

# Peace River Petroleums 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 & Son, Ltd.  
Wholesale Dry Goods, Toronto  
**CECIL H. THOMPSON**  
Vice-President, Anglo-American  
Lumber Company, Toronto

**THOMAS MITCHELL**  
of Denton, Mitchell & Duncan,  
Wholesale Dry Goods, Toronto  
**ADAM ANDERSON**  
Importers & Manufacturers' Agent,  
Toronto  
**BYRON GEORGE COHEN**  
Wilson & Cohen  
Importers and Manufacturers  
Toronto

**SIDNEY C. BRASIER**  
of Wagner, Brasier & Co.  
Wholesale Fur Merchants,  
Toronto  
**THOMAS A. CAIN**  
General Manager, Reo Sales, Ltd.  
Toronto  
**ALLAN McPHERSON**  
President Quincey Adams Lumber  
Co., Ltd., Longford Mills, Ontario

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

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, also to manufacture gasoline from natural gas.  
(Gasoline manufactured from the wet gas that comes from the wells at Peace River should 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.

The companies whose lands have been taken over and the amount of land they controlled are as follows:

The Consolidated Oil-fields of Peace River, Ltd.	13,000 acres
The Smoky River Oil Company, Ltd.	10,000 "
The Peace River Syndicate	25,000 "

These lands have been paid for in the capital stock of Peace River Petroleum, Limited. One share of stock in the new company has been paid for each share or its equivalent in the former organizations, no cash whatever being paid.

The purpose of the present offering is to raise the funds necessary for development of the company's immense holdings. It is estimated that the proceeds of this issue will be sufficient to carry on development work for over two years.

The names of the directors, listed above, are alone a guarantee that development work will be aggressively carried on and that the funds will be wisely spent.

## An Opportunity for the Small Investor

The Oil Fields of Texas and Oklahoma have been possibly enriched more people than any other discovery of modern times. Opportunities were offered the public who were not in a position to make large investments, but many of whom have since become independently rich from the profits of their original small investments.

FORTUNES IN OIL	
The fabulous wealth returned from small investments in other oil fields reads like a fairy tale.	
\$100 invested in Pinal Oil Co. paid	\$10,800.00
100 " " Lucile Oil Co. paid	16,000.00
100 " " Home Oil Co. paid	40,000.00
100 " " Paraffin Oil Co. (in 10 years) paid	492,000.00
175 " " Coline Oil Co. paid	80,000.00
while each \$100 invested in the Fortuna Oil Co., Texas, returned a quarter of a million (\$250,000.00).	

## To the Canadian Public

During the four years I spent in the Peace River country I watched the oil development in all its stages. Eight wells have already been drilled in and near Peace River Town. Every well has brought in oil—not one well has been drilled dry.

Pay oil has been discovered in at least five of the wells drilled, a record seldom attained in any new oil field on this continent. That oil would be discovered in Peace River was predicted by George Dawson, Canada's most eminent geologist, over thirty years ago. During the past five years a score of the world's best known geologists and oil experts have visited Peace River, and in every instance these men of science endorsed the prophecy of Sir George Dawson of long ago.

A valuable by-product of the oil fields of Peace River is wet gas, from which, by simple process, gasoline is extracted. From three to five million feet of wet gas belches from the wells already drilled into the gas stratum.

Every man who has visited the wells at Peace River knows that oil is there, because he has seen it; but the wealth of the earth, be it gold, silver or oil, is of no value unless money is efficiently spent for its development.

I believed the geologists and oil experts of this continent when they said that by drilling deeper into the oil sands at Peace River the BIG OIL POOL would be discovered.

Because of this belief and my personal knowledge of the actual discovery of oil in the wells drilled at Peace River I feel I am acting in the best interests of Canada when I recommend the Canadian people to join with Peace River Petroleum, Limited, and help to secure the big production of oil for our industries.

## No Bonus or Promotion Shares

There have been and will be no bonus or promotion shares issued by the Peace River Petroleum, Ltd. 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.

