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## MONEY AND MAGNATES

### Toronto Interests at Head of New Big Milling Concern.

ONTARIO is certainly going to play a very prominent part in the future of the milling industry in Canada. According to leading milling interests, it is only a matter of time when all the largest mills in the country will be situated at different points about the lakes that surround the province, mainly because such sites seem to have some advantage over any others that may be selected in any other part of the country. It may be that for the small local market that surrounds a mill, there may be other points just as attractive, but when it comes to building a great big mill that must look to the export as well as to the home market, in order to be able to dispose of its large output, officials of different companies are practically agreed that these Ontario points are the most advantageous of all.

And so it is that we find that the new big Ontario milling concern which will be known as the Maple Leaf Milling Co., Limited, and will absorb the Maple Leaf Flour Mills Co., Ltd., and with it the Hedley Shaw Milling Co., has already under way the construction of a 6,000-barrel mill, a million bushel elevator, and storage warehouses right out on the new piers that have been constructed at Port Colborne. Naturally it takes a pile of money to carry through such big undertakings, and the men who are at the head of the new company, including Mr. Cawthra Mulock of Toronto, Mr. Hedley Shaw, founder and head of the Hedley Shaw Milling Co., and Mr. D. C. Cameron, the western lumberman, who organised the Maple Leaf Flour Mills Co., Ltd., have supplied \$1,000,000 of additional cash capital, which besides permitting of the completion of the entire new plant already under way at Port Colborne, and the construction of some fifteen new elevators throughout the West, will provide the new company with further working capital to go right ahead and get its full share of the larger business that is offering, not only throughout Canada, but more especially in Great Britain and various foreign markets.

Just what the elevator capacity of Canada is going to be a few years hence, it is almost impossible to say, but some idea of how it is going to increase may be gathered from the remark of Mr. Wm. Whyte, the vice-president of the Canadian Pacific Railway, to the effect that while the western country was now producing at the rate of about 135,000,000 bushels of wheat, that by the end of 1915 it will have increased to over five hundred million bushels, and that it would not be very long after that, before Canada is producing even more wheat than all of the United States. When it is remembered that last year our neighbours to the south produced somewhat over seven hundred million bushels, it will be seen that the mills of Canada will have all they can do to cope with the western crop.

As old Robert Meighen of the Lake of the Woods sometimes says: "Up to the present time the amount of the western lands under cultivation does not exceed the amount of land that has been set aside for roads."

Incidentally, Toronto will benefit by the organisation of the new big milling company, as it will have its head office in that city, while all its mills, with one exception, are situated within the Province of Ontario, in addition to the Port Colborne mill, the locations being St. Catharines, Thorold, Welland and Kenora. The only mill at present outside the province is the one at Brandon, Manitoba.

\* \* \*

### Eight of the Largest Oatmeal and Flour Concerns of Ontario Join Hands in the Canadian Cereal and Milling Company, Ltd.

WHEN one looks at some consolidations, it rather seems as though a great many companies were simply adjusting themselves to the modern business conditions that prevail. In a number of cases, the possibility of making anything like fair profits is made very remote, owing to the keen competition that exists between different concerns in the same line of business, and the necessity that arises therefrom, to have large selling forces to cover the various parts of the country. Take, for instance, the larger oatmeal and flour concerns of the Province of Ontario, which are now entering into a consolidation, to be known as the Canadian Cereal and Milling Company. In a number of instances, two or three of the eight companies included in the consolidation would be competing for the same business, each having their own salesmen on the road, and in many instances having to provide for heavy freight charges in order to ship the bill of goods that might have been sold a long way from the mill at which it is manufactured. In this way, the Flavell Company of Lindsay, for instance, would be shipping some of its output right through to London or Tillsonburg, while on the other hand the London and Tillsonburg concerns might be shipping part of their output back to Lindsay. At first sight it does look like needless waste. Then again, the economics of business have developed to a great extent during the past few years, and it is easily seen that great benefits must accrue from having one central management and standardising the various brands manufactured.

And so it is that eight of the larger oatmeal and flour concerns of Ontario will come together with its head office in Toronto. Almost in every instance, the various concerns are particularly well known throughout the province as they have almost without exception, been in existence a great many years and have gradually grown from very small beginnings to a point where they have each and every one become an important factor in the general trade.

The various brands manufactured by the different companies will of course be manufactured as in the past, but special attention will be paid to developments that will enable the company to meet the demands of the larger market that prevails for their products both in Canada and in foreign countries. The large amount of additional capital that is being put into the treasury of the new company will permit of it doing business on this larger scale, and besides permitting of the erection of an additional mill and a line of elevators, will provide the new company with the ample working capital of over \$500,000.

The companies to be included in the consolidation will be the Flavell Milling Co. of Lindsay, the Goldie Milling Co. of Ayr, the Tillson Co. of Tillsonburg, Walter Thompson & Son of London, P. McIntosh & Son, Toronto, Jas. Wilson & Son, Fergus, D. R. Ross & Co., Embro, and the Woodstock Cereal Co. of Woodstock.

On their present capacity, the mills of the company will have the total daily output of 2,350 barrels of oatmeal and rolled oats, 2,200 barrels of flour,

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