

WM. A. ROGERS, LIMITED.

PREFERENCE STOCK (7 PER CENT. CUMULATIVE.)
Incorporated under the Ontario Companies' Act with Capital \$1,350,000, divided into 13,500 Shares of \$100.00 each, as follows:

PREFERENCE STOCK, \$600,000. ORDINARY STOCK, \$750,000

Directors:

S. J. MOORE, President, Toronto (General Manager Niagara Silver Co.)
A. E. AMES, Vice-President, Toronto (of Messrs A. E. Ames & Co., Bankers.)
HON. W. CARYL ELY (President Buffalo Railway Company, Buffalo, N.Y.)
ROBERT KILGOUR, Toronto (Vice-President Canadian Bank of Commerce.)
JAMES L. MORRISON, Toronto (President Niagara Silver Co.)
HON. CHAS. H. DUELL (Commissioner of Patents, Washington, D.C.)
WM. A. ROGERS, General Manager.

Registrar of Stock and Transfer Agent—NATIONAL TRUST COMPANY, Limited, Toronto.
Counsel—MESSRS. BLAKE, LASH & CASSELLS, Toronto.
Bankers—THE BANK OF HAMILTON.

Head Office—Toronto, Ont. Factories—Niagara Falls, N.Y., and New Bedford, Mass.

WE OFFER \$290,000 OF THE ABOVE-MENTIONED PREFERENCE STOCK AT PAR, payable 25 per cent. on allotment, 25 per cent. on May 15th, 25 per cent. on July 15th, and 25 per cent. on September 16, 1901, with the privilege of making payment of any or all instalments on any instalment date. Subscription books will be opened at our offices on Monday, the 25th day of March, at ten o'clock a.m., and close at four o'clock the same day. Subscription forms may be had on application.

Application will be made in due course to have the stock of the Company, listed upon the Toronto Stock Exchange.

Reference is invited to the following letters giving history and prospects of the businesses now being united under the name of Wm. A. Rogers, Limited.

The Directors reserve the right to allot only such subscriptions and for such amounts as they may approve.

We recommend these Preference Shares as an investment.

12 Warren St., New York, Feb. 26th, 1901.

MESSRS. A. E. AMES & CO., Toronto:
Dear Sirs,—The business now carried on by me was commenced in 1890, but in 1895 I began the sale of high

R. H. Macy & Co., Bloomingdale Bros., J. A. Hearn & Sons, New York; Abraham & Strauss, Fred Losier & Co., J. W. Bond & Co., Brooklyn; Otto Neumann & Co., Marshall Field & Co., Montgomery Ward & Co., Boston.

All & Co., Chicago; R. H. White & Co., Jordan, Marsh & Co., Houghton & Ditton, Boston; H. O. Meldrum & Co.,
 J. N. Adam & Co., Adam, Meldrum & Anderson Co., Irish & English, Buffalo; Fletcher Hardware Co., Hunter &
 Hunter, Detroit; Daniels & Fisher, Denver, Col.; Mabley & Carew, Adams & Deepke Co., Cincinnati, O.; Bern-
 heimer Bros., Baltimore, Md.; Swales Hardware Co., Biddle Hardware Co., C. W. Young & Son, U. S.

With increased facilities I could have added largely to the volume and net profits of my business during the last three years.

The above conditions which the £100,000 of new working capital will furnish will, it is expected, enable the Company within two years to increase its gross business more than 50 per cent. The increase in net profits should, at least, correspond with this. The net profits of last year having been £79,352.20, the increased business thus provided for should rapidly bring the net earnings of the Company up to three times the amount necessary to pay dividends on the Preference shares.

Yours truly, WM. A. ROGERS.
Toronto, February 25, 1901.

MESSRS. A. E. AMES & CO., Toronto:

Dear Sirs,—We have examined the books and accounts of Wm. A. Rogers of New York and the Niagara Silver

Year 1898.....	\$35,113.03
Year 1899.....	58,928.67
Year 1900.....	79,862.20

Yours truly,
CLARKSON & CROSS.
Niagara Falls, N.Y., March 1st, 1901.

Wm. A. Rogers, Limited, has been formed for the purpose of acquiring and carrying on the business of manufacturing and selling silver-plated ware heretofore carried on by the Niagara Silver Company of Niagara Falls, N. Y., and Wm. A. Rogers of New York City, and for the extension of these businesses.

highest grade of silver-plated ware. This branch of his business has grown to such proportions that the Niagara Silver Company, who manufactured a large portion of the goods sold by Wm. A. Rogers, found it necessary for the last three years to furnish him with more than 75 per cent. of their total output. The continued growth of the business makes it necessary still further to increase manufacturing facilities, and it is proposed to add one or

to other lines to those already manufactured and increase the buildings and plant for this purpose. These lines have heretofore been purchased by Wm. A. Rogers from other manufacturers. The contemplated arrangement will secure to the new Company the manufacturing profit from these extra lines. It also ensures throughout the whole output the high standard of quality established by the Niagara Silver Company. The relations of the two

The Niagara Silver Company was started at Niagara Falls, N. Y., in 1893, and has grown steadily since its commencement. In 1900 a branch factory was established in New Bedford, Mass., in order to meet the increasing

Wm. A. Rogers agrees to become General Manager of the Company, while, having been General Manager of the Niagara Silver Company since commencement, it has been thought by my fellow Directors that I should become President of the Wm. A. Rogers, Limited.

Of the \$600,000 of Preference Stock, \$310,000 have been issued for the purpose of acquiring the property of the silverware department of the Niagara Silver Company, including factory, premises, leases, fixtures, plant and

achinery, together with good will, trade marks and patents, and also the manufacturing assets of every description; also the stock in trade, furniture, fixtures, lease of premises, good will, trade marks, trade names and other assets, but not including book debts or bills or account receivable of Wm. A. Rogers, as of March 1st, 1901. A sum approximating \$100,000 in cash from proceeds of this issue, together with Common Stock in Wm. A. Rogers, limited in payment to, to complete this transaction.

The Company will have in manufactured goods, goods in process of manufacture and raw materials on hand upwards of \$200,000. It will, also, have upwards of \$150,000 of cash available for the further extension of the business.

The Preference Stock is entitled to preferential cumulative dividends of 7 per cent. per annum, accruing from dates of payment on shares, and is preferential as to assets as well as dividend. The Charter of the Company provides that, after payment of 7 per cent. in dividends on the Preference Capital and before payment of any dividend upon the Common Stock, the sum of \$15,000 shall be annually transferred to reserve account on the books of the company (to be used in the business of the Company), and such annual transfers shall continue until the amount

machines \$150,000, at which sum it is to be maintained, and if it is at any time drawn upon, it is in like manner to be restored and maintained.

23561

Yours truly,
S. J. MOORE, PRESIDENT.

[illegible]

Nuts and Seeds
Do you like to crack twelve nuts and find ten bad? How

then must a cage bird, whose only food is seed, feel on cracking twelve grains and finding them worthless? Use

Manufactured by 216
REINHARDT & CO., TORONTO, ONTARIO

Nervous Debility

are the finest in the market made from the finest materials and are the genuine extract

Streets, Toronto,

Baby Sleeps

Teething Powders
They make teething
even convulsions.

Freight Traffic Heavy.
Freight traffic on the Grand Trunk Rail-
way for the past month has been unusually
heavy. On the middle division on Saturday
and Sunday, 1900 cars were loaded.

Parents buy Mother's
terminator because they
medicine for the children

245 Cais of Bagat were sent out. southwest corner Gerrard, Toronto. 246 expeller of worms.

1940

1
