

Odium's



A Flouring Legacy to
Portlaoise



Odlums



- Odlums has been milling and packing flour in the Republic of Ireland for over **160 years**.
- Odlums have over **120 different products**.
- Odlums produces **premium flour** products in Ireland for traditional home bakers, novice cooks, bakeries large and small, and retailers nationwide.
- The business was originally established by the Odum family in **1845** when they opened their **first mill in Portlaoise**.
- This formed the basis for the present business which today operates **2 flour mills** in **Dublin and Portarlington**.
- This allows Odlums to mill over **120,000 tonnes** of flour annually and pack over **2.1 million cases**.
- **Product innovation** is a key component of Odlums business today.
- The brand continues to offer Irish consumers an extensive range of the best **quality flours and mixes**.
- Our consumer driven approach to business means that each **new product** has been created by paying close attention to the needs of its consumers.
- This approach has allowed Odlums to famous Owl logo create innovative products such as the Odlums Quick Range of cake, scone and bread mixes which can be prepared in just **3 simple steps**.
- With a test bakery, R&D team and master bakers, Odlums also works closely with bakeries of all sizes and produces an extensive range of bulk and bagged flour for the Irish and UK markets.
- This innovative approach means that Odlums continues to be the brand of choice for bakeries throughout the country.
- Odlums has been an integral part of Irish baking and cooking for generations.
- Consumers instantly recognise the brand's distinctive **cream packaging** and it's **famous owl logo**.
- As a core ingredient in baking, the brand's **cream plain flour** and **self raising** flour are sure to be found in kitchen cupboards throughout the country.
 - Catherine Leyden, Odlums resident Home Baking expert, has been providing consumers across the country with simple, easy to follow recipes for over 30 years and has helped to make home baking a **fun and enjoyable task for all ages**.

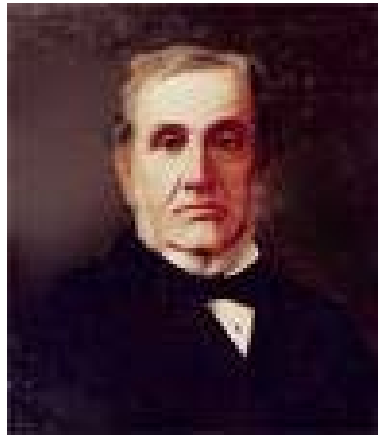


William Odum



The photograph below shows the family of Richard and Jane Odellum on the occasion of the marriage of their daughter, Evelyn, to the Rev. Robert Tilson on 15th. April 1909.

L-R (back) Willie, Richard, Clara, Ross, Gerald, Arthur
(middle) Digby, Jane, Evelyn, Robert Tilson, Frank
(front) Harold



William Odlum (1817-1881)

Luck played an important part in this branch of Odlums getting involved in flour milling.

If fate hadn't intervened, the business could have remained in the hands of the Kelly family and the Odlums brand of today would never have existed!

William's mother was Rebecca Kelly. Her brother, William Kelly, operated two mills in Maryborough, Queens - now called Portlaoise.

William Kelly's only son died in about 1834. He decided to take his nephew, William Odlum into the business.

William Kelly died in September 1865 and his widow, Ruth Kelly, assigned the business to William Odlum. This included the 2 mills at Meelick and Maryborough.

William expanded the business by taking on a lease at the green mills in Portlaoise in 1869.



William Perry Odium (1843-1922)

William Perry was sent in 1868 to do his milling training in **Samuel Kidd's in Isleworth in London**-starting a long connection with England which was to continue in subsequent generations. There he met **Emma Podger**, daughter of the chairman of the board, William Podger, who he was eventually to marry in **1881**.

He married in England "years after his father died". The wedding took place in All Souls Church, Langham Place in London 29th November 1881.

*"It was distinguished by the fact that all the principal actors wept copiously throughout the ceremony, the bride and her parents, as was considered proper and natural, because the latter were losing a daughter, the bridegroom because his father had died only two months before and the clergyman because he wanted Miss Podger as a bride for his own son."**

They returned to Ireland and lived initially in the Elms in the town of Portarlinton. However, Emma, who had lived in some style in England, aspired to the life of the county set. This saw them move first to Ashfield in Ballybrittas and later to Huntinton. about two miles south of Portarlinton.



Richard Odium (1845-1924)

Richard Odium *left school at the age of 14*. He grew up and married a girl called **Jane Hinds**. Her father was **Peter Hinds**.

Peter was a merchant in the town of Portlaoise.

Known as the Guv'nor, Richard was the financial and business manager, speculating on wheat futures making a lot of money in the process. He had a good brain for decision making but he was an autocratic and two of his sons, Arthur and Harold, rebelled against this and went to **Canada**. Harold never returned, dying there in 1962.



Algernon Claude Odlum (1886-1953)

Educated in England, first in prep school and later in Charterhouse in

Surrey. Algernon worked with his father in Portarlington in 1902, eventually taking over as chairman in 1922.

In January 1912, he married Dorothy Chippie Eadie of Bromsgrove, England. The occasion was marred by a fire in the marquee that was to host the reception. A heavy fall of snow caused the decorations in the tent to come in contact with the stoves which then ignited, completely destroying the structure. The reception was then held in the house and the assembly Rooms in Bromsgrove were taken for the ball at night. The couple lived in Kilnacourt, Portarlington which now is sadly, burned out shell.

Algernon was a successful businessman with a number of company directorships to his credit including milling operations as well as being chairman of the Irish sugar company that eventually bought Odlums in 1989. He was president of the Irish Flour Millers Association on 3 occasions 1921-22, 1939-40 and 1940-41.

According to his obituary, he carried out work for the Irish Government on a number of occasions "and some years ago, represented the Government at a labour conference in Geneva.



William Claude (1884-1979)

Like his younger brother, Claude educated in Charterhouse school. At the age of 21, he was sent to Leinster mills in Naas which had come into Odlum ownership in 1903 on the death of William Pemberton. He was later to move into Leinster Grove, a house which was attached to the mill where he was to live for the next 70 years.

Claude was the more genial and outgoing of the 2 brothers building up connections with the local set. He had a keen interest in horses, owning a number of racehorses through the years and hunting the Kildare Hounds, of which he was a member for 70 years. He took over the chairmanship of the family milling business from Algernon, a post he held until years before his death. He was a director on the Bank of Ireland from 1929-1966 and acted as Governor for 2 years. He was also a Director of the Grand Canal Company up to the time of its dissolution in 1950. He married Doris Barnett in Birmingham Cathedral in 1913-she was from Moseley, Worcester ship which lies south west of Birmingham.

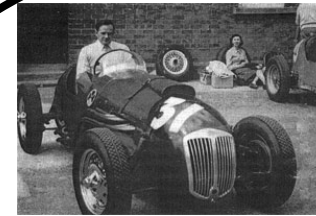


Peter Odlum (1915-1983)

*Peter was the son of Algernon He was appointed General Manager of the **Dublin Port Milling** company in 1948 at a salary of **£1,500 p.a.** In 1966 he resigned from this post to devote more time to the affairs of associated mills.*

*Peter was president of the **Irish Flour Millers Association** on four occasions:-1953-4, 1961-2, 1967-8 and 1976-7.*

*Coupled with his business involvement, **Peter also had a remarkable sailing** career covering both racing and cruising. He was **Commodore of the Royal Irish Yacht Club in Dun Laoghaire.***



Dick Odlum (1922-2002)

*Dick was one of the last "Privateers" in the motor racing world in a sport that was soon to be dominated by professional work teams. Dick purchased a **formula 11 Fraser Nash** in 1952 and participated in 2 races in the UK that year at **Goodwood and Castle Coombe**. The car returned to Ireland at the end of the year where it was to spend the rest of its competing days. 1953 was a blue ribbon year with Dick winning the Sexton Trophy presented by the Royal Irish Automobile club for the **best performance by an Irish entrant**. Dick participated in a variety of races that included a hill climb at Enniskerry, the Ulster Trophy at Dundrod, the Phoenix Park and Wakefield Trophy on the curragh where he finished second in the scratch race. The following year, 1954, marked the final motor racing event to be held on the curragh with Dick coming through on the last lap to win. He also raced at Dundrod in a car that he shared with Cecil Vard.*

This same partnership came together in 1955 to race in the 23rd. Le Mans 24hr. race. This time they drove a Sebring Fraser Nash but the car only lasted 33 laps, the last driven by Dick before retiring with mechanical trouble. Ironically this was the same race that the Mercedes driven by Pierse Leveigh crashed into the crowd killing 84

Spectators



As we were doing the project we were all wondering why the owl was the symbol used on the packaging of Odlum products. Some girls thought that since the owl is seen as “wise”, the owl symbol was probably a very good logo to use. **Imagine our surprise when we found the Odlum crest** and not one but **four** owls incorporated into the crest! We felt like real historians.



CENSUS OF IRELAND, 1911.

Two Examples of the mode of filling up this Table are given on the other side.

FORM A.

No. on Form B. 7

RETURN of the MEMBERS of this FAMILY and their VISITORS, BOARDERS, SERVANTS, &c., who slept or abode in this House on the night of SUNDAY, the 2nd of APRIL, 1911.

Number.	NAME AND SURNAME.		RELATION to Head of Family.	RELIGIOUS PROFESSION.	EDUCATION.	AGE (last Birthday) and SEX.		RANK, PROFESSION, OR OCCUPATION.	PARTICULARS AS TO MARRIAGE.			WHERE BORN.	IRISH LANGUAGE.	If Deaf and Dumb; Dumb only; Blind; Imbecile or Idiot; or Lunatic.	
	Christian Name.	Surname.				Insert Age opposite each name:—the Ages of Males in column 6, and the Ages of Females in column 7.	State the particular Rank, Profession, Trade, or other Employment of each person. Children or young persons attending a School, or receiving regular instruction at home, should be returned as <i>Scholars</i> . [No entry should be made in the case of wives, daughters, or other female relatives solely engaged in domestic duties at home.]		Whether "Married," "Widower," "Widow," or "Single."	State for each Married Woman entered on this Schedule the number of:—	Children born alive to present Marriage. If no children born alive, write "None" in column 11.				
						Ages of Males.	Ages of Females.			Completed years the present Marriage has lasted. If less than one year, write "under one."	Total Children born alive.	Children still living.			
	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.	13.	14.	15.
1	William	Odum	Head of Family	Church of Ireland	Read & Write	66	—	Magistrate; Millowner	Married	—	—	—	Queen's Co	—	—
2	Emma	Odum	Wife	Do	Read & Write	—	54	—	Married	29	7	7	England	—	—
3	Charles	Odum	son	Do	Do	26	—	Assist. Father	Single	—	—	—	Queen's Co	—	—
4	Alfonso	Odum	son	Do	Do	25	—	Assist. Father	Single	—	—	—	Queen's Co	—	—
5	Gertrude	Odum	daughter	Do	Do	—	21	—	Single	—	—	—	Queen's Co	—	—
6	Viola	Smithwick	daughter	Do	Do	—	23	—	Married	2	1	1	Queen's Co	—	—
7	Frederick	Smithwick	son in law	Do	Do	32	—	Chaplain to H.M. Forces	Married	—	—	—	Queen's Co	—	—
8	Adelaide	Michas	Visitor	Do	Do	—	25	—	Single	—	—	—	Dublin Co	—	—
9	Mai di	Smithwick	Grandchild	Do	Cannot Read	—	1	—	Single	—	—	—	South Africa	—	—
10	Patience	McGrath	Servant	Roman Catholic	Read & Write	—	30	Domestic Servant	Single	—	—	—	Waterford	Irish & English	—
11	Julia	Lohan	Servant	Do	Do	—	35	Do. Housemaid	Single	—	—	—	Brath	—	—
12	Catherine	O'Reilly	Servant	Do	Do	—	26	Do. Cook	Single	—	—	—	Co. Longford	—	—
13	Mary	Gallagher	Servant	Do	Do	—	18	Do. Kitchenmaid	Single	—	—	—	King's Co	—	—
14	Alice	Egan	Servant	Do	Do	—	21	Do. Nurse	Single	—	—	—	Queen's Co	—	—
15															

I hereby certify, as required by the Act 10 Edw. VII., and 1 Geo. V., cap. 11, that the foregoing Return is correct, according to the best of my knowledge and belief.

