

**Offering of \$750,000 of
7% Cumulative Preference Shares
With 15% Bonus in Common Shares of the**

MONARCH KNITTING CO., Limited

Incorporated by Ontario Charter.

CAPITALIZATION:

7% Cumulative Preference Stock	\$ 750,000
Common Stock	\$1,275,000
Par value of shares \$100 each.	

WE OFFER FOR SALE AT PAR 7,500 FULLY-PAID SHARES OF THE ABOVE-MENTIONED 7% CUMULATIVE PREFERENCE SHARES, WITH BONUS OF 15% OF THE AMOUNT OF THE PREFERENCE SHARES IN COMMON STOCK.

Payments are as follows:—

**\$10 per share with subscription, and
\$90 per share on allotment.**

Application will be made in due course to have both the Preference and Common stock listed upon the Toronto Stock Exchange.

The Preference shares are preferential both as to assets and cumulative dividend at the rate of 7% per annum.

Fractions of Common shares will be adjusted on the basis of \$85 per share.

Titles to the Company's Property and validity of the issue of the Preference and Common shares have been certified to by Messrs. Thomson, Tilley & Johnston, Toronto.

BUSINESS

The following features of the business are taken from information supplied us by Mr. F. R. Lalor, President, and by Messrs. Clarkson & Cross, Chartered Accountants:—

The Monarch Knitting Company, Limited, has been incorporated by Ontario charter, to take over the business of the Company of the same name, which commenced operations in the year 1903, and operated up to May 1st, 1912.

The business consists of the manufacture of knitted goods, comprising sweater coats for men, women and children, and a complete line of fancy knitted goods, such as skirts, toques, scarfs, etc.

The growth of the Company has been rapid and excellent in character.

Average annual net profits for the last two years were \$196,210, showing an earning of 7 per cent. on the Preference and over 11 per cent. on the Common stock.

The factories, owned at Dunnville, St. Catharines and St. Thomas are modern in structure and equipment, and excellently adapted for the business. The factory at Dunnville is the largest, and has a floor space of 3 1/4 acres. It is of first-class mill construction, and equipped with sprinkler system, which reduces the insurance cost to a minimum. It comprises dyehouse, spinning plant, knitting plant and warehouses.

The Buffalo business is well established and will, it is expected, show good and increasing net profits year by year. The Buffalo property is leased on a favorable basis.

The Company has no bonded indebtedness and the only encumbrance on its real estate is \$30,000, owing to the Municipality on the St. Thomas plant, repayable without interest in five equal annual installments.

Orders on hand at the Buffalo plant on April 13th last for execution during the current year were 60 per cent. of the entire output of the previous year. Canadian orders on the same date showed over 75 per cent. of the entire output for the previous year.

Net assets over and above liabilities, irrespective of good will and patent rights, considerably exceed the amount of the Preference stock.

The business of the Monarch Knitting Company, Limited, is the largest of its class in the world.

The Company's machinery is the best obtainable, and includes many automatic and other labour-saving devices.

The number of employees is about 700.

The new Company has \$250,000 more working capital than the old Company had. It is intended to make additions to plant and machinery at Dunnville and St. Thomas this year to the extent of about \$100,000.