

# Are You Interested in the Establishing of Industries on Prince Edward Island?

## The Island Unshrinkable Underwear Co. Has Been Organized

For the purpose of manufacturing and selling unshrinkable underwear and sweaters, and to erect or acquire suitable buildings in which the best and latest machinery will be installed, capable of manufacturing twenty-five dozen high class garments daily. This plant will require thirty employees and will use annually about one hundred and twenty thousand pounds of domestic wool.

### Authorized Capital \$90,000 - - - Paid Up Capital \$50,000

It is the intention of the Provisional Directors to apply to the Governor in Council for an authorized capitalization of \$90,000 to establish and equip an up-to-date knitting mill as is proposed \$35,000 will be required, with an additional \$15,000 for working capital, making the total amount of paid up capital \$50,000. Of this amount \$12,000 has already been subscribed leaving a balance of \$38,000 open to public subscription.

### An Estimated Profit Of Forty Two And a Half Per Cent

#### The Cost of Production

It is proposed to manufacture three lines of unshrinkable underwear. The plant will produce on an average twenty-five dozen garments daily of either of these grades. The cost of production carefully estimated by men of experience in the manufacture and sale of the goods is as follows:—showing an average daily profit on the output of \$75.00 per day or a net annual profit of \$22,500.00

#### Grade 1 Medium Weight all Wool

Cost of production of 25 doz. garments daily .....	\$181.75
Add for selling and advertising 10 p c.....	18.25
Total cost of daily production .....	\$200.00
Sale price of 25 doz. garments at \$12.00 per doz.....	\$300.00
Daily profit as above .....	\$100.00

#### Grade No 2 Light Weight all Wool

Cost of production of 25 doz. daily .....	\$165.75
Add selling cost and advertising .....	16.75
.....	\$182.50
Selling price at \$10.00 per dozen.....	\$250.00
Daily profit as above.....	\$67.50

#### Grade 3 Cotton Mixture

Cost of production of 25 dozen garments daily .....	\$129.25
Add for selling and advertising .....	13.00
.....	\$142.25
Selling price at 8.00 per doz.....	\$200.00
Daily profit as above.....	\$57.75

Average for an equal output of each grade

No 1..... Daily profit.....	\$100.00
No 2..... Daily profit.....	67.00
No 3..... Daily profit.....	57.75
.....	\$225.25

Average daily profit .....

Net profit for 300 days.....\$22,500.00  
or over 42 1-2 per cent profit on the paid up capital of \$50,000.00

#### Applications for Shares

Applications for stock in this company may be made to the Secy. Mr. J. P. Gordon or any of the Provisional Directors.

#### PAYMENTS

10 per cent of the amount subscribed for, must accompany all applications, 15 per cent on notice of allotment, 25 per cent on Feb 15th, 25 per cent on March 15th, and the final 25 per cent on April 15th, 1914.

#### Demand For Unshrinkable Underwear

Notwithstanding the increase in the capacity of knitting factory plants now in operation they are unable to keep pace with the demand for unshrinkable underwear.

This constantly increasing demand is due to the suitability of these garments for our Canadian climate; the sanitary value and comfort giving properties, and to the constant increase of the population by immigration. The demand will therefore continue and a ready sale may be expected for all the goods the Company can turn out.

#### Every Facility at Hand

The raw material is easily obtainable, skilled labor can be obtained and others taught. The promoters feel that we have every facility at hand for the manufacture of goods of the highest class cheaper than in any other part of Canada.

Practical men of long experience both in the manufacture and sale of this line of goods are interested in the enterprise and their skill and ability will make the business successful and pay investors a handsome profit.

#### Concessions by the City Council

In order to encourage the promotion of industries in the Province, the Charlottetown City Council has granted this company the following concessions:—viz A bonus of \$600.00 a year for five years. Full exemption from taxation for ten years and the water commissioners have granted free water to the quantity of 2,000,000 gallons per year for a term of twenty years. This quantity of water is more than the mill will use for many years, and together with the concessions granted by the City Council will mean a saving to the company of at least \$2,500 per year

#### Shares \$25.00 Each

In order to encourage the small investors to invest their savings in home industries the Provisional Directors have placed the par value of the shares at \$25.00. This will enable numbers of people who have not yet invested in the industries being promoted in the Province, to come into what is sure to be a big dividend paying industry.

The application form below is for the convenience of those who cannot make it convenient to apply in person for shares.

Fill out, sign and mail to J. P. Gordon or any of the Provisional Directors.

#### Application Form

J. P. Gordon Esq. Charlottetown

I hereby apply for..... shares in the Island Unshrinkable Underwear Co. Enclosed please find.....being 10 p. c. of the amount, and the balance I agree to pay according to plan laid down in prospectus.

Name.....

Address.....

Occupation.....

## Provisional Directors

**President**--S. E. Reid, Manufacturer, Director P. E. Island Telephone Co. **S. A. McDonald**, Merchant **Dr. Arthur B. Reid**, Dentist  
**Waldren B. Prowse**---Merchant, Sec'y Treas. Chas. Dalton Silver Black Fox Co. Ltd. General Manager of Prowse Bros. Ltd.  
**John T. McKenzie**, Merchant **C. A. Clark**, Manufacturer  
**Secy-Treas**--J. P. Gordon---Merchant of the firm of Moore & McLeod.