We own and offer shares in Peace River Petroleum, Limited, at the low price of thirty-five cents (35c.) per share, fully paid up and non-assessable—par value \$1.00 each.

We reserve the right to withdraw this issue or raise the price of shares without notice.

## SEND FOR FREE PROSPECTUS AND MAP

Fill in and mail this application form to-day

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 for:

Name \_\_\_\_\_ Address \_\_\_\_\_

Town \_\_\_\_\_ Province \_\_\_\_\_

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

## 35c. a Share

This is a genuine opportunity which looks as if it could not fail to return big profits in the near future.

\$ 35.00 Buys 100 Shares  
\$ 70.00 Buys 200 Shares  
\$ 175.00 Buys 500 Shares  
\$ 350.00 Buys 1000 Shares  
\$1,750.00 Buys 5000 Shares

## SPROUTS

The average hen lays from 100 to 150 eggs a year, extra good ones now lay 200 eggs. Not so long ago the 200-egg hen was considered something of a marvel, and the elevation by breeding of the average hen to the 200-egg mark was set as the ultimate attainment. Now thousands of pure-

bred hens lay 200 eggs a year, and the goal has been set much higher, which breeding and selection may attain in flocks given the proper care.

Think what it would mean to increase by 100 the number of eggs laid on the average by the hens of Canada. It is estimated that there are more than 100,000,000 less hens in the world to-day than before the war.

year this means that this year the egg output of the world is 10,000,000,000 eggs less than it was five years ago. Perhaps we can see in that some reason for the prices we are paying. More hens and better hens, the kind that lay 200 eggs a year on the average, is the need of the world.

Sandpaper will help sharpen seeds. At the lay average of 100 eggs a year.

Pork should always be thoroughly cooked.

Much of the high cost of living is due to the fact that many folks depend on others to do things that might better be done by themselves.

Sensible women are making over old clothes because they realize that the materials in the old articles are better than they can buy now at three times the price.

## Soils and Crops

Address communications to Agronomist, 73 Adelaide St. West, Toronto

### Diversified Farming.

The planting of every crop that can be raised on the farm is what most of us have aimed at for years and years. To raise every possible bit of farm produce that is possible and so keep the money on the farm is the aim. I have been brought up along that line and so far I have been bothered quite a lot, I believe, by the idea I have inherited—so to speak. When a farm crop or a vegetable takes more time for the production of it than the crop comes to, then it is time to let some other fellow raise that crop and let me raise something that I can make a go of. Beans is a crop that we used to monkey with, but we haven't just the right conditions for growing the crop. We do have the climate for a dozen other crops that we can produce at a profit and also with pleasure, because it is a pleasure to grow a crop that yields well and brings a profit.

We are told very often by wiser men than we that we must not put all the eggs in one basket. I will say that we must not put our eggs in the wrong basket, but when we find the right one, or two or three baskets, then fill the baskets up as high as they will hold. Certain farms are adapted to certain crops. We can't get around that. I can raise one or two crops on this place that my neighbor can't make go well, and he can raise something that I can't make a success at. That is not a matter of climate, as we have the same wind and the same sun. And another thing to consider is that different men farm differently. I have half the acres that my neighbor has. His farm must be arranged differently than mine. I can't have as much area as he has, but I can do my farming a little more intensively. That in itself makes a different line of crops fit each particular farm.

To find the crop that fits the farm, and also the crop that fits the man, is the biggest problem we have, I think. Bigger production will come only when I can get sense enough to stop monkeying with a crop that does not pay and start with one that is adapted to me and my farm. If I can't find that then I had better let someone else have the farm or let the farm have someone else to run it. Either will allow both of us to serve our purpose better.

### Selling the Farm Piecemeal.

I have seen a lot of farms that are being sold piecemeal, though their owners don't seem to be aware of the fact. They think they are keeping their farm in their own possession, but in many cases they have sold quite a chunk of it already. Then, again, it isn't such an easy matter as it appears at first thought to keep from selling some of the farm as we go along. It is a pretty good farmer that has developed a system that prevents this fully.

