une image reproduite, ou qui peuvent exiger une modification dans la méthode normale de filmage sont indiqués ci-dessous.

- ☐ Coloured pages / Pages de couleur
- ☐ Pages damaged / Pages endommagées
- ☐ Pages restored and/or laminated / Pages restaurées et/ou pelliculées
- ☒ Pages discoloured, stained or foxed / Pages décolorées, tachetées ou piquées
- ☐ Pages detached / Pages détachées
- ☒ Showthrough / Transparence
- ☐ Quality of print varies / Qualité inégale de l'impression
- ☐ Includes supplementary material / Comprend du matériel supplémentaire
- ☐ Pages wholly or partially obscured by errata slips, tissues, etc., have been refilmed to ensure the best possible image / Les pages totalement ou partiellement obscurcies par un feuillet d'errata, une pelure, etc., ont été filmées à nouveau de façon à obtenir la meilleure image possible.
- ☐ Opposing pages with varying colouration or discolourations are filmed twice to ensure the best possible image / Les pages s'opposant ayant des colorations variables ou des décolorations sont filmées deux fois afin d'obtenir la meilleure image possible.

This item is filmed at the reduction ratio checked below /
Ce document est filmé au taux de réduction indiqué ci-dessous.

10x		14x		18x		22x		26x		30x	
	12x		16x		20x		24x		28x		32x

The copy filmed here has been reproduced thanks to the generosity of:

Vancouver City Archives

The images appearing here are the best quality possible considering the condition and legibility of the original copy and in keeping with the filming contract specifications.

Original copies in printed paper covers are filmed beginning with the front cover and ending on the last page with a printed or illustrated impression, or the back cover when appropriate. All other original copies are filmed beginning on the first page with a printed or illustrated impression, and ending on the last page with a printed or illustrated impression.

The last recorded frame on each microfiche shall contain the symbol \rightarrow (meaning "CONTINUED"), or the symbol ∇ (meaning "END"), whichever applies.

Maps, plates, charts, etc., may be filmed at different reduction ratios. Those too large to be entirely included in one exposure are filmed beginning in the upper left hand corner, left to right and top to bottom, as many frames as required. The following diagrams illustrate the method:

1	2	3
---	---	---

1	2
4	5

L'exemplaire filmé fut reproduit grâce à la générosité de:

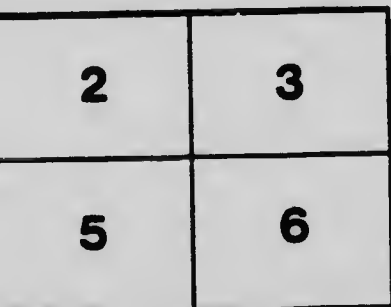
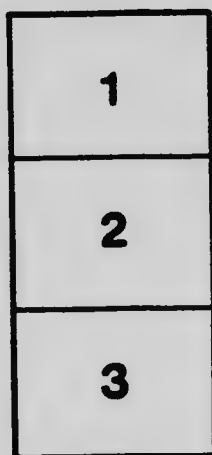
Vancouver City Archives

Les images suivantes ont été reproduites avec le plus grand soin, compte tenu de la condition et de la netteté de l'exemplaire filmé, et en conformité avec les conditions du contrat de filmage.

Les exemplaires originaux dont la couverture en papier est imprimée sont filmés en commençant par le premier plat et en terminant soit par la dernière page qui comporte une empreinte d'impression ou d'illustration, soit par le second plat, selon le cas. Tous les autres exemplaires originaux sont filmés en commençant par la première page qui comporte une empreinte d'impression ou d'illustration et en terminant par la dernière page qui comporte une telle empreinte.

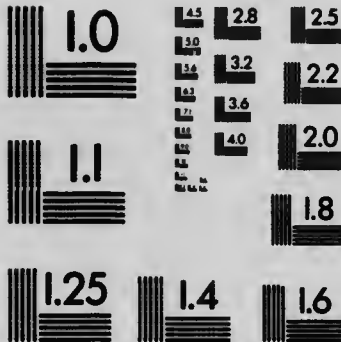
Un des symboles suivants apparaîtra sur la dernière image de chaque microfiche, selon le cas: le symbole \rightarrow signifie "A SUIVRE", le symbole ∇ signifie "FIN".

