

# WE OFFER \$50,000.00

## 7% Cumulative Preference Shares

### JOHN MACKINTOSH'S TOFFEE, LIMITED

Works, - Brockville, Ontario  
CAPITALIZATION, \$100,000.00  
7 PER CENT. CUMULATIVE PREFERENCE SHARES ..... \$50,000.00  
COMMON SHARES ..... 50,000.00  
Fully Paid and Non-assessable.

**DIRECTORS**  
JOHN FULFORD, President.  
GEORGE SMITH, Vice-President.  
R. H. SMART, Hardware Merchant.  
HAROLD KEY, Gentleman.  
HERBERT BRSEER, Gentleman.  
All of the City of Brockville.

**OFFICERS**  
JOHN FULFORD, President.  
R. H. SMART, Vice-President.  
HERBERT BRSEER, Secretary-Treasurer.  
GEORGE SMITH, Managing Director.

**AUDITORS**  
MORRIS EDGAR & COMPANY, Toronto.  
**TRANSFER AGENT AND TRUSTEE**  
ATHOL GEORGE ROBERTSON, Manning Chambers, Toronto.

**LEGAL INFORMATION**—Any Shareholder may qualify for the position of Director of this Company by subscribing and paying for five shares or more. The preliminary expenses will not exceed \$300.00, exclusive of advertising and brokerage. Particulars as to the purchase of the shares are given in an agreement dated Jan. 29th between Athol George Robertson, as Trustee of this Company, and George Smith, of the City of Brockville, Manufacturer of Toffee. This agreement may be seen at the offices of the Company. Under it the Vendor agrees to accept shares to the value of \$25,000, half common and half preference, in full payment for same. The original incorporators are George Smith, Herbert Brseer, Harold Key, Lawrence Bradbury Smith, and Arnold Smith, all of the City of Brockville, and Louis Sinclair, of the City of Toronto. The control of the Company shall be wholly in the hands of the Shareholders, each share entitling its possessor to one vote at all general or special meetings. The minimum subscription upon which the Company may proceed to allotment is for two or more shares. Filed and dated, Feb. 5th, A.D. 1910.

### NATURE OF BUSINESS

The Company manufactures John Mackintosh's Celebrated Toffee, the trade names of which are Old English Toffees, Treacle Toffee, Vienna Toffee, Butter Scotch, Russian Toffee, and Buttermilk Toffee, as supplied to

### QUEEN ALEXANDRA AND THE EMPRESS OF RUSSIA.

The business is particularly profitable, and possesses the advantage of being thoroughly established in Canada as in all other large countries. An understanding of the profit and sale may be gleaned from the knowledge that over 22 tons daily, or 8,030 tons annually, are consumed in Great Britain alone.

### History of John Mackintosh's Toffee

THE MACKINTOSH TOFFEE business was established some 40 years ago in the City of Halifax, England. Mr. Mackintosh commenced business absolutely without capital, boiling his celebrated Toffee in an ordinary kitchen pan on his cottage fire. To-day Mr. Mackintosh controls the largest and oldest Toffee manufacturing business in the world.

### IMPORTED FROM ENGLAND AND UNITED STATES.

Prior to the establishing of a factory in this country over three cases, or 2,688 packages, of Mackintosh's Toffee were consumed by Canadians daily. This business was done from England and United States, without the assistance of advertising or local management.

### BROOKVILLE WORKS.

The works at Brockville, Ontario, have been in active operation for the past 18 months. The buildings are large and commodious, and are constructed and equipped in a manner suitable to the purposes of the business. The modern machinery and special appliances installed guarantee a manufacturing capacity of 7 tons of John Mackintosh's Toffee daily, or 2,555 tons annually.

### ACTUAL PROFITS.

The cost of producing one case, containing 896 packages, of John Mackintosh's Toffee ready for sale is \$14.00. Study these profits:  
Cost of Producing One Case ..... \$14 00  
Sale Price Mackintosh to Wholesaler ..... 26 88  
Sale Price Wholesaler to Retailer ..... 31 36  
Sale Price Retailer to Consumer ..... 44 80

### PERCENTAGE.

Mackintosh's Profit ..... 92 per cent.  
Wholesale Profit ..... 14 per cent.  
Retailer's Profit ..... 30 per cent.

### CAPACITY.

The capacity of the Mackintosh factory at Brockville, Canada, is 60 cases per working day.

### REFERENCES.

John Mackintosh's Toffee is so very favorably known that it is scarcely necessary to offer further reference as to the sterling worth of the business or those associated in its welfare. Any reference required may be obtained either from the confectionery trade or from the mercantile agencies.

