

# A. E. AMES & CO.

Offer for Subscription, at par,

**\$550,000 of 7 p. c. Cumulative  
Preference Stock**

OF THE

# CARTER-CRUME CO LIMITED

To be incorporated under the Ontario Companies' Act, with

**SHARE CAPITAL, - - - \$2,000,000**

Divided into 20,000 Shares of \$100 Each, as follows :

**Preference Stock, \$750,000      Ordinary Stock, \$1,250,000**

of which \$200,000 Preference Stock has been subscribed for by the Directors.

## DIRECTORS:

ROBERT KILGOUR, President (Vice-President Canadian Bank of Commerce).

J. W. FLAVELLE, Vice-President (President National Trust Company).

W. E. H. MASSEY, (President Massey-Harris Company, Limited).

HON. W. CARYL ELY, (President International Traction Company, Buffalo).

A. E. AMES, (of A. E. Ames & Co.)

JAMES L. MORRISON, Esq., Toronto.

S. J. MOORE (General Manager Carter-Crume Company, Limited).

Registrar of Stock and Transfer Agent—THE NATIONAL TRUST COMPANY, TORONTO.

Counsel—MESSRS. BLAKE, LASH & CASSELS, TORONTO.

Bankers—THE CANADIAN BANK OF COMMERCE.

**Head Office, - - - TORONTO, ONTARIO**

**Factories: NIAGARA FALLS, N.Y., and TORONTO, ONT.**

The Carter-Crume Company, Limited, has been formed for the purpose of acquiring and carrying on, in the United States and Canada, the business of manufacturing DUPLICATING and TRIPLICATING MERCHANTS' SALES BOOKS and AUTOGRAPHIC REGISTERS and supplies therefor, heretofore conducted by the Carter-Crume Co., of Niagara Falls; N. Y., and Toronto, Ont. It is intended to continue the business under the existing staff management, and the present General Manager agrees to remain in charge at the same remuneration he has been receiving in the past, which remuneration is allowed for in the statement of profits certified by the accountants. Following is an extract from a letter from the General Manager, Mr. S. J. Moore:—

"The business now carried on by the Carter-Crume Co. was commenced in Toronto, Ontario, in 1882, and at Niagara Falls, N.Y., in 1884, and factories utilizing the same patents and processes have since been established and very successfully operated in London, England, Berlin, Germany, and Melbourne, Australia, in which, however, the Carter-Crume Company retains no interest. In addition to these a factory is operated at Oaklands, Cal., by a company which pays a minimum annual royalty of \$6,000 to the Carter-Crume Company for the privilege of supplying territory west of and including Denver, Col. The business has grown steadily from its commencement until the Company now supplies nearly **90 per cent.** of all the duplicating and triplicating sales books used in the United States, and has on its books over 25,000 regular customers. On August 1st, 1899, there were on hand orders for **SIX MILLION BOOKS.**

"The letters patents of the Company protect the most valuable books manufactured by it, and, also, important features in the machinery used in the factories. While these patents are of great value, the prosperity of the Company is also due largely to the fact that it has reduced the cost of production to a minimum, and that the product, owing to modern commercial necessities, is a staple article."