

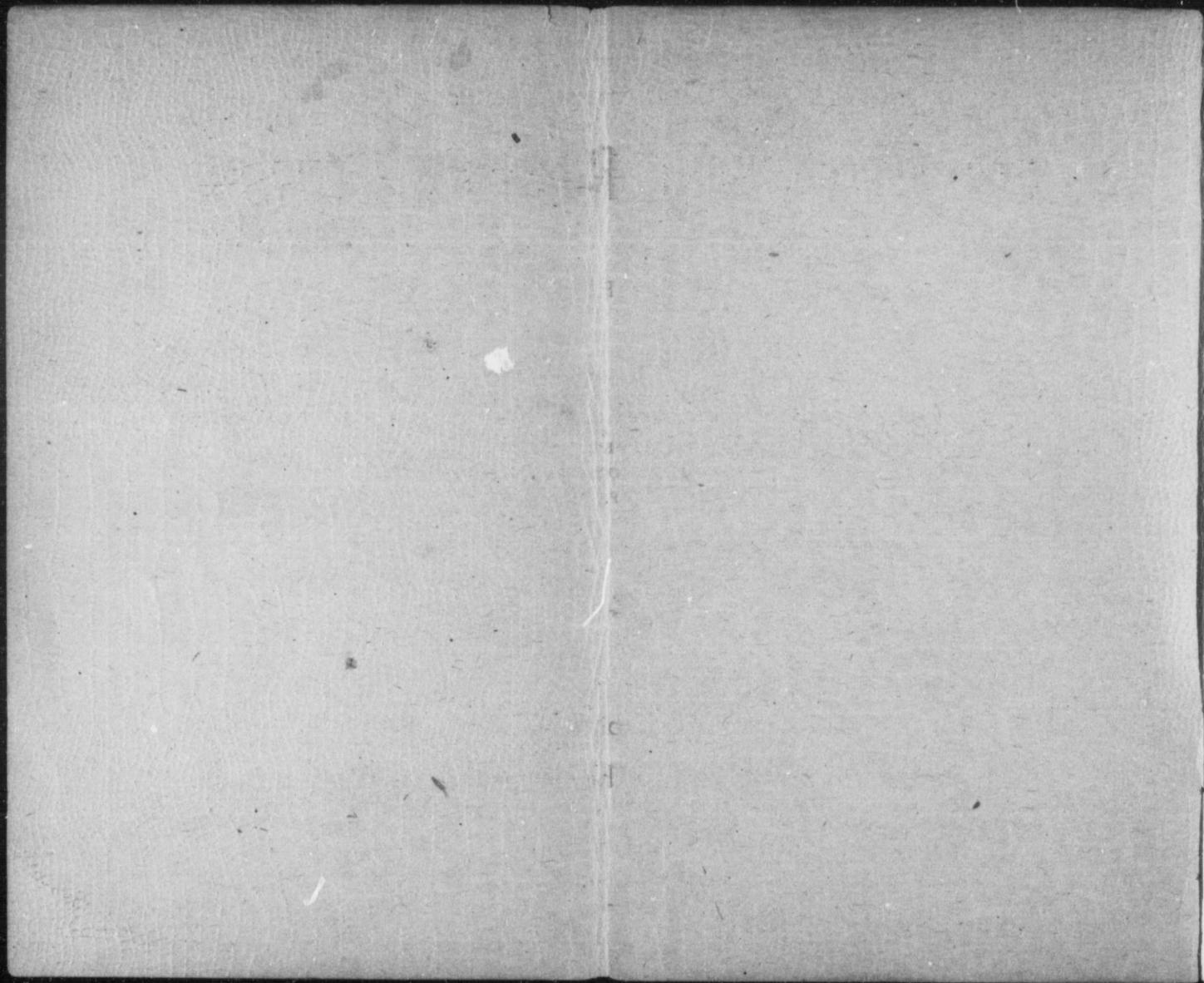
PROSPECTUS

Severn River  
Ranching Co.  
Limited

HEAD OFFICE

CRILLIA

ONTARIO



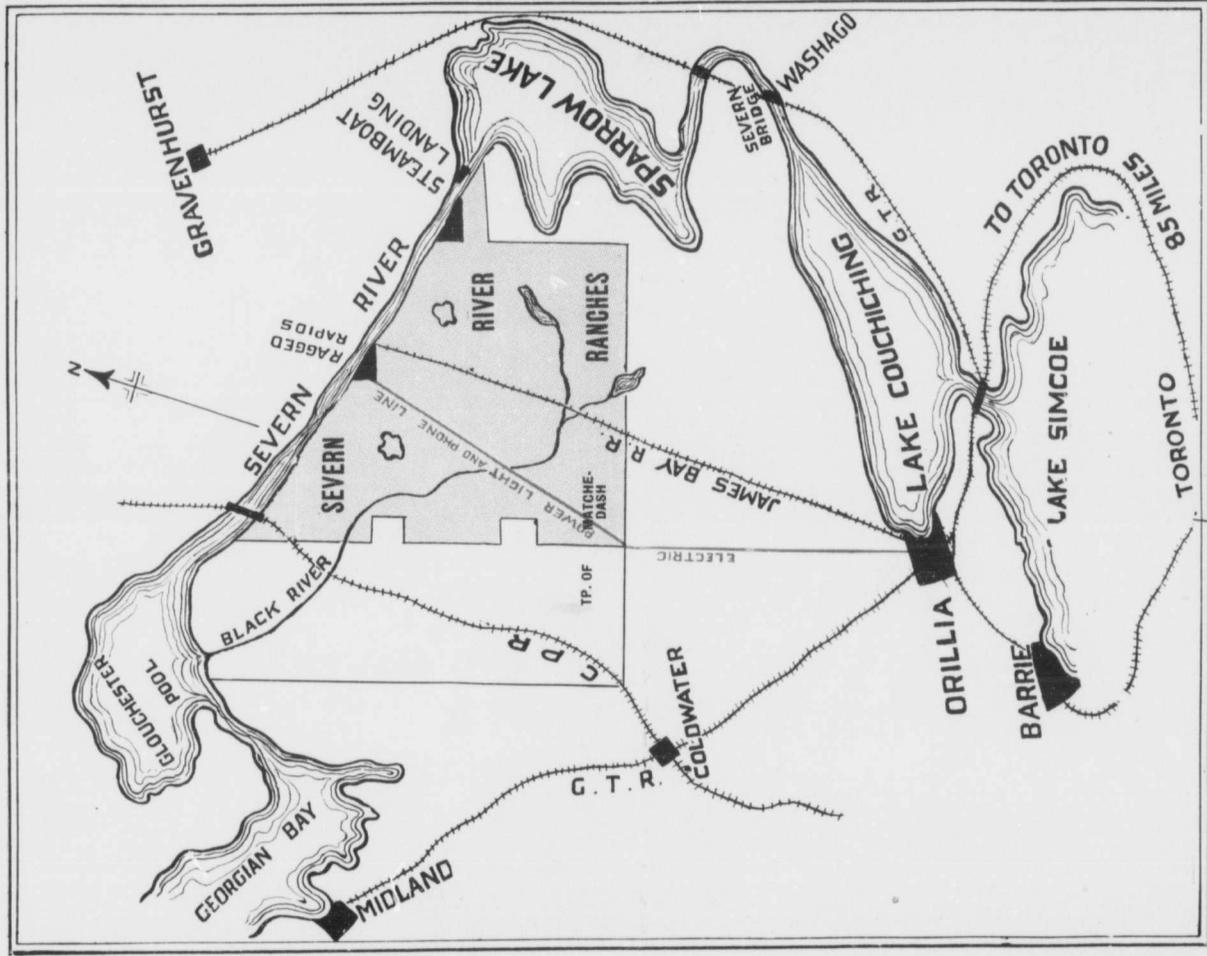
# The Severn River Ranching Company Limited

HEAD OFFICE:  
ORILLIA, - ONTARIO

INCORPORATED UNDER  
THE PROVISIONS OF THE  
ONTARIO COMPANIES ACT



Authorized Capital, \$75,000  
Divided into 750 Shares of the par value of \$100 each



### SEVERN RIVER RANCHES

AREA—14,476 acres. Nearly 10 miles frontage on the Severn River. Situated on the south side of the Severn River, in the Township of Matchedash, in the County of Simcoe, and Province of Ontario.

31385029749056

# SEVERN RIVER RANCHING COMPANY, LIMITED

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## OFFICERS AND DIRECTORS

*President :*

WILLIAM H. MANNING, Esq.,  
Merchant, - Coldwater, Ont.

*Vice-President :*

FRANK BROWNE, Esq.,  
Capitalist, - Barrie, Ont.

*Secretary-Treasurer and Managing Director :*

JOHN P. SECORD, Esq.,  
Landowner, - Orillia, Ont.

CHARLES F. F. SECORD, Esq.,  
Acton, Ont.

S. J. SECORD,  
Orillia, Ont.

*Bankers :*

THE TRADERS BANK,  
Orillia, Ont.