Thomas J. Harty Const
Signature of Enumerator.

I believe the foregoing to be a true Return.

W. J. Odum
Signature of Head of Family.





My impression of a modern-day William Odlum, by Ehlana Hussey



Family



Resemblances?

A Brief History Of Odlum's Flour Mills

1845	<i>The mill that operated in Portlaoise was opened by William Odlum in 1845. It was this mill that formed the basis of the present business. He was succeeded by his two sons William Perry and Richard Odlum. Hence the name of the company at that time. W.P&R Odlum.</i>
1865	<i>William Kelly died and both mills -the mill at Meelick and the mill at Church Avenue passed to William Odlum. William Odlum leased the Green Mill from William Clark, where they ground meal.</i>
1874	<i>William Odlum was succeeded by his two sons William P. And Richard (hence the name W.P. and R. Odlum) and they went into partnership with A.W. Moose and Company, Ballyconar Mills, Ballyragget Co. Kilkenny</i>
1876	<i>By 31st October 1876, they had made a profit of £3,550 but in the next year the partnership lost £315.00 which the auditors, Messer's. Stokes Brothers state, "We think this may occur through an error in stocktaking"! The partnership was for a term of 10 years from the 1st September 1874 but it appears to have lasted only for two years.</i>
1879	<i>Partnership was established with Henry Pemberton in the Leinster Mills in Naas. This continued until 1903 when Mr. Pemberton died and his interest was taken over completely by the Odlum family.</i>
1882	<i>The names W.P&R Odlum were registered</i>

1898	<i>Business commenced in the mill in St. Mullins.</i>
1909	<i>The Mill burned down in 1909 but it was immediately rebuilt in 1911. Interestingly, it did not adopt steam power, but continued to use the Triogue River exclusively until connected to the ESB mains in the mid 1900's. Milling eventually ceased in 1978 after a new, much larger mill came into operation at Portarlinton. The mill was demolished in 1991 and no traces remain.</i>
1915	<i>The early years of this century were marked by an expansion of the business. The Sallins Mills were started in December 1915.</i>
1920	<i>Many of the mills were built in conjunction with other families who had milling and baking interest - the current Dublin site was developed in the 1920's with R&H Hall, Kennedy's and Spices. By the end of the 1920's Odlums were operating a total of nine mills - Dublin, Cork , Maryborough, Portarlinton , Naas, Sallins, Sligo ,Waterford , and St.Mullins.</i>
1935	<i>The silos were erected by a German firm in 1935, jobs in Odlums mill tended to stay within families, passing from generation to generation. One thinks of the McEvoy's.</i>
1977	<i>In 1977 the companies name was changed to Odium Group Limited. The company owned and operated three modern flour mills, an animal feed mill and an oatmeal mill . Its products are sold nationwide and it employs 250 people. It has in excess of 50% of the Irish flour market.</i>

The Men Who Built the Mill.....



- *Identified (some tentatively) in the photograph are (front row) Johnny Lodge, New Road (seated from left), Timmy Duggan, Ballinakill (seated forth from left), and Ned Bergin, Grafton Street (standing on right); (second row), William Metcalfe, Grattan Street, New Road (big man in white with moustache and cap) and on his right, John Byrne, New Road, and Chris Farrell, Main Street, and at end of row Jack Grant, Main Street (third row) Cecil O'Carroll, Church Avenue (standing beside barrier); (back row) Johnny Robinson, Harpur's Lane (fourth from the right), Joe Scully, New Road (seventh from right, smoking pipe) and Andy Doyle, New Road (beside barrier) .*

THE MILL HAS STOOD THE TEST OF TIME.

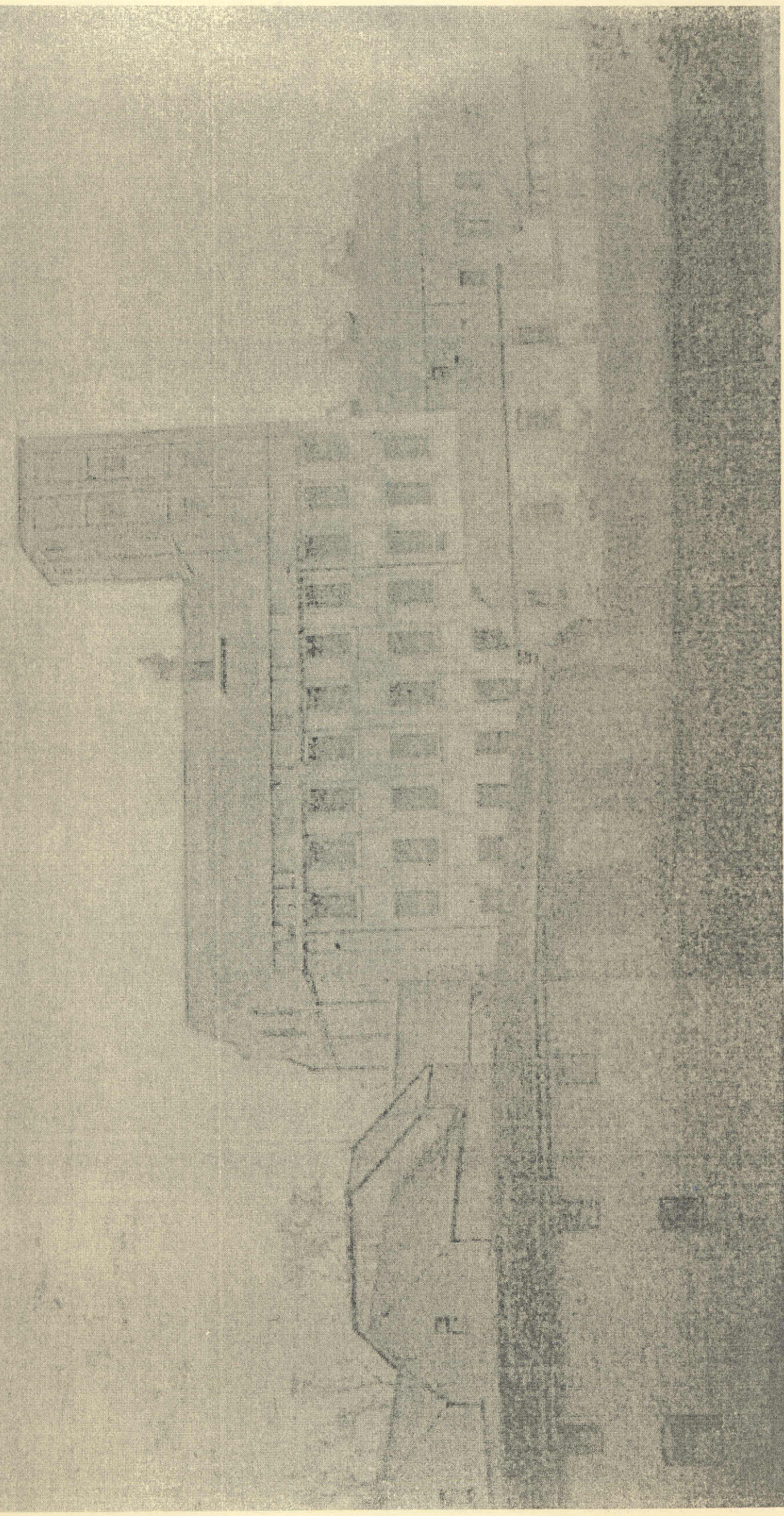
Report: SEAMUS DUNNE.

