

# MOORE CORPORATION, LIMITED

## SECOND ANNUAL REPORT

YEAR ENDING DECEMBER 31<sup>ST</sup>  
1930

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# MOORE CORPORATION, LIMITED

## *Board of Directors*

A. E. AMES, TORONTO, ONT.  
President, A. E. Ames & Company, Limited

H. S. DUELL, NEW YORK, N.Y.  
of Duell, Dunn & Anderson

E. G. BAKER, TORONTO, ONT.  
First Vice-President

H. H. GRISWOLD, ELMIRA, N.Y.  
President, First National Bank & Trust  
Company of Elmira

A. M. BOVIER, ELMIRA, N.Y.  
Second Vice-President

W. N. McLEOD, TORONTO, ONT.  
Third Vice-President

THOMAS BRADSHAW, TORONTO, ONT.  
President, North American Life Assurance  
Company

A. J. MITCHELL, TORONTO, ONT.  
Vice-President, Western Canada Flour  
Mills Company, Limited

C. W. COLBY, MONTREAL, QUE.  
Director, Canadian Bank of Commerce

S. J. MOORE, TORONTO, ONT.  
President, Bank of Nova Scotia

S. G. H. TURNER, ELMIRA, N.Y.  
Chairman of the Board, First National Bank & Trust Company of Elmira

## *Officers*

PRESIDENT . . . . .	S. J. MOORE
FIRST VICE-PRESIDENT . . . . .	E. G. BAKER
SECOND VICE-PRESIDENT . . . . .	A. M. BOVIER
THIRD VICE-PRESIDENT . . . . .	W. N. McLEOD
SECRETARY . . . . .	T. S. DUNCANSON

## *Head Office*

330 BAY STREET, TORONTO

## *Transfer Agents*

NATIONAL TRUST COMPANY, LIMITED  
20 KING STREET EAST, TORONTO, ONT.

BANKERS TRUST COMPANY  
16 WALL STREET, NEW YORK, N.Y.

# MOORE CORPORATION, LIMITED

REPORT OF THE BOARD OF DIRECTORS TO THE SHAREHOLDERS  
FOR THE YEAR ENDING DECEMBER 31, 1930

The Directors present to the Shareholders their Second Annual Report with statement of Assets and Liabilities.

The commercial form and sales book industry entered 1930 with an unprecedented amount of business on hand, but as the year advanced it suffered the common experience of reduced volume and a lowering of selling prices. In the various operating divisions of your Corporation these changing conditions were partially offset by cutting down overhead expense and reducing manufacturing and selling costs. The net profit, after providing for depreciation as usual and federal income taxes, was sufficient to pay the dividends at the regular rates and add \$81,240.86 to Surplus.

The Balance Sheet includes the assets and liabilities of the Canadian Sales Book and Form business taken over at the beginning of the year. A strong position is disclosed in that current assets were more than six times current liabilities, while cash on hand was sufficient to pay all debts to the public, including federal taxes and January dividends.

The altered conditions and difficulties peculiar to 1930 tested the soundness of the Corporation's policies and the flexibility of its organization. When it became apparent that the volume of general business was to be on lower levels for a considerable period, adjustments were made so as to earn a fair profit on the reduced volume. Many important improvements in equipment and manufacturing processes were carried through, and a higher degree of efficiency generally was asked for and secured in all departments. While business at the beginning of 1931 is still below normal, the Corporation is continuing to earn a fair profit on present business. At the same time the organization is ready to take full advantage of the upswing just as soon as it develops.

Your Directors desire to make special reference to the excellent manner in which the Officers, Officials and Staffs in the various Divisions of the Corporation have met the unusual problems of the year.

By order of the Board,

S. J. MOORE,  
*President.*

MOORE CORPORATION, LIMITED  
AND SUBSIDIARY COMPANIES

CONSOLIDATED STATEMENT OF PROFIT AND LOSS AND SURPLUS,  
YEAR ENDING DECEMBER 31st, 1930

Total Earnings—after deducting all expenses incident to operations . . . \$1,274,001.32

*Deduct:*

Interest on Subsidiary Companies' Bonds . . . . .	\$ 55,537.11	
Provision for Depreciation . . . . .	396,461.67	
		451,998.78

Profit before providing for Federal Taxes . . . . . \$ 822,002.54

*Deduct:*

Provision for Federal Taxes . . . . .	79,647.43	
		79,647.43

Net Profit . . . . . \$ 742,355.11

*Dividends:*

Four quarterly dividends of 1 $\frac{3}{4}$ % each on Preferred "A" shares . . . . .	\$229,873.00	
Four quarterly dividends of 1 $\frac{3}{4}$ % each on Preferred "B" shares	117,692.75	
Four quarterly dividends of 25c. each on Common shares . . . . .	313,548.50	
		661,114.25

