

OFFERING OF \$1,750,000 6% FIRST MORTGAGE SINKING FUND BONDS WITH 50% BONUS IN STOCK OF THE STERLING COAL COMPANY, LIMITED

(To be Incorporated Under the Laws of the Dominion of Canada).

CAPITALIZATION:	Authorized.	Now Being Issued.
BONDS—30-year 6% First Mortgage Sinking Fund	\$3,500,000	\$1,750,000
STOCK	3,500,000	2,500,000

Leaving in Treasury:—Bonds, \$750,000; Stock, \$1,000,000.

DIRECTORS:

W. F. TYE, late Chief Engineer Canadian Pacific Railway, Montreal—President.
A. E. AMES, of A. E. Ames & Co., Limited, Toronto—Vice-President.
N. CURRY, President Canada Car & Foundry Company, Montreal.
RODOLPHE FORGET, M.P., President Richelieu & Ontario Navigation Company, Montreal.
J. W. McCONNELL, Director Pacific Pass Coal Co., Montreal.
F. H. DEACON, of F. H. Deacon & Co., Toronto.
ANDREW SQUIRE, Counselor-at-Law, Cleveland, Ohio.
H. D. HILEMAN, General Manager, Cleveland, Ohio.

CONSULTING ENGINEER—Charles Fergie, Montreal.

TRUSTEE FOR BONDHOLDERS—Guardian Savings & Trust Co., Cleveland, Ohio.

TRANSFER AGENT FOR SHARES—Montreal Trust Company.

REGISTRAR OF SHARES—National Trust Co., Limited.

BANKERS—The Metropolitan Bank. COUNSEL—Thomson, Tilley & Johnston, Toronto.

AUDITORS—Clarkson & Cross, Toronto.

HEAD OFFICE—Toronto, Ont.

COAL MINES—Ohio and West Virginia. SELLING OFFICE—Cleveland, Ohio.

A Sinking Fund is provided for of 2% per annum on the amount of the bonds issued, commencing January 1st, 1912. Applications will be made in due course to have both the Bonds and Stock listed upon the Toronto and Montreal Stock Exchanges. Bonds may be registered at the head office of the company in Toronto.

Bonds will be issued in denominations of \$100 and \$1,000. Bonds are redeemable at any interest date at 105.

Titles to the properties being purchased are being passed upon by Messrs. Thomson, Tilley & Johnston, Toronto, who, also, have charge of the organization of the Company and of the issue of bonds and stock. The bonds will be secured by direct mortgage upon the properties, and the stock will be validly issued as fully paid.

HAVING SOLD A CONSIDERABLE PORTION OF THE ABOVE BONDS, WE NOW OFFER THE BALANCE FOR SALE AT PAR AND ACCRUED INTEREST, CARRYING A BONUS OF 50% OF THE AMOUNT OF THE BONDS IN STOCK.

Payments are as follows:—
20% by subscription,
20% on March 1st, 1910.
20% on June 1st, 1910.
20% on September 1st, 1910.
20% on December 1st, 1910.

With the privilege of paying at any time, together with accrued interest. The first interest payment will be on July 1st next. Subscription books are now open at our offices, and will be closed not later than 4 o'clock on Tuesday, February 23rd. The right is reserved to allot only such subscriptions and for such amounts as may be approved, and to close the subscription books without notice. Subscription forms are available on request.

Subscriptions may be made on regular forms, or, where these are not available, letters simply stating that bonds for the amount named are subscribed for under the terms of the Prospectus will be sufficient.

Subscriptions may be forwarded by mail or by telegram at our expense.

WE RECOMMEND THE PURCHASE OF THESE BONDS, HAVING THOROUGHLY INVESTIGATED BY EVERY AVAILABLE MEANS CONDITIONS LIKELY TO AFFECT THE FUTURE OF THE COMPANY. We consider the bond interest well secured and prospects excellent for dividends on the common stock after completion of the programme outlined.

A. E. AMES & CO., Limited, Toronto.

F. H. DEACON & CO., Toronto.

RODOLPHE FORGET, Montreal.

JOHNSTON, McCONNELL & ALLISON, Montreal.

