

A Revolution in Tanning

Demand for LEATHER exceeds the available supply, making its manufacture the SAFEST and most PROFITABLE business proposition in the world.

HAVE YOU IDLE MONEY?
If so, why not get it busy earning 7% in the Manufacture of Leather? This opportunity is one you cannot afford to miss.

CANADIAN ELECTRICAL PROCESS COMPANY, Limited.

OVER 3,000 years ago the Egyptians wore shoes or sandals made of leather and since that date no successful substitute for this material has been produced. Inventions of far reaching importance have marked the progress of all industries, but in the tanning of leather the methods and processes in use to-day differ but slightly from those used by the Egyptians. The employment of electricity in the varied industries of the world is comparatively recent. Tanning of leather has never before enjoyed the aid of this wonderful industrial agent and the Canadian Electrical Process Company, Limited, has now demonstrated the immense value of the electrical current in treating and tanning all classes of hides, skins and pelts.

This Company has power under its charter to Electrically or otherwise unhair, tan, dye, wash, cleanse, bleach and otherwise treat Animal Furs, Hides, Skins, Textile and porous substances.

SOLE AND EXCLUSIVE RIGHTS.
The Company owns and controls all patents covering the new methods in Canada, Newfoundland and British West Indies.

The Canadian Electrical Process Company, incorporated at Halifax, shall be the parent or holding Company and encourage the formation of subsidiary Companies throughout the Dominion of Canada and Newfoundland to operate one or more branches of the business which the parent Company under its patents controls.

SUBSIDIARY COMPANIES.
These Companies will be licensed to make sole and upper leather; do wool washing; degrease, unhair and tan seal skins; treat cotton and cotton waste; treat hair; cocoanut fibre; ramie; flax and rope; treat furs, sheepskins and wool pelts; refine and manufacture vegetable and animal oils; for dyeing, shrinking and colour setting; for bleaching, and so on; each paying a royalty or bonus in cash and shares for the exclusive right to operate within a given territory under any one or more of said patented methods, arts or processes.

UP-TO-DATE ELECTRICAL TANNERY.
The Company will build, equip, and operate, a thoroughly up-to-date tannery for the manufacture of leather by these processes, the advantages of which will be shown in the course of this statement.

PROCESS FULLY DEMONSTRATED.
The Company has had in operation at Halifax for some months, a demonstration plant to illustrate the various processes, methods and invention of unhairing, washing, dyeing, tanning and otherwise treating hides, skins and pelts. A number of leather merchants and prominent Nova Scotia boot and shoe manufacturers, visited this plant and placed private marks upon certain hides, and noted the hour they were placed in the electric tanning vats, for the purpose of verifying the claims of the Company in the matter of time and labor saving and the quality of leather produced. Their opinions are submitted in affidavits which may be seen on application.

THERE IS NOTHING LIKE LEATHER,
is an old and true statement. The mercantile records for years back rarely record a failure in the tanning industry. The demand for leather is always increasing.

EASY TO SELL LEATHER.
Leather being a commodity, the uses of which are many and varied, there will always be a ready market for the output of this Company at a good margin of profit. The net earnings of the plant proposed to be erected will greatly exceed the amount required for the interest on the preference shares. This does not include any estimate of profits from subsidiary companies.

ECONOMIES OF ELECTRICAL PROCESS.
Any ordinary tanning proposition is a good one to-day. But this one, offered by the Canadian Electrical Process Company, Limited, is rendered particularly good by the amount of time, labor, space, power and interest charges saved by the electrical tanning process, not to mention the superior grade of leather which it produces, thus ensuring higher prices for the output.

RAPID RESULTS OF PROCESS.
The process which the Company uses for unhairing and tanning are distinct inventions under separate patents. BY THIS COMPANY'S NEW ELECTRICAL PROCESS THE LIGHTER SKINS ARE UNHAIRED IN FROM THREE TO FOUR HOURS, AND THE HEAVIER SKINS IN TEN TO TWELVE.