Balance of Profit . . . . . \$ 81,240.86

Surplus brought forward January 1st, 1930 . . . . . 454,583.71

Surplus December 31st, 1930 . . . . . \$ 535,824.57

MOORE CORPOR  
AND SUBSIDIAR

CONSOLIDATED BALANCE SHEET

ASSETS	
CURRENT ASSETS:	
Cash in Banks and on hand . . . . .	\$ 533,685.35
Accounts and Bills Receivable (after providing for Doubtful Accounts)—	
Trade . . . . .	\$1,409,263.64
Other . . . . .	133,590.53
	1,542,854.17
Loans, secured by Collateral . . . . .	411,400.00
Inventories of Merchandise and Supplies . . . . .	946,555.42
	3,434,494.94
TOTAL CURRENT ASSETS . . . . .	\$3,434,494.94
CASH IN HANDS OF TRUSTEE FOR SINKING FUND . . . . .	32,006.39
FIXED ASSETS (less Reserves for Depreciation)—	
Land and Buildings . . . . .	\$1,479,757.78
Machinery and Equipment . . . . .	3,507,905.01
	4,987,662.79
INVESTMENTS IN ASSOCIATED COMPANIES . . . . .	1,182,543.78
GOODWILL AND PATENTS . . . . .	1.00
INSURANCE DEPOSITS AND EXPENSES PAID IN ADVANCE . . . . .	65,676.98
	\$9,702,385.88

AUDITORS' C

We have examined the books and accounts of Moore Corporation, Limited, and its subsidiary Sheet is in accordance therewith and in our opinion shows the true financial position of the combined and as shown by the books. We have received all the information and explanations we have required

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RY COMPANIES

ET AS OF DECEMBER 31ST, 1930

LIABILITIES	
CURRENT LIABILITIES:	
Accounts Payable . . . . .	\$ 244,628.93
Bond Interest Accrued . . . . .	13,178.12
Dividends Payable January 2nd, 1931, on Preferred and Common Stock . . . . .	165,340.00
Federal Taxes payable in 1931 on 1930 Earnings . . . . .	85,455.26
TOTAL CURRENT LIABILITIES . . . . .	\$508,602.31
BONDS OF SUBSIDIARY COMPANIES OUTSTANDING:	
American Sales Book Co., Ltd., First Mortgage 6% Sinking Fund Bonds, due 1939 . . . . .	\$ 660,000.00
Pacific-Burt Co., Ltd., First Mortgage 6½% Sinking Fund Bonds, due 1937 . . . . .	204,500.00
	864,500.00
CAPITAL AND SURPLUS:	
7% Cumulative Preferred "A" Stock— Issued—32,871 shares of a par value of \$100 each . . . . .	\$3,287,100.00
7% Cumulative Preferred "B" Stock— Issued—16,759 shares of a par value of \$100 each . . . . .	1,675,900.00
Common Stock, no par value— Issued—313,971 shares . . . . .	2,830,459.00
Surplus . . . . .	535,824.57
	8,329,283.57
	\$9,702,385.88

CERTIFICATE.

Companies for the year ended December 31st, 1930, and certify that the above Consolidated Balance companies as at that date, according to the best of our information and the explanations given to us, and all our requirements as auditors have been complied with.

PRICE, WATERHOUSE & COMPANY,  
Chartered Accountants.

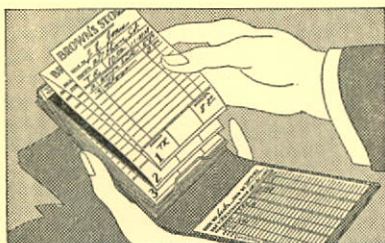
## PRODUCTS

# Rediform

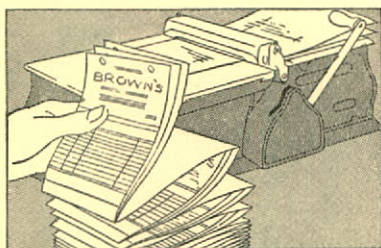
TRADE MARK



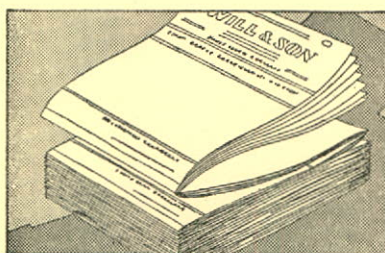
### SPEED STATIONERY AND SPEED FORMS



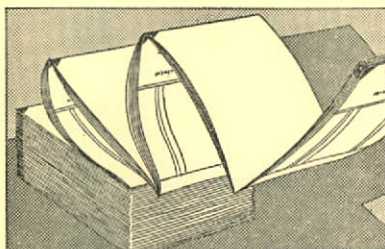
Rediform Sales Books and Speedigraph Books: Pages folded zig-zag but so arranged that writing upon the original produces a carbon copy on the duplicate.



