

The **N**orthwestern **M**illmen and **A**merican **B**aker

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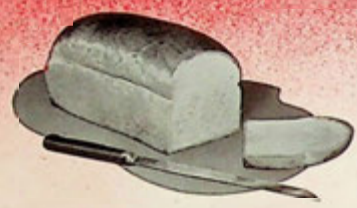
**Pertinent Facts About
the Federal Food Act**





MILLED FROM TESTED WHEAT

3 Times Daily-- YOUR BREAD MUST FACE THE TEST



The proof of the pudding—or bread, is in the eating. The verdict of those who gather around the meal table three times daily soon shows up in your sales and profits.

Seal of Minnesota *Spring Wheat* Flour can help swing any jury of public opinion your way because it produces a better loaf of bread. The excellence Seal of Minnesota *Spring Wheat* Flour adds to your loaf will add to your volume and your profits.

What better talking point can you stress in your advertising and what better words can you put in the mouths of your sales people than "Our bread is made with Seal of Minnesota *Spring Wheat* Flour," because *Spring Wheat* Flour is, and means, in the public Mind, the best bread flour in the world.

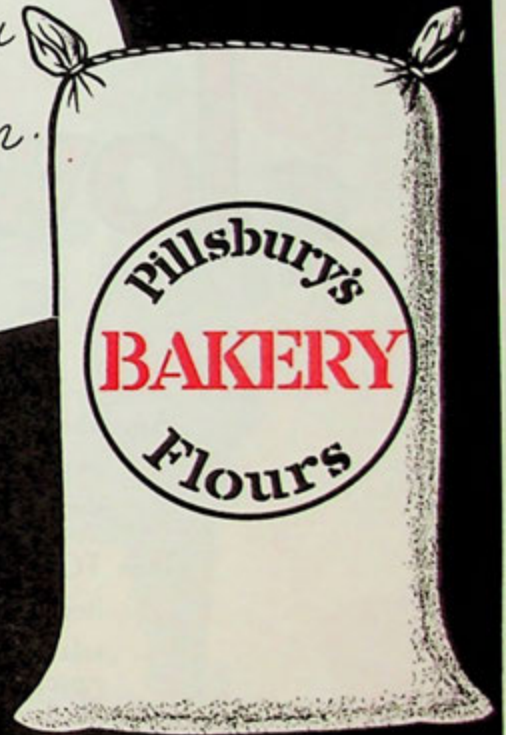
Seal of Minnesota *Spring Wheat* Flour in your shop also means the best in performance and loaf quality. You will find it your lowest cost bread and sales improver.

INTERNATIONAL MILLING COMPANY
Minneapolis • Buffalo

SEAL OF MINNESOTA FLOUR

MEMO

It pays to rely on Pillsbury's Bakery Flours. Their high quality, uniformity, color, and texture are unvarying year after year. You can depend on them.



PILLSBURY'S QUALITY BAKERY FLOURS

DEPENDABLY FINE FLOURS FOR EVERY NEED

PILLSBURY FLOUR MILLS COMPANY, MINNEAPOLIS, MINN.



Town Crier

FLOUR

Any and every baker is entitled to charge what he pays for TOWN CRIER FLOUR to his production cost.

Then TOWN CRIER FLOUR is entitled to be credited with what the baker gains through improved salability and customer favor by baking TOWN CRIER FLOUR.

What counts isn't what it costs the baker to bake a loaf of bread but what it costs him to bake and sell a loaf of bread at a profit.

And that is where TOWN CRIER FLOUR comes in.

THE MIDLAND FLOUR MILLING CO.
KANSAS CITY

FROM childhood we look up to those who provide leadership . . . we even place on a pedestal certain products that stand out above others. You can put your bread on a pedestal in your community by using bakery flours milled by "Standard". Their uniform high quality is an age-old tradition of the milling industry.

GENERAL OFFICES
309 WEST JACKSON BLVD.
CHICAGO

MILLS

- ★ MINNEAPOLIS
- ★ KANSAS CITY
- ★ BUFFALO

STANDARD MILLING COMPANY
BAKERY FLOURS



Supplying Every Flour Need of Every American Baker

Hard Spring Wheat Flours

Milled from the superb spring wheats of the West's high plains and mountain valleys.

Hard Winter Wheat Flours

Milled from the high Altitude, high protein, high quality wheats of central and western Kansas and Colorado.

Soft Red Winter Wheat Flours

Milled from the choicest Missouri soft wheat of the fertile Ozarks country.

Idaho Wheat Cake Flours

A totally different cake flour,—a veritable "Pikes Peak" among quality cake ingredients.

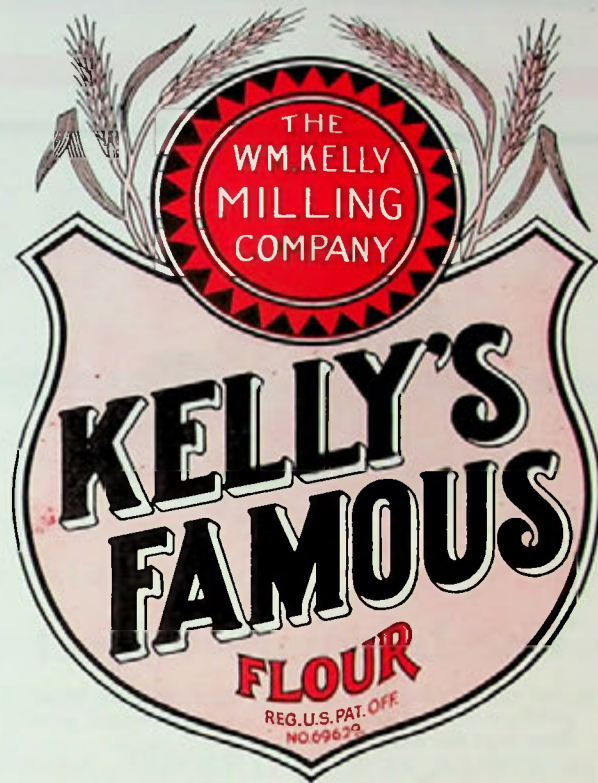
*All Milled to Our Rigid Standards of Quality for
Your Greater Satisfaction and Profit.*

THE COLORADO MILLING & ELEVATOR CO.
D E N V E R , C O L O R A D O

Capital, \$10,000,000

Milling Capacity, 17,000 barrels per day

27 Mills



Not Many Bakers Can "Out-Smart" Millers When It Comes to Quality for Price Paid

Any miller can meet almost any price he wants to meet—even protein-ash requirements—by buying cheaper wheat and milling it differently. Nearly always the buyer gets what he pays for. We simply do not mill that way. The quality of "KELLY'S FAMOUS FLOUR" is standardized,—not "price-ized."

We have followed this same policy for forty years.



The WILLIAM KELLY MILLING COMPANY
Capacity 2500 Barrels
HUTCHINSON, KANSAS



The Ultimate Object

—of every baker in building a business must be to produce the best possible loaf of bread—and produce it at the minimum cost.

Larabee's CREAM LOAF FLOUR

“Always Dependable”

is enabling bakers, large and small, throughout the country to do just that.

It is a strong, dependable, absolutely uniform flour, milled from the choicest Kansas Red Turkey Hard Winter Wheat—a flour that meets the most exacting tests.

A trial in your own bakery will demonstrate its superior worth.

The Larabee Flour Mills Company

Kansas City, Missouri





"ISMERTA"

Flour quality marches on.

We could not have milled "ISMERTA"
a quarter of a century ago.

Both the science and art of milling have
grown with the procession of the years.

Today "ISMERTA" is as modern as a
streamliner—milled to fit into and be a
part of today's pattern in baking equip-
ment and processes.

If your loaf is modern and your methods
up to the minute they deserve the back-
ing of "ISMERTA."

*Other fine bakery flours milled to Ismert-Hincke
rigid quality standards for varied bakery uses*

THE ISMERT-HINCKE MILLING CO.

MILLS AT TOPEKA, KANSAS

KANSAS CITY, MISSOURI



Getting All *THE* Flour Value FOR WHICH YOU PAY?

Are You Using—

a .42 Ash flour at the price of .40 Ash?
an 11.20 Protein at the price of 11.40?

Lower protein and higher ash flours may give the desired results but you should not have to pay a premium for them.

The price of each Miracle type is based on exact cost of that type.



DON'T BUY FLOUR BY BRAND—BUY BY TYPE

CHOOSE THE TYPE BEST SUITED TO YOUR SHOP

Choose the Type best suited to Your Shop!

COPYRIGHT 1936

MIRACLE FLOUR TYPES*

		MAXIMUM ASH MINIMUM PROTEIN BASED ON 13.50% MOISTURE						
TYPE		A	B	C	D	E	F	G
2	.44	10.60	10.80	11.00	11.20	11.50	11.80	12.20
3	.42	10.50	10.70	10.90	11.10	11.40	11.70	12.10
4	.40	10.40	10.60	10.80	11.00	11.30	11.60	12.00

THE KANSAS FLOUR MILLS CORPORATION, KANSAS CITY, MO.

Don't Buy Flour by Brand-- Buy by Type!

THE KANSAS FLOUR MILLS CORPORATION
KANSAS CITY, MISSOURI

New York Office: 210 Broadway, New York, N.Y. Telephone: COlumbus 3-1222
Chicago Office: 100 North Dearborn Street, Chicago, Ill. Telephone: BR 3-1222
Boston Office: 100 State Street, Boston, Mass. Telephone: BR 3-1222
Philadelphia Office: 100 North 5th Street, Philadelphia, Pa. Telephone: CO 3-1222
St. Louis Office: 100 North 3rd Street, St. Louis, Mo. Telephone: BR 3-1222

ARNOLD OF STERLING

THORO-BREAD

The Perfect Flour

(Diastatically Balanced)



A baker customer wrote us:

“We are anticipating extra fine results from this flour. We don’t know who writes your advertisements but they are certainly effective. Our congratulations.”

For which, our best thanks.

The only kind of advertisements we know about are those which straightforwardly tell the merits of the things advertised—

Backed up by products which make the “anticipated extra fine results” certain.

That is all we try to do in promoting the sale of “Thoro-Bread Flour.”

Just tell about its fine baking quality—

And then put that fine baking quality into the flour when we mill it.

Our “congratulations” to you, friendly baker customer.

THE ARNOLD MILLING CO.
STERLING, KANSAS
1,000 Barrels Daily

ARNOLD OF STERLING

WHY SHOULD ANY BAKER SHOP AROUND *for* FLOUR?

THE KELLY-ERICKSON COMPANY, operating a nation-wide brokerage service in flour, acts as general sales agent for a group of flour mills carefully selected from among the best established and most widely known in the country.

We represent only mills of high standing.

Users of its service, including the country's largest bakers and chain distributors, have found that buying flour the KELLY-ERICKSON WAY insures dependably uniform flour, particular service to the buyer and always competitive prices.

Our own laboratories insure customers a final quality check.

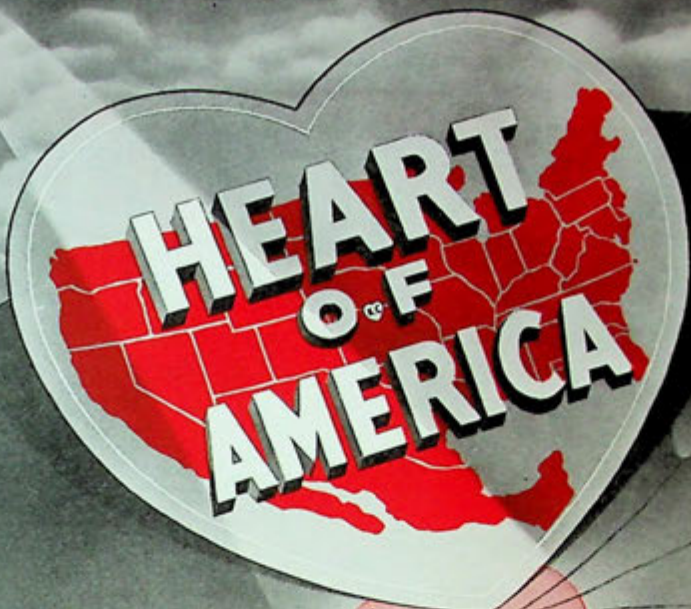
We will be pleased, on request, to give you the names of many long-time customers who have discovered for themselves the merits of buying flour the **KELLY-ERICKSON WAY.**

And confidently refer to any and all of them.

THE KELLY-ERICKSON COMPANY

Main Office: OMAHA, NEBRASKA

Branch Offices: NEW YORK—SAN FRANCISCO—MINNEAPOLIS



HEART of AMERICA FLOUR

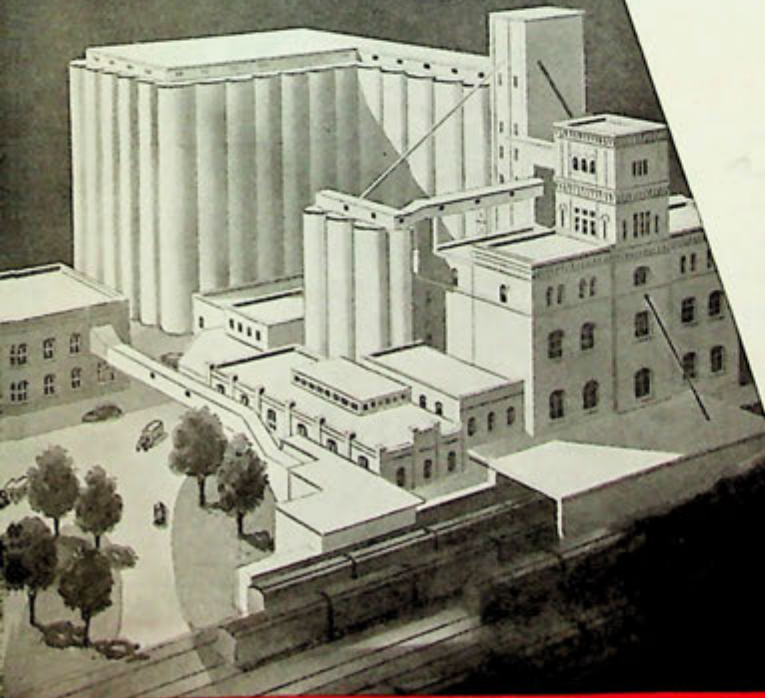
A friendly challenge to any miller to mill a better flour than this; a friendly challenge to any baker to find a flour which will assure him a better loaf.



RODNEY MILLING COMPANY
KANSAS CITY, U. S. A.
3,000 Barrels Daily Capacity - - 2,500,000 Bushels Storage

Chicago Office:
Kelly Flour Co., 844 Rush St.
Telephone: Superior 1053

Boston Office:
Seaboard Allied Milling Corp.
1209 Staller Bldg. Telephone: Hubbard 8340





Invariable Quality through the Years

Also for Economy

"The ADMIRAL"

Proud of our location, our splendid mills, our long-time loyal customers among the country's best known and most successful bakers—we are proudest of all of the quality reputation of these great flours. Uniform, dependable, they always have been and always will be sound and honest quality for a sound and fair price.

The H-D-Lee Flour Mills Co.
CAPACITY 2500 BBLs.
Salina ~ Kansas



How Hungry-Eyed This Must Make Millers

who do not share our fortune in milling out here where wheatfields such as this extend for hundreds of miles in every direction.

High Protein Flours at Your "Budgeted" Costs.
High Performance Flours for Your Quality Insurance.



GOOCH MILLING & ELEVATOR CO.
LINCOLN, NEBRASKA

PERTINENT FACTS ABOUT THE

The following brief and easily understood presentation of the salient features of the New Federal Food, Drug and Cosmetic Act are reprinted from a booklet published by the Laucks Laboratories, Inc., analytical and consulting chemists of Seattle, Wash. The information listed is interpretive of the act, but is not to be construed as official.

The effective date of the provisions relating to labeling requirements has been extended to Jan. 1, 1940. However, regulations against adulterated products and deceptive fill of containers are being enforced immediately.

Nomenclature:

A FOOD IS: an article used for food or drink for man or other animals; chewing gum; or an article used for components of such articles.

AN ARTIFICIAL COLORING IS: a coloring containing any synthetic dye or pigment, or a coloring manufactured by extracting a natural dye or natural pigment from a plant or other material in which such dye or pigment was naturally produced.

AN ARTIFICIAL FLAVORING IS: a flavoring containing any sapid or aromatic constituent, produced synthetically.

A CHEMICAL PRESERVATIVE IS: any chemical which tends to prevent or retard deterioration of food, not including common salt, sugars, vinegars, spices or oils extracted from spices, or substances added by direct exposure of food to wood smoke.

AN OPEN CONTAINER IS: a rigid or semi-rigid construction not closed by lid, wrapper or otherwise.

AN OPTIONAL INGREDIENT IS: one which is allowed but not required in a product officially designated as standard.

Adulteration:

A FOOD IS DEEMED TO BE ADULTERATED IF:

- it contains any poisonous or deleterious substance;
- it contains any filthy, putrid or decomposed substance;
- it has been prepared, packed or held under insanitary conditions which would render it injurious to health;
- it is in whole or in part the product of a diseased animal or of an animal which has died otherwise than by slaughter;
- its container is composed in whole or in part of any poisonous or deleterious substance which may render its contents injurious to health;
- any valuable constituent has been in whole or in part omitted or abstracted therefrom;
- any substance has been substituted wholly or in part for a valuable constituent omitted;
- damage or inferiority has been concealed in any manner;
- bulk or weight of product is increased by addition or inclusion of a substance reducing the quality or strength of the product and making such product appear better or of greater value than it is;

it bears or contains a coal-tar color other than one from a batch that has been certified under regulations promulgated by the Secretary of Agriculture;

it is a confectionery and it bears or contains any alcohol or non-nutritive article or substance except harmless coloring, harmless flavoring, harmless

resinous glaze not in excess of .5%, natural gum, and pectin.

CERTAIN EXEMPTIONS

APPLY IF:

product is a citrus fruit bearing or containing a coal-tar color, if application for listing of such color has been made under the act and not acted

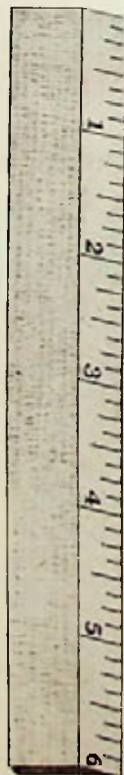
on by the secretary, and if such color was commonly used prior to the enactment of this act for the purpose of coloring citrus fruit;

it is an alcohol-containing confectionery bearing less than .5% by volume of alcohol derived solely from the use of flavoring extracts, or a chewing

Bakers Adopt Formula "D" because of its "CRIPPLE-PROOF" Quality

For the first time a rich layer can stand rough handling!

Formula "D"—The New Quik-Blend Basic Yellow Layer Mix Made With Quik-Blend 51, Combines The Six Qualities All Bakers Need



No cripples—A rich, delicious cake that can stand rough handling in production without breaks or splits.

A low INCH-COST using top-grade ingredients.

A basic mix that can be varied for individuality or local conditions.

Faster production—Less mixing time and a sure-fire method.

Uniform layers with smooth, even grain — a minimum of icing and a minimum of icing labor.

Longer freshness — Greater moisture content.

BY telephone, letter and personal request, bakers throughout the country have been calling for the new Quik-Blend basic yellow layer mix since it was announced last month. And with good reason — the most important feature of this new basic Formula "D" is its guarantee of a rich, tender cake which *will not break or split* in production under average shop conditions. Whether you make 1 or 1000 layers a day, Quik-Blend Formula "D" is so constructed that you can practically eliminate all cripple losses. So, Shortening Headquarters again urges bakers who've not yet tried it to give Formula "D" a test in their own shop — *in their own interest!*

But the "cripple-proof" quality of this basic formula is only one of its many advantages. Consider, in addition, these other desirable factors—

Low Inch-Cost*

Using only top-grade ingredients, this formula delivers so many more INCHES of finished cake, that it is actually cheaper than many formulas costing one to two cents less per pound of batter! Remember, it's not the batter cost per pound that determines the cake cost — *it's the number of finished cake INCHES a batch produces that gives the true cost figure.* That's why Shortening Headquar-

*INCH-COST based on average market quotations on ingredients, as of October 10th.

FEDERAL FOOD AND DRUG ACT

gum containing harmless non-nutritive masticatory substances.

Misbranding:

A FOOD IS DEEMED TO BE MISBRANDED IF:

its labeling is false or misleading in any particular;

it is offered for sale under the name of another food; it is an imitation, unless its label bears in type of uniform size and prominence, the word "imitation" and immediately thereafter, the name of the food imitated; its container is so made, formed or filled as to be misleading;

it is in package form and does not bear a label containing: (1) name and place of business of the manufacturer, packer or distributor; (2) an accurate statement of the quantity of the contents in terms of weight, measure or numerical count; required information on label or labeling does not have prominence and

conspicuousness rendering it readable by ordinary individual under customary conditions of purchase; it purports to be a food as defined under regulations promulgated by the Secretary of Agriculture, and does not conform to such definition and standard, or its label does not bear the name of the food specified in the definition and in so far as is required by regulations, the common names of optional ingredients (other than spices, flavoring and coloring) present in such food; it is subject to official definition and falls below the standard set for such food, and its label does not so state; it is subject to official standards of container fill and falls below the standard applicable thereto, and its label does not so state; it is not a food defined under regulations promulgated by the Secretary of Agriculture, and does not bear the common or usual name of the food; or if it is fabricated from two or more ingredients and it does not bear the common or usual name of each such ingredient, except that spices, flavorings, and colorings, other than those sold as such, may be designated as spices, flavorings, and colorings without naming each; it purports to be for special dietary uses, and its label does not bear such information concerning the vitamin, mineral, and other dietary properties officially deemed necessary to fully inform purchasers as to its value for such uses; it bears or contains any artificial flavoring, artificial coloring, or chemical preservatives, unless it bears labeling stating such fact.

ters has been saying — forget your old ideas about figuring ingredient costs alone. To get your true cost, figure cake costs by the INCH.

Formula "D" Can Be Varied To Fit a Baker's Individuality or His Local Conditions

So scientifically balanced is the new Quik-Blend Formula "D"—not too high in moisture or sugar — nor too low — that many different kinds of cakes can be made by such additions as nuts, cocoa, honey, etc., without materially affecting the INCH-COST or delicious eating qualities.

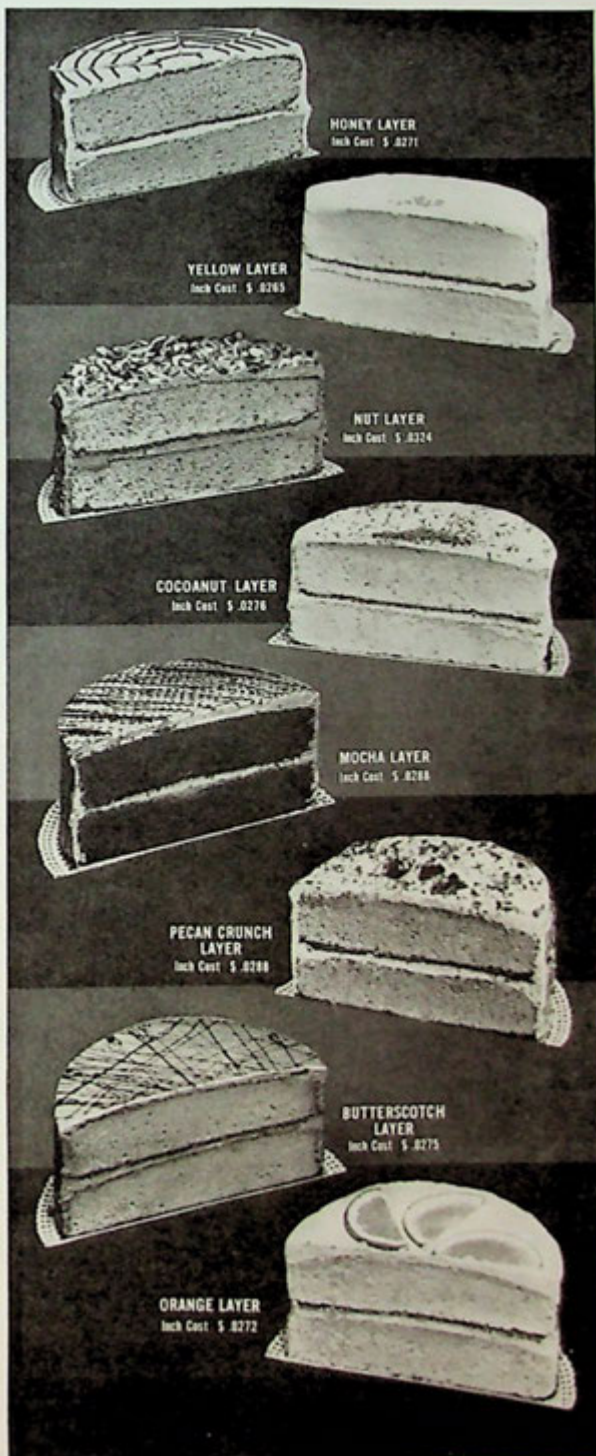
Quik-Blend 51 Production Savings

Quik-Blend batters save 33 1/3% mixing time . . . by a method that fits any type of shop.

Quik-Blend layers are smooth and uniform, making for a minimum of icing and a minimum of icing labor.

Quik-Blend cakes are first-quality cakes — customer-pullers. What's more—they stay fresh and moist, good to eat after five days!

Thus, with Quik-Blend Formula "D", you can produce a variety of delicious-eating, top-quality layers on an economical basis. All of the cakes pictured at the right were made through variations of this basic mix. A baker's own ingenuity with flavors and icings will make possible many other variations which are completely individual and different from those of competitors. From every angle—INCH-COST — "cripple-proof" quality — variety — time — texture — freshness — Formula "D" provides the six qualities every baker needs in a basic layer mix. Test this new Quik-Blend Formula with Quik-Blend 51 and get your own proof. Ask the Shortening Headquarters man for further information or write to our nearest office for formula details.



CERTAIN EXEMPTIONS APPLY IF:

- any variations in statements on labels of quantity of contents are within reasonable limits prescribed by the Secretary of Agriculture;
- any omissions on labels of small packages come within exemptions allowed by Secretary of Agriculture;
- inclusion of common name of two or more ingredients of a product is impracticable, or is conducive to deception or unfair competition. Exemptions shall be established by regulations promulgated by Secretary of Agriculture;
- inclusion of statement of artificial flavoring, artificial coloring or chemical preservatives, is impracticable; exemptions shall be established by regulations promulgated by Secretary of Agriculture; butter, cheese, and ice cream do not come under the requirements relating to labeling of artificial coloring, since specific federal regulations under other laws apply to them.

Labeling:

A LABEL IS: a display of written, printed, or graphic matter upon the immediate container (not including package liners) of any article, and on the outside container, if any, of the retail package of such article if the matter on the immediate container is not plainly visible through such outside covering.

LABELING IS: all labels and other writ-



WESSON OIL & SNOWDRIFT SALES CO.

New York New Orleans Savannah Chicago San Francisco Memphis

ten, printed, or graphic matter (1) upon any article or any of its containers or wrappers, or (2) accompanying such articles.

GENERAL INFORMATION ON LABELING:

All labeling must be in the English language. If, in addition, labeling contains any information in a foreign language, all information required by act must also be in that language. Statement of quantity of contents must reveal quantity in package exclusive of wrappers and other material packed with product.

Statements of weight, measure, count, or combination of such, shall be expressed in terms of general consumer usage, except in cases where there is no general consumer usage, when statement shall be in terms of liquid measure, if product is liquid; weight, if product is solid, semi-solid or viscous. In export, the statement of weight or measure may be in terms of a system commonly used in the country to which product is shipped. Statement of weight or measure of a food or a cosmetic may be supple-

mented by a statement in terms of the metric system.

If an unqualified statement of numerical count does not give accurate information as to quantity of product in package, it must be accompanied by statement of weight, measure, or size of individual units in such package.

Statements shall contain only generally used fractions; a common fraction shall be reduced to its lowest terms; in case of a food or cosmetic, a decimal fraction shall not be carried out to more than two places; in

case of a drug, a decimal fraction shall not be carried out to more than three places, except in an instance of statement of the quantity of an active ingredient in a unit of the drug.

If quantity of product in package equals or exceeds the smallest unit of weight or measure set forth by the act as applicable to such product, statement of contents shall express the number of largest of such units in the package; i.e., statement must be "1 quart" not "2 pints" or "32 fluid ounces"; except with reference to the metric system supplementary statements. A fraction with a whole number; i.e., "1 1/4 quarts" may be expressed in its largest units commonly used; i.e., "1 quart, 1 1/2 pints," but shall not be expressed in terms of its smallest units; i.e., "1 quart, 16 fluid ounces."

In cases of quantity of contents of a product customarily stated as a fraction of a unit, which unit may be larger than the quantity in the package, or as units smaller than the largest unit contained therein, statement may be made in accordance with such custom, if it is informative to consumer.

Certain exemptions from labeling requirements are allowed by regulation of the Secretary of Agriculture on:

- a. Small open containers of fresh fruits and fresh vegetables;
- b. Food which in accordance with the practice of the trade is to be processed, labeled or repacked in substantial quantities at establishments other than those where originally processed or packed.

LABELING FOR A FOOD MUST CONTAIN:

Name of product.

Name and place of business of the manufacturer, packer or distributor. Statement of content by weight, measure, or numerical count, or a combination of these, in accordance with official specifications.

If the product consists of two or more ingredients, each ingredient must be designated by its common name, unless otherwise officially designated.

Spices, flavorings and colorings which are inherent modifying ingredients and not commonly sold as spices, flavorings and colorings, may be stated as such without the use of their specific names. An ingredient which is both a spice and a coloring or both a flavoring and a coloring, shall be so designated, unless a specific name is used.

Declaration of artificial flavoring, artificial coloring or chemical preservative with adequate conspicuousness on label, or on food if not in package form. Certain exemptions permitted by regulation of Secretary of Agriculture for small packages with inadequate space for including such matter.

—BREAD IS THE STAFF OF LIFE—

Treasurer's Authority

o

A baking corporation was exonerated from liability on an alleged contract to buy real estate for want of proof that its treasurer, whose acts were claimed to be binding upon the company, was empowered by the corporation to make the contract. (Levy vs. Parkway Baking Co., 200 Atl. 584.)



A compass is a very small instrument, but a vital necessity on shipboard. Without it, the Captain and his crew are helpless . . . despite all manner of modern equipment!

● The amount of yeast used in dough is proportionately very small. But in order to achieve perfect baking results, it is *absolutely essential* to have a **DEPENDABLE, UNIFORM YEAST.**

Build your reputation . . . and maintain it . . . on the superiority of your product. **RED STAR YEAST** has served the most exacting bakers for over 56 years.

RED STAR YEAST

RED STAR
the better
YEAST FOOD

STABILITY

STIMULATES

CONFIDENCE



Anheuser-Busch
The Improved
YEAST

A N H E U S E R - B U S C H . . I N C .

*Yeast, Bakers' Malt and Corn Syrup Division. General Offices: St. Louis, Mo.
Eastern Office: Anheuser-Busch Bldg., 33rd St. and 12th Ave., New York City*

"THE RETAILER RESEARCHES"

Editor's Note: This paper by Walter Jesse, Jesse Bakery and president of the Associated Retail Bakers of America, Kansas City, Mo., was presented at the annual convention of the American Bakers Association, held in New York, Oct. 15-19.

IT'S a pleasure to be here, especially as it gives me the opportunity to renew many of the acquaintanceships made when the bakers of my home city were the hosts to the A.B.A. convention two years ago. We enjoyed that opportunity and from the remarks of many I have met since arriving in New York City, I am sure everyone who attended it enjoyed their visit as much as we did having them with us.

And now to the subject assigned to me—"The Retailer Researches"—and I might say it is one that has been the first and foremost in the thoughts and plans of the officers and directors of the Associated Retail Bakers of America for the past five years.

Although our organization has more than 20 years of history back of it, and has accomplished quite a bit during this span of time, still our efforts were not recognized with the same interest and attention that we are receiving since we started "researching." That dates back four years specifically, as far as the industry is concerned, because it was on Sept. 9, 1935, that we created what we chose to call our research and merchandising department. We have a display in the ballroom foyer which tells the story of its progress better than I can portray in words.

This department was established with some definite ideas in mind. To find ways in connection with retail production and merchandising that would help to carry our branch of the industry along in the job we all have—the job of making the consuming public realize that we as bakers are better equipped to handle baking for them than the housewife is able to do it in the kitchen. We needed ammunition to do this and during the past four years our research and merchandising department has furnished this. Under the able direction of Frank Jungewalter, a retail bakery operator, a seasoned official and a man adept at the art of finding out why things should be done in a different way, we have made good strides.

We had some things to find out. There was equipment to study and developments in connection with its application to the needs of our branch of the industry that had been overlooked even by the manufacturers of the equipment. Since the establishment of our research and merchandising department we have found out much about the use of the mechanical refrigerator for retarding and refrigerating doughs. That was Production Job No. 1 for our department, and through bulletins and the conduct of a number of short courses the retail bakers of the country have been informed how vitally important this development is to the future progress of the retail bakers and secured information never before available.

Merchandising Job No. 1 was the successful inauguration of National Retail Bakers Week in 1938. Repeated again

this year it was another success—so much so that our plans include its repetition in 1940. Through this undertaking we have been able to make the retail bakers of the country conscious of the merchandising possibilities they have and made them realize the advantages of acquainting the public with baked foods in a national way.

Time does not permit a detailed explanation of all of the activities of our research and merchandising department, such as conversion of home type formulas, formula costs, whipped cream research, our part in the joint committee on food protection. I hope, however, that my remarks will at least give you all a good idea of how much importance we attach

to "researching," and how we, like the members of your association, feel—that a lot of credit is due this researching for our progress.

While on this subject of credit I must give some of it where it is due. Our department is located in the building of the American Institute of Baking in Chicago, where we are tenants. Besides

Wasting a delicious filling on a lifeless, unappetizing pie crust doesn't make sense!

For no pie crust that merely holds the filling ever helped boost a baker's pie sales. Not for a minute! Pie crust is meant to be *caten*—enjoyed! It's the combination of tender, flaky crust and luscious filling that makes a pie really good.

**For bigger pie sales
take out "Primex insurance"**

Many a baker has seen his pie sales climb surprisingly after changing to Primex. And that's not hard to explain. Using this pure, digestible, all-hydrogenated shortening is like taking out insurance on pie crust quality. For Primex

helps produce tender, flaky crust that brings customers back for more.

You'll like its easy working qualities

You'll like the way Primex behaves in the dough. You'll like its smooth working qualities . . . the easy way it blends with the flour . . . the uniformly excellent crust it helps to produce because of its uniformly high quality.

And Primex is made to resist rancidity and the development of off-flavors at high baking temperatures. That's one

An address at the national convention of the AMERICAN BAKERS ASSOCIATION

having space in this well-known building for our headquarters, our researching has benefited by the assistance we have received from William Walmsley and his staff and our sincere thanks are extended for this help.

Throughout the year there are many times when the problems of our branch of the industry are similar to the prob-

lems of yours. When this happens we do not hesitate to call on your officers and staff members, and it is with grateful appreciation that I acknowledge the fine co-operation received from President L. J. Schumaker and Secretary Tom Smith and General Counsel William A. Quinlan, and in order that we could continue our researching we recently prevailed

upon the trustees of the American Institute of Baking to give us larger quarters where our research bakery and offices could be located adjacent to one another. If you have seen the recent trade paper announcement you know our wishes were granted—thanks to the trustees—and we now have a neat and very efficient arrangement.

Therefore, researching for the retailer will go on and as it helps our progress we hope—quoting from the creed of the American Society of Bakery Engineers—“that it creates in the public esteem a greater appreciation of the ancient and honorable profession of baking.”

—BREAD IS THE STAFF OF LIFE—

Air Pressure Studied in Baking Tests

W. E. PYKE, of the Colorado State College Experiment Station, is rendering aid to the baking industry. He spends many of his working hours in a chamber like those used to prevent deep-sea divers from suffering the “bends.” In this chamber cakes and other pastries are baked under atmospheric pressure conditions which vary from sea level to 12,000 feet altitude—it's the only one used for this purpose that Mr. Pyke knows of in the entire world.

By changing the proportions of egg, milk and sugar in a cake, Pyke and the college staff have evolved formulas which produce delicious pastries at various altitudes.

Air pressure in the chamber is changed at will through use of a compressor, and an air conditioner maintains ordinary temperature and humidity. Inside the chamber it is possible to “climb” from air pressure conditions at sea level to those at 12,000 feet above sea level more quickly than the pilot of the fastest airplane. In experiments, baking has been done at the extreme of air pressure from 1,000 feet below sea level to 18,000 feet altitude.

Pyke explained the reasons for varying cake recipes at different altitudes as follows:

“The internal temperature attained in a cake batter during baking never exceeds, except slightly, the boiling point of water at the prevailing atmospheric pressure. Since water boils at different temperatures as the atmospheric pressure varies with the altitude, it is apparent that the temperature at which the ingredients of the cake are cooked varies with the altitude.

“For instance, at sea level, where the temperature within a baking cake attains 212° F., the egg in the cake soon becomes hard and leathery. At 10,000 feet above sea level the cake seldom gets hotter than 194° and the egg content remains much more tender after cooking.

“Until recently ‘sea-level’ recipes were corrected for high-altitude baking only by reducing the amount of sugar and leavening agent used. This method results in a cake which looks good but which at very high altitudes ceases to be sweet enough to deserve the name of cake. In some instances thick frostings were recommended to make up for the lack of sugar in the cake proper.

“The purpose of experiments in pressure chamber, or altitude laboratory, is to balance the recipe so that the resulting pastry will have proper texture and still be sweet and nutritious. This objective has been accomplished in many formulas and future experiments will bring about satisfactory high-altitude recipes for all types of cakes.”

FILLING DESERVES TASTY PIE CRUST



Thanks to Primex, the crust on this luscious Swiss Apple Pie is every bit as good as it looks—tender, flaky, delicious. Ask your Primex-Sweetex Man for the formula.

FOR FRYING...FOR SHORTENING...REMEMBER

PRIMEX

TRADEMARK REG. U. S. PAT. OFF. PROCTER & GAMBLE

THE SHORTENING THAT SETS THE STANDARD!



of the big reasons why Primex pie crust is enjoyed—not left on the plate.

If your pie sales make you suspect that your customers “eat the filling but leave the crust,” better change to Primex. We can suggest no better way to improve pie quality . . . pie sales . . . pie profits.

Procter & Gamble
Cincinnati, Ohio

MADE BY THE MAKERS OF SWEETEX

Bakeshop Notes

ARIZONA

Mrs. B. Francis and Laurel M. Kahrman have recently opened the Miami (Ariz.) Bakery. The new shop will specialize in French pastries and party orders.

ALABAMA

The Purity Bakery, a new retail bakery of Birmingham, owned and operated

by P. H. McCulley, has purchased new equipment.

The Dortch Baking Co.'s Birmingham branch has installed a new pie making machine.

CALIFORNIA

George Noland has closed his Dinuba, Cal., bakery on account of ill health.

W. E. and Oran Sholar have opened

a new bakery at 1307 Niles Street, Bakersfield. A housewarming was celebrated in opening the bakery.

Ray's Pastry Shop was recently established in the Delta Theater Building at Brentwood by Ray Keith, who specializes in doughnuts and novelty pastries.

George Lauck has installed \$8,000 worth of new bakery equipment in a

new building at Olive and Moroa avenues, Fresno. Mr. Lauck will continue to operate the Andella Bakery, which he has owned for the past six years.

L. R. Hurlbert has opened a Day Old Bread Shop at 5620 Atlantic Avenue, Long Beach.

Mr. and Mrs. Dave Anderson have moved from Inglewood to Redondo Beach, where they have opened a modern bakery. At Inglewood they were in business for 19 years. The new shop is at 214 Torrance Blvd., Redondo Beach.

Ed McMahan has decided to operate his bakery at Newport Beach through the winter, as well as through the summer months. Excluding resort trade, volume was large enough to keep the plant running on a permanent basis at 2112 Ocean Front.

J. J. Sugarman Co., 415 East Ninth Street, Los Angeles, has purchased the stock, bakery equipment, store fixtures and other equipment which belonged to Mrs. J. Curtis, owner of the Poly-Hi Bakery, 1710 Atlantic Blvd., Long Beach.

Ahrens Bros. Bakery has recently opened in its new location at 5616 Geary Street, San Francisco. The building was remodeled and completely equipped. The firm also recently opened a new store at 3294 Sacramento Street, near the Presidio.

Fluhrer's Log Cabin Bakery recently incorporated under the name of Fluhrer Bakeries, with head offices at Eureka. Incorporators are W. H. Fluhrer, president, Mrs. Margaret Fluhrer, L. C. Koenig and W. T. Malloy, secretary-treasurer, who has moved to Eureka from Salem, Oregon. Mr. Malloy, as general manager of the Eureka plant, succeeds W. R. Godlove, who will take charge of the firm's bakery at Medford, Oregon.

Archie S. Campbell, proprietor of the Ideal Bakery in Marysville, has leased the building formerly occupied by Miss Marie Best's Coffee Shop. When remodeled the building will house the Ideal Bakery's expanded business.

The U. S. Bakery has taken over the old Strauss Bakery at 4862 Lankersheim Blvd., North Hollywood. The firm, established in Los Angeles 18 years ago, is headed by Mor Friedman and his son, Zolten Friedman. The former learned the baking business in Hungary. The firm's famous Hungarian cheese cake will now be available to valley patrons as well as downtown customers.

In the bakery concession of the Canoga Park Super Market, which has been vacant for some time, Marie Schauer has opened a bakery which will be part of one she now is operating on Sherman Way. Managed by Betty Quisenberry, the bakery will specialize in birthday and wedding cakes and cakes made for special events. The market is located at 21609 Sherman Way.

CONNECTICUT

Nathan Baggish Bakery, Inc., has opened a retail shop at 1344 Albany Avenue, Hartford.

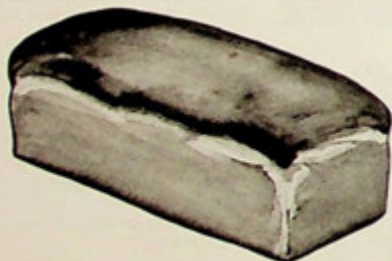
A new double-deck oven has been installed in Emil Sergert's Bakery on Bank Street, New London.