### FOR SUBSCRIPTION.

We offer for subscription 500 7 per cent. Cumulative Preference Shares of \$100.00 par value each.

### PAYMENTS.

Time of Application ..... \$25.00 per share  
Time of Allotment ..... \$75.00 per share

### DIVIDEND-SHARING PLAN.

By-law No 7 provides that after a 7 per cent. Dividend has been paid on the Cumulative Preference Shares, and on the common shares, the surplus shall be equally divided between the preference and common shares.

### DIVIDEND CHEQUES.

Dividend cheques will be mailed on the 1st days of March, June, September and December in each year.

### MARKET VALUE OF SHARES.

To-day the market value of these shares is \$100.00 each. They are being purchased principally by shrewd investors, who are familiar with the English and United States companies. These men know the business and realize the value of the opportunity contained in this offering. Immediately 500 shares are fully subscribed the offering will be withdrawn and the market value will be enhanced considerably.

It is those who invest at time of flotation who reap large profits.

### MY OPINION.

"I visited Brockville on Jan. 14th, and remained there 4 days. My sole object in going there was to investigate the works and business of John Mackintosh's Toffee, Limited. I studied the details of the business carefully, and in addition to finding a magnificently equipped factory in active operation, I found a good business managed by men of sterling worth and sound reputation, who have a thorough and practical understanding of the business gained at the works of the parent company of John Mackintosh, Limited, Halifax, England, the oldest and largest Toffee Manufacturers in the world. The future welfare of these men is centered in the business and the result of their determination and effort will be the building of a large and important enterprise in Canada."  
ATHOL GEORGE ROBERTSON.

### REMEMBER!

These shares bear interest at the rate of 7 per cent. per annum, with the opportunity of earning additional interest owing to the dividend sharing plan adopted.

**HOW TO COME TO A DECISION.**  
Having read the above, you must realize that this offer is particularly good, that it constitutes a security with all the safety of a real estate investment, at the same time containing the interest-bearing ability of a good industrial institution. In view of these facts, is not this investment worthy of your consideration as an excellent opportunity for saving, and increasing your capital.

**PAYMENTS.**  
\$25.00 per share at time of subscribing; \$75.00 per share on or before April 1st, 1910.

**HOW TO SUBSCRIBE.**  
Telegraph or call at my office or write stating how many shares you wish, enclosing \$25.00 deposit for each share ordered.  
Subscription books are now open at my office and will close immediately 500 shares are subscribed, or not later than Tuesday, Feb. 15th.

### ILLUSTRATED PROSPECTUS MAILED UPON REQUEST.

**ATHOL GEORGE ROBERTSON**, Transfer Agent and Trustee  
**MANNING CHAMBERS, TORONTO.**  
Long Distance Telephone, Main 104

### SUBSCRIPTION FORM

To Athol George Robertson, Manning Chambers, Toronto, Ont.

Dear Sir,—Enclosed please find \$..... being deposit for..... Cumulative Preference Shares of the above company. Subject to prospectus.

Name..... Street.....

City..... Province..... Date.....

## WEST YORK COUNTY

### COUNTY NEWS NOTES FROM WIDE AREA

**North Toronto Man is Kindly Remembered—License For Cesspools.**

**NORTH TORONTO, Feb. 8.**—(Special.)—A delightful function was held at the residence of Mr. Nisbet on Davillville-avenue last night, when Peter Urquhart, for many years connected with the choir of Eglington Presbyterian Church and the T. F. S., was kindly remembered by his many friends in church and other work. On Saturday, Mr. Urquhart will cease to be a bachelor, and this fact coupled with his unflinching courtesy and devotion to church and other work was the motive animating the happy occasion.

The testimonial to Mr. Urquhart took the form of a handsome leather covered case, and the address accompanying the gift was read by J. J. Gartshore, while George Rennie, on behalf of the donors, made the presentation. Mr. Urquhart, in the formal proceedings a bounteous luncheon was served. Music, song and story brought to a close a delightful evening.

Mrs. William Parke of Glen Groveway, accompanied by Mrs. Conboy, and the latter's little daughter, left tonight for a six months' trip to Florida and the southern States. The trip is taken with a view to the improvement of Mrs. Parke's health, which has not been satisfactory of late.

Professor Coleman came up from the city to-day, and evinced the keenest interest in the new gas water heater covered cesspools, but made no specific statement as to his views regarding its permanency. Professor Coleman stated, however, that in sand or peat gas there was no smell of sulphur, and the present flow is strongly impregnated with it. Interest in the matter continues unabated.

The Bloor-street Presbyterian Church choir, some 40 strong, will give a concert in the Eglington Presbyterian Church on Friday evening.