COMPANY'S BUSINESS

Having regard to the coal consumed in the central Provinces of Canada being so largely obtained from the neighboring States, and to Canadian capital having to some extent been interested in these fields for years, it has seemed appropriate that a strong coal company should be formed, with ample capital, in which Canadians should have an influential voice. It is felt that a company so formed could, through its special connection with the Canadian trade, supplement the local buying market in the States in a way tending to insure the steady and profitable production of coal year in and year out, thereby securing the greatest economy of operation. A favorable opportunity having presented itself, the Sterling Coal Company, Limited, is being formed, with the object of acquiring certain mines of bituminous coal now operating under capacity, and further equipping them and developing others, all of these properties being well selected as to specially advantageous situations and conditions. The Directors intend acquiring, accordingly, under terms which have been arranged, the following three groups of coal properties in the States of Ohio and West Virginia, or any two of said groups, with or without additional coal properties, said three groups being:

THE HILEMAN GROUP (all operating), being:

The Sterling Mine, on the Pennsylvania Railroad, near Salineville, Carroll County, Ohio;

The Strip Vein Mine, adjoining the Sterling Mine;

The Ohio Coal and Clay Company property, located on the Erie Railroad, near Washingtonville, Mahoning County, Ohio;

The Delmore Mine, located on the Erie Railroad, near Leetonia, Columbiana County, Ohio (within about 200 yards of the Pennsylvania Railroad, and about six miles distant from the Ohio Coal Mine).

THE BECKWITH GROUP, being:

The Cecil Mine, located on the Baltimore & Ohio Railroad, in Taylor County, West Virginia, about seven miles south of Grafton, and the

Malta Mining Property, also located on the Baltimore & Ohio Railroad, in Harbours County, West Virginia, 30 miles south of Grafton.

PRESIDENT'S STATEMENT

The Hileman Group consists of four working mines, which are particularly attractive and valuable because of their location. They are among the few remaining mines which get a freight rate of 70c a ton to Cleveland. This district has an advantage of at least 20c a ton on freight rates to Cleveland, and to all Lake Huron, Georgian Bay, Lake Michigan and Lake Superior ports over any other district in Ohio, and there are only a few remaining mines in the district. There is a continuous market in supplying fuel to the local railways.

Mr. Hileman, who has been the principal owner of these properties, was born in the district in which they are located, and thoroughly understands the coal business. The Directors regard themselves as fortunate in having him available for General Manager of the company. Mr. Hileman's policy having always been to keep out of debt, making his money before investing it in improvements, even where they were economically desirable, his properties have not yet been thoroughly equipped. It is intended to add to their equipment at once, so as to get the highest practical rate of production.

The net profits relating to the four mines now operating in the Hileman Group, which represent only one-third of the total purchase price, will within a few months, with additions to the equipment not costing more than \$70,000, provide for 6% interest on \$1,800,000 of the \$1,750,000 of the bonds now being issued.

It is intended to proceed immediately with the development of the two mines in the Beckwith Group, constructing, in addition to the coal mining equipment, 800 coke ovens.

The Directors have excellent engineering reports of the Acadia property, and believe it to be very valuable. In order, however, to make quite sure of the value of the property, the purchase has been made conditional upon tests by the Company's own engineers during a period of six months, the decision as to whether the tests result satisfactorily lying with the Company.

An important factor is that all the mines, being situated, broadly considered, in the industrial and railroad centre of the United States, each mine has a special local market for a considerable portion of its output.

The Company's consulting engineer estimates that on completion of the proposed equipment and development the net profits from production will exceed three times the interest on the full \$1,750,000 of bonds.

After paying for the properties in full, the Company will have out of the proceeds of the sale of bonds \$368,750 cash for equipment and development, and for working capital, which I regard as ample.

After long and careful consideration of the position and prospects of the Company, I believe that the net revenue of the Company should reach such a basis as would warrant declaration of dividends at the rate of 6% per annum upon the stock of the Company during the year 1912.

W. F. TYE, President.

MR. FERGIE'S REPORT

A copy of Mr. Fergie's detailed report may be seen at our offices. He goes very thoroughly into the questions involved. His report is to the following effect:—

The coal is of good steaming quality, and suitable for the markets available, the Beckwith properties coal being also good coking coal.