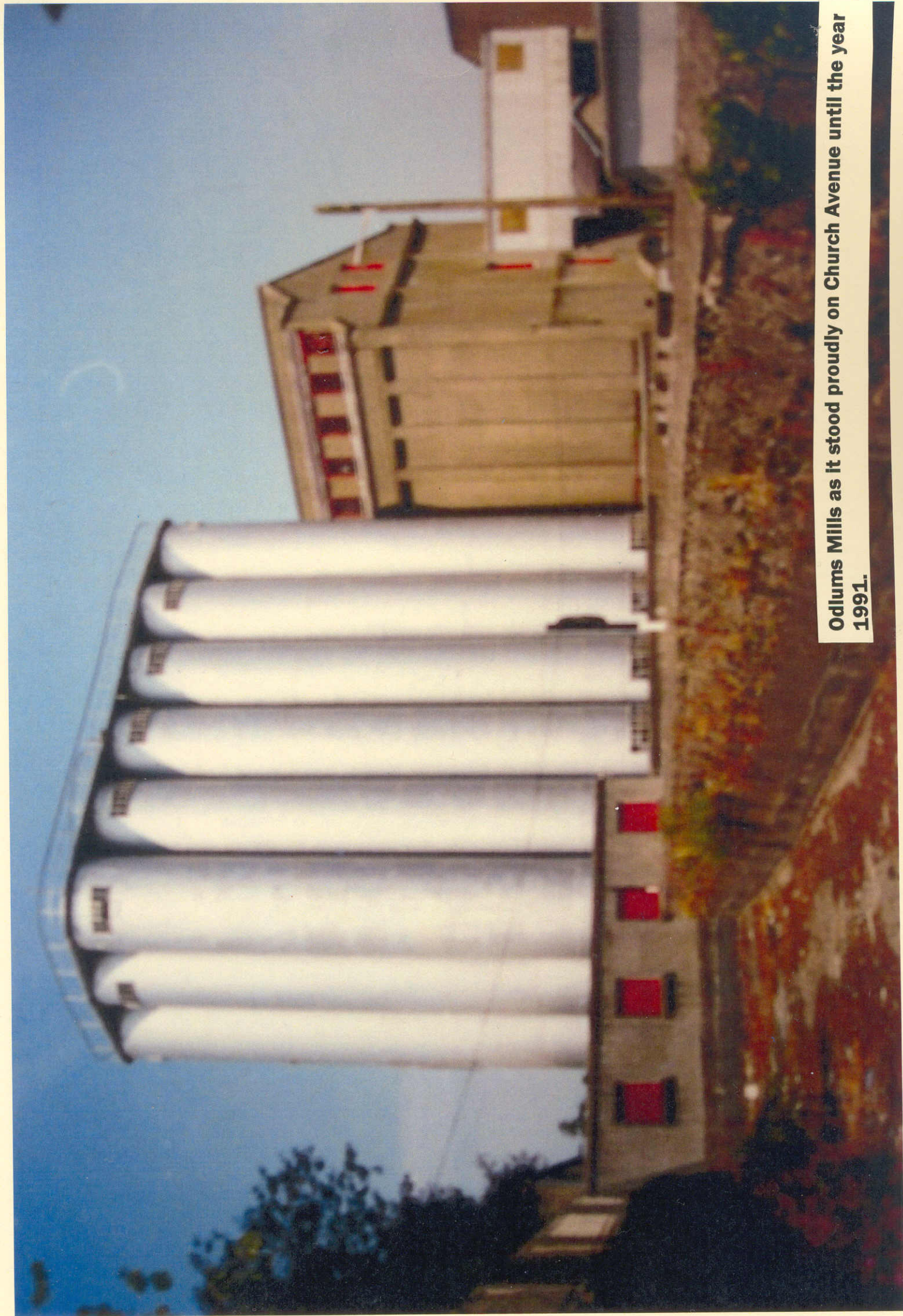
The man who built the mill identified in the photograph are Johnny Lodge, New road (seated second from left), Timmy Duggan, Ballinakill (seated fourth from left), and Ned Bergin, Grattan street (standing on the right); (second row), William Metcalfe, Grattan street and New Road (big man in white with moustache and cap) and on his right, John Byrne, New Road and Chris Farrell, Main Street, and at the end of row, Jack Grant, Main street; (third row), Cecil O' Carroll, Church Avenue (standing beside wooden barrier); (back row), Johnny Robinson, Harpurs lane (fourth from right), Joe Scully, New Road (seventh from right smoking pipe), and Andy Doyle, New Road (barrier). Note the number of men in the photograph - building certainly created work in those days. **Jack says the cement was mixed and turned with shovels, three men on each side, and he claim's that eighty tons of cement went into the foundations** He adds. **There was no iron in the building. It is mass concrete the whole way**". Sand was drawn to the site by horse and cart from Joe Delaney's of the Ridge, Jack recalls, and one of carters was Jim Keenan who was also from the Ridge. local man, **Bill Carroll may have been the overall contractor, but this is not certain. As far as is known, Ned Bergin from Grattan street (car Quality Row) was the foreman.** What is certain is that the plastering contractor was William Metcalfe who at that time resided in Grattan street. He later moved to New Road. The Metcalfe name was of course synonymous with the construction industry in Portlaoise and further a field. The photograph includes tradesmen and general workers -most of the men in the front row are **carpenters**. They did their job and did it well. **These are the men who in 1911 rebuilt Odlum's Mill in Portlaoise, or Maryborough as it was then. It's an edifice that has stood the test of time, a monument to their skill, towering over the old town wall.** Alas, its machinery is now mostly silent, superseded by new technology. It's the same today as the day it was built says Jack Tynan of Grattan Street, Portlaoise. A nonagenarian remembers the construction of the mill. According to him, the old mill was destroyed by fire.

TELEGRAMS: "ODLUM, MARYBOROUGH"

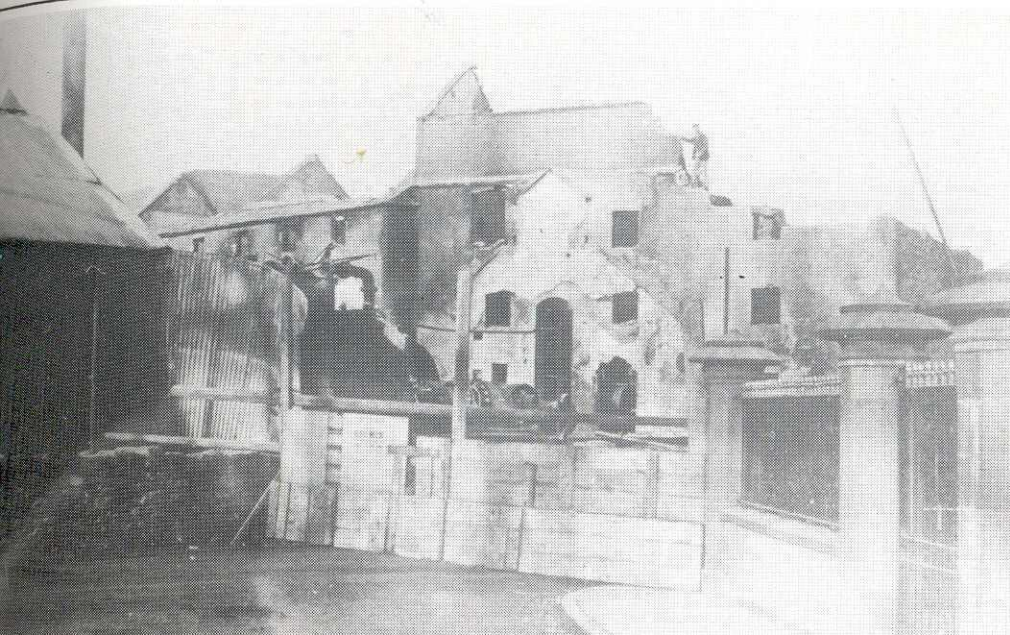
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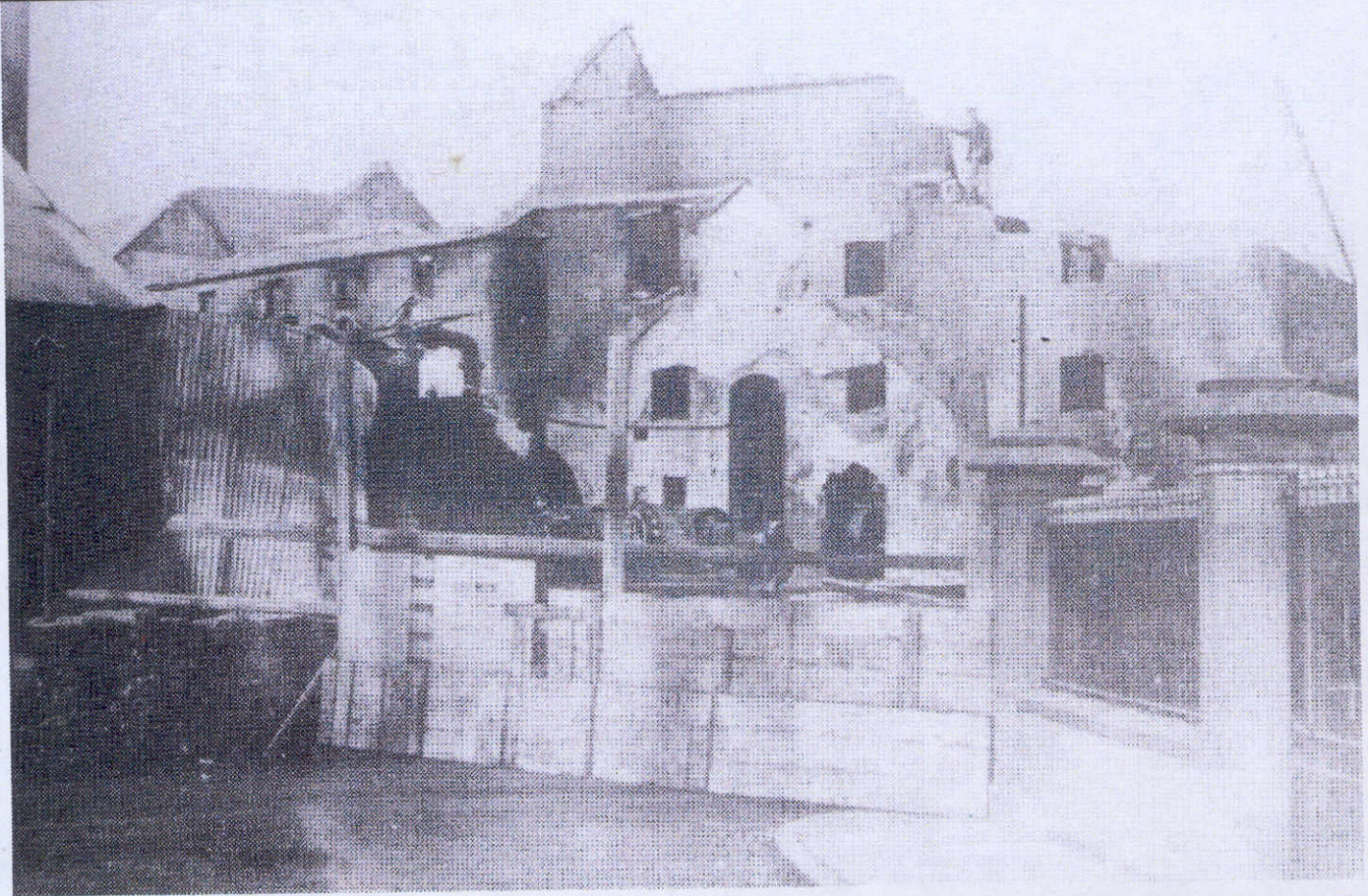
W.P.&R. ODLUM, MILLERS, MARYBOROUGH





