



Jack Johnson (2nd from right) and his policyholders: Cal Gibson and Donald, Dennis, Douglas and Tom Lamb before a map of Northern Manitoba, the Lamb Airway's major district of operation.

JACK JOHNSON *and*

"MR. NORTH"

"MR. NORTH," a man who has turned a dream into a high profitable, first-of-its-kind enterprise.

Before 1955 no one dreamed of the possibility of raising beef cattle in the area of Manitoba known as The Pas. Tom Lamb not only dreamed of such a plan but he carried it out and developed the business into a cattle empire of the North.

In 1946, Tom Lamb began a 54,000 acre muskrat ranch around Moose Lake which provided an income for the Cree Indians and the Metis in the area. When the demand for muskrat



pelts faded, the business died, so to continue operating in Northern Manitoba, Lamb presented the idea of cattle ranching to the Government.

The idea was anything but well accepted by the Government, so Lamb went out on his own. He gave up a \$50,000-a-year fishing business; he left his son-in-law, Cal Gibson to manage the air service and he left Jack McAree, another son-in-law, to manage the family store.

He entered the ranching business with 61 head of Herefords for breeding stock and he now predicts that by next year, he will have 1,000 head.

The Mr. North story began in 1927 when Tom Lamb took over the trading post at Moose Lake established by his father in 1900.

16 Crown Life policies in one family—this is the story of Tom Lamb, "Mr. North," and his insurance agent Jack Johnson of our Manitoba Agency. It all began in 1952 when Shel McNicol, Manitoba Manager, Assistant Manager Les Hibbert and Jack Johnson, Crown Life's agent in The Pas, did an Estate Planning job for the Lamb family. Since then, new policies have been added each year.

P.S.—Murray McKenzie, noted Manitoba photographer, who took the photographs in this story, is also one of Mr. Johnson's policyholders.

Soon commercial fishing became a Lamb enterprise and to facilitate freighting the catch, the Lamb Airways came into being. The Airways now consists of nine planes which last year, flew almost 1,500,000 miles. Also in the freighting line, Lamb began a river freight service which operates as long as the river isn't frozen.

The Bar L ranch was begun with an investment of \$40,000 and its first beef marketing was made in 1957. Last spring, the herd's offspring numbered 116. The herd is fed on natural grasses and feed which Lamb grows on the range. Protection from the elements is made possible by willow clumps which are prevalent in the area.

The Lamb empire, a family enterprise with the work being carried on by Tom and his six sons and his sons-in-law, would seem to have an unlimited future and Crown Life is proud of its association with this enterprising family of Mr. North, Tom Lamb.

Tom, Greg, Donald, Dennis, Jack, Douglas and Connie Lamb at the Grace Lake airbase.

Leading the herd back from pasture.

Jack Johnson, Tom, Donald, Douglas and Dennis Lamb and Cal Gibson.

