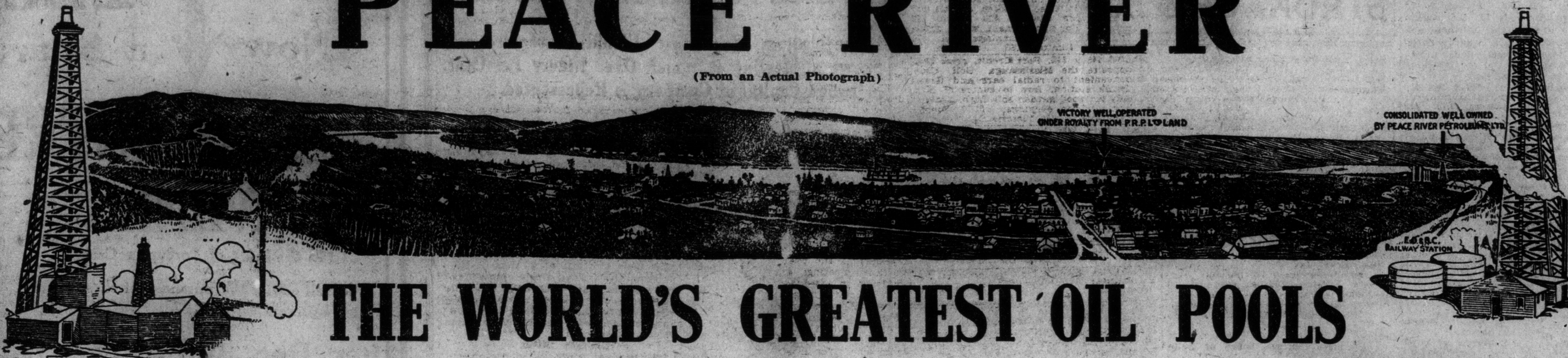


# PEACE RIVER

(From an Actual Photograph)



## THE WORLD'S GREATEST OIL POOLS

A wonderful wealth is in store in the Peace River District where eminent Geologists and Oil Experts from all over the world, who have made careful and thorough investigations, report that they are convinced and state with full confidence that THE WORLD'S GREATEST OIL RESERVOIR will be found there.

Here is your opportunity to share in this wonderful wealth possibility.

### Let Canada's Wealth be Enjoyed By the Canadian People

Here is an opportunity for Canadians to invest in Peace River Petroleum Limited, a Canadian Corporation, controlled by successful Canadian business men, who intend in all sincerity and earnestness, to develop the marvellous oil fields in Peace River.

The Corporation, as will be seen by this announcement, controls over 48,000 acres of the best oil lands in

### This Vast and New Oil Field

The names of the directors, all of whom are well known Canadian business men, are alone a guarantee that development work will be aggressively proceeded with, and the funds of the Company expended with economy and wise judgment.

In the past the cream of Canada's mineral resources have been exploited by foreign capital, but here we have a genuine Canadian enterprise which deserves, and should have, the support of every Canadian who is interested in the development of Canada's vast oil resources.

### American Oil Fields Nearing Exhaustion

The great oil fields of America are nearing exhaustion, and at the present rate of consumption of petroleum products, America will soon be compelled to curtail her export of oil.

A recent geological report to the United States Government by Dr. A. E. Atcheson on the oil resources of U.S.A., states that, "The peak of production in oil will be passed in 1921," and it has been predicted that within six years the United States Government will be forced to terminate all exports of oil.

What will Canada do when the United States prohibits all exports of oil?

We are at this moment suffering from a similar situation with Coal.

Peace River Oil will solve Canada's fuel problems.

Canada is now one of the smallest producers of oil in the world, only producing less than 300,000 barrels. Last year Canada imported over 10,000,000 barrels, and her consumption is rapidly increasing.

With the tremendous oil resources that Canada possesses, she should and will be one of the largest producers of oil and become an exporter instead of an importer of oil.

### OIL IS KING

Oil to-day is King—The world could not live without oil—Oil lubricates the machinery of the universe—Oil is the coming fuel for all purposes—Navies—Merchant Ships—Railways—Gasoline Engines—Farm Tractors—and so on without end.

Look at the rapid increase in consumption of oil for the past several years and the demands are increasingly greater each year.

The nation that cannot control its oil supplies must lag behind in the industrial race.

### Shrewd Canadians Are Buying

The shrewd men in Canada who believe that history will repeat itself are buying shares of PEACE RIVER PETROLEUMS LIMITED, as they believe that the great geologists of the world cannot all be wrong when they predicted that the Peace River District would become the greatest oil field in the world and this is now confirmed by the number of wells that have already been drilled and struck oil.

