

THE BRITISH CANADIAN BRICK & COAL COMPANY, LIMITED

Incorporated under the Manitoba Joint Stock Companies Act
NO PERSONAL LIABILITY

AUTHORIZED CAPITAL - \$500,000

Consisting of \$200,000 7% Preferred at \$10.00 Per Share with a Bonus of 25% Common; \$300,000 Common at \$10.00 Per Share

DIRECTORS:

J. S. DOUGLAS, Merchant, Winnipeg.
W. F. TALLMAN, Street Commissioner,
Winnipeg.

A. B. WOOLDRIDGE, Gentleman, Winnipeg.
D. W. McKERCHAR, Barrister, Winnipeg.
V. A. TALBOT, Real Estate Broker, Winnipeg.

The above Company has purchased from the Excelsior Coal and Brick Company, Limited, their whole plant as a going concern, the purchase price to be taken in shares of the new Company, and it is the intention of the Directors to equip the plant to make it one of the largest in the West.

The plant is situate in that rich tract of mineral-producing country surrounding Estevan, and is near the town. It comprises 640 acres of the best clay and coal to be found anywhere.

The shaft of the coal mine has been sunk to a depth of seventy feet to reach a seam of the best lignite coal, and there are enough entries and passages to enable an output, at slight expense, of 200 tons of coal per day. Other mines in the district are producing less and making considerable profit. A conservative estimate of the profit on each ton is \$1.00, but from Government borings near the property it has been shown that there is a seam of coal 650 feet from the surface which is similar to the Lethbridge coal, and which could be sold f.o.b. the mine for at least \$5.00 per ton, netting the Company \$3.50 per ton. It is to reach this seam and further equip the brick plant that the issue of stock has been made.

There is a constant and ever-increasing demand for brick. At the present moment the price for common brick all over the West is from \$12.50—\$13.00 per thousand. The clay on our property is of the finest, and makes a brick second to none. We can make bricks for about \$4.00 per thousand, so that the profit on the product is considerable. It is the intention of the Company to increase the present brick plant to allow of an output of from 75,000—100,000 common bricks per day, and at least 25,000 pressed bricks, which retail at \$25.00 per thousand and cost about \$7.00 to produce.

Under the coal there is a strata of fireclay, which is extremely scarce in Canada, and commands a high price. It is intended to install a machine for the making of fire brick, which is being almost entirely brought from the States and Scotland; also to manufacture sewer pipes and hollow tiles. Fire-brick and hollow tiles command the high price of \$40.00 per thousand, and we can make them for less than \$8.00.

Coal and brick run in conjunction is probably the finest profit-making combination known. It has been proven over and over again that with competent management such a proposition is a success from the first.

The directors have insured the success of the new Company by engaging the services of one of the most expert brick men in the West, who will supervise the laying out and working of the new plant.

It is with unbounded faith in the future of this western country that the directors have decided on offering to the public a share in its development and wealth. The man who invests in this proposition makes a twofold investment. He invests and aids in the development of his country and at the same time puts his capital to profitable use.

For further information, write for a prospectus to the Sales Agents.

McLAUGHLIN & SMITH

FINANCIAL BROKERS

503 Lindsay Building - - - Winnipeg