



(From an Actual Photograph)

# PEACE RIVER

## THE WORLD'S GREATEST OIL POOLS

A wonderful wealth is in store in the Peace River District where eminent Geologists and Oil Experts from all over the world, who have made careful and thorough investigations, report that they believe and state with full confidence that THE WORLD'S GREATEST OIL RESERVOIR will be found there.

Here is your opportunity to share in this wonderful wealth possibility.

### What Eminent Geologists and Oil Experts Say

**SIR GEORGE DAWSON**  
Acknowledged one of the world's foremost Geologists.  
1887-1888 Sir George Dawson submitted to a select committee of the Canadian Senate a report on the oil possibilities in the Peace River valley and the Mackenzie Basin. This report sets out the possibility of a large accumulation of oil between the Smoky River Junction and White Mud River, which intersects the Peace River about 30 miles below Peace River Town. Since that date a score of prominent geologists have visited this field and every one has endorsed Dr. Dawson's opinion. Eight wells have been drilled in this very district. Every one has discovered oil, proving beyond question that the geologists' opinion was correct.

**MR. JOS. OWEN JAMES**  
Geologist, London, England  
In 1914 Mr. James, acting on behalf of the British Government, stated that "the junction of the Big and Smoky rivers was one of the finest prospects for oil he has ever seen in this or any other country."

**PROF. R. D. McLAREN**  
University of Saskatchewan.  
Reports that the asphaltic outcroppings in Northern Alberta, especially in the Peace and Athabasca country, are greater in quantity than all other asphaltic showings in the world. The showings are so tremendous that there must be enormous oil pools underneath. It is estimated that there is sufficient oil in the sands of Alberta to supply the world's demands for 300 years.

**MR. A. M. SLACK**  
Manager Peace River Oil Company, recently stated that he is convinced the structure at Peace River is favorable for big oil production, which will be secured when the drills reach the lower formation, which confirms what other oil experts and geologists have repeatedly stated. Mr. Slack, who is at present in the East, purchasing machinery and equipment for further drilling of the wells of the Peace River Oil Company, is a well known oil expert of wide experience. He has done considerable drilling work in Borneo, Egypt, California and Canada, and is considered an authority on oil structure.

### Royal Commission Investigates

The Royal Commissions, which investigated the natural resources of the British Empire, said, in reference to the Peace River District, that it "Evidently was one of the largest oil bearing countries yet unexplored, on the face of the earth, and that on the North American Continent there is no other part which ever gave such evidence of rich oil fields."

### To The Canadian Public

During the four years I spent in the Peace River country I watched the oil development in all its stages. Eight wells have already been drilled in and near Peace River Town. Every well has brought in oil—not one well has been drilled dry. Day Oil has been discovered in at least five of the wells drilled, a record seldom attained in any new oil field on this continent. That oil would be discovered in Peace River was predicted by Sir George Dawson, Canada's most eminent geologist, over thirty years ago. During the past five years a score of the world's best known geologists and oil experts have visited Peace River, and in every instance these men of science endorsed the prophecy of Sir George Dawson of long ago. A valuable by-product of the oil fields of Peace River is wet gas, from which, by simple process, gasoline is extracted. From three to five million feet of wet gas heaves from the wells already drilled. Every man who has visited the wells at Peace River knows that oil is there, because he has seen it; but the wealth of the earth, be it gold, silver or oil, is of no value unless money is efficiently spent for its development. I believed the geologists and oil experts of this continent when they said that by drilling deeper into the oil sands at Peace River the BIG OIL POOL would be discovered. Because of this belief and my personal knowledge of the actual discovery of oil in the wells drilled at Peace River I feel I am acting in the best interests of Canada when I recommend the Canadian people to join with Peace River Petroleum, Limited, and help to secure the big production of oil for our industries.