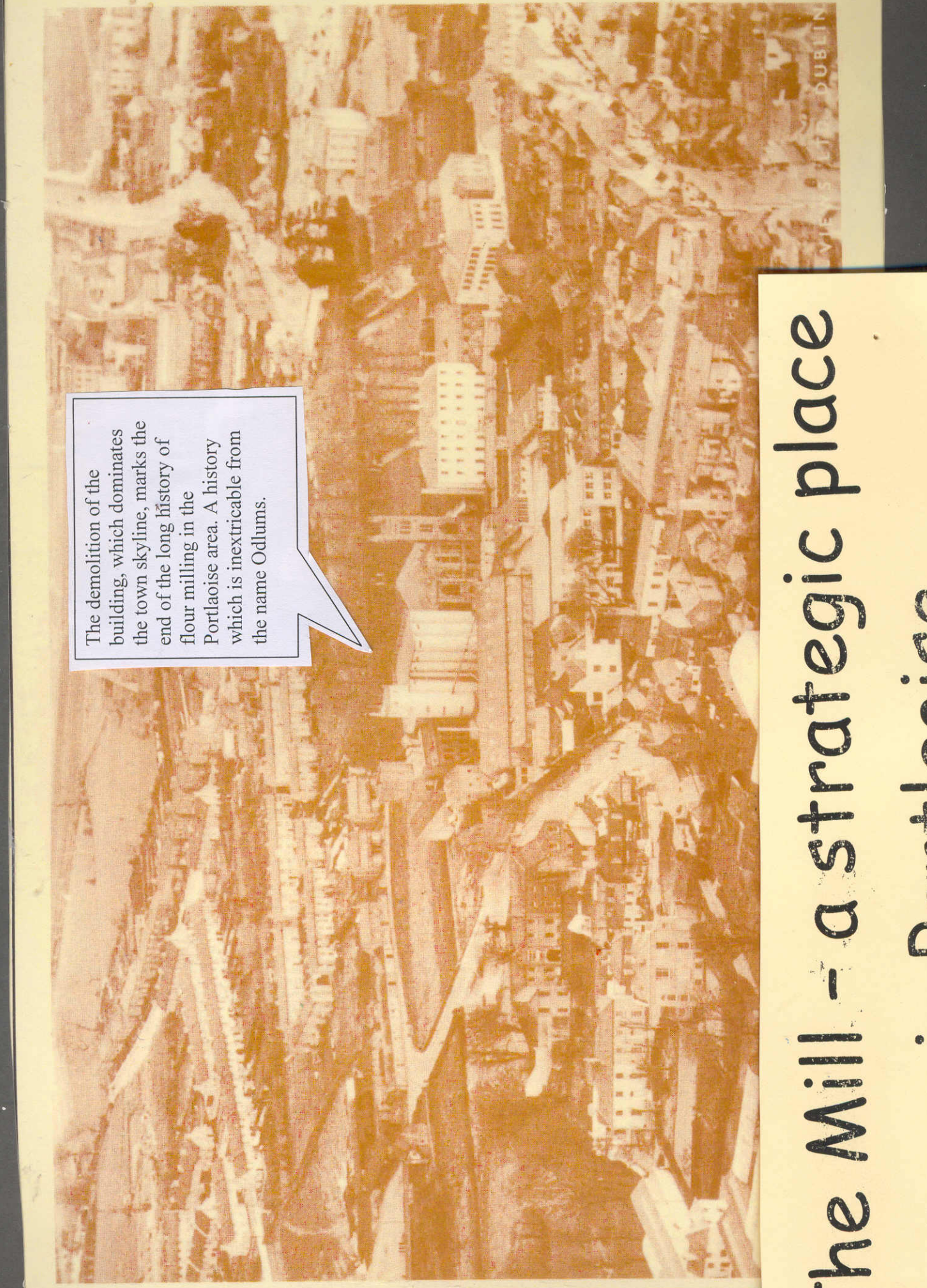
Odiums Mills as it stood proudly on Church Avenue until the year 1991.





The Odlum's Mill in Portlaoise was burned down in 1909. It was rebuilt shortly afterwards in 1911 by the Odlum family.



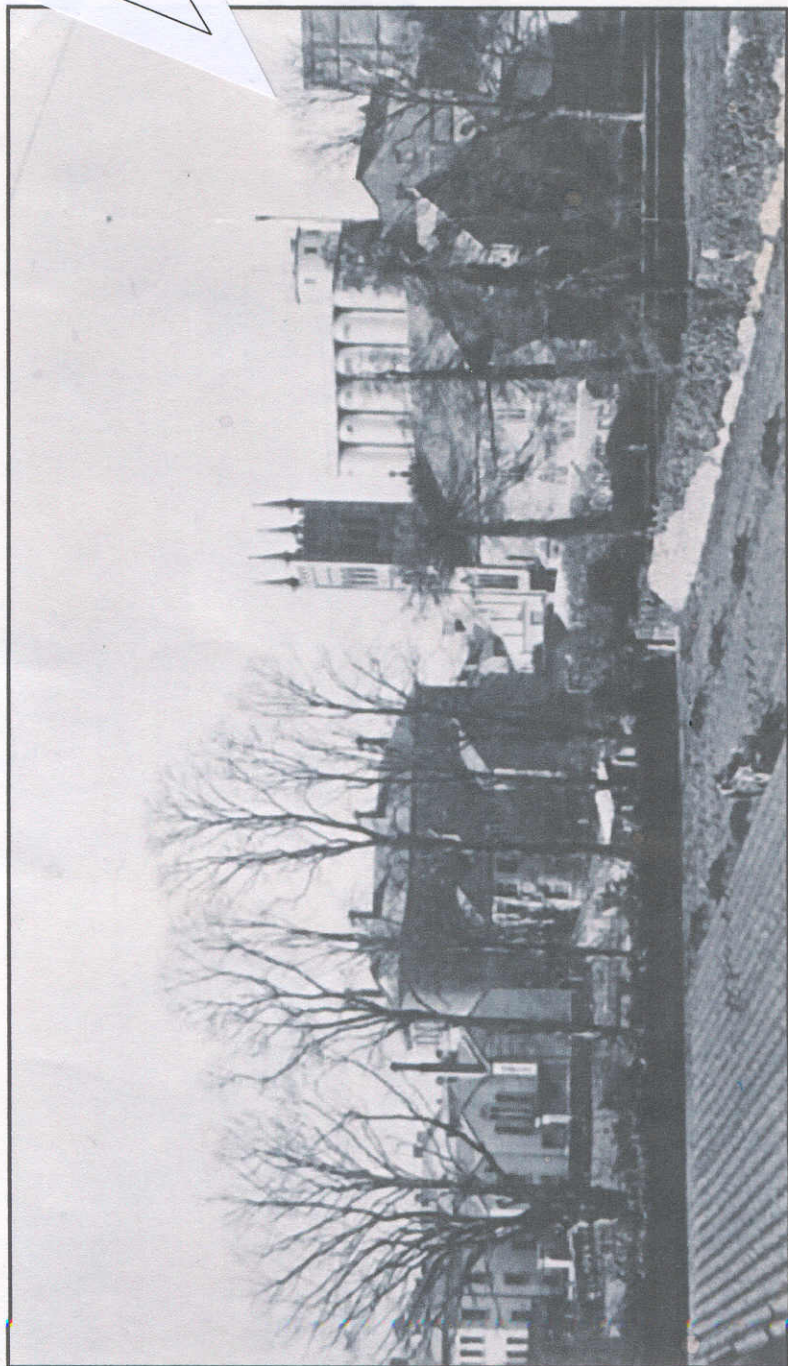


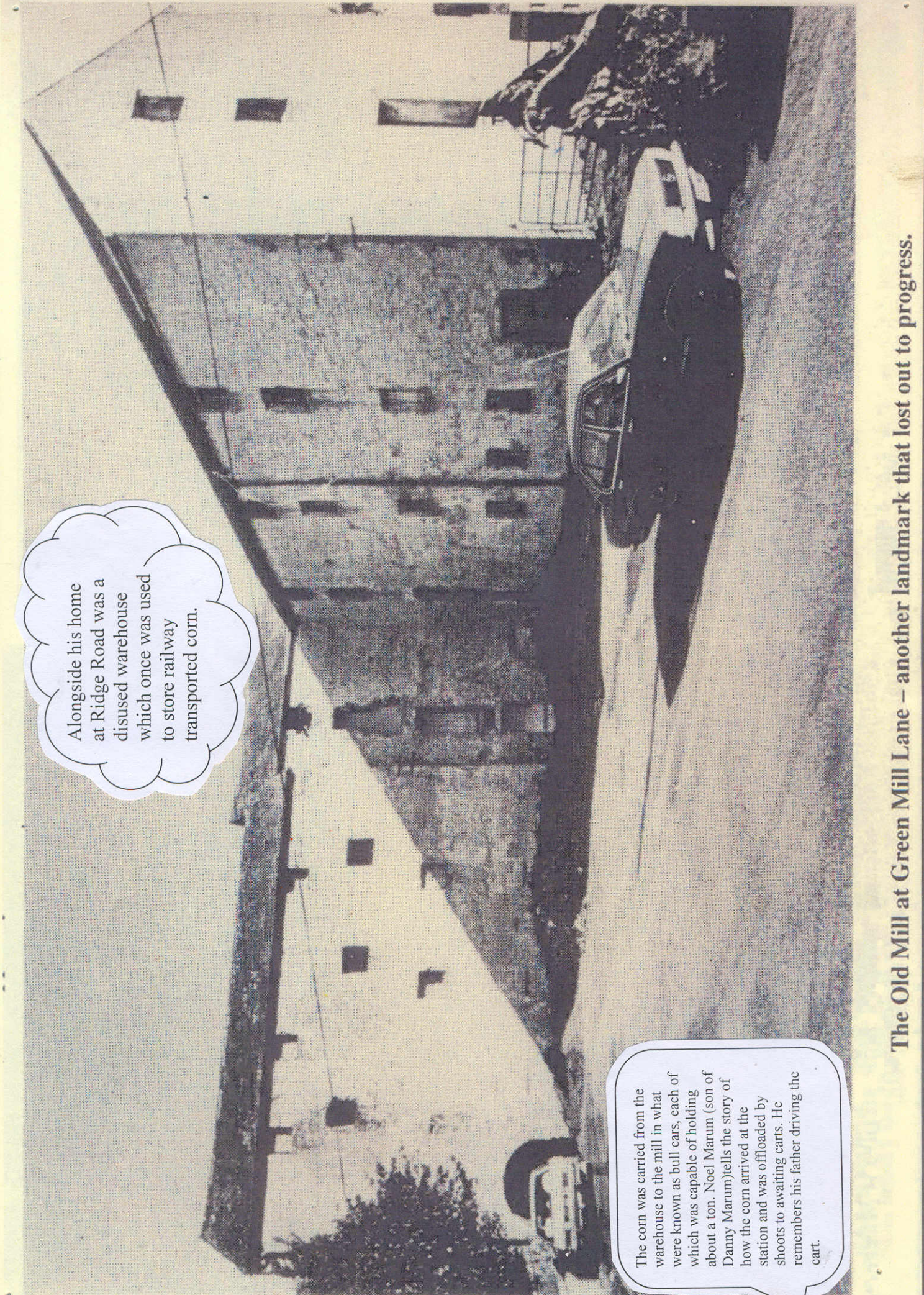
The demolition of the building, which dominates the town skyline, marks the end of the long history of flour milling in the Portlaoise area. A history which is inextricable from the name Odlums.

The Mill - a strategic place in Portlaoise

In this picture is
Sacred Heart School.
To the right of it is
the convent and next
to that is old St.
Peter and Paul's
Church. Behind the
church is Odlums mill,
towering proudly in
the centre of
Portlaoise.

CONVENT, CHURCH, ODLUM'S MILL





Alongside his home
at Ridge Road was a
disused warehouse
which once was used
to store railway
transported corn.

The corn was carried from the
warehouse to the mill in what
were known as bull cars, each of
which was capable of holding
about a ton. Noel Marum (son of
Danny Marum) tells the story of
how the corn arrived at the
station and was offloaded by
shoots to awaiting carts. He
remembers his father driving the
cart.

The Old Mill at Green Mill Lane – another landmark that lost out to progress.

A group of employees of Oldum's in 1963. (Back row), Peter O'Brien, Dan Marum, Jack Flanagan, James McEvoy, Tom Dunne. (2nd row) , William Guilfoyle, James O'Brien, Jack Lalor, Jack Whelan, Steven Brennan, James Ging, Peter McEvoy. (3rd row) Matt brophy, Sam Lowe, Jack Guilfoyle, William Garrett, Michael McEvoy, Gerry Dunne, Mick Kavanagh. (Front row) Paddy Doran, Jack Dunne, Paddy O'Brien, Bill Marum.



