

TORONTO'S OAKOAL PLANT NOW UNDER CONSTRUCTION

BRIQUETTING MACHINERY FOR ITS EQUIPMENT PURCHASED AND SHIPPED 20 DAYS AGO

The plant now under construction on the two acres acquired from the Toronto Harbor Commission will be the most complete briquetting plant in America, and perhaps the most interesting on the two continents—since it will not only produce the very best coal substitute that has yet been discovered, but will stand a monument to conservation principles, that will solve for cities throughout the world the disposal problem of garbage and wastes that under many of the present methods is the source of epidemics of disease that are sweeping the countries and causing loss in millions of dollars annually in incinerators and destructors.

This plant will have an output capacity of 200 tons daily, and is being erected with the view to doubling this capacity. The main, or briquetting building, is 54 x 80 feet, of brick and steel construction—the garbage building, in which the sorting, sterilization, shredding, grinding and drying processes are operated, will be 30 x 80 feet—the storage bins will be 24 x 60 x 40 feet—all operated by electric power.

Boilers will be installed for drying the ground garbage, and coal dust, and for melting the ingredients used for weather and water-proofing the product.

The garbage will be received from the city wagons in pits, from which it is elevated onto a picker belt, from which all non-combustibles are removed by pickers, after which it will pass into vats of boiling water, thence into specially designed beaters or shredders, thence through heated rolls into a disintegrator, passing from this machine into a huge rotary dryer—40 ft. by 5 ft.

In the briquetting building (while the garbage is going through above process) the coal dust is being dried in another huge dryer, 70 x 5 feet, and being mixed with the chemicals.

These all assemble in an upright mixer or fluxer, from which they pass into a pug mill and are delivered to the gigantic briquetting press, from which the finished product, in the form of 6-ounce briquettes, pour into the carriers, to be delivered into the storage bins, or into bags ready for delivery.

The 600-foot siding laid by the Toronto Harbor Commissioners the entire length of the property will receive several car loads of coal dust at one time. Two pits are being constructed under this siding, into which the coal dust will be delivered, so to be elevated to the long armed spouts forty feet above, which are adjustable, pouring the coal dust into a pile, under which other pits are being placed to elevate this dust into the hoppers in the plant, ready for the dryers.

The construction of the entire plant is such that the whole process is automatic and continuous, and to insure Oakoal being manufactured at the minimum cost, that the public may be enabled to buy their winter's supply as cheaply as possible.

The Company faces the future with the greatest pride and confidence, pride in that they have, after two years' experiments, succeeded in producing a fuel that is superior to any fuel mined or manufactured; Oakoal being absolutely clinkerless, sootless, odorless and nearly smokeless, and burning longer and with more heat efficiency. Confidence in that the public will appreciate the value of this wonderful process and industry that will save hundreds of families large annual amounts in their fuel bills, which means a saving of tens of thousands of dollars in each city where Oakoal plants will be located; the result being a balance of trade in Canada's favor of millions of dollars annually—these millions now going into a foreign country for fuel.

The Governments of Canada and the several provinces have been advising the public for some time past of the seriousness of the fuel situation in Canada, and advising them that the solution lies only in coal substitutes—but the public are slow to seize the gravity of the situation. However, as prices of anthracite advance the warning will be appreciated, and since there is another advance in sight this month and still further advances due before snow flies this fall, the public will have cause to regret not having given earlier attention to the Government's warning.

Many people continually ask: "If your product is all you represent it to be, why does the Government not advise its use?" The public, that portion of it that is not keen on Government policies, must understand that the Government does not endorse private or corporation enterprises. They have, however, admonished the people time and time again that briquettes are a solution to the extent that they are available, but no Government will publicly disclose itself on the announcement of any particular individual's or Company's product.

The Governments and Corporations have spent millions in trying to make a success of a peat fuel, but thus far their efforts have been in vain. No one plant has yet been able to show a commercial possibility, and since peat is low in B.T.U.'s, its fuel value is naturally low, and can never become a popular substitute for anthracite coal.

