

Share of 10,000 SHARES of £1 each, as a premium of £1 per share.
ELMORE'S PATENT COPPER DEPOSITING COMPANY LIMITED invites APPLICATIONS for the above ORDINARY SHARES in ELMORE'S WIRE MANUFACTURING COMPANY LIMITED.

ELMORE'S WIRE MANUFACTURING COMPANY LIMITED
INCORPORATED UNDER THE COMPANIES ACTS, 1862 to 1890, whereby the liability of the shareholders is limited to the amount of their shares.
CAPITAL: £200,000, divided into 100,000 ORDINARY SHARES of £2 each and 10 FOUNDERS' SHARES of £2 each.
Applications have been privately received for a very large proportion of the present issue, but absolutely no preference in allotment will be given to these applications, beyond one-third of the shares now offered for subscription.
The present subscription is limited to 100,000 Ordinary Shares. The price of this issue is £2 per share, being £1 per share premium (half the premium will be carried to a reserve fund, the remaining half is payable to Elmore's Patent Copper Depositing Company, Limited), payable as follows:—5s. per share on application, 25s. per share on allotment (this payment includes the premium of 5s. per share on the 30th January, 1890, per share on the 1st August, and 10s. per share on the 1st November, 1890).

- BOARD OF DIRECTORS:**
GEORGE SMITH, Esq. (Chairman of the Kent Waterworks Company and Director of the Central Bank of London, Limited), West Hack, Leamthorpe Hill.
WILLIAM ELMORE, Esq., Epworth, Thwaitesgate, Leeds.
MR JOHN H. MORRIS, R.O.S., 28 Queensgate, S.W., Director of the Menapue Copper Company (Limited).
Z. J. GARDNER, Esq., Lydell, Surbiton Hill Park, Surrey, Director of the Cape Copper Company (Limited).
JOHN MACRAE, Esq., Invermay, Wimpole, Surrey, Director of the Rio Tinto Copper Company (Limited).
J. JEROME ATKINSON, Esq., Cosgrove Priory, Northants.
J. T. GOOVER, Esq., Crago, Nighthams Lane, E.W.
BANKERS:
MAYNIE & Co., 63 Lombard Street, E.C.
DRENBURG & Co., 2 Draper's Gardens, E.C.
Office: 20 BUCKLEBURY, E.C.
HOLLAND, BONS, COWARD & SAWELAY, Mining Lease, E.C.
DELOITTE, DEVER, CHARITUS & Co., 4 Leithbury, E.C.
Messrs F. R. & A. S. ELMORE, Works.

HATCH PARK, near Leeds.
This Company is formed to acquire the exclusive British license to make all kinds of metal wire, ribbon, tape, and rod by the Elmore process, with the sole right to grant sub-licenses for the same. It is formed pursuant to the original intention of the inventor company, which was to have a separate company and capital to carry out the great amount of work the directors were certain would be offered to the wire manufacturing department.

The Company is launched at a favorable time in consequence of the very rapid extension and developments now about to be made in the telegraphic and cable services and by the establishment of numerous central electric-lighting stations in London and throughout the country, and other applications of electricity, which have produced, and must still more create, an unprecedented demand for pure copper wire of the highest electrical conductivity obtainable.

For the Elmore process, in the operation of reducing the copper from the rough Ohm bars, pure copper, in the form of a cylinder from which the wire is drawn direct, is automatically produced, and the gold, silver, and impurities are extracted.

The fact of the Elmore wire being drawn direct from the electrodeposited copper, without melting, ensures the maximum purity, and consequently the maximum conductivity attainable in copper; therefore it cannot fail to be highly appreciated by cable, telegraphic, telephonic, and other electrical engineers.

Messrs Clark, Ford, & Taylor, the well-known experts, who have carried out an extensive series of experiments on Elmore's copper wire, and have carefully investigated its electrical and mechanical properties, state in their first report in the following report we shall speak of the conducting power of what is usually called "pure" copper as the conductivity of standard copper. This standard is founded on the experiments of Dr. Matthiessen, and represented the highest conductivity he ever obtained with the most elaborate precautions, and for many years it was believed to be the extreme limit of conducting power of copper.