Peter Klanko has sold his retail bakery at 90 Broad Street, Ansonia, to Samuel Gottlieb.

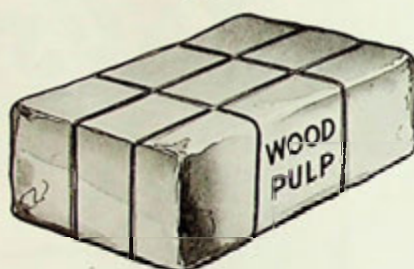
A new retail shop, known as Luker's



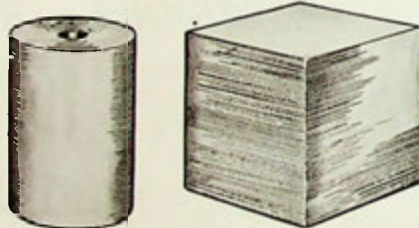
and turn it into
THIS



YOU KNOW BREAD!



and turn it into
THIS



WE KNOW PAPER!

WE BOTH know how important it is for the quality of your bread to be safeguarded to the very table of the family who eats it. That's where our paper comes in.

YOU →

Let's pool our knowledge.

← **WE**

KVP

FOOD PROTECTION PAPERS

KALAMAZOO VEGETABLE PARCHMENT COMPANY
PARCHMENT KALAMAZOO MICHIGAN

From Everywhere

Bakery, has been opened at 81 Smith Street, Ansonia.

A new molder has been installed by the Empire Baking Co. at 1015 Albany Avenue, Hartford.

The former D'Angelo Bakery is now being operated as Narisco's Special Legna Bread, a new concern, at 408 Legion Avenue, New Haven.

Burnside Home Bakery, 694 Burnside Avenue, East Hartford, has been opened by Anna Chester.

D'Acato's Bakery, 28 Warren Street, New Haven, has been closed.

Kelly's Bakery at 48 Rapallo Avenue, Middletown, has been completely remodeled. In addition to a new front, Francis D. Kelly, owner, has installed a new refrigerator for display of cream filled goods, and new showcases.

Emanuelson's Bakery at 1455 State Street, New Haven, has replaced its entire fleet by purchasing 15 new trucks.

Work has been started on a new \$30,000 addition to the wholesale baking plant of the Raymond Baking Co. in Waterbury. The new addition, President Adolph Raymond says, is needed for offices and production departments.

A trade name certificate for the State Line Bakery at 129 North Water Street, East Port Chester, has been filed by John and Adolph Rudzinski.

Hill Bakery at 106 Cedar Street, Norwalk, is now being operated by Louis Shelofsky and Irving Roedner.

Peters Bakery, Colony Street, Wallingford, has recently been opened.

Paul's Bakery, 242 Hemingway Avenue, is now being operated by Salvatore Pomarico.

GEORGIA

Management of the Merchants Baking Co., Augusta, has been turned over to Lawrence F. Cashin, widely known Augusta business man. J. P. McAuliffe, president of the baking firm, has announced Mr. Cashin, who has been with the Georgia-Carolina Dairies for the past 18 years, resigned his position as vice president of that concern to enter the baking business.

Paul Bibb has opened a new bakery and has purchased equipment for the plant, which is located in Camilla.

Small & Estes Bakery, Gainesville, has bought a new oven.

McElmurrays Bakery, North Augusta, has purchased a heavy duty vertical mixing machine.

The Stone Baking Co., Atlanta, has installed a traveling tray oven.

The fleet of 36 new red and white trucks has been put into service by the Dutch Oven Bakers, Atlanta, servicing over 10,000 families in Atlanta and suburbs.

IDAHO

D. L. Standley recently purchased and remodeled a building at Main and A streets, Moscow, installing new equipment. A new truck will deliver Standley Bakery products to route customers.

Work on the new Swedish Bakery at Idaho Falls is progressing, Glen Royce and Adolph Johnson, proprietors, report.

O. R. Snyder has opened an electric bakery and delicatessen in the Viel Block at Salmon.

ILLINOIS

Ben Erzinger, baker in Silvis for 23

years, has recently opened a new and modernized baking plant and salesroom. Visitors were invited to inspect the baking equipment in operation.

At Macomb, Archie Brantfield has installed a new front in his Galloway Bakery.

The Amboy (Ill.) Bakery is now operated by Clifford Brandner and Alex

Maggio, of LaSalle. Mr. Brandner is in charge of sales, while Mr. Maggio will handle the shop work.

A new oven and refrigerator have been installed in the Leonhard Bakery at its new location in Washington, the Danforth Building.

New refrigerated showcases, an air-conditioning system, and a new front in-

stallation comprise the remodeling and expansion program at the Davidson Bakery, 1617 Howard Street, Chicago.

Damage to the Stephanoff Bakery, Peoria, in a recent fire, was evaluated at \$10,000.

INDIANA

Somers Bakery, Inc., 343 W. Sutfenfield Street, Fort Wayne, has been in-

THE NEW CHAMPION IN THE SHORTENING FIELD

heavy-duty MFB

New champion by right of performance — with a champion's lasting power when the going gets tough — and a champion's ability to "take it" under all conditions. That's *heavy-duty* MFB!

Think what this means right now for the big doughnut season — when you need a frying medium that will have to withstand continuous high temperatures. *Heavy-duty* MFB is made to order for that tough and important job!

The doughnut season begins in October but it runs through April! 7 months! 7 big doughnut months!

So, now is the time to fill your kettle with *heavy-duty* MFB and you are fixed for the whole season. Simply freshen up the kettle with the amount absorbed, and use normal care to keep *heavy-duty* MFB clean. No waste — and guaranteed performance. And the many shops already using *heavy-duty* MFB offer proof of results.

Test *heavy-duty* MFB. Get to know this dependable economical shortening. And see just what it means to back a champion — at no extra cost!



They say . . .



Harold Strauss, Strauss Bakery, Chicago, Ill., says: "I have been in the baking business for a good many years, and during that time have built up a doughnut frying business. I have tried about all the shortenings on the market — there have been a few — but nothing has been as successful as *heavy-duty* MFB."



Hoyt M. Lesher, President of Hoyt's Doughnut Shop, Sacramento, Calif., says: "During the 13 years I have been in the doughnut business, I have tested almost every kind of shortening. It is my sincere belief that your *heavy-duty* MFB stands more patently in the doughnut kettle than any shortening I have ever used."



WESSON OIL & SNOWDRIFT SALES CO.

New York • New Orleans • Savannah • Chicago • San Francisco • Memphis

corporated to manufacture all kinds of bakery products. Herbert H. Somers is resident agent. Capitalization is 200 shares of stock at \$100 each. Incorporators are Herbert H. Somers, Alice M. Somers and William N. Ballou.

The Model Baking Co., New Albany, has filed an amendment with the secretary of state changing the name to Grocers Baking Co.

The Foltz Bakery at LaGrange has recently installed machinery to speed up its rate of production. The bakery serves a wide area in Indiana and Michigan.

The Rostov Bakery in Lafayette has

been purchased by the Smith Baking Co. of Attica, which recently established headquarters for its fleet of house-to-house trucks in Lafayette.

Brunson's Bakery has remodeled a building at 2835 Shelby Street in Indianapolis and is now operating in expanded quarters.

Floyd Gingrich's Syracuse (Ind.)-Wawasee Bakery was recently damaged by fire.

IOWA

The Rice Bakeshop at Burt is closed, and Mrs. Velma McBride, who had

charge, is now employed at the Rice Bakery at Algona.

The Zondler Bakery opened recently at Dunlap under the new management of H. L. Ross and son, of Logan.

Edward F. Galdzik, for the past 14 years employee and oven man at the Federal Bakery, 856 Main Street, Dubuque, has taken over the management of the bakery. He purchased the bakery from Mr. and Mrs. Hugh Lovelee.

Conrad Brenner and son Fred, of Marengo, have opened a new bakery in Bloomfield.

MAINE

Donald A. MacDonald has installed a new double deck oven in his retail bakery at 339 Water Street, Gardiner.

MASSACHUSETTS

The Log Cabin Baking Co., 967 Tremont Street, Boston, has been organized by Ernest Slaughter and Walter Williams.

Liberty Cafeteria, 42 Northern Avenue, Boston, has installed a new oven for pastry baking.

Helen Nucci has opened Helene's Bakery at 528 East Eighth Street, South Boston.

A new oven has been installed in Klemm's Bakery, 9 Lowell Street, Peabody.

A new pastry oven is being installed by the Malden Baking Co., 229 Highland Avenue, Malden.

Brockleman Bros., 50 Main Street, Gardner, is installing a new oven.

James Makes, owner of the Berkshire Restaurant, Pittsfield, has installed a new oven, cake mixer and other equipment for his new bakery.

The new wholesale plant of the Newcomb Baking Co. has been opened at 67 Hancock Street, North Quincy.

A new retail branch has been opened by Liberty Bakeries at Winchester Square, Springfield.

Helen T. Earle has opened the Glenway Bakery at 58 Glenway Street, Boston.

MICHIGAN

Fire caused considerable damage to the building occupied by the Sundlie Baking Co. at Ishpeming. The loss is estimated at about \$4,800.

MINNESOTA

Ray Werpy, of Minnesota, will open a bakery at Gibbon. He has leased the south half of the George Eekert Building, which will be remodeled for his bakery.

Mr. and Mrs. Harry Grue, who have been operating the Grue Bakery at Le Sueur, have closed their business and will move to Fairfax, where their son, Roy Grue, has purchased a bakery shop.

Braun's Bakery in Robbinsdale has been purchased by Mrs. J. P. Ligon, who, with Mr. Ligon, will manage the business. The new bakery will be known as the Quality Bakery.

The Leech Lake Bakery in Walker has been remodeled and new equipment has been installed. Robert White is baker.

Henry J. Spannhauser and J. P. Lawler, of Lake Benton, proprietors of the bakery in Lake Benton, have arranged to open a bakery department in the Nelson Grocery Store at Ivanhoe.

Ray Steller, of Crosby, has made arrangements to open a bakery at New York Mills.

Elmer C. Gunn and Harry Moline, of Superior, Wis., and Paul E. Lundell, of Duluth, have incorporated as Banquet Bakeries, Inc., a firm which will operate from Wadena, where they have leased the Mettel Building.

Joseph Marcecaracini is building a one-story bakery at Eveleth.

Excelsior Baking Co., Minneapolis, is making extensive additions to its property at 912 East Twenty-fourth Street.

Nicholas Semotiuk, owner of the Home Bakery in Minneapolis, 35 1/2 Thirteenth Avenue N.E., is building a \$5,000 addition to his store building.

At a recent meeting of the Minneapolis

WHAT PART CAN A WRAPPER PLAY IN SALES?



Your wrap has a bearing on sales, of course — but if too many bakers try to rely on the same type of package to sell their cake, none really achieves distinction and sales are largely controlled by quality and value instead.

It's like a fellow who wears a high hat to attract attention — while if everybody wore one, a neat fedora would really stand out.

By all means keep your package good, but don't splurge on wrapping costs, and hope the wrap alone will sell the cake. A change to Riegelite may save enough to help you boost sales in many ways — and you'll still have a package with good transparency and a maximum of moisture-protection. Check the list of "sales-builders" at the right, and consider how the money Riegelite might save could spread your sales building efforts over a broader front for greater sales and better profits.



Check List of Sales-Builders

- THE PACKAGE**
Transparency. Design. Protection. Cost.
- APPEARANCE OF PRODUCT**
Size. Eye-appeal. Price-appeal. Novelty-appeal.
- QUALITY OF PRODUCT**
Will its taste be remembered for repeat sales?
- MOISTURE-PROTECTION**
How long will it stay fresh and saleable?
- EQUIPMENT**
Modern equipment builds sales through lower costs.
- ADVERTISING**
One of the best sales-builders for every baker.
- HOUSE-TO-HOUSE CONTACTS**
Appearance of trucks, wagons, drivers.
- RETAIL CONTACTS**
Appearance of stores and show windows.

Not to mention dozens of minor items that play small but important parts in making the house-wife favor your product and buy it again and again.

RIEGELITE

ORDER AT NEAREST PLANT

- | | | | |
|-----------------------|--------------------------|-------------------------|-----------------------------|
| Cleveland | Cleveland Wax Paper Co. | New York | Riegel Paper Corp. |
| Dallas | Dixie Wax Paper Co. | 312 Madison Avenue | |
| Detroit | Detroit Wax Paper Co. | No. Portland, Ore. | Western Waxed Paper Co. |
| Hamilton (Ont.) | Appleford Paper Products | Oakland, Cal. | Western Waxed Paper Co. |
| Kansas City | Waxide Paper Co. | Philadelphia | Safelite Glassite Paper Co. |
| Los Angeles | Western Waxed Paper Co. | Pittsburgh | Pittsburgh Waxed Paper Co. |
| Memphis | Dixie Wax Paper Co. | St. Louis | Waxide Paper Co. |

city council the Fretwell-Flippen Co. filed a petition requesting that the application for a bakery license for the Fretwell Cracker Co. be changed to wholesale grocer, Fretwell-Flippen Co., 401 N. Third Street.

Henry Spannauer, who has been manager of the baking department at the Morris (Minn.) Bakery, has resigned his position and has leased the Lake Benton (Minn.) Bakery.

Peter Gibbons, of St. Paul, has opened a new bakery business at Prior Lake.

The Olson Bakery at Moose Lake has been moved to the former King Building on highway 61. Walter Olson is manager of the bakery.

Louis Hill, of Two Harbors, has leased the Jepsen Bakery Building on Commercial Avenue in Sandstone and will open a bakery business in the near future.

A new machine has been installed in the new bakery at Litchfield. It is a combined divider and rounder, with a capacity of 1,800 or more loaves per hour.

MISSOURI

Paul Rich has sold the Rich Bakery, Marshton, and will open another shop in St. Louis some time during December.

One of the largest retail bakeries in St. Louis, the new Teutenberg Bakery, was recently opened at Sixth and Locust Street in downtown St. Louis. It will feature cakes and fine pastries for downtown shoppers.

H. Birkenbach has opened the Birkenbach Bakery at Broadway and Lemp avenues in St. Louis, which he purchased from R. Streich during August.

Baden (Mo.) Bakeries is sponsoring a photographic contest among customers to build business in local retail stores.

The Albemarle Bakery, Wellston, has been sold to Frank Kircheval, who will reopen under the style of Kircheval Bake Shop.

MISSISSIPPI

Staggers Baking Co., West Point, has purchased a new traveling tray oven.

A new bakery, to be operated by E. J. Montgomery and C. A. Mitchell, has opened for business in Carthage. Mr. Montgomery made a recent trip to New Orleans, where he purchased equipment for the bakery.

NEBRASKA

V. C. Havorka, veteran Randolph baker, has announced plans for opening a bakery in Hartington. Baking equipment is being installed in the Amundson Building.

The F. W. Woolworth Co. at Lincoln has installed a modern bakeshop in its recently remodeled building. The bakery products will be retailed at the store.

Art Young, bakery operator at Beatrice, has filed a voluntary petition in bankruptcy in federal district court at Lincoln, and has discontinued operation of his bakery. He listed debts of \$6,755, owing mostly to bakery supply companies in Omaha and Chicago, and assets of \$2,245.

NEW JERSEY

Fire recently caused \$5,000 damage to the Seven Bros. Bakery, wholesale, at 316-322 Pine Street, Camden.

Horace O. Wells, well known in Philadelphia baking circles, is opening a new bakery at 901 Eighteenth Avenue, Irvington.

A new front and extensive interior alterations have been completed at Ernst's Bakery, Avon and Bergen avenues, Newark.

Dugan Bros., Inc., has opened a new

retail bakery and restaurant at 693-695 Broad Street, Newark.

Jersey Bread Co. will open a retail branch at 556 Valley Road, West Orange.

Herman Schoning has purchased the four-story brick building at 95 Washington Street, Hoboken, and will occupy the ground floor for his new bakery as soon as alterations are completed and equipment installed.

Alterations have been completed at Wigler's Bakery, 74 Prince Street, Newark, and were marked by an open house celebration. Phincas Wigler spared no expense in remodeling and the modernis-

tic front is attracting considerable attention.

Damage of more than \$3,000 was caused by fire recently in the Krueger Bakery on Union Avenue, Keyport.

The Home Bakery replaces Lon's Bakery at Springfield and Avon avenues, Irvington. J. Geberich is the new owner.

Rudolph Haase has sold his retail bakery at 1068 South Orange Avenue to A. J. List.

NEW YORK

Falco & D'Amore, pastries, 3720 White Plains Avenue, Bronx, has filed a vol-

untary petition in bankruptcy in federal court, southern district, listing liabilities of \$8,681 and no assets. Members of the firm are Salvatore Falco and Salvatore D'Amore.

David Saffern, retail bakery owner at 19-33 Eighty-sixth Street, Brooklyn, has assigned to Louis S. Midler, 29 Broadway, New York.

John Shrupski, also known as John Shrupke, individually and trading as Garsas Bakery, 64-68 South Second Street, Brooklyn, has filed a voluntary petition in bankruptcy in federal court, eastern district, listing liabilities of \$8-

In markets everywhere...

**LOAVES MADE
WITH
DEXTROSE
RANK HIGH
AMONG
BEST SELLERS**



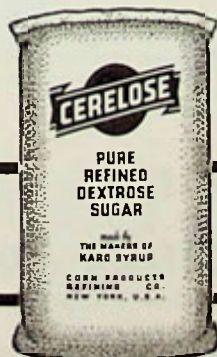
There's more than one answer to the question "which type of sugar to use in bread?" But this much cannot be denied—that bakers of hundreds of the finest loaves on the market have "swung over" to dextrose as the ideal sugar for bread and other yeast doughs.

These bakers in many cases have far too large a business to take chances. Their choice of materials rests on thorough tests and constant checking to maintain a uniformly high quality

standard. They have standardized on Dextrose only after they were more than satisfied on every point of flavor, color, volume and texture.

Dextrose is available to bakers under the trade name, CERELOSE. Try this directly fermentable sugar in your regular formula. You'll like the results as have so many of the country's leading bread bakers.

Not sweetness...but fermentation energy



A good point to remember in selecting sugar for bread doughs is that sweetness as such is relatively unimportant, since most of the sugar is consumed by the action of the yeast. What counts is the ENERGY produced by the sugar in fermentation—so vitally essential to good baking results. Dextrose, ideal source of energy in the human diet, is also the ideal source of fermentation energy. Use it in all yeast dough formulas.

CERELOSE PURE
DEXTROSE SUGAR

CORN PRODUCTS SALES COMPANY, 17 Battery Pl., New York, N. Y.

657, and assets of \$7,470, of which \$2,000 is in insurance policies. Judge Byers has appointed John H. Gamaldi, of 26 Court Street, Brooklyn, receiver in bond of \$1,000.

Manhattan Swiss Bakery Corp. has been granted a charter of incorporation to operate a retail bakery in New York. The concern is authorized to issue 100 shares of no par value stock.

Cushman's Bakery is opening a new retail unit on Sulphin Avenue, Jamaica, L. I.

Adolph Glick, operating a retail bakery at 2645 Morris Avenue, the Bronx, has

filed a voluntary petition in bankruptcy in federal court, southern district, listing liabilities of \$2,715 and assets of \$200.

Morris Teitelbaum, formerly bakery owner at 270 Boerum Street, Brooklyn, has filed a petition in bankruptcy in federal court, eastern district, listing liabilities of \$5,701 and no assets.

Mardorf's Bakery in Haverstraw, founded in 1869, is observing its seventieth anniversary. Fred V. Mardorf is the third generation of the family operating the bakery.

The Kurschner Baking Co., of Forest Hills, L. I., is transferring operations

to its new plant at 7020 Seventy-ninth Place, Glendale, L. I. The new plant allows the concern to close its two bakeries in Forest Hills and do all its baking under one roof.

The Julienne Pastry Shop has been opened at 253-11 Northern Boulevard, Little Neck, L. I.

Associated Bakers Products, Inc., to deal in bakers' supplies, has been incorporated in New York and authorized to issue 200 shares of no par value stock.

Herman Sellinger of New York has purchased the New Rochelle (N. Y.) Baking Co. at 320 North Avenue, for-

merly owned by William Blume and H. Kirchner.

Recent fire caused more than \$2,000 damage to the retail bakery of Rocco Rattano at 791 Clinton Avenue, Roches-
ter.

Alabama Avenue Bakery, Inc., has been chartered to conduct business in Kings County. Capital stock is \$2,000, \$100 par value. Directors are Nathan Flicker, 1511 Boston Road, Joseph Eichner, 1503 Charlotte Street, Bronx, and Sara Bellows, 299 Broadway, New York City.

De Lite Baking Corp. has been chartered to conduct a general bakery business in Kings County. Directors are Leo and Lillian Wolf, 362 Linden Boulevard, Brooklyn, and Bertha Friedman, 1343 Findlay Avenue, Bronx. Capital stock is 100 shares, no par value.

Emece, Inc., has been chartered to conduct a general bakery business in New Rochelle. Directors are Samuel D. Johnson, Julius Neiman and Morris Horowitz, 11 West Forty-second Street, New York City. Capital stock is 100 shares, no par value.

Grodsky's Bakery, Inc., Kings County, has been dissolved.

Arkbell Caterers, Inc., has been chartered to conduct a general bakery business in Manhattan. Directors are Hyman Shapiro, Magnus Lipton and Lillian Grees, 1410 Broadway, New York City.

Robscull Bakeries Corp. has been chartered to conduct a general bakery business in Queens County. Directors are James A. Cullen, James D. Kennedy, 209-1 Jamaica Avenue, Bellerose, and Emmett M. King, 1775 Broadway, New York City.

Westchester Avenue Bakery has been chartered to conduct business in the Bronx, with a capital stock of \$20,000, \$100 par value. Directors are Morris Siegel, Bronx, Harry Sellinger, West End Avenue, and Edna Kass, 29 Broadway, New York City.

Hoyt Caterers, Inc., has been chartered to conduct a general bakery business in Kings County. Directors are Frank M. and Grace Hoyt, 632 East Fifteenth Street, and William A. Speckles, 200 East Nineteenth Street, Brooklyn.

W. & D. Baker, Inc., has received a charter to conduct business in Brooklyn. Capital stock is 100 shares, no par value. Directors are Nathan J. Goldrich, Benjamin Greenstein and Arthur Kadish, 270 Broadway, New York City.

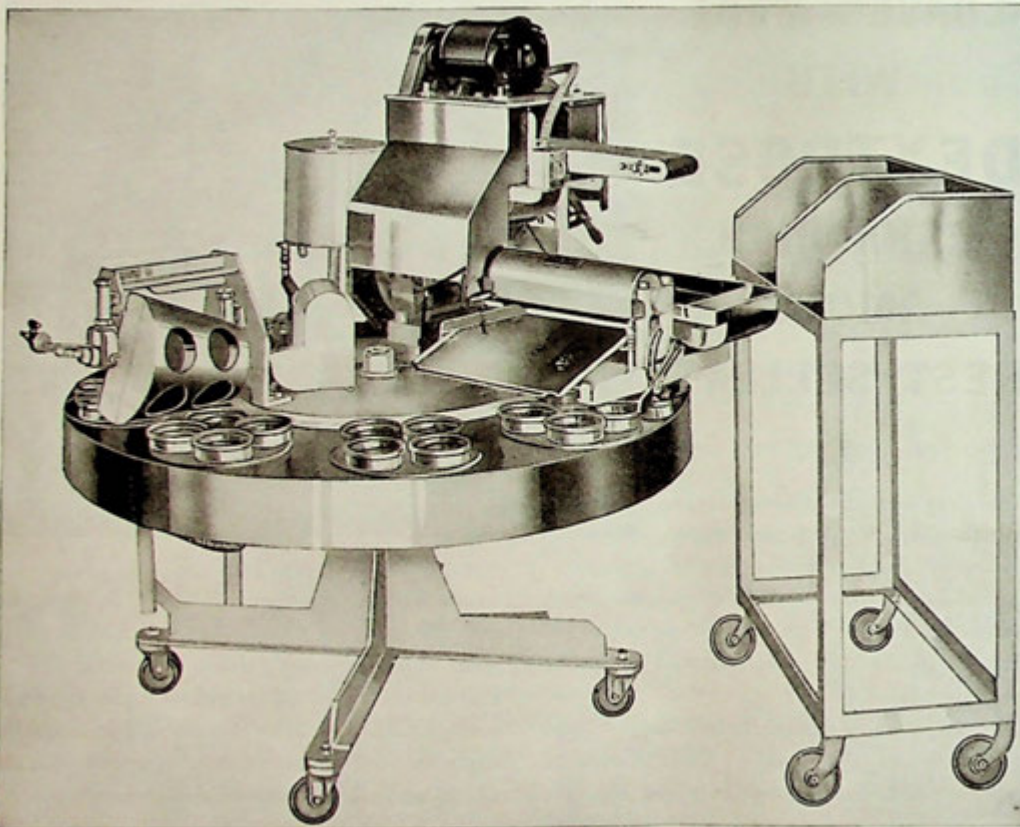
Manhattan Swiss Bakery Corp. has been chartered to conduct business in New York. Capital stock is 100 shares, no par value. Directors are Harry Kupansky, 316 West Forty-second Street, Alfred G. Ditolla, 299 Broadway, and Herman Montag, 305 Broadway, New York City.

Suburban Bakers, Inc., has been chartered to conduct business, with principal offices in New York, with a capital stock of 50 shares, no par value. Directors are Joseph Calabretta, 34-41 Ninth Street, Robert Lombardo, 25-33 Fourteenth Place, Long Island City, and Reba Kushner, 7501 Sixty-eighth Avenue, Middle Village, L. I.

Putnam's Bakery was recently opened on Greensboro Highway at High Point. This bakery has just been completed and is one of a group operated by Roy H. Brown and John L. Greer, Kern's Bakery, Knoxville, Tenn.

Host Bakery, Shelby, has purchased

Save Space — Speed Output In Your PIE DEPARTMENT



1500 SMALL PIES PER HOUR
with 3 Operators
300 LARGE PIES PER HOUR
with 2 Operators

The New Colborne Rotary Pie Machine is the smallest complete unit ever built. It can increase your pie output without increasing your employees or taking up more space.

••• Prompt Shipments Guaranteed •••

COLBORNE MFG. CO.,
157 W. Division St., Chicago, Ill.

Send me full information on the new style Rotary Pie Machine. Show me how it will increase my profits.

Name

Firm Name

Street

City

QUALITY AT HIGH SPEED

Even when running at top speed, this unit produces pies of uniform quality and positive eye appeal. You enjoy the economy of quick production plus the extra sales that come with a good product.

EASY TO OWN

Save space in your pie department. Increase your margin of profit and total profits, too, with this All-Steel Rotary Pie Machine. It is surprisingly easy to own. Send the coupon for full information.

Colborne Manufacturing Co.

Pie Machinery for Over 30 Years

157 W. Division St. Chicago, Illinois

NORTH CAROLINA

Putnam's Bakery was recently opened on Greensboro Highway at High Point. This bakery has just been completed and is one of a group operated by Roy H. Brown and John L. Greer, Kern's Bakery, Knoxville, Tenn.

Host Bakery, Shelby, has purchased

an automatic rounder and divider in preparation for the fall season.

Jones Brothers Bakery, Inc., Greensboro, has purchased two new tray ovens to increase the capacity of the plant.

New equipment recently installed at the Concord (N. C.) Bakery includes an oven, a molder, rounder, divider, refrigerating system, new slicing and wrapping machine and a roll machine.

A street parade consisting of 30 trucks heralded the opening of the new Bell Bakery plant at Sixth and Marshall streets in Winston-Salem. Hundreds of visitors were shown through the new building during the opening days.

NORTH DAKOTA

Ivan H. Johnson reopened his bakery at Areta in connection with his restaurant and confectionery store.

OKLAHOMA

The Charlton Bakery, Hollis, has been recently opened with \$3,500 worth of equipment.

Eddie's Fine Pastries, Ed Lyons, proprietor, Oklahoma City, has recently added pan equipment and additional showcases.

Heavener (Okla.) Bakery, owned by E. A. Tucker, has bought new high speed equipment.

Purity Bakery, Stillwater, has been remodeled and new showcases added. A branch retail shop has been opened by the bakery on the A. & M. college campus.

PENNSYLVANIA

The Jefferson Baking Co., wholesale, of New Castle, has filed a voluntary petition in bankruptcy in federal court, Pittsburgh district, listing liabilities of \$23,680 and assets of \$6,823.

Wayne Norris, operating a bakery at 3456 Ludlow Street, Philadelphia, has filed a petition in bankruptcy in federal court, Philadelphia district, listing liabilities of \$7,844 and assets of \$6,016.

Extensive alterations have been completed in Hartman's Bakery at Marshall and Oxford streets, Philadelphia.

New oven, doughnut machine, refrigerated showcases and other equipment have been installed in Schloemer's Bakery, 1406 Seventh Street, Beaver Falls.

RHODE ISLAND

The Sunbeam Bakery, Providence, has moved to larger quarters on the Post Road, Wickford.

Albert Borrewli and Nicholas Montifusco have opened a new retail bakery at 343 Atwells Avenue, Providence.

Leo's Bakery has moved to larger quarters at 363 Third Avenue, Woonsocket.

A new oven has been installed at Rondeau's Bakery, 21 Montrose Street, Providence.

SOUTH CAROLINA

The American Bakeries Co. has purchased a band type slicer for its plant at Florence.

SOUTH DAKOTA

H. C. Moore, formerly of Braham, Minn., has taken over the Christianson bakery at Madison, which has been operated the past year by Mr. and Mrs. H. R. Christianson.

Nils Carlson has purchased the Selby (S. D.) Bakery from Mr. Sawinsky.

Dan Mahoney, proprietor of the City Bakery in Sisseton, has purchased a new 18,000-lb oven.

The new Chester (S. D.) Bakery has

been opened for business under the management of Jess Smith, formerly of Inwood, Iowa.

TENNESSEE

L. E. Deacon, of the Woodland Bakery, 1010 Woodland Street, Nashville, has taken over the Hincey Bakery at Woodbine, a suburb of Nashville.

The Independent Baking Co., 3-5-7 Carroll Street, has been granted a charter authorizing 1,000 shares of no par value. Incorporators were listed as Wayne Williams, M. C. Wood and H. B. Pereira.

TEXAS

B. H. Richardson has returned to Paducah after a year's absence in Clovis, N. M., and has purchased the Good Eats Bakery on North Main Street. He plans complete remodeling.

With the purchase by Alton E. Davis of the business, the T. H. Williford Bakery will operate under the style of the Dublin (Texas) Bakery. Exterior painting and repainting is taking place.

Mr. and Mrs. G. C. Garland have opened a bakery in Ferris, in the building on Main Street formerly occupied by

the variety store. The local chamber of commerce sponsored the establishment of the bakery.

The Hilltop Bread Co. in Waco has installed a new roll machine.

Monroe Lindner and West Schneider have opened the Butter Top Bakery in Austin at 1713 East Sixth Street.

Simon's Bakery in San Marcos has made installation of new water scales and a control machine.

Finney's Bakery in Greenville has installed a new overhead proofer.

The Oak Cliff Baking Co. in Dallas

(Continued on page 55.)

What should you pay for WATER?

LOT No.	WATER	ABSORP.	MOISTURE	BUTTER FAT	ACIDITY	SOL. INDEX	FILLER	REFINED	BACTERIAL COUNT	COLOR	FLAVOR

MOISTURE CONTENT of Breadlac powdered skimmed milk is exceptionally low—always!

And that's mighty important to you. For it means that you do not pay powdered milk prices for excess water when you buy Breadlac. Also, it insures the keeping-quality of Breadlac while in storage in your shop.

Like the many other laboratory and baking tests performed on every batch of Breadlac, the moisture test is conducted by expert chemists who know practical baking, as well as the chemistry of baking. Try this fine powdered skimmed milk in your shop—note its clean, fresh flavor, its high absorption, its constant uniformity. Breadlac pays its own way!

EVERY BARREL of Breadlac, Dry Milk Solids, not over 1 1/2% fat, that enters your shop has its "pedigree" recorded on one of these Laboratory Reports.

Write us for information about free consulting service, or a working demonstration in your plant.



Companion Product to Bakery-Tested Parlac.



➔ **TEAR OUT AND MAIL COUPON FOR FREE BOOKLET**

THE BORDEN COMPANY, Dept. NMA 1119, 350 Madison Avenue, New York, N. Y.

Please send me, free and postpaid, a copy of the new *Bakery-Tested* Breadlac booklet—*"The Baker's Guide to Skimmed Milk for bread-baking,"* containing formulas, information, and tips about making bread with powdered skimmed milk.

Name _____

Bakery _____ Jobber _____

Street _____

City _____ State _____

SURPLUS FOODS AND THE FOOD

By virtue of the authority vested in the Secretary of Agriculture by law, Henry A. Wallace, secretary of the United States Department of Agriculture, has transferred funds to be used to purchase certain surplus agricultural commodities and donate them to the several states, cities and relief agencies to distribute for relief purposes. This department of the government has been attempting since 1933, first through the Federal Surplus Relief Corp. and now through the Federal Surplus Commodities Corp., to bring surplus agricultural products to needy consumers.

During the last 5½ years the government has purchased 2,500,000 tons of potatoes, wheat, apples and other foods and gave them, through relief agencies, to families victimized by the depression.

There are billions of pounds of farm supplies produced for consumption, but are not getting into the hands of millions of consumers who are on short rations. This year, with the surplus farm products mounting higher than ever, the need for opening up the way to get these products to the consumer has become an acute problem.

MOVING SURPLUS FOODS

Along about March of this year, the Secretary of Agriculture proposed that a new method be developed for coping with this great problem. The secretary called upon the Federal Surplus Commodities Corp. to evolve a system which would use the normal channels of wholesale and retail trade to move more food to needy city consumers. To that end, the food order stamp plan came into existence and it is now in operation in the cities of Rochester, N. Y., Dayton, Ohio, Seattle, Wash., Des Moines, Iowa, Shawnee, Okla., and Pottawatomie County, Springfield, Ill. The program will probably be extended very soon on a nation-wide basis.

The proposed plan aims directly at increasing the domestic consumption of surplus food commodities. Issuance of the food order stamps will create purchasing power for commodities which are surplus now, not because the need for them does not exist, but because the persons who need them most cannot buy them, and through the normal channels of retail trade, the surplus foods will be made available to the needy and undernourished persons, where otherwise these farm products would be permitted to go to waste.

HOW FAMILIES RECEIVE STAMPS

The family certified for public aid will be offered the chance to buy orange colored stamps. Any person certified by a duly authorized agency as eligible for public assistance may purchase or obtain in lieu of money payment, orange food order stamps, which are in denominations of 25c each. These persons can buy books containing enough orange stamps to equal \$1 for each member of their family, and for every dollar's worth of orange stamps purchased the recipients will receive 50c worth of blue surplus food stamps free. Families eligible to participate in this food stamp plan include WPA workers, mothers receiving

pension, folks receiving old age pensions, unemployed who are getting public aid—and there is a possibility that it will not only include the relief groups but the families with low incomes as well. The Secretary of Agriculture believes that there will be more people on the low income basis brought into the plan because of the increased prices of food since the outbreak of the war. Another group of

certified eligible families, unable to buy orange stamps, will receive the blue surplus food stamps free. The blue surplus food stamp is also in 25c denominations.

ITEMS OBTAINABLE WITH STAMPS

Purchases can be made with the orange stamps for any food or household supplies sold in a food store, but not tobacco, beer, wine or liquor; nor will

these stamps pay for foods eaten on the premises. The blue surplus food stamps will be good for purchases of foods listed as surplus foods. The Secretary of Agriculture can designate the foods to be listed as surplus foods and at the present time the FSCC is distributing such surplus foods as dried beans, oranges, grape fruit, butter, dried prunes, corn meal,



**IT'S A FACT! SWIFT GUARANTEES
OVERNIGHT DELIVERY ANYWHERE!***



**Check your present shortening
service against these requirements
guaranteed by Swift**

1. A special shortening for every bakery use.
2. Every product proved to the highest standards of the industry.
3. Guaranteed freshness and uniformity.
4. 18-hour delivery from 400 strategically located centers.
5. Scientific counsel and help from a traveling staff of Swift's Bakery Service Men.
6. New, tested formulas, supplied free at regular intervals.



STAMP PLAN

By J. NEWTON DAVIES

shell eggs, wheat flour and whole wheat flour.

STAMPS USED AS MONEY

The chief argument for the new food order stamp plan is that it works just the way any other purchase works. The recipient takes the stamps to the retail food store (bakeries included) and spends them like money. Stamps spent,

like dollars spent, start goods moving through the arteries of business.

The stamps will be taken by the families to the food stores where they ordinarily shop or to any other store joining in the food stamp plan. Purchases will be made at the prices that prevail in the store.

Retail bakers can redeem the orange

colored stamp for any bakery product. In those bakery stores where they have refrigerators or refrigerated counter cases, the baker can merchandise surplus foods, such as fresh eggs and butter, for which he can redeem the blue surplus food stamp.

As the families do their shopping, they will tear stamps out of their book in the

presence of the retailer, and stamps cannot be accepted otherwise. The stamps are not to be sold or exchanged—they must be used by the family to whom they have been issued. To buy new books of stamps, families will have to turn in covers of their used books.

Purchases made in amounts less than the value of one stamp are permissible under the following conditions:

FSCC Regulations—Section 204—

"CHANGE: No retail food store merchant, and no manager, clerk, assistant or other person acting for him, shall give change in currency or otherwise in connection with food delivered for food order stamps; provided, however, that if such merchant or person so desires, he may extend credit for future delivery of food or surplus foods, as the case may be, for the balance of the face value of the orange colored or blue colored surplus food order stamp, if food delivered is of a value less than either a single stamp or a multiple thereof."

Giving this section of the regulations considerable study, the Associated Retail Bakers of America has prepared a coupon in colors of orange and blue. The orange coupon will be given as a credit for the orange stamp and the blue coupon will be given as a credit for the blue surplus food stamp. This credit coupon will be issued by the merchant who redeems the stamps and all subsequent purchases for the amount shown unpunched on the card of 24c or less must be made in the retail establishment where the coupon was originally issued.

These cards can be obtained from the Associated Retail Bakers of America, either with your name printed on the card or the space for your name and address left in blank in order that the retail baker may stamp his name and address with a rubber stamp. There will be a nominal charge for these cards to cover cost of printing and shipping.



EXTRA TENDER PIE CRUSTS COME EASY WITH SWIFT'S "SILVERLEAF"..THEY'RE RICHER, MORE FLAVORFUL, TOO...

● Actual shortometer tests prove that Swift's "Silverleaf" brand Lard makes pie crusts from 15 to 30 per cent more tender than bland vegetable shortenings. And you know what a reputation for tender, flaky pie crusts can do for a baker's sales!

That's one reason why so many bakers are using "Silverleaf" today. Another, is the way the pleasing, nutty flavor of "Silverleaf" car-

ries through as that of bland shortenings cannot do. Its texture, too, makes it particularly fine for pies. It forms "long strands" when worked into the flour, is never brittle or lumpy at icebox temperature. It is extremely plastic.

But let "Silverleaf" speak for itself! Try it once, and it'll be a steady in your bakeshop. Call your Swift salesman or the nearest Swift branch house today.

SWIFT RECOMMENDS—

"SILVERLEAF" BRAND PURE LARD—for pies and breads. Tests prove that it makes pie crusts and pastries far more tender.
FREAM—specially effective for general bakeshop use. Bland... use it for cakes, baking, frying and cooking.
FREAMAY—for richer, moister

cakes. High butter and moisture tolerance.
SWIFT'S BAKERS PASTRY—for puff paste goods. Specially blended for light, flaky things.
MELLOCRUST—for pan greasing. For flavor; and to prevent gumming, sticking, tearing.
FROZEN EGGS



SWIFT'S

Complete

SHORTENING SERVICE

Redeemable only at
Name and address of bakery
This receipt has a value in the amount shown unpunched towards the purchase of merchandise except items prohibited by the Federal Surplus Commodities Corporation
3 5 5 1 1 1 1 1 1 1 1 1

Card for Orange Stamps

Redeemable only at
Name and address of bakery
This receipt has a value in the amount shown unpunched towards the purchase of merchandise designated by the Federal Surplus Commodities Corporation as Surplus Foods
3 5 5 1 1 1 1 1 1 1 1 1

Card for Blue Stamps

FULL MONEY VALUE

Once the retail baker or other merchant takes the stamps in exchange for his products or for items of the surplus food list, he will receive his money for the stamps when he will paste the stamps on a card (the card used for this purpose is furnished by the FSCC and comes in orange and blue colors, each for their respective color of stamp) and then turn this card in to his bank, or a United States post office, or to his wholesaler,

COVO SHORTENINGS

are batch-tested in our Laboratories and Research Bakeries for:

- ★ Creaming
- ★ Stability
- ★ Tolerance
- ★ Blandness
- ★ Whiteness
- ★ Purity

COVO Shortenings are **UNI-FORM** in all these properties assuring dependable, uniform results.

LEVER BROTHERS COMPANY
General Offices: Cambridge, Mass.

The Master Bakers' Preference . . .



MARSHMALLOW CAKE FILLER

HENRY HEIDE
INCORPORATED

ESTABLISHED OVER 70 YEARS

Spring, Hudson and Vandam Streets, New York

Also Makers of:

Heide Genuine Almond Paste,
Kernel Paste, Macaroon Paste, Fondant Icing.

Is cheap bread the answer to building strong healthy bodies?

(You know that answer)

Will cheap bread slicer blades solve your slicing problems?

(We know that answer)

EVERY comparative test, using several makes of slicers, has proven "Seco High Speed Blades" to be of better performance quality, and slice for less per loaf.

—HERE ARE THE REASONS—

why "SECO" Blades Last Longer and have sharper edges:

- (1) Made of world's finest cutlery steels.
- (2) Actually hollow ground—Sharper edges.
- (3) Made by new improved straight line process.
- (4) Protected by high pressure wet process.
- (5) Micrometer precision even grinding.
- (6) Sharper points, that stay sharp longer.
- (7) Every point exactly same height.
- (8) Especially designed for high speed slicing.
- (9) Performance superior for soft breads.
- (10) Thinner edges that actually wear sharp

SECO BLADES

Actually Hollow Ground

Notice Thin Cutting Edges and Sharper Points



OTHER BLADES

Not Hollow Ground



Enlarged View

"Seco High Speed Blades" are only 25c each

(excepting band saw blades and Automatic Hartman)

Subject to discounts on quantities or contracts. Send for a free sample Vienna knife—no obligations.

