

The Imperial Steel and Wire Company, LIMITED

Incorporated under the Ontario Companies' Act.
—Capital Stock \$7000,000—Par Value of
Shares, \$10.00 Each—Divided into 20,000
Shares, Seven Per Cent. Cumulative Preference
Shares of \$10.00 Each.

DIRECTORS.

Hon. John Charlton, Esq., M. P., Lumberman, Lyndoch.
N. H. Stevens, Esq., Pres. and Gen. Mgr. Canada Flour Milling Company, Chatham, Ont.
J. N. Halliday, Esq., Banker, Meriton, Ont.
Thos. W. Lindsay, Esq., Manufacturer, Pittsburg, Pa.
C. E. Stephens, Esq., Merchant, Collingwood.
F. O. Lawrence, Esq., M. D., Dr. Gustin & Lawrence, St. Thomas.
Major J. A. Currie, Managing Director Cramp Steel Company, Collingwood.
A. N. Nolan, Esq., District Passenger Agent C.P.R., Toronto.
Duncan Donald, Esq., Barrister, etc., Toronto.
O. C. Boughner, Esq., Assistant Postmaster, St. Thomas.
W. J. Lindsay, Esq., Merchant, Esq., St. Thomas.
Secretary—Duncan Donald, Toronto.
Bankers—Bank of Montreal.
Head Office—Collingwood, Ont.; Branch Office Temple Building, Toronto.

PROSPECTUS.

The Imperial Steel and Wire Company, Limited, is incorporated for the purpose of establishing a modern wire rod mill, wire drawing, wire nail, wood screw, tack and wire fencing plant at the town of Collingwood, Ontario.

THE PRODUCT.

Canada, within a very short time, will be producing sufficient iron and steel to meet all the local needs for our population, and exporting this material abroad.

At present the situation is approaching a peculiar condition. Furnaces are being erected for the smelting of pig iron, and the turning of the same into steel, but, owing to the fact that there are no mills in this country to finish the large quantity of slabs and billets manufactured by these plants into wire rods, plates, sheets, and structural material, the billets have to be exported to be finished in foreign countries and the product re-shipped back into Canada.

The fact also that the surplus product of the large steel companies made up for billets and slabs, makes it impossible for us to export into the other colonies, such as South Africa, Australia, Egypt, India and China, where there is a good market for finished products. The field of exports is limited to Great Britain, Germany and the United States, countries that are all competitors in the production of steel.

This Company is organized for the purpose of finishing ready for the market, the material in one department of the steel industry, which has not only a large home market, but also a larger market in the other colonies than any other steel product, viz., wire.

WIRE ROD MILL.

Every pound of iron and steel that is used in the manufacture of wire, wire nails, fencing, screw nails and wire rope, that enters into consumption in Canada, is imported. The imports for 1898, 1900, 1902, were as follows:

	1898.	1900.	1902.
Wire rods, net profit, \$1.50 per ton	\$68,153	\$1,195,593	\$1,527,792
Wire fencing, net profit, \$1.00 per ton	475,097	826,346	826,346
Wire nails, net profit, \$1.00 per ton	39,893	75,242	136,955
Wire fencing, net profit, \$1.00 per ton	39,893	75,242	136,955

It will be seen from the above table that the consumption is increasing annually about 50 per cent. The average tonnage of wire rods alone imported into this country every working day is about 184 tons. This Company proposes to erect a modern continuous wire rod mill with a capacity of one hundred tons per single turn, or two hundred tons working day and night. There is no mill of this description in the country at present, and that there is room for it there is no question. Canadian steel billets will be used in the manufacture of these rods and hundreds of workmen will be employed in this country, receiving wages that are now paid to workmen in the United States and Germany. A portion of these rods will be drawn in the Company's own wire drawing plant. The balance will be sold to other manufacturers of wire.

WIRE DRAWING PLANT.

The wire drawing plant which is proposed to install will have a capacity of fifty tons of wire. It will be of the most modern type and designed to draw the wire continuously into the plant and on to the wire mill, and the plant will be designed so that with every little expense the production can be doubled. A modern galvanizing plant and annealing furnaces and all accessories will be included.