*Solicitors :*

R. D. GUNN, K. C.,  
Orillia.

M. B. TUDHOPE,  
Orillia.

*Auditor :*

GEO. McKEE, Esq.,  
Principal Public Schools, Orillia.

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ALL CORRESPONDENCE SHOULD BE ADDRESSED TO  
SEVERN RIVER RANCHING COMPANY LIMITED  
ORILLIA, ONTARIO, CANADA

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# THE SEVERN RIVER RANCHING COMPANY

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LIMITED

*Objects of the Company*—This Company has been incorporated for the purpose of carrying on a general ranching, farming, grazing, dairying and butchering business, and for these purposes to acquire, own and operate steamboats.

## SOME OF THEIR UNIQUE ADVANTAGES

*Immense range for cattle* over a territory about nine miles long by about six miles wide.

*Abundant supply* of the very choicest qualities of natural and cultivable grasses for grazing, fodder, etc.

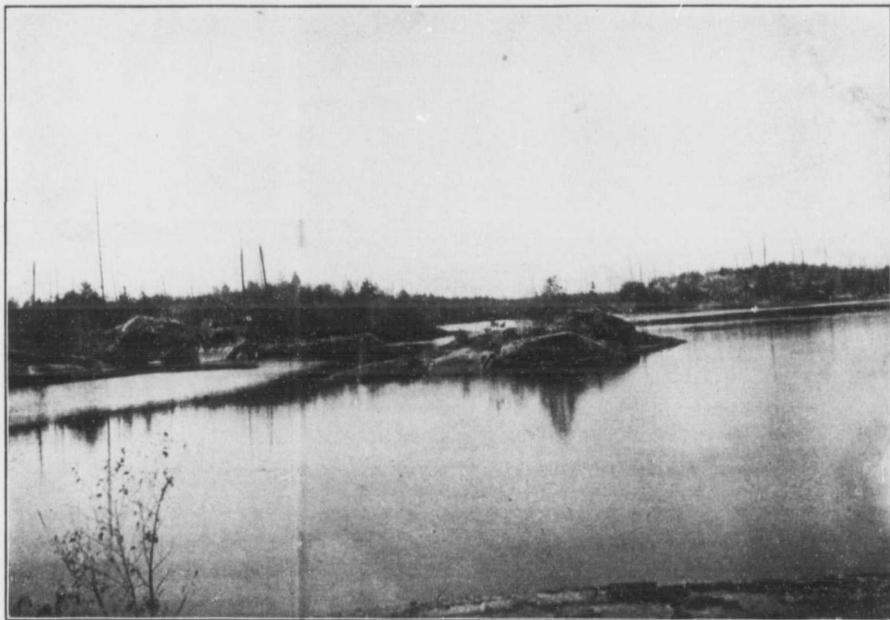
*Lavish supply* of the purest and freshest water, so distributed that no matter upon what part of the ranges the cattle or other stock are grazing there is water, and in abundance.

*Eminently suitable* for either cattle, sheep, or other live stock.

*Good driving roads and telephone line* crossing the ranges.

*Electric light and power line* also crosses the ranges at about the center, by which electric power for running all sorts of machinery, as well as light for the buildings, stables, etc., is available.

*A steamboat landing* on the property.



SECORD LAKE, ON SEVERN RIVER RANCHES.

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## RAILWAY AND CANAL TRANSPORTATION FACILITIES

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There are at present two railways running at convenient distances from the ranges, viz.:

*The Northern Division of the Grand Trunk Railway* at Severn Bridge, about six miles to the east, and

*The Midland Divi-*

*sion* of the same road at Coldwater, about six miles to the southwest, besides which

*The James Bay Railway* (now in course of construction) crosses the property about the center, and will have a station there.

*The Canadian Pacific Railway* (also in course of construction) will run very convenient to the western boundary of the ranch.

*The Trent Valley Canal* (also in course of construction) is expected to be running through the Severn River, on our northern boundary, in the near future.

*Steamboats* already plying on the Severn River and Sparrow Lake call at our landing, and connect with trains at Severn Bridge. It will thus be seen that the ranches are unusually well served, and will soon be practically surrounded by rail and water transportation facilities, thereby guaranteeing not only the maximum of convenience, but the minimum of freight and passenger charges.



