

THE SUBSCRIPTION LIST WAS OPENED AT THE OFFICE OF THE GUARDIAN TRUST COMPANY, LTD., TORONTO, ON MONDAY, APRIL 25th, 1910, AND WILL BE CLOSED ON OR BEFORE MONDAY, THE 9th DAY OF MAY, 1910, AT 3 P.M.

CAWTHRA MULOCK & CO.

OWN AND OFFER FOR SALE

AT PAR, \$100 PER SHARE

\$2,000,000 of the 7% Cumulative Preferred Stock, with a Bonus of 25% Common Stock of

Maple Leaf Milling Company

(Incorporated under the Laws of the Province of Ontario)

LIMITED

HEAD OFFICE = = TORONTO, CANADA

CAPITAL STOCK, Issued and Fully Paid Up---

PREFERRED (7% Cumulative) - - \$2,500,000

COMMON - - - - - 2,500,000

\$5,000,000

THE COMPANY HAS NO BONDS ISSUED OR AUTHORIZED

GUARDIAN TRUST COMPANY, LIMITED

is prepared to receive subscriptions for \$2,000,000 of the above seven per cent. cumulative preferred stock at the price of \$100 for each share, with a bonus of common stock equal in par value to 25 per cent. of the par value of the preferred stock allotted, to be delivered on payment of subscription in full.

The dividends on the preferred stock accrue from April 5th, 1910.

Subscriptions will be payable as follows:

10 per cent. on Application, and
90 per cent. on Allotment.
100 per cent. or

In Instalments as follows, in which case interest at the rate of 6 per cent. will be charged:

10 per cent. on Application.
15 per cent. on Allotment.
25 per cent. on 1st June, 1910.
25 per cent. on 1st July, 1910, and
25 per cent. on 1st August, 1910.

100 per cent.

The right is reserved to allot only such subscriptions and for such amounts as may be approved and to close the subscription book without notice. Application will be made for the listing of the securities of the Company on The Toronto Stock Exchange.

BANKERS OF COMPANY --- IMPERIAL BANK OF CANADA and BANK OF MONTREAL

BOARD OF DIRECTORS

D. C. CAMERON, Winnipeg, President; President Rat Portage Lumber Company, Ltd.
CAWTHRA MULOCK, Toronto, Vice-President; Director Imperial Bank of Canada;
Director Confederation Life Association.
HEDLEY SHAW, Toronto, Managing Director, Vice-President and Managing Director The Maple Leaf Flour Mills Company, Limited.

JOHN I. A. HUNT, London, Vice-President Hunt Bros., Ltd., Millers.
CHARLES WURTELE, Toronto, Vice-President National Iron Works, Ltd.
JOHN CARRICK, Toronto, Secretary The Maple Leaf Flour Mills Company, Ltd.
CHARLES W. BAND, Toronto, Vice-President James Carruthers Company, Ltd., Grain Exporters.

NEW COMPANY A GOING CONCERN.

Maple Leaf Milling Company, Limited, is a new company which has taken over the whole undertaking as a going concern of the Maple Leaf Flour Mills Company, Limited, including therein that of the Hedley Shaw Milling Company, Limited. The company has mills at Kenora, Thorold, St. Catharines, Welland, and Port Colborne (the last named in course of construction) in the Province of Ontario and at Brandon in the Province of Manitoba. When the construction at present under way at Port Colborne is completed the company will have a total milling capacity of 12,800 barrels per day. The Company has at present thirty-five elevators situated throughout the Western Wheat Belt, and fifteen additional ones are being added at the present time. A million bushel elevator is being constructed next to the new mill at Port Colborne. The company has also warehouses and offices at Toronto, Winnipeg, Kingston, Ottawa, and Montreal.

MARKET FOR OUTPUT.

The rapid growth of the business of the two companies taken over has long made apparent the necessity of additional milling capacity. Further, the tremendous increase in the total output from the Western Wheat Belt makes it absolutely necessary to have more mills in Canada to handle it. Last year the output of the Western Wheat Belt amounted to about 125,000,000 bushels, and men who have made a close study of the development that the Western country is likely to see, estimate that by the end of the year 1920 Canada will be producing at the rate of fully 500,000,000 bushels annually. As in the past, a great proportion of this large production will of necessity find its way into Canadian mills. Larger demands are bound to come as the population of the country increases, and the enquiry for the Canadian product, both from Great Britain and from the foreign markets of the world, will increase. The chain of mills that is now controlled by the new company will enable it to go ahead and secure its full share of the trade of every section of Canada, as well as to obtain even a very much larger proportion of the export business to Great Britain and to foreign markets than it has up to the present time.