It is proposed to finish the bulk of the wire drawn in the Company's mills into material ready for consumption, and to this end to install wire nail, tack and spike plant with a capacity of at least twenty-five tons daily, with facilities for increasing the output to double this capacity. The most modern and rapid type of machines will be used for this purpose, and every modern facility taken advantage of.

WIRE FENCING.

The Company proposes to install another plant to turn out at least twenty-five tons of wire fencing daily. Galvanized wire will be used chiefly in this mill. The Company proposes to install machines to weave simple, durable and high-class fencing, suitable for the Northwest and prairie trade, also for railways, which are among the largest consumers of this class of material. The rapid growth of this industry gives promise of its becoming the most profitable portion of the Company's undertakings.

LOCATION.

The plant will be located at the town of Collingwood, convenient to water and rail transport. In the latter of transport alone during the summer season rates from this point to Manitoba and the Northwest are generally ten per cent. per cwt. less than from Montreal, and other interior points. The rates from Collingwood to other points in older Ontario are equal to those from any city or manufacturing point in the country.

RAW MATERIAL.

The Company will obtain from the Cramp Steel Company of Collingwood its supply of steel billets. The works of this Company will be located on property which has been purchased adjacent to those of the Cramp Steel Company, and the saving in freight alone on the raw material should be sufficient to pay a large portion of the dividend on the preferred stock. The site consists of ten acres of ground with easy access to the railway.

PROFITS.

It is estimated on the aforesaid basis that the profits on the Company's undertaking daily will be as follows:

100 tons wire rods, net profit, \$1.50 per ton	\$150.00
50 tons wire fencing, net profit, \$1.00 per ton	75.00
25 " wire nails, net profit, \$1.00 per ton	25.00
25 " wire fencing, net profit, \$1.00 per ton	25.00
Total net profit daily	275.00
Annual profit, 365 working days	\$100,625.00
Leaving profits to be divided as follows—	
\$20,000 Preferred 7 per cent.	\$14,000.00
\$80,000 Common 8 "	64,000.00
Balance to rest account	\$54,000.00
	\$138,000.00

DIVIDENDS.

This calculation does not include the bounty of \$6 per ton on wire rods granted by the Dominion Government, which would add \$600 per day to the Company's revenue, or \$180,000 per year.

The preferred stock is cumulative both as to dividends and assets. Dividends will be payable quarterly on March, June, September and December 1st.

BONUS.

A bonus of \$25,000 has been granted by the town of Collingwood, payable as soon as \$100,000 is expended on the works and the wire and mill plant is in operation, together with other concessions, such as fixed assessment, etc.

From the Collingwood Bulletin:
Collingwood's New Industry

Work Begun on Buildings of the Imperial Steel and Wire Co.—The Site—The Buildings—The Processes of Manufacture—The Company's Policy.

The work on the buildings of the Imperial Steel and Wire Company, Limited, is being pushed with considerable vigor, and it is expected that before snow flies they will be completed and ready to receive the plant.

Few of our readers have any idea of the magnitude of the proposed plant. When completed it will be one of the largest and without exception the most modern wire plant in America, which is saying a good deal.

THE SITE.

The ground floor area of the buildings will cover a space of about five and a quarter acres, and when the switches and all are completed the whole of the splendid plot of ground which the Company secured from Messrs. J. & T. Charlton, containing ten acres, will be fully occupied.

Mr. John Wilson, the architect, has been busy for several weeks on the plans of the buildings, in which he has been advised by Mr. C. W. Vaughn, of Turner, Vaughn & Taylor, the wire mill engineering firm of Cuyahoga Falls, Ohio. Mr. Vaughn was here this week and he stated that the layout of the mills was one of the best he had yet seen anywhere. The plant as designed will accommodate an output of a hundred tons of wire and wire products daily. The buildings are so located on the land that should their capacity be overtaxed, by making a few extensions on them, the capacity can be doubled without in any way interfering or changing the present plans.