Ask us how you can eventually replace all your present blades with "Seco High Speed Blades" at our low price of 3c per blade under our "Blade Replacement Service" and have factory correct resharpening resulting in better slicing and lower slicing costs.

SIMMONS ENGINEERING CO.
DAVENPORT, IOWA

Sales or service stations everywhere.

Direct Factory Branch: **CHICAGO BLADE SERVICE** 1344 W. Division St., Chicago, Illinois

BROWN'S HUNGARIAN CAKE FLOUR

"Undoubtedly the best cake flour we have ever used," says a nationally known baker.

BROWN'S HUNGARIAN CORP.
23 Beaver Street, New York City, N. Y.

BAKERY MACHINES & OVENS



Bakery Equipment of Excellence
Racks—Trucks—Troughs—Tables—Flour Sifters—Pan Greasers—Proofing, Fermentation and Bread Cooling Systems—Ovens
UNION STEEL PRODUCTS
506 Barham Street, Albion, Mich.

HOYT'S GLUTEN FLOUR

WAREHOUSE STOCKS IN ALL PRINCIPAL CITIES
PURE GLUTEN FOOD CO., Inc.
175 Fifth Avenue New York, N. Y.

NATIONAL GRAIN YEAST CORPORATION

FRANK J. HALE, President.
Executive Offices: 800 Mill Street, New York City.
Chicago Sales Office: 415 North Damen Ave. Chicago, Ill.
Home Offices: 200 Mill Street, Belleville, N. J.
New York Sales Office: 45-54 37th Street, Long Island City, N. Y.

American Bakers Machinery Co.
1800 S. KINGSTONWAY BLVD. CHICAGO, ILL.

30,000 BAKERS CAN'T BE WRONG!

Use dry milk solids—convenient, economical, dependable. Get the facts.
AMERICAN DRY MILK INSTITUTE, Inc.
221 N. LA SALLE ST., CHICAGO

Mason, Fenwick & Lawrence
Patent and Trade-Mark Lawyers

Patents and Trade-Marks Procured in the United States and Foreign Countries.
Established 1861 Pure Food Practice
720 Woodward Bldg Washington, D. C.

Paul, Paul, Moore & Giese PATENT ATTORNEYS AND SOLICITORS 710 Security Bldg. MINNEAPOLIS
Patents Procured and Trade-Marks Registered in All Countries

who will act as agent for the retailer in getting his money from the federal treasury. The orange stamp will already have been paid for by the recipients, so their redemption will cost the government nothing. Since the blue surplus food stamp will be given away, the government will have to pay cash out of the pocket to redeem them.

HELP OF BUSINESS NEEDED

The aggressive help of business is needed to increase the domestic consumption of surplus agricultural commodities and it is assumed that there will be fair play in this plan. Penalties, nevertheless, are provided for the failure to play square. There may be a few chisellers and these few will be subject to the fines and punishment as provided in the United States Criminal Code, and shall be denied the right to further participation in any manner or respect concerning the food order stamp plan.

Bakeries and bakery stores, having fixed retail establishments, which are engaged in retail business, may participate in the food order stamp plan with respect to the across-counter sales in their stores. They may also participate in the program with respect to house-to-house business provided such business is not solicited. Every retail baker or bakery should know the persons in his locality who are receiving public aid and advise them that he redeems the food order stamps in his place of business. It will be wise to place a small neat sign in the display window or on the counter to the effect that the bakery will redeem the stamps. The retail baker should learn all he can about this program and should discuss its possibilities with his sales people.

SUMMARY

(1) The purpose of the government's food order stamp plan is to encourage wider consumption of surplus food products by increasing the purchasing power of low income families. The government has been assured that the plan can be most effectively carried out by the retailers and other distributors of food products in the course of their regular business. The success of the plan, therefore, will largely depend upon the retailer's co-operation with the government in demonstrating the efficiency of this method of food distribution to the public.

(2) The term "the retail food store" means a merchandising establishment where a food retailer carries on the business of selling food, grocery or bakery products to the consumer, not for the purpose of resale in any form and not consumed in the usual course of business on the premises.

(3) Identification: Be sure that the person presenting stamps for food is the person or a representative of the person whose name appears on the front cover of the stamp book. If necessary, the person should be required to identify himself.

(4) Removing stamps from books: All stamps must be taken from the stamp book in the presence of the retailer or in the presence of one of his employees only at the time delivery of the "food" or "surplus food" is made.

(5) Orange stamps: Orange stamps have a value of 25c each and may be taken in by the retailer in exchange for all foods for human consumption, and for household articles which are usually sold in his store. Orange stamps may not be used for products which are in the usual

course of business consumed on the premises and may not be used for tobacco, beer, wine, liquor or other alcoholic beverages.

(6) Blue stamps: Blue stamps have a value of 25c each and may be taken in by the retailer only in exchange for foods listed as "surplus foods" in bulletins which will be sent to you for posting in your store.

(7) Making change: Do not give money in change for stamps. You may, however, give back to the consumer the credit card for the food or surplus food which is exchangeable for the partly used stamp.

(8) Do not accept stamps for the payment of bills previously incurred. Stamps should be accepted by the retailer only in exchange for food delivered to the consumer after receipt of the stamp.

(9) Violation of regulations: If occasion arises, inform persons that you cannot deviate from the regulations, as it would subject you to the fines and imprisonment provided by the U. S. Criminal Code.

(10) Both the orange stamp and the blue surplus food stamps are the same as money and can be deposited in the bank as such.

MENU CONTEST

THE Sheboygan (Wis.) Baking Co. created profitable interest through an international menu contest. Many new customers were achieved. The requirements of the contest were very simple. Women were requested to send in some menu of a national dinner, German, Italian, Danish, or even New England, including some item which could be purchased from the Sheboygan Baking Co. The winner each week got \$1 worth of free bakery goods and the winning recipe was published.



Boys- AT LAST I FOUND WHAT YOU ALL LIKE — real old-fashioned RYE and PUMPERNICKEL BREAD

Breddo is a scientifically cultivated, dehydrated real rye (ferment). It is the heart of true rye breads, it improves the gluten, giving more volume, elastic crumb, softer, moisture and a tangy taste that is so essential in rye breads, pumpernickel, whole wheat, cracked wheat and other specialty breads.

Ryddo is a highly concentrated, pure rye extract in powder form. It gives that true flavor, taste and natural color so essential in good rye breads. No caraway or artificial flavors used. One pound of Ryddo is equal in flavor to five pounds of rye flour, which enables you to use more clear flour and still get full rye flavor and more volume.

When a large percentage of your customers want real old-fashioned rye and pumpernickel bread, why not be the wise baker to offer these much desired loaves. If you are under the impression that these types of bread cannot be produced in the modern plant, let us show you that real rye bread is just as easy to produce as white bread and does not require a specialist. Let us prove that with Breddo and Ryddo you can make rye

breads in your present bakery regardless of its size or equipment, and at the same time develop very profitable and fast selling items.

Do not hesitate to get in touch with our service department, which is composed of practical bakers who can help you build a rye bread business on a permanent basis. They will give you new ideas that will increase your volume and reduce your overhead in a short time.



Trade-Mark Reg.

AMERICAN BREDDO

5-39 48th AVENUE, LONG ISLAND CITY, N. Y.

NATIONAL DISTRIBUTORS: DAVID COLEMAN AGENCY, 2 Broadway, New York

DISTRIBUTORS IN

CHICAGO
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ATLANTA
KANSAS CITY

DALLAS
PORTLAND, OREGON

LOS ANGELES
SEATTLE

ROCHESTER

SAN FRANCISCO
PHILADELPHIA



"PROGRESS THROUGH RESEARCH"

WE are told that when mankind was created, the Creator said, "Replenish the earth and subdue it. Take dominion over the sea, the air, over all the earth and every living thing."

The human race has been very slow in following these instructions, and throughout the centuries man's efforts to conquer Nature have been upset and offset

by man's effort to conquer his fellow-man.

Early supremacy in the human family was established by physical prowess. Our first rulers were those physically mightier than their fellow-men. Then came progress through use of materials—wood, stone and metal. Kingdoms were established and governments formed by leaders who developed weapons for human

destruction and organized soldiers to use them. These rulers rose to positions of power, but their kingdoms did not last. It has always been true and always will be true that "those who live by the sword shall die by the sword." Nevertheless history still glorifies leaders like Alexander and Caesar, though little remains of the glories they sought to create.

The United States of America is a

child of war but not a war of conquest. It arose from a war for liberty and when the time came to form a government, there were fortunately students of history among our leaders who said, "Before we determine what form of government these colonies shall have, let us delve into history and try to avoid the mistakes and failures of previous forms of government. Let us study acts which have been tried by others, and seek to avoid governmental principles which have failed in the past." As a result, the Constitution of the United States was written and accepted as the basis of our form of government.

Ours is the only governmental authority in the world developed through research. In that day, as in this, there were men who had their own theories and their own ideas about what might or could be done. But the men who signed the Constitution of the United States cast aside their theories, their personal prejudice, yes, even their own feelings, to give this country a form of government based on a study of human experience throughout the ages.

This is not the place to discuss the policies our country has followed during the past several years in local, state and national affairs. Without research and without study we have committed the same mistakes and pursued the same foolish theories that are written in history as pitiful failures. We have just blundered along.

But through the clouds the sun is shining, the sun of research. It is probable that more research is being conducted in this country today than in all other countries in the world combined. We are told there are 16,000 research laboratories in the United States today, compared with 8,000 10 years ago, and we are just beginning. There came to my desk the other day a sales letter from a textile company in Rhode Island, which said, "Research is not confined to the laboratory. Salesmen today are pushing the laboratory men hard in their search for new ideas."

Research implies searching again and again; its motto is, "If at first you don't succeed, try, try again." In fact there are products used today that are named from the number of attempts made to find the right combination before success appeared. And sometimes the result comes when and where least expected.

Do you recall the old farm story of the lost calf? When the cows were brought from pasture in the evening a calf was missing. As the farmer and his son began their search, the father said, "Now look in all the unlikely places as well as the likely places." They separated and began to hunt. The father was unsuccessful, and on returning to the barn he saw his son climbing down a ladder from the hay mow. The father said, "What are you doing up in the hay mow?" The reply was, "You told me to hunt in the unlikely places and this was the most unlikely one I could think of."

Accomplishment through research is generally measured by its objective use. This, however, may be of far less immediate importance than its resulting cultivation of habits of accuracy, careful judgment and intelligent appraisal of facts and the development of a purpose

★ THE KEEN TASTERS WANT WYTASE BREADS

Half of all the consumers in your market have a keener sense of taste than other people and detect slight differences in food flavors. They are the people who choose the WYTASE breads from among all other breads in that market as having better, "more satisfying" taste.

In one large market in Ohio these Keen Tasters picked WYTASE-made breads over other leading loaves without WYTASE, by margins of 18 to 27%. But other consumers too, with tastes not so keen, also showed a majority preference for breads made by the WYTASE Method.

When a majority of 1079* consumers in one market pick WYTASE breads for flavor, that should be sufficient proof of their buying preference!

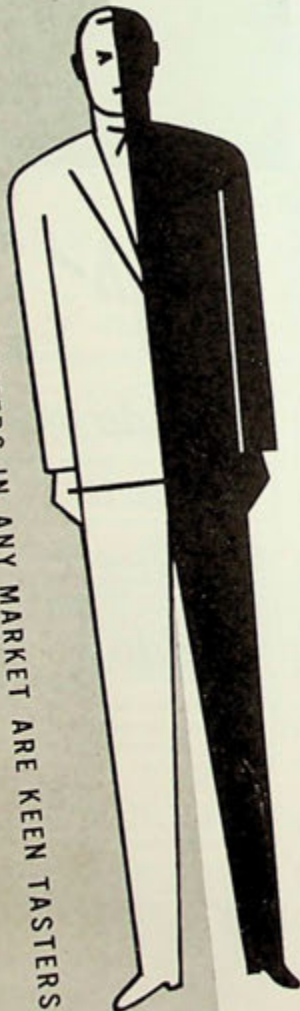
The same sort of results are obtained by scientific, unbiased taste tests with WYTASE breads in other markets over the country. If you would prove it to your own satisfaction, write for complete information.

*Original Report on File.

Wytase

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme ingredient for whitening and conditioning the dough.

HALF OF ALL THE CUSTOMERS IN ANY MARKET ARE KEEN TASTERS



J. R. Short Milling Company, 38th and So. May Sts., Chicago

to base decisions and plans on knowledge rather than on impressions and feelings.

Research teaches us that the things we want to do or feel like doing should be judged by facts, not feelings.

Vice President Kettering, who has charge of research for General Motors, has frequently said that "Research is a state of mind." He is the man who invented the self-starter, thus promptly advancing women from the back seat to the front seat of the modern automobile. He is the man who said to the workman who claimed a certain piece of steel could not be drilled because it was too hard, "Have you tried a diamond pointed drill?" The workman had not. When he got one, he found the diamond-pointed drill was harder than the steel. Mr. Kettering's only rebuke was, "You see, the steel wasn't too hard but your drill was too soft."

Yes, research is a state of mind.

As you see children around you today, in your own family or in the families of others, does it ever occur to you that at one time you talked and acted just as these children do?

Or do you regard yourself as a grown-up and forget all about childhood days? If so, then you do not have a mind intended for or capable of successful research.

If, after accommodating ourselves to conditions and surroundings, and reaching the stage which we call "grown up," we forget that we knew nothing when we came into the world and that we had a lot to learn before we could walk or talk, and a lot more to learn before we could feed and clothe ourselves, and that our progress was possible only through experience; if we forget the struggles we had in "growing up" and feel that we are now entitled to settle down and that the "world owes us a living"—then we have grown too old for research.

A child constantly asks questions; that is the only way it can learn. When you meet a man or woman who asks you a lot of questions, instead of telling you a lot of things, you have met someone who will never grow old—someone who is continually progressing in one kind of accomplishment or another.

Progress of the human race is measured not by power nor by might but by the state of mind of the people. The comforts and conveniences which you enjoy at home did not spring from the flaming mouth of a cannon, the scepter of a king or reform politics; neither did the appointments of this hotel; they have been made possible through the contributions of millions of peace-loving men and women, each one of whom has been able to add something to the world's knowledge.

I am happy indeed that our industry, which James F. Bell has referred to as "the ancient and honorable," is evidencing the vitality of youth in choosing for its guidance and proclaiming to all its members the theme, "Progress through research." I hope that the proceedings of this convention will impress us to such a degree that we will go back home feeling that each one of us can have a part in research that will be helpful to the industry.

Bakers Association, was presented as an address at the national convention held in New York, Oct. 15-19.

—BREAD IS THE STAFF OF LIFE—

DESCRIBE PRODUCT

HOUSEWIVES who know what goes into the baked goods they want are better prospects than those who lack such knowledge, according to the results

of an exhibit and sale held by the Buffalo Zonta, Oct. 7, at which the baked goods of A. G. Stegmeier, director of the Associated Retail Bakers, were entered in the baking classification.

A radio announcer described each article which was on view for the members. In the case of baked goods, he went to some length to tell something about the ingredients and the importance of each in

producing the finished item. All the baked goods were wrapped in cellophane. When the talk was over, the extensive display of baked goods by Mr. Stegmeier was not only sold out at once but there were also enough telephone calls from radio listeners to sell ten times the volume of baked goods available. These orders were filled as far as possible from Mr. Stegmeier's three stores.



C. F. SMITH GROCERY CO., DETROIT, MICH.

A Model Bakery AS YOU DESIRE IT!

● No bakery building is ever put through McCormick Organization as merely a matter of just so much *brick and mortar*. To us every department, every operation, every piece of equipment and material assumes the greatest importance. Each project is handled as an individual job.

● That's why so many bakers entrust their new building programs to us, with full confidence that their plant, when completed, will fit their individual needs.

● There is no charge for this extra interest in your bakery. It's just part of our creed. The payment for it comes through the enthusiasm of our clients who feel that they have found an organization which understands the real *purpose* and *function* of a bakery.

● "Ask the man we have served."

THE McCORMICK COMPANY, INC.

121 So. Negley Avenue, Pittsburgh, Pa.

250 Park Avenue, New York, N. Y.

SCIENTIFIC PLANTS FOR BAKERS

TEA TABLE OVENSRING BIG VALUE



Here are flours which never fail any baker in performance test.

No baker need give a thought to how they will act under any condition.

They are milled to do their baking job every day and all day, year in and year out.

The WEBER FLOUR MILLS COMPANY
SALINA, KANSAS

SIDELIGHTS ON THE BALTIC STATES

By C. F. G. RAIKES

European Manager of THE NORTHWESTERN MILLER

FOR the time being Russia has assumed the leading role in the great drama that is being played by Germany and Russia in the Baltic countries. It would seem as if the former leading star had been completely played off the stage into the wings by the Russian villain of the piece.

I have come to know intimately in my travels for THE NORTHWESTERN MILLER, during the last 30 years and more, the various Scandinavian and Baltic countries that are so much in the limelight in the present phase of the war. I knew Finland when it was under Russia, as the Grand Duchy of Finland. Its interests always have been closely allied with Sweden, which country largely was responsible for the development of Finland while it was under Russian rule. When Finland became a republic, after having heroically driven out the Russian Bolsheviks at the close of the last war, a great nationalistic campaign was inaugurated to eliminate the Swedish element in favor of Finnish nationalism. Swedish names of cities and towns were changed to Finnish names. "Helsingfors" became "Helsinki," "Åbo" became "Turku," "Viborg" was changed to "Viipuri" and "Finland" to "Suomi." The titles of commercial companies and firms, formerly rendered in the Swedish language, had to be changed into Finnish, with the Swedish name in parenthesis.

It is understood that Russia wants to have a part control of the Aaland (pronounced Oland) Islands, situated in the Gulf of Bothnia half way between the coast of Finland and Stockholm. The principal port in the islands is Mariehamn, which is a stopping place for the passenger steamers that ply between Finland and Sweden. Undoubtedly these islands are of the greatest strategic value for commanding the entrance to the Baltic from the Gulf of Bothnia, on whose shores are located the coasts of Finland and Sweden. For this reason, both these countries are interested vitally in the control of the islands and the last thing they would want to happen is to have them occupied by such a dangerous power as Russia.

The occupation of Esthonia by Russian troops and the use of Reval and other Esthonian ports, together with the Latvian port of Windau and Libau, mean complete control of the Baltic by Russia. In addition, the islands of Dago and Oesel, off the coast of Esthonia, and commanding the entrance to the Bay of Riga, are to be developed as Russian air bases.

When these changes all go into effect Russia will have complete command of the Baltic, and Germany will never be able to control what was formerly known as a German lake, as her navy will be bottled up at one end by Russia and at the North Sea end by the British navy. Under these circumstances it is not surprising to read current press reports that great friction exists between German naval authorities and von Ribbentrop, who is blamed for being responsible for such a situation having arisen, especially as Russia has made no military concession in return. Many people are of the opinion that the Russian pact with Germany will result in the downfall of von Ribbentrop and ultimately lead to friction between Hitler and his military and naval leaders.

If Finland becomes involved it looks as if Sweden will also be drawn into the vortex, especially if the Russians insist

on occupying part of the Aaland Islands. In this event, what will become of Denmark, which, through sheer fear of Germany marching into Schleswig, signed a pact of nonaggression with that country some months ago? Will the Russians respect Germany's pact or will they continue the trail of Communism into Norway and, eventually, perhaps to Norway? Germany would then find herself surrounded by Bolshevism and will truly be justified in claiming "encirclement," and, probably, will heartily wish that it was the type of encirclement she complained about so bitterly in months gone by. This outlook, of course, is mere supposition, for, as yet, there is no definite proof that Russia intends to become so aggressive as indicated above. Possibly, she will be content to get back the Baltic provinces, which were under Russian rule for so many years.

When I used to visit the Baltic States—such places as Riga, Libau and Reval—I always felt, and on several occasions was told by well informed people, that the newly formed states of Esthonia, Latvia and Lithuania could never exist for any great length of time without having Russia as a hinterland for commercial purposes. Before the World War Riga was a great Russian manufacturing center, and held a position similar to Manchester, England. Enormous industries flourished there. I remember seeing a rubber factory that reminded one of the Ford works at Detroit. It turned out enormous quantities of rubber boots, shoes and rubber articles of every description. After the Russians left, such factories all became derelict

and most of them have remained so ever since. The feeling against Russia was so intense that even if trade had been possible the Latvians would not have considered it. However, it was apparent to any one familiar with the country that Russia was the only logical territory for trading purposes. The manufacturers could not possibly compete with manufacturers in other countries, such as England, France and Germany. Consequently, existence as individual nations was exceedingly precarious.

The population of Latvia is roughly 2,000,000, Riga, the capital, claiming 385,000, and Libau, the next largest port, 57,000. Lithuania has an estimated population of 2,400,000, of which Kaunas—known as Kovno during the Russian regime—has 125,000. Menele, the principal port, already has been taken over by the German Reich and its population is only 38,000. Esthonia, which is the smallest of the Baltic States, has a population of only 1,152,000. Its capital, Reval (Tallin) has a population of 146,000.

A large percentage of the German population that is now being evacuated from Esthonia and Latvia consists of people of German descent, known as the "Baltics." Centuries ago a wealthy class of German aristocrats, who became known as the "Baltic Barons," settled in the Baltic territory and acquired enormous estates, over which they ruled. When the country was under the rule of Czarist Russia the Baltics were the leading landlords of the country and rented out their estates to the peasants for agricultural purposes. Eventually, they acquired large holdings in various industrial undertakings. When

the Baltic States were formed under the Treaty of Versailles, the wings of the Baltics were somewhat clipped but, nevertheless, they continued to be a power in their respective regions. Now that they have received orders to leave the country immediately and to return to Germany their wrath against Hitler is not surprising and it is said they are accusing Hitler of having betrayed them to Soviet Russia. However, if they remain where they are they would soon suffer the fate of other large landowners in Russia and Poland, so perhaps they are fortunate to escape with their lives even if they must live under Nazi rule and have their property confiscated. The evacuation orders were carried out so rapidly that all personal property, except that which could be carried, had to be left behind.

After the World War these countries, owing to their inability to obtain their flour from Russia, became important markets for American, Canadian and English mills and for some time a lucrative business in flour and cereals was done. In due course they developed their home production of foodstuffs to such an extent that they not only became self-supporting but, to a limited extent, exporters of farm produce such as butter, bacon and eggs. However, it does not take much imagination to realize how uneconomic it was for three states, with such small populations, each to maintain the expense of running a separate government. An additional handicap was that each little state set up a high tariff wall, thus making it practically impossible to trade with each other. Had there been some way of creating a union of the three states, so that there could have been interstate commerce under one federal government, there would have been a better chance for their continued existence.

From all appearances, it is only a matter of time before the present states will all revert entirely to Russia. Russian troops already have entered Esthonia and once having obtained a foothold the present Baltic States are doomed. After the last war the Russian Bolsheviks were driven out of Esthonia with the help of British naval and military forces, and Germany, in the same way, helped Finland, although Finland, with her White Army, was principally responsible for expelling the Bolsheviks in 1918-19. The manner in which this army was raised by the Finns while the Bolsheviks were still in power was remarkable. When its organization was completed—although the army was almost devoid of arms—the Bolsheviks were attacked with the crudest form of weapons, consisting of sticks, spades, pitchforks, etc., and were overcome by sheer courage and heroism. All those who sided with the Communists were ruthlessly hunted down and put to death after summary trials.

In Abo there was a sub-agent for a Helsingfors flour agent, who represented one of the large Minneapolis milling companies, who, with his two sons, met a tragic death in this way. He was a man of considerable culture and education but, unfortunately, favored Communism and imbued his sons with the same political tenets. In spite of his political leanings he was an excellent business man and to be trusted in every way. When I heard of the manner of his death I remembered that he had once written to me, asking me to send him a copy of a well-known Socialist magazine, published in London, which made me first aware of his political views.

SPOTLIGHTS ON THE WEEK'S NEWS

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FSCC PURCHASES MORE CORN MEAL AND GRITS

Awards Are Made to 27 Milling Companies—Deliveries Scheduled in Period From Nov. 16 to Jan. 6

WASHINGTON, D. C.—Additional purchases of corn meal and corn grits for relief distribution were announced by the FSCC on Oct. 30 from 27 milling companies. The purchases were on offers filed by the companies on Oct. 21. Deliveries are to be during the period beginning Nov. 16 and ending Jan. 6.

Total purchases of corn meal amounted to 194,600 bbls and of grits 16,000 bbls. Awards were made to the following firms:

Contractor—F.o.b. point—
Amendt Milling Co., Monroe, Mich.
Hilsh Milling Co., Crawfordsville, Ind.
Hilsh Milling Co., Hamilton, Ohio.
City Mills Co., Columbus, Ga.
Eagle Roller Mill Co., New Ulm, Minn.
Earle-Chesterfield Mill Co., Asheville, N. C.
Forbes Bros., Kansas City, Mo.
Happy Mills, Memphis, Tenn.
Houston Milling Co., Houston, Texas.
Humphrey Mills, Memphis, Tenn.
International Milling Co., Greenville, Texas.
Chas. A. Krause Milling Co., Milwaukee, Wis.
Lexington Roller Mills Co., Lexington, Ky.
Lynchcomb Grain & Seed Co., Springfield, Mo.
Miller Cereal Mills, Omaha, Neb.
Minor-Hillard Milling Co., Wilkes-Barre, Pa.
Morrow Milling Co., Cayhogo, Mo.
Nebraska Consolidated Mills Co., Hastings, Neb.
Patent Cereal Co., Geneva, N. Y.
Quaker Oats Co., St. Joseph, Mo.
Roanoke City Mills, Inc., Roanoke, Va.
Schultz-Baujain Co., Beardstown, Ill.
Scott County Milling Co., Dexter, Mo.
Scott County Milling Co., Sikeston, Mo.
Shawnee Milling Co., Hugo, Okla.
Spartan Grain & Milling Co., Spartanburg, S. C.
Stoddard County Milling Co., Jonesboro, Ark.
Texas Star Flour Mills, Galveston, Texas.
Wilkins-Rogers Milling Co., Washington, D. C.

—BREAD IS THE STAFF OF LIFE—

LARGER OPERATING PROFIT BY UNITED GRAIN GROWERS

WINNEPEG, MAN.—An operating profit of \$646,602.95 for the fiscal year ended July 31, is shown in the financial statement of the United Grain Growers, Ltd. This compares with \$264,613.40 for the previous year and \$137,816.54 for 1937.

Out of this amount provision was made for interest on bonds, \$141,216.45; directors' fees, \$7,431; executive salaries and legal fees, \$28,291.67; annual meeting expense, \$15,555.72; and for provision for depreciation of capital assets \$133,643.41. Bond discounts and expenses written off amounted to \$19,878, while a profit arising from redemption of company's bonds during the year gave a credit of \$14,075.80. After provision of \$9,000 for dominion and provincial income and corporation taxes a net profit for the year of \$5,662.30 was left. This, added to the amount already at credit of the earned surplus account, left to be carried forward as earned surplus, \$306,051.51.

The balance sheet shows working capital of the company at \$1,159,764.38, up \$146,209.11 from last year. After deduction of depreciation reserve which now stands at \$4,696,475.01, the capital assets of the company are carried on the balance sheet at \$6,305,139.15. Paid up capital of the company is \$3,189,401.51. Total of general reserve and surplus is \$1,975,437.54.

—BREAD IS THE STAFF OF LIFE—

HERMAN STEEN AMONG GUESTS AT MEAT PACKERS' BANQUET

CHICAGO, ILL.—Herman Steen, vice president of the Millers National Federation, Chicago, was among special guests at the annual banquet of the Institute of American Meat Packers, held at the Palmer House, here, the evening of Oct. 24. Seated at the speakers' table he hob-nobbed with such industrial leaders as:

W. S. Knudsen, president, General Motors Corp.; Charles H. Swift, chairman of the board, Swift & Co.; C. C. Conway,

board chairman, Continental Can Co.; Sewell Avery, president, Montgomery Ward & Co.; George A. Eastwood, president of Armour & Co., and many other prominent men in business and financial circles.

Mr. Knudsen was the guest speaker. This was the thirty-fourth annual convention of the Institute of American Meat Packers.

—BREAD IS THE STAFF OF LIFE—

INDIANA WATER MILL AUCTIONEER
JASPER, IND.—The deed to the Dubois (Ind.) Milling Co. has been turned over to L. G. Bohmert of this city, whose bid of \$1,500 was the highest at a recent auction sale. The flour mill, one of the few operated by water power in the state, is on the bank of the Patoka River at Dubois.

—BREAD IS THE STAFF OF LIFE—

NONMEMBERS MAY OBTAIN COST ACCOUNTING MANUAL

There is widespread interest among millers in the cost accounting manual for small mills, according to the Millers National Federation, which recently revised and republished the manual and distributed copies to its members. The manual was originally brought out in 1929, but was out of print for several years until last month.

"While the small mill manual is primarily designed for the use of the smaller units of the industry, as its name indicates, many medium sized and larger companies are putting it to use," writes a federation officer. "This is probably due, in part at least, to the fact that no other mill accounting manual is now available. At any rate, this office has had a good number of requests from mills which do not classify as 'small' for extra copies of the manual, also calls from public accountants who do the auditing for milling companies here and there.

"As a rule federation publications are not made available to nonmember companies, but in the case of the small mill manual this is not true. The federation is offering the manual for sale to nonmember mills, public accountants and others who may be interested."

It has also been announced that the federation is beginning work on a revision of the Uniform Cost and Accounting Manual (sometimes called the large mill manual), which was first published in 1926. In this undertaking, which may require a year or more, it has been assured of the co-operation of the various regional mill accounting associations.

—BREAD IS THE STAFF OF LIFE—

SPACE GUARANTIES NECESSARY AT FORT WILLIAM, MONTREAL

BUFFALO, N. Y.—The grain situation has reached the stage where a "space guaranty" is practically in effect because of congested conditions at Montreal and Fort William. According to reports reaching this city, Montreal is refusing charters unless there is an absolute asset analysis. It was suggested that a move should be made to adopt a standard, such as 13.5% or 15% moisture for all laboratories, and a committee was appointed to investigate the problem before the next meeting. On the committee are G. Moen, Washburn Crosby Company, chairman, Marjorie Howe, Russell-Miller Milling Co., and A. D. Wilhoit, A. D. Wilhoit Laboratories.

—BREAD IS THE STAFF OF LIFE—

ALLIED MEN COMPLIMENTED AT ATLANTA STAG DINNER

ATLANTA, GA.—At the recent stag dinner meeting of the Atlanta Bakers Club in the Piedmont Hotel, Charles R. Roberts, vice president of American Bakeries and president of the club, complimented allied men on their contribution to the stability of the industry in the South.

Winners of attendance prizes at the

meeting were Alton King, King's Bakery; Jack Lanum, Anheuser-Busch, Inc., Atlanta; George Grant, purchasing agent, American Bakeries Co., Atlanta; Frank Rowsey, editor, *New South Baker*, Atlanta; C. M. McMillan, secretary of the Southern Bakers Association, Atlanta; J. N. Mahany, railroad representative; James Stroupe, Anheuser-Busch, Inc., Atlanta, and George Wentz, Rogers Bakery.

Club plans for the rest of the year were worked out and the next meeting will be held Nov. 6 as a Thanksgiving party for the ladies. At this time election of officers for the 1940 term will be held. On the nominating committee are George Wentz, Rogers Bakery, Atlanta; Horace Small, Small & Estes Bakery, Gainesville, Ga.; Roy Caudle, the J. H. Day Co., Atlanta, and E. J. Cox, American Machine & Foundry Co., Atlanta.

—BREAD IS THE STAFF OF LIFE—

OHIO CO-OP BAKERY SOLD

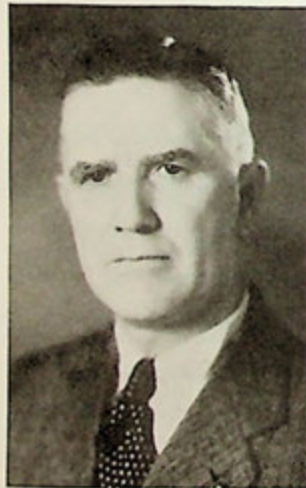
The Mahoning Co-operative Bakery, Inc., 2324 South Street, Youngstown, operated as a wholesale and retail plant by a company headed by Stanley Greggo, was sold to Myron Wagner, of Cleveland. He was formerly with the Cleveland Grocers Baking Co. His new purchase at Youngstown will be known as the Monarch Baking Co.

—BREAD IS THE STAFF OF LIFE—

C. S. JACOBSEN, ALLIED REPRESENTATIVE, DIES

CHICAGO, ILL.—Chris S. Jacobsen, one of the old time and well known allied men in the Middle West, died Oct. 28 at his home in Oak Park, Ill. He had been in ill health for the past few years.

Mr. Jacobsen was born in Stavanger, Norway, immigrating to this country at the age of 15 and settling in Keokuk, Iowa. One of his first connections with the baking industry was as a flour salesman in Iowa. Later he moved to Chicago and was with J. W. Allen & Co., bakery supply house, for 22 years. He was a sales representative and later western manager for the Malt-Diastase Co. for many years. When Stuart Lee Jaffray, Inc., Brooklyn, was formed a



The Late C. S. Jacobsen

few years ago, Mr. Jacobsen became its western manager, and was with that company until his death.

Mr. Jacobsen was a founder of the Chicago Bakers Courtesy Club, and served as its vice president for several years.

He is survived by his widow, Inga Jacobsen, two daughters, Jeannette Crowell and Lueyle Tollkuehn, a brother, Harvey, of Omaha, Neb., and two brothers and a sister in Norway.

CAMPBELL-TAGGART TO MOVE HEADQUARTERS

Executive and Managerial Organization, 1425 Move Soon From Kansas City to Dallas—Buying Office to Stay

KANSAS CITY, MO.—While no official announcement has yet been made it is possible to state that plans are substantially completed for the removal at an early date of the entire executive and managerial organization of the Campbell-Taggart Associated Bakeries, Inc., from Kansas City to Dallas, Texas.

The proposed move does not include the Campbell-Taggart Research Corp., which under the direction of C. J. Patterson will remain at Kansas City, occupying the handsome building recently provided for its use.

It is understood that formal announcement of the company's plan will be made within a week or 10 days.

—BREAD IS THE STAFF OF LIFE—

LAKE FREIGHT UP

WINNEPEG, MAN.—Lake freight rates for the movement of Canadian grain from lakehead ports, particularly to Buffalo, tightened considerably last week, with space for wheat to the United States lake port trading at equal to 4½¢ bu, Canadian funds. Vessel brokers were asking 4¢ to 4½¢ to Port Colborne for wheat, and the space to Montreal was firm at 7¢, with owners of the grain to guarantee to unload or pay demurrage charges.

—BREAD IS THE STAFF OF LIFE—

HARRY REINSHAGEN IN THE EAST
Harry I. Reinschagen, Minneapolis manager for the Cereal By-Products Co., is in the East.

—BREAD IS THE STAFF OF LIFE—

NATIONAL BISCUIT TO BUILD \$1,000,000 DENVER PLANT

DENVER, COLO.—Within a year the National Biscuit Co. expects to complete a \$1,000,000 "straight-line production" plant at Fortieth Avenue and Steele Street here. The new factory will supplant the bakery now in use at Nineteenth and Blake Streets.

The new one-story structure will be constructed on a site measuring 1,200x600 feet, adjoining a siding of the Burlington railroad. The plant will serve the entire Rocky Mountain area, since the nearest of the company's plants are at Kansas City, Oklahoma City and San Francisco.

Louis Wirsching, manager of the firm's building department, will arrive from New York City within a few weeks to arrange for the construction, which is expected to get under way by January. C. K. Brace, sales manager in Denver for the firm, has announced.

The old plant which will be abandoned was erected in 1888 by Frank W. Crocker and housed the Crocker Bakery, which later consolidated under the name of the American Biscuit & Mfg. Co. It was later known as the American Co., which was included in the original organization of the National Biscuit Co. in 1898.

—BREAD IS THE STAFF OF LIFE—

RALPH PICKELL, CHICAGO MARKET ANALYST, DIES

CHICAGO, ILL.—J. Ralph Pickell, commodity market analyst, died Oct. 24 in the Oak Park (Ill.) Hospital at the age of 58 after a brief illness. Mr. Pickell had been editor of *The Roundup*, a commodity forecasting magazine, for 25 years. He also published a daily grain market and stock news service. Mr. Pickell was recognized as an authority in estimating the total production of both spring and winter wheat crops and frequently was a consultant on crops for the government. He is survived by his widow, a son, his mother, two sisters and five brothers.

MILLERS DISCUSS SALES AND OPERATING PROBLEMS

"The Three-legged Stool" was the subject of an address by Howard W. Files, vice president in charge of sales, Pillsbury Flour Mills Co., Minneapolis, at the fall meeting of District No. 4, Association of Operative Millers, held at the Nicolet Hotel, Minneapolis, on Oct. 28. To say that the address was well received would scarcely be adequate, for it was talked about freely in that "after-adjourning" period when millers feel at liberty to speak their minds, unhampered by conventional politeness; and although the metaphors involved may seem a little incongruent, the opinion voiced by one member of a group, that the talk "hit the bull's-eye," was as high a compliment as any ever offered anyone.

It would be impossible to convey in type the full significance of Mr. Files' address, and the reason for this is also the reason for conventions and meetings of men whose work and interests are interdependent. Every word said indicated a depth of sympathetic understanding of the operative miller's importance in the milling industry, but the speaker dismissed at once the premise of super-importance. The "three-legged stool" was likened to a base upon which management stood or fell. The three legs represent production methods, products control, and sales. Without all three legs the stool cannot stand, and with any one longer than the others, the base goes awry and management is disadvantaged.

Mr. Files did not place blame on any particular one of the three legs, but his talk was a strong and sensible plea for genuine co-operation. He stressed the proposition that the sales department must have assurance that the products delivered will meet the customers' demands, emphasizing the necessity for uniformity. The sales department, he said, had no right to expect this unless the raw material was suitable and means were provided for achieving uniformity and quality through the collaboration of the operative miller and the cereal chemist.

Robert T. Beatty, of THE NORTHWESTERN MILLER AND MILLING PRACTITIONER, introduced Mr. Files, but before the latter could begin his address a bit of fun was interjected by the appearance, first at one door and then another, of a man with an extremely serious and excited mein who said he was expected to make a speech for the Community Fund committee. Upon being convinced that the committee must be meeting elsewhere, if at all, he decided to give a little talk, anyway. As may have been surmised already, he said practically nothing but did a good job of it.

Following the address by Mr. Files, the meeting was given over to discussions of many and varied problems suggested by questions sent in by members and others at the request of R. R. Brotherton, superintendent for the Bay State Milling Co., Winona, and chairman of the district.

There was strong interest in moisture testing, but the consensus of those who spoke in answer to a question submitted seemed to indicate that even fair all-round satisfaction in most of the equipment available today is lacking. In response to a question stated directly, "What difference is there in the operation of break rolls running 500 or 360 r.p.m.?" (the speeds mentioned referring to the fast rolls involved), several millers and milling engineers who spoke at the request of Chairman Brotherton expressed varying opinions. Mere opinions were not always considered adequate answers, however, and before the subject was finally dropped, energy, heat, work and static and dynamic balance came up for consideration. Generally speaking, present speeds of rolls in American mills re-

ceived the approval of a number of the leading milling superintendents.

Other subjects discussed related to the relative merits of sifters and centrifugal reels as bolting mediums. Centrifugals had few if any friends, and there was a disposition to consider the matter a book that had been closed for many years. The perennial question relating to insect infestation came up with the direct query as to the most important source. Second-hand bags received a liberal amount of blame, but a goodly number of millers offered the opinion that the most prolific source is the wheat entering the mill. It was contended that even though the mill-mix might be free from adult insects at the time of grinding, there was plentiful evidence that it was seldom if ever free from insect life in the form of eggs.

About 70 were present at the luncheon. Among those from outside the district were Hermann Trapp, Buffalo; C. W. Partridge, Kansas City; C. P. May, Crete, Neb.; S. H. Stoltzfus, Kansas City; Stewart White, Rapid City, S. D.; and H. H. Arendall, Kansas City, Mo.—E.S.M.

GROUP TO HEAR EMPLOYEE EXPERT

CHICAGO, ILL.—Alfred P. Eitzel, director of employee and public relations for the city of Chicago, will be the featured speaker at the regular monthly meeting of the Society of Grain Superintendents, which will be held the evening of Nov. 7 at the Atlantic Hotel. Those elected to offices the previous meeting were: president, C. J. Alger, Corn Products Refining Co.; first vice president, Fred A. Reel, Arady Farms Milling Co.; second vice president, Ralph A. Wilson, Swift & Co., and secretary, H. A. Keir, Arady Farms Milling Co.

TWIN CITIES SELECTED FOR FOOD STAMP PLAN

The selection of Minneapolis and St. Paul, Minnesota, as centers for the operation of the food stamp plan has been announced by officials of the Federal Surplus Commodities Corp. Under the plan, surplus foods are distributed to persons on relief lists. The actual operation of the plan is expected to get under way in about three weeks. Officials are now checking names of persons eligible to receive stamps.

ADOLPH ELSAS, EXECUTIVE OF FULTON BAG CO., DIES

Adolph Elsas, vice president of the Fulton Bag & Cotton Mills, died Oct. 29, at his home in New York City. He had been in ill-health for some time. A son of the founder of the Fulton business, he joined the company after leaving college, and had been actively identified with it all through his business life. He was in his early sixties, and is survived by his widow and three children. Burial was at Atlanta, Ga., Nov. 1.

CHEMISTS' TOPIC ANNOUNCED

Dr. E. Elion, of The Hague, will address the Cincinnati Section American Association of Cereal Chemists, on "Gas Production and Retention in Dough" at a meeting to be held in Columbus, Ohio, Nov. 4. Dinner will be served in the Blue Room of the Fort Hayes Hotel.

\$500 PRIZE SAFETY CAMPAIGN

The Cole Baking Co., of Bluefield, W. Va., has launched a safety contest which will be run for eight weeks. Over \$500 in awards will be given to winners chosen by impartial judges. A series of weekly advertisements is being run in the two local newspapers by the campaign sponsors.



