

# PROSPECTUS.

This Corporation has been formed for the purpose of dealing as Merchants and as General Agents in England for Canadian Agricultural, Horticultural, Fishery and Dairy produce, to open establishments in suitable locations for the wholesale and retail sale thereof, and to establish depots in Canada where produce can be bought or advances made on direct consignments. For the latter purpose reliable produce experts will represent the Corporation at the leading receiving points in Canada where Cold Storage facilities exist. These experts will attend the principal produce markets and be in constant touch by telegraph with the management in Canada and the Executive in London.

The Corporation will make arrangements to construct and operate under skilful management a large number of wholesale and retail establishments in London and deal *exclusively in Canadian food*, such as dairy products, eggs, fruit, meat, bacon, fish, canned goods, flour, etc. These establishments will be divided into departments for the different classes of food, and will be thoroughly equipped with mechanical refrigeration and all other modern improvements. Contracts are pending to meet the requirements of co-operative associations, army and navy contractors, hotels and other large consumers throughout Great Britain, and provision will be made for periodical auction sales at the central wholesale warehouses of the Corporation.

Arrangements will be made with leading Canadian producers whereby the Corporation will secure at first cost a sufficient and regular supply of fresh products of the most reliable brands.

**DIRECTORS.**—In order that all interests may be fairly represented on the regular Board of Directors, provision has been made for two Canadian representatives, resident in the Dominion. One has already been appointed, and the second will be nominated by Canadian Shareholders when the full amount of Stock has been subscribed. The Canadian Advisory Board as already organized, is composed of practical and responsible men, who have had wide experience in produce, refrigerating and shipping business.

In London and its suburbs, with its six millions of inhabitants, a field exists for a wholesale and retail Canadian produce trade of great magnitude and immense possibilities. Sixteen mechanical refrigerating warehouses, distributed in suitable localities around London, are already in operation. The Corporation reserve supplies will be carried in these Cold Storage Warehouses, and there will be telephone communication between them and the Corporation establishments.

The successful introduction of mechanical refrigeration has opened up a new era in food supplies. Perishable products are now successfully carried in Cold Storage Warehouses, preserved without deterioration and furnished to consumers in excellent condition all the year round at reasonable prices. This corporation has selected the newest and most approved system of refrigeration for its storage requirements, and has secured the services of first class men who are thoroughly experienced in the produce and refrigerating business.

The great interest which the Dominion and Provincial Governments of Canada take in the development of this produce trade, and in bringing the producer and consumer closer together, can be readily understood by the improvements which are being made under their friendly supervision in refrigeration, transportation and other facilities. By Governmental assistance twenty-three steamships now plying between Canada and Great Britain are equipped with first class mechanical refrigeration, and a regular refrigerator car service has been organized on the leading Canadian railroads; perishable products can thereby be transported and preserved in Cold Storage from the source of production in Canada to the leading seaports in Great Britain.

Governmental assistance and guarantees have also been promised for the establishment of Cold Storage warehouses at leading shipping ports and distributing centres.

This Corporation, with its large available capital, unlimited sources of supply and demand, great facilities and appliances, trading upon equitable terms in special lines of first class food, should be enabled to pay good dividends upon what no doubt will be a safe and increasing business.

A careful computation of the relative values of such Canadian products as the Corporation is most likely to handle, shows that the general average difference between the first cost (C.F.I.X.) and retail prices in the City of London runs from  $12\frac{1}{2}\%$  to  $40\%$ .

The profits of the Corporation will be derived from its regular wholesale and retail trade, interest upon advances, auction sale, storage, commissions and general agencies.

A stock exchange listment will be applied for in London, Toronto and Montreal.

Forms of application for shares may be obtained from the Corporation's brokers.