

Subscription List opened on Tuesday, December 5th, and will close on or before 3 p.m. on Tuesday, December 12th.

WE OFFER ON BEHALF OF THE OWNERS AT PAR
15,000 7% Cumulative Preference Shares of \$10 each
IN THE

SCHACHT MOTOR CAR CO. OF CANADA, LIMITED

(Incorporated under the Ontario Companies' Act)
CARRYING A 20 PER CENT. COMMON STOCK BONUS

CAPITALIZATION.

7 per cent. Cumulative Preference Shares \$150,000
Ordinary Shares 200,000

DIRECTORS.

President, Thos. T. Rolph, Toronto. Vice-President, G. A. Schacht, Cincinnati.
John H. Miller, Cincinnati. H. Pollman Evans, Toronto.
R. S. Morris, Hamilton. R. Pellatt, Toronto.
A. C. Macdonell, K.C., M.P., Toronto. John Moodie, Hamilton.
Gerard Muntz, Managing Director, Toronto.

BANKERS.

Bank of Hamilton.

TRUSTEES.

Toronto: Hamilton:
The Trusts & Guarantee Company Limited. The Mercantile Trust Company of Canada, Limited.

AUDITORS.

Messrs. Burns & Robertson, Toronto.

BROKERS.

Toronto: Hamilton:
Messrs. Pellatt & Pellatt. Messrs. Morris & Wright.
Messrs. Scott, Dawson & Paterson.

SOLICITORS.

Toronto: Hamilton:
Messrs. Aylesworth, Wright, Moss & Thompson. W. S. McBrayne.

GENERAL OFFICE AND WORKS : : : : : HAMILTON

SUBSCRIPTIONS.

The Trusts & Guarantee Company of Toronto and the Mercantile Trust Company of Hamilton will receive subscriptions for the above offering. Payments to be made as follows:

\$1.00 per share on application. \$3.00 per share on Jan. 15, 1912.
\$3.00 per share on allotment. \$3.00 per share on Mar. 15, 1912.
Or payment may be made in full, and interest at the rate of 7 per cent. per annum from time of such payment will be allowed up to March 15, 1912.

The following information is supplied by Mr. Gerard Muntz, the Managing Director:

COMPANY IN STRONG POSITION.

The Schacht Motor Car Company of Canada, Limited, was incorporated for the purpose of manufacturing and selling in Canada, Newfoundland, and the United Kingdom, the pleasure and commercial cars and trucks of the design and under the patent rights of the well-known Schacht Motor Car Company of Cincinnati.

An operating agreement between the parent company and the new Canadian Company provides that the latter shall enjoy all the patents and receive the benefits of all experimental work, both now and in the future, of the Cincinnati Company. The latter company also agrees to supply the Canadian Company with any parts or accessories now or in the future manufactured by it, at prices satisfactory to the Company. The material advantages enjoyed by the Canadian Company by reason of this association are the most valuable enjoyed by any Canadian Company.

COMPANY HAS ADVANTAGE OF LONG EXPERIENCE.

The Schacht Motor Car Company of Cincinnati, with which the Canadian Company is closely associated, is an example of sound and successful management. The shareholders have been paid regular annual cash dividends of 6 per cent. and, in addition, have received stock dividends of 200 per cent. during the past ten years. The Company has established a substantial reputation for the reliability of its output.

The Company makes a specialty of large trucks and commercial cars, while the merits of its pleasure cars have been demonstrated by a splendid series of records throughout the United States.

The interests who have helped to make the American Company permanently successful will be actively identified with the new Company, while Mr. Fred A. Charf, who for the past seven years has been superintendent of the Company's plants at Cincinnati, will occupy the position of superintendent of the new Canadian Company. Copies of the Prospectus and application forms will be furnished on request.

In view of the above we feel that we can recommend to our clients the purchase of these shares which, in addition to providing an excellent investment of combined safety and high earning power, have the further attraction of a bonus of 20 per cent. of the common stock, which provides the preferred shareholder with a ready means for participation in the surplus profit of the Company over 7 per cent.

SCOTT, DAWSON & PATERSON

(Members, Standard Stock Exchange)

Manning Arcade,

Toronto

BOVRIL

For dainty teas

Bovril Sandwiches have the advantage of being easy to prepare, exceedingly piquant, appetizing and very nutritious.