There is no miracle in a good investment, a good investment is the simple result of good judgment.

In view of these facts, you are recommended to buy shares in Peace River Petroleum Limited, at the present low price and help to secure.

CANADA'S OIL FOR CANADIAN PEOPLE.

### No Bonus or Promotion Shares

There have been and will be no bonus or promotion shares issued by Peace River Petroleum Limited. All the directors have paid cash for their shares; every dollar received for shares by the Company goes into the treasury and will be used for drilling and development work and legitimate expenses. A FAIR AND SQUARE DEAL IS ASSURED YOU.

WE OWN AND OFFER SHARES IN PEACE RIVER PETROLEUMS LIMITED, AT THE PRESENT LOW PRICE OF 35c FOR EACH ONE DOLLAR SHARE (fully paid up and non assessable.)

**35c**  
**a Share**

This is a genuine opportunity which looks as if it could not fail to return big profits in the near future and every person should avail themselves of the opportunity to purchase Shares at the present low price.

\$ 35.00	Buy	100 Shares
\$ 70.00	"	200 "
\$ 175.00	"	500 "
\$ 350.00	"	1000 "
\$1750.00	"	5000 "

We Reserve the Right to Withdraw This Issue, or Raise the Price of Shares Without Notice.

Send in your application to-day—simply fill in the form attached and mail with cheque to

**W. C. GOFFATT & CO.,**

Financial Agents

10-12 King St. East, Toronto, Canada.

Prospectus and map showing holdings of Peace River Petroleum Limited will be gladly sent on request.

PHONE  
MAIN 13  
FOR FURTHER  
INFORMATION

### IMPORTANT

Oil has already been struck in two wells now being drilled on the Company's properties—Both wells will be drilled deeper to the BIG OIL POOL.

The "Financier" of London, England, one of the oldest and most reliable financial papers in Great Britain, in a recent article practically demanded that the public are entitled to participate in the shares of oil companies, and that shares should not be offered to a favored few.

Here is an extract from their editorial regarding a recent issue of oil shares in England:

Instead of permitting the investing public to participate in the financing of the project, they have arranged to offer the shares for sale only to their personal clients and friends, and to ignore the great investing public outside that favored circle. We cannot help thinking that it would have been fairer to allow the great body of British investors to apply for shares. Undertakings of national importance in their scope and objects ought not to be the possession of the privileged few, but should rather be in the beneficial ownership of investors generally.

Every investor, large or small, has an opportunity to invest in Peace River Petroleum Limited—a project of national importance to Canada.

## Peace River Petroleum Limited

(NO PERSONAL LIABILITY)

General Offices: Sterling Trust Building, Toronto, Canada

Capital Authorized, \$5,000,000.

Divided into 5,000,000 Shares of par value \$1.00 each.

### Officers and Directors

#### PRESIDENT

JOHN HALLAM  
President John Hallam Ltd.,  
Furs, Hides and Wool, Toronto.

WM. BRADSHAW  
of A. Bradshaw & Sons, Ltd.,  
Wholesale Dry Goods, Toronto.

SIDNEY C. BRASIER  
of Wagner, Brasier & Co.,  
Wholesale Fur Merchants,  
Toronto.

F. ALBANY ROWLATT,  
Toronto.

#### VICE-PRESIDENT

ALLAN McPHERSON  
President Quincy Adams Lumber  
Co., Ltd.; Director Chartered  
Trust & Executor Co.; Long-  
ford Mills, Ontario.

THOMAS A. MITCHELL  
of Denton, Mitchell & Duncan,  
Toronto.

THOMAS A. CAIN  
General Manager, Reo Sales, Ltd.,  
Toronto.

JOHN ANDERSON IZETTE  
Journalist, Toronto.

#### SECRETARY

ADAM ANDERSON  
Importer & Manufacturers' Agent  
Toronto.

Cecil H. Thompson  
Vice-President Anglo-American  
Lumber Company, Toronto.

BYRON GEORGE COHEN  
of Wilson & Cohen,  
Importers and Manufacturers  
Toronto.

THIS PROSPECTUS HAS BEEN FILED WITH THE PROVINCIAL SECRETARY BEFORE THIS ISSUE.