The Government, however, maintains a Fuel Testing Laboratory at Ottawa, and on three occasions Oakoal has been analyzed and tested in that Laboratory. The first analysis showed a B.T.U. content of 11,960; the second a 12,160 B.T.U. content, and the third a 12,571 B.T.U. content. Each test proved Oakoal to be non-coking, high in carbon; the desired product in volatile content, exceedingly low in sulphur content; much lower in ash than coal, and in comparison with the best coals a superior product.

Hundreds of homes used our first crude product, many preferring it then to Anthracite. The improved product showed wonderful superiority—the still further improved product, such as the new plant will produce, surpassing our most sanguine expectations, and causing surprise to fuel experts in many cities.

The outlook is, therefore, most encouraging, and to Canadians Oakoal will be a national asset—one with which every man and woman should lose no time in getting familiar.

The Company has worked under considerable difficulty for some time, because other briquetting processes had been exploited, and hundreds of people had been "stung," and because we claimed so much for our process and product a skeptical public hesitated to accept our statements.

Big men regarded the project as simply a stock-selling proposition. The city withheld its contract for the same reason, thus between undertaking to build and equip a plant without the assurance of securing a contract from the city on the one hand and fighting against the various difficulties that presented our efforts were supremely taxed; but, appreciating that many other big industrials fought a bitter struggle for recognition and success, we "stuck to our guns." We gave demonstration after demonstration of the value of our product, and succeeded in placing sufficient stock to ensure the erection and equipment of our Toronto plant, limiting our sales to \$1,000, to prevent a cornering of the stock by big interests, who could have, and likely would have, throttled its success, since Oakoal will be a gigantic factor in supplying Canadians' needs in fuel—and in a few weeks our product will fill many fuel bins in this city, at a saving of many dollars—a saving that will equal a 20 to 30% dividend on a hundred-dollar investment in our industry. This, in addition to a dividend on the profits earned by the operation of only one plant, makes Oakoal stock a most attractive investment for every man or woman—an investment in which the par value of the stock must multiply.

We know of briquetting plants that are today paying dividends that make the value of the stock forty times its original value. We also know of briquetting plants whose operating expenses and lack of good management prevent a dividend; and we know that in spite of the best management there are briquetting plants now in their infancy that will fail, as scores have failed, because their process does not include a satisfactory binder—or because their coal dust is too high in ash content.

A briquette that lacks a good binder cannot meet the demand, and for this reason good briquettes are sometimes disregarded by the public, if coal is available. We have no apology to make for Oakoal briquettes. Hundreds and thousands of people have seen Oakoal briquettes burn, and we have no hesitation in stating that if every city in Canada had an Oakoal plant, and if each such Oakoal plant would produce 500 tons of fuel daily, the demand could not be met, even if the price of Oakoal equalled that of anthracite. The fact that Oakoal will be sold 15% below the price of anthracite, and the further fact that it is better than anthracite, assures a ready market. Could any investment be more promising?

The Company has opened offices and salesrooms in Montreal and Ottawa, with the hope of establishing plants in both those cities and in Hamilton this and

next year. If the sale of stock progresses as favorably there as it did in Toronto, there is no doubt but Oakoal factories will be operating in one of those cities this year, and in all three next year. The Company will erect plants in every city in Ontario and Quebec as rapidly as capital is subscribed, because Oakoal plants not only produce dividends, but an essential product, that means a Better and Safer Canada, and since Bank Managers, Wholesale Men, Manufacturers, Coal Dealers, Professional and Scientific Men, as well as those in the various other callings of life, have, after investigating the Company, its process and product, invested—in many cases to the limit of allotment, those who are today in a position to invest should accept their judgment as a safeguard in deciding to become a shareholder in Oakoal stock.