The Company contemplates in their plant the manufacture of all kinds of wire products from the steel billet down, through the various processes,

to the finished merchantable product. Work will be rushed first on the nail mill and wire drawing plant. This will be followed by the galvanizing plant, fence mill, and finally the rod mill.

PROCESS OF WIRE MAKING.
This program will involve the following process: The rods will first be procured from the Cramp Steel Co., which will turn out this product until such time as the Wire Company establishes its own wire rod mill. Then billets and small ignets will be obtained from the Cramp Steel Co., and rolled into rods on a continuous mill. There is a Government bounty on wire rods of \$6 per ton. The rods will be drawn into the various sizes of wire required for the market and will be manufactured into nails, fencing, wire for telegraph and telephone purposes, wire rope, screws, screw nails, tacks, and a hundred other products.

Mr. Wilson's plan is as follows, commencing at the west end of the tracks:—First come the switches, which consist of a main switch from the main line of the Grand Trunk, this main switch runs parallel with the Grand Trunk until it reaches the south side of the Company's property, then it runs due east along the south side or end of the buildings. Another track taken off the main switch will run along the north side of the plant.

These two switches will handle the raw product, coal, etc., to the mills. The buildings in succession from the east side of the property will be:—
Wire Fence Mill, 60 feet by 800 feet.
Warehouse, 50 feet by 300 feet.
Wire Nail Mill, 60 feet by 200 feet.
Wire Drawing Mill, 60 feet by 200 feet.

Cleaning and Acid Plant, 70 feet by 100 feet.
Galvanizing Building in rear, 50 feet by 225 feet.
Engine Room for wire plant, 35 feet by 50 feet.
Boiler Room for wire mill, 40 feet by 50 feet.
Boiler Room for rod mill, 40 feet by 50 feet.
Engine Room for rod mill, 50 feet by 130 feet.
Rod Mill Building, 105 feet by 240 feet.
Blacksmith Shop, 20 feet by 60 feet.

Form of Application to be sent to "THE PLANET" Office, when Regular Application Blanks will be sent you.

APPLICATION FOR PREFERENCE STOCK

Issue of 10,000 Shares of

The Imperial Steel & Wire Co., Ltd.

Incorporated by Letters Patent Granted by The Ontario Government

Authorized Capital, \$700,000
Preference Stock (7 per cent. cumulative) 20,000 Shares
Common Stock 50,000 Shares

10,000 shares of the cumulative preference stock (payable quarterly) are now offered for subscription at par \$10 with a bonus of share, or 10 per cent. of common stock.

To the Directors, Imperial Steel and Wire Co., Limited
Gentlemen,—Enclosed please find \$10.00 as deposit of 25 per cent. on my application for cumulative preference shares of the stock of your Company. I request you to allot me that number of shares, and I agree to accept the same at all times, and to pay 25 per cent. on the balance of the shares in ninety days after allotment. Failure to pay any instalment when due will render the amount already paid liable to forfeiture.

It is agreed that I am to receive one share of common stock for every one share of preference stock allotted to me.

I hereby appoint you my true and lawful attorney, and in my name and behalf to accept all such transfers as may be made of the said shares of preference stock or any part thereof in the books of the Company, and to do all lawful acts requisite for effecting the premises to register me as holder of the said shares.

Signature.....
Name in Full.....
Mr., Mrs. or Miss.....
Address in Full.....
Profession or Business.....
Dated.....1903

Cheques to be made payable to the order of THE IMPERIAL STEEL & WIRE COMPANY LIMITED, TORONTO

Ribbon Fish.

Charles F. Holder, the naturalist, believes that what people see in the ocean and mistake for the serpent are really ribbon fish. This curious deep sea fish often grows to a large size. Dr. Andrew Wilson of the University of Glasgow, chronicles that Lord Norbury while trawling in the Firth of Forth one day hauled up a ribbon fish which was as long as the deck of the ship, which was of forty tons burden, was longer than the vessel, or sixty feet in length. Says Mr. Holder: "The fish is literally like a ribbon. These handled by the writer were beautiful diaphanous creatures, clear and jelly-like. The color was silver tinted with blue and splashed with black tigerlike stripes. The forehead is very high, and from the top of the head rises a series of dorsal spines, eight in number, a vivid coral in color, which when erect resembles pompons or a red mane, giving the fish a most fantastic appearance."

