

PROSPECTUS

BATTLE CREEK TOASTED CORN FLAKE CO.

LONDON, - - - ONTARIO.

Limited

To be incorporated under the "Ontario Companies' Act."

Capital, \$100,000.00

Divided into 1,000 Shares of \$100.00 Each

OBJECTS—The Company is being formed for the purposes and objects following:

(1) To acquire by purchase and take over the real estate, plant, machinery, trade marks, trade formulae, good will and effects of the Battle Creek Health Food Company, Limited;

(2) And to manufacture and sell "Sanitas Toasted Corn Flakes," "Korn Krisp," and other cereal foods, etc., etc.

PROPERTY—The property being purchased from The Battle Creek Health Food Company, Limited, consists of real estate and factory situate on Grey street, in the city of London, Ontario, together with the plant, machinery and good will of the business, also the trade marks, trade names, and secret formulae for manufacturing.

The purchase includes as well all rights under, and is subject to the provisions and obligations in an agreement dated December 10, 1906, entered into with the Sanitas Nut Food Company, Limited, of Battle Creek, Michigan, and Dr. John H. Kellogg, referred to hereafter more particularly.

ALLOTMENT AND ISSUE OF STOCK—The purchase price payable to The Battle Creek Health Food Company, Limited, is \$25,000.00, which is to be paid by the allotment of two hundred and fifty fully paid shares of stock in the new Company.

It is proposed also to issue and sell an additional four hundred and fifty shares, or \$45,000.00 of stock, out of the proceeds of which will be paid the cash payment of \$30,000.00, payable under the said agreement of the 10th December, 1906, and the balance of \$15,000.00 will be used for enlarging the factory, working capital, etc.

The remainder of the capital stock, \$30,000.00, will not be issued at present.

"SANITAS TOASTED CORN FLAKES"—The health foods of Battle Creek, Mich., are famous the world over; and Dr. John H. Kellogg, their originator, has now produced in "Sanitas Toasted Corn Flakes" what is undoubtedly the best article of the kind on the market.

The success that has attended the manufacture and sale of "Sanitas Toasted Corn Flakes" has been phenomenal. The first machine was installed at Battle Creek, Michigan, in April, 1906, and now three factories are in operation there to supply the demand.

"Sanitas Toasted Corn Flakes" were introduced into Canada in July, 1906, by Mr. T. H. Robinson, the agent for the factory at Battle Creek, Michigan, and met with the same immediate success as in the United States, the difficulty being to obtain sufficient goods to fill the orders received. The tariff regulations of the Dominion were also a drawback.

The Battle Creek Health Food Company of London, Ontario, which has for some years been manufacturing health foods under an arrangement with Dr. John H. Kellogg, has recently purchased from him and The Sanitas Nut Food Company, Limited, of Battle Creek, Michigan, the exclusive right to manufacture and sell, within the Dominion of Canada, "Sanitas Toasted Corn Flakes" and a corn granose biscuit called "Korn Krisp." The purchase price for these rights is \$75,000.00, payable \$30,000.00 in cash and the balance of \$45,000.00 is to be paid out of half the net profits of the business, without interest. The purchase also included machinery to be installed at the factory in London, Ontario, sufficient to manufacture two hundred and fifty cases of "Sanitas Toasted Corn Flakes" every twenty-four hours.

There are several other valuable concessions in the way of advertising and assistance in developing the Canadian business, which will greatly help to insure its absolute success.

Mr. T. H. Robinson is to remain with the Company without remuneration until the daily output and sales amount to one hundred cases per day.

It is intended to confine the business at present to the manufacture of "Sanitas Toasted Corn Flakes," and it is estimated that these goods can be made and sold at a net profit of over \$1.00 per case.

One hundred cases per day for three hundred working days in the year would produce thirty thousand cases with a net profit of \$30,000.00.

The factory, however, will have a capacity of over two hundred and fifty cases per day, and if—as is confidently expected will soon be the case—the output and sales reach two hundred cases per day, there should be an annual net profit of \$60,000.00.

INCORPORATION—The names, descriptions and addresses of the original incorporators of The Battle Creek Toasted Corn Flake Company, Limited, and the number of shares subscribed for by them are as follows:—

Charles R. Somerville, London, Ontario, Manufacturer,	50 shares
Thomas Baker, London, Ontario, Manufacturer,	20 shares
William F. Roome, London, Ontario, Physician,	10 shares
George W. Miller, London, Ontario, Advertising Agent,	15 shares
William Spittal, London, Ontario, Accountant,	10 shares
Robert Wallace, London, Ontario, Gentlemen,	10 shares
John M. Moore, London, Ontario, Civil Engineer,	10 shares
Archibald A. Campbell, London, Ontario, Real Estate Dealer	5 shares

All the above except Messrs. Somerville and Baker, are shareholders in The Battle Creek Health Food Company, Limited, and are subscribing for the number of shares in the new company mentioned above, in addition to their present holdings of stock.