A group of employees of Oldum's in 1936. (Back row), Peter O'Brien, Dan Marum, Jack Flanagan, James McEvoy, Tom Dunne. (2nd Row), William Guilfoyle, James O'Brien, Jack Lalor, Jack Whelan, Steven Brennan, James Ging, Peter McEvoy. (3rd Row), Matt Brophy, Sam Lowe, Jack Guilfoyle, William Garrett, Michael McEvoy, Gerry Dunne, Mick Kavanagh. (Front row), Paddy Doran, Jack Dunne, Paddy O'Brien, Bill Marum.

James Muldoon ; van-
man with Kelly's
Bakery





Paddy Hume, Mrs Scott and Bertie Black outside Egans Café and beside the Watney Stage Coach which journeyed from Dublin to Cork in 1963.

Dear Mr. Odum,

With the help of our teacher, Mrs Anne Whelan, we are doing a heritage project on the Odum family and Odums Mill Portlaoise. We would really appreciate it, if you had some time to come and speak to us in fourth class at Sacred Heart School, Portlaoise. Perhaps you could help us with some background information about the Odum family and the Mill in Portlaoise. We would be delighted if you had any old photographs or memorabilia belonging to the Mill itself which we could scan on the day of your visit.

Yours sincerely,

Megan Farrell

On behalf of Fourth Class

Mr. Odlum's Visix

Mr. Nigel Odlum visited fourth class on the 6th-12-2010. He told us that when Mr. Kelly died he passed the bakery on to William Odlum. That's how Odlums business began! The first mill in Portlaoise was a water mill. William Odlum bought the mill around 1865, which he turned into a flour mill. The mill was built on church Ave. In 1909 Portlaoise mill burned down. In 1911 the mill was rebuilt, with the help of the Germans who built the silos. Some of the wheat was ported from Australia, but nowadays 88% of the wheat is grown in Ireland. The Silo stored and cared for the wheat. Nigel also told us that William Odlum had three brothers, who were Michael, Richard and Michael George. William had three sons, William P, Richard and Michael, but Michael died at an early age. Nigel's great, great, great, grandfather was William Odlums brother, Richard. Nigel was very good to visit us! He gave us Odlum bags and a booklet of Christmas recipes!



Mr Nigel Odlum visits fourth class



Mr. Fennelly 's Visit

We invited Mr. Teddy Fennelly (Laois Heritage) to come to fourth class to tell us about Odium's, and its importance in the history of Portlaoise. He told us that when Odium's first set up in Portlaoise, the population was approximately 2,000 people and the mill finally gave employment to 200 which had a huge knock-on effect on business in the town. At first, the mill distributed flour locally. There were several bakeries in Mountmellick. Horse and cart was the mode of transport and as improvements in transport continued, so too did the distribution, which expanded to other areas across Ireland.

The close proximity of the railway greatly influenced the places to which the flour could be sent. Mr. Fennelly gave us a booklet on Portlaoise Heritage, which lists 26 places of interest in Portlaoise's Heritage and he pointed out to us that Odium's Mills is listed as no. 16.

Inside is a trail of Portlaoise, The Odium's mill was a big part of Portlaoise history - it put Portlaoise on the map. Odiums grew into one of the biggest industries in the country. If a family member got a job in Odium's it was considered to be a job for life, and often times several generations of a family would work at Odium's.

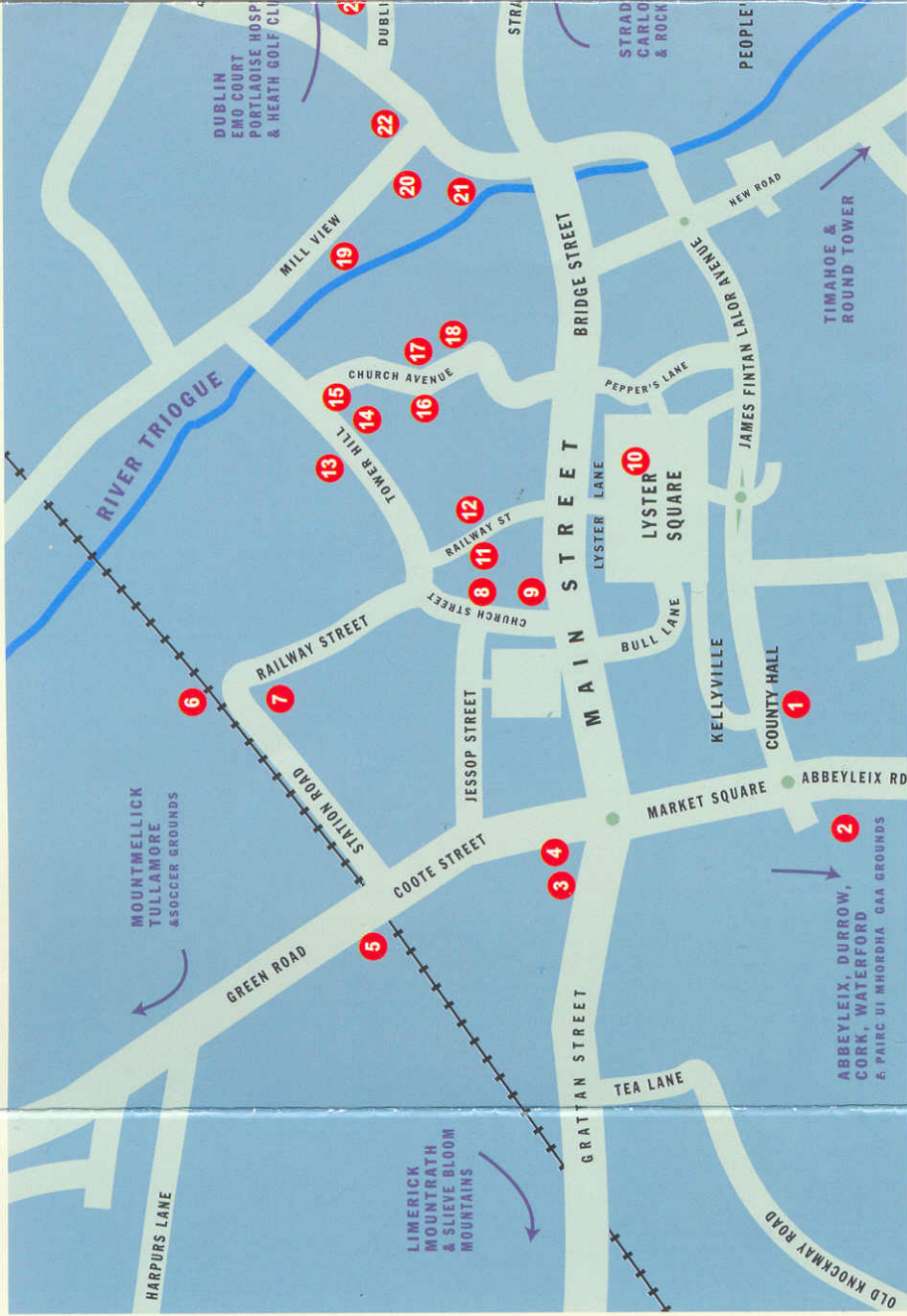
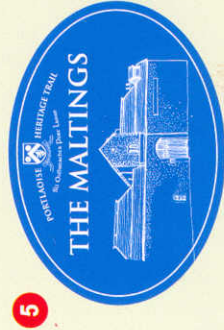
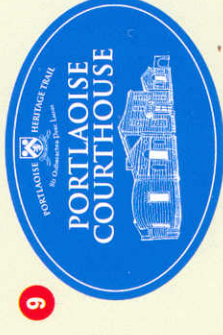
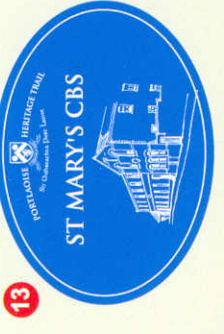
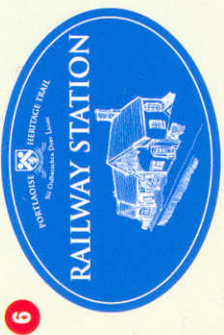
It created great employment for the people of Portlaoise. We cannot forget it's importance.

By Maria Luttrell & Aime Ramsbottom



Listening to Mr Teddy Fennelly, Laois Heritage Society







GRAINS MILLS



Grain mills, for the grinding of cereals into meal and flour, are the earliest and most prevalent type of mills in Ireland.

Although mills first appeared in Ireland during the Early Christian period (500-1000AD) the vast majority originated in the 1700s and when cereal growing (particularly oats and wheat) was at a peak throughout the country. A total of 89 grain mills were identified in Co Laois, at 88 sites (one site has two mills; fig 2.1) of the 89 identified mills, 78 were powered by water!

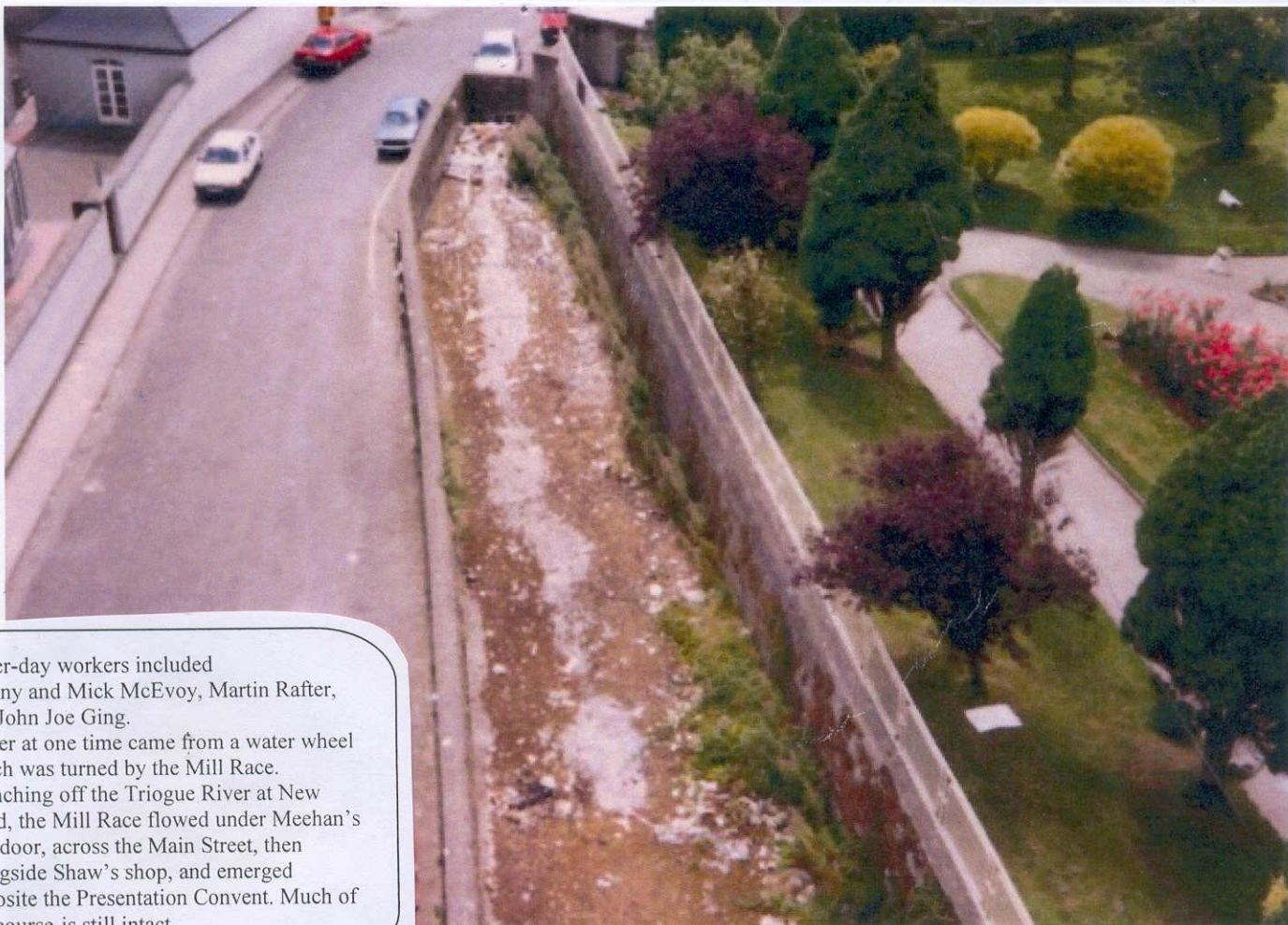
The waterwheel was an early mechanical invention which was used as a source of power for mills and for early factories. It was necessary that the mill or factory was built close to a fast-flowing stream. (The Trilogue was the source for the Portlaoise mill) The force of the falling water on the blades of the waterwheel caused it to rotate and the power created, transmitted to the necessary machines to enable them to operate. At a mill, waterwheels were often connected to flat mill stones. As the millstones were turned, the corn was ground between them to make flour.







