

Subscription List opens August 5th and the right is reserved to close it at any time without notice.

Offering of \$200,000 7 p.c. Preferred Cumulative Stock of the

# North Atlantic Fisheries, Ltd.

(Incorporated under the Nova Scotia Companies' Act.)

Capitalization: Authorized Issued

4 p.c. Cumulative Preferred Stock \$1,000,000 \$500,000  
Common Stock 1,000,000 100,000

### Directors

ARTHUR BOUTILLIER, President and General Manager  
H. N. WALLACE, Banker  
O. E. SMITH, President Nova Scotia Car Works, Limited  
R. A. CORBETT, of C. S. Campbell & Co.  
DR. C. F. FRASER, Director Eastern Trust Company  
THOMAS NOTTING, Barrister  
F. B. McCURDY, M.P., Banker

Halifax, N.S.  
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Applications addressed to F. B. McCurdy & Co.

WILL BE RECEIVED BY THE Canadian Bank of Commerce and any of the Bank's Branches, F. B. McCurdy & Co., Halifax, St. John's, Montreal, Sherbrooke, Charlottetown, Sydney, and St. John's, Nfld.

On The Following Terms:

\$100 Par Value 7 p.c. Preferred Stock and  
40 Par Value Common Stock for \$100

have been prepared and  
on the preferred stock.

Where possible these securities will be allotted in blocks to suit purchasers. Fractional shares of common stock will be bought or sold on a basis of \$5.00 per share.

### Properties of Company.

The North Atlantic Fisheries, Limited, has been organized for the purpose of acquiring as a going concern, the Halifax Cold Storage Company, Limited, and adding largely to the working capital and extending the plant and business.

The Halifax Cold Storage Company was established in 1906, for the purpose of supplying Cold Storage room at Halifax for the Produce and Provision trade, and bait for fishermen, as well as providing space and facilities for the Company's own fresh fish and provision trade. A plant has also been built, and is operated at Port Hawkesbury, N.S.

### Capacity of Plants

The Company's plants have a capacity of handling 20,000,000 lbs. of fish per annum, equivalent to 1,000 carloads of 20,000 lbs. to the car. The business of the Company has totally outgrown the capacity of the plants, and it has become imperative to largely increase the facilities.

With this end in view, additional property has been purchased at Halifax, and it is intended to ultimately double the capacity of this plant. Comprehensive plans have been prepared and work upon the extension will begin at once. It is also intended to double the capacity of the Port Hawkesbury plant. A canning plant is now being installed there, and work upon the enlargement of the cold storage buildings and equipment will be completed this year.

### Permanency of the Business.

A business which supplies the necessities of life, is ordinarily regarded as being the most permanent. When well managed, it is one of the most profitable undertakings. Fish is a food, pure, clean and wholesome, and at the same time it is one of the cheapest, and well within the reach of every consumer. This gives permanency and strength to the business of the North Atlantic Fisheries, Limited.

The growing market in Canada, especially in the West, is a guarantee that the products of the Company can be disposed of to advantage. The fish of the Halifax Cold Storage Company is sold as far West as Seattle, Vancouver and Victoria. The following shows the growth of the sales in the territory West of New Brunswick during the past five years:

Year ending April 30, 1907, \$22,976.66; 1908, \$49,427.26; 1909, \$74,431.44; 1910, \$120,987.10; 1911, \$174,060.39; 1912, \$219,324.95.

The growth of the business has been steady and persistent, each year has shown a substantial increase in sales over the preceding year.

### Management

The President and General Manager, Mr. Arthur Boutillier, has contracted to serve the Company for a term of five years. Mr. Boutillier has grown up in the fish business, and is thoroughly familiar with every department. He is recognized as one of the most successful fish men in Canada. He will have with him on the Board of Directors, men of wide and practical business experience who are well qualified to advise in matters of general policy. Taking over as it does, the Halifax Cold Storage Company as a going concern, the office and sales organization which have taken some years to establish will be continued.

Prospectus and Application Forms will be supplied upon application to any of the above addresses.

## F. B. McCURDY & CO.,

MEMBERS MONTREAL STOCK EXCHANGE,

Halifax, St. John, Montreal, Sherbrooke, Kingston,

Charlottetown, Sydney and St. John's, Nfld.

C. A. C. BRUCE, Manager, St. John's.

## Heavy Work for Autumn.

Special Evening Telegram. LONDON, To-day.