Imagination.
Sir Robert Ball, the English astronomer, recently was showing a visitor a double star through a telescope, and, since his friend was not an expert, Sir Robert thought to improve the occasion by a word or two of information. "One of those stars goes round the other," was his remark.

"Yes, I saw it," said the visitor.

As a matter of fact, the star in question takes a little over 900 years to revolve around its fellow!

Very Pleasant Electrodeering.

In South Australia female suffrage has been in operation for some time. A member of the Commonwealth Parliament was anxious to ascertain the best mode of approaching the woman voters in his constituency, sought the advice of an experienced South Australian Legislator. "How do you please them? Do you kiss the baby?" "No, sir," was the candid reply, "we kiss the elector."—London Chronicle.

Minard's Liniment for sale everywhere.

THE HORROR OF CATS

NEW DISEASE OF THE NERVES DISCOVERED BY S. WEIR MITCHELL.

Napoleon I. and Lord Roberts Conspicuous Sufferers From It—General Discussion of Curious Malady Invited—Is There a Racial Similarity of Snakes With Cats?—Horror to Afflicted Is Alike.

The announcement by Dr. S. Weir Mitchell, Philadelphia's well known neurologist and novelist, of the discovery of a disease of the nervous system which he somewhat unscientifically terms "cat fear" has been regarded by the majority of laymen in the light of a joke. However, Dr. Mitchell does not so consider it, and he has asked for testimony on the subject of this curious malady from any one who has seen it manifested. He believes that a sober discussion of theories concerning a nervous condition which, while not at all fatal, does cause great unhappiness to those who suffer from it.

The feeling of repulsion which almost every white man experiences when he sees a snake is not more reasonable than the repugnance which a smaller number of persons feel toward cats. That it is not the power to harm which causes this almost universal feeling of repulsion with regard to snakes is shown by the fact that many persons are as deeply affected by the sight of a six-inch grass snake as they would be by that of a boa constrictor. One medical man who has already entered into the discussion of "cat fear" has attempted to prove the racial similarity of snakes and cats, and to this alleged similarity he ascribes the newly discovered disease.

Still, if we admit the snakelike characteristics of the cat we are not much nearer an explanation of the cause of "cat fear." The Biblical theory that the serpent brought about the fall of Adam gives as satisfactory a reason as any that has been assigned for the common horror of snakes.

Cats have from time immemorial been the objects of superstitious re-



NAPOLEON AND THE CAT.

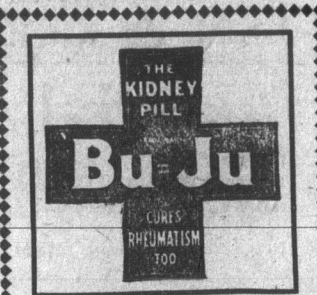
gard, and in the days when witches were believed in no witch was authentic without her black cat. Omens in which cats, both black and of other colors, figure are common among the lower classes of nearly every race. Why this should be so is no more to be explained than is the veneration in which cats were held by the ancient Egyptians. Their goddess Isis, the counterpart of the Greek Diana, was often represented as a cat, and at her own city of Bubastis, on one of the lower arms of the Nile, has been discovered a vast cat cemetery where the sacred felines of the temples were deposited after death. To that place 700,000 Egyptians made annual pilgrimages. There they made and sold bronze images of the cat goddess, some of which are now in museums in this country.

Women are said to suffer particularly from the horror of cats, and men who have faced calmly the utmost physical perils have been known to exhibit signs of extreme fear in the presence of a cat. Many persons object to cats on general principles and do not like to have them around. Others detest them and drive them from the house. Still others experience so active a feeling of horror as to be unable to look at a cat and almost to faint if one brushes against them.

