

British Cattle Supply Company, Ltd.

Offers for public subscription one million dollars of common stock of the company, issued at par value, \$100, and payable 40% upon allotment, 30% in 12 months and 30% in 18 months.

THE formation of this company is primarily due to the desire of public-spirited gentlemen to combat, with practical measures, the Empire's meat shortage, and to restore and augment the breeding herds of Canada as a source of national wealth.

This company proposes, therefore, to enter upon the business of cattle-ranching on a scale consistent with the extraordinary world shortage and the incomparable natural advantages of the Dominion of Canada, both in respect to feed resources and accessibility to the chief centres of demand.

Under the direction of the most expert and disinterested authorities on the subject, over half a million acres of well-watered, sheltered and luxuriant pasture-land have been secured in the Vermilion River district, in the Province of Alberta, and a herd of ten thousand breeding animals, of which 1,500 have already been purchased, is now being assembled, it being the plan of the company to have a permanent herd of 75,000 head upon its lands within four or five years. Other excellent grazing areas in other provinces, including tracts offered by the Ontario Government in the "clay belt," may be included in the scope of the company's operations.

The company's revenues will be derived, for the present, from the marketing of the natural increase of its herds. It is, however, the intention of the company to operate abattoirs at a later date.

Estimates of profit are based upon the fact that the expert accountants of the National Live Stock Board find that the average cost of raising an animal for market on ranches assisted into operation by the Board, is \$20. The average market price to-day is \$125—and the lowest average in the past ten years is estimated at approximately \$84. Having in view the wholesale destruction of the French and Belgian herds, and the long-continued decline of the world's cattle population, it is difficult to foresee any recession in prices, at all events not below the lowest average above referred to.

Possibilities of loss have not been overlooked.

Drought is unknown in the company's territories. Failure of the natural hay crop is not recorded in the history of these areas. A reserve supply of winter feed is always available from the company's lands at a nominal cost. Winter storms, which might be disastrous to herds grazing on flat prairie, are eliminated as a factor in this situation, owing to the rolling nature of the ground and the thick undergrowth on the hillsides. Disease will be guarded against by an arrangement whereby the Government of Alberta assures the company of free veterinary inspection of every beast before it is placed on a ranch, and a free monthly inspection thereafter.

Excellent transportation facilities are had by way of the Canadian Pacific, Grand Trunk Pacific, and the Canadian Northern Railways.

The company, through its officers, has large representation on all Canadian live stock exchanges.

The active direction of the company is in the hands of the following men:—President and Treasurer, T. E. Good (formerly General Manager and Treasurer of the Union Stock Yards, Toronto); General Manager, Harry Talbot (formerly Head Buyer, William Davies Co., Ltd.); Secretary, R. H. McElroy, M.P.P.; F. H. Carlin (General Manager, Montreal Stock Yards); S. M. Boren (ex-president, United States National Live Stock Association); C. R. McKeown, M.P.P.; J. H. Fussell (Vice-President, Fussell-McReynolds Co., Ltd.); A. N. Lambert (Manager and Treasurer, Winnipeg Stock Yards); A. C. Garden (Manager, National Drug Company, and Hamilton Harbor Commissioner); Wm. G. Beamish (Manager, Meat Department, T. Eaton Co., Ltd.); D. B. Wood (General Manager, Wood Milling Company, and formerly President Hamilton Board of Trade); J. C. Doane (Vice-President, Winnipeg Live Stock Exchange).

The Capital Stock of the Company is divided into fifty thousand shares of Common Stock, issued at par value, \$100.

The company's Bankers are the Royal Bank of Canada, and its Trust Company the Toronto General Trusts Corporation, Limited.

Counsel, M. K. Cowan, K.C.; solicitor, G. P. McHugh.

Applications for allotment should be made direct to the company's head office, Excelsior Life Building, Toronto, or to any branch in Canada of the Royal Bank of Canada.

Organized by the National Live Stock Board, whose advertisement appears on the opposite page.

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Excelsior Life Building, Toronto