The ordinary method of tanning heavy hides by bark or extract tannage, consumes from three to six months, and for lighter skins, from three to six weeks. BY THIS COMPANY'S NEW ELECTRICAL PROCESS THE LIGHTER SKINS ARE TANNED IN FROM FOUR TO SIX DAYS, AND THE HEAVIER HIDES IN TWENTY-FOUR DAYS OR LESS.

THIS IS NOT THE ACID OR SO-CALLED CHROME PROCESS, by means of which SKINS are tawed (not tanned) in a much shorter time than by bark or root extracts but to the detriment of the leather. This Company's methods or processes may, however, be used to save the Acid or Chrome process if desired.

FURTHER SOURCES OF LARGE EARNINGS.
The Company also feels assured that owing to the great earning powers of this parent Company through its prospective holdings of shares in the Subsidiary Companies that will be formed throughout the Dominion of Canada and Newfoundland to operate under the various rights of the Company, and through its own operations, which in time are sure to be extended, it will in the course of a few years be in receipt of greatly increased earnings from these sources.

ECONOMY OF PROPOSED LOCATION.
The ports of the Maritime Provinces are well situated for receiving hides and other materials required. Hides are received in quantities from South America and are landed cheaply by water freight. Many of these hides are forwarded to Upper Canadian tanners who will be at a disadvantage on this point alone as compared with this Company, for the reason, that hides lose 35 to 40 per cent. weight in the tanning process, so that the freight from the seaboard to the West is lower as leather than as hides, giving the products of a factory in the Maritime Provinces an initial advantage in Western markets over the products of the tanneries operating right on the spot.

BUSINESS MEN INTERESTED
From the above facts investors may feel sure that money may be profitably and safely invested in this enterprise; and also be assured by the names of the men who have undertaken its promotion. They have invested in it after having convinced themselves that the process is all that is claimed for it. And, having given it a thorough test at the demonstration plant referred to, are able to recommend it to the public with confidence.

PERSONNEL OF DIRECTORATE
The President of the Company, Mr. John C. O'Mullin, senior member of O'Mullin, Parsons & Gray, Barristers, is a director in important provincial enterprises. Mr. Edward Stairs, Managing Director, of William Stairs, Son & Morrow, Limited, is treasurer of the Company, and is widely known because of his identity with one of the oldest and largest wholesale hardware firms in the Dominion. Mr. Max Ungar, of Ungar's Laundry, is the pioneer in the Steam Laundry industry in the Maritime Provinces, and from small beginnings has built up a large business in St. John and Halifax, with connections in all parts of the provinces. Mr. W. E. Thompson, Barrister, is experienced in matters relating to joint stock companies.

Mr. Geo. D. Burton is President of the Electrical Forge Company of Boston, also Assistant General Manager of the Burton Stock Car Company of Chicago, and is a well known inventor, who has lectured on electrical subjects before the Massachusetts Institute of Technology, Franklin Institute of Philadelphia, and Harvard University. Mr. Frank W. Gifford, of Fairfield, Maine, was one of the owners of the patent rights.

THE PRACTICAL MANAGEMENT
The practical management of the enterprise will be entrusted to an experienced man. The Company has made arrangements to obtain the services of one who has given the tanning industry and electricity as applied to tanning under this Company's patent the closest study and who will also be interested as a shareholder in the Company, thus ensuring his very best efforts.

ABSOLUTELY NO COMPETITION

This Company Controls All Basic Patents

ADVANTAGES OF THE ELECTRICAL TANNING PROCESS.

An Array of Facts Showing Why It Is Superior to and so Much More Rapid Than Existing Methods, and Therefore a Great Deal More Profitable.

UNTIL the discovery of the above process, which must revolutionize the tanning industry, the manufacture of sole, belting and harness leathers was a long, laborious and tedious process, taking all the way from four to seven months to convert the raw material into the finished article. After patient and expensive experimenting by the inventor, this process has been perfected. It has proved to be successful in every respect and has solved the problem of quick tanning, especially the quick tanning of heavy hides. It is entirely different from anything heretofore known in the art of tanning leather. It is now no experiment, but an unquestionable success, and fully justifies the words used above indicative of a revolution in tanning. The heaviest steer hides are thoroughly unhaird, tanned and ready to be marketed in the remarkably short space of thirty days. The process has been demonstrated beyond question of a doubt that it is absolutely safe, sure, commercially practical and means a tremendous saving over the old way of tanning, not only in the cost of manufacturing, saving of time, labor, space and power, but in making a better and finer grade of leather which brings a higher price in the open market.