The extreme type of patients with the "cat fear" disease is found in those whose nervous organization is so acutely sensitive as to make them feel the presence of a cat even before the cat is actually seen. That Napoleon I. was thus affected by cats is pretty well attested. On one occasion he was found by Constant shivering in his tent, his face blanched to a deadly pallor, with great drops of sweat on his forehead and he himself almost on the verge of syncope. In reply to Constant's hasty question he said there was a cat in the tent. No cat was visible to Constant, but a search revealed the offending animal asleep behind a screen.

Lord Roberts, too, is said to be deeply afraid of cats. It is related of him that during one of his Afghan actions at a moment when he was standing with his staff in a rain of bullets and serenely surveying the field of battle he was suddenly observed to change color and to display every symptom of actual terror. Presently he pointed to a commissary wagon on which was perched a black cat, and his attention was not restored to consideration of the situation about him until the cat had been chased away.

Tomato juice will remove many kinds of vegetable and fruit stains from the hands.



A safe and certain cure for all forms of kidney and urinary disorders. A purely vegetable prescription that costs but 50 cents, and if you are not satisfied with results your money will be cheerfully refunded. We know what BU-JU will do. It has cured others; it will cure you. Cures Rheumatism also.

Fifty Pills, in box, 50c, at all druggists. Reject Substitutes.

The Clifton Chemical Co. NEW YORK, N.Y., AND WINDSOR, ONT.

A FUGITIVE Chief's Rebuke. A frivolous visitor to the Fiji Islands said to a Fijian chief: "It is really a pity you have been so foolish as to listen to these missionaries. No one nowadays believes in the Bible."

The chief's eyes flashed as he said: "Do you see that stone? There we killed our victims. Do you see the ovens? There we roasted their bodies for our feasts. If it hadn't been for the missionaries and the Bible you would have met the same fate."

\$100 REWARD, \$100.

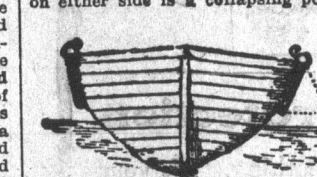
The readers of this paper will be pleased to learn that there is at least one dreaded disease that science has been able to cure in all its stages and that is Catarrh. Hall's Catarrh Cure is the only positive cure now known to the medical fraternity. Catarrh being a constitutional disease, requires a constitutional treatment. Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system, thereby destroying the foundation of the disease and giving the patient strength by building up the constitution and assisting nature in doing its work. The proprietors have so much faith in its curative powers, that they offer One Hundred Dollars for any case that it fails to cure. Send for list of testimonials. Address: F. J. CHENEY & CO., Toledo, O.

Sold by Druggists, 75c. Hall's Family Pills are the Best.

FOOL PROOF ROWBOAT.

Unique Device to Prevent a Skiff From Capsizing.

The man who rocks the boat is to be found in all communities and in all ages, and his pranks will continue to figure in current history until boats are fitted with some means of preventing his dastardly work. The cut herewith reproduced shows the device of automatic action to prevent the sinking of the small boat under these or similar circumstances. Fastened to the gunwales of the craft on either side is a collapsing pocket.



SKIFF WITH SAFETY APPLIANCE.

held normally in close relationship with the sides of the craft, but in case of the boat being rocked violently by either accident or design these things act of their own accord to prevent the capsizing of the boat. As the position of the craft is disturbed from the proper one the weight attachment on the pocket on the lower side causes it to expand and fill with air, and as soon as this pocket touches the water the farther progress of the boat to destruction is arrested and the boat prevented from filling.

Pointed Paragraphs.

Borrowed money often causes a total loss of memory. Many a man works hard in trying to avoid hard work. A girl may say "No," but she knows how to retouch her negative.

Weaver's Syrup

Cures all humors of the blood permanently. No need to suffer with ERYSIPELAS, SALT RHEUM, BOILS, ECZEMA.

Keep Minard's Liniment in the House.

SANTAL MIDY. Standard remedy for Gleet, Gonorrhea and Running of the Bladder. Cures Kidney and Bladder Troubles.

Minard's Liniment Cures Diphtheria.

DENTAL.