Consignment of Specially Packed King Midas Flour Ready for the Byrd Antarctic Expedition

King Midas Again Goes With Byrd to the Antarctic

FOR the third time King Midas flour has been chosen to accompany Admiral Richard E. Byrd on an antarctic expedition. It was among the supplies taken on the first and second voyages to Little America, and now figures in the commissary arrangements of the United States government's colonization expedition that is about to sail for new explorations which are expected to add several hundred thousand square miles of territory to the domain of the United States.

The consignment of flour from King Midas Flour Mills, Minneapolis, to the United States Antarctic Service, Building 28, Navy Yard, Boston, Mass., the point from which the expedition will sail, comprises 25,600 lbs of hard wheat flour, 800 lbs of graham flour and 500 lbs of rye flour. It is all packed in 5-gal double friction top tins, each containing about 25 lbs of flour. The cans are packed two to a case in wire-bound wooden boxes, specially designed for the exigencies of antarctic transportation and storage.

While the purchasing department of the Department of the Interior has not yet provided complete details on some of the foods that will be used on the expedition, Colonel Albanus Phillips, who is acting as food counsellor of the project, states that in addition to the King Midas consignment, which provides for the bulk of the expedition's flour needs, there will be mixes from Doughnut Corp. of America, Eugenia Mills and the Seidel company. Kellogg and Cerevium breakfast cereals will be used. Colonel Phillips is president of the Phillips Packing Co., Cambridge, Mass., and large orders have been placed with his firm for a two-year supply of canned soups, vegetables, tomato juice, spaghetti and meat and fish products. These foods have been created in water-proofed cases.

The expedition is the first major government experiment in actual colonization to establish undisputed claim to a vast and possibly valuable new territory, the total area of which is larger than the United States and Mexico. For nearly two years 100 men will live on the barren Antarctic continent, their only contact with civilization by short wave radio, and dependent for food supplies upon their cargo of canned, dehydrated, packaged and barreled provisions. Admiral Byrd will undertake to map and stake out for the United States Antarctic lands on which the Byrd and Ellsworth expeditions of recent years planted the American flag. In official Washington circles the Antarctic Continent is re-



Flour Tins and Wooden Crates Designed for the Antarctic Trade

garded as important because of its possible value to future air travel and its availability as the southernmost air base.

Great Britain, Germany and Norway, among others, also have evinced interest in securing claims based on Antarctic explorations of their nationals.

Congress already has provided \$340,000 for the expedition and authorized Dr. Ernest H. Gruenin of the Department of the Interior to claim for the United States approximately 675,000 square miles.

Three ships will be used to transport the explorer-scientists to the wind-swept wastes that largely comprise the Antarctic Continent.

PACKAGE DIFFERENTIAL SCHEDULE REVISED

A revised package differential schedule effective Nov. 6, 1939, has been announced by the Millers National Federation. This is the first change which has taken place in the schedule since May 9, 1938.

The principal changes have to do with jute differentials, due to the recent continued advances in burlap prices. The 140-lb jute is now listed the same as basis instead of 5c under basis. The 95-lb jute is now listed 5c over basis instead of the same as basis. The only other change is a 5c reduction in the differential on the 95-lb paper container.

WAR, DROUTH, HIGHER WHEAT PRICES BRING SCANT FLOUR SALES

Southwestern Mills' New Business Amounts Only to 18% of Capacity—Export Trade Stagnant, With Philipines Out—Clears Holding Firm

The war, the drouth in the Southwest and the slightly higher price of wheat—all these influences were ineffectual as stimuli to buying during the week, and flour sales dropped to new low levels. Winter wheat mills of the Southwest were able to average only 18% of capacity in new business, compared with 19% a week ago and 36% the corresponding period last year; while major spring wheat mills made a somewhat better showing in relation to their capacity—27%, compared with 38% the week before and 44% a year ago. It is reported that bakers are rather certain, in spite of the present low flour prices, that the market will not advance as long as there is a large Canadian carry-over.

The large supplies in bakers' and distributors' hands that were contracted for during the frenzied buying of early September are lasting longer than millers had hoped or expected, but some enthusiastically believe that buying interest will pick up very soon. It is said that buyers are beginning to echo low quotations which, they say, were made to them earlier. Many millers regard this as a usual preliminary to buying. Directions are almost at a standstill.

PRICES AND CLEARS

Prices on both spring and winter wheat grades were mostly unchanged, with clears showing typical strength. Mills in the Northwest are reported fairly well oversold on clears, while mills and the trade alike were hunting for small quantities of the winter wheat variety.

EXPORTS

Trade oversea is pretty stagnant; even business with the Philipines has dried up. Chinese buyers' ideas are, to the American miller's way of thinking, entirely out of line. Trade with Central and South America has slackened up, although regular bits have been going from the Southwest to the West Indies. European buying has almost disappeared, for the Holland government seems uninterested at the present time. The government subsidy is unchanged.

FINAL DATE FOR FLOUR EXPORTS EXTENDED

WASHINGTON, D. C.—The final date for export shipment under the 1938-39 wheat flour export program has been extended from Oct. 31, 1939, to Dec. 15, 1939, the division of marketing and marketing agreements of the Department of Agriculture announced Oct. 27. Sales for export were made under this program from Oct. 28, 1938, through June 30, 1939.

Extension of time has been granted to permit exporters to complete the shipment of flour sold for export. The exporters have found it impossible to complete exportation by the Oct. 31 date because of the European situation which has disrupted ocean shipping schedules and has caused the withdrawal of many vessels from their usual trade routes.

The final date on which exporters can make application for export payment under the program has been extended from Jan. 2, 1940, to Feb. 15, 1940.

MILLSTUFFS

Demand for millfeed has increased sharply during the week, with the continued drouth in the Southwest. Lighter production is holding offerings back and giving the cash market a firmer undertone than for some time. The advent of really cold weather over the "snow belt" of the United States is expected to enhance the demand for millstuffs even further. Eastern and southern interest has quickened with the deterioration of pasturage, and trading became very active in mountain sections of the West, where heavy snows have made an increase in feeding activities necessary.

PRODUCTION

Mills which account for approximately 64% of the total production of the United States reported to THE NORTHWESTERN MILLER an output of 1,360,624 bbls for the week ending Oct. 28, compared with 1,416,937 bbls the previous period. The corresponding week a year ago, production was 1,452,753 bbls, two and three years ago it was 1,421,778 and 1,312,168 bbls, respectively. Mills in the larger producing sections reported decreases in production from the previous week—spring wheat mills of the Northwest, about 46,010 bbls, southwestern winter wheat mills, 18,000 bbls, and Buffalo mills, 9,520 bbls.

Details on the week's production may be found, in tabular form by producing sections, on page 37.

ENTOMOLOGIST ADDRESSES NORTHWEST SECTION, A.A.C.C.

The broadness of the term "infestation" was brought out at a meeting of the Northwest Section, American Association of Cereal Chemists, in Minneapolis, Oct. 27, when Dr. Harold H. Shepard, professor of entomology at the University of Minnesota, gave a talk on insects of primary interest to those engaged in the grain trades. The two principal types of bugs found in mills and elevators are moths and beetles, he said. Weevils are a part of the beetle family, but their activities are centered on grain, rather than ground cereal products.

The difference between the flour beetle and the weevil is that the latter has a snout on the end of which are jaws designed to bore into a grain. Flour beetles, on the other hand, are not capable of gnawing into a whole grain, their feeding being done on dust and ground material.

Flour moths, the speaker brought out, inflict most of their damage by the webbing they leave in spouts and on bolting cloths. This particular moth, he said, does not eat at all during its adult stage, devoting its entire time to the spinning of webs and laying of eggs. Its adult life is comparatively short—probably about two weeks—while a beetle sometimes lives as long as three years. A good share of that time is spent in reproduction, a single beetle being capable of laying from 50 to 200 eggs.

A point of interest brought out in Dr. Shepard's talk was concerned with ways in which the origin of infestation in cereal products might be ascertained. If infestation is found only several weeks after the flour was packed, and if the insects are found in the center of a sack, the probability that they were in the flour at the time of packing is strong. This is because beetles prefer to be near the surface of flour, and would not penetrate to

the center in such a short length of time. The speaker pointed out that infestation probably comes from the ear in which flour is shipped if the beetles are found only on the sacks near the floor or next to the sides of the ear, while if they are on the surface of all bags, the trouble may have started with the bags themselves.

BREAD IS THE STAFF OF LIFE

BAKERY TRUSTEESHIP CONTINUED

Judge John P. Egan in the Court of Common Pleas at a hearing on Oct. 26 in the matter of the trusteeship of the 7 Bakers Brothers, wholesale bakers, of Pittsburgh, after hearing the report of the receivers granted the firm power to continue business until Jan. 10, 1940, when the matter of a further extension will be considered.

BREAD IS THE STAFF OF LIFE

\$200,000,000 for PESTS

Yet Crop Destroying Insects Inflict Damage Representing 10 Times as Much

Probably \$200,000,000 is spent annually to kill insects whose damage to crops is estimated to cost 10 times as much. Indoors, the annual services of pest control operators in the United States cost \$17,500,000, not including the sale of exterminating products.

These figures were cited by H. G. Irving Sameth, retiring president of the National Pest Control Association, during its seventh annual convention in New York City, Oct. 23-25. Pest control operators attended convention clinics on such important aspects of their business as fumigation, termites, rats and mice, chemicals and formulas and safety measures.

Among educational booth exhibits were those of the American Cyanamid & Chemical Corp., E. I. du Pont de Nemours & Co. (H. & H. Chemicals Division), Innis, Speiden & Co., and S. B. Penick & Co. Government and other authorities on entomology attended the convention.

DROUTH PUSHES FEED FUTURES INTO RISE

Slow Corn Movement and Improved Eastern Demand Also Strengthening Factors in the Near-By

After a sharp gain in both bran and shorts the last part of last week, millfeed leveled off early this week as mills offered more plentifully and operators took profits. Drouth conditions in the west and central states, together with the slow movement of the corn movement and increasing demand from the east, broke the even movement of the market the middle of last week. Buying of feed for near-by months was brisk. Considerable support was received from the cash feed situation, which was strong and sharply higher in price. Improvement in other commodities was also a stimulating factor.

Closing prices of millfeed futures on the St. Louis Merchants Exchange in dollars per ton, Monday, Oct. 30:

	Gray shorts	Del. in Chicago	Bran	Shorts
November	24.00	21.75	22.50	22.50
December	24.00	22.50	22.50	22.50
January	24.00	22.50	22.50	22.50
February	25.15	23.25	23.25	23.25
March	25.10	23.25	23.25	23.25

All quotations bid *Nominal
Closing prices of millfeed futures on the Kansas City Board of Trade in dollars per ton, Monday, Oct. 30:

	Bran	Shorts
November	15.70	22.70
December	19.10	22.75
January	19.90	22.80
February	20.10	22.85
March	20.10	23.15

All quotations bid

BREAD IS THE STAFF OF LIFE

LOOSE-WILES PROFITS UP

New York, N. Y.—The Loose-Wiles Biscuit Co. and subsidiaries for the nine months ended Sept. 30 show net profit of \$691,206, after federal income taxes, depreciation and interest, compared with \$690,039 in the corresponding period of 1938. Third quarter indicated net profit is placed at \$311,566, compared with \$432,939 the previous year.

FEED PRICES HOLD ABOUT STEADY; OFFERINGS NOT PRESSING

Millfeeds Average Slightly Higher as S. W. Drouth Is Felt—Distributors' Stocks Diminish, But Buying Generally Determined by Current Needs—Linseed Meal a Little Lower

Feed markets showed little change during the week, since offerings of most feeds were not particularly pressing and demand was not urgent. The index number of wholesale feedstuff prices was down only slightly to 110.2, compared with 110.5 a week earlier and 92.7 a year ago. Production of wheat millfeeds dropped sharply, but output of soybean and linseed meals was reported to be somewhat larger.

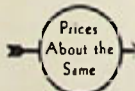
Millfeed offerings dropped off further at Minneapolis as production decreased, and buying quickened. Storage stocks of bran and middlings are reported moderate, and day-to-day offerings by mills were being taken by distributors and dealers at slightly higher prices. The drouth in the Southwest finally had its effect in increasing demand.

Pacific Coast millfeed markets fluctuated with local supply and demand conditions. Unsatisfactory feeding ratios tended to limit supplementary feeding. Relatively low prices for barley and alfalfa hay resulted in considerable substitution of these feeds for concentrates.

Oil seed cakes and meals averaged slightly higher, with a slight decline in

linseed meal more than offset by a moderate advance in soybean meal and a slight gain in cottonseed meal. Advances in prices of soybeans as a result of increased export inquiry were a strengthening factor in the soybean meal market. Linseed meal was in ample supply at most markets and prices were lower. Some selling pressure as a result of increased offerings was apparent at Buffalo, where two mills were operating at about 50% of capacity. Meal was in only moderate request in California, but recent price advances were well maintained since mills were applying the bulk of current production on previous orders. New crop production of peanut meal has not yet started since shellers were paying higher prices for peanuts than crushers were offering.

Corn by-products feed markets were somewhat unsettled. Gluten feed and meal prices held unchanged at the leading markets but hominy feed advanced slightly at Buffalo, Kansas City and Chicago. Distillers' dried grains, on the other hand, declined sharply at Buffalo and Chicago, where offerings exceeded current trade needs. Brewers' dried grains were somewhat down at leading markets. Little change occurred in the market for other feeds.



DROUTH IN SOUTHWEST BOOSTS WHEAT PRICES

Markets Pay More Attention to Domestic News Than to War Developments—Rains Insufficient in Southwest

Wheat traders are apparently paying more attention to domestic news and crop reports than to political and war developments in Europe, according to the actions of the wheat market during the past week. Although actual armed conflict seems to be rather restricted, numerous speeches indicate that the war will be of long duration. Wheat prices, however, were guided by weather reports from the Southwest rather than the possible effect of the war on the market.

Although rains were reported in many sections of the winter wheat area, the total precipitation received was believed to be far short of needs. In Oklahoma, rainfall was reported only in the relatively unimportant producing areas, while in Texas and Kansas, the moisture did little to alleviate a very serious situation. Largely as a result of drouth in the Southwest, the December option at Kansas City gained 1 1/2c, with Minneapolis up the same amount and Chicago 1c higher.

For the second successive week Winnipeg wheat futures prices failed to make headway despite further good export sales and strength in southern markets owing to Southwest drouth conditions. Buying, while good at times, was mostly spasmodic and again there appeared to be sufficient wheat on tap to satisfy buyers of futures.

Exporters were credited with purchases of about 7,000,000 bus of wheat, but a little less than half of this total appeared to represent new sales, with the balance the covering of old business. New business included at least three full cargoes to United Kingdom and one cargo to Norway. The remainder of the trade was made up of varying amounts to Belgium and Denmark.

Mills covered flour sales from time to time, while inter-market spreading between Winnipeg and Chicago was again in evidence, chiefly involving purchases of Winnipeg May against sales of the same position at Chicago.

Export trade in this country has failed to materialize, and although a fair amount of wheat from Canada has been sold, the total has been disappointing to shippers.

Wheat markets of the Pacific Northwest are lifeless. Beyond three cargoes sold a couple of weeks ago to Siberia, two of which have been shipped already, nothing further has been heard. Space is very scarce and high at \$9.50 ton. The government has shown little tendency to get into the market. Mills are not interested in buying because flour bookings are small. They take special types of wheat which they want, but are not active in the market.

Crop conditions were still unfavorable in a number of important areas. Heavy rains continued to delay seeding in several European countries, including Hungary, France and Germany. Heavy rains in Argentina were causing rank growth and lodging of the wheat crop which is now approaching harvest. The Australian crop was reported mostly in satisfactory condition but moisture was still needed in some sections. Fall rains in Canada were well above last season in Manitoba and Alberta but were considerably below in Saskatchewan.

Domestic cash wheat markets advanced slightly, influenced principally by relatively light receipts since milling demand

remained dull and export trade continued negligible. At Minneapolis the cash wheat market situation held very firm, more because of limited offerings than any activity in the demand. Although Minneapolis receipts of all classes of wheat totaled 881 cars for the week, less than one half of this quantity was placed on the market for open sale. At Kansas City final prices were 3/4c-1c higher, with an easier tone in the premiums offset by the firmness in the futures, and cash wheat closed about unchanged from a week ago. Receipts were moderate, totaling 320 cars at Kansas City and 1,075 cars at nine winter wheat terminals.

BREAD IS THE STAFF OF LIFE

COTTON INTEREST REVIVES; SLIPS LATER IN PERIOD

Bemis Bro. Bag Co.'s cotton goods index, a composite figure reflecting wholesale prices of principal cotton cloth used in bag making expressed in cents per yard of cloth, is 4.93 as compared with 3.83 a year ago. The Bemis composite figure reflecting duty paid early shipment prices of heavy and lightweight Calcutta burlap expressed in cents per lb of cloth is 14.40 as compared with 7.69 a year ago.

NEW YORK, N. Y.—Although cotton prices made gains during the week, they were lost later on falling of interest. Better new buying from trade and speculative quarters was apparent, the first revival of interest since the September boom. Picking was practically finished in most sections of the cotton belt, and weather there was showery. Export interest declined and shipments were poor. England was reported negotiating for Egyptian cotton, which advanced in price. Burlap prices for the first time in several weeks were lower, although spot and near-by goods continue scarce. The abnormal difference between forward and near-by shipments was narrowed for the first time since declaration of war. Demand continued light.

BREAD IS THE STAFF OF LIFE

BROOKLYN DIAMOND JUBILEE
NEW YORK, N. Y.—The seventy-fifth anniversary Diamond Jubilee banquet and ball of the Merchant Bakers Association of Brooklyn and Queens, held at the Hotel St. George, in Brooklyn, Oct. 24, drew together a group of 887 members and guests, the largest in the history of the organization. Walter G. Bauer, vice president, headed the banquet committee, and George Fiedler was toastmaster. Gifts were presented to the president, Otto Schimmel, the secretary, Michael Schelebin, and the treasurer, Fred John. Certificates of honorary membership were given to John Schmid, Charles Anders and Hermann Von Thun.

BREAD IS THE STAFF OF LIFE

U. S. NAVY WILL BUY LAB OVEN
WASHINGTON, D. C.—Sealed bids in duplicate for the purchase of an electric laboratory type oven will be received in the Bureau of Supplies and Accounts of the Navy Department here, until 10 a. m., EST, Nov. 10. Delivery is specified for Mare Island, Cal.

BREAD IS THE STAFF OF LIFE

Milled Futures Open Interest
Following table shows open contracts at Kansas City and St. Louis, in tons, on Oct. 30. This is the short side of contracts only, there being an equal number of tons open on the long side:
Kansas City St. Louis *St. Louis
Bran Shorts Bran Shorts Bran Midds.
October 100

Current Flour Production

An Exclusive Statistical... Readers of The... for More Than a... Service Maintained for Northwestern Miller Quarter of a Century

WEEKLY FLOUR PRODUCTION

(Reported by mills producing 64% of the flour manufactured in the U. S.)
Table with columns for Oct. 25, 1939, Previous week, Oct. 29, Oct. 30, Oct. 31, Oct. 29, Oct. 30, Oct. 31, Oct. 29, Oct. 30, Oct. 31. Rows include Northwest, Southwest, Buffalo, Central West, Eastern Div., Western Div., Southeast, Pacific Coast, and Totals.

Percentage of activity... Cross-year production...
Table with columns for Oct. 25, Previous week, Oct. 29, Oct. 30, Oct. 31, Oct. 29, Oct. 30, Oct. 31. Rows include Northwest, Southwest, Buffalo, Central West, Eastern Div., Western Div., Southeast, Pacific Coast, and Totals.

THE SOUTHWEST

57 Representative Mills... Weekly capacity Flour output Pct. of activity...
Table with columns for Weekly capacity, Flour output, Pct. of activity. Rows include Oct. 22-28, Previous week, Year ago, Two years ago, Five-year average, Ten-year average, and sub-sections for Kansas City, Wichita, and Salina.

THE NORTHWEST

Principal interior mills in Minnesota, including Duluth, St. Paul, North Dakota, South Dakota, Montana and Iowa... Weekly capacity Flour output Pct. of activity...
Table with columns for Weekly capacity, Flour output, Pct. of activity. Rows include Oct. 22-28, Previous week, Year ago, Two years ago, Five-year average, Ten-year average, and sub-sections for Minneapolis and Central West Eastern Division.

PACIFIC COAST

Principal mills on the North Pacific Coast: Seattle and Tacoma District... Weekly capacity Flour output Pct. of activity...
Table with columns for Weekly capacity, Flour output, Pct. of activity. Rows include Oct. 22-28, Previous week, Year ago, Two years ago, Five-year average, Ten-year average, and sub-sections for Portland District and Buffalo.

THE SOUTHWEST

Output of Kentucky, Tennessee, Virginia and Georgia mills, reporting each week to the Southeastern Millers Association... Weekly capacity Flour output Pct. of activity...
Table with columns for Weekly capacity, Flour output, Pct. of activity. Rows include Oct. 22-28, Previous week, Year ago, Two years ago, Five-year average, Ten-year average.

MILLFEED OUTPUT

Production of millfeeds, in tons, for the current and prior two weeks, together with season totals of (1) all mills of Nebraska, Kansas and Oklahoma and the cities of Kansas City and St. Joseph; (2) all mills of Minnesota, North and South Dakota and Montana, including Minneapolis, St. Paul and Duluth-Superior; (3) mills of Buffalo, N. Y. (computed from operation reports made to The Northwestern Miller by more than three-fourths of the flour milling capacity of the territories included):
Table with columns for Southwest, Northwest, Buffalo, Combined. Rows include production to date, Weekly, Cross-year production, Previous week, Two weeks ago, 1938, 1937, 1936, 1935, and Five-yr. average.

*Delivered in Chicago.

IMPROVED FACILITIES AND EQUIPMENT at the AMERICAN INSTITUTE OF BAKING

OUT of a maze of WPA street widening and improvement without, and A.I.B. construction and alteration within, an extensively renovated and re-equipped American Institute of Baking has just emerged. Two months ago Chicago's Fullerton Avenue, site of the baking industry's technical and educational headquarters, was an impassable line of men, machines and excavations—and the institute itself was undergoing change from foundation to roof. The changes are now completed, and all three bakeries of the institute school, through the cooperation of allied firms farsighted enough to see the value of training the industry's personnel, have the advantage of the last word in equipment.

In Bakery No. 1—largest of the institute's three bakeries, designed for training on a wholesale bread scale—the Petersen Oven Co. has installed a new Ec-Tri-Flex Tray Traveler, and Anetsberger Bros. a new Anets oil-fired Oven-Steamer, which the Petro-Nokol Co. has equipped with a new Petro Burner.

Old proof boxes have been replaced by the Union Steel Products Co. with a new three-rack air-proofing system proof box, with air conditioning unit.

Complete new flooring (product of the Holt Hardwood Co.), as well as new equipment, has been installed by the Cincinnati Floor Co. in Bakery No. 1—maple strip-on-edge flooring in the oven room, and maple herringbone pattern shop block in the make-up room. To keep these fine floors in condition the G. H. Tennant Co. has consigned a Tennant Buffing Machine.

The large Duhrkop brick peel oven already a part of the equipment of Bakery No. 1 remains to give students valuable training in using this type of oven.

Bakery No. 2—for experimental baking and cake and variety products training—has been equipped by the Fish Oven & Equipment Co. with two new revolving tray ovens, by Anetsberger Bros. with a new Anets streamlined air-conditioned Rol-a-Way Cabinet Proof Box, by Anheuser-Busch, Inc., with a new three-section Dough Control Refrigerator, by the Coolerator Co. with a Coolerator Bakery Refrigerator.

Drehmann De-Aird Brick Flooring has been installed. It extends along the



The American Institute of Baking

corridor into Bakery No. 3, where students receive instruction on a retail production scale. Anetsberger Bros. have equipped this bakery with a streamlined, air-conditioned Cabinet Proof Box. An oven steamer was added for the Huhbird double-deck gas-fired hearth oven, the Fish ovens and proof boxes of Bakeries No. 2 and No. 3.

The Service Caster & Truck Co., Bond Foundry & Machine Co., Robert W. Kerher & Co. and the Faultless Caster Corp. have provided new wheels and casters for racks and other shop equipment, and the Bond Foundry & Machine Co. a caster alignment unit.

The Union Steel Products Co. has reconditioned and regvanized its racks consigned to the institute.

Likewise interested in the institute's work, the Chicago District Ice Association is furnishing ice for the Coolerator in Bakery No. 2.

The largest classroom of the institute

has been sound proofed and equipped with filter ventilation, and this, along with other classrooms and the student chemical laboratory, has been fitted with modern lighting fixtures.

The research laboratories, service laboratories and students' clubroom of the institute also have been reconditioned, so that students and staff will have the best possible facilities under the intensive working conditions which are necessary.

Because many A.I.B. students are on leave from bakery or allied firms, the Army Quartermaster Corps or other organizations, and all of them attend with the businesslike purpose of obtaining the greatest possible training in the shortest possible time, the institute must pack into its 16 weeks' course as much training as the student at an ordinary educational institution would obtain in a year. Though there is a waiting list, each of the two classes a year is limited to 48, so that students may have the benefit

of "personalized" instruction. The class of 48 is divided into groups of 16 each, and this division is carefully planned so that men strong on science and theory will be grouped with men strong on practical baking, and in other respects so that students can be mutually helpful.

The well-rounded course is planned to give the fundamental scientific as well as the practical aspects of baking. While it is primarily a production course, merchandising and management fundamentals aid those who already have or may be assigned to responsible sales or management positions when they enter or return to the industry.

The Louis Livingston Library of Baking, founded by Milton and Julian M. Livingston in memory of their father, is the best and most complete in the world, and is used by students throughout the course.

Since the institute was founded in 1919 more than 1,200 graduates in the United States and 15 foreign countries have had the advantage of A.I.B. training.

The tuition fee for the 16 weeks' course is \$350, and this, plus the annual contributions of the American Bakers Association and the aid of allied firms which contribute funds and materials and consign equipment, enables the institute to operate as a nonprofit institution.

The institute school is under the leadership of William Walmsley, principal, assisted by Dr. William H. Cathcart, Edward Killen, Steve Luber, Ben Norton and William Prouty as instructors. L. J. Schumaker is president of the institute, Tom Smith secretary, F. L. Greenhill controller and librarian, Dr. William H. Cathcart director of laboratories, Richard E. Ryberg research assistant, Marguerite Schoener assistant librarian and Celis Block school registrar.

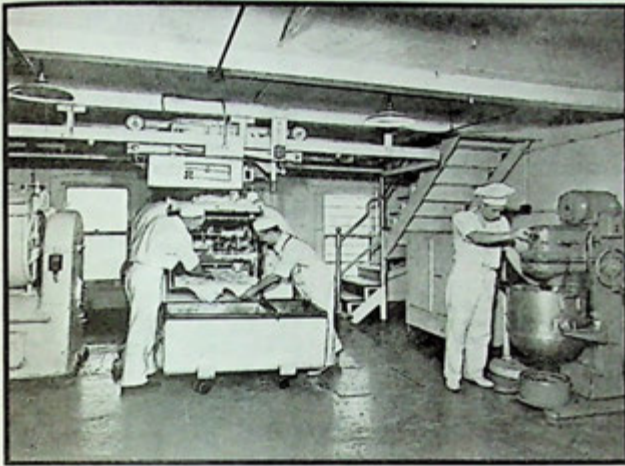
The policies and program of the institute school are reviewed by the practical operators composing the school committee of the institute's board of directors. Members of the committee are L. E. Caster, Keig-Stevens Baking Co., chairman; H. S. Mitchell, Swift & Co.; E. B. Nicolait, Anheuser-Busch, Inc.; Grover C. Patton, Purity Baking Co., Inc., and L. J. Schumaker, president of the American Institute of Baking.



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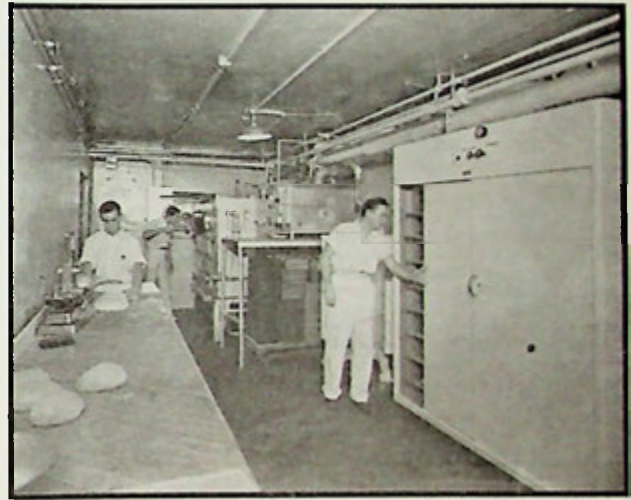
American Institute of Baking Students Dumping a Short Time Dough (Bakery No. 1)



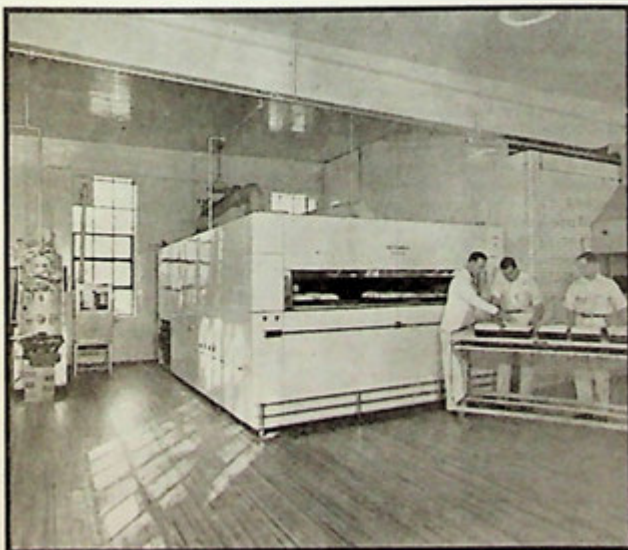
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Institute Students Loading the Last Word in Tray Traveler Ovens (Bakery No. 1)



Test Baking a Part of American Institute of Baking Training (Bakery No. 2)

Bad Year Ahead Predicted for Winter Wheat Growers

DONOR CITY, KANSAS.—Winter wheat in the Southwest is off to the poorest start in 22 years.

It would probably be more accurate to say that not since the Mennonites introduced the hard winter wheat has the Nov. 1 outlook been so unpromising. October was unseasonably warm with more than normal wind and practically no rain. There are a few moist areas and wet streaks, but the total area is badly off and wheat growers have been hesitating about sowing wheat. Some losses are reported due to the wire worm, which now should be burrowing deeper and letting the wheat alone.

It is not only the dry weather but the condition of the fields that is alarming. A dry July, August and September means that no rotting vegetation has been added to the soil and now the slight-

est wind sets it in motion. What can be done about it is a most serious question.

The dry period of the year is at hand. Little moisture can be expected until February or March, if normals are to be taken into account. Unless much better than normal weather ensues the crop can already be put down as not better than a half crop over the four hard winter wheat states.

Farmers, however, believe that nature compensates for her deficiencies. Rain-fall since March has been markedly sub-normal. It should take a turn soon, and there have been years when there were heavy snows in December and January and that could happen again. If rains and snows should come, there could be a lot of wheat, but that is just one chance in a hundred. It looks like a bad year ahead for the wheat men.—C. C. Isely.

NEW ENGLAND BAKERS PLAN FEATURES FOR CONVENTION

The convention committee planning the annual fall event for the New England Bakers Association has several innovations lined up. One of these will be the selection of New England's "Miss Energy." The convention will be held this year on Dec. 10-12, at the Hotel Statler, Boston. The committee consists of William F. Goodale, Berwick Cake Co., as general chairman, with entertainment in charge of Philip A. Eaton, Washburn Crosby Co. eastern division of General Mills, Inc., publicity in charge of Guy Maynard, Standard Brands, Inc., and the program in charge of R. Mayo Crawford, American Machine & Foundry Co., New Haven. Three meetings are scheduled for Monday, one in the morning, one at luncheon, and two in the evening, one of which will be E. C. Johnson's Round Table, and the other for retail bakery saleswomen. It will be at the last-named meeting that Miss Energy will be selected, some one of the sales girls present. Meetings are also slated for Tuesday morning and afternoon, with the annual banquet that evening.

FCIC STORES RESERVE WHEAT IN 68 CITIES

WASHINGTON, D. C.—The Federal Crop Insurance Corp. has announced that up to Oct. 20 it had 10,458,501 bus of wheat in storage to cover premiums paid by wheat growers who have insured their 1940 crops against all unavoidable hazards. This reserve, which represents premium payments from nearly 300,000 winter wheat growers, is stored in 68 cities in 16 states.

Wheat for the corporation's insurance reserve is acquired through its branch offices at Chicago, Ill., Kansas City, Mo., Minneapolis, Minn., and Spokane, Wash. Of the total bushels in storage the Chicago office has handled 1,110,000, Kansas City 5,911,491, Minneapolis 3,281,652, and Spokane 152,358.

It is the policy of the corporation to store its reserves as near as possible to wheat acreages on which "all-risk" insurance premiums have been paid.

NEW YORK, N. Y.—The Wesson Oil & Snowdrift Sales Co., Inc., and its subsidiaries, for the fiscal year ended Sept.

2, reported net loss of \$524,974, after depreciation, amortization, interest, federal and state income taxes and other charges. The preceding fiscal year a net profit of \$3,066,672 was shown. President A. D. Geobegan said in a letter to stockholders that the decline in cottonseed oil prices had caused the first loss in the company's history, but that the new fiscal year was starting with company operations on a profitable basis. During the past six weeks prices have stiffened and the volume of business improved.

DESPITE DROUTH SOME WHEAT NEAR NORMAL

Edge Taken Off Earlier Fear That Winter Wheat Crop Would Be a Total Loss

KANSAS CITY, Mo.—Although the fall drouth which has plagued the Southwest this year is still unrelieved, enough good reports about wheat that is making almost normal progress in the face of dry topsoil are coming in to take the edge off the growing alarm that spread through the grain and milling trades the last few weeks.

Wheat obviously is too short to make fall pasturage, and too thin to give promise of proper stooling, but it is none the less coming through in many heavy wheat raising sections in satisfactory manner. With no rain from now until freeze-up, grain men and farmers would expect a very light crop next year, regardless of spring moisture, but in the face of amazing winter wheat come-backs of previous years no one as yet can count the crop out.

Oklahoma wheat fields in the central sections which ordinarily at this time of the year are lush green have only a faint green color, but enough to give hope that the plants will survive the winter. Kansas wheat throughout central and eastern sections is struggling through, but faces deficient subsoil moisture if rains do not come soon. Western sections of the Southwest are in bad condition.

Subsoil moisture averages so light that long range crop prognosticators can do nothing but set the prospective yield very low, but the moisture reserve still can partially be supplied if copious rains should come soon.

The following is the Weather Bureau's summary of conditions over the country: Another week of extremely dry weather, augmented by abnormally high temperatures, has intensified drouth conditions in most sections of the country. The drouth is unusually widespread, extending during the last few weeks into the southeastern states.

At the present time surface soil moisture is fairly favorable in Michigan, most Atlantic Coast sections north of the Potomac Valley, and in Florida. Also, conditions have not become acute as yet in Alabama, Texas and a few other local areas, but otherwise there is urgent need of moisture everywhere from the Rocky Mountains to the Atlantic Coast. Some interior sections report less than one inch of rainfall during the last nine weeks.

In the great basin of the West, especially Utah, conditions are favorable, while recent moisture has been helpful in the north Pacific coastal areas. Farm work made good progress, except it is too dry for plowing and fall seeding over large sections. In northern states there has been no material frost damage this autumn, as staple crops had matured before frost.

DIONNE BREAD TECHNICIAN

Bakers Research Bureau, division of Bud Fox Enterprises, Inc., 250 Park Avenue, New York City, announces the appointment of Dr. Ijeau Fried as technical director. This organization is li-

ARGENTINE CROP CABLE

BUENOS AIRES, ARGENTINA.—The week opened wet which is unfavorable. There were general rains last week, heavy in some parts. Rainfall since the beginning of the year averages 6½ to 7½ inches over normal. Clear, warm weather during the next three weeks is desirable over most of the grain belt. Grains north of Rosario need no more rain this season.

Cutting of wheat in the far north will begin in a fortnight. Northern yields will be less than expected earlier owing to damage from frosts early in the season and exceptionally heavy rains recently which have caused considerable "lodging." In the center and south, prospects are good, although reduced on account of excess moisture. Insect damage to date is probably below normal.

Those who were estimating the crop at 270,000,000 bus two weeks ago have reduced their figures to 250,000,000 bus. Some think the crop is about 240,000,000 bus.

censed by the Dionne Quintuplet Guardianship to furnish advertising campaigns featuring Dionne Quintuplet Bread to independent bakers. The bread is made with a special ingredient and formula and it will be Dr. Fried's province to supervise the handling of all scientific research and technical matters pertaining thereto.

OKLAHOMA BAKERS ORGANIZE

ENID, OKLA.—More than 30 bakers from northwestern Oklahoma attended a district meeting at the Hotel Youngblood here presided over by Ferd Denner, Enid, district chairman of the Oklahoma State Bakers Association.

Delegates expressed a decision to re-visit the district organization and set Dec. 5 as the date for a re-organization meeting and banquet here. At that time, they will elect officers and formulate a report to the state board.

RAIN, SNOW IN PACIFIC NORTHWEST

PORTLAND, OREGON.—Rain and snow have visited the wheat growing sections of the Pacific Northwest, providing relief to growers. Seeding had been widespread with only a slight amount of moisture in the soil. Seeding operations have been progressing and some of the earlier sown wheat is coming above the ground.

TOLEDO WHEAT LOOKS EXCELLENT

TOLEDO, OHIO.—Growing wheat in this area has an excellent appearance following a recent heavy rain. The plant is very green, with good top growth and healthy, thick and even stems, indicating good quality throughout the section. No estimate on seeded acreage has been made.

DROUTH IN MIDDLE SOUTH BROKEN

LOUISVILLE, KY.—Excellent rains during the week, representing rain badly needed following a long period of dry weather, should be beneficial to fall sown soft winter wheat seed, making for better general stock and agricultural conditions.

NO CUTWORM DAMAGE EXPECTED

WINNIPEG, MAN.—The pale western cutworm, which has caused extensive damage to crops in Alberta each year since 1923, is not expected to severely infest any part of the province this coming year, according to H. L. Seamans, Dominion Entomological Laboratory.

WHEAT IN SHEAF FOR GOTHAM CHILDREN



At the close of the National Convention of the American Bakers Association, President L. J. Schumaker presented for exhibition purposes fifty sheaves of specially grown Tenmarq wheat from the plains of Kansas to the public school children of New York, many of whom have never seen wheat in the sheaf and cannot identify it. Mr. Schumaker is shown handing a sheaf to Anita Arnold and other students of the Food Trades Vocational High School, who are studying baking.

CANADIAN FARMERS BEGIN DIGGING IN FOR WINTER

WINNIPEG, MAN.—Farmers in western Canada are digging in for the winter. All field operations were brought to an abrupt halt last week as snow swept across the prairies and temperatures dropped several degrees below zero at numerous points. Red Deer, Alta., recorded a reading of 14° below zero. A little threshing remains to be done in a portion of north-central Alberta, but when this will be completed is now difficult to determine.

The cold weather materially slowed up the movement of wheat and coarse grains from farms. However, to date deliveries to country points have been exceedingly heavy and for the period from Aug. 1 to Oct. 27, inclusive, wheat deliveries alone totaled 310,000,000 bus as compared with 222,000,000 for the same period last year. Based on the Dominion government estimate and allowing for seed and feed requirements, approximately 77% of the deliverable western wheat crop has been moved from farms. Despite this heavy movement, however, reports are still coming in of wheat and coarse grains piled on the ground at a few points due to the lack of storage space. Elevator companies and farmers are constructing temporary bins to take care of this overflow.

The heavy grain movement continues to tax transportation facilities and the embargo placed on the movement of wheat from prairie points to the Canadian lakehead by the two Canadian trans-continental railways now applies to coarse grains. All country and eastern terminal elevators are full and until space is made available in eastern Canada by the movement of grain overseas, very little wheat or coarse grains is likely to move eastward from the three prairie provinces. To relieve the congestion at country elevators the Canadian wheat board last week issued instructions to the trade to ship all Board wheat on No. 1 hard, No. 1 northern, No. 2 northern, and Nos. 1 and 2 garnet without delay to Vancouver from all stations having a 6c per cwt or higher freight differential in favor of the Pacific Coast port.

Canada's wheat visible total as at Oct. 20, stood at a new all-time record high of 336,000,000 bus and tentative figures suggest a further increase for the week just concluded. Approximately one third of the total visible is in store at western country elevators.

Western Canada's 1939 wheat crop is placed at 465,644,200 bus, including 10,361,000 bus of durum wheat, according to a Northwest Grain Dealers' Association estimate. This is more than 23,000,000 bus larger than the Dominion government's preliminary estimate.

MILWAUKEE CAKE DEMONSTRATION

MILWAUKEE, Wis.—Several hundred Wisconsin bakers and their employees attended a "Tortes and Cakes" demonstration by Cleve Carney at the Ph. Orth Co. showrooms here recently. Following the demonstration and lecture, guests were presented with formula sheets for numerous baked goods, the baking of which was described by Mr. Carney. Refreshments were served.

PARKING SPACE BRINGS NEW TRADE TO INDIANA BAKER

INDIANAPOLIS, IND.—The first "Drive-In" bakery east of the Mississippi River has been opened in Indianapolis by George O. Brunson. It has facilities for parking 25 cars.

Mr. Brunson operated a bakery two blocks north of the present location for six years, but had no parking facilities.

He gradually lost much of his trade because there was no place for motorists to leave their cars while shopping. The new bakery has doubled his trade.

A special service offered by Mr. Brunson is what is known as a hot baked goods period from 5 p.m. until midnight each day, including Sunday. All bakery products are wrapped in cellophane and machine sealed. A complete line of baked goods and tasty-flake doughnuts that can be closely compared to the product of the housewife are featured daily.

Mr. Brunson enjoys a fairly good wholesale business that requires the services of three trucks. He personally supervises his bakeshop and is assisted by several master bakers.

FOOD INDUSTRY LEADERS TO HONOR RESEARCHERS

Leaders in the food industry and allied lines are among the members of the National Pioneers Committee which has been appointed by Howard Cooley, chairman of the Walworth Co. and president of the National Association of Manufacturers, to sponsor a search for outstanding inventors and research workers who will be honored in connection with the observance of the 150th anniversary of the American patent system.