Every crop we grow takes a certain amount of plant food from the soil—a fact we all recognize. There is plant food stored in the soil that gradually becomes available to meet this demand, but under ordinary conditions this is insufficient to make up the loss, and if the cropping is continued a time must come when the plant food available each year will not produce a paying crop—the farm will have been about all sold.

Farmers have learned that it pays to put back on the farm as much of the plant food removed as they can conveniently, but still a good many neglect to do it that know, and some others will not give the matter much consideration. These go right along selling their farm's fertility, which measures the farm's real value. Farm buyers are coming to take these things into consideration and a wise buyer will find out how the farm has been treated and whether a large part of the fertility has been sold before he invests. He can build up the soil in time but he knows that he will be the loser for the time it takes him to do this.

Now to keep the farm from losing any of its fertility we will be obliged to replace somewhat more than the manure that stock eating the crops will produce, but many farmers do this by judicious feeding of boughten feeds, as well as by growing legumes. Alfalfa is a very strong soil builder, for it not only takes nitrogen from the air and stores it in its roots to become a part of the soil, but it is very rich in plant food which it returns, and when we buy alfalfa to feed we are buying a valuable fertilizer at the same time—one that contains about fifty pounds of nitrogen, ten pounds of phosphoric acid, and forty pounds of potash to the ton. If we buy bran to feed with it we get with each thousand pounds twenty-six pounds of nitrogen, twenty-nine pounds of phosphoric acid, and sixteen pounds of potash. Fattening animals make the greatest use of the carbon in the feeds and return almost ninety per cent. of the plant food, and while dairy cows return a low percentage direct—about sixty per cent.—where the milk is fed on the farm and only the butterfat sold the percentage returned altogether is high. From these ordinary farm feeds we can see how we can supplement the fertilizer returned to the farms and get profit from the use of the feed. There are

other feeds as rich in plant food as these, and feeds differ greatly in this. Cottonseed meal contains about the same phosphoric acid and potash, but nearly three times the amount of nitrogen, and this feed would be worth over two dollars a hundred pounds for the plant food returned if the manure was taken care of properly so its plant food would not be lost.

Then the value of the manure to the soil is not all in the plant food that is returned, for humus is necessary to profitable production on any soil, and from the manure we get this humus. There are sources of plant food that are unavailable that the chemical action of the gases released by the decomposition and fermentation of the manure make available that would not be available but for the manure, or at least not so quickly. Then the manure makes the soil more suitable for the roots to penetrate and helps to hold moisture, thus in a mechanical way, assisting in production.

Where we systematically work to improve the soil continually we are adding to our farm instead of selling it off piecemeal. It is like depositing money in the bank, but it is where we can be sure to draw it when we want it, and no absconding bank cashier, or bandits, or panics, can touch it.

### Food by 100 Calories.

At a recent course in food values the various foodstuffs in 100 calorie portions were emphasized. There are many housewives who would like to memorize this table of food as measured by the new calorie unit. A good way to do this is to pin this table in the kitchen, where it may be studied for a moment many times a day:

- A small lamb chop weighing one ounce.
- A large egg.
- A small dish of baked beans.
- An inch and a half cube of cheese.
- An ordinary sized sauce dish of sweet corn.
- A large boiled potato.
- A smaller sweet potato.
- An ordinary thick slice of bread.
- Two macaroons.
- Two small baking powder biscuits.
- Two-thirds cup of cornmeal mush.
- One cup oatmeal (cooked).
- Three-quarters cup steamed rice.
- One and a third cupfuls puffed rice.
- Two scant tablespoonfuls granulated sugar.
- One scant tablespoonful butter, oil, or bacon fat.
- One and a half tablespoonfuls condensed milk, sweetened.
- Half a cup macaroni and cheese.
- One large raw apple.
- Four dates.
- Half a cup of grape juice.
- Scant three-quarters cup milk.
- Six clams.
- Six sardines.
- One codfish ball.
- One banana.

## In Ten Years 500 Dollars

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## Giving Thanks to God.