"There is intention on the part of the board of health to close either the septic tanks or the cesspools," said Dr. Brennan of "The World" tonight, "but we will insist that a permit must be obtained by those desiring to install one or the other."

### WEST TORONTO.

**WEST TORONTO, Feb. 8.**—While working as a builder on Bloor-street, 28 Geoffrey-street, fell from a scaffolding to the ground, a distance of 20 feet, and broke both his ankles.

Hercules Lennox, 38 Chantlers-avenue, an employe at the Union Station, had his left foot crushed off by a baggage car in the station yard about 10 a.m. to-day.

Electricians are now busy installing the switchboard in the Bell Telephone office on Keele-street.

An employe of the Fairbank-Morse Co.'s machine shop on Bloor-street, named Ernest Gravel, 28 Chantlers-avenue, had his foot badly crushed by a fly-wheel which fell from its fastenings.

Ald. Baird has secured \$500 for improvements to the Utley-street grounds.

Rev. E. L. Skey, rector of St. Anne's, will preach at the Lenten services in St. John's (Anglican) Church to-morrow (Wednesday) evening.

### MARKHAM VILLAGE.

Laymen's Mission Convention Bids Fair to Draw Big Crowd.

**MARKHAM VILLAGE, Feb. 8.**—(Special.)—The ladies of Grace Church held their annual Pancake Social tonight at the home of Mrs. H. Kirby, Main-street, which was attended by a large and happy crowd. Everything went of the best, and the musical and literary program carried out was first-class. A goodly sum was realized.

The Laymen's Missionary banquet will be held in the village here on Thursday, Feb. 17, bids fair to be one of the big events in the history

of Markham Village. Each of the town churches has undertaken to dispose of 50 tickets while the ladies of the East York Women's Institute will cater for the occasion. Unionville and Grandview churches have also undertaken to sell 50 tickets between them. A number of first-class city and local speakers will speak, but the full list of speakers is not yet definitely known.

### DOVERCOURT.

Rev. Mr. Little of Holstein, Ont., will preach at Davenport-road Church next Sunday at all the services.

The choir of Davenport-road Church will give a rich musical treat in the church hall Thursday, Feb. 10, at 8 p.m. The admission charge will be 10c, and the proceeds will be devoted to the purchase of a new pipe organ.

### NOBLETON.

**NOBLETON, Feb. 8.**—The February meeting of the Nobleton Branch of the Women's Institute will be held in the home of Mrs. T. McCutcheon, 10th concession, King Township, Thursday, Feb. 10, at 2:30 p.m. Ladies are cordially invited to attend these meetings.

**WEST YORK CONSERVATIVES.**  
Annual Rally and Banquet Takes Place at Weston on Saturday.

The Liberal-Conservative Association of West York will hold their annual meeting and banquet at Weston on Saturday next. Business will be commenced at 4 o'clock sharp, and officers will be elected. At 6 o'clock, speeches will be held at 6 o'clock, speeches will be delivered by the following: Hon. Frank Cochrane, minister of mines; W. F. Maclean, M.P.; Capt. T. G. Wallace, M.P.; R. Shillington, M.L.A.; W. H. Hearst, M.L.A.; A. G. Gregg, M.L.A.; Dr. Forbes Godfrey, M.L.A., and others.

**CHIEF KNOCKS FIRE TUG ALDERMEN FALL IN LINE**  
Says Shipping Interests Don't Justify Outlay—No Cut in Estimates.

A few weeks ago the civic fire and light committee approved Ald. McBride's idea of a fire-tug, but the committee changed its mind yesterday when the chief frowned on the expenditure. It would cost \$75,000 at the outset, he declared, and \$10,000 or \$20,000 a year to run it. The high pressure system gave a better protection to the business district south of King-street, and waterfront valves weren't high enough to justify the expense. The tug Nellie Bly did good service and cost only \$35,000, he said. Ald. McBride isn't convinced, however, and will renew the fight before the board of control.

Without a single alteration and with little discussion, the fire department and lighting estimates went thru the committee. The former calls for an outlay of \$898,079.50, as against \$349,620.90, and the latter \$159,019, as compared with \$140,658.66.

The old Bly-street fire hall will be used as a storehouse for the city's electrical department.

The people having voted money for the new fire alarm system, the chief urged that tenders be advertised at once, as the present system is very faulty and occasions serious loss of time. The committee concurred.

\$400,000 for Hospital.  
That the funds raised for the new general hospital fall short \$300,000 or \$400,000 of requirements was the information given the board of control yesterday by the hospital board. It was suggested that the city increase its grant \$200,000. The Ontario Government gave \$200,000 and the university a like amount, but as the site cost \$60,000 more money is wanted. The controllers will consider.