A. A. HICKS, D. D. S.—Honorary graduate of Philadelphia Dental College and Hospital of Oral Surgery, Philadelphia, Pa., also honor graduate of Royal College of Dental Surgeons, Toronto. Office over Turner's drug store, 26 Rutland Block.

LODGES.

WELLINGTON Lodge, No. 46, A. F. & A. M. G. R. C., meets on the first Monday of every month, in the Masonic Hall, Fifth St., at 7:30 p. m. Visiting brethren heartily welcomed.

ALEX. GREGORY, Sec.

MEDICAL.

L. E. CURL, OSTEOPATHIC PHYSICIAN, SPECIALIST IN CHRONIC DISEASES: Examination Free. Office, Sixth street, opposite Fire Hall. Hours—8 to 1 a. m., 1 to 5 p. m., 7 to 8 p. m.

DR. OVENS OF LONDON

Will be at Chatham on SATURDAY, Sept. 26, Oct. 24, Nov. 28, Dec. 26. Glasses properly fitted. Office at Radley's drug store.

LEGAL.

B. RANKIN, K. C.—Barrister. Notary Public, etc., Victoria Block, Chatham.

F. SMITH—Barrister, Solicitor, etc., Office, King Street, west of the Market. Money to loan on Mortgages.

B. O'FLYNN—Barrister, Solicitor, etc., Conveyancer, Notary Public, Office, King Street, opposite Merchants' Bank, Chatham, Ont.

SMITH & GOSNELL—Barristers, Solicitors, etc., Barrington Hall, Chatham. Herbert D. Smith, County Crown Attorney, R. L. Gosnell.

WILSON, PIKE & GUNDY—Barristers, Solicitors of the Supreme Court, Notaries Public, etc. Money to loan on Mortgages, at lowest rates. Offices, Fifth Street. Matthew Wilson, K. C., W. E. Gundy, J. M. Pike.

GOSNELL, STONE & SCANE—Barristers, Solicitors, Conveyancers, Notaries Public, etc. Private funds to loan at lowest current rates. Offices, 114-116, Main Street, Chatham, Ont.

BANK OF MONTREAL

ESTABLISHED 1817. Capital (all paid up) \$13,375,240. Reserves \$9,000,000. Drafts bought and sold. Collections made on favorable terms. Interest allowed on deposits at current rates in Savings Bank Department, on demand receipts.

DOUGLASS GLASS, Manager Chatham Branch.

STANDARD BANK OF CANADA

HEAD OFFICE, TORONTO. Branches and agents at all principal points in Canada, U. S. and Great Britain. Drafts issued and notes discounted. Savings Bank Department deposits (which may be withdrawn without delay) received and interest allowed thereon at the highest current rates.

G. P. SCHOLFIELD, Manager Chatham Branch.

Money to Loan on Mortgages at 4 1/2 and 5 per Cent.

FOR SALE—FARM AND CITY PROPERTY.

Brick house, two stories, 7 rooms, lot 40 feet front by 208 feet deep. \$1100.00.

Frame house, 8 rooms and summer kitchen, lot 60 ft. by 208 ft., good stable, \$1100.00.

House and lot, 9 rooms, \$1050.00.

House and lot, 5 rooms, \$400.00.

Farm in Township of Raleigh, 50 acres. All cleared. Good house and barn, \$1300.00.

Farm in Township of Harwich, 200 acres. Large house, barn and outbuildings, \$12,000.00.

Farm in Township of Raleigh, 40 acres. Good house, new stable and granary, \$2250.00.

Ten acres in suburbs of Chatham, \$1500.00.

Valuable suburban residence, 13 rooms; with seven acres of land. Good stable, \$3000.00.

Apply to W. F. SMITH, Barrister.

Money to Loan

—ON MORTGAGES—

4 1/2 and 5 per cent.

Liberal Terms and privileges to Borrowers. Apply to LEWIS & RICHARDS.

Glenn & Co.,

WILLIAM ST.,

import direct the finest Ceylon, Assam and China Tea, Black Gunpowder and Young Hyson, Best English Breakfast Tea, 35c and 40c.

A trial only required.

Minard's Liniment Cures Diphtheria.