



1906

WESTERN CANADA FLOUR MILLS COMPANY

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96 PURITY

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More Bread
and Better Bread



1916

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"More bread and better bread" arrived the day the sun first shone on

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Hard-Hitting Big Game Cartridges

are the only sure kind to make your hunting trip the success you expect it to be. Velocity and accuracy are the two important features in big game ammunition.

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embody fully these requirements and supplement them with the reliability that comes from high quality materials, skillful workmanship and careful testing. A sensitive primer that flashes deep into the powder gives instant response to trigger and aim and makes Dominion the high-power ammunition for caribou, moose, bear, deer and all Canadian big game.

A sure "hit and stop" is loaded into each cartridge to back up the sportsman's aim. No matter what the shooting conditions Dominion Cartridges meet the requirements.

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kets, which so far has always realized us an even break or a small profit."

The question of size of plant from the standpoint of market and economical operation came up, and the manager said, "We believe that our plant is about as large as the ordinary plant should be. Any plants larger than this will find it more difficult to realize a dividend. In fact, we believe that it would take them at least two years longer than a plant of our size. Our opinion on this is based mainly on the additional overhead expense that such plants have, besides the larger amount of marketable territory that they must open up means a great deal more expense, where, on the other hand, we are in a position to run with a smaller number of men, and our trade grows according to the capacity, which we could not say for a larger plant."

Other Plants

The Wausau plant is only one of four new plants already constructed or under process of construction in Wisconsin. One is being built at Madison with a capacity of 350 hogs, 100 cattle and 100 sheep or calves per day. It should be finished October 15. There is ~~ten~~ acres in connection with the plant. The completed cost is to be \$225,000. The company is capitalized at \$500,000, and on June 20 \$455,000 had been sold to 3863 farmers and paid for. It has been planned to enlarge the capital of this company also to provide a larger proportion of working capital. At New Richmond, Wisconsin, a plant very similar to that at Wausau has been built. At LaCrosse an old plant was taken over and the previous owner made manager. Serious blunders were made in this procedure and it never got anywhere but on the down grade until a complete reorganization took place. It cannot be regarded as a fair example of the possibilities of farmers' packing plants. The difficulties of this plant were dealt with more in detail in our June 21 issue in the article, "Co-operation in Wisconsin."

Another company is being promoted at South St. Paul, and capitalized at about \$2,000,000. Land has already been bought and the first sods turned. Strange to say, this plant is across the river from the South St. Paul stock yards. It seems reasonable that the same policy as was pursued with the other small plants could more safely have been followed in this case and the plant located at some small city outside St. Paul altogether, where the direct competition of the packers, both in buying and selling, but especially the latter, would not have been felt so strongly. We would not be surprised either if it were found that this company's capitalization is much larger than it need or should be in order to make a real success of the venture.

So far these plants are selling their products individually and are maintaining the regular competitive system as rigidly as ever. If the movement proceeds it would seem to be necessary in time to centralize in some way the selling of all products that must be placed on outside markets. That each small factory where there might be a large number established should continue to maintain its own selling agency when centralization would accomplish it much more economically, does not seem reasonable. There will doubtless be managers who, having established a market for their products, would oppose having them put thru a central sales agency lest they should lose their particular identity. For many years the bacon factories of Denmark have sold their products on the English market independently of one another. There has been a strong movement recently to centralize this marketing in the same manner as the central of the co-operative societies keeps the various branches informed with all the latest intelligence available.

Australia and New Zealand have a fairly extensive system of municipal abattoirs running in price from \$200,000 up to about \$2,000,000 and all under Federal inspection. So far, however, the great centralized American packing interests have not secured such a grip in Australasia, and it is to be hoped and is unlikely that they ever will. There, too, beef and mutton compose nearly the entire meat production. In Western Canada our conditions

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