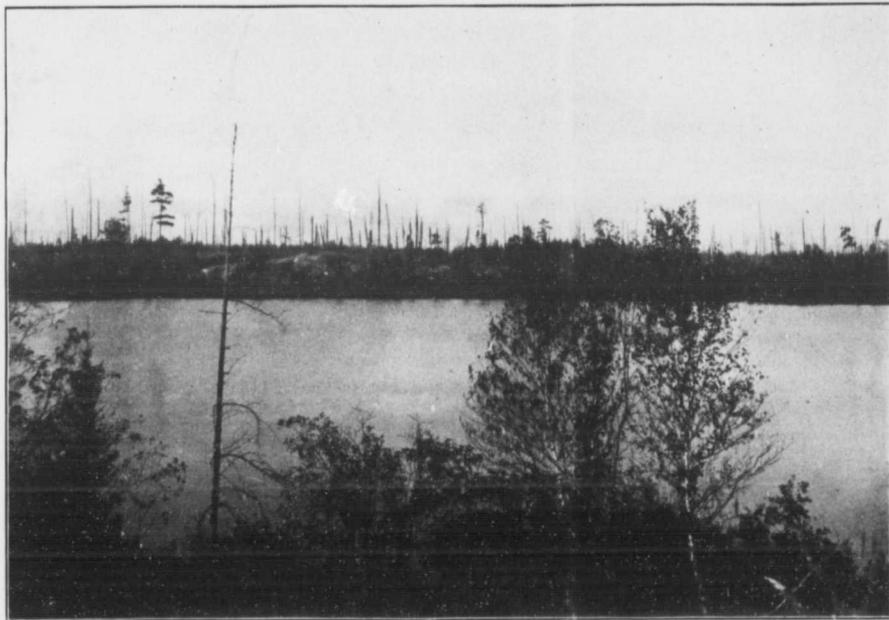
LAKE FREDERICK, SEVERN RIVER RANCHES.

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## ADVANTAGES WITHOUT PARALLEL IN AMERICA

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The ranches are so convenient to the great markets of Toronto, Hamilton, Buffalo, Lockport, Rochester, etc., that buyers from either of the two former cities may visit the ranches, make their purchases, and return the same day. Those from Buffalo, Rochester, etc., can leave home in the morning and be on the ranches the



CULLODEN LAKE, SEVERN RIVER RANCHES.

*Such advantages and conveniences are unparalleled by any other ranch in America,* the value and importance of which to a cattle ranch it is scarcely necessary to enlarge upon. Every intelligent stock-raiser, shipper, dealer, or farmer, will fully comprehend that they mean a saving of money, assured and increased dividends to the Shareholders.

same afternoon. In fact, it is possible that carloads of cattle shipped to Buffalo in the morning will reach there in the evening, and we may have the returns for them the next or the following day.

No other ranching company has such present and prospective transportation facilities.

No other ranching company has such extensive ranges so conveniently situated.

No other ranching company has so many and varied natural advantages and opportunities for adding to its revenues.

No other similar ranch is so thoroughly watered.

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## CATTLE - RAISING ON THE FARM AND ON THE RANCH

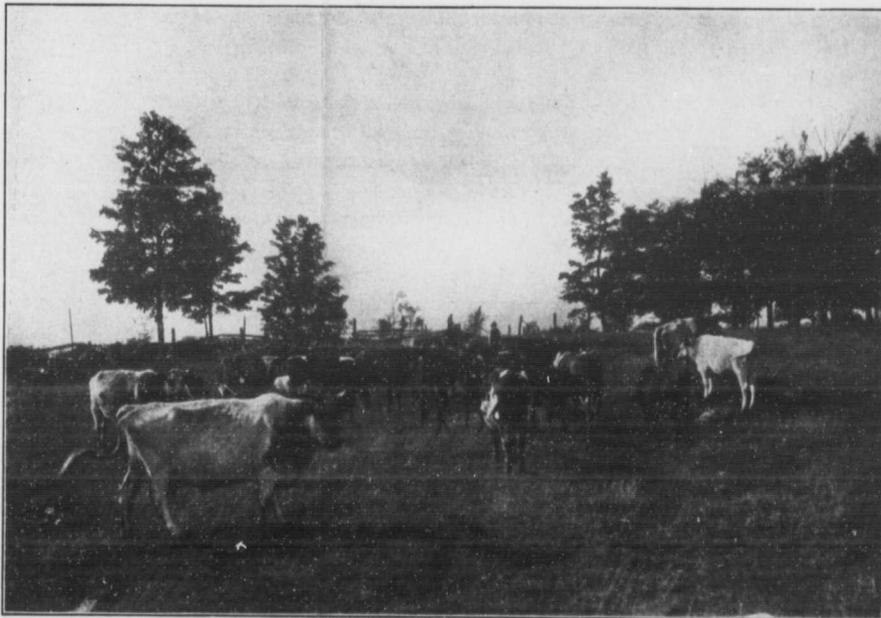
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It is a well-known and understood fact that stock-raising is now the most profitable department of the Ontario farm. *No other department* yields such sure and satisfactory results for the amount of capital and labor invested in it; *year after year* it is a sure and profitable crop. While, of course, it has some risks, arising from sickness and accident, to run,