### W. C. Goffatt

#### STATUTORY INFORMATION.

(b) The following information is given to meet the requirements of the Ontario Companies Act:—The qualification of a director is the holding of one share. The by-laws contain the following provisions: "The directors shall be paid out of the funds of the Company by way of remuneration for their services such sums as the shareholders in annual or special general meeting may from time to time determine, and such remuneration shall be divided among them in such proportion as the directors themselves may determine, and also the sum of \$10.00 for each meeting attended, and shall also, in addition thereto be paid (after approval of the account by the board of directors) all out of pocket disbursements actually and properly incurred by them in connection with the affairs of the Company, including any travelling and hotel expenses incurred in attending meetings of directors or shareholders. If any director, being willing, shall be called upon to perform extra services or to make any special exertions in going or residing abroad or otherwise for any of the purposes of the Company, the Company shall remunerate the director so doing, either by a fixed sum or by a percentage of profits or otherwise as may be determined by the directors, and such remuneration may be either in addition to or in substitution for his share in the said remuneration above provided by by-laws." The remuneration of the officers, including the president, vice-president, secretary, treasurer, general manager, or managing director, all of whom may be directors shall be settled from time to time by the board.

(c) The names, descriptions and addresses of the directors are: William Bradshaw, 25 Wellington Street West, Toronto, Ontario; John Hallam, 111 Front Street East, Toronto, Ontario; Sydney Charles Brasher, 45 Front Street East, Toronto, Ontario; Adam Anderson, 59 Delaware Avenue, Toronto, Ontario; Thomas Mitchell, 32 Wellington Street West, Toronto, Ontario; Thomas Alfred Cain, 591 Yonge Street, Toronto, Ontario; C. H. Thompson, Toronto, Ontario; George B. Cohen, 59 Bay Street, Toronto, Ontario; W. C. Goffatt, 32 Adelaide Street, Toronto, Ontario; J. A. Izett, 28 Weight Avenue, Toronto, Ontario.

(d) The minimum subscription is five shares, and the amount payable on application and on allotment on each share is the full amount of the price at which such share is issued. (e) Under the by-laws a further call or calls may be made upon shares subscribed for, and when the directors may determine, but the shares now offered are being issued not subject to further call. (f) \$15.00 fully paid and non-assessable shares of a par value of \$1.00 each intended to be issued in consideration of the transfer and assignment to the Company of leases covering an acreage of approximately 12,000 acres of petroleum and natural gas rights in the Peace River District in Alberta and in British Columbia. (g) There are no vendors of any property purchased or to be purchased or acquired, or proposed to be paid for wholly or partly out of the proceeds of the issue offered for subscription by this Prospectus, or has not been completed at the date of the issue of the Prospectus. (h) No money in cash, or payable as purchase price for shares, debentures or debenture stock or other securities for such property, (i) Nothing has been paid or is payable as consideration for subscribing or agreeing to subscribe, or procuring or agreeing to procure subscriptions for, any shares in the Company, or for underwriting or

### Let Canada's Wealth be Enjoyed By the Canadian People

Here is an opportunity for Canadians to invest in Peace River Petroleum Limited, a Canadian Corporation, controlled by successful Canadian business men, who intend in all sincerity and earnestness, to develop the marvellous oil fields in Peace River. The Corporation, as will be seen by this announcement, controls over 48,000 acres of the best oil lands in

**IMPORTANT**  
Oil has already been struck in two wells now being drilled on the Company's properties. Both wells will be drilled deeper to the BIG OIL POOL.

### This Vast and New Oil Field

The names of the directors, all of whom are well known Canadian business men, are alone a guarantee that development work will be aggressively proceeded with, and the funds of the Company expended with economy and wise judgment.

In the past the cream of Canada's mineral resources have been exploited by foreign capital, but here we have a genuine Canadian enterprise which deserves, and should have, the support of every Canadian who is interested in the development of Canada's vast oil resources.

There is no gainsaying the fact that oil is there, the rock formation of the country, the abundance of natural gas, the constant seepage of oil and many other surface indications lead to the logical conclusion that deep in the lower strata are YOUR opportunity to help secure Canada Oil for Canadian people.

The "Financier" of London, England, one of the oldest and most reliable financial papers in Great Britain, in a recent article practically demanded that the public be entitled to participate in the shares of oil companies, and that shares should not be offered to a favored few.

