The proclamation, 30th November, 1624, provided that these provisions should be complied with under a penalty of two thousand merkis, equivalent to £110 8s. 4d sterling, or \$537.29 which was regarded and accepted as a commutation price for the title which came direct from the Crown. Amongst the baronets thus created were Sir Robert Gordon, Earl Marischal, Alexander Strachan, Sir Duncan Campbell, Robert Innes, Sir John Wemyss, David Livingstone and Sir Robert Douglass. On the 12th July, 1625, a further charter was issued by King Charles respecting these titles and re-conveying the unsold lands to Alexander who had surrendered them to the Crown for the purposes of the Act. This proclamation also increased the number to one hundred and fifty.

A pamphlet entitled "Encouragement to Colonists," was published by Alexander in 1624, illustrated by a map. 1626 Alexander was appointed Secretary of State for Scotland and secured the lands and barony of Menstry. He rapidly increased his influence in this position and acquired several perquisites, and in the spring of 1629 sent another expedition to New Scotland under command of Capt. David Kertch as Deputy Admiral, Sir William himself having been created Admiral of New Scotland by letters patent dated 3rd May, 1627. This expedition was intended to check the power of Cardinal Richelieu's French company of a hundred associates, and also to cope with the Spanish and French traders. Kertch captured eighteen French transports, with one hundred and thirty-three pieces of ordnance destined for the fortificatious of Port Royal and Quebec, a success which he followed up by the capture of Port Royal.

On the 2nd of February, 1628, Alexander obtained a further grant, including the Island of Anticosti, and all other islands in the Gulf between New Scotland and Newfoundland, and all the islands of the River of Canada up to its source, then thought to be the Gulf of California, together with fifty leagues (that is one hundred and fifty miles) on