No provision has been made for special qualification of the Directors or for their remuneration, nor has any minimum subscription for shares been fixed. The amount payable on application and allotment on each share is the par value thereof, and no further call may be made upon shares subscribed for.

The amount payable to The Battle Creek Health Food Company, Limited, for good will, secret formulae, rights, etc., is \$9,500.00, and is included in the purchase price of \$25,000.00.

The Company expects to pay a commission for procuring subscriptions for part of the shares in the Company at the rate of from five to seven and a half per cent.

The preliminary expenses of the Company are estimated to be not more than \$3,000.00.

The agreement dated 10th December, 1906, made between the Sanitas Nut Food Company, Limited, of Battle Creek, Michigan, and Dr. John H. Kellogg, of the one part, and the Battle Creek Health Food Company, Limited, of London, Ontario, of the other part, and an agreement dated the 10th day of January, 1907, made between the Battle Creek Health Food Company, Limited, of London, Ontario, of the first part; Maxwell David Fraser, Trustee for and on behalf of the new Company, of the second part, and the shareholders of the Battle Creek Health Food Company, Limited, of the third part, may be inspected at the offices of the Company, 584-6 Grey street, London, Ontario, during business hours.

This prospectus has been duly filed with the Provincial Secretary.

Dated at London, Ontario, this 23rd day of January, 1907.

Provisional Directors:

W. F. ROOME,
ROBT. WALLACE,
GEO. W. MILLER,
WM. SPITTAL,
A. A. CAMPBELL,
JNO. M. MOORE,
THOMAS BAKER,
C. R. SOMERVILLE.

All Checks must be made payable to The Battle Creek Toasted Corn Flake Company, Limited.

Application for Shares to Battle Creek Toasted Corn Flake Company, Limited.

CANADIAN OFFICE AND FACTORY: LONDON, ONTARIO.

I hereby subscribe for and agree to take..... shares (par value of \$100.00 each) of the Capital Stock of The Battle Creek Toasted Corn Flake Company, Limited, and to pay therefor at the office of the Company, in London, Ontario.

Witness my hand and seal at..... this..... day of..... 1907.

WITNESS, SIGNATURE OF APPLICANT.

SEAL

Copies of Prospectuses may be had and Subscriptions for Stock may be made at Bank of Toronto, London.

MOLLINEUX REPORTS THE THAW CASE

Man Who Once Occupied Death Cell Engaged to Write Up Famous Trial.

Paris, Feb. 1.—Harry Thaw's trial is being followed by Parisians with breathless interest. Thaw is not entirely unknown here in a certain class more renowned for hospitality than virtue.

Then again in every respect—the social position of the principals, the motive of the crime and the beauty of the woman concerned in it—the case is pre-eminently one to appeal to the Parisian imagination, which is always stirred by the psychological crisis evolved from the conflicting passions of husband and wife, and a tertium quid, and known here as "dramas passionnels."

So the newspapers are reporting the trial with exceptional fulness. Mr. Roland B. Mollieux's reappearance on the public stage as a commentator of the Thaw case for the Herald, has imparted an additional element of interest to it so far as Parisians are concerned. In referring editorially to this detail, under the headline "A Competent Reporter," a headline that in the circumstances is rather lugubrious, the Herald says:

"Journalists are compelled to write about so many varying topics that they would have to be the embodiment of knowledge to be invariably above criticism, but for fortunate coincidences sometimes arrange matters admirably. One such case has just occurred. Our readers are familiar with the details of the sensational case now being tried in New York, one that is exciting the keenest interest. Never was there a cause of celebre better calculated to arouse public attention.

"Well, our contemporary the New York Herald has engaged to follow the case and report it. Mr. Roland B. Mollieux, son of a general in the American army. Mr. Mollieux six years ago took part in sensational criminal proceedings tried before the same court. In fact, he played the principal part in a sensational case of a woman who was accused of having poisoned a woman and was sentenced to death.

"Happily for him the sentence was not carried out hastily. After a judicial struggle that extended over a couple of years the ghastly verdict was annulled and a second trial ordered. Finally the prosecution was abandoned and Mr. Mollieux was liberated. But in the meantime he had spent months in the death cells in Sing Sing prison.

"During the Thaw trial Mr. Mollieux will live through his terrible experiences once more. Better than any one else he will understand the sufferings of the prisoner and the speeches of counsel for the defense. In a word, he will feel the essence of the ordeal. He cannot fail to instill an accent of truth and pathos into his reports. Certainly

he will not regret that he is six years older than when he underwent a similar trial.

