

Subscription List will Open on Wednesday, June 21st, and Close on or before
1 p.m. Saturday, June 24th

Montreal - London Securities Corporation, Limited and

Johnston, McConnell & Allison

Offer for Subscription \$300,000 7% Cumulative Preferred Stock, with
20% Bonus of Common Stock of

THE SHERWIN-WILLIAMS COMPANY OF CANADA Limited

(Incorporated Under the Laws of the Dominion of Canada)

Of the \$3,000,000 of Preferred Stock issued, The Sherwin-Williams Company of America and the directors of the new company, have taken \$1,500,000 for investment, and of the balance \$1,200,000 has been taken by Canadian investors, leaving only \$300,000 available for the present offering.

CAPITALIZATION

	Authorized	To be Issued
Preferred Stock 7% Cumulative	\$4,000,000	\$3,000,000
Common Stock	4,000,000	4,000,000

BOND ISSUE

30 Years 6%	Consolidated First Mortgage Sinking Fund Gold Bonds.....	\$4,000,000	\$2,450,000
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BOARD OF DIRECTORS

Walter H. Cottingham, President, President The Sherwin-Williams Company of America, President Detroit White Lead Works, Det., Director Cleveland Trusts Company.

C. C. Ballantyne, Vice-President and Managing Director, Member Harbor Commission, Montreal.

Wm. McMaster, Director Canadian Bank of Commerce.

W. J. White, K.C., Director Mexican Northern Power Company, Limited.

J. W. McConnell, Vice-President Montreal Street Railway, Limited.

James W. Garson, Managing Director Lewis Berger & Sons, Limited, London, Eng.

Transfer Agents, Royal Trust Company.

Bankers, Bank of Montreal.

Registrars, Investment Trust Company, Limited.

Solicitors, White & Buchanan.

Head Office and Factories, Montreal.

British Office and Factories, London, Eng.

Branch Offices, Factories and Warehouses: Toronto, Winnipeg, Vancouver, Oxide Mines, St. Malo, Que.

Foreign Branches: Sydney, Australia; Wellington, New Zealand; Paris, France; Bombay, India.

The Montreal-London Securities Corporation and Johnston, McConnell & Allison will receive subscriptions for \$300,000, or 3,000 shares of the par value of \$100 each, of the 7% cumulative, preferred stock, at \$95 per share, carrying with it a bonus of common stock equal to 20% of the par value of the preferred allotted.

Payments are to be made in the following instalments:

20%	on application.
25%	on allotment.
25%	on July 1st, 1911.
25%	on July 15th, 1911.

Total.....95%

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.

Dividends on the cumulative preferred stock accrue from June 15th, 1911.

Dividends will be payable quarterly.

Application will be made immediately for the listing of the securities of the company on the Montreal and Toronto Stock Exchanges.

PROPERTIES.

The following information has been supplied by Messrs. Walter H. Cottingham and C. C. Ballantyne:

The Sherwin-Williams Company of Canada, Limited, has been formed to take over the Canadian business of the Sherwin-Williams Company of America; the Lewis Berger & Sons, Limited, of London, England, which since 1905 has been associated with The Sherwin-Williams Co. of America, and was founded over 150 years ago; and has acquired control of the Canada Paint Company of Montreal.

The Sherwin-Williams Company, Limited, are the largest manufacturers of paints and varnishes in Canada. Their plant covers about four acres in the City of Montreal, and is the most modern and complete of its kind in the world, having been built in 1905. It comprises paint works, varnish works, linseed oil mill, tin can factory and box works, all connected and operated by one central power plant, insuring economy and efficiency in operating. The company has its offices and modern warehouses in Winnipeg, and operates branch houses in Toronto and Vancouver. The business was established twenty-four years ago by Mr. Walter H. Cottingham, now President of the Sherwin-Williams Company of America.

The Canada Paint Company, Limited, organized 18 years ago, was a consolidation of three of the largest paint manufacturing concerns in Canada at that time. Its total output to-day is practically as large as that of the above company. The Canada Paint Company operates its own paint and color works at Montreal, varnish works at Toronto, and a paint factory and linseed oil mill at Winnipeg. It also owns and operates its own Oxide and Graphite mines, the products of which are extensively used in the manufacture of paint.

The brands of these two companies are among the best and most favorably known in Canada.

Lewis Berger & Sons, Limited, is one of the oldest and best known paint, varnish and color manufacturers in Great Britain. Founded over 150 years ago, it has grown from small beginnings till to-day it stands one of the leading concerns of its kind in the British Empire. The plant is situated upon four acres of land in the City of London. Besides the large business carried on in London and throughout Great Britain, this company's export business has grown to large proportions and maintains its own offices and warehouses at Sydney, Australia; Wellington, New Zealand; Bombay, India, and Paris, France.

MANAGEMENT.

The present management will be continued, and the Canadian company, under an agreement with the American company, will have the benefit of the large research and development work constantly being done by the latter. Mr. Walter H. Cottingham, founder of the Canadian business of the Sherwin-Williams Company, Chairman of Lewis Berger & Sons, Limited, and President of the Sherwin-Williams Company of America, will be president