

Maple Leaf Mills Records,
1955, 1960-1964, 1975-1987, 1989, n.d.

Ontario Editorial Bureau Fonds

RG75-5 rev.

Brock University Archives

- Creator:** Ontario Editorial Bureau
- Extent:** 16cm textual records (1 half box)
7 photos: col.
- Abstract:** This fonds is part of the larger Ontario Editorial Bureau archives (OEB) also housed at Brock University. The bulk of the collection is correspondence relating to the Maple Leaf Mills.
- Materials:** Typed and handwritten correspondence, media releases, clippings, photographs, and promotional publications.
- Repository:** Brock University Archives
- Processed by:** Jen Goul & Anne Adams
- Last updated:** August, 2011

Terms of Use: The Maple Leaf Mills Records are open for research.

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Preferred Citation: RG75-5, Ontario Editorial Bureau, 1955-1989, Maple Leaf Mills, Brock University Archives, Brock University.

Acquisition Info.: This collection is part of the Ontario Editorial Bureau fonds, donated by Lou Cahill in November 1997.

Administrative History:

Maple Leaf Mills has been coined ‘the company that grew with Canada’, which is what it did through various name changes and ownership. Niagara has a long history of milling which Maple Leaf mills can trace its origins from. Beginning in 1836 The Grantham mill based in St. Catharines was one of the first flour mills in the area. It was owned by Capt. James Norris and later (late 1890s) Hedley Shaw, ran the mill under his newly formed Hedley Shaw Milling Company Limited.¹ “In 1904, the Maple Leaf Flour Mills Company Limited was incorporated under Dominion of Canada letters patent . . . In 1907 the Maple Leaf Flour Mills Company Limited acquired the Shaw Milling Company and with it Grantham Mills”² Three years later, in April of 1910 the Maple Leaf Flour Mills Company at Kenora and the Hedley Shaw Milling Company at Thorold merged to form the Maple Leaf Milling Company Limited. The new name encompassed mills at Kenora, Brandon, St. Catharines and Thorold as well as 40 grain elevators in the Western Provinces. The Maple Leaf Milling Company Limited is the predecessor to the Maple Leaf Mills of the twentieth century.³

October 12, 1911 was the date the original Maple Leaf Mills plant opened in Port Colborne Ontario, this mill an example of the production of the largest Maple Leaf Mill. This mill was able to produce 363,000 tonnes of flour per day. In 1917 the mill was expanded to include another milling unit allowing the mill to produce a total of 1,180,000 tonnes of flour daily. Not only did the mill grow in output, but also operations. It expanded to include a bag factory, feed plant, rye mill, corn mill and storage. This amount made the mill the ‘largest flour mill in the British Empire’. The mills retained its title until October 7, 1960 when a fire destroyed the mills manufacturing facilities, rye and corn mills, feed plant, warehouse, bag factory, maintenance shops, quality control laboratory, test bakery and a large amount of flour and feed. A grain elevator, warehouse, office building and steam raising plant were the sole survivors of the fire. Maple Leaf Mills planned on rebuilding the rest of the buildings, taking into account what would be most economically feasible, and not rebuilding anything they could do without.⁴ Shortly after the fire in 1961 “Maple Leaf Mills Limited was formed from the amalgamation of the Maple Leaf Milling Company Limited, Toronto Elevators Limited and Purity Flour Mills Limited”.⁵ Construction went very quickly and the mill was running again on January 10, 1962.⁶ In 1997, Maple Leaf Foods removed the last of its flour milling operations in order to focus their energy into areas where they could have a leadership role. “Maple Leaf foods continues to have a bakery products group, which includes a 68% majority ownership in the Canada Bread Company Limited and Maple Leaf Bakery USA”⁷

¹ *Maple Leaf Mills Company: Grinding the Golden Grain*. Spcl FC 3140.7 M35G348

² *Maple Leaf Mills Ltd.* http://www.canadabread.ca/about/mlf/maple_leaf_mills.asp. Retrieved Oct. 2005

³ *Maple Leaf Mills Company: Grinding the Golden Grain*. Spcl FC 3140.7 M35G348

⁴ Maple Leaf Mills Ltd. Press Release, 1981. *Port Colborne Plant*, in Media Releases, 1975-1981, 1983-1985.