"Nevertheless, it is to be hoped that this precedent will not awaken a spirit of emulation in police court reporters, who should reflect that any efforts to become experts by practical experience of crime will involve them in all sorts of difficulties."

A MILLION DOLLAR ISSUE

Annual Report of the Dominion Bank Shows Great Prosperity.

The annual report presented to the shareholders of the Dominion Bank was of the most satisfactory nature, showing that while the business done was larger than ever and the usual dividend of 12 per cent was paid, the reserve fund was strengthened by an addition of \$400,000, and now stands at the splendid total of \$3,900,000. This large addition to the reserve has been made possible by the profits earned during the year, which aggregate \$559,380, after all deductions for management, bad and doubtful debts, and other necessary expenditure have been made. The assets of the bank now reach the total of \$49,894,879, the principal items being: Specie, \$1,110,131; Dominion Government demand notes, \$3,405,530; deposit with Dominion Government, \$150,000; notes and checks on other banks, \$2,113,531; balance due from other banks in Canada, \$1,062,744; balance due from banks outside of Canada, \$1,121,936; Provincial Government securities, \$30,302; various Canadian, municipal, British and colonial securities, \$696,131; railway and other bonds, debentures and stocks, \$2,140,265; loans secured by stocks and debentures, \$3,709,134; bills discounted and advances, \$2,432,915.27; bank premises (including branches), \$950,000, and other minor assets, \$27,949.

The directors were authorized to issue at once the additional million dollar stock which they some time ago resolved authority to issue, and they were further given power to issue an additional million stock at any time deemed advisable to do so. This will make the authorized capital of the bank \$5,000,000, and the paid-up capital \$4,000,000. The present issue will be offered to the shareholders at \$20 per share. The directors were increased from seven to nine, and are Messrs. A. W. Austin, W. R. Brock, James Carruthers, R. J. Christie, T. Eaton, J. J. Foy, K. C., M. L. A.; Wilmut D. Matthews, A. M. Nanton and E. B. Osier, M. P.

The two new directors are Messrs. Carruthers, of Montreal, and A. M. Nanton, of Osier, Hammond & Nanton, of Winnipeg.

At a subsequent meeting of the directors Mr. E. B. Osier, M. P., was elected president, and Mr. Wilmut D. Matthews vice-president, for the ensuing term.

The London branch of the Dominion Bank has enjoyed its share of the prosperity of the bank as a whole, and under the competent management of Mr. M. E. Holden will undoubtedly thrive more than ever in the future.

KIPLING PLACED IN FRENCH NOVEL

Dingley, the Famous Author, Awarded Goncourt Prize as Year's Best Story.

London, Feb. 1.—Dingley, the Famous Author, which has been awarded the Prix Goncourt as the best French novel of the year, is generally regarded as based on a study of Kipling. Anyhow, the notorious famous author bears a striking resemblance in many respects to the living one. He is portrayed as an Englishman of letters who has won fame at 40; whose verses soldiers sing when they set out to fight, and who has supreme confidence in the mission of the Anglo-Saxon race. While his countrymen are getting the worst of it in the earlier stages of the Boer war, he conceives the idea of stimulating patriotic pride by writing a novel in which a worthless loafer, entitled as he is, finds himself and develops into a conquering hero. That sounds quite Kiplingian. To get the proper local color for his book he goes to Cape Town with his wife and child. Leaving them there he starts for the veldt. A message reaches him that his child is dangerously ill, and he goes back to Cape Town to be captured by a Boer, who on hearing his story lets him go and assists him on his way. By this means he succeeds in reaching his child in time to kiss it before it dies.

In the course of the war the Boer is taken prisoner and condemned to death. It is then Dingley shows that he is no true Kipling after all. He refuses to intercede for the chivalrous foe who had befriended him and he is executed. Dingley's novel makes a big hit. Its dramatic incidents are shown by a bioscope in a London music hall. And the picture of the execution of the Boer arouses tremendous enthusiasm. The book is not calculated to promote the entente cordiale. And friends of Kipling will resent the association of his characteristics with those of a dastardly ingrate. But it is a powerful, and stirring life in all its phases, close range instead of depending on their imaginations for characters and incidents. Fame has come to them earlier than it did to Kipling, and brilliant literary careers are predicted for them.

ASK D'AMON

Don't worry over trifles. If you must Graydon yesterday afternoon had a

THE RIVERHEAD MURDER

Strong Evidence Against Dr. Simpson By His Mother-in-Law.

Riverhead, L. I., Feb. 1.—The trial of Dr. James W. S. Simpson, charged with the murder of his father-in-law, Bartley T. Horner, was abruptly adjourned today until Monday, because of the illness of a juror.