Among the members of the committee of more than 80 leading industrialists are: C. M. Chester, chairman of the board, General Foods Corp., New York; Clarence Francis, president, General Foods Corp., New York; R. A. Hayward, president, Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich., and Joseph Wilshire, chairman of the board, Standard Brands, Inc., New York, and F. Goodwin Smith, president, Hartford-Empire Co., Hartford, Conn.

Manufacturers, members of trade associations and professional engineering and scientific societies have been invited to nominate inventors and research workers for modern pioneer awards. A committee of eminent scientists, headed by Dr. Karl T. Compton, president of the Massachusetts Institute of Technology, will judge the nominees on the basis of the contributions of their inventions and discoveries to the creation of new jobs, new industries and new goods and services which have raised the American standard of living.

SURVEY OF DEPRECIATION RATES FOR BAKERIES READY

Bulletin 121 of the American Society of Bakery Engineers is a report by the standardization committee headed by W. W. Reece, W. E. Long Co., Chicago, on standards for depreciation rate of bakery building and equipment. The standardization committee has studied this problem over a period of four years and has now issued figures covering the major pieces of equipment in the bakery showing its effective life in years and the per cent yearly depreciation, based on the experience of the committee. Copy of this two-page bulletin may be procured on request to the secretary, Victor E. Marx, 1541 Birchwood Ave., Chicago, if a 3c stamped addressed envelope is enclosed.

BOWLING GIVES "OFFICIAL" START

MILWAUKEE, Wis.—Sixteen five-man teams have been entered in the Neighborhood Bakers' Bowling League, with J. P. Woolsey, Heileman Baking Co., Madison, Wis., recently elected president of the Wisconsin Bakers Association, bowling the first ball to inaugurate the season. Other state officials present at the inaugural roll were A. Walton Lane, Bennington & Lane, Janesville, vice president; Grant C. Van Ness, treasurer, and Fred Laufenburg, secretary.

FIRST AMERICAN MILLSTONES



Declared to be the first millstones used for grinding grain in America, these ancient relics, once owned and operated by Peter Minuit, who bought Manhattan from the Indians for \$24, were discovered in the basement of the Collegiate Church of St. Nicholas at 48th Street and 5th Avenue, New York City. They were inspected, during the recent annual convention of the American Bakers Association, by Herman Steen (left), vice president of the Millers National Federation; L. J. Schumaker (next), president of the American Bakers Association, and Dr. James A. Tohey (right), director of the department of nutrition of the American Institute of Baking. With them is the rector of the Church of St. Nicholas, Dr. Joseph R. Sizoo.

Increase in Danubian Wheat Exports Seen as War Possibility

WASHINGTON, D. C.—Because of the abnormal economic, military and political situation in Europe, it is believed that the wheat surplus producing countries of the Danube Basin may find themselves in a position to export as high as 100,000,000 bus of wheat during the 1939-40 exporting season, the American Embassy in London reported recently to the Office of Foreign Agricultural Relations.

The 1939-40 crop in the Danube Basin is placed unofficially at 428,000,000 bus by the report. This compares with 466,000,000 bus produced in 1938-39 and with 361,000,000 bus produced in 1937-38. The average Danubian crop for the five-year period ending with 1936-37 was 302,600,000 bus.

At the beginning of the 1939-40 season the visible supply of old crop wheat still available for export from the Danube Basin amounted to around 40,000,000 bus. The new crop (1939-40) wheat export surplus has been estimated unofficially at 60,000,000 bus. This would indicate a total exportable supply of approximately 100,000,000 bus for the 1939-40 season.

However, that surplus may be reduced somewhat by increased consumption and by the establishment and maintenance of reserve stocks. The net exports of the Danube Basin in 1938-39 amounted to 81,000,000 bus, compared with 34,000,000 bus in 1937-38. In recent years a large part of the Danubian wheat surplus has been exported to Germany, Italy and Switzerland under special trade and price agreements.

In former years the actual wheat exports from the Danube Basin often fell far short of the potential surplus. This was due largely to the inability of the Danube Basin countries to meet foreign market requirements on a competitive price and quality basis.

In present circumstances, however, such factors as relative prices and qual-

ities are no longer as potent as before. It is believed that Germany and Italy may make special efforts to expand their purchases of Danube Basin wheat. Moreover, most other European deficit producing countries may find it expedient in 1939-40, because of war conditions, to obtain a larger share of their wheat requirements from nearby European sources.

With the outbreak of war, wheat trade in all of the belligerent countries of Europe passed under rigid government control. Even in neutral countries the wheat trade has become so involved in shipping problems and general government policy that it is only nominally in private hands. Governments may arbitrarily increase wheat stocks by importing without any relation to normal requirements. Moreover, normal requirements may be affected by orders changing milling practices, substituting other grains, and even by rationing of consumption. Former sources of supply may be ignored and wheat obtained from new sources as shipping conditions, trade alliances and political expediency may dictate.

STUDENTS VISIT BAKESHOPS

An integral part of the training of the students in the baking class at the Danwoody Institute, Minneapolis, is the study of shop practices in commercial shops. To get this, the students are taken at regular intervals to various types of bakeries. During October, they visited the Purity Baking Co.'s plant in St. Paul, where bread, sweet rolls and cake is produced on a large scale. Afterward, they stopped at Bakemasters, owned and managed by Lloyd Colly. This is a multiple unit type, doing the baking for several retail outlets. Another interesting trip made by the students was to the American Crystal Sugar Co.'s plant at Chaska, Minn., where the manufacture of beet sugar was witnessed.

Today & Yesterday

A BAKER PLAYS GOLF

I went out to play a game of Cow Pasture Pool,
The bright sun was shining, but the weather was cool;
There was strength in my arms and strength in my legs,
In one pocket new balls, in another new pegs.
I cracked down on the ball, I thought it was nice,
But lo and behold! 'twas only a slice,
It rolled and rolled and rolled to the rough,
And the lie that I had, believe me, was tough.
But I bravely approached and hit it a rap,
To the green, I thought; but, no, to the trap:
I aimed at it carefully and hit it so true,
But it lay in a hole made by some duffer's shoe.
So, I made a six instead of a four,
And that put a crimp in my chances to score;
Don't let that worry you, maybe can do
Very much better on Number two.
But why lengthen this very, very sad story,
For a poor golfer seldom ends up in glory;
He hooks and he slices, the best he can do
Is stagger around until he is through.
After paying all losses there remains but a dime,
Two nickels to play the machine for a time;
The odds come up good—My ain't it fun
When it rolls in the pocket for thirty to one?

GORDON SMITH,
Smith Bakery, Mobile, Ala.

THE MACARONI BOOMLET

The macaroni manufacturing industry of this country, like most other lines of business, is enjoying a little boomlet that should help to pull many operators out of the red this year. Most plants are running overtime to fill unexpected orders and executives are so busy filling the increased demand that they have little time for anything else. The only matter that seems to worry them at present is the question, "Is this but a flash or has it the permanency that means the realization of the prosperity for which all have been looking for years?"

After many lean years, this little boomlet in business and particularly in the

macaroni-noodle trade is most welcome. It places many manufacturers in a position to recuperate some of the heavy losses sustained year in and year out since Depression No. 1 engulfed them in 1929 and from which they were slowly emerging only to be endangered by Depression No. 2 that threatened the entire collapse of business. True, occasional and seasonal spurts in business encouraged many to hold on in the hope that the improvement now promised would develop. . . .

Many are inclined to believe that the more than ordinary demand may be due to foolish food hoarding about which so much has been said and very little done. But, irrespective of the reason for it,



the results are enjoyable to the macaroni men who hope to find themselves out of the "red" this year-end.

The general thinking is that the manufacturers should keep their feet on the ground, that they should take improved conditions calmly, manufacture the best quality products possible and sell them reasonably and profitably. It would be foolhardy to get out of the business "all that the traffic will bear" as some are inclined to do, because there will be a day of reckoning that all should heed.

It should be remembered that Italy, the world's largest producer of macaroni products, is not at war, yet. It would like nothing better than to regain the lucrative macaroni market in this country, lost during the World War. Italian manufacturers and those in other macaroni producing countries, will be eager to win this market if the domestic manufacturers make either of two mistakes—unduly increase prices or unfairly reduce qualities for longer profits.—*Macaroni Journal*.

INSTRUMENT OF REVOLUTION

The story of the revolution in agriculture, as in industry, is the story of

change from hand methods to machine methods and from wood to metal. This trend is aptly illustrated by the history of the wheat drill, which was invented by Jethro Tull in England about 1730.

In his book, "The Settling of Corne," he tells first how a "silly wench," employed sowing carrots and radishes, by accident dropped grains of wheat into some of the holes. Because these separate clumps of wheat showed such a remarkable growth, men thereafter began to plant in rows in order to give the roots more room. Mr. Tull's drill sowed three rows at a time. About a century passed before the drill came into general use.

Today, several disc harrows, strung together, can be pulled by one tractor to

cover a vast area which one farmer alone could not possibly have cultivated in former times. With a large modern power drill which seeds as many as 57 rows at one time, one man can plant as much as 100 acres in one day. Today an acre of wheat may be grown, harvested and threshed with 2 hours and 24 minutes of labor. One hundred years ago a total of 64 hours and 15 minutes was required. The great improvement in machinery is the chief reason why man today has plenty of wheat for his bread.—*Food Facts*.

Kindness is the oil that takes the friction out of life.—*J. L. Newland*.

WHEN BOYS WERE BOYS

Fred E. Goodrich, vice president of the Bowersock Mills & Power Co., Lawrence, Kansas, stated in an authorized interview with our special field correspondent, as of Oct. 26, that while he probably would attend the National Cornhusking Contest, being held near Lawrence this week, he felt that his corn shucking interest would be at the lowest ebb of any of the 150,000 spectators expected to witness the event.

Asked to explain the reasons for his own relative indifference in contrast to the corn husking flame which was sweeping the whole Douglas County community, Mr. Goodrich unbent and admitted that it dated from Halloween nearest his twelfth birthday. On the preceding prankish festival, he continued, he and his brother had carried their prankings and tipplings of things over further than their father had approved, so that the next year he forbade them to leave the house after supper. In the interest of accuracy, we continue the story in paraphrase of Mr. Goodrich's own narrative:

"That worried us only until the house was quiet, when my brother and I went out over the kitchen roof, down over the shed and away, by appointment, to meet the rest of the gang in the shadows near by where lived the chairman of the board of selectmen of the school—the bird we did not like. He ran the town milk route and we knew, of course, where he kept his wagon. So we took the wagon apart and then we took all of the pieces and secreted them here and there about town. The wheels we saved on account that we had a different plan for them. That plan was to put each of them on top of a telephone pole on the road leading south of town, spacing them on poles about a mile apart. Worrying wagon wheels to the tops of telephone poles is no slight task, but we did it so that the job was completed just before dawn.

"Then my brother and I eased ourselves up over the shed, across the kitchen roof and I just had got my leg over the window sill of our room when there was Paw lighting the oil lamp and bidding us welcome home. He first said he did not know his boys had so much enterprise and energy but he was glad to know it and now that he did know it and it was right around sun-up anyway, we might as well start out to do the chores and after that we could do a little corn husking.

"And when Paw said 'a little corn husking' he did not mean just to practice it for an hour or so. What he meant was to start in right away and keep going every day for all of that week. Besides, he rode herd on the results, too, and made us turn in a good load every day, quitting when it got too dark for anything but finishing up the chores.

"These champions," said Mr. Goodrich, "are no doubt pretty good shuckers and worth seeing, but for a good many years when I see corn husking going on I just simply don't feel so well. As like as not I'll go to the show, but I'd about as soon stay at the office and try to get rid of a little flour on a dull market."

Speak no slander, no—nor listen to it.—*Tennyson*.

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EDITORIAL

CONJECTURE

WE recently have discussed with grain merchants and others more practically experienced than ourselves the extent of the pressure on the general wheat price level of the large quantities of flour constantly sold at prices less than millers' costs of material and manufacture. Such discussions are, of course, in large degree speculative and any conclusions reached little more than conjectural. Yet, there must be such a pressure and, for the causes here suggested, it may have a much more important effect than is generally believed.

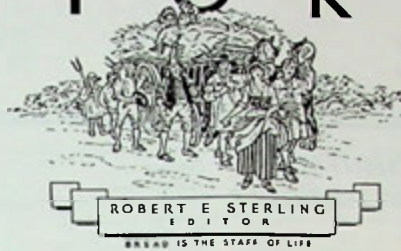
We know that under the wholly free market conditions in the years before the growth of nationalistic controls in many places in the world and of our own futile efforts to defend wheat prices by pools and such set-ups as the Federal Farm Board, the influence of American price on the world price was very great and often dominating. The world watched Chicago, and the Chicago market was supported by the speculative interest of the most buoyant and optimistic thinking and investing-for-profit people in the world. But when increasing restraints on speculation and interferences by government reduced speculation, Chicago price influence gradually declined. Liverpool took over as the world's measure of the price of wheat, and what long had been a characteristically sellers' market became and has continued to be a buyers' market. Obviously all of this would not have happened but for recurring over-production many places in the world and a gradually increasing surplus burden,—considering surplus as wheat that is not used, rather than as wheat for which there is no use because of misdirected world economies.

With the years through which this ill situation continued and increased, we have come to our present state of dwelling on what, so far as price is concerned, may be described as a wheat island. Not only are we quite independent of world price influences but that independence is emphasized by the fact that our government stands at all times ready with unlimited funds to protect the established price isolation through direct subsidies. Supplementing our successful effort to maintain our position on an isolated price peak, we have created a surrounding of price footholds through loans, direct payments to growers and other devices, the economic merits of which have nothing to do with these speculations.

We have, also, the fundamentals of a certain degree of price stability. On the one hand we have a known and more than ample supply of wheat as related to our current needs and safety reserve, with virtually no element of uncertainty save the action of government in releasing or indefinitely holding the wheat to which it has virtual title by reason of grower loans. On the other hand, we have a known requirement, not only fixed within the limits of a few millions of bushels from year to year but also from month to month, the rate of consumption of wheat both as to mill grind and actual distribution among consumers being less variable through the year than in the case of virtually any other staple.

Supplementing these elements contributing to theoretical stability of price, we have nowadays a relatively small speculative interest in wheat. Almost nothing other than weather-crop conditions now affects the price and, even among those, situations which formerly would have created wide price swings now move the market hesitatingly a cent or two. Neither "bull" markets nor "bear" recessions ever gain much of a following; and only recently we witnessed the astonishing spectacle of the whole world shaken by the outbreak of a probably unprecedented war with the wheat market stirred to price activity for scarcely more than a week and then only to settle back into its former lethargy.

Thus, we come back to our first wholly speculative question: how much is this relatively flat wheat price line depressed by the downward pull of pressure flour buying which forces millers, in their turn, to put every possible ounce of their own buying pressure on the market price of wheat? We ourselves, along with everyone else in the industry, repeatedly have



seen very large sales of flour to chain bakers—which normally should strengthen the wheat price—so echoed in release of hedges or "cagey" covering in cash or futures as to be, save for a small momentary flurry, more of a bearish than a bullish influence on price.

We saw this, also, last week, when the government made large purchases of flour at a level which squeezed the last possible fraction of normal commercial profit out of the transaction. It is not in point that a large number of millers found it desirable to bid on this business and that, for reasons sufficient to themselves, a few secured it and many others failed to do so. The interesting thing is that, considered as an influence on wheat prices, the sale was depressing. In one instance, an interior mill buyer, covering his sales with cash wheat, had so many owners of elevator stocks bidding on the sale that he broke the current cash premium a good two cents per bushel. Precisely the same competitive struggle, amounting to fear, that enabled the government agency to buy flour at a price below the wheat market level, enabled the miller to cover his sale with wheat at a price substantially below the former basis.

Here was an instance as authentic and convincing as ever shown on a news reel of buying pressure on flour directly reflected in a similar pressure on wheat which resulted in a reduction in cash premiums, while futures meanwhile remained unaffected by a growing crop situation rarely equaled in recent years in its portent of possible disaster. To what degree the price paid for flour by the government may or may not have affected the wheat price level is anybody's guess. We are not even going to file our own.

—BREAD IS THE STAFF OF LIFE—

NO TIME FOR TIMIDITY

IT is gratifying to observe that there is no present evidence of lack of determination among all of the elements of the bread industries in opposition to the proposed bread tax,—trickily disguised as the "certificate wheat plan."

The situation is sharply different from the abject lack of courage in opposition widely current while the processing tax was pending in Congress and even after it was enacted into law. We ourselves very well recall the counsel that came to us from many quarters that we would better serve the interests of millers and bakers if we "toned down" our criticism of the processing tax or "laid off" it entirely. Indeed, we were on occasion rather pointedly told that our opposition was getting these industries "in bad" with the New Deal inasmuch as our comments were construed among political big shots as the voice of these industries. This was, of course, absurd, since we have no commission as the voice of or for anything other than our own quite independent and oftentimes doubtless erroneous views.

In any case, it is a matter of record that these trades and industries took the processing tax scheme lying down because of nothing in the world but timidity lest they antagonize the arbitrary powers then being so rapidly seized and exercised by the administration in its "make America over" program. The result was the imposition of inordinate direct excises on the first needs of all people, bearing most heavily on the poor, a reckless waste of the money so exacted and the ultimate debacle by action of the Supreme Court with evidences of approval everywhere save among the administration economic inventors who had

counted on the tax-handistry millions to provide for more absurd experimentation in "programs."

But that timidity is today quite obviously over the dam. Millers have set their course; the widespread grain trade,—in closer touch with grain growers than either members of Congress or the big shot farm lobbyists,—is disposed to join hands; and the baking industry is displaying ample evidence of joining up for battle rather than, as in the case of the processing tax, joining up to "work things out" and being chiefly concerned about flour stocks taxes and fussing with millers about who would pay which, what and when.

Indications are that Congress will adjourn immediately it completes its job of drawing an imaginary line between courage and national honor and national isolated timidity. This means that there will be no new farm relief tricks to be played with until next year. Meanwhile the administration and the farm leader boys are jockeying for position, somewhat in the interest of agriculture itself but very much more with an eye to the approaching political campaign.

And all of them, high and low, even as high as the all highest, are afraid of nothing so much as new uprisings of tax resentment. All that these affected industries, who will not themselves pay any of the tax, need to do is to emphasize with every means at their command that this trick "certificate plan" proposes a direct and inordinate tax on the people's food, that its burden will be greatest upon the poor, that it is inequitable and unfair and that use of the money so collected on more foolish and futile farm "programs" will accomplish nothing for the long time benefit of agriculture itself.

—BREAD IS THE STAFF OF LIFE—

"BLAZING THE WAY WEST"

WE are proud to claim as a member of the staff of this publication the author of so delightful an historical narrative as "Blazing the Way West" from the pen of Mr. Bliss Isely, just published in a beautiful volume by Scribner's. While Mr. Isely's connection with THE NORTHWESTERN MILLER is only that of news correspondent at Wichita, Kansas, and contributor of occasional but always interesting special articles, we confess to the common weakness of liking to know the great and the near great and all of those others who modestly do a workmanlike job.

Mr. Isely's story is of French exploration, French rule and the continuing French influence on the North American continent. Beginning with the earliest visit to Belle Isle in the St. Lawrence, he tells, with much apparently new material and enlivening incident, of the progress of French exploration up the St. Lawrence, across the Great Lakes and into the Northwest. All of the well-known names and characters of those great days of penetration of the wilderness, Cartier, Champlain, Frontenac, LaSalle, Hennepin and the rest, appear in the straightforward narrative.

There follows, of course, the conquest of the Mississippi River, the stories of New Orleans and Mobile, of the Indian wars and, as the years march, of the French return up the Mississippi, the beginnings of St. Louis, with the pioneer undertakings of LaCade and the Chouteaus and, as the narrative nears its close, the brave adventures of Lewis and Clark to the headwaters of the Missouri and across the divide to the great valley of the Columbia. Those who have fairly generous stock of schoolday recollections of this great epic of discovery and settlement will be delighted with these pages, while those less familiar with the tale will be absorbed in Mr. Isely's telling.

Kansas-born, Mr. Isely has spent his whole life in the West and contributed much to its literature, chiefly as feature writer for many years for the *St. Louis Globe-Democrat* and the *Kansas City Star*. His brother, Charles C. Isely, of Dodge City, Kansas, has, incidentally, long been another valued contributor to these pages, and we hope sometime to present something from the pen of Mrs. Bliss Isely, whose penname is Kuniyande Duncan, and who just now is in Washington making one of her recent books of poems into phonograph records for the blind.

Canadian

CONDUCTED BY A. H. BAILEY
 Manager Canadian Branch
 1001 Lumsden Bldg. Toronto 2, Ontario
 Cable Address, "Palmking"

New Zealand Embargo Shuts Out Wheat and Flour Imports

TORONTO, ONT.—In a recent issue of the *Commercial Intelligence Journal*, a publication of the Dominion government, dealing with the wheat and flour trade of New Zealand, the Canadian trade commissioner at Auckland states that New Zealand, with a population of 1,500,000 people, requires about 9,000,000 bus of wheat per year. Some 7,000,000 bus are ground to produce 150,000 tons of flour. Feed absorbs 1,500,000 bus and seed requires 500,000 bus. New Zealand is an importer of wheat, although in two years out of the past 10 production exceeded consumption and exports of limited quantities were made. In 1938 total imports were 3,144,569 bus as against 1,582,951 in 1917. Australia is the chief supplier and in 1938 purchases from that country totaled 3,373,656, while 71,314 bus were imported from Canada. These are the only two countries supplying wheat to New Zealand. Farmers are given every encouragement to produce wheat and this policy has been in effect for many years.

Prior to 1936 Canadian millers sold substantial quantities of top grade bakers flour in New Zealand. Imports from Canada and the United States averaged 10,000 tons annually. In the year named, however, the New Zealand government prohibited the importation of flour and took control of wheat imports. All flour consumed in New Zealand is now milled in this Dominion. There are 45 flour mills in operation, ranging in capacity

from 500 to 30,000 tons per year and having a total annual production of 150,000 tons. The flour mills are all privately owned, mostly by small limited liability companies.

The embargo on the importation of wheat and flour leaves the whole of the domestic market to the New Zealand wheat grower and flour miller. When local production falls short of demand the government imports wheat and distributes it among the mills. The mills have a sales quota based on the average of the volume of flour milled in 1933, 1934 and 1935. Both the buying of wheat for the miller and selling of flour to the baker is done through the government organization. The price the miller pays for his wheat and the price he gets for his flour is fixed, so his only chance of increasing profits is to increase his efficiency. Profits in the milling business are not large but most mills are able to make a fair return on their investment and pay dividends.

—BREAD IS THE STAFF OF LIFE—

BARON NEUMAN IN CANADA

WINNIPEG, MAN.—Baron Charles Neuman, millionaire Rumanian industrialist, owner of flour mills, cotton mills and distilleries as well as thousands of acres of land, has taken shares in the Manitoba Sugar Co. Mr. Neuman was in Winnipeg last week on an inspection tour of industrial and agricultural activities.

of flour imported and sources of supply follows:

From				
	Canada	U. K.	Australia	U. S.
January-July, 1939, in bags of 196 lbs				
Trinidad	112,422	30,367	45,993	1,366
Br. Guiana	55,291	23,418	160	600
Barbados	23,412	27,732		1,948
Jamaica	133,568	32,710	63,815	9,829
St. Vincent	8,183	3,028	10	1
Antigua	10,232	647		41
Grenada	12,113	9,372	793	
St. Kitts	9,962	481	656	13
St. Lucia	9,146	339	35	1
Totals	416,258	166,148	111,481	13,829
Jamaica	6,021	354		
Montserrat	1,773	100	64	

—BREAD IS THE STAFF OF LIFE—

CANADIAN-U. S. AGREEMENT

ON TRADE MAY BE CONTINUED

TORONTO, ONT.—Negotiations for a new trade agreement between Canada and the British West Indies have been interfered with by the outbreak of war, and the present agreement, which expires Dec. 31, may be continued by mutual consent. Hon. W. D. Euler, Canadian minister of trade and commerce, recently stated that the pressure of events prior to and since war began has made it impossible to enter upon negotiations for revision. He said no arrangement had been made so far but there would be no difficulty in extending the agreement if both sides were willing.

—BREAD IS THE STAFF OF LIFE—

VANCOUVER FLOUR EXPORTS DOWN

VANCOUVER, B. C.—Exports of flour from this port in August were only down slightly from the same month last year, but the total for the first eight months of the calendar year was sharply higher than in the same months of 1938. Shipments in August were 26,895 bbls, of which 25,539 were consigned to the Orient, 82 to Central and South America and 1,266 to "other countries" including the Philippines. Nothing was moved to the United Kingdom. A year ago shipments aggregated 28,084 bbls. For the year to Aug. 31 clearances have been 369,823 bbls, comparing with 198,838 in the same months last year. New Westminster cleared 1,240 bbls in August, all to the Old Country, compared with nil a year ago. Total for the year is listed as 17,850 bbls, against 13,590 last year.

—BREAD IS THE STAFF OF LIFE—

CHARLES A. DUNNING RETURNS

TORONTO, ONT.—Charles A. Dunning, who was president of Maple Leaf Milling Co., Ltd., Toronto, up to the time of his entry into the Canadian government as minister of finance, is back from England where he went some time ago in search of health. He is now in his usual good form and will be available for public service in any suitable capacity during the war period. He is still a member of the House of Commons, though the portfolio of minister of finance was filled on his own advice at time of his breakdown in health.

—BREAD IS THE STAFF OF LIFE—

FLOUR MARKET IN TRINIDAD

TORONTO, ONT.—The Department of Trade & Commerce, Ottawa, under date of Oct. 25, gave the following information regarding the flour market of Trinidad, B.W.I.:

"Canadian high grade bakers flour is still being sold at \$5@5.15 for two bags of 98 lbs, c.i.f. A lower grade of Canadian flour is being sold at \$4.65 but the price for this flour has not been sufficiently below that of the high grade to permit a half cent per pound difference

in the retail sale with the result that the sale of low grade flour has not been as extensive as might be expected in the absence of English extras. It is also reported that the dark color of the low grade Canadian flour has not been found acceptable on this market. At present the government control wholesale price for Canadian bakers flour is \$6 per bag of 196 lbs. At this price local importing merchants are inclined to replenish their stocks."

—BREAD IS THE STAFF OF LIFE—

FAIRM ESSAY CONTEST COMPLETED

WINNIPEG, MAN.—Awards for the A. L. Searle \$1,000 Farmers' Essay Competition have been announced, with first prize of \$250 going to George Shepherd, West Plains, Sask., second to H. L. Christie, Innisfail, Alta., and third to Russell G. Brewer, Ashville, Man. The judges were Dr. E. A. Howes, of the University of Alberta, Dr. L. E. Kirk, of the University of Saskatchewan, Dr. P. J. Olson, of the University of Manitoba, and Dr. L. H. Newman, Dominion Cerealist, Ottawa. Two hundred essays were received. Accepting a recommendation of the judges, A. L. Searle announces that the competition will be repeated next year.

—BREAD IS THE STAFF OF LIFE—

FEW GRAIN SALES CONFIRMED

VANCOUVER, B. C.—Very few actual sales of export grain have been confirmed due to the fact that few British ships have arrived here and the purchasing board is not taking wheat until the boats are near. The embargo placed by Canadian railways on both wheat and coarse grains from the prairies to the head of the lakes is being reflected in mounting elevator stocks here. Storage now totals close to 7,000,000 bus, an increase of one-third in the past fortnight.

—BREAD IS THE STAFF OF LIFE—

REJOINS CANADIAN WHEAT BOARD

WINNIPEG, MAN.—C. Gordon Smith, director of the Reliance Grain Co., and export manager for that firm, has been appointed assistant chief commissioner of the Canadian Wheat Board. He was export sales manager of the board, under the chairmanship of James H. Murray, from December, 1935, until July, 1937, when he rejoined his company following the disposal of Canada's wheat surplus.

—BREAD IS THE STAFF OF LIFE—

RATE DIFFERENTIAL STATED

TORONTO, ONT.—The Cereal Import Committee, of London, Eng., which is the government organization in control of imports of flour and other foodstuffs into the United Kingdom, was recently advised that the difference in rail freight to St. John, Halifax, Portland, Boston, etc., is 1s per 280 lbs over Montreal.

—BREAD IS THE STAFF OF LIFE—

H. C. MILNE RETURNS SAFELY

TORONTO, ONT.—A private letter from H. C. Milne, of William Morrison & Son, Ltd., flour importers, Glasgow, who was visiting in Canada and United States when the present war began, says he has completed his return trip to Glasgow safely. He and Mrs. Milne traveled on a United States vessel.

—BREAD IS THE STAFF OF LIFE—

SEED CLEANING UNITS ACTIVE

WINNIPEG, MAN.—Seed cleaning units are operating in many rural municipalities in Saskatchewan according to S. H. Vigor, provincial crops commissioner.

GOOD SEPTEMBER BUSINESS REPORTED BY MILL HEAD

TORONTO, ONT.—At the annual meeting of Lake of the Woods Milling Co., Ltd., Montreal, held here on Oct. 25, Frank S. Meighen, president of the company, informed shareholders that with preferred dividend arrears out of the way directors are prepared to give early attention to the question of dividend action on the common stock. Mr. Meighen said that September business had turned in a very good profit. The management, he added, did not expect anything in the nature of a war boom, but the present year was expected to be good, although prospects over a period are difficult to determine. The company's position is satisfactory. Inter-City Baking Co., Ltd., is contributing better than in the past to the parent company. Alphonse Raymond was added to the board of directors.

RICHARDSON PROBATE BEGUN

WINNIPEG, MAN.—Application has been made to the surrogate court of the eastern judicial district for probate of the will of James A. Richardson, prominent Canadian and internationally known grain man, who died in Winnipeg on June 26. His wife, Mrs. James A. Richardson, and G. W. Hutchins, Winnipeg, are the executors of the will. The gross value of the estate is \$3,423,412.87. In addition to the assets shown in the application for probate there was approximately \$1,600,000 of life insurance. The entire estate was left to Mrs. Richardson and the four children.

CANADIAN FLOUR EXPORTS SHOW LARGE INCREASES

TORONTO, ONT.—The following table shows flour exports from Canada in September by principal countries of destination with comparison for September, 1938, in barrels:

	1939	1938
United Kingdom	197,543	148,942
British West Indies	71,759	44,340
Newfoundland	65,124	38,887
United States	27,604	5,002
Philippine Islands	11,975	3,852
British Guiana	7,729	2,974
Hongkong	7,229	11,965
Japan	5,010	37
Norway	4,291	18,423
Dutch West Indies	2,520	648
Venezuela	2,401	3,389
Sierra Leone	2,211	1,912
Others	26,919	30,046
	416,553	319,739

Only three markets, namely, Hongkong, Norway and Venezuela, showed reductions in the quantities of Canadian flour imported as compared with September last year. Norway has since made heavy purchases according to reports of mills. All other markets listed above substantially increased purchases.

Particulars of imports into the various markets of British West Indies for the seven months of calendar year ending with July last have been compiled by the Canadian National Millers Association, Montreal. Canada is the chief supplier, although a few of the smaller markets have been taking more flour from the United Kingdom than from this country. Trinidad and Jamaica are the more important markets and these take their supplies largely from Canada, although they also buy smaller amounts from Australia and the United Kingdom. A table showing the various markets with quantities

European

CONDUCTED BY C. F. G. RAIKES
 Manager European Branch
 59 Mark Lane London, E. C. 3, England
 Telegraph and Cable Address.
 "Northwestern Miller, Mark Lane, London"

Britons Called to Increase War-Time Production of Food

LONDON, ENG.—Early in the year the government offered an inducement to farmers and other land owners to plow up their grasslands for food producing purposes by offering them a grant or subsidy of \$10 per plowed acre. At the time many agriculturists pointed out that as no conditions were imposed as to the type of grass to be plowed up, except that it must have been grassland for seven years, it was feared that many farmers would plow up land quite unsuitable for the production of crops. Also, there were many dangers connected with grassland not adapted for cereal culture unless considerable money were spent on drainage.

Now that the country is in the midst of war farmers again are being urged by the government to speed the plow with all their might. Those who took advantage of the government's offer earlier in the year will receive the promised grant of \$10 per acre early in October, but only where the conditions laid down by the Ministry of Agriculture have been fulfilled. No immediate payments will be made on land recently plowed up, but all the same the farmers are encouraged to increase their food producing acreage, which it is estimated will amount to about 1,500,000 acres.

A similar policy was followed in the last war and proved disastrous for the hay crop, so that large quantities of hay had to be imported from Canada and Argentina. When there is a shortage of cargo space, as in war time, hay is found very uneconomical as tonnage, owing to its bulk, and during the 1914-18 war it became both scarce and valuable. It looks as if there will be a repetition of this same experience if care is not taken to preserve a sufficient area of grassland for pasture and hay.

In order to help the farmer plow up the proposed 1,500,000 acres of grassland, and for general plowing, the government is prepared to loan tractors and other farming implements. The idea is to work on a contract system, under the control of a machinery officer, that each County War Committee is empowered to appoint to organize tractors and other machinery in a particular area. Actually, there are 60,000 tractors in use in Great Britain, but they are not evenly distributed, the greater number being in the eastern counties of England, and it is not considered desirable to adopt a national pooling system. The problem, therefore, had to be considered on a county basis and each county committee will be expected to organize its tractors so as to secure the fullest possible use. The government tractors are a reserve for use where local resources are deficient and the charge made for them to farmers and other cultivators will be on the same level as the rates charged in the district by reputable machinery contractors, provided such rates are reasonable.

In order to economize in the use of tractors and other farm implements, it is suggested that the farmers should endeavor to work in groups of five. It is specifically stated that the government tractors will not be loaned to individual farmers to carry out the work themselves, the whole idea being to secure team work. It will be the task of the

County War Committees to organize assistance between one farmer and another. In bad cases of unwillingness the minister of agriculture would be prepared to consider powers of requisition under defense regulations.

Not only are the farmers and large cultivators urged to increase food production but the general public, by growing vegetables and edible roots in their gardens and allotments. An effort is being made to increase the number of allotments in England and Wales by half a million.

The Minister of Agriculture stated in a recent broadcast that allotment holders can help—perhaps more than they realize—to feed themselves and others. He estimated that the produce of an average allotment will keep a man, his wife and three children in potatoes alone for nearly two thirds of the year.

An order has been issued whereby local authorities can take possession of (a) unoccupied land—where it can be cultivated—without having to obtain any consents; (b) occupied land, by agreement with the owner and occupier; (c) common land, with the consent of the Minister of Agriculture. Moreover, the Minister has asked the authorities to arrange for expert assistance to be given to allotment holders in the preparation and cultivation of their plots.

There was a splendid response to a similar appeal at the beginning of the last war and the growth of the movement was described by a well-known London editor "as a symptom of the most important revival, the greatest spiritual awakening this country had seen for generations." There is every reason to believe that the response will be even greater this time, as the art and love of gardening has grown so immensely in the period between the two wars.

The Ministry of Agriculture, in its desire to help amateur growers, is issuing a series of booklets under the title "Growmore Bulletins." No. 1, which is now on sale for 3d (6c), is entitled "Food from the Garden." It gives much valuable and helpful information as to soils, cultural operations, manuring, cropping, suitable crops to grow, amount of seed required, etc. Thus, an interesting and absorbing occupation for spare time is being fostered, and one that stands foremost in soothing and calming the nerves, never more necessary than in these days of strain and tension. Therefore the garden or allotment vegetable plot will be of twofold value to the nation.

BRITISH FEED TRADE ASKS FOR ALLOCATION OF WORK

LONDON, ENG.—An emergency meeting of the National Cattle Food Association was held on Sept. 22 in the Merchants' Hall of the Baltic Exchange, over which W. H. Pincock, of Pincock Bros., feed dealers and importers, London, presided and at which at least 40 members were present.

Mr. Pincock stated that the meeting had been called for the purpose of passing a resolution to be forwarded to the Ministry of Food, expressing the dis-

satisfaction of the feedings-tuffs trade with present arrangements, pointing out the chaotic conditions that have prevailed since the government took over the control of the trade, and to ask that something should be done for the employment of all sections of the trade. The resolution put to the meeting was as follows:

"We are seriously concerned with the feedings-tuffs (Provisional Control) order, dated Sept. 18, 1939, issued by the Ministry of Food, and are of the opinion that all those at present engaged in the trade be asked to place before them (the Ministry of Food) a scheme for the purchase and distribution of cattle feedings-tuffs, so that everyone in the trade be allocated a reasonable proportion of the remuneration. Furthermore, members of the trade are disturbed at the evident signs that executive powers under the suggested government scheme are being vested in representatives of one section of the trade to the almost complete exclusion of the other interests of the trade, which represent the major part of the trade and of whose capital in the aggregate, adequate use will not be made. In the latter event large numbers of persons, principals and staff, will be deprived of their livelihood."

It was agreed, without further discussion, that this resolution should be sent to the Ministry of Food without delay. A leading member of the trade then put forward a further resolution, namely:

"That those present ask the government to give immediate instructions for the disposal of goods landed abroad or arriving in foreign countries, due consideration being given against such goods going to the enemy and to permit trade between allied and neutral countries to continue under license. It is pointed out that foreign trade in this country is at a standstill and that it is being forced into the hands of foreign countries."

Judging from the criticisms of flour importers, the same chaotic conditions exist in the flour import trade as complained of by the feedings-tuffs trade, and similar resolutions might very appropriately be passed by the National Association of Flour Importers.

FARMERS URGED TO GROW RYE

LONDON, ENG.—A press notice was issued by the Ministry of Information on Sept. 27 wherein farmers were recommended to grow rye, it being stated that its cultivation is simple. It also was pointed out that rye is one of the crops approved by the government as eligible for the £2 (\$10) grant under the plowing up scheme, which was launched earlier in the year. The notice emphasizes the interesting fact that the chief reason for the decline in cultivation of rye in this country was the increasing popularity of white bread. Its increased growth at the present time is urged because of its value for the manufacture of "crisp-bread" and of its straw for feeding and thatching purposes. It is suggested it should be grown with a small quantity of winter vetches, the straw of which, it is stated, has a high value for feeding cattle.

"In recent years," reads the notice, "the area of rye grown in England and Wales has been comparatively insignificant (about 16,000 acres in 1939). Formerly it was, next to wheat, the chief grain crop, and in northern European countries it is still by far the most important bread crop."

SHORTAGE OF FLOUR SACKS HAMPERS LONDON MILLERS

LONDON, ENG.—London millers are experiencing a temporary shortage of flour sacks and thereby suffering considerable inconvenience. The custom prevails in London for bakers to return to the millers all flour sacks. When the flour is delivered they are charged 1s (24c at par) for each 110-lb sack, which amount is credited to them when the sacks are returned. But it appears that recently the sacks have not been returned and on investigation it was found that many bakers sold them to the enterprising Jewish gentlemen who went around buying them up. The latter, in their turn, cut them up for sandbags—each flour bag making about four sandbags—which have been in great demand for protection of property against air raids—and were resold at a very handsome profit. Hence the temporary shortage of flour sacks.

As a result of this situation, the Cereals Control Board has issued an order increasing the charge to be made for returnable flour bags to 2s 6d (60c) per 110-lb bag. In view of the heavy demand for sandbags—both for civil and military purposes—it is surprising that there has not been a very much greater increase in the price of jute. A government order recently was placed in Calcutta for 15,000,000 sandbags.

BREAD IS THE STAFF OF LIFE

DISTRIBUTION OF IMPORTED FLOUR TO INTERIOR POINTS

LONDON, ENG.—A circular letter was sent out by the London Port Area Committee, Imported Flour Department, on Sept. 28, to flour importers and factors, headed: "Distribution of Imported Flour to Interior Points." An extract from this letter follows:

"When larger quantities of imported flour become available in the territory controlled by the London Port Area Grain Committee, it is intended that supplies shall be stored in suitable warehouses at distributing centers throughout the territory, in addition to the stocks at the usual wharves at London and Southampton. In order to assist in drawing up the necessary plans, importers and factors are asked to inform this office what centers they have been using for country distribution and to give any information they can as regards suitable warehousing accommodation at those points."

For the guidance of the importers and factors a list of the countries in the south and southeast of England, coming under the control of the London Port Area Committee is given.

BREAD IS THE STAFF OF LIFE

FLOUR LEVY REDUCED; BREAD PRICE UNCHANGED

LONDON, ENG.—The wheat quota payment or flour levy was reduced on Oct. 1 to 3s 6d per sack of 280 lbs, a cut of 1s from the rate that had prevailed since Sept. 19. In the ordinary way a reduction in the flour levy should mean a reduction in the price of bread, which recently was advanced to 8d per 4-lb loaf. However, it is understood that the present bread price schedule is to be abandoned, as it cannot function under present conditions. Therefore, the price of bread will remain unchanged.

Stuffed Straights

FROM THE MANAGING EDITOR'S SIFTER

By Carroll K. Michener

CALENDAR CRISIS.—The World Calendar Association, which looks for the adoption of its reformed and rationalized world calendar* by Dec. 31, 1944, sees in the current Thanksgiving Day upset one of the many reasons for reform. Under its plan there would never be a fifth Thursday in November.

The association thinks another important improvement in the Thanksgiving schedule could be made. Since there is nothing sacred or significant about Thursday in connection with this holiday—it has, in fact, been celebrated on all sorts of days and dates—the association would transfer it to Monday. This could readily be done, it is argued, in the reformed calendar. In fact Monday would become, under this plan, the day upon which nearly all holidays would fall.

In the association's argument for Monday holidays recognition is given to the differences between holidays having a month-date and those whose observances are not so restricted. Holidays like Feb. 12 and 22, July 4, Oct. 12 and Dec. 25 should remain where they fall in the present calendar, it is admitted. But among the important non-dated holidays, not so restricted, Memorial Day, Labor Day, Election Day and Thanksgiving Day, there exists no valid reason, it is propounded, why these could not be celebrated on Monday. Labor Day, already a Monday, has long been widely acclaimed because of this advantage. Similar observance of Memorial Day and Thanksgiving Day would bring the same benefits. Memorial Day is included in this group as the date is one arbitrarily chosen with no apparent historical basis. Placing Election Day on Monday is recommended as an advantage to voters. Campaign speeches and activities could be concluded on Saturday night, and the restful Sunday following would, at least in theory, afford citizens an opportunity to weigh the issues, thereby bettering their chances of picking right at the polls. These detailed advantages for a Monday Thanksgiving are set forth:

1. It spaces the holidays within a period of seven weeks more or less evenly throughout November and December. It falls approximately three weeks after Election Day and four weeks before Christmas.

