

Dominion Alloy Steel Corporation Preparing to Build Next Month Their Big Million-Dollar Plant on St. Clair River. Will Be Unlimited Benefit to Lambton County.

OBJECT OF COMPANY
The Dominion Alloy Steel Corporation, Limited, has been incorporated and organized for the purpose of erecting a modern plant at Sarnia, Ontario, for the manufacture of Alloy, High Carbon and Special Quality Steel.

The plant will include both "Open Hearth" and "Electric" furnaces, rolling mills, heat treating plant, machine shops and testing laboratories.

MANAGEMENT
The plant will be constructed and operated under the supervision of men who have been associated with the growth and development of the Alloy Steel industry and who are recognized as leaders in developing ALLOY STEEL to the point where it has become indispensable to the automotive industry and many other manufacturers whose products require steel of special quality.

No period of experimental work will be encountered as this Canadian plant will duplicate the modern equipment now used by the most successful Alloy Steel plants in the United States.

PLANT LOCATION
The Company has acquired a very valuable site, consisting of two hundred and fifty (250) acres of land situated on the St. Clair River immediately adjoining the plant of the Imperial Oil Company at Sarnia, Ontario. This site is on the direct water route between the iron mines of Minnesota and the coal fields and is advantageously situated to obtain the lowest water freight rates for raw materials and shipping of finished products. The plant will also enjoy excellent railway facilities, being at the junction of two trunk lines. Sarnia, being a lake port, has a

very low rate on coal and other necessary raw materials.

Electric power is available from the Hydro-Electric Power Commission at a low cost, and is a big factor in the production of ALLOY STEEL.

The St. Clair River, opposite the Company's site, furnishes a natural harbor, having an ample depth for heavy shipping on the entire frontage of the property. The land is perfectly level, at an elevation of about twenty-five (25) feet on its entire front. On account of this elevation, foundation troubles are eliminated and good drainage assured.

Mr. J. J. Mahon, formerly of the Crucible Steel Company, and a Director of this Company, is a rolling mill engineer and metallurgist of international reputation. For three years during the World War, he had complete charge of shell steel production in Canada for the Imperial Munitions Board. Mr. Mahon, writing on "The Steel Situation in Canada," says:

"In my opinion, steel can be produced at Sarnia cheaper than at any plant now operating on the American Continent."

The Company will have the use in Canada of very valuable ALLOY STEEL patents owned by Mr. C. Harold Wills.

Mr. Wills began his active career with Mr. Henry Ford, and helped build the first Ford car. For a number of years he was chief engineer of the Ford Motor Company. The Ford car owes its success and wonderful record to ALLOY STEEL and the development of ALLOY STEEL probably owes more to Harold Wills than to any other man in the world. This Company will have the full benefit not only of Mr. Wills' won-

derful knowledge of and experience with ALLOY STEEL and his ALLOY STEEL patents, but will have the advantage of the continued development and research work he is constantly carrying on.

SOURCE OF REVENUE
Manufacture and sale of Alloy, High Carbon and Special Quality Steel required by the automotive and other industries of Canada.

The automobile industry in Canada is growing rapidly. Alloy Steel is necessary to the successful manufacture of automobiles. A very large tonnage of Alloy Steel is at present required by automobile plants within a radius of sixty (60) miles of Sarnia. Practically all of the Alloy Steel now used in Canada is being imported from the United States at rates of duty ranging from twelve and one-half (12½) to over thirty-seven (37) per cent. in addition to freight.

STEEL and Steel Products imported into Canada:—
1919—\$178,304,779.
1920—\$178,210,710.
1921—\$249,632,055.

SPECIAL CONCESSIONS
The following are a few of the special concessions granted the Dominion Alloy Steel Corporation by the City of Sarnia.

The City annexes the added territory with equal rights and privileges enjoyed by other sections of City, included among which are the following:

The City will open up streets and put down sewers as rapidly as conditions warrant.

The City will supply the Steel Company's property with water and permit gas mains to be laid.

The City will grant franchise for

extension of City Street Railway to Company's plant.

The City will grant fire protection as in other like localities.

The City has granted the Company a fixed tax assessment at a low figure for ten years.

SUMMARY OF INFORMATION CONTAINED IN STATUTORY PROSPECTUS

The minimum subscription upon which the Directors may proceed to allotment is one share of Preferred Stock.

The number of shares fixed by By-law for qualification of a Director is one share of Common Stock.

No provision has been made for the remuneration of the Directors.

The preliminary expenses of the Company are estimated to not exceed Fifteen thousand dollars (\$15,000.00).

The Company has acquired its site of two hundred and fifty acres of land and no part of the purchase price thereof was paid, or is payable for good will.