**IT IS NOT  
BESET BY THE  
NUMEROUS  
ENEMIES AND  
AGENCIES OF  
DESTRUCTION**

such as frost, snow, drouth, wet weather, blighting winds, and insects of various sorts with which ground crops have to contend; hence the prudent Ontario farmer is now devoting more attention to stock-raising than ever before, and he will tell you it pays him to do so. And if the Ontario farmer can profitably raise

live stock in the very limited numbers or quantities possible on his 50-, 100-, or 200-acre farm, where the relative cost for feed, grazing, labor, and other expenses, exclusive of capital invested in his farm, is enormously greater per head than on a large ranch — because his land, taxes, labor, etc., cost him more, and the same labor that is required to care for and attend to a comparatively few heads on a farm will care for and attend to a much



A NICE BUNCH.

greater number on a ranch — hence, if the small or average farmer can profitably raise stock on his farm,

### WHAT MAY NOT REASONABLY BE EXPECTED

from a ranch of about 15,000 acres, and having capacity for 5,000 head or upwards? *The facts* in this connection are so patent that any elaboration is superfluous.

Unlike almost every other commercial, industrial or mining enterprise, where the average investor has to rely upon the glowing statements of the promoters, because he knows little or nothing about it himself, any stock-raiser or farmer can sit down in his own house, verify these statements, and approximately estimate what the increase and profits of the ranch, as well as his share of them, ought to be in any year. And being conveniently situated, easily and cheaply reached from any part of Ontario, the shareholders (who are always welcome) can visit the ranch, count up the cattle, etc., and practically take stock of the business at any time. These are facts that will commend themselves to every thoughtful investor. Nor is it necessary to point out to the stock-raiser, dealer, butcher, or exporter, the wide and practically unlimited field or market and demand for the products of the ranch. Unlike almost every other commercial or manufacturing business, it is not confined or limited to certain narrow and well-defined precincts, districts, provinces, or even nations. It is unlimited, and has no bounds.

### ITS MARKET IS THE WORLD

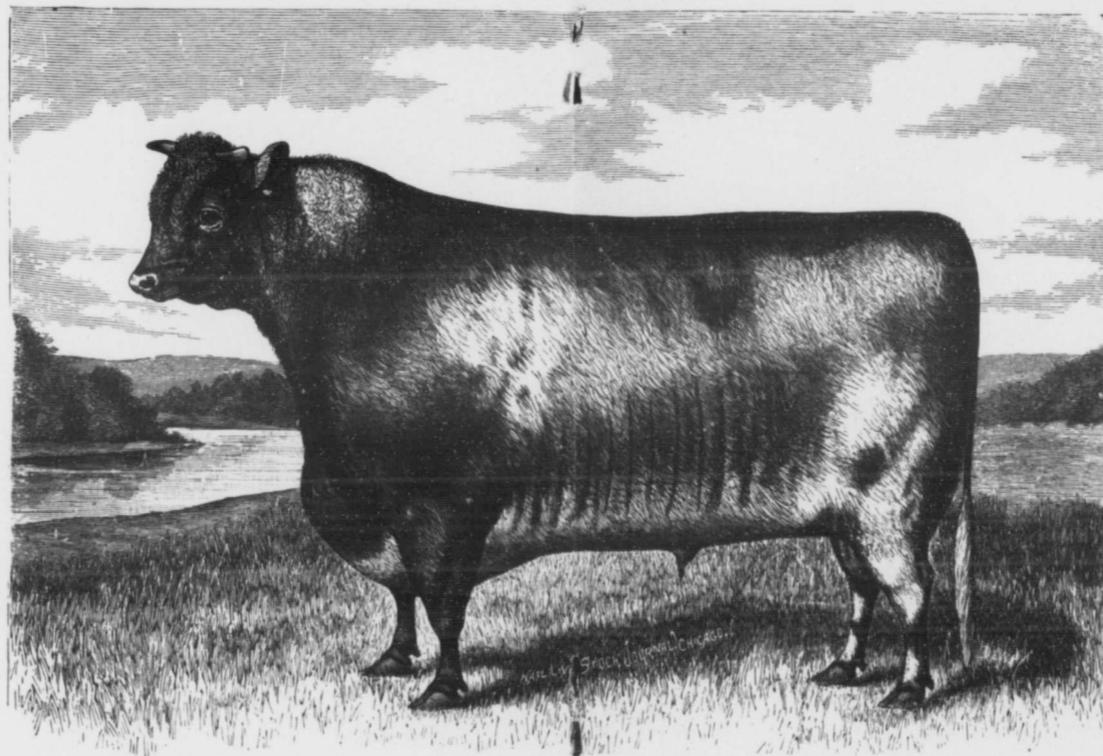
Insurrection, war, or even famine, usually so destructive to most commercial enterprises, rarely has any effect upon it, except to increase its trade.