We have no hesitation in expressing the conviction that Oakoal will become one of the world's outstanding industrials and greatest assets, since in converting millions of dollars' worth of wastes into multiplied millions of dollars' worth of superior fuel, it must and will command supremacy among the world's industrials, and when it is considered that the telephone, the steam engine, the automobile and other essentials fought a bitter struggle in their early days—and have since made millions and scores of millions for their shareholders, Oakoal offers to the public just such another opportunity, and blind, indeed, is the man or woman of today who, offered the opportunity, hesitates to secure his or her limit of stock.

Oakoal is a certainty, an investment—not a speculation.

Despite the fact that the majority of people are able to read and think for themselves, we are frequently asked why our stock is being offered in the newspapers for 55c, 60c, 70c, 85c and \$1.00 per share. This Company's stock has never been offered below its par value—\$5.00 per share, and if those who read will think, they can easily discern the difference between the stocks offered and ours.

The Oakoal Co. (Canada), Limited, owns the rights, licenses and patents for the Provinces of Ontario and Quebec. In these Provinces there are some thirty cities with populations large enough to sustain, with their garbage collections, plants whose outputs will aggregate, with coal dust proportions, an annual output of approximately 3,000,000 tons—which would mean a turnover of some thirty millions of dollars annually. A capitalization of three million dollars will finance these plants, thus the prospective investor can readily appreciate that at \$1.00 per ton profit, the stock will pay approximately 100 per cent.

Now, when you appreciate what the value of a hundred per cent. stock is worth, are you going to wait longer before you secure a reservation? If you do not know the value of a hundred per cent. dividend stock, try to buy one. Our advice is that you buy all you can, and get your friends in with you NOW. The day is not far distant when you will not be able to buy it at any price. Then it will be too late.

Many of Toronto's keenest and most discerning investors are in Oakoal, and many more would be if we could sell big blocks to an individual; but there is a limit, for the reason that Oakoal is for the masses, not the classes. The big fellows have always been able to get in the good things and keep the small investor out. In Oakoal it's different—we want numbers, not a few capitalists. Numbers ensure the markets and it is time for the small investor to get his or her chance. As already stated, many

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| Bank Managers, | Ministers, |
| Manufacturers, | Students, |
| Wholesale Men, | Engineers, |
| Merchants, | Architects, |
| Doctors, | Journalists, |
| Lawyers, | Brokers, |
| Coal Dealers, | Farmers, |
| University Professors, | Workmen, |
| Heads of Detective Bureaus, | Housewives, |
| Railway Officials, | Military Officers and |
| Government Officials, | Court Officials |
| Proprietors of large Hotels, | |

are among Oakoal shareholders, not one of whom had any inducement offered, any more than you have. No special inducements, bribes, premiums, promises or statements, other than embodied herein, excepting that shareholders will be the first to be supplied with fuel, have been made, hence you are getting in now as every other shareholder got in—on the ground floor. That Oakoal stock will advance immediately the Toronto plant is in operation goes without saying. That advance is certain.

Investigate promptly.
The Company will stand investigation.
The product will stand investigation.

Oakoal announcements are being carried in the best publications in America: "Pacific Ports," "Montreal Star," "Nor' West Farmer," "Canadian Journal of Medicine and Surgery," "Montreal Standard," "Financial Times," "Bradstreet's." It has been written up in such publications as the "Manufacturers' Record," "Popular Science," "Canadian Journal of Medicine and Surgery," "Financial Times," "Bradstreet's," Toronto papers, and in the daily product whose analyses and tests, made by the Dominion Government, have been published.

Is any further evidence of the merit of the Company and its product necessary to convince you that it is the Company and product for you to invest \$100 to \$1,000 in today?

We own and offer a block of the Company's stock and urge you to act promptly. Shares are \$5 each. You can buy for cash or 25% cash, balance in 30 and 60 days.

H. J. BIRKETT & CO., **502 C. P. R. BLDG.,** **TORONTO, ONT.**

References: Bradstreet's, Standard Bank of Canada, Market Branch, Toronto; Bank of Nova Scotia.