Conductivity of annealed wire, in terms of standard for annealed copper..... 102.33
Conductivity of standard hard copper..... 104.64
We drew the larger wire through the thinnest hole in a draw plate (the last hole being of brass), without annealing, and its hardness may be judged of by the fact that its breaking strain was at the rate of 39 tons per square inch with a elongation under that strain of only 2 per cent. We have been greatly interested in this wire, as its conducting power is higher than that of any sample we have hitherto tested. The mechanical, as well as the electrical, properties of your copper wire are excellent.

In a further report, dated 21st February 1890, they say:—"We have carefully tested the sample of copper you handed to us in the spirally cut form, and find that its electrical and mechanical properties are practically identical with those obtained from the previous tests made by us on Mr Elmore's wire." "The specific gravity of the copper received was 8.93. A series of observations was made on the temperature coefficient of this copper, and the results obtained confirm absolutely its value as given by us in our first report to Mr Elmore."

From the foregoing, it will be seen that the Elmore wire is capable of being drawn extremely hard of great tensile strength, at the same time retaining its extremely high conducting power. For use in submarine cable construction, it is equally capable of being made very soft.

It is, therefore, believed that the wire produced by this Company and its licensees will secure the monopoly for the supply of wire for telegraphic and cable purposes, as it fulfils all the conditions required.

The directors are satisfied that this superiority is of great value, and that the Elmore wire will become the standard for electric and general purposes.

Very careful estimates of the cost of manufacturing wire by the Elmore process, and of the profits obtainable on the basis of the Company's proposed output of 100 tons per week, have been prepared by Mr Wm. Elmore, with the result that the directors feel confident that this Company will be able to produce copper wire in chemical purity, specific gravity, tensile strength, mechanical properties, electrical conductivity, ductility, and malleability superior to anything of the kind which has ever been produced by any other process, and yielding a profit of over 100,000 per annum, exclusive of royalties on sub-licenses.

The essential and indisputable facts which practically guarantee the success of this Company are as follows:—
1. The process produces an article of commanding superiority over anything in competition with it.
2. The cost of manufacture is far less than that of the best quality of copper wire hitherto produced.

Elmore's Patent Copper Depositing Company (Limited) have undertaken to make and sell a few tons of wire per month (by plants already established at their tube works) during the erection of this Company's Works, and to enable this Company to at once take orders upon which to start work immediately on completion of its plant.

The purchase money to be paid by the Company to Elmore's Patent Copper Depositing Company (Limited) is 275,000 and half the amount of premium received by issue of shares by this Company, and also the allotment of the ten founders' shares of £2 each.

The founders' shares will not be entitled to any dividend until 30 per cent. per annum has been earned on the ordinary paid-up capital of the Company in any year, after which the surplus profits will be divided, as to one moiety to the holders of the ordinary shares, and as to the other moiety to the holders of the founders' shares.

No promotion money has been or will be paid, and all the preliminary expenses (including brokerage) up to the first allotment of shares will be paid by Elmore's Patent Copper Depositing Company (Limited).

Application will be made to the London Stock Exchange for settlement and quotation.

The following agreement has been entered into:—An agreement, dated the 17th day of March 1890, made between Elmore's Patent Copper Depositing Company (Limited) of the one part, and this Company of the other part.

The Memorandum and Articles of Association, the above agreement, and reports of the various authorities quoted herein, together with specimens of articles manufactured under the process, may all be inspected at the Company's offices, where, as also of the Bankers and Brokers, prospectuses and forms of application may be obtained.

If the whole amount applied for by any applicant be not allotted, the surplus amount paid on deposit may be appropriated towards the sum due on allotment, and where no allotment is made the application money will be returned in full.
London, 17th March 1890.

APPLICATIONS FOR SHARES may also be made by letter in the following form:—
TO THE DIRECTORS OF ELMORE'S WIRE MANUFACTURING COMPANY (LIMITED).
GENTLEMEN,—I hereby request you to allot me shares in your Company on the terms of your prospectus dated 17th March 1890, and I agree to accept the same (or any smaller number that may be allotted me), and to pay the instalment thereon when due, in accordance with the terms of the prospectus and the Company's Memorandum and Articles of Association; and I agree to waive any further compliance with Section 33 of the Companies Act, 1862, than that contained in such prospectus.
I enclose herewith for £2, being a deposit of 5s. per share applied for by me.
Signature.....
Name in Full.....
Residence.....
Description.....
Date.....1890.