2. Being a Monday, it avoids an awkward break in the week which interferes with the smooth flow of business and education.

3. "Domestic and social enjoyment" would be enhanced in combining it with

Saturday and Sunday, rather than isolating it between two working days.

4. The long week-end would allow members of families living at distances to gather around the festive board.

5. To churches the fourth Monday would be a signal for the ending of Trinity Sundays and the beginning of Advent Sundays which announce the coming Christmas season.

6. It would be the fourth Monday in either the present Gregorian or the proposed World Calendar without any loss of the above mentioned advantages.

In connection with a Monday Thanksgiving, it has been objected that a feast-day on Monday would be an unnecessary hardship for women since they must prepare for it on the preceding Saturday, a half holiday. But every housewife is first of all a woman and it is doubted whether she would long weigh the necessity of a little planning beforehand against the benefit to the public or the joy of having members of her family with her, no matter from what distances they might have to come. With a Monday Thanksgiving, families would have ample time to assemble for the feast.

Let's go!

No longer do we convert swords into plowshares. When war ceases the plow must rust lest there be troublesome surplus. When war begins the plow must go to work—its digging no less important than that of the bayonet that scoops a trench. For the warring nation must be fed. Hence, today, in England, the minister of agriculture demands that an additional 1,500,000 acres must be brought under the plow in the coming year, and county executive committees, supported by district committees whose members know the local conditions, are already getting to work to see what farmers can do individually and in co-operation.

Christopher Morley is a fancy literary gent and can't be taken too seriously, but here is what he says about baker's bread: "Nothing rouses such contempt in my heart as modern American factory-made bread, wrapped up in wax-paper and already sliced by machinery. You can't even have the fun of cutting through a good stiff crust with a sharp knife. A miserable, moist, soft, sweetish, spongy, indigenous, exogenous, unnutritious kind of rubbery cellulose. Talk about totalitarianism and dictatorships. When was there ever such a humiliation imposed upon a nation as American artificial bread? They even have to moan about it on the radio to try to sell it. The dreadful thing is there's a whole new generation grown up who hardly ever saw a loaf of real bread and take that terrible pulp for granted. Turn, oh, turn your minds back to a genuine crusty loaf of home-made bread."—Terrible, we call it!

CEREAL CONSCIOUSNESS.—Manufacturers of cereals are going to be obliged to watch their steps from now on. This is because of a startling new phase of the consumer-consciousness movement. Under the sponsorship of a journal called the *American Consumer* a food sampling plan recently was tried out on consumer education pupils at Pipkin Junior High School at Springfield, Mo. After their study had been concluded, the pupils summarized what they had learned in this way:

1. Useful information was acquired as to the different grains used in breakfast foods.

2. A wider acquaintanceship with foods generally was obtained through the project.

3. The value of measuring containers and counting servings was learned.

4. Simple methods of computing costs per serving were taught.

5. It was discovered, through actual comparison, that some prepared foods are as inexpensive per serving as some cereals that require cooking.

6. Pupils, in studying wrappers, learned how to judge the value of contents listings and protective wrappings.

7. It was found that package sizes might be misleading to the buyer.

8. The necessity of eliminating personal prejudices in using the sampling plan was demonstrated.

9. Group work produced more ideas and information than independent research.

10. Pupils proved for their own information the value of measuring inches, ounces, pounds, and of using decimals.

11. They received a better understanding of the problem of slack fill.

12. Using the project in terms of life situations, pupils found how they could apply school subjects, such as mathematics, to bring about economy in shopping.

Charts were prepared showing price differentials per ounce in leading brands of breakfast cereals. It was found that in the local market the most expensive brand cost almost three times as much per ounce as the least expensive brand.

Other findings were that there was an excessive amount of fine flour in some of the packages, this for some unexplained reason being considered a very serious fault; that some of the packages were inconvenient in shape and size; that in one case there was a lack of uniformity in color, and that there was very little unjustified slack fill.

The most popular breakfast cereal with the class was the second most expensive on the list of those sampled.

Recommendations for use were made by pupils for each brand studied and sampled. With the exception of price differentials, the reports were generally favorable.

Cereal manufacturers may have something here. At least they should have a look at a situation that promises to produce a whole new generation of cereal-consciousness, built presumably upon textbook premises that should be worth looking into. In any case, they may find

there's something for them to learn from the school room as well as something they ought to have a hand in teaching there.

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The October Doughnut Month idea certainly is catching on. No, we're not going to quote any statistics, though they prove it. What interests us is this collateral and probably unposed evidence of success: The Tailored Woman's new store on Fifth Avenue in New York City is featuring a new fall fashion color called Doughnut Brown—or, to use the official mis-spelling, Donut Brown. By official, we do not mean anything Websterian—we mean only the bright and shining orthography of the National Donut Committee's thinker-upper of publicity plugs.

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BREAD LIKE MOTHER'S.—J. T. McGlynn, proprietor of McGlynn's Bakery, Minneapolis, which uses 250 grocery stores and five loop retail shops as outlets, saw this columnist squib in a local newspaper:

"Theodore Hayes, dean of the amusement business in Minneapolis, lamented the other day about the bread our bakeries give us. 'I know,' he told me, 'that bread you talk about is fresh and all that sort of thing. But, do you know what I'd like? I'd like to get a loaf of honest-to-goodness home-made bread. A loaf like my grandmother used to turn out. A high loaf. I can smell it now as she cautiously took the pans out of the oven and then rubbed butter over its nut-brown crust. If some bakery took the old formula that Grandma used to use and turned out that type of loaf, say just one day a week, I'll bet they'd have tremendous sales.' And Mr. Hayes may have something there."

Mr. McGlynn is quick on the pick-up. His advertising immediately burgeoned with:

"Mr. Hayes, the reason for this—all bread these days is made by machines, contains some different ingredients, more water for that extra softness and is baked in steam injected ovens. You cannot make her kind that way. Today's commonplace bread is something different.

"However, there is one baker in Minneapolis with pretty good distribution, who does make that kind of bread you are looking for. It is real hand-made and oven roasted.

"We invite you and the great host of other fellow citizens who are of the same mind as you, to ask for and try McGlynn's (home-style) breads.

"You will find they are quite different and eat with the same gusto as Mother's or Grandma's bread."

This sort of thing seems to be epidemic. If it keeps up we may have to invoke the historic phrase: "Nay, sire, it's revolution."

*The proposed World Calendar divides the year into 91-day quarters, the first month in each quarter having 31 days and the other two 30 days each. The 365th day of the year becomes Year End Day and follows Saturday, Dec. 30, each year, as an extra Saturday. When there is a Leap Year, the extra day would fall after June 30, again putting two Saturdays in a row. The calendar would remain the same for each year. Each quarter would begin on Sunday and end on Saturday. Each quarter would contain 13 weeks. Month dates always would fall on the same week days. Each month would have 26 week days plus five Sundays in the first month of the quarter and four in each of the other two. Each year would begin on Sunday. Year End Day and Leap Year Day would be international holidays.

● READY TO BOARD THE CHICAGO BAKERS' COURTESY CLUB'S SPECIAL TRAIN TO NEW YORK ●



This distinguished group of men was lined up before the camera just before the special train arranged for by the Chicago Bakers Courtesy Club pulled out for the convention of the American Bakers Association in New York. The special train, over the New York Central System, left Chicago the afternoon of Oct. 14, and carried more than 100 passengers. Pictured left to right, are: A. G. Tomlin, Milwaukee Representative, Bear-Stewart Co; J. D. Faulds, Faulds Oven & Equipment Co., Chicago; S. O. Werner, THE NORTHWESTERN MILLER AND AMERICAN BAKER, Chicago; F. J. Bergenthal, Red Star Yeast & Products Co., Milwaukee; E. L.

Sikkema, Peter Pan Bakeries, Kalamazoo, Mich; Harry Irlc, Armour & Co., Chicago; V. T. Johnson, Wilson & Co., Chicago; A. W. Fosdyke, Read Machinery Co., Chicago; Earl Benedict, Hotel Sherman, Chicago; Roy Nichols, Hotel Sherman, Chicago; A. Beier, Beier's Bakery, Dixon, Ill; P. E. Minton, American Molasses Co., Chicago; J. H. Debs, Chicago Metallic Mfg. Co., Chicago; R. G. Attridge, Washburn Crosby Co., Chicago; Dr. L. A. Rumsey, W. E. Long Co., Chicago; O. Breault, Brolite Co., Chicago, and J. Schafer, of the Peter Pan Bakeries, Kalamazoo, Mich.

Personal & Otherwise

CHICAGO VISITORS

Among visitors to the Chicago market last week were: Carl B. Warkentin, president, Midland Flour Milling Co., Kansas City; Fred Borries, president, Ballard & Ballard Co., Inc., Louisville; Frank Coppes, president, Nappanee (Ind.) Milling Co., Inc; George Urban, president, George Urban Milling Co., Buffalo; M. W. Fuhrer, sales manager, Fuhrer-Ford Milling Co., Mount Vernon, Ind; K. L. Burns, president, Globe Milling Co., Wauertown, Wis; Philip H. Postel, president and general manager, Ph. H. Postel Milling Co., Mascoutah, Ill.

CHANGES BUSINESS

C. A. Johnson, who has been in the flour brokerage business in Chicago for the past few years, has taken a position as sales supervisor for the Curtis Publishing Co., and will reside in Miami, Fla.

HOME FROM IRELAND

Thomas Coulter, of Coulter & Coulter, Inc., New York flour brokers, returned home on the Georgia last week after a stay of several months in the north of Ireland, lengthened by difficulty in getting return passage early in September as he had planned before sailing.

MANHATTAN GUEST

Blaine Thompson, general manager, Morten Milling Co., Dallas, Texas, was the guest of David Coleman on the New York Produce Exchange last week during a business trip to New York.

VISITS HEADQUARTERS

Robert G. Lockhart, of New York, bakery service man in the East for the Russell-Miller Milling Co., is visiting headquarters in Minneapolis this week.

NORTH CAROLINA VACATION

H. Frank Freeman, recently resigned from the Russell-Miller Milling Co., returned to New York last week from a trip to Minneapolis. He plans to take

a short vacation with his wife and child in North Carolina, his former home, and has not yet announced his subsequent plans.

WITH EASTERN TRADE

A. H. Recksteiner, sales manager for the Northwestern Elevator & Mill Co., Toledo, has been visiting eastern markets calling on the trade and mill connections.

MINNEAPOLIS VISITORS

Carl A. Quarnberg, president of the Tri-State Milling Co., Rapid City, S. D., and Stewart N. White, chemist for the company, spent several days in Minneapolis last week, and attended the chemists' and operative millers' meetings Friday and Saturday.

BIRTHDAY

C. C. Bovey, director of General Mills, Inc., Minneapolis, on Oct. 25 observed his 75th birthday anniversary.

NIMROD

While J. Spagnol, Pittsburgh broker, was visiting mill connections in Minneapolis last week, he and some of the officials of the W. J. Jennison Co. went to Appleton to look over the company's mill and, incidentally, do a little pheasant shooting. The party met with success, and no doubt Mr. Spagnol had some "tall" stories to tell his friends when he got back home.

ILLNESS

Frank Archer, Atlanta, southeastern representative for the Acme Mills, Hopkinsville, Ky., is seriously ill in Emory University (Ga.) Hospital.

BAKER PROMOTED

Claude J. Thompson, who began his career in the bakery business as a delivery boy and for the last five years has been assistant manager of the George Rushton Baking Co., Wichita, Kansas, has been made manager of the Wichita branch. He succeeds Neil Kreeck, who has become part owner of the Peerless Pie Co., Wich-

ita. Mr. Kreeck bought out the pie interests of C. G. Mustoe, who has taken up cattle ranching in southeast Kansas.

OPERATION

Saul Gold, Rocky Mount (N. C.) Bakery, is in a hospital in that city for an operation.

IN BOSTON

George Urban, of the George Urban Milling Co., Buffalo, was in Boston recently. He visited Sands, Taylor & Wood, his firm's representative in that district.

BAGS DEER

John F. Brown, James H. Knowles & Son, Boston, reports bagging a deer on his hunting trip in northern Maine last week. Mrs. Brown made the trip with him.

BACK AT OFFICE

Walter E. Sands, president of Sands, Taylor & Wood, Somerville, Mass., has recovered sufficiently from his recent illness to return to his office.

GULF FISHING

C. A. Jordan, vice president of the Consolidated Flour Mills Co., Wichita, has returned from a four-day vacation at Port Aransas, Texas, where he has been tarpon fishing in the Gulf. Mr. Jordan and his partner hooked five tarpon and landed two. They also caught 125 lbs of red fish.

MILLER'S ESTATE

The estate of the late Fred Wolf, Ellinwood, Kansas, miller, has been valued at \$150,000. It all goes to his son, Fred Wolf, Jr., manager of the Wolf Milling Co., except approximately \$16,000 left by specific bequest to several relatives.

MARRIED

Robert A. Kipp, second son of Theodore Kipp, president of Kipp-Kelly, Ltd., Winnipeg, was married Oct. 25 to Donald Catherine Johnston, also of Winni-

peg. Until the outbreak of war Mr. Kipp was in London in charge of the company's foreign office business, and he hopes to return to that post when circumstances permit.

AT HOME OFFICE

Mr. and Mrs. Dudley B. Huff, Paterson, N. J., are visiting in Wichita. Mr. Huff is the representative at Paterson of the Wichita Flour Mills Co.

HOME FROM EAST

J. S. Hargett, Oklahoma City, president of the southwestern division of General Mills, Inc., with Mrs. Hargett, returned recently from a trip to New York and Detroit.

SHARES SPOILS

Deer hunting appeared a little too much work for C. C. Kelly, president of the William Kelly Milling Co., Hutchinson, Kansas, home from a vacation in Colorado. He spent his time in the mountain cabin and helped eat venison provided by others in the party, he declared.

IN NASHVILLE

O. A. Church, president of the Noblesville (Ind.) Milling Co., was in Nashville last week calling on the trade with the firm's local representative, Allen Cornelius, of W. B. Cornelius & Son.

Carl Walling, manager of the Southeastern Flour Co., of Murfreesboro, Tenn., was a Nashville visitor. James T. Cole, of the New Milling Co., of Rockford, Tenn., also was a visitor, as was T. L. Brice, Atlanta, southeastern sales manager for the Burrus Mill & Elevator Co.

IN NEW ORLEANS

E. W. Morrison, president of the Morrison Milling Co., Denton, Texas, was a New Orleans visitor this week, calling on the local trade.

LINES MEET

P. H. Baum, secretary-treasurer, and Fred Burrall, general sales supervisor, for the William Kelly Milling Co., Hutch-

TOLEDO BOARD GOES A-GOLFING



Here's only one of the distinguished foursomes comprised of Toledo Board of Trade members who enjoyed themselves at the board's recent Columbus Day outing at the Sunnigdale Golf Club: H. Wallace Applegate, secretary, Menzel Milling Co.; Fred Mayer, grain man and former president of the Toledo board; John H. Bailey, manager, National Milling Branch of National Biscuit Co.; and D. L. Norby, manager of the Toledo branch office for Cargill, Inc.

inson, Kansas, left on trips to call on the trade with New York the ultimate destination of each. Mr. Baum will call on connections in the south central states and Mr. Burrall will visit the trade in the north central states.

AUTO ACCIDENT

H. Everett Musser, bakery owner of Somerset, Pa., was sent to the Community Hospital there on Oct. 17 when his car skidded on the highway south of the town and overturned. He sustained several fractured ribs and a broken bone in his left foot as well as painful body bruises.

ATTENDS FUNERAL

E. O. Wright, president, Wisconsin Milling Co., Menomonie, Wis., passed through Chicago, Oct. 28. He was en route to Philadelphia to attend the funeral of L. A. Kley, vice president of his company, and also his local representative.

LEISURELY TRIP

A. L. Jacobson, manager of the Arnold Milling Co., Sterling, Kansas, and family returned from a leisurely vacation trip through the East, visiting New York, Washington and other points.

SECOND OPERATION

Grant Morris, grain department manager for the Newton (Kansas) Mill & Elevator Co., is doing as well as could be expected after another operation. He has been in a critical condition since an operation several weeks ago.

LICKS FLU BUG

Ben S. Hargis, eastern sales director for Larabee Flour Mills Co., Kansas City, believed at the end of last week that he had licked the flu bug sufficiently to leave for a trip through his territory. Mr. Hargis spent most of the week at home.

HOME FROM HONEYMOON

Mr. and Mrs. Charles A. Barrows returned to Kansas City Oct. 29 after a three weeks' honeymoon in Colorado and New Mexico. Perfect weather prevailed in the mountains despite the late season. Mr. Barrows is export sales manager for Midland Flour Milling Co.

OBITUARY

MORRIS BICKER

Morris Bicker, of the Abbott Baking Co., New York City, died on Oct. 13 from injuries received in the plant. He is survived by his wife, a daughter and his son, Irving, general manager of the bakery. He was 60 years old and had been with the company for the past 14 years.

C. DALE JONES

C. Dale Jones, 55, pioneer miller of Utah and Idaho, died Oct. 25 in Salt Lake City following an illness of several months. Mr. Jones was born at Woodvine, Kansas, and entered the milling

business with his father at Seattle, Wash., early in life. He engaged in the flour milling business at the Jones Flour Mill at Malad, Idaho, and at the White Fawn Flour Mill at South Jordan. Funeral services were conducted in Brigham City, Utah.

WILLIAM IRONS

William Irons, familiar figure in the flour milling industry of the Pacific Northwest, passed away at his home in Seattle recently. Death resulted from coronary thrombosis. Mr. Irons in the early years of the present century was with the Hammond Milling Co. Later he became manager of the Puget Sound Flouring Mills Co., a part of the Portland Flouring Mills system. When this was sold to the Sperry Flour Co. Mr. Irons was sent to the Orient. Later he returned to Seattle, opening a grain and export flour business.

REGINALD F. RICHARD

Reginald F. Richard, 55, general manager of the phosphate division of the Monsanto Chemical Co., died of pneumonia at a St. Louis hospital Oct. 25. He was born in Buffalo, N. Y., and was associated with the General Chemical Co. from 1905 to 1933, being general manager at the time he left to join the Swann Chemical Co. The Swann company was acquired by Monsanto in 1935. Surviving are his wife, his mother, two sons and two daughters.

HARRY GLASS, CANADIAN

BAG FIRM EXECUTIVE, DIES

Harry Glass, second vice president of the Canadian-Bemis Bag Co., Ltd., died at Vancouver on Oct. 23 after a six months' illness. Cancer of the lungs was the cause of death.

Mr. Glass, who was in his 60th year, was born in Dundee, Scotland, and at the age of three was brought to Montreal, Canada, where his father became employed by the Canadian Bag Co., Ltd. At the age of 20 Mr. Glass went to work for the Canadian company in Montreal. In 1909 he was transferred to the company's Winnipeg plant as a salesman.

A year later Mr. Glass was appointed manager of the Winnipeg plant and in 1917 he opened a plant in Vancouver for the Canadian Bag Co. At that time he was appointed western manager of the company, having charge of both the Winnipeg and Vancouver plants.

In 1937 the Vancouver and Winnipeg

COSMOPOLITAN

Siegbert Gudell, who formerly operated his own bakeries in Palestine, Vienna and Danzig, and who was head pastry chef in the Moritz Dobrin, in Berlin, is opening his own French Pastry Shop at 978-980 Bergen Street, Jersey City, in a building now under construction.

plants of the Canadian Bag Co. were amalgamated with the Winnipeg plant of the Bemis Bro Bag Co., the new company being known as the Canadian-Bemis Bag Co., Ltd. Mr. Glass was appointed second vice president of the new company and was also elected a director.

Mr. Glass was well known in the Canadian milling industry and also had innumerable friends in the United States.

BREAD IS THE STAFF OF LIFE

CHARLES NOLEN WITH LARABEE

KANSAS CITY, Mo.—Charles W. Nolen, for the last several years with Arkansas City (Kansas) Flour Mills Co., as southern representative, has resigned to become Oklahoma and Texas salesman for Larabee Flour Mills Co., Kansas City. He assumed his new duties last week.

Mr. Nolen will sell both family and bakery flour for the Larabee company, which already has a big trade in the South. His home is in Dallas, Texas.

BREAD IS THE STAFF OF LIFE

WILL REBUILD ELEVATOR

EVANSVILLE, IND.—The E. H. Morris elevator, burned here a week ago together with some 50,000 bus of wheat, corn and soybeans, is to be rebuilt as soon as debris can be cleared from the site.

ONE-MAN BAND



Major Edward Bowes' 27,000,000 radio listeners recently heard Frank G. Jungewaelter, secretary of the Associated Retail Bakers of America, do the impersonation of a one-man band that has amused pretty nearly every bakers' convention for years. Mr. Jungewaelter attended the American Bakers' Association convention, and while in New York City stopped in at Major Bowes' studios for an audition. His act—a first class imitation of an old fashioned German beer garden band—so clicked with the radio impresario that he put it on that night's program.

Mr. Jungewaelter told his radio listeners (Coast-to-Coast NBC network) that he was down to a mere 250 lbs, having lost 55 by exercise.

"What exercise?" asked Major Bowes. "Pushing myself away from the table before I had all I wanted to eat," was the reply.

Major Bowes ruffled against Mr. Jungewaelter's desire to tell of his reducing success with a bread diet, but he managed to get in one plug for the baking industry, telling his listeners how many trucks were used. His stunt drew a lot of votes in the weekly contest. There is no truth to the rumor, however, that he has joined Unit No. 6.

NO SCARCITY IN COTTON GOODS FOR FORWARD SALE

In commenting on the present position in the cotton goods market, the Bemis Bro. Bag Co. says:

"The process of digesting the huge volume of business in cotton sheeting which was entered in September may possibly prove to be the main activity of the finishing, converting and cutting trades for some time to come. Prices are steady and generally unchanged. Although early goods continue scarce, in the case of a few of the heavier weight sheetings, and are commanding premiums, there is almost no business in these early positions. Mills will sell as far forward as March, 1940, at current prices which show them a profit.

"Dr. Murchison, president of the Cotton-Textile Institute, is urging cotton mills to avoid long term bookings and three shift operations. He would have the mills maintain normal operating schedules not in excess of two shift operations indefinitely. He would avoid selling beyond 90 days on the general assumption that contracts placed for longer periods are generally speculative. Production is known to be heavy and increasing at the present time, and the possibility of overproduction has already become a nightmare to many.

"However, present cotton goods prices are only comfortably profitable to mills and there is consequently not the likelihood of as serious a break in prices as occurred in 1936-37 when the profit margin on goods rose to excessive levels under the double stimulus of advancing cotton and heavy forward speculation in goods. Today there appears to be little chance of any advance in cotton beyond 10c and the current backlog of bookings, while substantial, is relatively smaller than in that period."

BREAD IS THE STAFF OF LIFE

L. A. KLEY, FLOUR MAN OF PHILADELPHIA, IS DEAD

PHILADELPHIA, Pa.—Lewis A. Kley, head of the Kley Flour Co., of Philadelphia, and also vice president of the Wisconsin Milling Co., Menomonie, Wis., died Oct. 26, at the Snered Heart hospital in Norristown, Pa. He was 57 years of age and is survived by his widow. Mr. Kley was a director of the Wisconsin Milling Co. and its Philadelphia representative, as well as being vice president. He had been associated with the company since 1907.

BREAD IS THE STAFF OF LIFE

DULUTH GRAIN SHIPPING SLOW

DULUTH, MINN.—Grain shipping was slow during the week, but movement of iron ore is setting a fast pace. Package freighters continue to stay busy in handling flour, feed and other products. Freight rates remain firm, at the top level of the navigation season. They are expected to advance in anticipation of cold weather, thus speeding up grain shipping. Temperatures dipped to a low of 19° above on Oct. 25 and thin ice formed on small lakes in this area. The tight storage situation at the Canadian head of the lakes has led to inquiries about elevator room here and possibility of grain imports from there for accumulation. So far there has been no action on this matter.

FEDERAL AND STATE FLOUR REQUIREMENTS

The Bureau of Supplies and Accounts, Navy Department, Washington, D. C., has announced that it will receive sealed bids, in duplicate, on canned wheat flour for delivery to various east coast points, until 10 a.m., EST, Nov. 15. Quantity desired was not stated.

• DOCTOR'S DAUGHTER •



These three photographs are "stills" from "Doctor's Daughter," an educational food film prepared by Swift & Co. which was previewed for the trade during the convention of the American Bakers Association in New York City. The plot concerns the endeavor of a young advertising man to prove that he is worthy of marrying the daughter of a hard-headed, conservative medico. The young man makes an animated film to support the doctor's contention that the normal human body, in addition to rest and exercise, needs only a balanced diet of carbohydrates, proteins, fats, minerals, vitamins and water to keep healthy. The doctor's case against food faddism is proved and the girl's hand is thereby won. The nutritional value of breadstuffs is emphasized strongly in the film.

THIRD OF WORKERS' MONEY IS SPENT TO FEED FAMILY

In discussing where the dollar from the average workers' pay envelope goes, Commissioner Lubin of the United States Bureau of Labor Statistics reports that food takes 33c out of the typical city workers' dollar, while housing and fuel take almost 25c. "When another 10c goes for clothing, a balance of 22c is left to cover all the other items which enter into family living," Mr. Lubin said.

These are the findings of a survey made by the Bureau of Labor Statistics in 42 cities covering 12 months within the period 1934-36. A total of 14,469 families of employed wage earners and clerical workers who had received no relief during the year co-operated with the bureau by giving answers to detailed questions regarding their incomes and expenditures.

This group of families, with at least one employed member and a minimum income of \$500, the lower limit set by the plan of the investigation, averaged \$1,515 per year. However, half of the

families studied had incomes of \$1,158 or less.

The average family, taking all the families studied in the 42 cities as one composite, spent a third of its entire income, \$508, for the butcher and baker, the grocer and dairyman, and at lunch counters and restaurants to purchase the family's food.

FLOUR CHARACTERISTICS A SUBJECT FOR ADDRESS

CHICAGO, Ill.—W. M. Tinkham, head of the products control, central division of Washburn Crosby Co., will be the guest speaker at the dinner meeting of the Chicago Flour Club, to be held the evening of Nov. 16 at the Sherman Hotel. Mr. Tinkham will discuss various types and characteristics of flour.

William Gilbert, a broker member of the club, will also give a short talk on market conditions.

President L. R. Merrill extends an invitation to all members to bring their salesmen to this meeting, as he believes Mr. Tinkham's talk should be of great interest to all engaged in selling flour.

NEBRASKA GRAIN DEALERS CHANGE ASSOCIATION NAME

OMAHA, Neb.—The Independent Nebraska Grain Dealers voted at its annual convention here to change its name to the Nebraska Grain Dealers and Managers Association. Present officers, of whom Gene Binning, Dix, Neb., is president, will hold over until the new organization holds its first meeting next June. The grain dealers also adopted a resolution calling for lower railroad freight rates to Omaha and the Missouri River so that elevators can handle grain for water shipment when barge navigation begins at Omaha. A minimum reduction of 50% on inbound rates is sought, effective as soon as possible.

The dealers predicted that if rates were not reduced they would have to operate their own truck lines or build facilities on the river to stay in business.

ST. LOUIS MILLERS PLAY GOLF AT FALL MEETING

St. Louis, Mo.—St. Louis Millers Club held its annual fall meeting Oct. 25 at the Glen Echo Country Club. The afternoon was devoted to a golf tournament consisting of a blind bogey of 70-80. First prize was won by Charles Barron, second by Ralph W. Taylor, and third by P. A. Spragelberg. A contest for the nearest ball on a 132-yard hole was won by Ed. Stanard, his ball being within six feet of the pin. Second prize for this feat went to P. C. McGrath and third to L. P. Johnson. The four holes of 3-par contest was taken by Ben Schulte, followed in order by C. D. Kellenberger, and Walter Krings. There was a large dinner attendance. J. O. Ballard, president, Ballard-Messmore Grain Co., was accepted as a member at the dinner meeting. Attendance prizes were given to Julius Albrecht, J. O. Ballard, Walker Mae Millan, W. R. Tibbets and R. L. Parker. The rest of the evening was taken up with bridge.

INSTITUTE MAKES SURVEY OF WORLD WHEAT STOCKS

A survey of the world wheat stocks from 1890 to 1911 and from 1922 to 1939 has been prepared by the Stanford University Food Research Institute (Wheat Studies, Vol. XVI, No. 2, price 75c). Comparisons between prewar and postwar years show a materially higher level of stocks in the postwar period. This is largely attributable to growth of pop-

ulation and to the persistence of an unprecedented world surplus of wheat after the bumper harvest of 1928.

Less important but significant factors were the increase in world trade and the development of Argentina and Australia as major exporters. Tending slightly to offset these influences were the lower postwar level of per capita wheat consumption and the several factors that combined to speed delivery of new crop wheat from farms to consuming centers.

The stocks series presented show two major periods of persistent wheat surplus—1893-96 and 1929-35—and five years of notably small stock—1898, 1900, 1925, 1937 and 1938. As compared with the prewar period, the two decades since the war have been characterized by much heavier wheat surpluses and less marked wheat shortage.

BAKERS HEAR LECTURE

Victor L. Short, president of the Institute of Human Science, Springfield, Mass., has been engaged by the Retail Master Bakers Association of Western Pennsylvania to deliver a series of three lectures on Nov. 6, 7, and 8 at 8 p. m. in the William Penn Hotel, Pittsburgh. Sales staffs of the member firms are being enrolled for the three talks on "Personality," "Customer Relations" and "Mental Efficiency."

BUREAU GETTING READY FOR INDUSTRIAL CENSUS

WASHINGTON, D. C.—Feed manufacturers whose products are valued at more than \$5,000 annually will be visited, beginning Jan. 2, 1940, by census enumerators whose business it is to collect information for the biennial census of manufactures, as part of the decennial census of 1940. Information to be compiled will cover the year ending Dec. 31, 1939.

Manufacturers will be called upon to state ownership, earnings, salaries, number of employees, types of power machinery used, cost of materials, distribution of sales, and other salient facts as to the nature of their businesses. These facts, incidentally, will be kept confidential by the Bureau of the Census, as provided by certain acts of Congress.

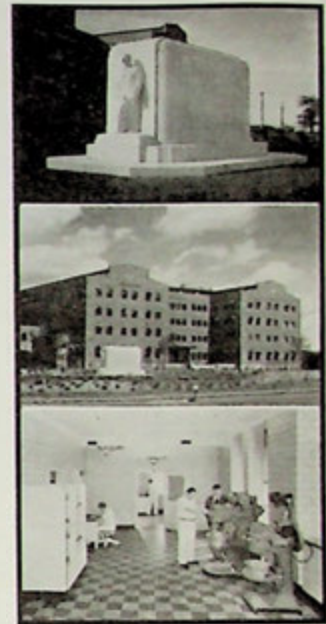
General information to be presented in the census reports will be gathered from manufacturers by means of a "general schedule" form, copies of which will be filled out by firm officials. An "administrative office schedule" form and special schedule forms will also be used in the gathering of information. It is expected that the basic facts of the 1940 census, by states and industries, will be available during 1940, statistics by industrial areas, counties, cities and towns to be published as soon as they are prepared in report form.

Feed manufacturing is only one of approximately 100 industries which the census will cover, including 200,000 establishments. The census of manufactures was first taken in 1810 to cover the previous year. Beginning in 1904, the census was taken at five-year intervals, and since then at two-year intervals.

LARGER MARYLAND BAKERY PAYROLL

BALTIMORE, Md.—September brought about a decrease in employment in the Maryland bakery products industry, but at the same time payrolls in the industry were higher. Compared with August, employment was 1.1% lower and payrolls were 1.2% higher. September employment, however, was 3% higher than in September, 1938, and payrolls were 2.7%. Considering the Baltimore industrial area as a separate unit, employment was 5% lower and payrolls 1.1% higher than in August. Compared with previous September, employment was 6% and payrolls 3.2% higher.

• TO AN EMPLOYER •



Employees of Procter & Gamble recently dedicated the marble monument here pictured to the memory of the late William Cooper Procter, grandson of William Procter, co-founder of the company. The monument with its surrounding gardens is part of a newly-erected unit at the Ivorydale, Cincinnati, Ohio, plant of the company which includes the recently completed Manufacturing, Administration and Research Building, shown in the center photograph. Mr. Procter, in his many years as executive head of Procter & Gamble, led the organization in establishing movements toward improved employer-employee relations.

Since 1886 some form of profit sharing has been in force for the benefit of employees, and in 1923 a plan for guaranteed year-round employment was put into effect by Mr. Procter. Under this plan, all factory employees who have been with the company for a period of two years are assured of 48 weeks' work per year, regardless of the variations in the business curve. A pension, sick benefit and insurance plan rounds out the firm's labor relations program.

Part of the new building consists of quarters for the Procter & Gamble bakery research department. Offices, laboratories and bakeries comprise the first floor of one section of the new building. The enlarged quarters, shown in the bottom picture, provide individual laboratories for basic research on the chemistry of baking, for deep frying tests, for check-up on the quality control of the company's products and for investigation on problems pertaining to the use of salad oils, coconut oils, and related products.

BREAD PRICE WAR STILL UNSOLVED IN LOS ANGELES

Reports indicate that the bread price war in Los Angeles has not been settled as yet. The Associated Bakers of Southern California, through its secretary, William Francis Ireland, is continuing its campaign to bring about an early settlement of the controversy.

A SUMMARY OF FLOUR QUOTATIONS IN LEADING MARKETS

Table of flour quotations in leading markets. Columns include Chicago, Minneapolis, Kansas City, St. Louis, Duluth, and various international locations like New York, Baltimore, Philadelphia, etc. Rows list different flour types such as Spring first patent, Hard winter short patent, etc.

GRAIN FUTURES—CLOSING PRICES

Closing prices of grain futures at leading option markets, in cents per bushel

Table of grain futures closing prices for Wheat, Corn, and Rye. Columns show prices for various months (Oct 25, Oct 26, etc.) and locations (Minneapolis, Chicago, Kansas City, etc.).

UNITED KINGDOM WHEAT AND FLOUR IMPORTS

Wheat and flour imports into the United Kingdom, according to Board of Trade returns, in hundredweights of 112 lbs.

Table of United Kingdom wheat and flour imports. Columns show month-ended August figures for 1939 and 1938. Rows list countries like British India, Australia, Canada, etc.

SUMMARY OF MILLFEED QUOTATIONS

Week-end millfeed quotations, summarized from the market reviews, are based on carload lots, prompt delivery, per ton, packed in 100-lb sacks, f.o.b. at indicated points.

Table of millfeed quotations for various types of feed (Spring bran, Standard middlings, etc.) from different locations (Chicago, Minneapolis, etc.).

UNITED STATES VISIBLE GRAIN SUPPLY

Visible supply of grain in the United States, as compiled by the secretary of the Chicago Board of Trade, in bushels (000's omitted), of date Oct. 28, and corresponding date of a year ago:

Table of United States visible grain supply. Columns show supply for Wheat, Corn, Oats, and Barley for the years 1939 and 1938. Rows list various states and regions.

WEEKLY GRAIN AND FLOUR EXPORTS

Exports of grain from the principal ports of the United States to foreign countries, as reported by the Department of Commerce, in bushels in the case of grain and barrels in the case of flour (000's omitted throughout):

Table of weekly grain and flour exports. Columns show weekly totals for grain and flour from Oct 21 to July 1. Rows list United States grains, Canadian grains, and exports to foreign countries.

Figures in these columns represent cumulation of weekly reports received from 16 of the principal ports exporting and importing grains and are not complete exports and imports from and into the United States for these periods. Includes flour milled in bond from Canadian wheat. *Including via Pacific ports this week: wheat, 252,000 bus; flour, 90,000 bbls; from San Francisco, barley 212,000 bus; rice, foreign 66,000 lbs, Porto Rico 1,611,000, Hawaii 1,456,000.

Western Canada Visible Grain Supply

Visible supply of grain in the western inspection division Oct. 27, 1939, and receipts and shipments during the past week, in bushels (000's omitted):

Table of Western Canada visible grain supply. Columns show supply for Wheat, Durum, Oats, and Barley. Rows list various provinces and ports.

Daily Trade Bulletin*

Receipts in bushels (000's omitted throughout):

Table of daily trade receipts for various locations (Chicago, Duluth, Indianapolis, etc.).

Shipments during week—

Table of shipments during the week for various locations (Lake, Int. public and semi-public elevators, etc.).

SHIPMENTS

Table of shipments for various locations (Chicago, Duluth, Indianapolis, etc.).

Flour and Grain Receipts and Shipments

Receipts and shipments of flour and grain at the principal distributing centers for the week ending Oct. 28, as compiled by the

MARKETS IN DETAIL

U. S. FLOUR MARKETS

THE SOUTHWEST

Kansas City: Sales, with the exception of the government purchase, dragged along at a low level, with mills about to sell only about 15% of capacity, compared with 15% of the previous week and 30% a year ago.

Export business has died, with Holland marking time and most other countries buying what little they need in Canada, with the exception, of course, of the West Indies trade, which southwestern mills supply regularly.

Quotations, Oct. 28: established brands family flour \$2.56 1/2 to \$2.60, bakers short patent \$1.25 1/2 to \$1.30, 1st clear \$1.25 to \$1.35, 2nd clear \$1.05 to \$1.15.

Representative prices on standard ordinary bakers flour, as determined by wide inquiry among millers and others, covering both sales and quotations, adjusted to each day's closing prices on wheat and millfeeds, basis Kansas City, on 100 lbs. net weight.

Oklahoma City: Demand slackened, and sales averaged 30% of capacity, of which three fourths went to bakers and the balance to the family trade.

Denver: Little new business developed, prices remain unchanged, both outside and local sales, slightly better than reported.

Texas: One Texas mill secured a round lot of the government holding, but otherwise no improvement in current business; sales still averaging 15-20% of capacity daily; however, inquiry better.

Saltina: Millers report another quiet week for sales, buyers showing very little interest for exports. Shipping directions a little better, output slightly over the previous week.

Wichita: Trend about steady, with good directions and slow sales. Mills operating from 70 to 100%. Quotations, Oct. 27: bakers short patent, hard winter, Kansas City, \$1.15 1/2 to \$1.20.

Minneapolis: Another unusually quiet week was experienced by spring wheat milling companies. Although they combine the market, they failed to buy in large quantities.

Nashville: Business just about at a standstill. Blenders and jobbers carrying heavy stocks and their outbound business very light, therefore, they are not interested at any price.

Baltimore: Quotations steady, with demand continuing slow. Receipts 16,500 bbls, a decrease of almost 11,000 bbls from the unusually high receipts of 27,500 bbls for the previous week.

Philadelphia: Prices generally well maintained with views of the mills generally firmer than the market and prices of most flour grades held upward trend.

Portland: Demand continues good, with mills running full time; balance as between grades reasonably even. However, demand for immediate delivery, with advance in prices, is being felt.

St. Louis: New business at a low point. Very little interest on the part of buyers. Inquiries exceptionally light.

position, these overcupplies are lasting much longer than expected. It is not a question of the winter flour market.

Quotations, Oct. 21: established brands family patent \$2.10 1/2 to \$2.20, standard \$1.55 1/2 to \$1.65, second patent \$2.05 to \$2.15, first clear \$1.45 to \$1.55, second clear \$1.25, whole wheat \$1.95 to \$2.10, graham standard \$4.60 to \$4.80.

Quotations, Oct. 21: established brands family patent \$2.10 1/2 to \$2.20, standard \$1.55 1/2 to \$1.65, second patent \$2.05 to \$2.15, first clear \$1.45 to \$1.55, second clear \$1.25, whole wheat \$1.95 to \$2.10, graham standard \$4.60 to \$4.80.

Interior Mills: No life whatever to the flour trade. No new business trade is loaded up and directions hard to get.

Chicago: Business sluggish, with trade just taking on immediate needs in small lots; directions fair to slightly improved; demand on family flour also dull.

St. Louis: Soft winter flour at a low point. Very little interest on the part of buyers. Inquiries exceptionally light.

St. Paul: Business just about at a standstill. Blenders and jobbers carrying heavy stocks and their outbound business very light, therefore, they are not interested at any price.

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Philadelphia: Prices generally well maintained with views of the mills generally firmer than the market and prices of most flour grades held upward trend.

Portland: Demand continues good, with mills running full time; balance as between grades reasonably even.

St. Louis: New business at a low point. Very little interest on the part of buyers.

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\$2.65 to \$2.75, 95% \$3.35 to \$3.50, soft winter straight \$4.60 to \$4.80.

Pittsburgh: Light sales of hard winter and spring wheat, practically unchanged and inclined to sag. Larger bakers apparently well stocked, buying only on breakers.

New Orleans: Continued dullness in sales; no immediate requirements. Prices ranged from unchanged to 5 ct. higher, with a noticeable increase in offers for quick shipment, at a discount in price.

Quotations, Oct. 27: spring wheat short patent \$2.60 to \$2.70, 1st clear \$1.25 to \$1.35, 2nd clear \$1.05 to \$1.15, hard winter short patent \$1.20 to \$1.30, 1st clear \$1.00 to \$1.10, 2nd clear \$0.85 to \$0.95.

Quotations, Oct. 27: spring wheat short patent \$2.60 to \$2.70, 1st clear \$1.25 to \$1.35, 2nd clear \$1.05 to \$1.15, hard winter short patent \$1.20 to \$1.30, 1st clear \$1.00 to \$1.10, 2nd clear \$0.85 to \$0.95.

Atlanta: Volume of business continues very small, with new sales practically at a standstill.

St. Paul: Business just about at a standstill. Blenders and jobbers carrying heavy stocks and their outbound business very light, therefore, they are not interested at any price.

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PACIFIC COAST

Southern Market: Business just about at a standstill. Blenders and jobbers carrying heavy stocks and their outbound business very light, therefore, they are not interested at any price.

Bluestem... \$2.20, white... \$1.10, Montana \$5.45

Portland: Trade stagnant, with virtually no new bookings...

Quintana, Oct. 27: export straight \$3.10 to the Phillips...

Ogden: Trade quiet, with specifications fair. Major plants operating at capacity...

San Francisco: Although market tone firmer, prices not advanced...

Winter wheat flour in slow demand. Flour manufacturers and other buyers...

Whiplug: Demand moderately good for a western miller concerned...

