

The Ogilvie Flour Mills Co.,

LIMITED.

THE LARGEST FLOUR MILLS IN THE BRITISH EMPIRE,
AND THE PALACE FLOUR MILLS OF THE WORLD.

To be the greatest flour milling concern in the British Empire is certainly a distinction for any industry. To have this industry in Canada is a matter of pride and congratulation to Canada and Canadians.

This is the centenary year of the Ogilvie Flour Mills Co., and its history during 100 years has had to do with the growth and prosperity of the wheat-producing and flour-consuming population of Canada.

Magnificent as its past has been, its magnitude to-day and its provision for the future are so great that a sketch of this Company will prove of more than passing interest to our readers.

Nearly One Hundred Elevators.

Ninety elevators scattered over the vast wheat areas of Western Canada receive the great bulk of the finest wheat grown in the world.

The buyers are men who have been identified with the Ogilvie Company for many years. They are thoroughly trained in their duties and know both the requirements of the Company and the quality and character of the grain. The most friendly relations have always existed between the Company and the farmers of the Northwest. No complaints have ever been made that advantage was taken of local conditions to compel farmers to accept an unreasonably low price for grain. How much the development of the Northwest is due to this great pioneer Company would be hard to estimate. The production of a crop, no matter how great, is of small moment, unless there are purchasing, receiving and shipping depots.

This wheat in turn is ground in the different mills of the Company, which aggregate a daily output of 7,500 barrels of flour. It is difficult to realize the immensity of this amount. Great as it is, the management are preparing to add still another great mill, increasing the capacity to the astonishing quantity of over 10,000 barrels daily.

Three Great Mills.

There are now three mills in operation. The Royal Mills at Montreal, the Glenora Mills at Montreal, and the Winnipeg Mills.

A visit to any one of these mills is a pleasure and an education. The writer visited the Royal Mills at Montreal, and his preconceived ideas of a great flour mill were destroyed.

The first thing suggested is immense capacity; the next, perfect system; and last, absolute cleanliness.

The Royal Mills and the Glenora Mills are both situated on the Lachine Canal, where enormous water-power privileges belong to the Company, and day and night, except Sunday, without break or cessation the work goes on.

Almost noiseless in its operation, the giant power carried and crushed and ground and sifted until the transforming process was completed, and from the choicest wheat in the market the finest flour in the world is made.

The wheat is received in a steady stream from the elevators, and the flour is shipped in waiting cars and vessels to the markets of the world. Nothing but a visit to any one of the mills conveys any adequate idea of how Ogilvie's Flour is made.

Even figures convey a very imperfect idea of the magnitude of the work, of the ground area and the floor area, the millions of bushels of grain bought and the millions of barrels of flour sold. There is an army of employees, including the office staff in the head office at Montreal, the managers and workmen in the mills and elevators, the experts and the buyers, the carters and men in other capacities, and there is a feeling of intense loyalty to the interests of the Company amongst these employees, most of whom have been identified with the Company for many years.

The great rooms are spotlessly white and clean, not a mark on the floor or walls, and most

surprising, not a particle of flour or dust floated in the air. So attractive are the mills as show places that no less than 3,000 ladies have visited the Winnipeg Mills of this Company during the past 18 months.

Appreciated by Royalty.

The most distinguished of these visitors was H. R. H. the Duchess of York—now Princess of Wales. So charmed was she with the surroundings that the Ogilvie Flour Mills Co. have been appointed, by Royal Warrant, Millers to the Prince of Wales, and bakers in the Royal Household are commanded to use no other flour than the product of this Company's mills.

There is a triple compliment in this appointment, to the country, to the Company, and to the product. The attention that is naturally directed to Canada by such unique distinctions as this, does not affect simply the one line, but kindred lines, and, generally speaking, all the agricultural products of Canada. Practically the whole of the Dominion gains by the position occupied by the Ogilvie Flour Mills Co., apart from the great sums of money spent by them in Canada.



F. W. THOMPSON, MANAGER.

The Prince of Wales' three feathers on each bag is a distinguishing mark. Very few consumers are unacquainted with the trade-marks and registered design, every bag being sewed with red, white and blue cord.

Well-known Brands.

The two brands sold throughout Canada and the flour-importing countries of the world are, Ogilvie's Glenora Patent and Ogilvie's Hungarian Patent. All that science and mechanical knowledge combined could do for the perfecting of flour-making has been applied to the manufacture of Ogilvie's Flour, and as they have led in the past, so have they the advantage for the future.

The evolution of flour-making from the primitive grinding of grain in the East thousands of years ago, through all its mechanical and scientific gradations to its present condition, as indicated in the Ogilvie Mills, produces these two brands, which are the perfection product of the chief of cereals.

While the buyers of the wheat in the West are amongst the most expert in the world, having had a long connection with the Company, and

while the wheat selected is only the best, yet the most exacting tests are continuously made as the flour passes through its final stages to see that its quality is maintained. Experts are employed for this work alone, and a standard of uniform excellence is maintained.

The Commercial Standard of Canada.

Ogilvie's is practically the Standard by which flour is graded in Canada, and we notice the Toronto Globe and other papers base their quotations on Ogilvie's brands.

Consumers, whether large or small, should understand that it is to their interest to use this flour in preference to inferior qualities, and in getting Ogilvie's they may rest satisfied that they have the best.

It is a deduction simply made from the facts that it would be impossible to produce a better flour than Ogilvie's. The conditions and circumstances are so largely in their favor that it would hardly be reasonable that any other manufacturing concern should claim an equality of product.

The bakers of Canada are the best judges amongst Canadians of the properties of flour, and they recognize the advantage of using the very best flour and accept Ogilvie's as giving the greatest satisfaction.

The success of a business can be made or marred, according to the good or bad quality of a material used, and when the best can be obtained it shows only reasonable commercial instinct to select the best in preference even to second best.

"Ogilvie's Royal Breakfast Food" and "Ogilvie Oats."

At the present time we are deluged with a multitude of breakfast foods, and many of uncertain origin and still more uncertain value. A great many of these are imported, so that the item of duty is added to the original cost and consumers in Canada pay fancy figures for them. The basis of a breakfast food is the quality of its constituent parts. This is supplemented by the process it undergoes. Ogilvie's Royal Breakfast Food is produced from the best selected wheat, carefully and scientifically prepared to retain its nutriment and present it in a most palatable and digestible form.

Ogilvie's Royal Breakfast Food has all the good qualities claimed for the best of them, and the fact that it is Ogilvie's is the best guarantee of its purity, its value and its excellence. Amongst breakfast foods this one has a value on a par with the value of Ogilvie's flour amongst other flours.

"OGILVIE OATS" is an old-time favorite for the breakfast table, and is known throughout Canada. It is simply a preparation in which the best qualities of the grain are preserved, and which has stood the test of years.

The Management and Its Aims.

The guiding spirit in this vast concern is the Vice-President and Managing Director, Mr. F. W. Thompson, who has been associated with its success for the past twenty years, and who now in the prime of his life is projecting plans for improvement and development that the marvellous growth of the country justifies.

The objective point of Mr. Thompson and those associated with him, to make the Ogilvie Flour Mills Co. not only the largest in the British Empire, but one of the largest in the world, is likely to be realized at no distant date. The pride with which all classes of Canadians view the progress of this great representative concern should be some return for the untiring energy and commercial genius of the man on whose shoulders rests the success of the industry.