Operating conditions of the Hileman Group of four mines, all now producing, are very simple, and the capacity can be largely increased with very moderate expenditure. The Beckwith and Acadia properties are well situated as to labor and markets, and present no engineering difficulties.

The money required for equipment and to complete development of the three groups, after providing for unforeseen contingencies, is \$668,050.

Estimated yearly profits, after equipment.....\$243,500 00

FIXED CHARGES:

Bonds, \$1,750,000 at 6%	\$105,000 00
Sinking Fund at 2%	85,000 00
Depreciation	20,000 00
Taxes, insurance, etc.	5,000 00
	\$215,000 00

Available for dividends

Or over 7% on \$2,500,000 capitalization.....\$178,500 00

Further equipment, if decided upon later, such as additional coke ovens at the Cecil and Malta properties, and additional entries into coal beds, will result in considerably increased net profits.

JANUARY SNOWFALL WAS
DOUBLE THAT OF 1908

Temperature Did Not Go to Such Extremes as in January of Year Ago.

The monthly weather report shows that the snowfall during the past month was over double that of the same period last year, that the rainfall was considerably heavier, and that the temperature did not go to such extremes as in 1908.

During the month ending today, the rainfall amounted to 1.89 inches, as compared with 1.2 inches a year ago. The snowfall was abnormal at 40 1/2 inches, but 16 1/2 inches falling in the same period of 1908. The highest temperature was 40.5 above on the 18th, and the lowest, 5 below on the 10th. A year ago the highest and lowest registrations were 46 and 14.

MAGISTRATE IS TIRED
OF BEING LENIENT

Indian Listers in Court Were Handed Some Warm Roasts.

Joseph Murray, a young man from West London, who enjoys the distinction of being one of the oldest and at the same time one of the youngest members of the Indian list brigade, fell off the water wagon again on Saturday, and this morning was fined \$50, or 15 days by the court.

Murray smiled broadly when the court mentioned \$50, and still more broadly when he said 15 days, as he had apparently expected about 60 days. He decided to indulge in a little vacation with Governor Carter.

A Roast for Lovell.

George Lovell, a young man who some time ago bit a good-sized chunk out of a man's ear in this city, appeared for being drunk.

"You are a nice specimen of humanity," said the court. "Your friends used their influence to release you from the Central Prison, and I took the matter up with the Minister of Justice, and this is the way you repay us for our kindness. Where are your wife and baby?"

"In Exeter," said Lovell. "Living with my wife's mother."

"I should think you would be ashamed of yourself," said the court. "I am going to give you one more chance, and bail you in the sum of \$100 to appear in a week."

THE NEWSBOYS' FRIEND
SPEAKS TO THE BOYS

Interesting Address in Auditorium on Saturday Night.

John Gunckel, who has become a figure of world-wide interest as the president and founder of the National Newsboys' Association of America, spoke of the work for the bad boys of the street at the Auditorium on Saturday night.

Mr. Gunckel is a native of Pennsylvania, and a story full of humor and pathos, and that touch of nature that makes the whole world kin.

It all began eighteen years ago, when Mr. Gunckel found himself in New York, "the meanest kid in Cleveland," putting hickory nuts under a hickory tree, that when the school children came on Saturday they should not find the tree bare. With Jimmy as a nucleus, the band soon grew till it numbered 12. Then there was a real Christmas dinner. It lasted eleven minutes, in which time not only the food but every spoon and fork had disappeared. That was the material on which Mr. Gunckel began his work. Now there are 7,000 boys, and no "system."

"I have 7,000 methods, but no system," said Mr. Gunckel. The nearest approach to a system is a habit of supplying ice cream dishes piled eight inches high.

Joining the Association.

"When a boy joins the association he signs a card saying that he disapproves of swearing, stealing, drinking and smoking. He is not asked to stop. I have never spoken a word of reproach to one of the boys," continued Mr. Gunckel, "but when I hear a boy swear I send some of the boys after him, and they hammer him till he stops. That is the underlying method to send the bad boy after the bad boy."