⁵ *Maple Leaf Mills Ltd.* http://www.canadabread.ca/about_mlf/maple_leaf_mils.asp. Retrieved Oct. 2005

⁶ Maple Leaf Mills Ltd. Press Release, 1981. *Port Colborne Plant*, in Media Releases, 1975-1981, 1983-1985.

⁷ *Maple Leaf Mills Ltd.* http://www.canadabread.ca/about_mlf/maple_leaf_mils.asp. Retrieved Oct. 2005

Scope and Content:

Fonds include materials related to the Maple Leaf Mills from the mid 1950s to the late 1980s (non-inclusive). Most duplicates were removed from the collection. All clippings were removed from general correspondence and placed in a separate series, unless directly mentioned within the correspondence then they remained with original material. Media Releases, Speeches and Addresses, Meeting Minutes and Publications were separated from general correspondence and are arranged chronologically. The Photographs Series remains in its original album as the pictures appear to be 'before' and 'after' shots of the Port Colborne Mill.

Organization: The records were arranged into three series:

Series I, Administrative, 1960-1989

Series II, Public Relations, 1955-1985, n.d.

Series III, Photographs, 1975, n.d.

Inventory:

Series I. Administrative, 1960-1964, 1975-1984, 1986-1987, 1989

- 1.1 Correspondence 1960-1964; includes a management news letter regarding the amalgamation of Toronto Elevators Limited and Maple Leaf Milling Company Limited; description and drawing of New Maple Leaf Mills Limited Port Colborne Mill; a report on the official opening of Maple Leaf Mill, Port Colborne; a description and explanatory notes regarding New Maple Leaf Mills Limited, Port Colborne; text of a talk on wheat, milling and flour and notes to the shareholders of Maple Leaf Milling Company Limited.
- 1.2 Correspondence 1975; includes news articles regarding fines given to bakeries in Toronto due to unsanitary conditions, an outline of the brief to be submitted to Sarnia City Council regarding Maple Leaf Mills Limited, a draft of the Maple Leaf Mills Limited position paper, a background report on the Sarnia expansion, and a memo summarizing the corporate requirements of Maple Leaf Mills Limited in the field of public relations, public affairs and communication.

- 1.3 Correspondence 1976; includes a memo on the Windsor PR program, a Maple Leaf Mills announcement to take over the Calgary office and a memo regarding contract negotiations.
- 1.4 Correspondence 1977-1978; includes the film/photo project contact report, a memo on the production of an historical booklet on Maple Leaf Mills and how it came about and a survey concerning Maple Leaf Mills by the Ontario Editorial Bureau.
- 1.5 Correspondence 1979-1984; includes articles from *The Globe* including *Norris Roller Mills* and *Persia*; an article from *The Canal Intelligencer*, May 14th 1828 entitled *First Steamer on First Welland Canal*; media queries regarding the St. Boniface situation; a paper entitled *Public Relations Critical Path for St. Boniface Mill Closing Program*; curriculum vitae of Rene C. Alary; announcement of the election of Robert S. DeMone as president of Maple Leaf Mills; information on Pierre Tremblay, Publicite Incorporated; information on Robert G. Dale, chief executive officer of Maple Leaf Mills Limited; a St. Catharines Business Club flyer, a memo regarding the outlines of subject matter for the proposed corporate book; a memo about the UCO loan request and a guide to responding to media questions by telephone.
- 1.6 Correspondence 1985; includes an organization chart, a draft of the script for the R.G. Dale reception, a paper entitled *Maple Leaf Mills – the diversified Agriproducts company* and memos regarding critical/sensitive situations, media/speech training seminar, and the St. Vincent situation.
- 1.7 Correspondence 1986; includes a sample response to The Toronto Star inquiry regarding poultry marketing boards, information on the government relations program, a draft manuscript for *Maple Leaf Mills Limited Diversified Agriproducts for Canadian and International Markets*, a flyer for the unveiling and dedication of the historical plaque, and a paper regarding the corporate ad.
- 1.8 Correspondence 1986; includes a news release on the major tourism study announced for Niagara Falls, articles regarding the upgrade of Maple Leaf Village, strategic communications regarding The Maple Leaf Resort and information on Robert J. Dileonardo (designer of Maple Leaf Resort).
- 1.9 Correspondence 1987, 1989; includes a public relations proposal, background on OEB International and a memo regarding the employee publication which represents Maple Leaf's key industries.
- 1.10 Meeting Minutes, 1976; includes Annual Report (1975)
- 1.11 Publications, 1963, 1980-1981, 1983-1984; includes *Maple Leaf News* and *Maple Leaf Mills Limited Annual Reports*