Vancouver: Most mills in western Canada continue busy on orders booked some time ago...

After many attempts to get back into the formerly lucrative flour market in New Zealand...

Domestic hard wheat flour trade remained dull as an aftermath of the war scare...

to-mouth bookings, milled business continued slow, with activity primarily consisting of piling directions...

Toronto: Steady; prices holding at previous levels. Current levels, indicating that market has become comparatively stabilized...

Cincinnati: Fair; trend higher; bran \$21.50, gray shorts \$27@27.50...

Buffalo: Stronger; trend firm; supply lighter; bran \$22.50, atd mids \$22.50...

Bo-ton: Feed prices firm to higher; mills and wheat on increase...

Buffalo: Fair; trend steady; supply ample; spring bran \$23.00, atd mids \$23.00...

Portland: Moderate; trend firmer; supply ample; bran atd, \$26@26.50...

Pittsburgh: Moderate; trend easier; supply ample; spring bran \$23.95, red dog \$27.45...

Atlanta: Light and for immediate; trend stronger; supply ample...

Memphis: Only for small lots, but more inquiry after price uptick...

Nashville: Demand fair; sales showed a little improvement...

Seattle: Fair; trend easier; supply fair; \$23@24, local or Montana pts...

Ogden: Trade quiet; with colder weather and frosts...

San Francisco: Demand very slow and interest lacking...

Omaha: Moderate; trend very strong; supply good...

Denver: Fair; trend stationary; supply ample...

Wichita: Severe drought, with consequent dwindling of other feeds...

Hutchinson: Improved; trend stronger; supply inadequate...

Fort Worth: Improved; trend higher; supply not excessive...

Chicago: Slow; trend firmer; supply plentiful...

Milwaukee: Except a few small-lot, hand-to-mouth bookings...

steady, with offerings by mills less abundant. Western mills reported many current orders, but not getting much business...

RYE PRODUCTS

Minneapolis and Interior Minnesota: Prices apparently no longer cut any figure...

Milwaukee: Despite a 5c drop in price, activity limited to a few small lot bookings...

New York: Scatterd sales reported slightly below normal price range...

Chicago: Practically no activity in sales, with directions just fair...

Baltimore: Rye flour and No. 2 rye quotations continue steady...

Philadelphia: Market ruled steady under moderate offerings...

Pittsburgh: Demand moderate; trend steady; supply adequate...

Buffalo: Demand light; trend steady; supply ample...

St. Louis: Prices unchanged; sales and shipping instructions slow...

Indianapolis: The only buyers are bakers in the foreign quarter...

Portland: Pure dark rye \$14.50@14.60, medium dark rye \$14.50@14.65...

SEMOLINA MARKETS

Minneapolis: For several weeks now there has been little or no demand for semolina...

In the week ending Oct. 28, nine Minneapolis and interior mills made \$2,643 bbls durum products...

Milwaukee: Semolina still inactive, with the exception of some limited hand-to-mouth business...

Chicago: Very little interest, but reports in evidence of small lot sales...

Buffalo: Demand light; trend steady; supply ample...

Pittsburgh: Demand light; trend unchanged; supply ample...

Philadelphia: General market ruled firm with offerings and demand moderate...

St. Louis: Prices unchanged; sales and shipping instructions slow...

OATMEAL MARKETS

Toronto: Rolled oats and oatmeal selling slowly; buyers bought heavily recently...

Montreal: Oat products in slow demand; mild weather keeps consumption at a low point...

Winnipeg: Colder weather has brought about some improvement in western domestic demand...

CANADIAN MARKETS

Toronto: Trade in spring wheat flour slow. Buyers well covered by previous heavy buying...

Export sales of spring wheat flour, while hardly up to the previous week's level, continue good...

Ontario winter wheat flour selling slowly. Domestic demand not heavy at any time...

Future marketing Ontario winter wheat freely. Supply in excess of demand...

Montreal: Sales of spring wheat flour in the domestic market slow...

Export business in spring wheat flour with the United Kingdom good. Cereal Import Committee of London...

MILLFEED MARKETS

Quotations Tuesday, Oct. 31.

Minneapolis: Demand picked up very markedly in the last few days...

Kansas City: Fair; trend steady; supply ample...

Omaha: Moderate; trend very strong; supply good...

Denver: Fair; trend stationary; supply ample...

Wichita: Severe drought, with consequent dwindling of other feeds...

Hutchinson: Improved; trend stronger; supply inadequate...

Fort Worth: Improved; trend higher; supply not excessive...

Chicago: Slow; trend firmer; supply plentiful...

Milwaukee: Except a few small-lot, hand-to-mouth bookings...

three prairie provinces; oatmeal, in 98-lb sacks, 25% over rolled oats.
Minneapolis: Rolled oats were quoted on Oct. 28 at \$2.65 per 90 lbs. bulk; 28-oz packages \$1.70 per case; 43-oz packages \$1.80 per case.

—BREAD IS THE STAFF OF LIFE—

Bonded Grain in the United States
 Bonded grain in the United States Oct. 28, 1939, in bushels (000's omitted).

	Wheat	Corn	Oats	Rye	Barley
Baltimore	152				
Boston	1,515				
Buffalo	3,812	488	78	326	
Chicago	936	378			
New York	4,110		129	392	
Philadelphia	196		141		
Portland	280				
Totals	18,924	899	307	718	
Oct. 21, '39	9,921	307	307	891	
Oct. 28, '39	2,919			71	

Want Good Broker

Representation for North Dakota, Minnesota and Wisconsin, by Montana mill with reputation for quality spring wheat flour. Address 1138, The Northwestern Miller, Minneapolis, Minn.



PAN-AMERICAN TRADING COMPANY

FLOUR EXPORT SALES ORGANIZATION FOR QUALITY MILLS
 528 Board of Trade Kansas City, Mo.

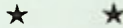


GRAIN CLEANERS

RICHMOND MFG. CO.
 Lockport, N. Y.

- improved quality
- table freshness
- greater shop efficiency
- increased yield

with **Paniplus**



THE PANIPLUS COMPANY

30 West Pershing Road :: :: KANSAS CITY, MO.

WANT ADS

Advertisements in this department are 5c per word; minimum charge, \$1. (Count six words for signature.) Situation Wanted advertisements will be accepted for 2½¢ per word, 50c minimum. Display Want Ads \$4 per inch per insertion. All Want Ads cash with order.

HELP WANTED

WANTED — MIDDLE-AGED BAKERY
 Salesman, acquainted with Ohio bakery trade, to sell spring wheat Lakota flour, by well-established northwestern mill, salary and commission; religion treated with strictest confidence. Address 4122, The Northwestern Miller, Minneapolis, Minn.

WANTED—EXPERIENCED MILLER FOR
 well equipped Minnesota mill of 100,000 capacity, to take charge of mill operations and ordinary mill repairs; capable of making flour competitive with the best standards on the market. Address 4142, The Northwestern Miller, Minneapolis, Minn.

SITUATIONS WANTED

Salesman or Sales Executive
 28 years experience mostly with two large milling companies, both family and bakery sales promotional work; an individual producer; wide acquaintance with bakery trade; salary secondary consideration; location anywhere; available Dec. 1st. Address 4111, The Northwestern Miller, Minneapolis, Minn.

SALESMAN — FLOUR EXPERIENCE,
 southeastern Pennsylvania, Maryland, Delaware preferred. J. N. McCosh, Ruxton (Baltimore Co.), Md.

COLLEGE GRADUATE, U. S. MARRIED,
 American; now associated with national bakery equipment firm; open to negotiating for western coast areas only. * * * * * Box P. O. Box 624, Pasadena, Cal.

BAKERY EXECUTIVE—20 YEARS' EXPERIENCE production, distribution, wholesale, house to house, retail bakery; up to the minute meeting chain competition, capable producing very highest type breads, cakes, pastries. Will operate your way at a profit; available at once. Address 4199, The Northwestern Miller and American Baker, Minneapolis, Minn.

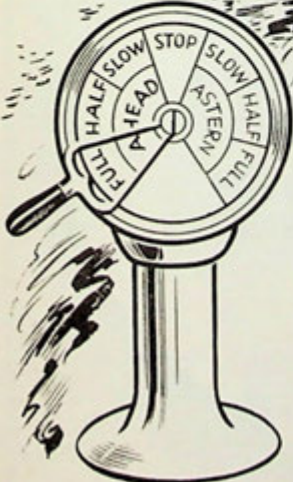
MILLS FOR SALE

MILL IN CENTRAL WISCONSIN, FINE
 water power; center of good farming community; must sell by December. Address 4122, The Northwestern Miller, Minneapolis, Minn.

MODERN 100-BBL FLOUR MILL, ACCESSIBLE
 to both hard and spring wheat; good trade operating full time; plenty wheat; favorable rates; located several railroads; due Illinois will sell all or managing interest; no trading considered. Address 4125, The Northwestern Miller, Minneapolis, Minn.

BAKERY WANTED

WANTED—I WILL PAY CASH FOR GOOD
 going bakeries, in town of not less than 2,000 population in Minnesota. Address 4122, The Northwestern Miller and American Baker, Minneapolis, Minn.



WINCHES turn merrily at McCormick terminals and the prows of McCormick vessels plow seaward.

When profit margins are small, when competition is keen, planned shipping can save your profits . . . save not only money, but also buyers' good will . . . bring repeat orders. Flour shipments need

FULL SPEED AHEAD

special handling and McCormick provides just that!

Modern McCormick terminals at Seattle and Portland give you direct rail connections and efficient handling. McCormick ships maintain the most frequent coastwise service and deliver both wheat and flour with care and dispatch.

Your Next Shipment via McCormick

SEATTLE
 Foot of Main Street

SAN FRANCISCO
 SPOKANE

McCORMICK STEAMSHIP COMPANY
 461 Market St. SAN FRANCISCO

LACOMA
 LOS ANGELES

ASTORIA
 SAN DIEGO

PORTLAND
 McCormick Terminal

OAKLAND
 VANCOUVER, B. C.

Larger Flour Output in the Northwest

(Continued from page 43.)

Mills not reporting, but estimated:			
No. mills	Daily capacity, bbls	Flour made, bbls	Wheat ground, bus
15	1,015	98,670	144,015
32	8,705	1,510,011	6,930,154
In addition, 9 mills were idle, 7 out of business.			
Figures for year ending Aug. 31, 1938:			
No. mills rating	Daily capacity, bbls	Flour made, bbls	Wheat ground, bus
3 1,000 and over	3,950	780,673	3,423,027
4 300 to 1,000	2,025	251,708	1,267,686
5 100 to 300	1,050	76,805	345,221
6 Less than 100	250	21,828	98,228
18	7,275	1,141,014	5,134,562
Mills not reporting, but estimated:			
20	906	96,735	435,308
38	5,180	1,237,749	5,569,870
In addition, 14 mills were idle, 1 out of business.			
Figures for year ending Aug. 31, 1937:			
No. mills rating	Daily capacity, bbls	Flour made, bbls	Wheat ground, bus
4 1,000 and over	4,950	729,427	3,262,420
5 300 to 1,000	2,625	274,268	1,234,205
4 100 to 300	750	97,797	440,087
6 Less than 100	300	25,702	115,668
19	8,625	1,127,194	5,072,370
Mills not reporting, but estimated:			
20	1,054	104,773	468,779
39	9,679	1,231,967	5,541,149
In addition, 11 mills were idle, 1 out of business.			
Figures for year ending Aug. 31, 1936:			
No. mills rating	Daily capacity, bbls	Flour made, bbls	Wheat ground, bus
4 1,000 and over	4,950	1,025,569	4,615,060
6 300 to 1,000	3,325	287,382	1,293,221
6 100 to 300	1,075	80,233	361,048
6 Less than 100	230	21,697	97,637
21	9,580	1,414,881	6,366,966

Mills not reporting, but estimated:			
No. mills	Daily capacity, bbls	Flour made, bbls	Wheat ground, bus
21	1,120	105,090	473,905
42	10,710	1,513,971	6,830,871
In addition, 13 mills were idle.			
SUMMARY BY CROP YEARS			
No. mills	Output, bbls	Ground, bus	
70 Minnesota*	6,634,746	29,856,355	
23 North Dakota	855,866	4,201,101	
16 South Dakota	267,299	1,292,844	
32 Montana	1,510,911	6,720,118	
141	9,268,822	42,290,784	
16 Minneapolis	6,710,816	30,198,672	
157	16,108,768	72,489,456	
*Includes Duluth.			
Output, Ground, bus			
16 Minneapolis	6,710,816	30,198,672	
157	16,108,768	72,489,456	
mills 1937-38—			
72 Minnesota*	6,172,832	27,777,742	
26 North Dakota	984,983	4,832,411	
17 South Dakota	281,184	1,327,015	
38 Montana	1,397,749	5,669,870	
153	8,836,748	38,607,048	
16 Minneapolis	7,762,427	35,886,821	
169	14,346,305	64,693,869	
*Includes Duluth.			
Output, Ground, bus			
mills 1936-37—			
81 Minnesota	5,934,289	26,784,366	
39 North Dakota	1,048,042	4,792,484	
21 South Dakota	184,194	828,871	
39 Montana	1,331,367	5,641,149	
150	8,398,892	37,777,010	
16 Minneapolis	5,138,183	23,121,829	
2 Duluth	433,368	1,950,156	
198	13,966,443	62,848,995	
mills 1935-36—			
86 Minnesota	7,022,943	31,603,247	
35 North Dakota	1,597,293	7,187,813	
22 South Dakota	323,367	1,116,017	
42 Montana	1,519,971	6,839,871	
185	10,388,214	46,746,948	
16 Minneapolis	7,389,864	31,254,388	
2 Duluth	568,331	2,557,489	
203	18,346,406	82,558,825	
mills 1934-35—			
86 Minnesota	5,612,364	25,255,640	
37 North Dakota	1,115,209	5,279,446	
24 South Dakota	202,837	912,770	
36 Montana	1,766,893	7,951,014	
183	8,756,303	39,398,869	
16 Minneapolis	6,286,846	28,286,307	
2 Duluth	471,917	2,123,626	
201	15,513,066	69,808,802	

No. mills	Output, bbls	Ground, bus
177	9,499,291	42,746,812
16 Minneapolis	7,111,498	32,001,746
3 Duluth	630,139	2,665,686
195	17,200,920	77,404,143

Bye Flour Output

Following is the bye flour output reported to The Northwestern Miller by mills at Chi-

Receipts and shipments of milled at the principal distributing centers for the ending Oct. 28, in tons, with comparative figures for the previous week.

City	Receipts—1939	Shipments—1939	Receipts—1938	Shipments—1938
Minneapolis	1,900	1,300	4,575	5,475
Kansas City	300	260	—	—
Philadelphia	421	190	2,620	1,910

Statement of the ownership, management, circulation, etc., required by the act of Congress of Aug. 21, 1912, of The Northwestern Miller and American Baker, published monthly at Minneapolis, Minnesota, for Oct. 1, 1939. State of Minnesota, County of Hennepin ss: Before me, a notary public in and for the State and County aforesaid, personally appeared William C. Nichols, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the Northwestern Miller and American Baker, and that the following is, to the best of his knowledge and belief, a true statement of the ownership and management of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit: 1. That the names and addresses of the publisher, editor, managing editor and business manager are: Name of Publisher The Miller Publishing Co., Post office address Minneapolis, Minn., Editor, R. E. Sterling, Kansas City, Mo., and Managing Editor, C. K. Michener, Minneapolis, Minn. Business Managers, H. J. Partridge and William C. Nichols, Minneapolis, Minn. 2. That the owners are the Miller Publishing Co., principal stockholders of which are: A. H. Bailey, Mrs. Eva F. Challen, Chicago, Ill.; W. G. Martin, Jr., New York; C. K. Michener, Minneapolis; W. C. Nichols, Minneapolis; Toronto, Ont.; R. T. Beatty, Minneapolis; Pillsbury, Minneapolis; A. S. Purves, New York City; N. Y.; A. F. G. Halkes, Kansas City, Mo.; C. F. G. Halkes, London, Eng.; W. C. Somple, Louisville, Ky.; R. E. Sterling, Kansas City, Mo.; Mrs. M. A.

Trustee, Minneapolis, Minn.; R. O. Verwey, Chicago, Ill.; 3. That the security holders, mortgages, and other securities or more of total amount of bonds, mortgages, or other securities are: None. 4. That the two paragraphs, next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him. 5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is—(This information is required from daily publications only.) William C. Nichols, Business Manager. Sworn to and subscribed before me this 19th day of September, 1939. L. C. Wilton, Notary Public, Hennepin County, Minn. My Commission Expires March 9, 1940. (Seal.)

UNBEATABLE

FOR HOLIDAY CAKES, COOKIES AND PASTRIES!



BAKER'S VELVET • FLAKY CRUST

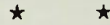
ROYAL STAR • SEAL OF PURITY

COMMERCIAL MILLING CO., DETROIT, MICHIGAN



Seventy-One Years of **Milling Experience**
Behind These Bakery Flours

SHORT and STANDARD PATENTS



- DADDY DOLLAR HI-RIZ
Hard Spring Wheat
- LIBERTY WHITE SWAN
Hard Winter Wheat
- W. P. P. CRACKER FLOUR
- DOWNY CAKE
- RYE FLOUR



Above is a reproduction of one of the original mill stones from our first mill. Set in concrete at our office door, a most eloquent testimonial of the many years our mill has been serving the needs of the bakery trade.

B. A. ECKHART MILLING CO., Chicago

Bakeshop Notes

(Continued from page 25.)

recently installed a new automatic roll divider and rounder. Jake Golman manages this plant.

The C. & S. Bakery, Kilgore, has purchased a new delivery truck.

Two new wrappers have been installed by the Main Baking Co., of Houston.

All new equipment has been purchased by the Sanitary Bakery in Childress.

Vaughn's Sweet Shop, Big Spring, recently installed an entire bakery shop that included an oven, mixer, dough

brake, slicer, racks, wrapping table and other equipment.

WASHINGTON

Walter DuBois has purchased an interest with Gene and Paul Hanken in their Sunny Maid Bakery, which was recently opened in the K. P. Building in Pullman.

The Tekoa (Wash.) Bakery has been sold by O. J. Spacek to D. R. Pitt, of Chewelah. The sale included the busi-

ness, merchandise and stock on hand and equipment, but not the building.

The Brewster (Wash.) Bakery has reopened following important interior remodeling.

The name of Christy's Bakery has been changed to the Shelton (Wash.) Bakery, Amos and Clement Boudreau announce. They purchased the bakery recently from Harry Christofferson, who had been operating it for the last three years.

Leo O. Smart, of Spokane, has purchased the Davenport (Wash.) Bakery from William and Frances Heimes, who

had operated the business since 1926. Mr. Smart has had 18 years' experience.

The Homestead Bakery at Wapato has moved its retail store from the Bower Building to the Rohrer Building on Wapato Avenue, sharing the building with the M & E Cafe.

WISCONSIN

Robert Lampman, of Shell Lake, has purchased the City Bakery on Water Street in Black River Falls, from Hans Dahle, who established the bakery in June.

B. Switzky will open a retail bakery at 1404 West Walnut Street, Milwaukee.

The Oscar Hanson family, for many years proprietors of the Morris (Minn.) Bakery, have moved to Portage, where they will take over a bakery business.

Dorothy D. White and Ellen Ransom will open a retail bakery at 1711 East Irving Place, Milwaukee.

A new bread slicer was installed at the Prescott (Wis.) Bakery by Walter Hansen.

Anna Wilger will open a bakery business at 1734 West Galena Street, Milwaukee.

Mr. and Mrs. Jake Meier, who have been operating the City Bakery in Darlington for the past five years, have purchased a bakery and sweet shop at Brodhead.

Omar Bakeries, Fond du Lac, opened a branch in the J. I. Case Building on South Main Street limits.

The Sparta (Wis.) Bakery in the Stanley Webb Building, was badly damaged by fire recently.

A new and modern home bakery will be opened soon on the South Side in New London by Mr. and Mrs. Peter Blazer, of Green Bay.

The Krueger Bake Shop, 137 Front Street, Beaver Dam, has been sold to Lester Norenberg of this city by Bernard Krueger, who has operated the shop since he acquired it as the Hammerling Bakery. In the future the bakery will operate as the Home Bakery.

WYOMING

D. W. Weaver, formerly employed in a Casper bakery, has purchased the Diamond Bakery at Douglas and will operate it under the name of Douglas Bread & Pastry Shop. He will be assisted by Mrs. Weaver, who is also a baker.

Dale Palmer has remodeled his Big Horn Bakery at Basin and installed a new Harper oven. Open house was held to celebrate the opening of the new plant.

—BREAD IS THE STAFF OF LIFE—

BRANDY SAUCE FOR EXTRA SALES

By MARY GLEESON

BRANDY sauce adds a crowning touch to mince pies, plum puddings or fruit cake served as a pudding. Last Christmas, the H. C. Capwell Co., Oakland, which operates a large bakery, found that many customers were glad to be saved the bother of making their own brandy sauce during the busy holiday season. The same sauce as served in its tearoom and fountain was bottled for over-the-counter selling and featured at 50c for a pint bottle. Bottles of clear, amber colored sauce, attractively labeled, were featured with displays of fruit cakes in the bakery and in the street floor hostess shop. Accompanying cards detailed the uses for the sauce. Many bottles were sold in combination with fruit cakes for holiday gifts.

Hubbard Flours

deliver in a greater degree
all the Superior Qualities of
NORTHWESTERN SPRING WHEAT

For 61 years, Hubbard has been milling, with infinite care, uniform flours that deliver in a greater degree all the superior qualities of Northwestern Spring Wheat . . . and Hubbard flours have won recognition as one of the finest products of the milling industry.

The enterprise that established quality as a bed-rock policy, had the alertness to be a working partner with every technical advancement in milling. Before wheat is purchased, Hubbard laboratories have checked its quality. As flour is milled, laboratory bakings assure uniformity.

To the modern baker, Hubbard offers a flour to meet the needs of his trade. Hubbard flours deliver the working characteristics you want, plus the superior Flavor of Northwestern Spring Wheat flours.

Flavor builds Bakery business. Talk to the Hubbard man on the type of flour you need—or write the mill.

Hubbard Flours—give you, in a greater degree, all the superior qualities of Northwestern Spring Wheat.

—a type of flour that fits your needs by enabling you to better satisfy the tastes of your trade.



Hubbard Milling Co.

MANKATO, MINN.

EASTERN BRANCH: 410 ELEVENTH STREET, AMBRIDGE, PA.

Mother Hubbard Spring Maide Superlative King Hubbard High Gluten
University Hubbard's Special Athlete Sonny Hubbard High Gluten





Vanity Fair Flour

Again We Say:

NO matter who makes it or where it comes from there is no better flour made than the flour manufactured at Cannon Falls, Minn., by the Cannon Valley Milling Co.

Main Office
Chamber of Commerce, Minneapolis

Leading Patents
VANITY FAIR
TELEPHONE
MARITIME

Laboratory Controlled.

QUALITY FLOUR

... for a Quality Trade

MINNESOTA GOOD BREAD
GIRL FLOUR

♦ Write or wire for Quotations ♦

CAPITAL FLOUR MILLS, Inc.

Offices: Corn Exchange Building, Minneapolis, Minn.
Mills: St. Paul, Minn.



The Choice of the Finest Hard W heats

Duluth Universal Pride of Duluth
Duluth Reliable Apex—Extra Fancy Clear

DULUTH UNIVERSAL MILLING CO.
Duluth, Minnesota

QUICK ACTION QUESTIONS

Question.—As a precaution against rope, how much vinegar should I use for each 100 lbs of flour?—C. M., Iowa.

Answer.—Usually about one pint of 90 grain vinegar is used for each 100 lbs of flour. It may be necessary to decrease the fermentation time slightly, when using vinegar, in order to decrease the tendency of overaging the sponge or dough.

Question.—When making brake bread, how many times should the dough go through the brake?—I. P., Kansas.

Answer.—The number of times a dough should go through a brake depends upon the finished loaf that you desire. Some bakers brake their dough 12 to 18 times, others go as high as 25 or 30 times.

Question.—What is the best temperature to have the egg whites for making angel food cakes?—S. P., Nebraska.

Answer.—Experimental work done on this question shows that a temperature of about 70° F. produces the best cakes. Below or above this temperature caused the cakes to have somewhat less volume.

Question.—Why do some bakers use egg whites in the dough for hard water rolls?—N. A., Illinois

Answer.—The addition of egg whites helps to produce a thin, hard crust.

Question.—We use mashed potatoes in our yeast raised doughnuts. Is it pos-

sible to use potato flour, as it is quite a nuisance to boil and mash the potatoes?—R. E., Michigan.

Answer.—If a good quality potato flour is substituted, excellent results should be obtained. Of course, some adjustment will have to be made in the formula as mashed potatoes are quite high in moisture. Extra water would have to be used when using potato flour.

Question.—What is the effect of substituting about 20% egg yolks for whole eggs, when making sponge cakes?—O. T., Washington.

Answer.—The use of part egg yolks in a sponge cake mix will improve the color. A better texture will result and the volume of the baked cake will be increased.

Question.—When making retarded rolls, what should the percentage of humidity be in the refrigerator?—B. O., Massachusetts.

Answer.—It seems to be the general opinion that the humidity should be about 85 to 88%.

Question.—We use crumbs in our ginger cookies and find that we do not obtain uniform results. Is there any way we can overcome this trouble?—M. N., Tennessee.

Answer.—Unless you use the same type of crumbs all the time, variation is bound to result. We would suggest that after

After all,

“There is
No Substitute
for Quality”

Price vs. Quality

FLOUR BUYING “BARGAINS” are likely to prove disastrous. For more than 40 years you have bought our brands with perfect safety, knowing that they represented the highest and most DEPENDABLE QUALITY that scientific milling could produce. Do not experiment now.

BAY STATE MILLING CO.
WINONA, MINNESOTA

DAILY CAPACITY FIVE THOUSAND BARRELS

TOE TO HEEL!

Several dry slices and a four-inch heel are the stale remains of a loaf in the breadbox of a housewife we know.

The family didn't like it—wouldn't eat it—and the housewife will take no more of *that* brand.

Don't let hungry hordes do this to your bread!

Give them golden loaves they will relish from toe to heel.

Make them with one of these fine flours.

DANIEL WEBSTER . . . Short Patent
 GOLD COIN Standard Patent
 PURE SILVER Fancy First Clear
 HIGH GLUTEN WHOLE WHEAT

(Requires No Blending)

ALSO

RYE FLOURS . . . All Grades and Blends

EAGLE ROLLER MILL CO.

NEW ULM

MINNESOTA

What "Big Jo" Is to
the Family Flour Trade—
**"Diamond
Jo"**

is to the Baker who is trying his utmost to make bread that will bring his customers back for more—bread that is outstanding in quality and flavor. After all is said with reference to bread ingredients, it is the flour that really determines the quality of the bread. Expensive improvers, shortenings, sugars, etc., have their place, but back of them all, and the foundation on which they must rest, is the flour. Start with "Diamond Jo" as your foundation and you will have uniformly good bread, repeating customers and good will that has its base in quality.



**WABASHA ROLLER
MILL CO.**

WABASHA, MINNESOTA - - U. S. A.

Capacety New 1,050 Bbls Daily



ATKINSON MILLING CO.
MINNEAPOLIS
MINNESOTA



The Standard Others
Strive to Reach

**WHITE SWAN
FLOUR**

SPRINGFIELD MILLING
CORPORATION
SPRINGFIELD • MINNESOTA

you have made your dough, you cut out a few cookies and bake them. From the baked sample you can see whether the dough should be made softer or if more leavening should be used. The "Trouble Shooter on Cookies" should be an excellent guide in making the necessary adjustments to produce a uniform product.

Question.—When making chocolate marshmallow, I find that as soon as we add the cocoa, the mixture softens down and becomes runny. Have you any suggestions to offer?—K. W., Indiana

Answer.—For this type of marshmallow, you should use a cocoa that is very low in fat. It is possible to buy a cocoa that contains less than 1% fat. Also, do not heat or stir the mixture any longer than necessary after the cocoa has been added.

Question.—We are planning to make salt-rising bread. Should we make our own corn mush or do you think we should buy a prepared salt-rising yeast?—L. B., Ohio.

Answer.—It is our experience in making our own corn mush that the results obtained were not very satisfactory. We would suggest that you purchase the prepared salt-rising yeast and you will find that it will save you a lot of grief. This prepared yeast is made under scientific control and we have used it for years with excellent results. Directions for its use are usually found in the container.

Question.—Why do some bakers make the shells for custard pies 24 to 48 hours before filling them?—G. McD., North Dakota.

Answer.—This is done in order to decrease the soaking of the crust. It also decreases the tendency of the crust, due to its absorption, to dry out the filling.

Question.—How much skim milk powder is usually recommended for a quality white loaf of bread?—H. E., Oregon

Answer.—At least 6% milk solids based on the weight of the flour is recommended. In some shops as high as 12% is used. It has been found that as the milk solids will take on quite a large amount of water, the cost of the finished loaf will not be very much higher.

Question.—How sweet is corn sugar when compared with cane or beet sugar?—D. F., Minnesota.

Answer.—The sweetening value of corn sugar as compared to cane or beet sugar is rated at about 75 to 78%. In bread doughs, due to the consumption of a large part of sugar during fermentation, it would be quite hard to detect any difference in sweetness in the baked bread.

Question.—We recently bought some rye bread that had a very dark color. What can be used to get this dark color?—P. R., New York.

Answer.—Caramel color is quite often used. Some bakers use a low grade molasses. The use of dark rye flour will also help.

Question.—At a recent convention I heard that the pH of a molasses cake should be above 7. Why is this so?—A. J., North Dakota.

Answer.—Molasses cakes should be on the alkaline side so that they will have a good color. On the pH scale, 7 is

J. J. PAUDEN, President

S. M. SIVERTSON, Secretary

"CREMO"

Just the Cream of Hard Wheat

ALSO SEMOLINAS

CROOKSTON MILLING COMPANY
CROOKSTON, MINN.

Red River Milling Company

"CERES"

Highest Quality
Hard
Spring Wheat
Flour

FERGUS FALLS, MINNESOTA

Montana and North Dakota Wheat
used exclusively
Daily Capacity 1,600 Barrels

"No. A1"

Highest Quality
Hard
Spring Wheat
Flour

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RED WING SPECIAL

OLD HOMESTEAD GIANT HIGH GLUTEN
SPRING WHEAT FLOURS

THE RED WING MILLING CO., Red Wing, Minn.

Farmers & Merchants Milling Co.

Quality Flours

Mill at Glencoe, Minn. Sales Office Minneapolis

**NEW ULM ROLLER
MILL CO.**

Red Jacket Patent
Double Seven High Gluten
NEW ULM MINNESOTA

"DURAMBER"

SEMOLINA

FANCY No. 1

Milled from Carefully Selected
AMBER DURUM WHEAT

AMBER MILLING CO.

Chamber of Commerce - MINNEAPOLIS
Cable Address: "AMBERMILCO"

**KING MIDAS
FLOUR**

KING MIDAS FLOUR MILLS
Minneapolis, U. S. A.

"Golden Loaf"

That's Our Brand—
The Flour with the Doubt and
Trouble left out

TENNANT & HOYT COMPANY
Lake City, Minn.



Gold Mine
SINCE 1863

"IT PANS OUT WELL"
H.H.KING FLOUR MILLS CO. MINNEAPOLIS, MINN.

The illustration depicts a prospector with a beard and a wide-brimmed hat, crouching by a stream. He is using a gold pan to sift through the water, with a stream of water and sediment pouring out of the pan. In the background, a pack animal is visible, and the landscape features a river, evergreen trees, and mountains under a bright sky. The text 'Gold Mine SINCE 1863' is written in a stylized font in the upper left of the illustration. Below the illustration, the slogan 'IT PANS OUT WELL' and the company name 'H.H.KING FLOUR MILLS CO. MINNEAPOLIS, MINN.' are printed in a serif font.



Recognized FLOUR QUALITY

Consistent, uninterrupted demand for the fine flours, made from Minnesota spring wheat by La Grange, is the best evidence of acceptance.

You are invited to join our family of satisfied users.

LA GRANGE MILLS • RED WING, MINNESOTA

FARGO MILL COMPANY

Millers of Hard Spring Wheat
Flour made from the famous
Red River Valley Wheat.

FARGO, N. D.

NATIONAL MILLING CO.

*Empress
High Gluten Patent*

Minneapolis, Minn.

Crown Milling Co.

Chamber of Commerce
MINNEAPOLIS

Brokerage Connections Wanted

GOLD KEY

A standard patent flour of high loaf volume,
producing excellent flavor and texture—
fairly priced.

WISCONSIN MILLING CO.
MENOMONIE, WIS.

Wisconsin Rye Flour

We Specialize in Dark Varieties

FRANK JAEGER MILLING CO.
DANVILLE P. O. Astice WISCONSIN

*Buy and Sell
Through*

WANT ADS

THE NORTHWESTERN MILLER

Wisconsin Rye Flour

for Performance and Satisfaction
Distinctive Quality and Flavor

EXCLUSIVE MILLERS OF RYE FLOUR

GLOBE MILLING CO.

WATERTOWN, WIS.

"WISCONSIN MAKES THE BEST RYE FLOUR"

"ROCK RIVER" RYE

"OLD TIMES" BUCKWHEAT

"BLODGETT'S" RYE

All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1849

FRANK H. BLODGETT, Inc., Janesville, Wisconsin

Pure Rye Flour We make a
high grade
pure winter rye flour.

Fisher & Fallgatter, Waupaca,
Wis.
Ask for sample and quotations

A. E. BAXTER ENGINEERING CO.

*Designers and Engineers for Mills, Elevators
and Feed Mills*

344 DELAWARE AVENUE

BUFFALO, NEW YORK

JONES-HETTELSATER CONSTRUCTION Co.

Designers and Builders for Milling Companies

600 Mutual Building

KANSAS CITY, MISSOURI

neutral. Below 7 is acid and above 7 is alkaline. A molasses cake that has a pH below 7 will have a disagreeable grayish brown crumb color. If the pH is too high, the taste and flavor will be adversely affected.

Question.—When discussing frozen fruit, what is meant by 5 to 1 pack?—G. I., Louisiana.

Answer.—When talking about 5 to 1 pack frozen fruit, it means that 5 lbs of fruit are used with 1 lb of sugar; 3 to 1 pack would refer to 3 lbs fruit and 1 lb sugar.

Question.—We are getting too much oven spring on our bread. What can I do in order to get smaller volume?—N. R., Texas.

Answer.—You might try using slightly more salt. Replacing part of your hard flour with a weaker flour such as a cake or pastry flour will help. A stiffer dough will usually help hold down excessive spring.

Question.—Is there any objection to using ammonia in French doughnuts?—W. M., Minnesota.

Answer.—Ammonia has a tendency to darken the frying fat used in making French doughnuts. Better doughnuts may be made by using eggs as the only leavening agent.

Question.—When making boiled icing, how can I prevent the graining of my sugar?—D. E., Wisconsin.

Answer.—There are several things you can do to eliminate this trouble. (1) Replace some of your granulated sugar with invert syrup or honey; (2) add a small

amount of vinegar, cream of tartar or any other edible acid to your boiling sugar; (3) wash down the sides of the kettle, while boiling the sugar, with water; use either a brush of clean cloth to do this; (4) place a cover, loosely, on the kettle; the steam will wash down the sides of the kettle.

Question.—We have quite a bit of powdered egg white on hand. We tried making angel food with it but were not successful. Can you tell us how to make good angel food cakes using the powdered whites?—F. W., Illinois.

Answer.—Our experience in trying to make angel food using powdered whites has been disappointing. Work is being done on this problem and as soon as satisfactory results are obtained, we will get in touch with you.

Question.—What is the difference between oleomargarine and vegetable margarine?—T. S., Illinois.

Answer.—Oleomargarine is usually made of a combination of animal fats and oleo oil and churning the same in a cultured milk until it has taken on a butter-like flavor. Vegetable margarine is made by churning a vegetable fat such as coconut oil of the right plasticity with cultured milk so as to have it absorb the flavor, some water and the curd of the milk.

Question.—Why do some baking powders contain more starch than others?—G. W., Kansas.

Answer.—Baking powder is composed of baking soda, acid or acids and starch. Due to variation in acid strengths, variation in the starch content is necessary. The amount of baking soda remains the same.



THE NORTHWESTERN BANK BUILDING

A Business Address of Distinction

THE MANAGEMENT OF THIS BANK BELIEVES

that every Problem, no matter how large or how small, merits an attempt at solution, and careful, sympathetic analysis looking toward such solution.

*From the "Credo" of the Northwestern
National Bank and Trust Company*

NORTHWESTERN NATIONAL BANK AND TRUST COMPANY

Marquette Avenue between Sixth Street and Seventh Street
Minneapolis, Minn.

Member Federal Deposit Insurance Corporation

FOR THE SMALL WHOLESALE BAKER: POINT-OF-SALE ADVERTISING

As Told to CHARLES N. TUNNELL by a CLASS "B"
WHOLESALE BAKER

IN our market we are class B bakers. We take this classification because we are not large operators. We have seven routes, in contrast to some class A bakers of our market who have 15 to 60 routes. Bakers of our type in our market receive 1c lb less for bread than the class A bakers. Generally bakers in our class have a product that does not measure up to the class A bakers' products.

Our classification, however, is based more upon the fact that big bakers advertise in a market-wide field, while smaller ones do not. Nevertheless, we have found it just as profitable and logical for the little wholesale baker to advertise as it is for the big fellow—the only difference is that we do not cover the entire market. We must therefore find other media than competitive newspapers and radio programs and place our advertising more directly, so that every dollar will score a bull's-eye.

We believe that, before any baker's advertising will be profitable, he must have a quality product. Even though we are class B bakers, we don't make second rate bread—in fact, our quality compares very well with that produced by major bakers.

Knowing our quality will back us up, we have been successful in reaching our consumers through point-of-purchase advertising, store window displays, women's club groups, package inserts and recipe slips, community newspapers, changeable panel signs for route trucks, occasional radio spot announcements, and by making at least one different type of special loaf or sweet goods to get us into certain preferred spots that would not be open to our pan bread alone.

In the first place, we are thoroughly "sold" on point-of-purchase advertising, for we can use this material in spots that we actually serve with our products. It attracts women when they are in the store and ready to buy bread. Conventional placards that merely claim, "Our bread is better bread," will not win the favor of grocers. We have to relate our product to the grocer's, helping to sell more of his other items before we can win his support and consent in putting up special counter displays and cards, ice box stickers, swinging cards, window streamers, etc.

To help the grocer, we designed a series of "Toast of the Town" recipes, accompanying them with store cards and stickers. For the cards, we had oblong strips of heavy paper printed with such suggestions: "Serve Fruit Toast Tonight," "Cinnamon Toast for a Peppy Breakfast," "Hot Milk Toast Is a Treat," "Try a Slice of Honey Toast Before Retiring." These oblong strips were of various colors of paper stock, each 1½ inches wide by 12 inches long and printed in bold black letters. These strips were displayed in various grocery stores, a strip on the section devoted to dry fruit, one gummed to the refrigerator, one near the spices, and one with the display of honey and preserves. The route salesmen placed these "talking signs" with the permission of the store owners, using thumb tacks to attach them to wooden shelving or cellophane tape to stick them on fixtures and glass.

We find that most grocers will welcome these talking signs when they actually are placed in various sections to help sell other foods. Thus the average grocer feels that the bread salesman is interested in helping him sell dry fruit, cinnamon and sugar, butter and milk, honey and preserves and such items.

To supplement these signs, we used a series of toast recipes and other good menu suggestions in bread inserts for a long period. By explaining to the grocers that each loaf contained an insert calling for the use of other foods, most of them were more receptive to the signs—some even suggested that these signs be stuck across their entrance doors and on screen door panels.

When our boys find a grocer that refuses to let them place any point-of-sale advertising pieces or make any special display, they put him on a list. Then, as boss, I follow up on these special grocers—just a good will visit—and explain that I am just checking up my own boys to see how good a job they are doing. Three out of five of the grocers who refused permission to the salesman will go ahead and invite the baker himself to place these talking strips.

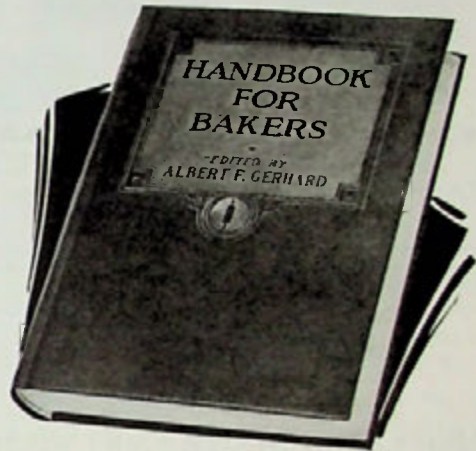
Another of our schemes is to work up some really helpful menu leaflets for the grocers to use as package inserts. We use these leaflets mainly for special seasons—and when we use them, we use no bread inserts. The only way grocers and their clerks will take these menu suggestions, actually distributing them, is to make a suitable display near the checking counter where women can take one free. In some instances, grocers see how many companion items are featured in these menus and they are glad to place one in every package they hand to the customer or deliver to the home. Many times when we have some menu slips printed, we also use a "box" or a portion of the printed slip to contain an institutional message to the consumer—boosting the grocer.

One of the best bread inserts we ever used was to break down our formula, telling the consumer the approximate weight and quality of every ingredient in her loaf of bread. Grocers told us that women commented a great deal. Many were surprised that we used milk in bread, that we used fine shortening, and that we used any sugar and a grade of flour that she could be proud to have in her kitchen.

The only radio advertising we have tried has been spot announcements on

An **OPPORTUNITY** to purchase
a book you have wanted
for a long time!

At Less Than One-Half Former Price!



Price \$2.00 per copy, postpaid

Bakers hardly need be told about A. F. Gerhard's "Handbook for Bakers,"—many already have it in their shops, and wherever it is used it is highly commended. It is handsomely bound, as the illustration shows, has 484 pages, with 85 illustrations, completely indexed; it is in understandable language; contains tried and dependable recipes in convenient, permanent form.

"Handbook for Bakers" was first offered for sale through booksellers ten years ago, and has been distributed by thousands to bakeshops all over America. Ten years on the proving grounds of practical baking has not upset its standing as a valuable aid to any baker, experienced or novice.

A limited number of these books remains in our possession, and will be closed out at a price less than half the original and current retail charge of five dollars. This is your opportunity to avail yourself of one of these valuable copies while the stock lasts. Use the order blank herewith.