No Director of the Company has any interest in the promotion of, or in the property acquired by the Company.

A copy of the Prospectus dated the 13th day of February, 1923, has been filed with the Secretary of State at Ottawa and also the Provincial Secretary at Toronto.

Sores Flee Before It.—There are many who have been afflicted with sores and have driven them away with Dr. Thomas' Electric Oil. All similarly troubled should lose no time in applying this splendid remedy as there is nothing like it to be had. It's cheap, but its power is in no way expressed by its low price. m



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Manufactured by Goold, Shapley & Muir Co., Limited, Brantford, Canada.
Sold by **John McKercher**, WATFORD, ONTARIO

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WATFORD AND VICINITY
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Pte. Sid Brown
Pte. Gordon Patterson
Pte. F. Wakelin, D. C. M.
Pte. T. Wakelin
Pte. G. M. Fountain
Pte. H. Holmes
Pte. C. Stillwell
Pte. Macklin Hagle
Sergt. Clayton O. Fuller
Gunner Russell H. Trenouth
Pte. Nichol McLachlan
Corp. Clarence L. Gibson
Signaller Roy E. Acton
Bandsman A. I. Small
Capt. Ernest W. Lawrence
Lieut. Leonard Crane
Pte. John Richard Williamson
Lieut. Chas. R. Hillis
Lieut. Gerald L. Taylor
Pte. Charles Lawrence
Lieut. Basil J. Roche
Pte. Alfred Bullough

For the very best Ice Cream and the nicest dishes and most Cooling Drinks, try our parlors these hot days!
Fresh Cakes and Good Bread Every Day
LOVELL'S
BAKERY & CONFECTIONERY

OFFERING
\$3,000,000.00
8 Percent. Cumulative Preferred Stock

Dominion Alloy Steel Corporation

LIMITED
(Incorporated under the Dominion Companies Act)

AUTHORIZED CAPITAL

8 per cent. Cumulative Convertible Preferred Stock (Par value, \$10).....	\$7,500,000.00
Common Stock (Par value, \$10).....	\$7,500,000.00

Preferred Shares have preference both as to Assets and Dividends and bear eight per cent. Dividends cumulative, from January 1st, 1924, payable semi-annually, on the first days of January and July.

The holders of Preference Shares have the privilege of converting such Shares into Common Shares of the Company on or after the first day of July, 1924, and to the first day of July, 1927, both inclusive, on a share for share basis.

The Preferred Shares are redeemable, at the option of the Company, at \$10.50 per Share and accrued dividends on or after January 1st, 1934, upon thirty days notice by registered mail.

OFFICERS AND DIRECTORS

<p>WILLIAM B. BOYD, M.I.E.E. Toronto, Ontario, President Formerly Electrical Engineer, Illinois Steel Company, Chicago; formerly Chief Electrical Engineer, Dominion Iron & Steel Company, Sydney, N. S.; Chief Consulting Engineer to many large Canadian Industries.</p> <p>C. HAROLD WILLS Marysville, Michigan President, C. H. Wills Motor Co., Marysville, Michigan; formerly Chief Engineer, Ford Motor Company.</p> <p>GEORGE A. SIMPSON Hamilton, Ontario Formerly Sales Manager and Special Representative of the Steel Company of Canada, Limited, Hamilton.</p>	<p>R. V. LeSUEUR, M.P. Sarnia, Ontario Member of Legal Firm, LeSueur, McKinlay, LeSueur and Dawson; Solicitor for Imperial Oil Limited, at Sarnia.</p> <p>SIR WILLIAM MACKENZIE Toronto, Ontario Formerly President Canadian Northern Railway; President, Toronto Railway Company; Director, Canadian General Electric Co., Ltd.; Chairman of the Board of Directors, Brazilian Traction, Light and Power Co., Ltd.</p> <p>J. J. MAHON Newark, N. J. Consulting Steel Metallurgist; formerly Chief Engineer of the Crucible Steel Company of America.</p>
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Auditors: Price, Waterhouse & Co. Bankers: The Dominion Bank

All Details in connection with this issue have been passed upon by Messrs. LeSueur, McKinlay, LeSueur and Dawson, Barristers, Sarnia, Ontario

Chartered Trust and Executor Company
Registrar and Transfer Agent

PRICE:
Par (\$10.00 per share) carrying a 50% Bonus of Common Stock. One Share of Common Stock Fully Paid with each two shares of Preferred Stock purchased.

Cheques in payment of subscriptions for this Company's Stock must be made payable to the Chartered Trust and Executor Company as Trustees.

DOMINION ALLOY STEEL CORPORATION, Limited
ROYAL BANK BUILDING TORONTO, ONTARIO 125 N. FRONT STREET SARNIA, ONTARIO

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