While the House has not passed any important bills at this session, it has cleared the decks for the Autumn session, which will, according to Government organizers continue until the Home Rule, the Welsh disestablishment, and the Franchise bill and the measure to allow trades unions to contribute to funds for the support of labor members in the House have passed the commons. All these Bills have received a second reading in the lower house and the Home Rule Bill has had few days in committee. Programme however is heavy one for Autumn session especially when importance of legislation is considered. Each bill has to be forced through against united opposition unionists. There are many who doubt the ability of the Government to get through with all this proposed legislation. Some disappointment has been expressed greater progress not made before adjournment with Home Rule and Welsh disestablishment, but it is no fault of the Government that the hopes of the supporters of these reforms were not gratified. Asquith in Dublin promised Home Rule in Commons by Christmas.

## Roosevelt's Candidature.

Special Evening Telegram. CHICAGO, To-day.

Singing "Onward Christian Soldiers" and "Battle Hymn" of the Republic, the delegates of the first national convention of the new progressive party last night acclaimed Roosevelt, candidate for President and Gov. Johnson of California for Vice-President. Marking a new departure of proceedings in national conventions, the two candidates were immediately informally notified of their nomination and in the midst of cheers appeared before the delegates and voiced their acceptance and pledge of their best efforts in coming campaigns.

## Agreement About Defence.

Special to Evening Telegram. BIRMINGHAM, To-day.

The Post says a letter has been received in this country from a responsible authority at Ottawa, expressing confident belief that negotiations between Canada and the States will take place after Borden's return for an agreement on frontier defence. Such agreement, the latter says, will require the assent of Imperial Government and would benefit the whole empire, while avoiding the opposition of foreign powers which a direct Anglo-American Treaty might provoke.

## Elibank's Peerage.

Special to Evening Telegram. LONDON, To-day.

A peerage has been conferred on the Right Hon. Alexander Murray, Master of Elibank and chief Government whip, who has resigned his seat in Commons. Percy Holden Illingworth, representing the Shipley division of Yorkshire, has been appointed successor.

## Krupp's Centenary.

Special to Evening Telegram. ESSEN, Germany, To-day.

In honor of centenary of the great Krupp works at Essen, the company donated \$3,500,000 to be distributed in gratuities to 65,000 workmen as a well-fare fund for the citizens of Essen, and for the Army and Navy.

## Exemption From Panama Tolls.

Special to Evening Telegram. WASHINGTON, To-day.

By a vote of 44 to 11, the senate refused to strike from the Panama Canal bill, the provision exempting American ships from American tolls for passage through Panama Canal.

## McMurdo's Store News.

THURSDAY, Aug. 8, '12.

Windburn is even more unpleasant than sunburn, and is, we notice, very much in evidence this morning. Well, we have nothing better than Cream of Lilies to recommend for this condition, but then Cream of Lilies is the best thing to be obtained for the purpose. It at once relieves the irritation and prickling of the skin, and quickly subdues the inflammation, banishes the redness, and the stiff uncomfortable feeling that accompanies it, and soon brings the skin back to its normal condition. Get a pot and use it. Price 25c.

We have just heard that we shall shortly be able to announce the advent of a new stock of Thermos Bottles. The new styles include several useful novelties in this line. Particulars later.

HOSPITAL SHIP IN PORT. — The French hospital ship St. Francois D'Assise entered port to-day. She came from the Grand Banks where she is engaged rendering assistance to injured or invalided seamen. The ship is in for supplies and Mr. Tasker Cook is looking after her.

## St. John's Tribute to the Wonders of the Magic Veedee.

### Years of Suffering Banished.

### Demonstrators Still Busy Doing Good Work at Mercantile Chambers, 193 Water Street.

One of the most remarkable sights in St. John's just now is to be seen at The Veedee Institute, 193 Water St., where daily congregate the sick and ailing from miles around. From the time the doors open until they close, a constant stream of sufferers is being treated by the Veedee with truly marvellous results.

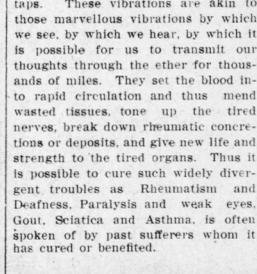
One sees a man, bent in every limb, enter, to emerge shortly after with a spring in his step, a smile on his face, and his back as straight as a dart. It is nothing to see sufferers carried in by friends and relatives, and to see those same sufferers leave a little later walking by themselves unaided.

The great work started at the two meetings held in T. A. Hall is being continued in the treatments that are being daily given at the Institute.



Catarth, Cold in Head, Deafness, &c.