*The Grain is ground into white flour,
probably powered by the water wheel.*



Latter-day workers included

Johnny and Mick McEvoy, Martin Rafter,
and John Joe Ging.

Power at one time came from a water wheel
which was turned by the Mill Race.

Branching off the Triogue River at New
Road, the Mill Race flowed under Meehan's
hall door, across the Main Street, then
alongside Shaw's shop, and emerged
opposite the Presentation Convent. Much of
the course is still intact.

*In this picture of Church Avenue we
can see Scoil Mhuire's grounds to the
right of the picture. In the background
we could identify Room 14 in our school
and alongside Scoil Mhuire's school is
the dried-out river bed of the Triogue
River which was redirected under
Meehan's house on Main Street to
service the Mill in Portlaoise. It has now
been replaced by footpaths and parking.*

Step by step from Grain to Flour



1. *The wheat silo:* This is a very tall building used to store the grain. When the grain arrives by road or ship, it is weighed and filled into the silos by mechanical elevators.



2. *Drying the grain:* Moist freshly harvested grain must be dried in order to prevent mould growth.

3. *Cleaning:* The wheat passes through several machines which clean the grain and remove foreign objects. These machines include separators, de-stoners, magnets to remove metal objects and scourers which clean the grain.

4. *Conditioning:* Depending on the moisture content of the wheat, moisture may need to be added or removed from the grain. Stored wheat is too dry for milling and needs to be conditioned by adding moisture in order to make it suitable for the rollers.

5. *Blending:* Different types of wheat are combined to give the required mixture (known as a "grist") for milling.

The milling process now begins

This involves passing the grain through a series of rollers and sieves until the germ and bran are separated.

We start here...



BOAT
TRUCK

SILLO

Storage and
care of wheat

Large Impurities

SEPARATOR

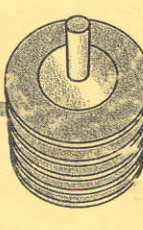
Reciprocating screens
remove stones, sticks,
and other coarse and
fine materials.

Small Seeds

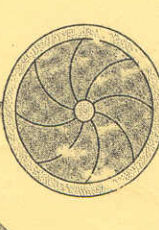


DE-STONER

Stones



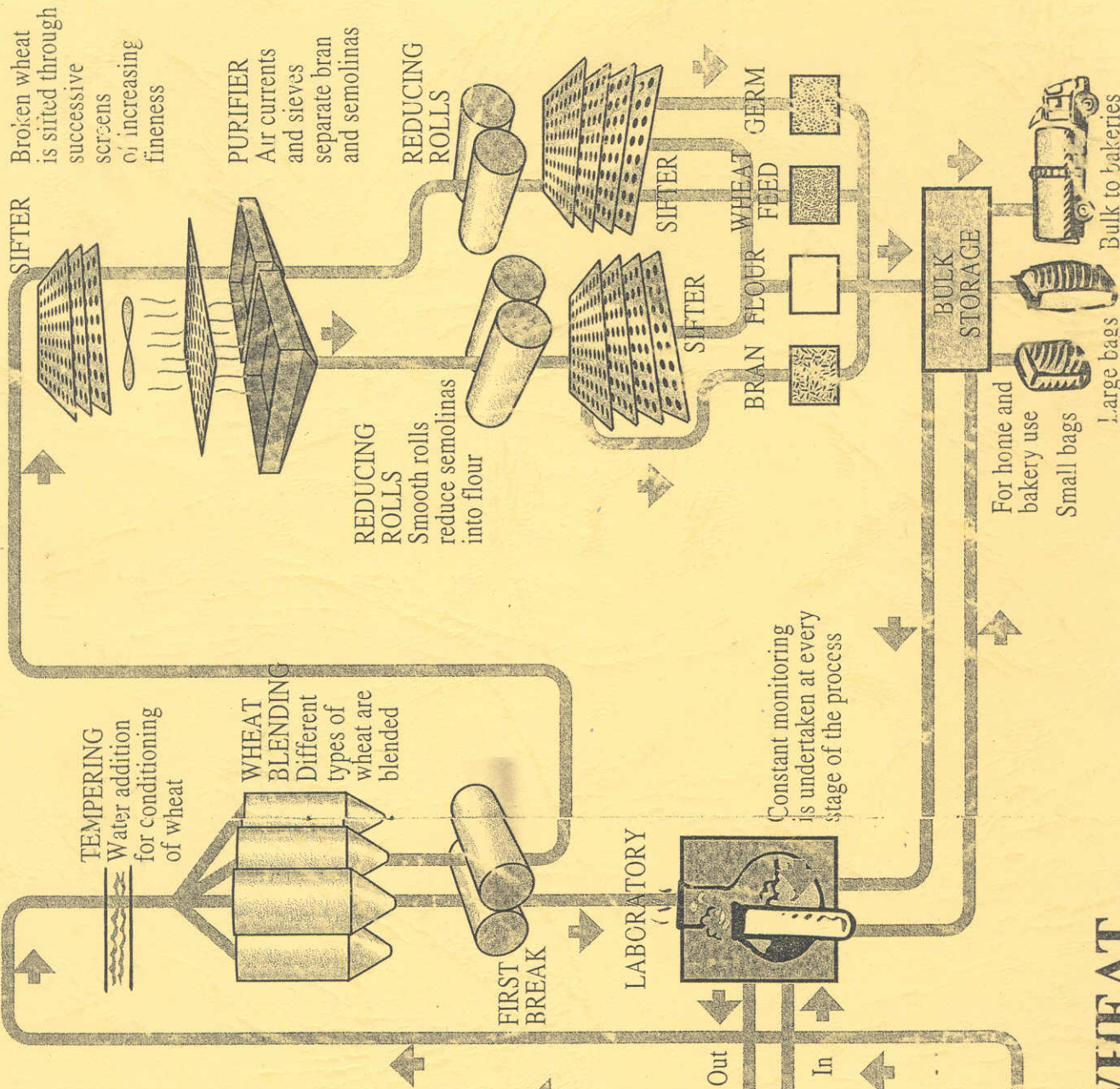
DISC-SEPARATOR
Oats and barley and
other foreign materials
are removed



SCOURER
Impurities are
scoured off



MAGNET
Iron or steel
pieces stay here



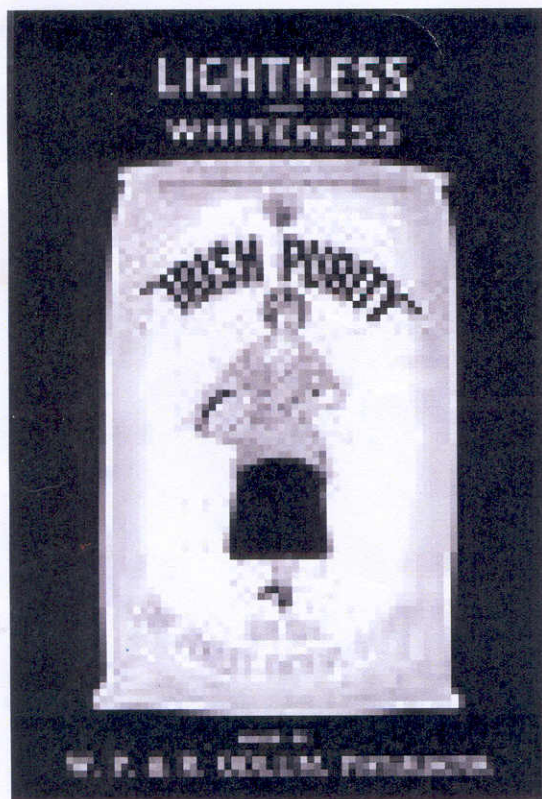
THE MILLING OF WHEAT





There's the story told of a hurler who was togging out for a match, was mortified by the appearance of his underpants of the inscription W.P& R Odium.





Flour bags with the Odlums and Kelly name on them.