It is entirely safe to assume that if a stock-raiser or rancher was requested to locate, plan and lay out a large block of land convenient of access and to markets, with all the requisites and advantages for an "ideal ranch," with

## THE SEVERN RIVER RANCHING COMPANY

ORILLIA, ONTARIO, CANADA.

LIMITED



capacity for grazing, say, 5,000 to 7,000 head of cattle, besides sheep, hogs, etc., he would pass right over Ontario, and his mind would instantly soar away to the distant unoccupied lands of Alberta or the far West. He would probably try to locate it somewhere along the banks of the Bow, Belly, or Saskatchewan rivers, with as many coulees or other muddy water holes on it as possible. It would also doubtless be very remote from human settlement or transportation facilities of any kind, and several thousand miles distant from the seaboard or world markets, because it would not likely occur to him that such a large block of land (exclusive of its other unique advantages) could be acquired more conveniently situated, much less within twelve miles of the flourishing town of Orillia, Ontario, or with the unusual rail and water transportation facilities already established or in course of construction across or at convenient distances from all sides of the ranch, by which this ranch is now, or soon will be, practically surrounded, thereby ensuring

### SHIPPING ADVANTAGES SUCH AS ARE ENJOYED BY NO OTHER RANCH IN AMERICA

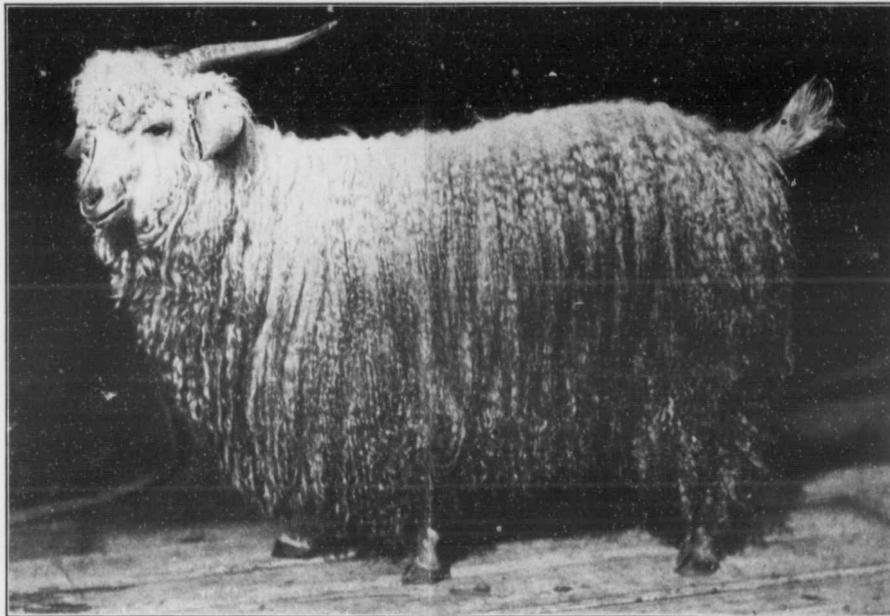
and he would never have thought of such *lavish supply* and convenient distribution of the purest and freshest lake, river and spring water as is supplied by the various lakes and *two rivers* with which this ranch is provided. Much less would he have dreamed of the possibility of furnishing such a ranch with such economic advantages as

### ELECTRICITY FOR LIGHT FOR THE BUILDINGS AND POWER

to run any sort of machinery, feed cutters, choppers, churns, etc., or having them available. Yet this is just what Nature

and Science has done for the SEVERN RIVER RANCHES, which would thus appear to have been especially endowed with every advantage and convenience for an "ideal ranch."

# A NEW ENTERPRISE IN CANADA



ANGORA GOAT  
BUCK  
COST \$750

SEVERN RIVER  
RANCHES

Probably the most interesting department of the Severn River Ranches, to the Canadian public, will be its herd of Angora, or Cashmere, Goats. These beautiful and valuable animals are natives of Asiatic Turkey, and are very hardy in all American climates, even where the temperature descends to thirty below zero.