Les cartes, planches, tableaux, etc., peuvent être filmés à des taux de réduction différents. Lorsque le document est trop grand pour être reproduit en un seul cliché, il est filmé à partir de l'angle supérieur gauche, de gauche à droite, et de haut en bas, en prenant le nombre d'images nécessaire. Les diagrammes suivants illustrent la méthode.



MICROCOPY RESOLUTION TEST CHART

(ANSI and ISO TEST CHART No. 2)



APPLIED IMAGE Inc

1653 East Main Street
Rochester, New York 14609 USA
(716) 482-0300 - Phone
(716) 288-5989 - Fax

1910-2

THE PRUDENTIAL INVESTMENT Co., Ltd.



A copy of this Prospectus has been filed with the Registrar of Joint Stock Companies, Victoria, B.C. in accordance with Section 80 of the British Columbia Companies Act, 1910.



HON. A. E. FORGET,
Director.



GEO. J. TELFER,
Director.



M. DESBRISAY,
Director.



DAVID W. BOLE,
Director.



JAMES RAMSAY,
Vice-President.



JAS. A. MCNAIR,
Director.



THOS. T. LANGLOIS,
President.



E. W. LEESON,
Director.



GEO. A. MCGUIRE,
Director.

INTRODUCTION



THE Board of Directors of The Prudential Investment Company, Limited, having a thorough knowledge of conditions prevailing throughout Western Canada, and of the wonderful development of its interior resources, are confident that these Western Provinces afford unlimited possibilities for the profitable investment of capital. They also realize that combined capital can be invested in such a way as to afford ample security and at the same time yield handsome profits to investors.

THE OPPORTUNITY SEIZED

The real development of the "Great West" is in its infancy, and we are one of the factors which are assisting in its enormous advancement. To take advantage of this opportunity for making splendid profits for its shareholders, a Charter has been secured for The Prudential Investment Company, Limited, under the Companies Act, with an authorized capital of \$2,000,000.



CUT OF ONE OF OUR HOMES.



CUT OF ONE OF OUR HOMES.

CAPITAL.

The original Capital of this Company was \$500,000.00, divided into 5,000 ordinary shares of \$100.00 each, all of which were issued. By a special resolution passed at an extraordinary general meeting of the Company held October 13th, 1909, and confirmed November 5th, 1909, the capital was increased to \$2,000,000.00 by the creation of 5,000 additional ordinary shares of \$100.00 each and 10,000 preference shares of \$100.00 each. The 5,000 new ordinary shares rank for dividend and in all other respects *pari passu* with the original shares issued, while the preference shares confer on the holders the right to a fixed cumulative preference dividend at such a rate per annum as shall be fixed by the Directors on the capital for the time paid up on such shares. The preference shares rank both as regards capital and dividend in priority to the ordinary shares, but do not confer any further right to participate in profits or surplus assets. The rate of dividend payable on the preference shares has been fixed at 7% per annum. Both ordinary and preference shareholders are entitled to one vote at meetings of the Company for each share they may hold.

ALLOTMENT.

The original issue of 5,000 ordinary shares has all been subscribed for and of the second issue 3,769 have been allotted, making a total allotment of \$876,900, of which \$512,513.79 is paid up. Of the subscribed capital, one hundred and forty-three shares have been allotted in

respect of a consideration other than cash, as follows: Fifty shares, fifty per cent. paid in part payment of thirty-three shares of the Skeena River Lumber Company, Ltd.; ten shares, fifty per cent. paid in exchange for five shares fully paid of the National Finance Co., Ltd., and eighty-three shares, fully paid, in exchange for eighty-seven shares fully paid, of the National Finance Co., Ltd. The remainder of the ordinary shares are now offered for sale at \$100.00 per share, together with a premium as shown in the form of application enclosed herewith. The Directors reserve the right to increase the premium from time to time without notice. None of the preference stock has been allotted as yet, but 10,000 shares are now offered for sale at par.

TERMS OF PAYMENT

of the ordinary stock have been arranged to cover a period of three years, while the preference stock is payable 5% on application and the balance 5% quarterly. By payments being thus spread over a period of years it has been made possible for an investor to subscribe for a larger number of shares than could otherwise be secured.

NO PROMOTERS STOCK

has been issued. Each Director has been required to purchase at least fifty shares (\$5,000) on the same terms and conditions as allowed to the public.