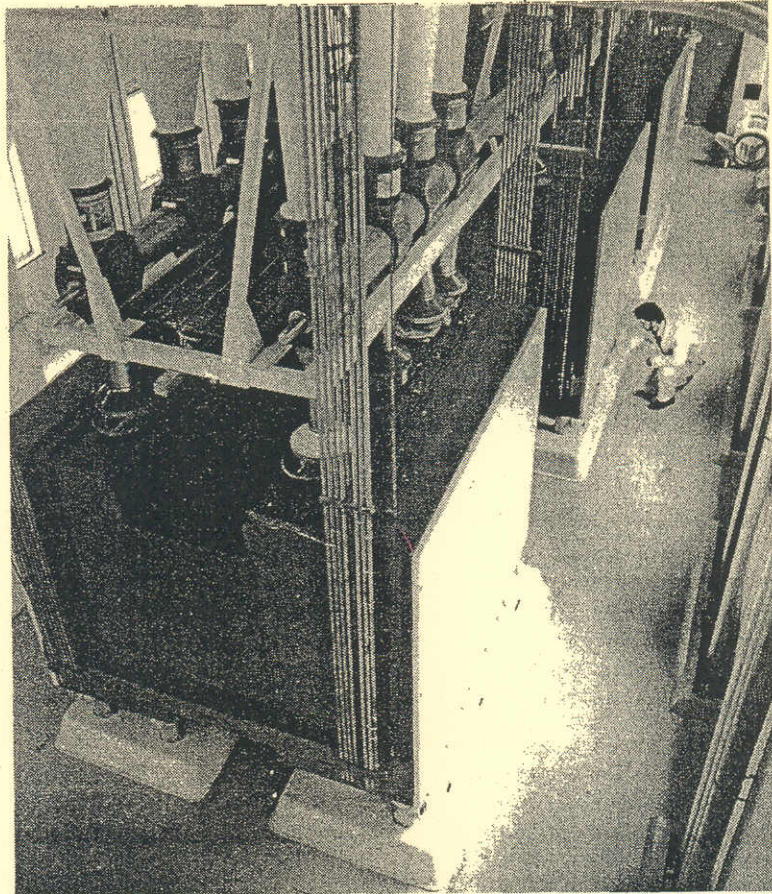
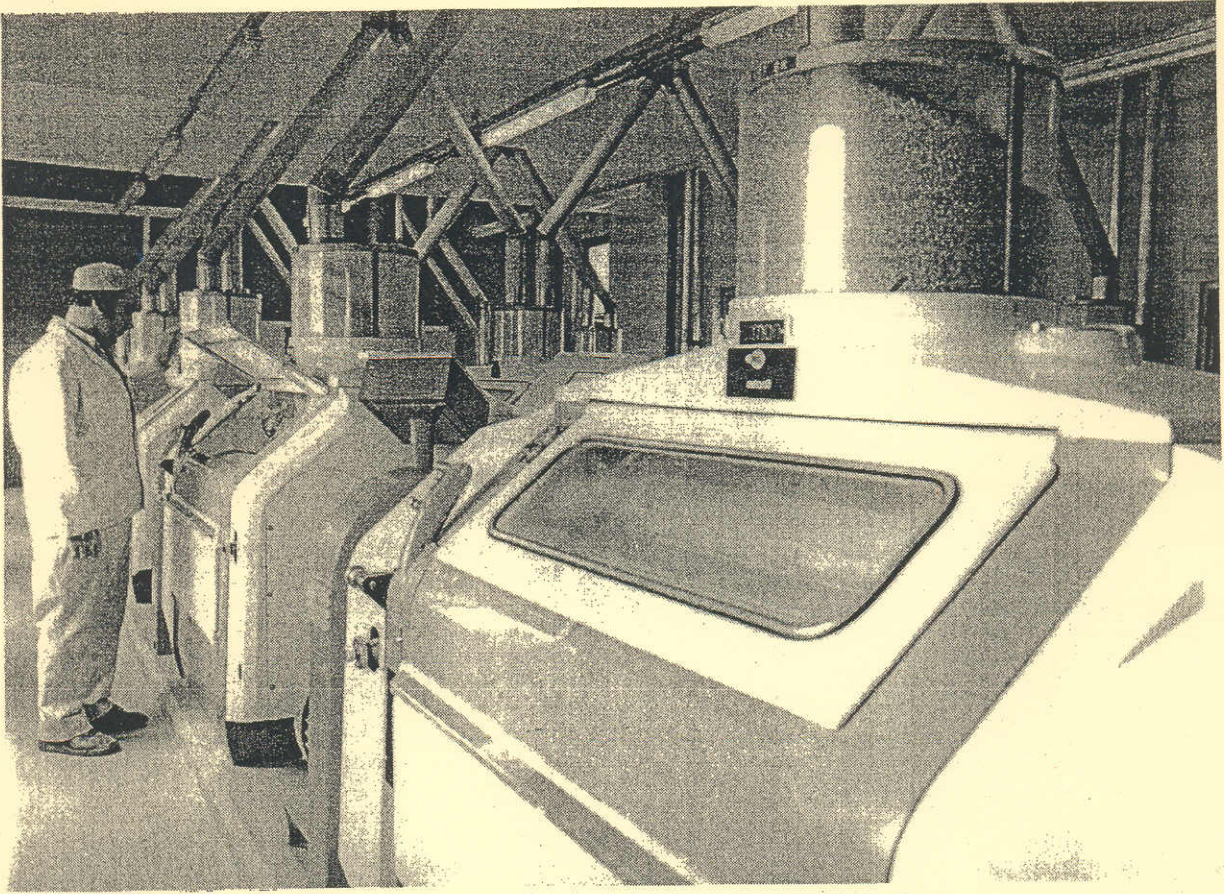


Fig. 11.24 Milling today. (Above) Roller mills at Odlums in Portarlington. (Below) Plan-sifters at Portarlington. The pattern of industry in the county is constantly changing in response to changes in the balance of economic forces. The brief summary given in these pages describes the pattern at one particular moment. By the time you come to read it, it will already have become a historical document. What does not change however is the perennial industrial vitality of a county with the natural and human resources adequate to support industrial activity.



Odlum Mill



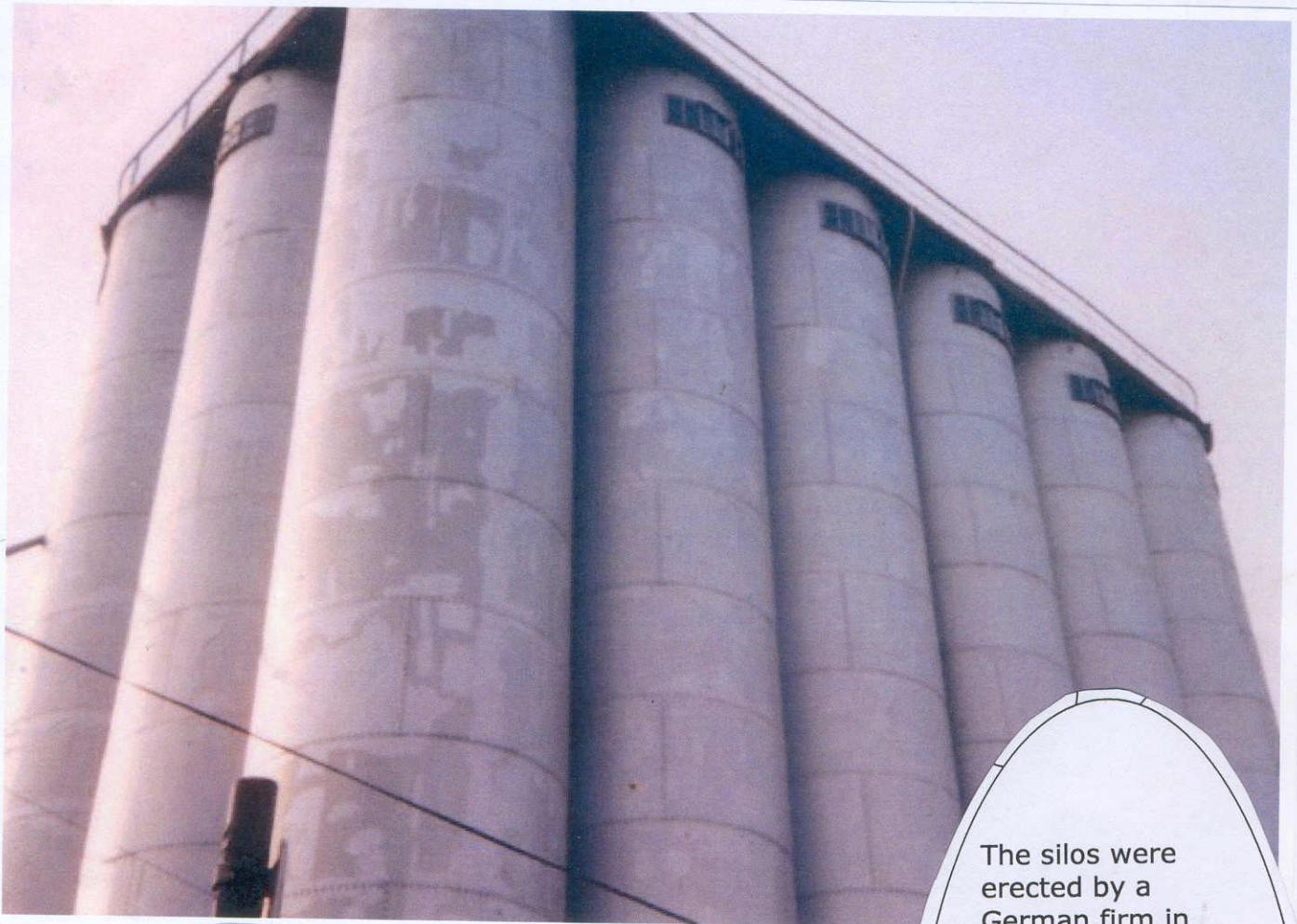
As we searched the map of Portlaoise. Today we have learned that Seval estates have the word “mill” like Mill Court, Mill Lane, Green Mill Lane, Mill View, Mill Brook, and Mill Street. Odlums has been milling and packing flour in republic of Ireland for over 160 years. With over 120 different products premium flour products in Ireland for traditional home bakers, novice, cooks, bakeries large and small, and retailers nations wide. The business was originally established by the Odlum family in 1845 when the opened there first mill in Portlaoise.

This formed the basis for the present business which today operates two flour mills in Dublin and Portarlington. This allows Odlums to mill over 120,000 tonnes of flour annually and pack over 2.1 million cases. Products innovation is a key component of Odlums business today and the brand continues to offer Irish consumer an extensive range of the best quality flours and mixes.

The consumer driven approach to business means that each new product has been created by paying close attention to needs of consumers. This approach has allowed Odlums to create innovative products such as the Odlums quick range of cake, scone, bread mixes which can be prepared in just 3 simple steps with a test bakery, R, p team and master bakers, Odlums also works closely with bakeries of all sizes and products an extensize rang of bulk and bagged flour for the Irish and the U.K markets. This innovative approach means that Odlums continues to be the brand of choice for bakery’s through the counties.