Peace River Petroleum Limited (no personal liability) Authorized Capital \$5,000,000 divided into 5,000,000 shares of \$1.00 each. The following information is given to meet the requirements of the Ontario Companies Act—(a) The qualification of a director is the holding of one share. The by-laws contain the following provisions: "The directors shall be paid out of the funds of the Company by way of remuneration for their services such sums as the shareholders in annual meeting may determine, and such remuneration shall be paid in such proportion as the directors themselves may determine, and also the sum of \$10.00 for each meeting attended, and shall also, in addition thereto be paid (after approval of the account by the board of directors) all out of pocket disbursements actually and properly incurred by them in connection with the affairs of the Company, including any traveling and hotel expenses incurred in attending meetings of directors or shareholders. If any director, being willing, shall be called upon to perform extra services or to make any special exertions in going or returning to or from any of the purposes of the Company, the Company shall remunerate the director as doing, either by a fixed sum or by a percentage of profits or otherwise as may be determined by the directors, and such remuneration may be either in addition to or in lieu of any share in the remuneration above provided by by-laws. The by-laws further provide that the remuneration of the officers, including the president, vice-president, secretary and treasurer, shall be determined by the directors at any time to be determined by the board. (c) The names, descriptions and addresses of the directors are: John Hallam, Wholesale Hides & Fur Merchant, 111 Front St. East, Toronto; Allan McPHERSON, Lumberman, Longford Mills, Ontario; Thomas Anderson Mitchell, Wholesale Merchant, 63 Wellington St. West, Toronto; William Bradshaw, Wholesale Merchant, 86 Front St. East, Toronto; Byron George Cohen, Manufacturers' Agent, 65 Bay St. Toronto; Cecil Holmes Thompson, Lumberman, 21 Adelaide St. West, Toronto; John Anderson IZETTE, Journalist, Toronto; Frank Albany Rowlatt, Advertising Agent, 24 Pine Crescent, Toronto, Ontario.

(d) The minimum subscription is five shares and the amount payable on application and on allotment on each share is the full amount of the price at which such share is issued. (e) Under the by-laws a further call or calls may be made upon shares subscribed for and when the directors may determine, but the shares now offered are being issued not subject to further call. (f) \$16,000 fully paid and non-assessable shares of a par value of \$1.00 each have been issued or are proposed or intended to be issued in consideration of the transfer and assignment to the Company of approximately 25,000 acres of petroleum and natural gas rights in the Peace River District, in Alberta and in British Columbia. (g) There are no vendors of any property purchased or acquired by the Company, or proposed to be purchased or acquired, which is to be paid for wholly or partly out of the proceeds of the issue offered for subscription by this Prospectus, or the purchase or acquisition of which is to be paid for wholly or partly out of the proceeds of the issue offered for subscription by this Prospectus. (h) No amount is paid or payable as purchase money in cash, shares, debentures or debenture stock or other securities for any such property. (i) Nothing has been paid or is payable as commission for subscribing or agreeing to subscribe, or procuring or agreeing to procure subscriptions for any shares in the Company, or for underwriting or procuring.

The Charter of Incorporation gives this Company power to control oil lands and operate oil-wells—build pipe lines—erect and operate refineries—own and operate tank cars, railways and steamboats—to produce natural gas—operate and supply municipalities with light, heat and power, and also to manufacture gasoline from natural gas.

(Gasoline manufactured from the wet gas that comes from the wells at Peace River will become an enormous revenue-producing asset to Peace River Petroleum Limited.)

The Company also has power to operate and develop coal, iron and other valuable mineral deposits.

The Company controls over 48,000 acres of what are considered to be the choicest and richest oil lands in the Peace River District.

SOLICITORS—Starr, Spence, Cooper & Fraser, 120 Bay St., Toronto, Canada; Cormack & Mackie, Edmonton, Alberta. BANKERS—Canadian Bank of Commerce, Head Office, Toronto, Canada—Branches throughout Canada. TRANSFER AGENTS—The Trusts and Guarantee Co., Ltd., Bay Street, Toronto, Canada. FINANCIAL AGENTS—W. C. Goffatt & Co., 10-12 King St. East, Toronto, Canada.

Fill in and mail this application form to-day. Send for Prospectus and Map.

To—W. C. GOFFATT & CO.

10-12 King Street East, Toronto

Please enter my application for ..... shares of the Capital Stock of Peace River Petroleum Limited at Thirty-five cents a share (35c), fully paid up and non-assessable. Herewith I send you \$..... being the amount in full. Have shares issued to:

Name ..... Address .....  
Town ..... Province .....

Make cheques, drafts, money order, etc., payable to W. C. Goffatt & Co.