"During the eighteen years \$41,000 worth of property found by the boys on the streets has been turned over to me, and the great majority of it has been returned to its owners. The organization now consists of 2,100, and in all 7,000 in all employments and of all races. They were first charged at a committee of fourteen, which has now grown to fifty but the same methods prevail."

At the close of the lecture a young man from St. Thomas stopped to the front to take Mr. Gunckel by the hand. He was one of the original 12, and as Mr. Gunckel says, at that time "about the meanest kid on earth."

WEDGE—KIRKBY

Pretty Wedding at the Home of the Bride's Parents in Dunfer.

There was a pretty wedding recently at the home of Mr. and Mrs. John G. Kirkby, Dunfer, Leeds Township, when their daughter, Edith May, became the wife of Geo. M. Wedge, of Brantford. At high noon, the bride, leaning on the arm of her father, entered the room and took her place at the side of the groom, the young couple being unattended. The ceremony was performed by Rev. Ewen J. McEwen, pastor of the Poplar Hill Baptist Church. The bride was daintily gowned in white embroidered mull, and carried a shower bouquet of roses and lily of the valley, and took her place by the side of the groom.

After congratulations the young couple led the way into the dining-room, where all enjoyed the good things provided. The bride's traveling suit was gray broadcloth, with picture hat to match.

The happy couple left the bride's home at 3 p.m. amid showers of rice with the best wishes of their many friends, for Hamilton, Toronto and points east. On their return they will settle in Brantford at 39 Fort street.

GET THE MINIMUM.

Washington, Jan. 29.—The President today issued a proclamation in which it is declared that, inasmuch as Denmark, the Netherlands, Norway, Sweden, Egypt, Persia and Portugal do not unduly discriminate in their tariffs against goods imported from the United States, those countries are entitled to the minimum rate established by the Payne-Aldrich act.

RAILWAYMEN WILL SOON
KNOW G. T. R.'S REPLY

Word Is Expected Regarding the Wage Conference Today or Tomorrow.

Local railroad employees expect to hear something definitely tonight or tomorrow regarding their demand for more wages, as the representatives of the various brotherhoods are in conference in Montreal today with the heads of the roads.

The railwaymen feel that they have a very strong case, and are almost certain that the railroads will accede to their demands. If they do not, however, the matter will be taken up again after the general convention, which is to be held in Buffalo in August.

A dispatch from New York states that many of the American engineers, who have hitherto not made any demand for an increase, are through their brotherhood representatives taking up the question with the heads of the American roads. It is likely that the Canadian engineers will follow suit.

LIBERALS HOLD CAPITAL

Continued From Page One.

wards of the city than did Sir Wilfrid Laurier in 1908. Apart from the naval issue there was no outstanding feature or issue in the campaign. The result is naturally hailed with satisfaction by the Government, and is correspondingly disappointing to the Opposition ranks, which looked hopefully to the result as being likely to give them an indication of the policy of "Going the Government one better" by advocating a more ambitious naval programme at the start, with a direct contribution in addition, was a policy which the country could be induced to support. It is likely that the election of Mr. Allard will tend to still further confuse the various Opposition policies on the naval question.

It will probably also have effect of shortening the debate on the naval bill, which will, according to the decision of the Government at yesterday's meeting of the cabinet council, come up for the second reading on Wednesday next. Sir Wilfrid Laurier will continue in charge of the bill, and Sir Frederick Borden, who was Hon. Mr. Broderick's charge at the imperial naval conference last summer, will assist in piloting the bill through the House.

Hon. Mr. Borden, though gradually convalescing, will be unable to assume the heavy work of his department again for some months, and will probably leave the capital for a long rest, extending until next summer. Meanwhile Sir Wilfrid Laurier is acting minister of marine and fisheries.

The total vote yesterday was: Allard, 2,775; Chabot, 2,727. The vote was about 1,600 short of the total at the general elections. There is some doubt as to the exact figures, for several of the polls, where the deputy returning officers have not yet returned the official returns. The net result, however, will be practically unchanged when the official declaration is made.

FORMER LONDONER
DIED AT NORTH BAY

Demise of Mrs. Annie Brennan—The Funeral Will Be Held Here.