Although Angora breeding is a growing and extensive industry in the United States—there being

extensive ranches in Texas, California, Nevada, Missouri, Dakota, Maine, and even in Alaska—except for a few Angoras kept for exhibition purposes in a couple of public parks, it is *an entirely new enterprise in Canada.*

Angora Goats are bred for their wool (called Mohair), which is long (10 to 20 inches), silky, lustrous, and snowy white, as well as for their meat, skins and pelts. They are exempt from the offensive odor of

## HERD OF ANGORA, OR CASHMERE, GOATS



ANGORA GOAT  
FAMILY  
COST \$1,000

SEVERN RIVER  
RANCHES

the common goat, and where known are classed among the most useful of domestic animals, and have been so for thousands of years—so much so, that the Sultan has *absolutely prohibited their exportation*. The fleece furnishes many of the finest fabrics of ladies' wear. The fine fabric known as "camel's hair" is of the best mohair, and not from the camel, as generally supposed.

Mohair is mixed with silk and wool in a great variety of beautiful fabrics, improving the luster, quality and durability of each. Mohair braids contest the market with silk. It is also used in the manufacture of ladies' shawls, dress and knit goods, plushes, and many other fine lines. The short and coarser qualities of hair are used for blankets, lap-ropes, rugs, carpets, etc.

The skins are used for leather, and the pelts for robes and rugs.

The meat is so nearly like the best Shropshire lamb that it requires an expert to detect it, and it is exceedingly nutritious and palatable.

The milk is richer than that of cows or the common goat.

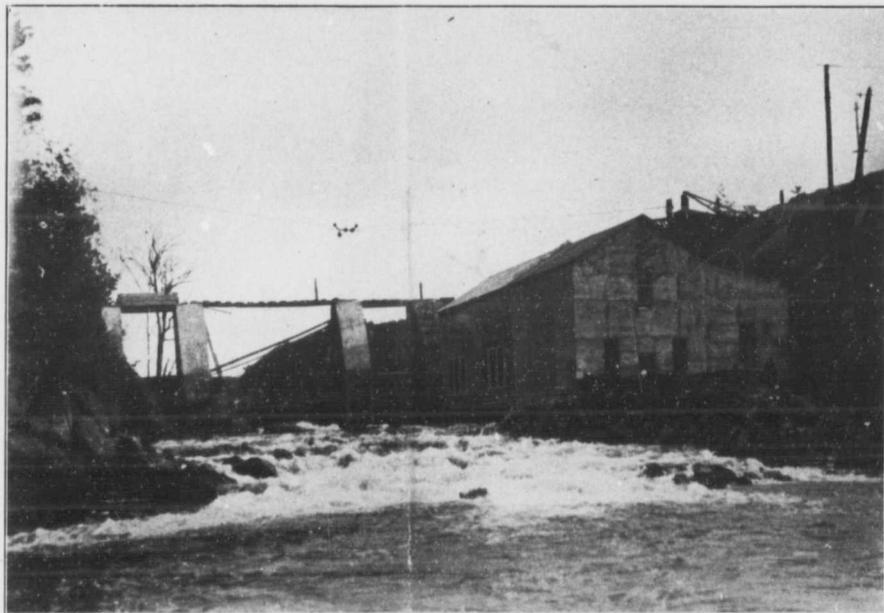
They are *great browsers*, every leaf, twig, and even most of the weeds and bushes usually considered poisonous to other animals, are eaten. They will desert the finest clover or blue joint grass for such browse.

The Company is now negotiating for a small herd of these interesting animals, believing—especially as the enterprise is new in Canada—that a large and profitable business can be done by introducing and breeding them in this country.

