

The Subscription List will open on November 14th, 1910, and close on or before November 17th, 1910

Price Brothers & Company, Limited

Incorporated under the Laws of the Province of Quebec, Canada, with a Capital of \$5,000,000

OFFER OF

£1,000,000 FIVE PER CENT. FIRST MORTGAGE BONDS

Forming part of an authorized issue (closed Mortgage) of £1,232,876.14.3, being the sterling equivalent at \$4.86 2-3 of \$6,000,000.

Dated November 1st, 1910.

Due November 1st, 1940.

Callable as a whole at 102½ per cent. and accrued interest on November 1st, 1915, or on any interest date thereafter, on three months' notice; or in part for sinking fund purposes only on any May first after 1915, at 102½ per cent., and accrued interest.

Interest payable May 1st and November 1st. Both principal and interest are payable in London, England, in Sterling, and also in Montreal, Toronto, Quebec and New York, at the fixed rate of exchange of \$4.86 2-3 to the £1.

Coupon Bonds of £200, £100 and £20; \$1,000, \$500 and \$100; interchangeable; fractions adjusted in Scrip. Bonds may be registered as to principal only.

ROYAL SECURITIES CORPORATION, LIMITED, 164 St. James' Street, Montreal, offers for sale £1,000,000 of the above Bonds at the price of 86 PER CENT. (unstamped) payable as follows per £100 Bonds:—

£ 5	equal	\$ 24.33	On Application.
£21	equal	102.20	On Allotment.
£30	equal	146.00	On 1st February, 1911.
£30	equal	146.00	On 1st May, 1911.

£86 at \$4.86 2-3 equal \$418.53.

Payment in full may be made on allotment, under discount, at the rate of 4% per annum.

If only a portion of the amount applied for be allotted, the balance of the deposit will be applied towards the payment due on allotment. Interest at the rate of 7% per annum will be charged on all instalments not paid on the due dates. Failure to pay any instalment when due will render the amount previously paid liable to forfeiture.

After payment of the instalment due on allotment, Allotment Letters will be exchangeable for Provisional Scrip Certificates, bearing a coupon payable on May 1st, 1911, representing interest at 5% to that date from the due dates of the instalments. Notice will be given when Scrip Certificates may be exchanged for Definitive Bonds bearing coupon due November 1st, 1911.

Make all remittances payable at par of exchange in Montreal to the order of MONTREAL TRUST COMPANY, MONTREAL.

From a letter of the President of the Company, a copy of which will be sent upon request, we summarize as follows:—

- (1) First Mortgage covering all fixed assets owned by the Company.
- (2) Timber limits insured by Lloyd's against fire.
- (3) The assets forming the security for the new bonds will amount to over \$13,500,000, of which over \$8,000,000 represent Freehold and Leasehold Timber and Pulpwood Lands, constituting a security of constantly-increasing value, owing to the rapid depletion of the available supplies of timber in the United States.
- (4) The average earnings for the last three years amount to more than one and a half times the interest on the £1,000,000 of bonds; and the estimated earnings of the combined operations, after the completion of the paper mills, cover the amount required to meet the entire bond interest three times over.
- (5) The past earnings have been derived from careful operations of the Company's limits to the extent of only one-third of their capacity, and after the construction of the new mills the business of the Company will require the operations of the limits to the extent of only two-thirds of their capacity.
- (6) The new paper mill is the development on a larger scale of the Jonquiere Paper business, which has been operated profitably for several years past.
- (7) A Sinking Fund of 2 per cent., cumulative, beginning 1915, will redeem practically the entire issue before maturity.

Application will be made in due course to the Committees of the Montreal and London Stock Exchanges for an official quotation of the bonds. Holders of existing 6% Bonds of Price Brothers and Company, Limited, may deliver their Bonds at 105% and interest on account of payment for allotments.

The Bonds are being offered by Royal Securities Corporation, Limited, simultaneously at its offices in Montreal, Toronto, Quebec and Halifax, and for its account by Farwell Trust Company, Chicago, at 86% unstamped, and Parr's Bank, Limited, London, England, at 87% stamped.

Maps and application forms will be furnished upon request.

Royal Securities Corporation

ROYAL BANK BUILDING, TORONTO

Limited

MONTREAL

HALIFAX

QUEBEC

LONDON, ENG.