Many remarkable cures have been made since the Demonstrators came to St. John's, yet the Veedee possesses no supernatural powers, nor is it, as enthusiastic users often describe it, "a miracle worker." It cures by purely natural means. It sends through the blood, the nerves, and the whole of the tissues a stream of health-giving vitalising energy in the form of infinitely rapid vibrations or gentle taps. These vibrations are akin to those marvellous vibrations by which we see, by which we hear, by which it is possible for us to transmit our thoughts through the ether for thousands of miles. They set the blood into rapid circulation and thus mend wasted tissues, tone up the tired nerves, break down rheumatic concretions or deposits, and give new life and strength to the tired organs. Thus it is possible to cure such widely divergent troubles as Rheumatism and Deafness, Paralysis and weak eyes, Gout, Sciatica and Asthma, is often spoken of by past sufferers whom it has cured or benefited.



Showing a Rheumatic Sufferer how to use the Veedee.

Scenes at the Institute.

## WHAT SUFFERERS SHOULD DO.

If possible, go to-day or any week day between 11 and 12.30 or from 3 to 5 p.m., or else Friday or Saturday evenings from 7.30 to 8.30 in the Mercantile Chambers, 193 Water St. and avail yourself of this opportunity of trying what this wonderful invention will do for you. If, on the other hand, you live too far away, then write to the Veedee Demonstrators, and

## GET THE BOOK

"The Veedee and How to Use It," enclosing twelve cents in stamps, which includes this splendid book, written by four qualified doctors, in plain, nontechnical language, which all can understand, tells you all about this marvellous invention. It is published at the popular price of twelve cents.

When sending the stamps for your copy of the book, you will do well to mention your trouble, and if you enclose a postal money order, for Ten Dollars, a Veedee will be sent to you at once, with full directions how to use it to get your cure. Whilst the Veedee is still here, sufferers should secure their chances by calling at the Mercantile Chambers, 193 Water St.

after they emerge with their faces transformed. Where pain was so plainly written but a few minutes before there now is only bright smiles and glad hope. They walk with a springy, sprightly step, such as they never hoped to enjoy again.

The names of those treated privately are never given publicly without their consent, but a few of the many cases treated may be described as follows:—

### TYPICAL CASES.

A lady suffering from daily chronic headaches, acute neuralgia in the spine, and insomnia for 15 months has been free from pain ever since her first treatment a week ago.

A gentleman, paralysed on the right side for several years and unable to speak, distinctly recovered his speech and the partial use of his leg after five Treatments.

A young lady suffering from deafness and head noises since 1906, can now hear distinctly an ordinary conversation after having a few Treatments. The noises have almost entirely ceased.

A lady with a large tumour in the neck, which has been growing for several years, can now wear an average-size collar.

A farmer, suffering from chronic Rheumatism in the knees, ankles, and wrists, acute Sciatica and Lumbago, went home free from pain, and rejoicing, after two Treatments only.

A young clerk who had stammered badly for 12 years, and also suffered from St. Vitus Dance and extreme Nervousness, was wonderfully improved in six Treatments.

A gentleman extremely short sighted has recovered his sight, and can now read small print without glasses.



Treating Infantile Paralysis.

The Veedee and the Baby. A lady came in one day bringing with her her baby who was just six weeks old. The child was suffering from infantile paralysis in the left hand. The little fist was closed up like a ball, and the thumb was tucked tightly inside. That little hand had never been opened since the child was born.

The Veedee was set at its very mildest strength, and while the mother, as directed, gently inserted her finger into the child's fist the machine was set to work upon those pent up muscles. Slowly, but surely, the hand relaxed, the fingers opened, the thumb came out, and in less than three minutes the baby's hand was open for the first time in its life, and the fingers were stretched out straight. The delighted mother could hardly restrain herself till she rushed home to fetch the money to purchase the Veedee that had thus started to save her baby's arm. This is a very striking instance of the Veedee's effect, yet searching power.

Hundreds of sufferers after seeing and experiencing what marvellous power to heal the Veedee possessed, have purchased Veedees at the Institute to complete in their own homes the cures started for them by the Trial Treatments.

The Veedee Demonstrators visit to St. John's has, on account of their great success, been extended far longer than originally intended, but is now drawing to a close, they must leave in a few days.

The Popular London Dry Gin is

# VICKERS' GIN

D. G. ROBLIE, Toronto  
J. JACKSON, St. John's, Resident Agent

## EVERY OFFICE MAN

Should enquire about my handy, labor saving, filing devices, at the earliest opportunity. Details gladly supplied. An absolutely new line.

### PERCIE JOHNSON