Series II. Public Relations, 1955, 1960-1962, 1975-1981, 1983-1987, 1989.

- 1.12 Clippings, 1962, 1975-1981, 1984-1986
- 1.13 Media releases, 1955, 1960-1962; includes the plan of amalgamation between Toronto Elevators and Maple Leaf Milling Company; the text of remarks made by C.E. Soward, President of Maple Leaf Mills at the Port Colborne Mill ceremony, the program of the official opening of the Port Colborne Mill and an article entitled *Maple Leaf Mills streamlined for big output, fast loading*.
- 1.14 Media Releases, 1975-1981, 1983-1985; includes an announcement of M. J. Henley as the grains group coordinator, information on the relocation of the vegetable processing plant to Sarnia, an announcement regarding the Calgary plant investing six million dollars to upgrade and modernize its flour milling facility and information on the Port Colborne plant.
- 1.15 Media Releases, 1986-1987, 1989; includes appointments at Maple Leaf Mills, the acquisition of Maple Leaf Mills by UK based Hilldown Holdings, an announcement of the twenty three million dollar expansion of the Port Colborne flour mill, and a fact sheet on Maple Leaf Mills flour products.
- 1.16 Speeches and Addresses, 1962, 1977, 1981, 1986; includes a draft for the Mr. J.D. Leitch introduction, the address to Maple Leaf Mills by Robert G. Dale and inclusions for the draft of The Maple Leaf Resort media kit.

Series III. Photographs, 1975, n.d.

- 1.17 Album: Proposed Vegetable Oil Project, Sarnia, 1975, n.d.; originally with *Maple Leaf Mills Ltd. Position Paper, 1975* (paper can be found in correspondence, 1975).

Added Entries:

- 600 Blakely, H.W.
 600 Cahill, Lou
 600 Dale, R.G.
 600 Leitch, J.D.
 600 Lennox, R.E
 600 Norris, Capt. James
 600 Shaw, Hadley C.

Subject Access: 650 Factories -- Ontario -- Niagara Peninsula.
650 Mills and mill-work -- Ontario -- Niagara Peninsula.
650 Grain -- Milling -- History.

Related O.E.B. Collections:

Great Lakes Waterways 1959-1980
Ontario Federation of Agriculture 1972-1982
St. Catharines Office [OEB] 1953-1989
Toronto Office [OEB] 1953-1989
Welland Canal/William Hamilton Merritt Historical Society
1973-1989

Related Materials:

Biofile: Dale, Robert Gordon

Maple Leaf Mills: the company that grew with Canada.
Imprint [S.l. : s.n., 1980] Spcl FC 3140.7 M35

Gagnier Advertising Service (Toronto). *Maple Leaf Milling
company : grinding the golden grain.* Toronto : Maple
Leaf Milling Co., [1911]. FC 3140.7 M35 G348