Rediform FLATPAKIT: Forms in two or more continuous strips for Rediform WIZ Autographic Registers.



Rediform Continuous Interfolded: For billing machines, typewriters, and other similar devices where carbon is available for manifolding.



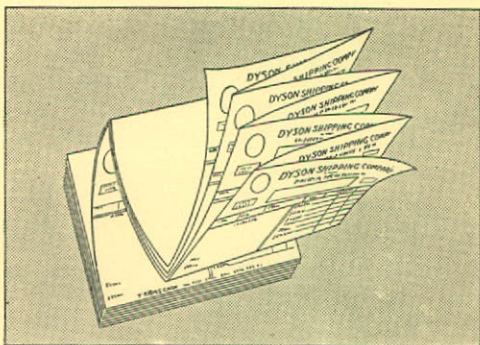
Rediform Interleaved: Forms in continuous strips, folded zig-zag in flat packs of 500 to 1,000 sets with carbon already inserted.



## PRODUCTS

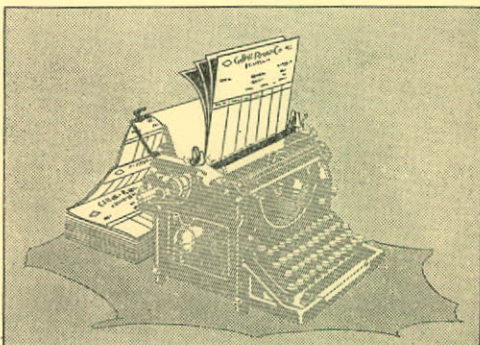
### *Gilman* **FANFOLD** *Systems*

Forms in continuous strips, fan-folded, which produce manifold copies that remain attached after typing for system routine or further entries if required.



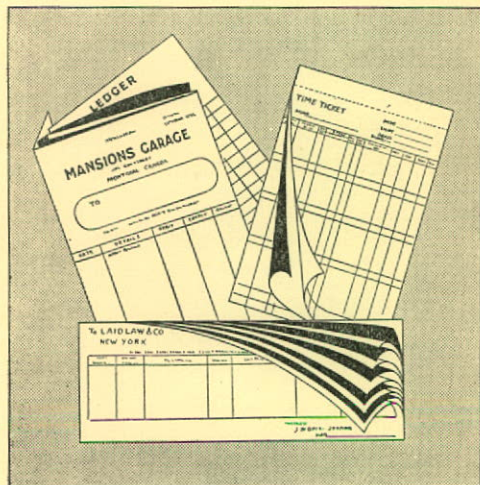
### **NIAGARA FOLD** AUTOMATICALLY FORMS AND OPERATING CARBON

Forms in continuous strips which feed automatically into the typewriter through floating carbons, producing manifold copies.



### **CARBON READY** SYSTEMS

Unit forms ready charged with carbon, pasted or folded in position for manifolding, and providing the speed element for cumulative machine posting systems, brokers' records, etc.



SUBSIDIARY COMPANIES  
OF  
MOORE CORPORATION, LIMITED

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*In the United States:*

AMERICAN SALES BOOK COMPANY, LIMITED . . . . .	ELMIRA, N.Y. NIAGARA FALLS, N.Y.
GILMAN FANFOLD CORPORATION, LTD. . . . .	NIAGARA FALLS, N.Y.
PACIFIC-BURT COMPANY, LIMITED . . . . .	EMERYVILLE, CAL. LOS ANGELES, CAL. SEATTLE, WASH.
COSBY-WIRTH MANIFOLD BOOK COMPANY . . . . .	MINNEAPOLIS, MINN.
MOORE BUSINESS FORMS, INC. . . . .	BROOKLYN, N.Y.
NIAGARA FOLD, INC. . . . .	NIAGARA FALLS, N.Y.
U.P.M.-KIDDER PRESS COMPANY, INC. . . . .	DOVER, N.H.
MOORE RESEARCH COMPANY, INC. . . . .	NIAGARA FALLS, N.Y.

*Factories:*

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*In Canada:*

BURT BUSINESS FORMS, LIMITED . . . . .	TORONTO, ONT.
WESTERN SALES BOOK CO., LIMITED . . . . .	WINNIPEG, MAN. VANCOUVER, B.C.