By the present methods it requires from two to three weeks to unhair heavy hides and from four to seven days to unhair lighter skins. By our electrical unhairing process the lighter skins are unhaird in from three to four hours and the heavier hides in ten hours.

Some persons have an idea that electricity burns or injures the leather, an erroneous impression. This process uses the same material for unhairing and tanning that is now employed in tanneries throughout the world. We change nothing so far as the unhairing or tanning solutions are concerned. We add a current of electricity, which enters the vats through the medium of a large metallic plate secured to both ends of the tank. The hides or skins to be treated are suspended within the tank in the required solution for either unhairing or tanning. The current is not left on continuously, but for short periods only. The current can be switched from one tank to another as is best suited to the convenience of the tanner.

THE PROPOSITION.

The Canadian Electrical Process Company, Limited, has been incorporated to carry on the above objects with an authorized capital of \$500,000, divided into 5,000 shares of \$100.00 each par value. 1,150 shares of the Capital Stock will be 7% cumulative preferred, and 3,850 will rank as common shares.

Under an agreement with the promoters, this Company becomes owner of the patents above referred to, for Canada, Newfoundland and the British West Indies, for the sum of \$40,000 in cash and 2,500 shares of the common stock of the Company.

The Company offers for public subscription 1,000 shares of 7% cumulative preference stock at par. 150 shares have been subscribed, allotted and paid for and the proceeds turned over to the patentees on account of purchase price. From the sale of the 1,000 shares of preferred stock \$25,000 will be applied to the final payment of the sum due under the agreement. The balance of the sum realized from the sale of said shares, less the usual commission, shall be used for the erection, equipment and operation of a modern tannery in which electrical methods will be used.

Preference shares will be entitled to a priority of earnings to the extent of 7% annually and such dividends shall be cumulative. These preference shares shall also rank ahead of the common stock of the Company as respects its property and assets. A further advantage offered to holders of preference stock is the right to participate equally with holders of common stock in excess profits over and above that required to pay a dividend of 7% annually on both classes of shares. Further, the preferred stock of the Company shall not be increased without the consent of the majority of the preferred shares. In the event of the preferred stock of the Company being increased, holders of present preferred stock shall have the prior right to subscribe for same.

TERMS OF SUBSCRIPTION.

Application for shares must be accompanied by 25% of the par value applied for. 25% more is payable 30 days after allotment and the balance, or 50%, within 90 days after allotment. Due notice of allotment will be given and all payments are to be made to the

EMPIRE TRUST COMPANY, HALIFAX, N. S.

which is authorized to issue interim receipts to be exchanged later for stock certificates. Applications will also be received by any branch of the Royal Bank of Canada or the Union Bank of Halifax, and the same will be forwarded to the Empire Trust Company free of charge. Remittances may be made by cheque, post office or express order. The Company reserves the right to reject all or any part of the subscriptions which may be received.

INVEST YOUR MONEY AT HOME.

In the stock now offered an excellent opportunity is given investors in the Maritime Provinces to find a satisfactory use for their capital, and it is a practical opportunity in which all can help towards building up another industry in this part of Canada. By investing in this enterprise the Maritime Provinces will enjoy the credit of initiating this modern method of tanning, which is the first important scientific advance that has been made in this industry for centuries. The manufacturer of boots and shoes in the Maritime Provinces, by the aid of this process, will be able to offer goods of superior quality, and thus a kindred industry will be directly benefited.

SMALL SUBSCRIPTIONS WELCOMED.
Subscribers for one share are promised the same consideration and courtesy as those for a larger number, and investors of moderate sums are invited to co-operate with the Company in what is sure to prove a permanent and profitable investment.

ANNUAL ESTIMATED PROFITS.