AGENTS

The National Finance Company, Limited, have undertaken to sell the whole of the stock of this Company, and for their services during the past two years have received commissions amounting to \$39,873.50. They are prepared to receive applications at their Head Office at Vancouver, B. C., or Branch Offices at Halifax, N. S.; St. John, N. B.; Toronto, Ont.; Ottawa, Ont.; Winnipeg, Man.; Calgary, Alta.; Regina, Sask.; New Westminster, B. C.

PLAN OF OPERATION



CUT OF SECTIONAL HOME.

HOME BUILDING

We are probably the largest home builders under the British flag; this is one of the most remunerative departments of our business.

Part of the funds of the Company is now being used in the laying out of tracts of land within the City limits of Vancouver on which we are erecting modern homes for sale.

We are daily receiving inquiries for locations in the section now under way.

The Company has also acquired the rights to manufacture on a royalty basis, the most improved and modern sectional buildings ever invented.

We have in operation one of the finest wood-working factories in the Dominion for the manufacture of these sectional buildings, and our special equipment enables us to secure a large share of this very profitable business. Through operating our own wood-working factory, saw mills, etc., purchasing all lumber and other materials at wholesale prices, and constructing buildings in a wholesale manner, a great economy is effected. A similar company operating on the Pacific Coast during the past fourteen years, has paid an average dividend of 40 per cent. per annum, besides accumulating large reserves.

These buildings will be shipped throughout the Western Provinces and sold to incoming settlers on easy terms.

OUR SUCCESS

	Subscribed Capital	Paid up Capital	Assets	Reserve
Dec. 31st, 1907 (3 months only)	\$114,200	\$ 19,190	\$ 23,136	
Dec. 31st, 1908	156,000	68,735	93,132	\$ 5,000
Dec. 31st, 1909	522,500	250,138	501,339	50,000
August 26th, 1910	850,000	476,000	1,113,826	100,000

STATEMENT TO DEC

ASSETS

Real Estate	\$187,263.26
Factory site	43,708.00
Stocks and accrued dividends.....	148,556.51
Agreements for sale and accrued interest	68,176.95
Loans on mortgage and accrued interest	7,544.50
Loans on secured notes and accrued interest	42,832.66
Syndicate shares	1,000.00
Office furniture and fixtures.....	273.86
Cash on hand and in bank.....	1,983.30

\$501,339.04

August 26th, 1910

\$1,113,826.23

OUR AIMS

We aim at making this Company a medium through which a large amount of foreign capital may be safely invested in Canadian enterprises, and also through which our own people may from time to time invest their surplus funds.

We aim at making it an important factor in developing the industries and commerce of our country, and in assisting incoming settlers to secure comfortable homes.

We aim at furnishing conservative and cautious investors with an opportunity of sharing in the general prosperity of the country by having their capital, in large or small amounts, in-

DIVIDENDS

For the years 1908 and 1909 the Company paid a cash dividend of 8 per cent. and a bonus of 4 per cent., making a total of 12 per cent. per annum distributed amongst all shareholders in proportion to amount paid up on stock. A dividend has been declared and paid for the half year ending June 30th, 1910, at the rate of twelve per cent. per annum.

DECEMBER 31ST, 1909

LIABILITIES

3.26	Share Capital—	
8.00	Authorized, 20,000 shares of \$100	
3.51	each, \$2,000,000.....	
6.95	Subscribed, 5,225 shares of \$100	
4.50	each, \$522,500. Whereof paid up.	\$250,138.45
2.66	Balances to accrue on real estate	
0.00	and accrued interest	104,831.01
3.86	Balance to accrue on factory site and	
3.30	accrued interest.....	25,220.54
	Balances to accrue on properties sold	
	and accrued interest.....	10,285.52
	Loans on notes and accrued interest	17,494.46
	Dividend no. 5 and bonus, payable	
	January, 1910.....	11,337.27
	Sundry creditors	3,876.62
	Surplus—	
	Reserve account	50,000.00
	Contingent account	25,160.86
	Balance at credit of profit and	
	loss account.....	2,994.37
9.04		<u>\$501,339.04</u>
2.23	August 26th, 1910	\$1,113,826.23

vested under the guidance of a Directorate composed of many of the most prosperous and successful business men of Canada.

We aim at relieving investors of undue liability. The average investor assumes financial responsibilities out of all proportion to his means. This liability is largely eliminated by investment in our shares, as under the Companies Act each shareholder is liable only to the extent of the par value of the stock subscribed.