At yesterday's sitting Mrs. Horner took the witness stand. After telling of the shooting, she related events intended by the prosecution to show that there had been trouble between the dentist and Mrs. Horner. She was considered the most important witness thus far sworn.

She testified that her husband came down stairs on the night of the shooting; that Simpson followed him to the kitchen; and that she heard a shot, and then rushed out and saw the doctor, as she saw her husband's body on the floor, "I hope God will forgive you for what you have done."

Dr. Simpson's reply, according to her testimony, "I hope he will."

Mrs. Horner said that after the shooting she met Dr. Simpson on the stairs, and he remarked, "Now I'll make you happy."

"It's too late," was her reply. She said that when the dentist was arrested she refused to shake hands with him until her daughter pleaded with her, and that then she called him back and said good-bye to him. The prosecution then went into the question of the threat said to have been made by Dr. Simpson.

She said that once Dr. Simpson remained away overnight; that her husband asked him where he had been, and that the defendant replied that he had been "with the boys in Manhattan."

She said her husband retorted that the dentist had been squandering his money again on dissolute women, and bringing disgrace to the family. She also testified that Mr. Horner threatened to cut off her credit with tradesmen because Dr. Simpson did not pay his board. There was friction between Simpson and Horner because of this, she said.

She told of Dr. Simpson bringing home a revolver and of her cautioning him to be careful. His reply, she said, "It's a wonder I did not use it on him when he had the trouble about Dr. Prior."

Mrs. Horner said she referred to her husband. She said that the dentist said when he came home intoxicated that if anyone but "Bartley" had spoken to him about the matter there would have been trouble. On another occasion when Dr. Simpson refused to go to the funeral of Dr. Prior, she said Horner called him a rake and a coward, and added: "If it had not been for Dr. Prior you would have been a murderer." Horner left, and Dr. Simpson then said: "If Bartley continues to talk like that there will be trouble."

When court convened for the night session, District Attorney Furman announced that Mrs. Horner had collapsed from being on the witness stand and that she could not go on with her testimony. Her daughter, Mrs. Simpson, wife of the defendant, was so wrought up over the condition of her mother that she would not be able to

take the stand at present, Mr. Furman declared.

Mrs. Horner resumed the stand today and told of a quarrel between her husband and Simpson, during which the former called the latter a vile name but later, at her request, apologized, the men shaking hands.

THE MARLBOROUGHS

A Settlement Finally Reached, and the King is Greatly Relieved.

London, Feb. 1.—An authoritative statement embodying what the family desires to say on the case of the Duke and Duchess of Marlborough was issued tonight. It is:

"The difference between the Duke and the Duchess of Marlborough have been settled privately. The children will arrive at Sunderland House today and the duchess and her children will proceed to the continent early next week."

This statement is somewhat ambiguous owing to the possible interpretation that the duke and duchess have settled their differences and resumed their marital relations, but the family expressly desires to let it stand as it is. In other well informed quarters the statement is taken to mean that the duke and duchess have arranged privately a settlement of terms under which both will have the care of the children for a portion of the year and other details. In other words, the children will now pass six months of the year with either parent.

It is understood that the duchess will continue to make Sunderland House her London home, while the duke will have town headquarters at a west end hotel, as he has done since October last.

King Edward has been made acquainted with the full terms of the settlement through the duke himself, who had an audience of his majesty at Buckingham Palace today. There is great relief in royal and social circles that the affairs of the Marlboroughs will not get into the courts.

The duchess has not been very well lately, and as she thinks well of the cure at Mont Lere, France, after a short sojourn in Paris, she will proceed to the Riviera with her sons. It is said that the duchess will have an audience of Queen Alexandra while in Paris next week, and this is one of the reasons given for her decision to go abroad now.

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D'AMON, AT BENNETT'S NEXT WEEK.

If there's anything you want to know, ask D'Amon. He can answer it truthfully and readily. His reputation is world-wide. Manager Alroz has secured him at great cost for next week. Every person in London should see him at Bennett's next week.

BELL OUTFIT, \$1.25

This useful Electric Bell Outfit will give the small boy a chance to be his own electrician. Toy Motors, Dynamos, Lighting Outfits reduced during February.

ELECTRIC FIXTURES

We are giving special bargains in the above and Combination Chandeliers for the month.

ESTIMATES FURNISHED FOR HOUSE WIRING.

ROGERS ELECTRIC CO., 179 Dundas Street
TELEPHONE 577. LONDON, ONT.



Ladies' Attention

is particularly directed to the visit of
PROF. DORENWEND
on Monday and Tuesday, Feb. 11 and 12, at the
City Hotel, London

We have just received the latest styles in
HAIR GOODS

and we specially request your inspection on above dates.
See His Pompadours, Transformations, Wigs, Waves, Etc.

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