Here is an extract from their editorial regarding a recent issue of oil shares in England: Instead of permitting the investing public to participate in the financing of the project, they have arranged to offer the shares for sale only to their personal clients and friends, and to ignore the great body of British investors. We cannot help thinking that it would have been fairer to allow the public to apply for shares. Undertakings of national importance in their scope and objects ought not to be the possession of the privileged few, but should rather be in the beneficial ownership of investors generally.

Every investor, large or small, has an opportunity to invest in Peace River Petroleum Limited—a project of national importance to Canada.

## Peace River Petroleum Limited

(NO PERSONAL LIABILITY)  
General Offices: Sterling Trust Building, Toronto, Canada.  
Capital Authorized, \$5,000,000.  
Divided into 5,000,000 Shares of par value \$1.00 each.

### Officers and Directors

- PRESIDENT JOHN HALLAM**  
President John Hallam Ltd., Furs, Hides and Wool, Toronto.
- THOMAS A. MITCHELL**  
of Denton, Mitchell & Duncan, Toronto.
- SIDNEY C. BRASHER**  
of Wagner, Brasier & Co., Wholesale Fur Merchants, Toronto.
- WM. BRADSHAW**  
of A. Bradshaw & Sons, Ltd., Wholesale Dry Goods, Toronto.
- ADAM ANDERSON**  
Importer & Manufacturers' Agent, Toronto.
- THOMAS A. CAIN**  
General Manager, Eco Sales, Ltd., Toronto.
- BYRON GEORGE COHEN**  
of Wilson & Cohen, Importers and Manufacturers, Toronto.
- ALLAN McPHERSON**  
President Quincey Adams Lumber Co., Ltd.; Director Chartered Trust & Executor Co; Longford Mills, Ontario.
- GEORGE H. THOMPSON**  
Vice-President Anglo-American Lumber Company, Toronto.

**SOLICITORS**—Starr, Spence, Cooper & Fraser, 120 Bay St., Toronto, Canada; Cormack & Mackie, Edmonton, Alberta.  
**BANKERS**—Canadian Bank of Commerce, Head Office, Toronto, Canada—Branches throughout Canada.  
**TRANSFER AGENTS**—The Trusts and Guarantee Co., Ltd., Bay Street, Toronto, Canada.  
**FINANCIAL AGENTS**—W. C. Goffatt & Co., 10-12 King St. East, Toronto.

The Charter of Incorporation gives this Company power to control all lands and operate oil-wells—build pipe lines—erect and operate refineries—own and operate tank cars, railways and steamboats—also produce natural gas—operate and supply municipalities with light, heat and power, also to manufacture gasoline from natural gas. (Gasoline manufactured from the wet gas that comes from the wells at Peace River will become an enormous revenue-producing asset to Peace River Petroleum Limited.) The Company also has power to operate and develop coal, iron and other valuable mineral deposits. The Company controls over 48,000 acres of what are considered to be the choicest and richest oil lands in the Peace River District.

## 35c. a Share

This is a genuine opportunity, which looks as if it could not fail to return big profits in the near future, and every person should avail themselves of the opportunity to purchase shares at the present low price.

- \$ 35.00 buys ... 100 Shares
- \$ 70.00 buys ... 200 Shares
- \$ 175.00 buys ... 500 Shares
- \$ 350.00 buys ... 1000 Shares
- \$1750.00 buys ... 5000 Shares

### W. C. GOFFATT

FINANCIAL AGENTS  
10-12 KING ST. E., TORONTO, CANADA

Fill in and mail this application form today. Send for Prospectus and Map.

**W. C. Goffatt & Co.**  
10-12 KING ST. EAST  
TORONTO

Please enter my application for \_\_\_\_\_ shares of the Capital Stock of Peace River Petroleum Limited, at Thirty-five cents a share (\$5c), fully paid up and non-assessable. Herewith I send you \$ \_\_\_\_\_ being the amount in full. Have shares issued for:

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
TOWN \_\_\_\_\_ Province \_\_\_\_\_  
Make cheques payable to W. C. GOFFATT & CO.