We aim at proving, by actual results, that individual investors, by combining their capital and placing it in the hands of competent and reliable men, derive greater benefits therefrom than would be the case if the same amounts were invested separately.

INVESTMENTS

The Company supplies capital for increasing the plant or enlarging the business of well established manufacturing and mercantile institutions which are producing substantial profits. Investments of this class are carefully selected by competent officers and secured by first mortgage bonds and other similar securities.

The Company also purchases "Agreements of Sale" which, through liberal discounts allowed, combined with the interest which they bear, prove to be highly remunerative.

A fair percentage of the capital is invested in improved Properties, the revenue from which is in the meantime sufficient to yield substantial profits and the value of which is continually increasing through the growing population in the Western Provinces.

The usual losses sustained by capital invested in any locality through local depression, caused by strikes, crop failures, etc., are avoided by our policy of distributing investments over a wide territory. This gives the maximum of safety and enables us to pay substantial dividends at regular intervals, amounting in recent years to 12% per annum on the ordinary stock.

Special care is exercised in the selection of each and every investment.

SPECIAL INFORMATION

The officers of The Prudential Investment Company, Ltd. are continually in touch with the head men of other big corporations and have numerous connections throughout the North-West Provinces. They thus secure special information far in advance of the general public, and are enabled to make investments in time to get the cream of the profits, with little or no risk of the original investment.



CUT OF SECTIONAL HOME.

RESULTS

Below are shown the results of some of Vancouver's financial institutions for the year 1909:

	Dividend	Price of stock Oct. 1st, 1910
Pacific Coast Fire Insurance Co....	10%	\$150
B. C. Permanent Loan Co.....	9%	150
National Finance Co., Ltd.....	10%	160
The Prudential Investment Co., Ltd.	12%	150

of these four companies the

Combined subscribed capital is over \$4,500,000

Combined paid up capital is over.... 2,400,000

Combined assets are over..... 6,000,000

HOW RESULTS ARE OBTAINED

British Columbia and other Western Canadian Provinces offer abundant opportunity for investments of capital which, when selected through the right mediums, produce average results as follows:

	Per annum.
Purchase of sale agreements.....	20%
Special mortgages.....	15%
Financial company stocks.....	12% to 20%
Real estate	25% to 50%
House building	25% to 50%

The estimates are made on actual results secured during an experience covering several years. All indications are in favor of a continuation of the present era of unprecedented prosperity for a period of seven to ten years. In the City of Vancouver alone hundreds of dwelling houses are continually in course of construction, and still the demand is increasing, because of the great inflow of population.

THE GRANARY OF THE EMPIRE

Manitoba, Saskatchewan and Alberta—comprise approximately 575,000 square miles.

MANITOBA

Manitoba is the smallest of the Western Provinces, measuring but 65,000 square miles, yet it is as large as England, Scotland and Ireland combined.

Manitoba is not exclusively a wheat-growing country; stock-raising, dairying and fruit-growing are now important factors in the development of the Province.

SASKATCHEWAN

Saskatchewan contains 229,229 square miles, is 700 miles from north to south, and over 400 miles from east to west. The climate and soil in the southern and eastern portions are especially adapted to the production of No. 1 hard wheat, and it is now one of the greatest wheat-producing sections of the American Continent.

ALBERTA

Alberta has an immense area of the most fertile land—a yield of oats of 100 bushels to the acre has not been uncommon; less than 60 bushels is considered below the average, 70



PRESIDENT'S ROOM.

to 85 bushels being an ordinary yield; barley will yield 60 bushels and wheat over 40.

Live stock is raised extensively, including horses, cattle, sheep and pigs.