W. J. Conron, former city clerk of West Toronto, and who, since the annexation has been drawing \$1000 a year for no particular service, will be given a permanent position in either the city treasurer's or city clerk's department. The terms of annexation stipulated that he be provided for.

The board agreed that the civic labor bureau should be continued until it has been decided whether the city relief department can do the work. The bureau cost \$25 per month, and owing to the healthy condition of the labor market, its need is doubted.

**An Elusive Site.**  
Knocked from pillar to post while in search for a site for their varnish factory is the experience of Ault and Wiborg. Last week they were denied right to locate on Edwin-avenue in the west end, and yesterday the board, because of the complaints of residents, refused them a site on Eastern-avenue, east of Knox-avenue.

The promoters of the South African monument project want the city to pay for the outer curb around the monument on University-avenue. It means an outlay of \$2400, and the controllers will look over the ground.

Swansea is still in a ferment because its people pay five times the regular rate for their water supply. A deputation again aired the grievance, and the city treasurer will report on whether the city can afford a reduction.

**May Be Typhoid Epidemic.**  
That there is danger of typhoid fever, now prevalent, developing into an epidemic in spring thru freshets containing the germs, is admitted by Medical Health Officer Sheard, who, nevertheless, considers that there is no cause for particular alarm. For the first week in February, there have been 35 cases of typhoid, while for the whole of February, 1909, there were only ten.

**Foot Crushed by Car.**  
Hercules Lennox, aged 50, of 39 Humboldt-avenue, had his left foot so badly crushed by being run over by a shunted car at the Union Station yesterday, that it had to be amputated at the ankle. He was engaged in fixing some semaphore wires when the car approached slowly and silently from behind. The injured man was attended at Grace Hospital.

## SIMPSON COMPANY LIMITED

H. H. FUDGER, Pres.; J. WOOD, Man. Wednesday, Feb. 9  
**A Sale of Silverware Added to the Events of February**



WE have been quietly making arrangements for a Sale of Silverware, and we now announce it as ready.

We have secured some splendid clearing lots from the silverware manufacturers with which we do business, and our customers will have the full benefit. Thursday morning, at 8 o'clock, these prices go into force:

- Fern Pots, bright finish, engraved pattern, fancy feet, silver plated fern holder. Regular \$3.00. Thursday, \$1.49.
- Cake Plates, satin finish, fancy border, "Cake" engraved. Regular selling \$2.25. Thursday \$1.48.
- Butter Dishes, bright silver finish, engraved, cover, fancy handles, bead trimming, glass drainer. Regular \$3.00. Thursday \$1.98.
- Card Trays, satin finish, roccoco border. Regular \$1.50. Thursday 70c.
- Children's Cups, satin finish, Roman lining. Regular 75c and \$1.00. Thursday 29c.
- Breakfast Cruets, English silver plate, two decorated china bottles, Crown Derby colors. Thursday \$1.98.
- Silver Plated Tea Sets, bright satin finish. \$7.95, \$14.00, \$15.00, \$20.00, \$22.00, \$25.00.

Established 1856  
**P. BURNS & CO.**  
Wholesale and Retail  
**Coal and Wood Merchants**  
HEAD OFFICE  
44 KING STREET EAST, TORONTO  
Telephone Main-Nos. 131 and 132  
BRANCH OFFICES  
304 Queen East, Tel. M. 184  
42 Spadina Avenue, Tel. Col. 607  
1312 Queen W., Tel. Park 711  
274 College St., Tel. Col. 1304  
224 1/2 Queen W., Tel. M. 1409  
572 Queen W., Tel. Col. 12  
441 Yonge St., Tel. M. 3296

ALWAYS Everywhere in Canada  
The Leaders of Light Since 1851  
ASK FOR The Most Perfect Matches You Ever Struck!  
**Eddy's Matches**

**U.S. ANTARCTIC EXPEDITION**  
National Geographical Society Accept Proposal to Send One.  
WASHINGTON, Feb. 8.—The directors of the National Geographical Society to-day accepted the invitation to join with the Peary Arctic Club in starting an expedition in search of the south pole, provided sufficient funds can be raised. The expedition may start in June.  
In an official statement the society says it "believes that it is of great importance to science that tidal, magnetic and meteorological observations shall be obtained at or in the vicinity of Coasts Land during the same period that the British expedition under Capt. Robert F. Scott, R.N., is making similar observations on the other side of the Antarctic area, 1800 miles distant, and at the same time that this recently discovered land shall be explored."

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