Among those in the world to-day who need to be urged to go to church there are some like unto the pagans condemned by St. Paul in his great Epistle to the Romans. They are inexcusable, because they never glorify God or give thanks to Him for the blessings they enjoy. By the light of reason they are able to perceive this obligation and to understand their dependence on the Almighty power by which life is perpetuated. Like the pagans of old, they become hardened in heart, vain in their thoughts and entirely lacking in the expression of the gratitude due to their Creator.

If he was writing for the present time St. Paul would find a stronger condemnation needed to suit the case of the modern indifferentist, who has before his eyes the evidence of what religion has done for human welfare since the Apostles went out among the nations to teach the divine revelation entrusted to them.

Some of our neighbors are quite passive and care not to have God in their knowledge, while others are busy at work disseminating false teaching or seeking to bring into contempt the study of divine truth. By ridicule chiefly of divine truth. By ridicule chiefly of divine truth. By ridicule chiefly of divine truth.

Holy Scripture gives warrant for the statement that a fool may say there is no God. He can get into such a state of mind only by wilful blindness, by refusing to accept the testimony of the best and wisest men of all nations. The study of history furnishes abundant proof that the most barbarous tribes are by nature inclined to adopt some form of religious worship. As there never has been a nation entirely composed of drunkards or lunatics, so there is no record of a whole nation being atheists or agnostics. In every country such persons are regarded as exceptional.

A vain show of learning with high sounding words may cause a confusion of ideas in many minds, but the fact remains that human beings in every age have cherished a belief in the existence of a Supreme Ruler to whom they owe obedience, prompted by the law written on the tablets of the heart.

Forms of prayer, rites and ceremonies have been established to give visible expression to the inward convictions. With sentiments of wonder and pity we read of the strange religious observances practiced by heathens in remote lands. We discover traces of weird superstitions in the tombs of their ancestors. They believed in appealing to a superhuman power for blessings to hallow the joys of home and to consecrate their graves. All the varieties of false worship may be brought forward to strengthen the argument that impiety is repugnant to the human mind. Agnosticism stands condemned by the vast majority of the human race throughout the ages of the past.

The teaching of St. Paul clearly affirms that by the light of reason alone a considerable knowledge of God may be obtained, which is further increased by the assistance of divine faith. From the study of the things which God has made we can form some notion of His power, His wisdom and His goodness. We can get reasonable proofs that the Creator of the world is not limited as we are by space and time; that His intelligence is vaster and more penetrating than any intellectual force existing among men.

We can perceive the beauty of the heavens, the grandeur of high mountains, the broad expanse of the ocean, and from these visible objects we may derive an idea of the invisible creative power by which the universe was established. We have also implanted within the domain of consciousness a sense of the divinity, called the moral sense, that gives testimony to the Supreme Ruler.

Far more precious than any earthly treasure is the spiritual understanding by which we appreciate our true relations to God as our Creator and Chief Lawgiver. The Christians of Rome and elsewhere were urged by St. Paul to be worthy of God by fidelity in every good work. He would allow no line of distinction in favor of the Jewish race, from which he came, "for the same Lord is over all, rich unto all that call upon Him."

**Care of House Plants.**  
House plants should be given water at intervals and in quantities sufficient only to keep the soil in the pots from becoming dry. The pots should not be kept standing in saucers of water. When the earth in the pots is kept wet it is sure to become cold and sour and the plants will suffer. Hydrated lime used in watering the plants, once a month, at the rate of one teaspoonful to a quart of water, will keep the soil sweet or neutral, providing they are not overwatered.

Flour sacks make excellent dish towels. When a fur coat becomes creased, either from laying some article upon it or from crushing, the best method of removing such marks is to thoroughly dampen the fur. When possible the drying should be done out of doors, so the air will aid in the process. In no case should furs be placed near a fire to dry, because each little hair is furnished with a tiny mita of oil and this is apt to dry when the fur is placed in direct contact with heat. For this reason alone furs should be placed in cold storage during the summer.