Mrs. Annie Brennan, widow of the late Edward Brennan, formerly of this city, died at the home of her sister, Mrs. John Brennan at North Bay yesterday, after a brief illness. She is survived by two brothers, Thomas Brennan, of this city, and Michael Brennan, of Chicago, and two sisters, Mrs. John Brennan, of North Bay, and Mrs. T. McDonagh, of Chicago. One daughter, Miss Lenore Brennan, of North Bay, also survives. The funeral will be held on Tuesday morning from the residence of Mr. M. Brennan, 191 Rydenham street, to St. Peter's Cathedral, and interment will be made at St. Peter's Cemetery.

BALM-ZOIN

An elegant preparation for the prevention and cure of chapped hands and face, cracked lips and roughness of skin. 25c per bottle at

Strong's Drug Store

184 DUNDAS STREET.

NOT HOW CHEAP
BUT HOW GOOD

A Baking Powder whose only merit is that it can be sold cheap is not one that's calculated to inspire confidence. If you use STROUS BAKING POWDER you may rely on results.

CONSTIPATION

Who doesn't know what that is from actual experience, and what ills there are that follow in its trail. For quickly ridding yourself of constipation take Dr. Caldwell's Pellets, and you will soon note a general improvement in health. Forty doses in each vial.

THE LITTLE DRUG STORE, 468 Dundas Street. Phone 143.

Arnold's Studio

390 1/2 Richmond Street
Best workmanship, prompt service, work guaranteed. Opposite City Hall.

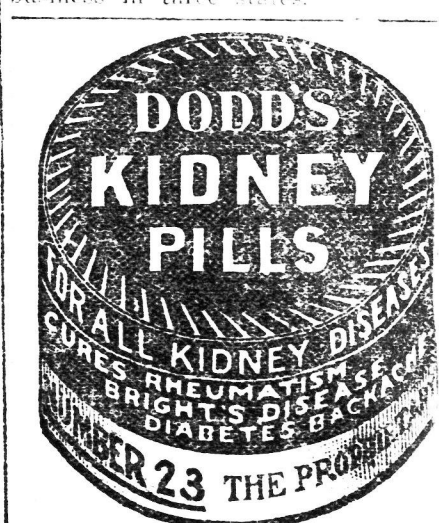
Peters' Cakes
and Pastry

Are always kept up to the standard of quality, no matter how the prices of raw materials rise.

Personal Mention

Mrs. Thomas Knowles, Weston street, South London, will receive on Tuesday, Feb. 1, with Mrs. W. Vernon, of Knaptons, B. C., formerly Miss Sarah Knowles.

Mr. J. R. Taylor, of the Standard Oil Company, 26 Broadway, New York left for home yesterday after making a visit with his father, W. Taylor, ex-conductor, G. T. R., 481 Talbot street. Mr. Taylor has been twenty-five years with the Standard Oil Company, and is chief executive officer under Vice-President Tifford. He has charge of business in three states.



Dust Is a General Nuisance

CAUSES SICKNESS. DUSTY FRIDAY NO MORE

DUSTBANE

Is a green-colored powder, packed in tin cans, ready for use. In sweeping a carpet, take one or two handfuls, according to the dust, sprinkle where you are to begin (not all over the carpet), then sweep as you always do. The powder is swept ahead of the broom, and falling on the carpet absorbs the dust, leaving the carpet clean and bright. The dust is not thrown into the air, to settle back on the carpet and furniture.

Why You Should Use Dustbane

It saves labor in sweeping. It saves one-half your dusting. It saves your carpets and rugs. It saves your money.

It Costs Nothing To Try
London Grocers

Are authorized by the manufacturers of Dustbane to send you a tin can of their Sweeping Compound. They want you to use this material for one week. At the end of this period, if not found satisfactory, we will take it back, and there will be no charge for the quantity used. Sold in barrels, half-barrels and quarter-barrels, for schools, churches, banks, stores and public buildings.

A. WESTMAN, DISTRIBUTOR
Phone 360. London.The Dominion Savings
and Investment Society

MASONIC TEMPLE, LONDON.

Two Offices With Vault for
Rent—Masonic Temple.

Apply to N. MILLS