All that is good in beef is in BOVRIL

A GIFT EVERY MAN WANTS

"EZE" SUSPENDERS

(Pronounced "Easy")

"EZE" (pronounced easy) Suspenders are so stylishly finished, and the quality is honest through and through. Better still, they have the famous "EZE" double back.

In a Handsome Christmas Box without extra charge

Dressy colors; smart designs; sizes for all men, big or little.

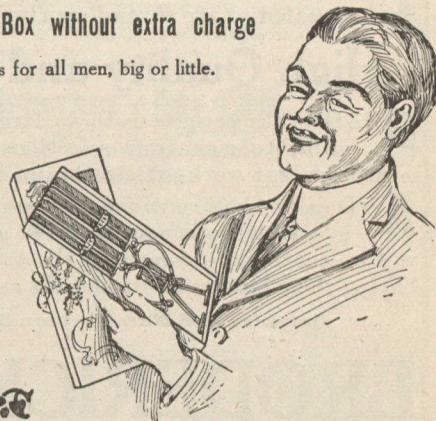
A pair of "EZE," in fancy box 50c

A pair of "EZE," with armbands and garters, in fancy box \$1.00

If your dealer hasn't them, write us. Postpaid anywhere upon receipt of price.

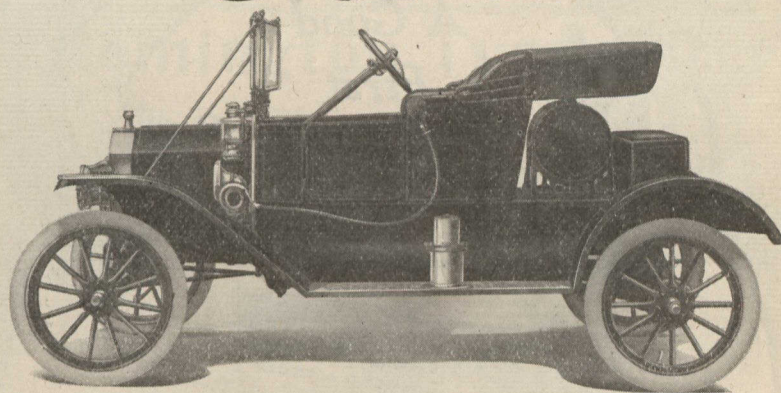
THE KING SUSPENDER CO.

64-68 Adelaide St. E., TORONTO



There is no other car built in Canada today that can compare in value with Ford Model T.

Ford



Ford Model T Torpedo Runabout

This sounds like an extravagant statement, but is it? Judge for yourself. Check over in your mind these exclusive Ford features:

Extreme simplicity in design; Vanadium steel (scientifically heat treated) construction; Magneto built into the motor. Ford planetary speed transmission. Ford spring suspension; Ford rear axle; quick accessibility to mechanism; 25 to 30 miles per gallon of gasoline; 8,000 to 10,000 miles on one set of tires.

One great advantage in buying a Ford is that it comes "fully equipped"; there are no "EXTRAS." What a satisfaction the Ford plan is! For example, when you are buying that snappy four-cylinder Ford Model T shown above, the salesman tells you it will cost \$775 complete—that includes everything. When you buy a Ford f.o.b. Walkerville, there is no time spent in haggling over the equipment that to-day should be put on every car.

In addition to the Ford Model T Torpedo we offer for immediate delivery

Ford Model T Touring Car, 5-passengers, completely equipped \$850 f. o. b. Walkerville.

Ford Model T Delivery Car, capacity 750 pounds merchandise, completely equipped, f. o. b. Walkerville, \$875.

(No Ford Cars Sold Unequipped.)

Ford Model T Commercial Roadster, 3-passengers (removable rumble seat), completely equipped, f. o. b. Walkerville, \$775.

Ford Model T Town Car, 6-passengers, completely equipped, f. o. b. Walkerville, \$1,100.

FORD MODEL T TORPEDO RUNABOUT \$775

Completely equipped f. o. b. Walkerville, 4-cylinders. 2 Passengers completely equipped as follows: Extension top; Speedometer; Automatic Brass Windshield; two 6-inch Gas Lamps; Generator; three Oil Lamps; Horn and Tools; Ford Magneto built into the Motor.

The *Ford Motor Company* OF CANADA, LIMITED
HEAD OFFICES AND FACTORY, WALKERVILLE, ONT.
Branches and Dealers in all Principal Cities in Canada.