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## RAGGED RAPIDS ELECTRIC POWER AND LIGHT PLANT

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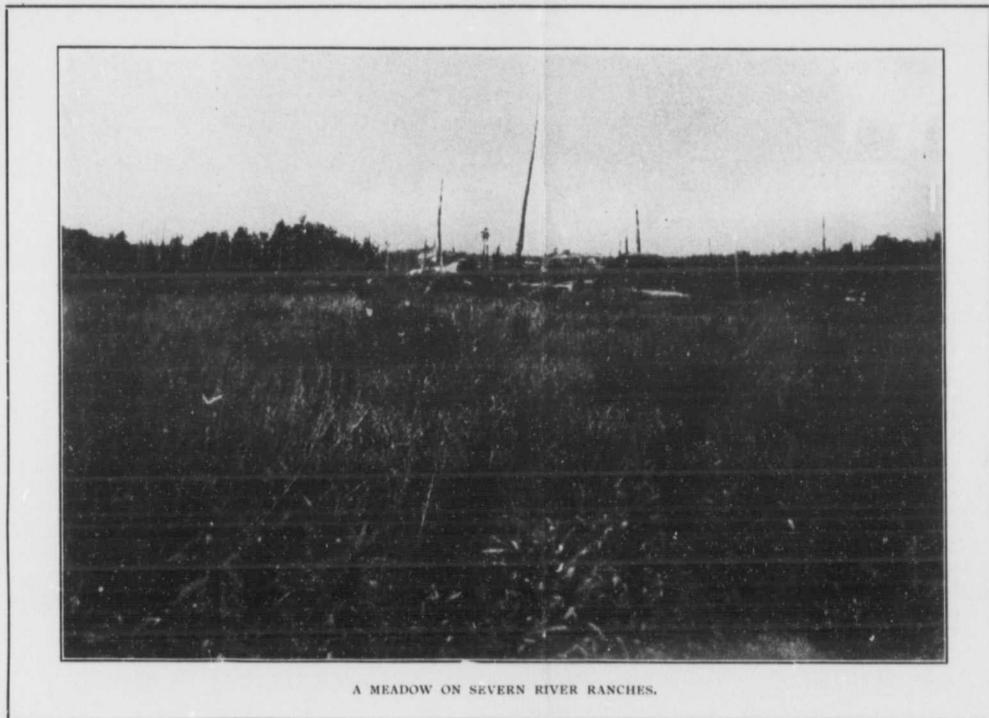
OWNED BY THE TOWN OF ORILLIA.

These works are situated at "Ragged Rapids," a series of beautiful cascades on the Severn River, on the northern boundary of our ranch, and transmit the power over a "Pole Line" 19 miles long, and running from "The Rapids" all across the ranch, and on to the town of Orillia.

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## THE ORIGINAL INTENTION OF THE COMPANY

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A MEADOW ON SEVERN RIVER RANCHES.

It was not the original intention of the Company to sell any of its stock, but after considering the immense area of the property, its situation, and other peculiar advantages, as well as its contiguity to the celebrated summer resorts on Sparrow Lake, Gloucester Pool, and Severn River, it is believed a large and profitable business in ranch and dairy products, fresh meats, vegetables, and other supplies may be done, whereby the revenues of the Company can be greatly augmented by the employment of additional capital. The proceeds thereof to be used in purchasing stock, erecting buildings, acquiring additional land, machinery, improvements, and other expenses necessarily incurred.

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ISSUE OF STOCK AT PAR—\$100 PER SHARE

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RAPIDS ON SEVERN RIVER.

The Company is issuing its stock at par—\$100 per share. *There is only one kind of stock. There is no preference stock or bonds. All stockholders will share alike in the profits of the Company, according to their holdings.*

*The Directors reserve the right to reject or reduce any application, and in case no allotment is made, the amount paid will be returned.*

*Application for Stock may be made on the following form to the SEVERN RIVER RANCHING COMPANY, LIMITED, ORILLIA, ONTARIO, or to A. A. LAURIE, Esq., ORILLIA, ONT.*

APPLICATION FOR STOCK.

**SEVERN RIVER RANCHING COMPANY**

ORILLIA, ONTARIO.

LIMITED

*I*, the undersigned, hereby apply to Severn River Ranching Company, Limited,  
for \_\_\_\_\_ Shares of the Capital Stock of the said Company, of the  
par value of \$100 each, fully paid and non-assessable, at the price of \$100 per Share; for  
which I hereby agree to pay \_\_\_\_\_ Dollars (\$ \_\_\_\_\_ )  
as follows: \_\_\_\_\_  
\_\_\_\_\_

I here agree with the SEVERN RIVER RANCHING COMPANY, LIMITED, to accept the shares now  
applied for or any lesser number that may be allotted to me, and to pay for the same in accordance  
with the terms of the Company's Prospectus.

Date \_\_\_\_\_ 190

Signature \_\_\_\_\_ (SEAL)

Stock to be issued in name of \_\_\_\_\_

Occupation \_\_\_\_\_

Address \_\_\_\_\_

All cheques, drafts and money orders must be made payable to the Treasurer of the Severn River  
Ranching Co., Limited.



A SCENE ON SEVERN RIVER, SEVERN RIVER RANCHES.

AREA AND TITLES—14,476 acres, of which 3,548 acres is leasehold from the Government of Ontario for the term of 20 years, and is renewable for another term of 20 years upon the same terms and conditions; and 10,928½ acres adjoining the above—this block was also acquired from the Government upon the same terms and for same number of years, by J. P. Secord, W. H. Manning, Frank Browne, C. F. F. Secord, and S. J. Secord, who, by an instrument of assignment, sublet the said lands to the Company, accepting Stock in the Company in full settlement therefor.