

being borne pro rata by the various companies co-operating. Modern business is filled with examples of what can be accomplished by publicity. A new breakfast food, the advantages of a particular summer resort, the claims of an ocean steamship line or the superior advantages of a particular brand of clothing can all be successfully advertised. Educational work is equally capable of extension through publicity. As an example, we have but to cite the wonderful interest in the anti-tuberculosis movement, the good roads movement, the town planning propaganda and many others of a similar nature. Life insurance is one of the most important and necessary businesses of the present day. A campaign devoted to teaching the public the advantages and benefits of insurance, and the thousand and one other good points associated with it would be productive of immense good. It would also tend to lessen the present great leakage through lapsed policies. We wish the co-operative publicity movement every possible success. It cannot commence a day too soon.

FLOUR MILLING IN BRITAIN AND IN CANADA.

A report dealing with the British flour milling industry has been made public by Mr. A. E. Humphries, former president of the National Association of British & Irish Millers. Mr. Humphries points out that in Great Britain the tendency is towards fewer and larger as well as better mills. Within the past thirty years, the milling industry in the British Isles has been subjected to two radical changes, the one economic and the other scientific. Thirty years ago, there were 10,000 mills in the United Kingdom, while to-day the number is less than 1,000 although in the same period, the quantity of wheat ground increased by 80%. The report shows that the day of the small flour mill in Great Britain is at an end as over one-third of the flour produced in the country is manufactured in thirty large mills situated at the seaports. The inland mills, which had to depend for the supply of their raw materials and the distribution of their products upon railway transport have been unable to compete with mills located on the seaboard. The latter, because they were not forced to pay railway freight rates and also because they could distribute their products by water, were able to manufacture more cheaply than the interior mills and gradually put these out of commission.

The report shows that side by side with the change from the small to the large mills, there has been going forward another equally important movement which had for its object the improving of the quality of the flour. This has been accomplished by the introduction

of improved machinery, the replacing of the old stone process of grinding by the roller device and by the securing of technically trained millers. It is found that almost all the large mills employ men of the highest technical skill, the increased cost of the better trained men being more than offset by the improvement in the product. The findings made by Mr. Humphries are of unusual interest emphasizing as they do the tendency of the age to consolidate and the other equally important tendency towards the employment of technically trained men.

In Canada, during the recent years, there has been a similar tendency. According to the last census, there were 1,141 flour and grist mills in operation in the Dominion with a combined capitalization of \$42,905,000. While this number seems very large, it must be pointed out that the largest proportion of the Canadian output of flour is in the hands of four or five large milling concerns, such as the Ogilvie Milling, the Lake of the Woods, the Maple Leaf, the Western Canada Milling and the Canadian Cereal & Flour Mills, Ltd. Practically everyone of these large concerns are extending their establishments. The Ogilvie Milling Company have just opened a new flour mill at Medicine Hat, while the Maple Leaf Company are building one in the same city. The Lake of the Woods Company also announced their intention of building a large mill in the West. It is believed that the pending tariff changes in the United States will materially assist the Canadian millers. Within the past five years, the United States export of wheat has decreased 70% and the export of flour by 21%. The time will shortly come when the United States will become an importing country, and Canadian farmers and millers owing to their nearness to the American market, will have a big advantage over rival wheat and flour exporting countries. It is probable that the tendencies noted in Great Britain towards consolidation and the employment of trained men will develop in Canada with a resultant improvement to the whole industry.

THE MEAT SHORTAGE ON THIS CONTINENT.

Startling statements regarding the shortage of beef cattle in the United States have just been made by the American Meat Packers' Association, which has just concluded its Annual Convention at Chicago. Gustav Bischoff Sr., President of the Association said "According to Government figures in 1907 there were about one head of cattle for each man, woman and child in the United States. At the opening of the present year there was only six-tenths of one head of cattle per capita,