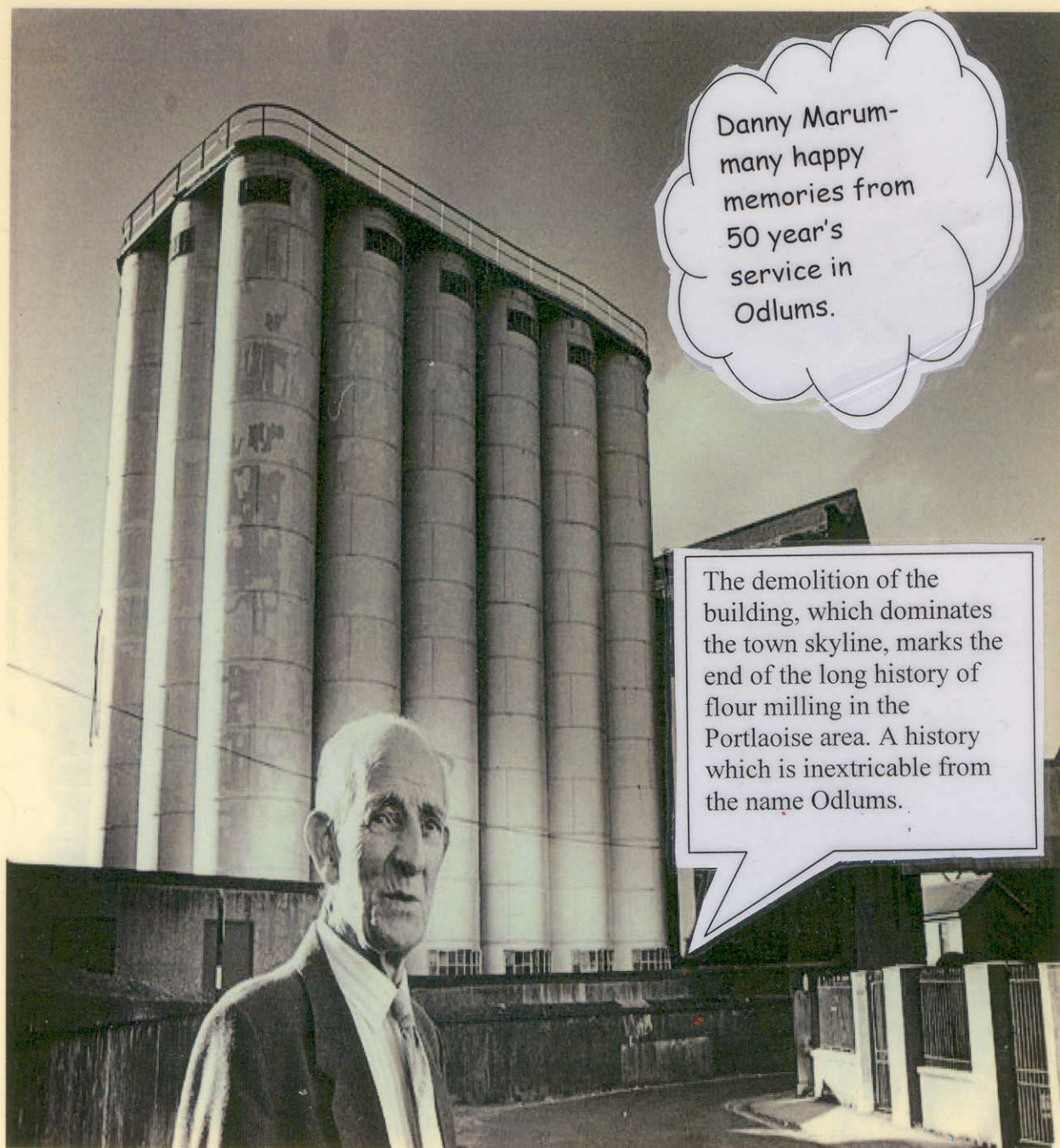
On Wednesday we had a “Baking Day”, where we used some of the Odlum products. We had great fun baking!





The family acquired the Portlaoise mill in 1865 when William Odlum inherited it from William Kelly the previous owner.

The silos were erected by a German firm in 1935, and jobs in Odlum's mill tended to stay within families, passing from generation to generation. One thinks of the McEvoys, the Dunnes, and the Marums. The doyen of mill employees is **Danny Marum**. He gave over 50 years



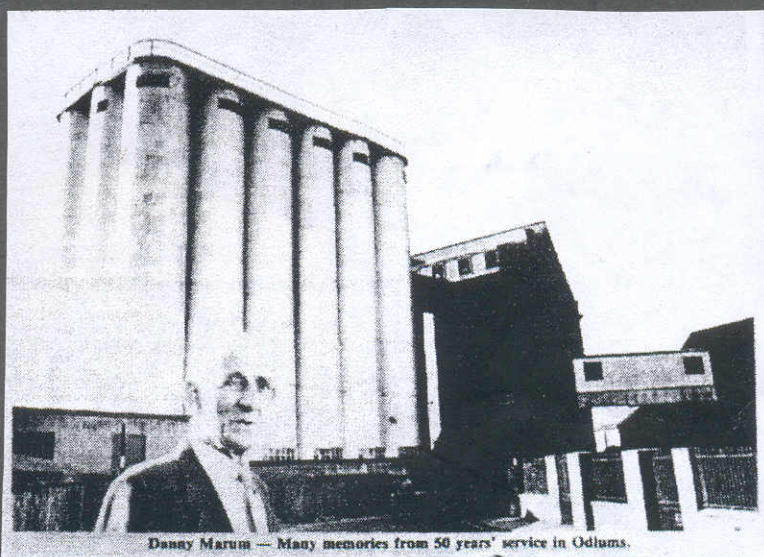
Danny Marum-
many happy
memories from
50 year's
service in
Odlums.

The demolition of the
building, which dominates
the town skyline, marks the
end of the long history of
flour milling in the
Portlaoise area. A history
which is inextricable from
the name Odlums.

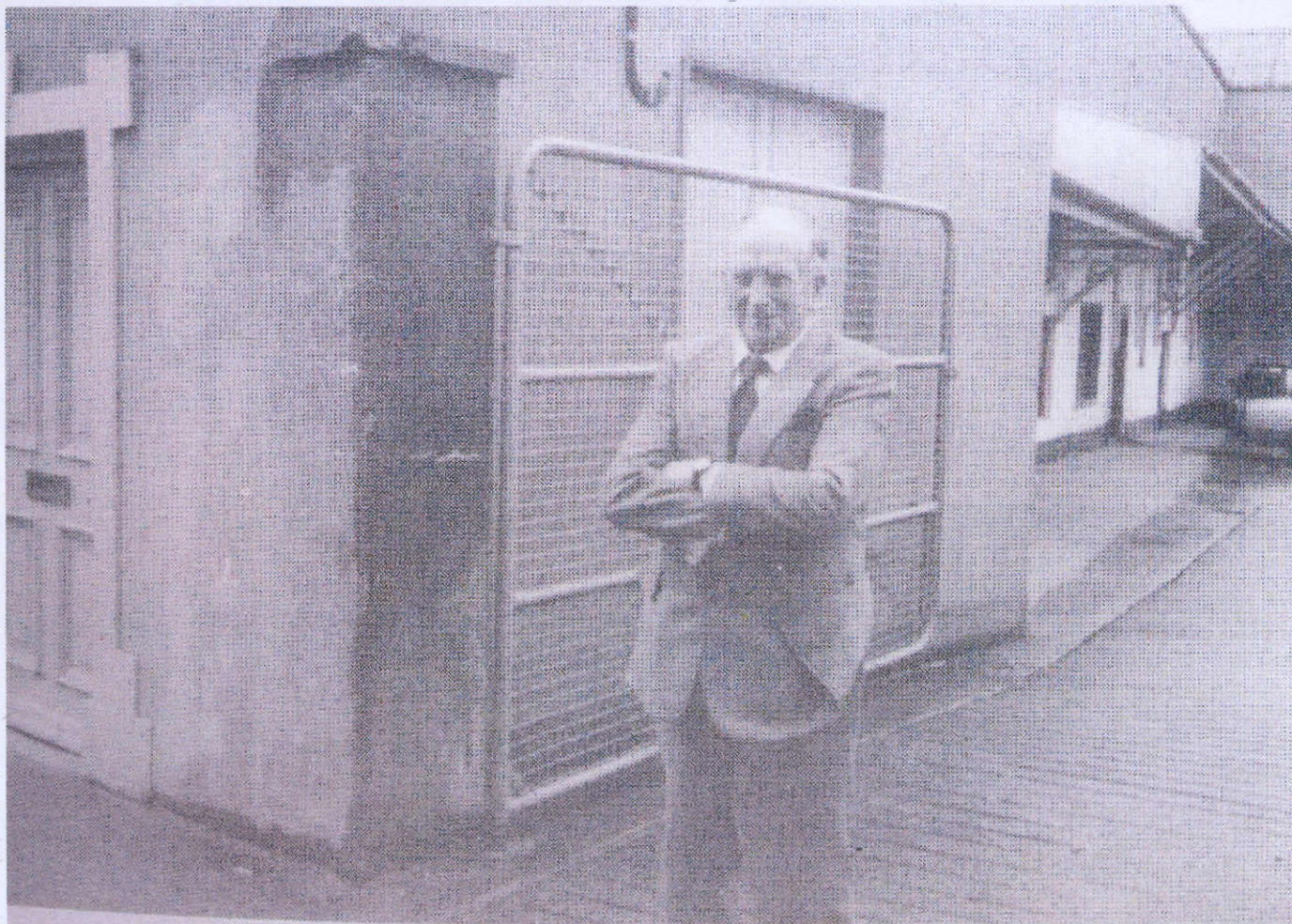


Latter-day workers including Johnny and Mick McEvoy, Martin Rafter, and John Joe Ging. Power at one came from a water wheel which was turned by the Mill Race. Branching off the Triogue River at New Road, the mill race flowed under Meehan's hall door, across the Main Street, then alongside Shaw's shop, and emerged opposite the Presentation Convent. Much of the course is still intact.

The corn was carried from the warehouse to the mill in what were known as bull cars, each of which was capable of holding about a ton. Noel Marum (son of Danny Marum) tells the story of how the corn arrived at the station and was offloaded by shoots to awaiting carts. He remembers his father driving the cart.



Danny Marum — Many memories from 50 years' service in Odiums.



Mr. Cyril Odlum at the closing of the gates for the last time at Odlum's , Portlaoise 1991.

We enjoyed baking with Odlum Products



We enjoyed baking with Odlum Products



We enjoyed baking with Odlum Products



We enjoyed baking with Odlum Products



We enjoyed baking with Odlum Products



We enjoyed baking with Odlum Products



We enjoyed baking with Odlum Products



Baking with Ódlums!

On Wednesday we baked cake using some of the Ódlums products.



Acknowledgements

We would like to thank the following people for helping us with our project on Odsums:

Mr. Teddy Fennelly from the Heritage Programme in Portlaoise.

Mrs. Ann Whelan, our class teacher.

Mr. Nigel Odsum.

Marguerite Gibson, Laois County Library

Mr Michael Kavanagh, Odsums, Portarlinton

Ms. Ryan (Computer teacher)

Ms. O'Loughlin (class teacher)

Anne Kelly

Brendan (the school caretaker)

Steven Green (Nicole's brother-in-law who built the waterwheel)

The girls in fourth class involved in this project were:

Niamh Cassidy

Dafna Dwane

Katie Dwyer

Lauren Hui

Ehlana Hussey

Aimee Keane

Maria Luttrell

Chloe Mc Donagh

Lade McEvoy

Aimee Mc Donald

Mollie O'Connor

Fiona Raggett

Kumba Fayiah

Wiktoria Rybczynska

Sophie Caprani

Maria Carroll

Aimie Ramsbottom

Ellen Langford Holland

Eadain Keyes

Marguerite Nevin

Emer Healy

Megan Styles

Pratiba Sabketa

Eileen Mc Donagh

Jessica Guidera

Nicole McGinley

Sarah McNeil

Ariane Damian

Lauren Adams

Tope Rajitola

Niamh McEvoy

Jessica O'Connor

Megan Farrell