SECURITY AND EARNING POWER: The assets of the old Companies taken over as above stand in excess of all liabilities and without any allowance for good-will, trade marks, etc., at \$3,770,524.11, this amount being ascertained on the basis of an appraisal by the Canadian-American Appraisal Company, Limited, as of March 17th, 1910, of the capital assets taken over, and the certificate of Messrs. Price, Waterhouse & Company, as of February 28th, 1910, as to current assets and current liabilities, with a liberal allowance for all contingencies. There has also been placed in the Treasury \$1,000,000 of additional cash, which, besides permitting of the completion of a 6,000 barrel mill and a million bushel elevator and storage warehouse at Port Colborne, and of fifteen additional elevators in the West, will provide the new Company with further working capital.

As per certificate of Messrs. Price, Waterhouse & Company, of London, quoted below, the earnings of the old Company on the present plant amounted from

September 25th, 1908, to August 20th, 1909, to..... \$218,843.38
And from August 21st, 1909, to February 28th, 1910, to..... \$166,793.29
being for the latter period at a rate equal to over 13 per cent. on the preferred stock of the Company.

The following is the certificate of Price, Waterhouse & Company:—
"Messrs. Cawthra Mulock & Company, Toronto,

"Gentlemen,—We have examined the books of the Maple Leaf Flour Mills Company, Limited, which include the transactions carried on under the name of The Hedley Shaw Milling Company, Limited, at Toronto and Branches, from September 25th, 1908 (prior to which date the Company's principal mills were not completed nor in operation) to February 28th, 1910, and we certify that the profits for the period, after making provision for depreciation, but before charging interest on loans, were as follows:
From September 25th, 1908, to August 20th, 1909..... \$218,843.38
From August 21st, 1909, to February 28th, 1910..... \$166,793.29

"Commercial Union Building,
"Montreal, April 4, 1910.

"Yours very truly,
"PRICE, WATERHOUSE & CO."

MANAGEMENT.

The properties of the old companies have been constructed and developed under the direction of Mr. Hedley Shaw, late General Manager of The Hedley Shaw Milling Company, Limited, and of The Maple Leaf Flour Mills Company, Limited, and Mr. D. C. Cameron, late President of The Maple Leaf Flour Mills Company, Limited. Both these gentlemen will retain large interests in the new Company, besides being actively identified with it. Mr. Hedley Shaw will occupy the position of Managing Director of the new Company, thus giving to it the full benefit of his long practical experience.

FAVORABLE LOCATION OF NEW LARGE MILLS.

The location of the new large mill at Port Colborne is without exception the best there is in Canada. This mill when completed, in addition to having the large capacity mentioned, will have one of the most modern equipments in the world. The Company at all times will be able to keep it well supplied with wheat. In addition to its own 1,000,000 bushel elevator, which will be situated just alongside of the mill, the Company will be able to make arrangements to have the last steamers coming down from the West at the end of the season of navigation, tie up for the winter months at the elevator and in this way afford additional storage capacity without any necessity of any capital outlay for it. Should at any time the Company find it advisable to do so, it will also be able to draw from the Government elevator, which will be situated on the same pier as its Port Colborne mill.

The location of the Company's mills is such as to provide a ready market for the bye-products of each. The greater part of the milling capacity will be in Ontario, where, as Government statistics show, a smaller amount of wheat is being grown each year as the farmers go in more and more for stock-raising. This means a brisk demand for the bye-products of the mills for feed.

A complete report on the advantages of the Port Colborne site, prepared by Mr. Hedley Shaw, will be found in the prospectus.

Prospectuses and forms of application may be obtained at any branch of the Imperial Bank of Canada or The Royal Bank of Canada, from Guardian Trust Company, Limited, Toronto, and from Cawthra Mulock and Company, Toronto.

Applications for Shares should be made upon the Form accompanying the Prospectus and should be sent together with the remittance due on application to—

Any Branch of
THE IMPERIAL BANK OF CANADA
OR
ROYAL BANK OF CANADA

GUARDIAN TRUST CO., Limited, Toronto
or to **CAWTHRA MULOCK & CO.**
MEMBERS TORONTO STOCK EXCHANGE
Royal Bank Building, Toronto, Ont.