Annual estimated profits on a basis of treating 25 hides per day = 30 working days per year = 750 hides, average weight 90 lbs., each = 67,500 lbs. @ 15c. per lb. = \$10,125.00

ANNUAL CHARGES.	
450,000 lbs. Hides @ 12c.	\$54,000.00
35,000 lbs. Prime Merchantable Sole Leather @ 30c.	7,000.00
6 men 300 days = 1800 days @ \$1.50	2,700.00
1 Superintendent @ 2,000.00	2,000.00
Fuel, Oil, Office Expenses, Insurance and Sundries	3,000.00
	\$68,700.00
Insurance on \$20,000,000 on Stock being manufactured, @ 1%	200.00
	\$68,900.00

SALES.

450,000 lbs. Hides will produce a minimum of 65% or 292,500 lbs. Prime Merchantable Sole Leather @ 30c. = \$87,750.00
Bye-products, hair, oils, fats and glue stock estimated at 2,000.00
Value of product = \$89,750.00
Deducting cost as above = \$20,850.00

Profit = \$68,900.00
Or showing earning powers of over 18% on the issue offered to the public

W. E. THOMPSON, Secretary.
St. Paul Building, HALIFAX.

HUGH McINNIS.
Agent for Prince Edward Island.

EMPIRE TRUST CO., Halifax, N. S.

Please allot to me..... Shares of 7 p.c. Cumulative Preferred Stock of the Canadian Electrical Process Co., Limited, at par. Enclosed you will find \$..... being 25 p.c. of total amount of subscription. Please make out interim receipt in name of

WHAT DOES ELECTRICITY DO TO THE SKIN?

It is a well-known fact that the hair has been placed upon the skin of the animal for the purpose of protecting it against the elements—wind, rain and snow. When the hair becomes wet it is matted down and sheds water, etc. Each hair is held in a small gelatinous cell. In order to remove the hair from the skin this gelatinous cell must be softened, as the root of the hair is hook shaped and is held firmly in the gelatinous sac until dissolved. The reason it takes so long by the old process is because this gelatinous substance must be softened from the flesh side of the skin, and this requires long soaking and a long time in which to allow the unhairing solution to penetrate through to the hair side.

In our unhairing process the current electrifies the hair, causes it to rise or stand out from the skin and allows a free circulation of the unhairing solution to attack this gelatinous sac from the hair or grain side of the skin, thereby rapidly softening the same. The result is seen in the speed with which the skin is made ready for the removal of the hair.

Electricity readily acts upon all porous and fibrous substances and imparts life and strength to all such. The tanning process is conducted on the same lines as the unhairing. The skins are hung in the same kind of a tank containing a different solution and the current passed through the skins from one end of the tank to the other. The skin being porous and fibrous, the current of electricity opens these pores and fibres in travelling from one pole of the current to the other, carrying with it the best elements of the tanning solution into and through the skin, which is hung in its pathway, thereby greatly facilitating the tanning process.

This electrical tanning process is a complete revolution in the art of making all kinds of leather, saving time, capital, interest, space, power and labor. It must be observed that our process of unhairing and tanning is accomplished without labor after the hides are once placed in the unhairing or tanning vats. The use of electricity (a) it saves and does all the work which has heretofore been done by repeated handling of the hides or skins in the process of unhairing or tanning. Heretofore it has been necessary to overhaul them every day, pull them out of the unhairing or tanning vats, look them over and replace them. With our process, when once placed in the vats, they remain until ready for dressing and finishing. Our tanning liquors cannot sour or turn into gallic acid, because of the presence of the current, thereby making a great saving in the use of tanning extracts.

The saving of time means that the capital invested in a tannery using our process is capable of being turned over at least twelve times every year, while the best tanneries under the old system cannot turn their capital more than three times per annum. A given capital invested in an Electric tannery will produce eight times as much leather as can be done with the same capital invested in an old process tannery. Consequently, if an old fashioned sole leather tannery earns five per cent. on say \$100,000 working capital, a modern Electric plant must earn from thirty-five to forty per cent. on the same capital, provided that cost of manufacture is the same in both instances, which, however, is not the case, for the cost of tanning sole, harness or belting leather by the Electrical process is fully fifteen to twenty per cent. less than that made by any other process, there being economy of labor.