BRITISH COLUMBIA

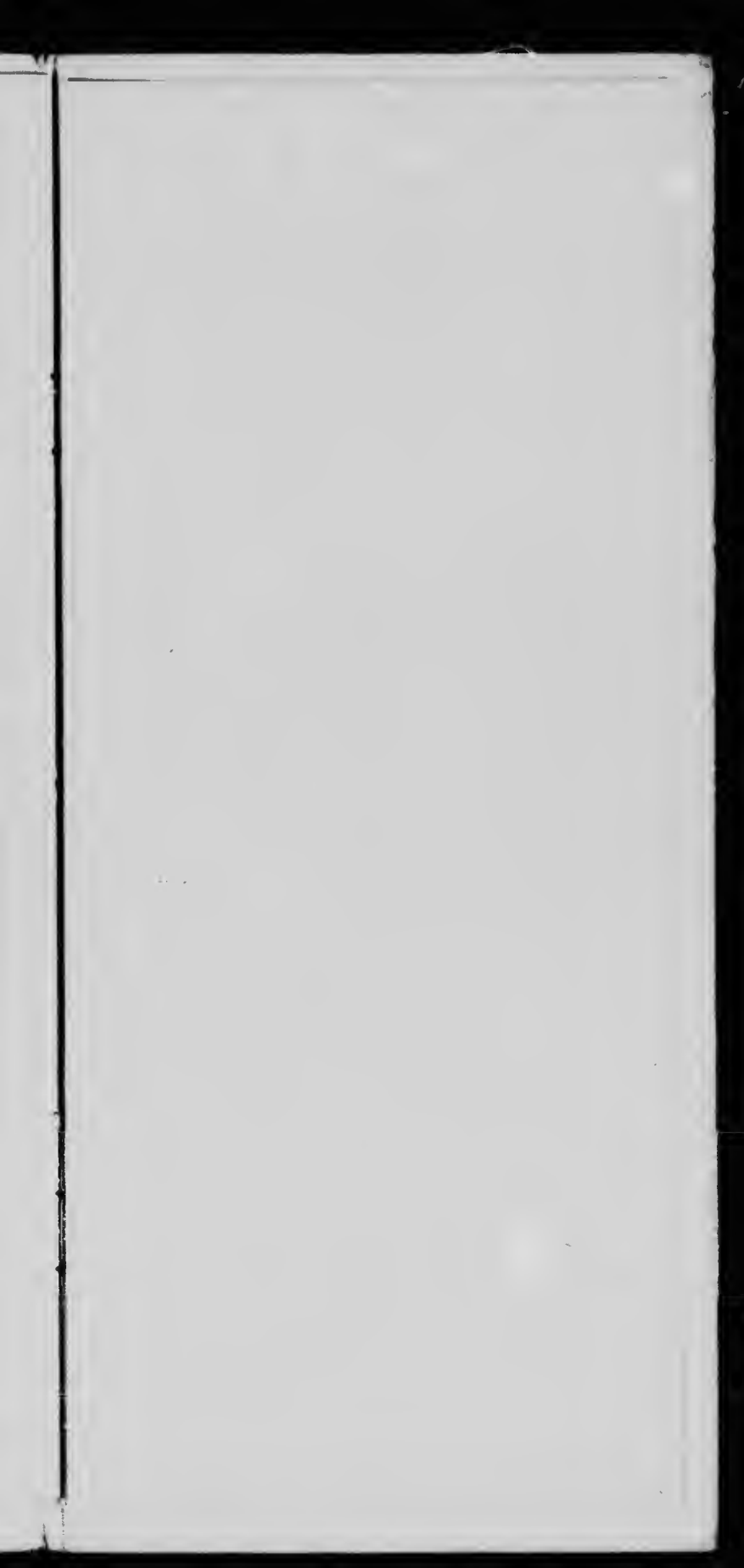
British Columbia rivers are the natural arteries of communication between the interior and the Pacific Ocean.

Her forests cover an area of 182,750,000 acres. Her lumber and pulp mills have a daily capacity closely approximating 520,000,000 feet.

Her smelters and refineries have a capacity of over 8,000 tons per day. Her coal and coke produce a big yearly revenue.

Her coal supply is almost limitless. Vast areas are underlaid with rich deposits of anthracite and bituminous coal.

Her small fruits and orchard culture have already made the Province famous.



THE TWENTIETH CENTURY WONDER



VANCO



STATISTICS OF

Population

1905	45,000
1906	52,000
1907	63,000
1908	80,000
1910	110,000

Building

1905	
1906	
1907	
1908	
1909	

Nine months to Sep 30th



BRITISH COL

Its mines have produced \$300,000,000. — Its fisheries have produced \$7,000,000. — Its orchards and farms produce annually \$7,000,000. — It has 1 in the world, immense undeveloped iron deposits and the lar

VANCOUVER



THE CENTRE OF OUR OPERATIONS



STATISTICS OF VANCOUVER

Building Permits

.....	\$2,653,000
.....	4,308,410
.....	5,632,744
.....	5,950,893
.....	7,348,425
Sep 30th, 1910	9,012,360



Bank Clearings

1905	\$ 88,460,391
1906	132,606,358
1907	191 734,480
1908	183,083,446
1909	287,529,944
Nine months to Sep. 30th, 1910	319,157,533

COLUMBIA

have produced \$114,000,000. — Its forests produce annually \$12,000,000.
It has 10,000,000 acres of wheat land, the most extensive coal deposits
the largest and most compact timber area in America.





Board of Directors

THOS. T. LANGLOIS

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.

DAVID W. BOLE

Mantreal, Que.

President National Drug and Chemical Co., Ltd.

LEWIS HALL, D.D.S.

Ex-Mayor of Victoria.

GEO. A. McGUIRE, D.D.S., M.P.P.

Vancouver, B.C.

HON. A. E. FORGET

Regina, Sask.

Lieutenant-Governor of Saskatchewan.

ALD. JAS. RAMSAY

Vancouver, B.C.

*President Ramsay Bros. & Co., Biscuit Manufacturers
and Confectioners.*

GEO. J. TELFER

Vancouver, B.C.

*Vice-President National Finance Co., Ltd.
Manager B. C. Permanent Loan Co.*

M. DesBRISAY

Vancouver, B.C.

Merchant.

JAS. A. McNAIR

Vancouver, B.C.

Vice-President Hastings Shingle Manufacturing Co.

E. W. LEESON

Vancouver, B.C.

*President Leeson, Dickie, Gross & Co., Ltd.,
Wholesale Merchants.*

R. H. DUKE

Vancouver, B.C.

Manager Pacific Coast Fire Insurance Co.

WM. FLAVELLE

Lindsay, Ont.

*President The Victoria Loan & Savings Co., Lindsay, Ont.
President The Dundas & Flavells, Ltd., Lindsay, Ont.*

GEORGE WARD

Vancouver, B.C.

Vice-President Prudential Builders, Ltd.

VANCOUVER

Vancouver is the principal centre from which lumber is supplied to the rapidly growing Western Provinces, and consequently is the most profitable centre for carrying on the construction of sectional buildings. The Prudential Investment Company, Ltd. carries on its building operations through a subsidiary company known as the Prudential Builders, Limited.

Vancouver is the great railway and shipping centre of the far west. Three transcontinental lines now run into the city, and several others are seeking entrance.

Vancouver is the home port of several great steamship lines, and is destined to be the Pacific port of the All-Red Route.

Vancouver is the centre from which the mining business of a great mineral province is managed.

Vancouver is the point from which the great fishing industry of the Pacific Coast is managed and has the greatest lumber business in Canada.

Vancouver is the financial and commercial centre of the most westerly province of Canada.

Vancouver is beautiful for situation, and its climate is most desirable.

VICTORIA

Victoria, the Capital of British Columbia, is pre-eminent a city of homes. For health, pleasure, rest, recreation and sport, Victoria is without doubt the fashionable resort of Puget Sound and Western Canada, and is destined to rival, within a few years, the more widely known resorts of California and the Old World. Here tourists may enjoy themselves to their hearts' content, driving, boating, fishing or hunting. Around Victoria there are hundreds of miles of the finest roads in America for the enjoyment of driving, motoring and cycling.

A trip through the "Islands of the Gulf" must be experienced to be thoroughly appreciated. Many who have availed themselves of this delightful outing have stated that the scenery along the route is more picturesque than that of the famous "Thousand Islands" of the St. Lawrence.



HON. G. H. V. BULVEA,
Director.



WM. FAWELLE,
Director.



LEWIS HALL, D.D.S.,
Director.



R. H. DUKE,
Director.



GEORGE WARD,
Director.

PROSPECTUS



The Prudential Investment Co. Limited

INCORPORATED 1907

AUTHORIZED CAPITAL \$2,000,000

SUBSCRIBED CAPITAL \$876,900

PAID UP CAPITAL \$512,500

RESERVE AND CONTINGENT ACCOUNT \$125,000

Officers

THOS. T. LANGLOIS
President and Managing Director.

JAMES RAMSAY
Vice-President.

WILLIAM RAE
Secretary.

W. PERCIVAL REID
Treasurer.

GEORGE WARD
Superintendent.

Solicitors:

BOWSER, REID & WALLBRIDGE

Auditors:

BUTTAR & CHIENE, C. A.

Bankers:

UNION BANK OF CANADA