Send check with the order and the book will be sent by prepaid parcels post. Keep it and examine it carefully. If you should want to return the book for refund of your remittance, you may do so within five days of its receipt, provided the copy is carefully packed and reaches us in a salable condition.

Act Now, While the Offer is Good!

USE THIS ORDER FORM

Circulation Manager 19
The Northwestern Miller and American Baker
Minneapolis, Minn.

Dear Sir: I enclose remittance of \$....., for which please send me, prepaid, copies of A. F. Gerhard's "Handbook for Bakers," which you offer at \$2.00 per copy.

I agree to consider the sale as final after five days from receipt of the book. If I return the book within five days for refund of my money, I will send it to you to arrive in a salable condition.

ROYAL FLUFF-EAT-A CAKE FLOUR

In the Making of Better Cakes

MICHIGAN SOFT WHEAT FLOUR

Plain and Self Rising

We solicit your account.

VOIGT MILLING COMPANY
GRAND RAPIDS, MICHIGAN

UNIFORM QUALITY FLOURS PLAIN AND SELF-RISING

Low cost laboratory controlled mill grinding all types of wheat

Pancake Flour—Cake Flour—Farina—Whole Wheat Products—Prepared Biscuit Flour
CHELSEA MILLING CO., Chelsea, Mich.

King Milling Company

High Grade Michigan Soft Wheat Flour, Plain and Self-Rising
Successful Millers for Fifty Years

LOWELL, MICHIGAN

STRATEGIC LOCATION



ACME-EVANS COMPANY

INDIANAPOLIS, IND.

Over a Century of Milling Progress

• Since 1821 •



Bakers' Business Builders

SPRING • HARD WINTER • SOFT WINTER

SPECIALTIES: Old Fashioned Stone Ground Whole Wheat
High Sugar Ratio Cake Flours

Complete Flour Service in a Single Car

LAWRENCEBURG ROLLER MILLS CO. Lawrenceburg, Indiana

MARTHA WAYNE

FANCY CAKE FLOUR

Specially Milled from Choicest Soft Red Wheat.
Something DIFFERENT and BETTER.
MAYFLOWER MILLS, Ft. Wayne, Ind.

Lyon & Greenleaf Co.

MILLERS OF

High Grade Soft Winter Wheat Flour

LIGONTER, IND.

WAUSEON, OHIO - NORFOLK, VA.

BLSH MILLING CO.

**Fancy Soft
Wheat Flours**

SEYMOUR, IND.

Garland Milling Co.

**Pure Soft Winter Wheat
Flour**

GREENSBURG, IND.

MELLOW CREAM CAKE FLOUR

Made from SELECTED PURE SOFT WHEATS

NORTHWESTERN ELEVATOR & MILL COMPANY
TOLEDO, OHIO



is the result of sixty years' experience in milling Ohio wheat exclusively for the purpose of making flour for better cakes.

OHIO mills the BEST CAKE FLOUR in the world.

The Moody & Thomas Milling Co. • SHELBY, OHIO

EVANS MILLING CO.
INDIANAPOLIS, IND., U. S. A.

Manufacture Kiln-Dried
WHITE CORN PRODUCTS
Capacity, 5,000 Bushels

some new loaf, a new wrapper or something of a news or timely nature. If a news angle can truthfully be used, we have found that even the small baker can use these announcements. But we do not maintain any regular program.

We have used some community newspapers with fair results; and we have tied in with various community club activities to good advantage. However, we turn down all schemes that are disguised as club sponsored activities. Our best results have been obtained by having a trained hostess in connection with other foods present our product and our story in a dramatized way before church, PTA and such groups of women—or by having an artist who could do crayon drawings of funny characters, as well as draw wheat growing, milling and baking scenes, give some educational talks and demonstrations. Only mentioning our name as sponsors without too much commercialism, we have been able to contact more than half of the school children in the section of our market where we actually distribute our products. This is most valuable work, but it has to be done diplomatically, along educational lines.

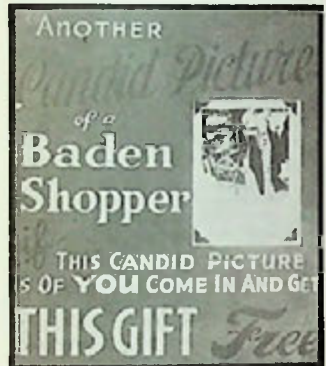
Although our first love and main interest is our regular white loaf of pan bread, we do use varieties and several special items as a wedge into certain good stops that would not stock our products if we were selling white pan bread alone. For example, we make a coffee cake that is richer—and we think better—than anything in our market in the wholesale trade. These coffee cakes and

cinnamon buns have won us lots of customers who have helped us get into stores by their frequent requests for these products. We make one variety of bread that sells at a premium. It has a limited volume, but a steady demand. We try to place extra care into the making and merchandising of any variety bread or sweet dough product so it will actually open more stops and make more customers for our main bakery line—regular pan bread.

SALES STUNT USES CANDID CAMERA

BY co-operating with several other merchants in a "candid camera" shopper interest campaign, the Marklin Bakery, St. Louis, Mo., has increased by several times the traffic in and by its location at 8225 North Broadway, and is realizing a very satisfactory increase in cake sales as a result.

The bakery is located in Baden, a suburban shopping center of St. Louis, and Mr. Marklin, together with several other store owners in Baden, conceived the idea of having a photographer mingle with the Saturday afternoon shopping



Pfeffer Milling Company

Manufacturers of Pure High-Grade
Winter Wheat Flour
Brands: Lebanon Bell, LEBANON.
Flake White, Fluffy Rectifies ILL.
Member Millers' National Federation
Capacity: 1,000 bbls

Mennel

This year
spring wheat flours
have more tolerance
and strength than ever.

**MAINSRING
DOUGHBOY
MAJESTIC**

The Mennel Milling Co.

TOLEDO, OHIO - U. S. A.

Mennel

The Williams Bros. Co.

Merchant Millers KENT, OHIO, U. S. A.
Specialists Ohio Winter Wheat Flour
All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

HARDESTY MILLING CO.

**Quality Millers for
Over Half a Century**

Domestic and Export DOVER, OHIO

crowd each week, and take candid shots at random of individual shoppers. As many pictures are taken as there are merchants co-operating in the plan and, on Monday, each store mounts a print of one of the pictures on a window placard reading: "Another candid picture of a Baden shopper. If this candid picture is of you, come in and get this gift free."

Each merchant undertakes to furnish a gift of \$2 in value, and the gift is shown in the window with the prize, in the evening after closing, and the card is kept inside the store during shopping hours, to insure store traffic.

This necessitates a visit to each store engaging in the promotion on the part of hopeful shoppers, to see if they can locate a picture of themselves in any of the stores. The cards are kept on display throughout the week, and when the pictures are replaced by new ones each Monday, the old ones are mailed to the persons whom they depict, with the compliments of the store.

Marklin's built up a very attractive display of medium sized cakes on the counter on which the card was kept in the day, and backed up the window with a cake display at night; the resulting attention to the cake showing brought a noteworthy increase in counter sales and in orders for special pastries.

According to Mr. Marklin, the campaign has not only increased traffic and trade, but has created an extensive interest in the community, which is resulting in considerable good will. Any group of merchants in a small town or in a community shopping center in a large city can advantageously employ the system, the merchants of Baden believe.

LET'S STRIP THE COMPETITION

By LUTHER H. SAUNDERS

IT has been demonstrated time and again that a sales contest with a strong humorous theme will bring much better results than one affording no laughs or smiles, regardless of how interesting or clever it might be. It was with that observation in mind that Helms



Bakeries, Los Angeles, designed one of the most unusual contests ever held in the baking business—a "strip tease" event.

It was a crazy contest—no doubt about it. The men had a gleeful time stripping mannequins representing leaders of opposing teams. The losers had to attend the banquet which closed the contest dressed as their stripped leader. The crazy features, however, were the very factors that made the contest a success, a hilarious success.

The contest was figured on a point difference between the coach and franchise department weekly averages. The object of the contest was to strip the opposing department by increasing the difference between averages. Since the franchise department normally has a higher average than the coach department, the former spotted the latter \$16 a week.

Standings were figured weekly from sales sheets. The contest was arranged to run 14 weeks, one week for each piece of clothing in an average man's ensemble. For each dollar average gained by the winning side during a week, the mannequin representing the losing side lost one piece of clothing.

The mannequins used were made to order to resemble as closely as possible the heads of the two departments. Each of these started the contest fully dressed, and as the difference in points between the two departments changed, so was their dress changed—removal of one piece of clothing for each dollar lost.

The mannequins were stripped in this order:

- #1 lower losses coat
- #2 lower losses vest
- #3 lower losses belt
- #4 lower losses shirt
- #5 lower losses left shoe
- #6 lower losses right shoe
- #7 lower losses trousers
- #8 lower losses left garter

- #9 lower losses left sock
- #10 lower losses necktie
- #11 lower losses undershirt
- #12 lower losses right garter
- #13 lower losses right sock
- #14 lower losses shorts

The real fun began at the banquet. Members of the losing side were required to attend the banquet in the same state of undress as the mannequin representing their leader. Hilarity waxed strong when photographs were taken of all the banqueters.

Advance interest in the banquet was drummed up by distribution to all routemen of a set of five cards, designed similarly to playing cards. There were four

aces and a Joker in each hand. On the front of each card was a humorous illustration of a caveman attired in nothing but a breech cloth. A brief bit of advertising copy appeared on the back of each card.

A total of 180 individual prizes were awarded the top men in three divisions in each of the two sales departments. More than \$2,000 was spent on these prizes in addition to extra commissions and bonuses.

Clever promotional work all the way through also was instrumental in making the contest successful. Rules were published in a booklet using the same cover

illustration as that on the playing cards, plus the slogan: "How Stripped I Am! How Stripped I Am! Everybody Knows How Stripped I Am." On the back cover was printed the theme song, "Those Pants of Mine," to be sung to the tune of "Sweet Adeline." It went this way:

Those pants of mine,
Dear pants of mine!
All day, dear pants,
For thee I pine,
In all my dreams
Those britches gleam;
You're the object of my sales,
Dear pants of mine!

"Double Your Money, If You Win!"



BUT you have no chance to win the old shell game from this slicker. You couldn't double your money. You wouldn't try it.

Inferior cake flours, too, may sometimes look like an easy way to raise profits. But you lose with smaller volume, cripples and dissatisfied customers.

For the tender, rich cakes that sell the best today, you need a superior cake flour—one that can carry the load of increased sugar and moisture.

KISMET cake flour will do this every time. It costs very little more than inferior flours and it's cheaper in the long run.

Try It!

Ask us about our
SPECIAL
INTRODUCTORY
OFFER.

★



NOBLESVILLE MILLING CO.

NOBLESVILLE, INDIANA

Makers of **KISMET** CAKE FLOUR

◆ Millers of Fine Flour for Over Half a Century ◆

LEADING MILLS OF THE BRITISH EMPIRE

QUALITY UNIFORMLY MAINTAINED SINCE 1887

Lake of the Woods Milling Co., Limited

Cable Address
"HASTINGS"
Montreal



ALL
CABLE CODES
USED

Makers of CANADIAN HARD SPRING WHEAT *Flour*

Owning and Operating
Wheat-Receiving Elevators in Manitoba,
Saskatchewan and Alberta

Mills at
Brantford, Keewatin, Portage la Prairie,
Medicine Hat

HEAD OFFICE: MONTREAL

WESTERN OFFICE: WINNIPEG

Offices:

TORONTO, OTTAWA, QUEBEC, ST. JOHN, N. B., HALIFAX, HAMILTON, BRANTFORD, SUDBURY, LONDON,
SAULT STE. MARIE, FORT WILLIAM, KEEWATIN, MEDICINE HAT, PORTAGE LA PRAIRIE,
CALGARY, MOOSE JAW, REGINA, EDMONTON, VANCOUVER, VICTORIA



OLDEST ESTABLISHED MANUFACTURERS OF

JUTE **BAGS** COTTON
IN CANADA



Factories—MONTREAL - TORONTO

The CANADIAN BAG CO., Limited
Head Office: MONTREAL, QUEBEC

GREAT STAR FLOUR MILLS, Ltd.

Successors to Wolverton Flour Mills Co., Ltd.
Canadian Spring and Winter Wheat Flour

"SILVERKING" "GREAT STAR" "WOLF" "KEYSTONE"
Cable Address: "WOLMAC" ST. MARY'S, ONTARIO, CANADA

LAKESIDE MILLING COMPANY, Ltd.

"BLOSSOM of CANADA" "YORK" "NORDIC"

Cable Address: LAKESIDE

TORONTO, CANADA

WOODS MFG. CO. LTD.
COTTON AND JUTE
BAGS
CABLE ADDRESS
"WOODSBAG"
MONTREAL-TORONTO-WINNIPEG-OTTAWA-WELLAND

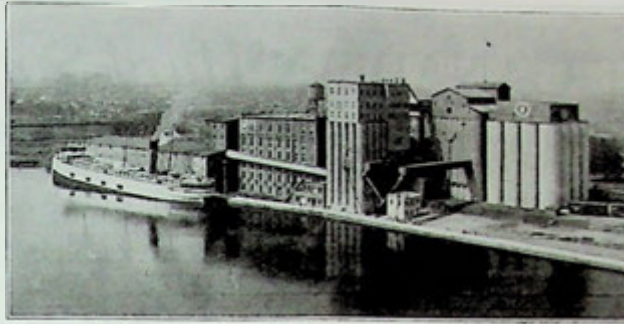


BY APPOINTMENT

TELEGRAPHIC AND CABLE ADDRESS
"OGILVIE, MONTREAL"

CODES USED

BENTLEY'S COMPLETE	ACME
BENTLEY'S SECOND	DOWLING'S
RIVERSIDE (ORDINARY)	LIEDER'S
RIVERSIDE (5 LETTER)	ROBINSON
A. B. C. 5TH AND 6TH	



FORT WILLIAM MILLS

MILLS AT
MONTREAL, FORT WILLIAM,
WINNIPEG, EDMONTON AND
MEDICINE HAT

DAILY MILL CAPACITY
FLOUR
16,000 BARRELS

ROLLED OATS AND OATMEAL
1,000 BARRELS

CORN PRODUCTS
1,000 BARRELS

ELEVATOR CAPACITY
11,000,000 BUSHELS

WAREHOUSE CAPACITY
450,000 BARRELS

THE OGILVIE FLOUR MILLS CO., LIMITED

HEAD OFFICE: MONTREAL, CANADA

Branch Offices: ST. JOHN, HALIFAX, QUEBEC, OTTAWA, TORONTO, LONDON, HAMILTON, FORT WILLIAM, WINNIPEG, REGINA, MOOSE JAW, MEDICINE HAT, CALGARY, EDMONTON AND VANCOUVER

Flour Brands:—"ROYAL HOUSEHOLD," "GLENORA," "FAMOUS" and "BUFFALO"

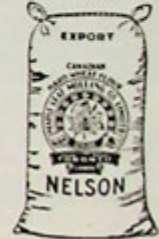
Cereal Brands:—"OGILVIE OATS," "MINUTE OATS" and "WHEAT HEARTS"

Total Daily
Capacity
16,000
Barrels Flour



TORONTO MILLS

Cable
Address—
"Shawley,"
Toronto,
Canada



Maple Leaf Milling Co. Limited.

HEAD OFFICE TORONTO, CANADA

MILLS AT

TORONTO, ONTARIO

MEDICINE HAT, ALBERTA

PORT COLBORNE, ONTARIO

PURITY THREE STARS MANITOBA BATTLE HARD WHEAT FLOURS

Milled at

WINNIPEG, GODERICH, CALGARY

.... By

Western Canada Flour Mills Co., Limited

Head Office: TORONTO, CANADA

CABLE ADDRESS: "LAKURON"

Flour Milling Capacity, 9,000 Bbls. Daily

Rolled Oats and Oatmeal, 400 Bbls.

CHOICEST CANADIAN *Hard Spring Wheat*

and perfect milling facilities have placed our products in the van.

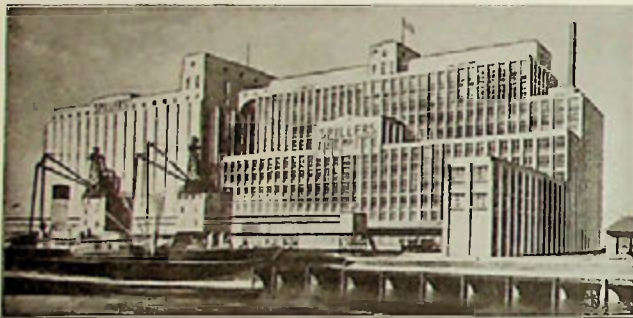
BRANDS

“VICTORY” “PRAIRIE BLOSSOM”
“WOODLAND” “HOMELAND”

THE DOMINION FLOUR MILLS, LTD.

Cable Address: “DOMFLOUR”

MONTREAL, CANADA



SPILLERS NEW MILL AT NEWCASTLE-ON-TYNE

Spillers new mill at Newcastle is the highest mill in the world and the first of its type in Europe. Another outstanding feature is that the milling of flour and the manufacture of animal foods, dog foods and provender is carried out under one roof.



SPILLERS LIMITED

40, St. Mary Axe., London, England

Cables: “MILLIGROUP,” London

CANADIAN-BEMIS BAG COMPANY, LIMITED

Successors to
THE CANADIAN BAG CO. LIMITED OF WINNIPEG & VANCOUVER
and
BEMIS BRO. BAG COMPANY, WINNIPEG
Manufacturers and Importers

COTTON
BAGS



JUTE
BAGS

BURLAPS AND TWINES
WINNIPEG • VANCOUVER

Canadian Hard Spring
Wheat

450 Elevators in Manitoba,
Saskatchewan and Alberta

High Test United Grain Growers, Ltd.
Country Item Winnipeg, Manitoba

The ALBERTA PACIFIC GRAIN
COMPANY LIMITED

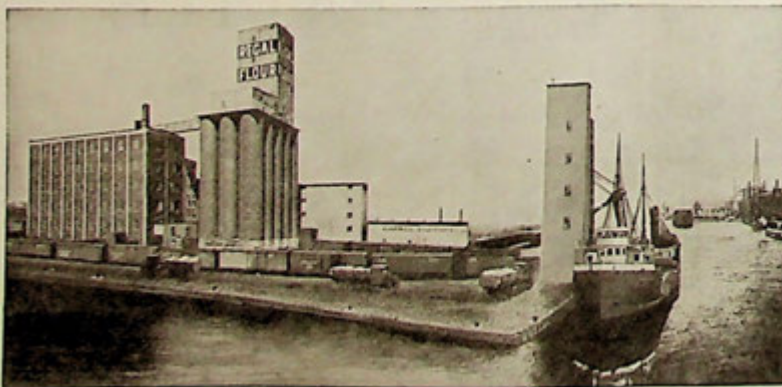
572 Country Elevators
Terminal Elevator Capacity, 6,500,000 Bus.
Grain Exchange, Winnipeg

D. A. CAMPBELL, President

T. WILLIAMSON, Vice President and Managing Director

The St. Lawrence Flour Mills Co., Ltd.

MONTREAL • CANADA



Millers of Canadian
Hard Wheat Flours

“Regal”
“Fleur de Lis”
“National”
“Daily Bread”
“Citadel”

3,000 barrels per day
Quality uniformly maintained for over 25 years

"LIVE WIRE" YOUR FUTURE BAKERY CUSTOMERS

By FRED E. KUNKEL

IF you want to get a personal touch, if you want your sales message to be seen and read, and if you want to talk face to face with every customer (or prospective customer) in your sales territory, why not do something different?

That, at least, is the business philosophy of one baker who believes in capitalizing on the idea of letting the telegram do it—a new note in merchandising, one with a sales kick. He realizes that the power of the telegram has manifold advantages for merchandising purposes.

It all came about when he opened a new bakery and wanted to find some way of letting people in his neighborhood know in a unique but impressive way, simultaneous with the opening, and in such a manner as to pull immediate results.

Advertising in the newspapers would have told the whole city about it and no doubt would have made nice reading

door via a small boy, and the distribution would have been more or less indifferent and haphazard, so that it would after all have been just another circular, achieving no particular purpose except that of general publicity.

He could have used postcards, or any other form of publicity which is commonly used, but when this baker opened his new bakery, he decided to be different—because "the man who builds a better mousetrap than his neighbor soon has the world at his door."

So he sent each prospective customer a telegram, in the form of a message. He got the addresses from the telephone book.

And thus he attracted unusual attention. He knew the telegraphic sales message was a powerful stimulant to action. Sales letters are common, but telegrams are uncommon. That is why they sell and become a new note in merchandising. There is an urgent demand behind them which compels action. People associate importance with telegrams—they have for years; hence the business psychology for using them. It is the tested method of getting maximum attention value.

The delivery of a telegram is a straight line between the bakery and the customer's home. It gets inside the door, where it is read and given more attention than any other method of communication. It is the most direct method—with no time wasted—just exactly as expeditious and effective as all telegrams usually are. And it is an impressive way to merchandise. It is an ambassador of good will, but it also adds an air of importance. It has the power to compel attention and suggest action.

The combination of messenger and telegram is a guaranty that doors will open and that people will accept your sales message. A smartly uniformed messenger boy steps up to the door, rings the bell, and hands the lady of the house a telegram—and presto! the spark is ignited which attracts new business to your bakery.

This baker stepped off on the right foot when he had messenger boys deliver advertising in the form of telegrams—actually addressed to the individual home owner. In other words, he is one of the most up-to-date merchandisers, when it comes to advertising and sales promotion. The same modernism which he used to advertise his new bakery was, of course, carried out in his interior furnishings, plus his salesmanship in all service angles. Why?

Because out of the business doldrums, the depression, have come two facts—the public has changed, and different methods of selling are necessary to meet consumer demand. The live merchandiser, going one step further, uses the telegram to find out quickly what the

Fort Garry Flour Mills
Company Limited
MILL AT SASKATOON, SASK., CANADA
SALES OFFICE
MONTREAL, CANADA
Cable Address: "FORTGARRY" BOX 2190 Codes: Bentley—Riverside

CEREAL CUTTERS
Kipp-Kelly Rotary Granulators
Standard the world over for cutting small grains, wheat, bulled oats, etc.
KIPP-KELLY LIMITED
Winnipeg, Manitoba, Canada

MILLFEEDS—FLOUR
EXPORTERS
COATSWORTH & COOPER
TORONTO CANADA
Cable Address: "COATSPER"

Parrish & Heimbecker, Ltd.
GRAIN MERCHANTS
Receiving, Shipping and Exporting
Quinn Contracts, Exports, Imported
Head Office, WINNIPEG
Branches: Toronto, Calgary, Lethbridge,
Edmonton, Regina, Montreal
Members Winnipeg Grain Exchange,
Chicago Board of Trade

Export Flour INSURANCE
"All Risks"
Special Service to Flour Mills on Export and Domestic Ocean and Lake Insurance and Transportation
Thirty-Five Years' Experience in Export Flour Handling
Western Assurance Company
TORONTO, CANADA
F. C. THOMPSON CO., LTD.
Canadian Agents
Royal Bank Bldg., Toronto, Canada
APPLETON & COX, INC.
American Agents
111 John Street, New York



and beautiful publicity, but people living at the other end of town or five miles away would hardly have been interested in rushing across town to see his new place of business.

On the other hand, a personally written letter (no matter how unique) delivered by the postman, would have just been another sales letter. It might have been helpful in getting people better acquainted with his new bakery, but then people receive plenty of mail and other advertising literature almost daily, so that one mailing piece would be about the same as another in the end and produce no better results.

He might have put out a handbill—good, bad or indifferent—as most handbills are, of the common garden variety—or he might have shown pictures of his new bakery and told them the whole story in words and pictures, leaving nothing to the imagination, and implanting some sort of desire to come some day, any day, sometime. But a handbill would merely have been dropped from door to

EXHILARATING EXERCISE... REJUVENATING HOT BATHS
FOR HAPPINESS AND HEALTH
The United States Government recommends and protects from exploitation the curative waters of Hot Springs National Park, Arkansas. They are used with amazing success in the treatment of neuritis, arthritis and similar ills that sap energy. The combination of drinking the water, taking the baths, and enjoying the sports that abound at Hot Springs is the way thousands take to recover health and pep.
THE EASTMAN HOTEL & BATHS
Write For Free Descriptive Booklet
J. A. SAEGER, Manager
Make your stay one of added enjoyment. Stop at the Eastman Hotel. This popular hostelry is located at the head of Bath House Row in its own private park. It offers quiet relaxation, yet is convenient to every activity and recreational feature in Hot Springs. 500 Rooms—from \$1.50 single.
HOT SPRINGS NATIONAL PARK, ARKANSAS
Direction—SOUTHWEST HOTELS INC., FRANK M. FANNIN, Vice Pres. and Gen. Mgr.

Exporters of
CANADIAN GRAIN
to World Markets
EXPORT OFFICES:
**MONTREAL
WINNIPEG
VANCOUVER**
CABLE ADDRESS: "JAMESRICH"
GRAIN MERCHANTS IN CANADA
SINCE 1857
OWNERS AND OPERATORS OF TERMINAL AND COUNTRY ELEVATORS - CAPACITY 12,500,000 BUSHELS
WE INVITE YOUR ENQUIRIES
JAMES RICHARDSON & SONS LIMITED

SILK FLOSS Cake Flour

Capable of carrying all the modern

HIGH SUGAR RATIOS

SCIENTIFICALLY AGED

And

STABILIZED

By a Special

PROCESS

Wire, write or call

The Kansas Milling Company

WICHITA, KANSAS—MARION, OHIO

"WONDERSACK"

An exceptionally fine, country-milled
patent flour

Every barrel ground from selected northern
and Central Kansas prime, strong wheat.

MID-KANSAS MILLING CO.

W. H. CLEVINGER, Manager

CLAY CENTER, KANSAS

Capacity 700 Barrels

STANARD-TILTON MILLING CO.

ST. LOUIS ALTON DALLAS

QUALITY FLOURS

KANSAS—TEXAS—SPRING
AND SOFT WINTERS

For Every Baking Purpose

5000 Bbls. Daily Capacity

"David Harum"
Special Bakers

Made from a carefully selected
blend of Dark Hard Winter and
choice Northern Spring wheats—
DIASTATICALLY BALANCED

**STRONG—
UNIFORM—
EVENLY PERFORMING—
FLOUR FOR BAKERS**

Milled for Perfection
—Not Price!

*"Laboratory Tested
For Fine Baking"*

**Lexington Mill
& Elevator Co.**
LEXINGTON, NEBRASKA
SINCE 1884

"DOBRY'S BEST"

A great flour from
Oklahoma's finest mill.

"BEST of the WEST"

A Premier Bakery Flour

Dobry Flour Mills, Inc.
Yukon, Oklahoma

Blackburn's Best—Elko— Golden Glory

Three flours of pre-
dominating quality.
High Class connections solicited.

BLACKBURN MILLING CO.
Mills at Elkhorn, Neb. Omaha, Neb.

THE QUAKER LINE

Flour—Cornmeal
Commercial Feeds

THE QUAKER OATS CO.
St. Joseph, Mo.

PAGE'S FLOURS

THE THOMAS PAGE MILL CO.
Topeka, Kansas

THE N. SAUER MILLING CO.
CHERRYVALE, KANSAS
CHERRY BELL and RAINBOW Family
CREAM OF PATENTS and CHAMPION Bakers
Milled from the VERY BEST hard winter
wheat grown in Kansas.

public wants, what it will buy and at
what price. It is a "finding" medium.

Yes, there are plenty of uses for tele-
graphic selling. This is an age of tele-
vision and speed. The telegram gets
there quickly. Of course, the baker who
wishes to use the telegram for general
advertising purposes will not find it
nearly as effective as when he uses the
telegram to inform his customer (and
prospective customers) that on Friday,
for one day only, he has certain specials
on sale. Announcing the fact by tele-
gram again (1,200 being sent out), the
baker who tried it first made more than
500 sales.

For the circulation minded baker, the
telegram gets home—the messenger boy
is always welcome because he brings a
message of importance. Does he wish to
test the buying power of his community
or the quality of some merchandising ap-
peal? He sends out his telegram and in
a very short time finds out just where
he stands in his merchandising plan.

The telegraphic message sent out by
this baker is in every respect like a
regular telegram only it isn't yellow—it's
on a pink sheet and printed. But for
the average person at home, unused to
the daily arrival of the telegram, the
caption at the top, "Messenger Service,"
is enough.

Since it is delivered by a uniformed
messenger boy, it has all the appearance
of a regular telegram. Naturally, it re-
ceives quick attention. People begin to
"sit up and take notice." The result
was that when this baker opened his new
bakery, he played to a full house and
started his new venture with plenty of
sales.

A telegram sells ideas because nat-
urally importance is immediately at-
tached to any telegram. People actually
read it—every word of it—and what he
had to say stayed with them. People
can sidetrack a letter, but they hesitate
a good deal before sidestepping a tele-
gram and its important message.

The best kind of circular or letter may
be dropped into the nearest wastebasket
because it is the common way to ad-
vertise, but a telegram is seen and read.
It is as personal as a telephone call or
a house-to-house canvass face to face
with the individual.

"I have found more importance at-
taches itself to the telegraphic communi-
cation than to any other form of writ-
ing," he explained, "so I decided to use
it." While it may not be a sensational
method of advertising and sales promo-
tion, it can be labeled under the title
of result producing merchandising.

"A telegram reaches its objective by
the most direct route. It is brief, con-
cise and to the point. It says something
in a few well chosen words and says it
well, forcefully, convincingly and grip-
pingly so that it has the necessary effect
on the recipient."

And this baker did not miss a good
lunch when he decided to send all his
neighbors within a 10- to 20-block radius
the following telegram:

A new bakery opens tomorrow at
5315 Wisconsin Avenue. If conven-
ient we would like to have you call
and become one of our first patrons.
Come and see us and get acquainted.
We have an unusual novelty you will
appreciate which is given free on the
opening day.

As one of the finest and most com-
plete bakeries in the city we shall
feature only the highest quality mer-
chandise. Your phone orders will be
promptly attended to. I will be
here at all times to serve you per-
sonally as well as to extend every
possible courtesy.

We are anxious for you to call to-
morrow and invite your criticisms
and suggestions as to how we can

Established 1874



Zeph Himself Says—

Trimming a little metal from the edges of Uncle Sam's coins is known as "sweating" and he puts folks in jail for doing it. "Sweating" flour grades and qualities is just another milling trick.

ZEPHYR FLOUR

IT'S ONLY 40 MILES FROM HERE TO
KANSAS CITY, BUT THAT 40 MILES
IS THE DIFFERENCE BETWEEN MILL-
ING WHERE THE BIG TERMINAL ELE-
VATORS ARE AND MILLING OUT
HERE IN THE COUNTRY WHERE WE
PICK OUR WHEAT CAR BY CAR,—
PICK IT MIGHTY CAREFULLY, TOO.

Also

*Streamliner
and*

*Bowersock
High Gluten*

For Bakers

WHOLE WHEAT FLOUR
GRAHAM FLOUR
CRACKED WHEAT

BOWERSOCK MILLS & POWER CO.
LAWRENCE, KANSAS

KANSAS EXPANSION

A great pioneer among particularly high quality flours. Never cheap, but always reasonably priced on basis of real baking and sales merit.



There Is No Better Wheat Than the Kind We Use in Making

"KANSAS EXPANSION."

The Wichita Flour Mills Co.

2,500 Barrels Capacity 1,000,000 Bushels Storage
WICHITA KANSAS



As fine a flour as you will find milled from the finest Turkey wheat in the heart of Kansas in

An Independent Mill

WOLF MILLING CO.
ELLINWOOD, KANSAS

Romeo The Classic Bakers' Flour

We select the best hard wheat and use the finest milling technique to make ROMEO the classic of bakery flours.

ROMEO sells itself. A trial proves that it is the work of an old master.

Baur Flour Mills Company
Saint Louis, Missouri

American Ace

—A very fine, short, strong patent milled in one of the West's very finest flour mills.

Goerz Flour Mills Co.
Rudolph A. Goerz, Pres.
Newton Kansas

THE ROSS MILLING CO.
Choice Quality Flour
Plain and Selfrising
OTTAWA KANSAS

"Whitewater Flour"

Ground Where the Best Wheat Is Grown
WHITWATER FLOUR MILLS CO.
Whitewater, Kansas

EMIL TRICHOUZAKER, President
The K. B. R. MILLING CO.
Country Milled
TURKEY WHEAT FLOUR
Strong for Bakers
Balanced for All Purposes
McPHERSON, KANSAS

THE LINDSBORG MILLING & ELEVATOR CO.
DEPENDABLE FLOUR LINDSBORG, KANSAS

BLACK BROS. FLOUR MILLS, WYMORE, NEBRASKA
FLOUR 1,000 BBLs. 1803-1938 STOCK FEED 250 TONS

HIGH GLUTEN FLOURS
For Bakers
The Morrison Milling Co.
Denton, Texas
Emphatically Independent

he of greater service to you and to our community.

THE NEIGHBORHOOD BAKERY,
William Ashby Jump, Proprietor.

Of course, this bakery was in the public eye in the flicker of an eyelash. It didn't take weeks, months and years to get over the idea that a new bakery had come to the neighborhood—a community with plenty of traffic and plenty of fine homes—and he got the business, by telegraph. When he sent all his neighbors a telegram telling them of his new bakery, he got results.

—BREAD IS THE STAFF OF LIFE—

White Cross Bakery, Efficient, Compact

COMBINING large volume with compact, economical operation, the new White Cross Bakery of Oakland, Cal., is showing the way to larger profits for this city's independent bakers.

This institution, operated by M. C. Beach and A. B. Hughes, is an old and valued friend to the Oakland public. For 20 years Mr. Beach and Mr. Hughes operated their bakery at the corner of Ninth and Washington Streets. And in addition they retailed their product at four branches, the Tenth Street Market, at Tenth and Washington Streets, the New City Market at 1225 Washington Street, a store at 1615 Telegraph, and the Market Center at 19th and Telegraph.

And now the new plant at 2781 Telegraph, as modern and up to date as a cellophane package, gives ample evidence of the successful merchandising ability of its owners. Freshness and efficient distribution are the keynotes of this organization. The owners have always believed in following the public taste. The new set-up greatly aids in carrying out this policy. All the branches are within a convenient distance of each other, and two deliveries a day are maintained, with the result that all goods are always oven fresh.

The White Cross Bakery has always pushed a full line of bakery goods, and Mr. Beach believes this is one of the main factors in its success. Selling the full line is more profitable than an attempt to push a single item, he thinks. "With a small, compact unit it is easy to meet public demand," said Mr. Beach. "If the public taste changes from layer cake, for instance, to some other kind, why, then we can easily change our operations to this type also. And within a few hours. In a larger organization it is not always possible to do this."

The White Cross Bakery is ideally situated to meet this plan of operation. All baking activities are taken care of in a space of 100 sq ft. Baking operations are visible from Twenty-seventh Street, and everything is kept spotlessly clean. A large refrigerator is within a few steps of the oven. Refrigerated dough is kept here and if there is a run on any item, replacements can be quickly baked. With this compact set-up it is also possible to keep a careful check on quality, an important feature of White Cross' business.

Although the business of this firm is based on volume, Mr. Beach feels that volume has its drawbacks. "After a man has become accustomed to selling in volume he hates to give it up," he says. "But, speaking comparatively, there is often more profit in smaller sales."

The White Cross staff, which has been with Mr. Beach and Mr. Hughes for years, baked two immense cakes in honor of the new bakery. All workers are neat and clean and are as proud of the new bakery as their employers.

The new White Cross Bakery is a show house of twentieth century merchandising, a powerful sales organization.



THE HOUSE OF SHELLABARGER

SHELLABARGER FLOURS are milled to serve the baker, not to require the baker to serve them.

SHELLABARGER FLOURS are elastic and adaptable with "performance characteristics" that insure satisfaction either when baked straight or in whatever blend you like.

SHELLABARGER FLOURS represent first word bread quality and last word cost economy.

C No "Shellabarger Baker" ever takes a chance.

The Shellabarger Set-Up

1. WHEAT SELECTION

- A. Thirty country elevators assuring use of country-run wheat.
- B. Favorable transit position of Salina, permitting us to draw wheat from the entire Southwest.

2. UNIFORMITY.

- A. Experimental mill pre-testing of wheat for baking characteristics.
- B. 2,500,000 bushels storage.

3. MILLING

- A. Efficiency of 2,500 barrels daily capacity.
- B. Versatility of three units.
- C. Thoroughly modern equipment, maintained up to the minute.

4. BAKING RESULTS

- A. Bakery Service Department, in charge of actual bakery engineer.
- B. Completely modern analytical and baking laboratory.
- C. Technical knowledge of what is required to give the best results.

5. POLICY

- A. To mill flour to standards of uniform baking characteristics as well as analytical standards.
- B. Quality based on maximum production results at a fair price.

THE SHELLABARGER MILLS

Millers Since 1776

SALINA, KANSAS

Millers of Hard and Soft Wheat Flour

Daily Capacity
2,100 Barrels

Location... Ideal Capacity... Ample
Quality... Unexcelled

THESE SPELL THE SERVICE THAT BRINGS
THE REPEATING ORDERS FROM OUR SATIS-
FIED BAKERY CUSTOMERS.

J. F. IMBS MILLING CO.
ST. LOUIS, MO.

ADAPTABILITY: THE SECRET OF BAKING SUCCESS

By VERA HENRY

AS delightfully feminine as a lace handkerchief is the Lyttle Bake Shop, owned and managed by Mrs. M. K. Lyttle, of Windsor, Ont. It is the sort of shop that makes a customer toss her budget and diet to the winds and go happily berserk over pink and white meringue shells, glazed strawberry tarts, crumpets and beautifully iced cakes.

This shop is well illuminated with modernistic lights, air-conditioned and absolutely spotless. Nothing is crowded, yet every inch of space is utilized to give the greatest possible efficiency.

It is quite obviously managed by someone who enjoys and is proud of her business. Upon the display cases flowers are arranged in lovely low vases; there are pussy-willows in a blue bowl and well arranged sprigs of fresh, green leaves. On one of the rear counters is an unusual white primrose, and near it a beautiful green glass cat. In the cases are many little china figures, odd dishes, etc. Many of these things belong to the salesgirls, who enjoy using them to decorate the shop.

Mrs. Lyttle makes generous use of color in her display cases, especially of pink, always a favorite with women.

She features a large variety of extraordinary articles, including crisp, little, odd-shaped bridge rolls, pastel-tinted angel food, patty and timbale shells, and an almost amazing variety of tea cakes, cookies, etc. In addition to these she carries the regular stand-bys. But these are stand-bys with a difference, for even the simplest cakes are given at least a touch of color contrast, or some other little twist to lift them out of the ordinary. All articles are arranged to create the most effective color scheme.

Besides the regular breads, Mrs. Lyttle carries date and nut, walnut, date salad, cinnamon, orange, and pastel colored bread. The pastel bread is particularly famous. This comes in pink, orchid and green. Like all the Lyttle breads it is of an unusually fine quality, and sells for almost twice the regular price. It is made by adding vegetable coloring to the regular dough mix. It is in addition a very effective form of advertisement. Its clear, delicate coloring and fine texture always draw admiring comment when it is served at parties. So far has its fame spread that hostesses in near-by towns frequently have it sent by mail.

A considerable portion of this shop's sales is "party business." For this reason the high display shelves back of the counters feature elaborately iced cakes for every possible occasion from *bon voyage* to wedding anniversary.

In one of the counter display cases is a beautiful patty case, rectangular in shape, about 18" long, with an unusual design on the lid. This is a great favor-

800 Barrels Daily

Missouri Soft Wheat Flour

Fine Family Flour High Ratio Cake Flour
Highly Competitive Location

MARCO MILLS, Inc., Joplin, Missouri

CAKEMASTER



FINE UNIFORM GRANULATION
CAKE FLOUR

Carlots or L. C. L.

Stocks Maintained in
Principal Markets

INQUIRE

Boonville Mills Co.
BOONVILLE, MISSOURI

Est. 1852

500 Bbls. Daily

"CLYDE'S BEST"

We are in the heart of this
year's best wheat district.
CLYDE MILLING & ELEVATOR CO.
Capacity 850 bbls. John Pickertill, Pres.
CLYDE, KANSAS

The Moundridge Milling Co.

Operating Mills in Kansas and Missouri
BAKERY FLOUR - CRACKER FLOUR
FAMILY FLOUR

General Offices: MOUNDRIDGE, KANSAS

A TRIAL WILL CONVINC

"BESTOVAL"

The Answer to a Baker's Prayer

This flour milled from the super-gluten wheat of this territory will give you more loaves per barrel without just puffing those loaves full of wind. BESTOVAL adds flavor as well as volume to your dough.

Another fine one is "GOLD DRIFT"

ACME FLOUR MILLS CO. Oklahoma City, Okla.

IMPERIAL

FLOUR

ESTABLISHED 1877

Since pioneer days this great flour has been prized out here on the plains. Today it is an equally great bakery flour, milled at the heart of the vast wheatfield created by those old pioneers.

Flour Straight from the Harvest Field

The Walnut Creek Milling Company
Great Bend, Kansas

Laurence B. Chapman, President

T. H. Sherwood, Vice President and General Manager



TOPPER

You cannot build "TOPPER" up.

You cannot break "TOPPER" down.

By this we mean that you cannot blend any other flour with "TOPPER" to give you a better loaf.

And you cannot,—within reason,—give "TOPPER" a load of weaker flour in a blend that it cannot carry with credit and distinction.

But the best way is to use
"TOPPER" straight.

THE MOORE-LOWRY FLOUR MILLS CO.

Capacity, 2,000 Barrels

(Mills at Coffeyville, Kansas)

KANSAS CITY, MO.



HERE IS ONE OF THE BEST FLOURS, ONE OF THE BEST VALUES FOR THE COST, ONE OF THE MOST UNIFORMLY DEPENDABLE STAND-BYS YOU WILL FIND ANYWHERE

WILLIS NORTON COMPANY

Quality Millers Since 1879

WICHITA, KANSAS

1,500 Bbls. Daily



The
**ROBINSON
MILLING COMPANY
SALINA, KANSAS**



A new development which greatly extends fermentation tolerance. Provides more time for "cutting over" or giving dough extra punches. If you want a flour which will stand abuse, write or wire

**NEBRASKA CONSOLIDATED
MILLS COMPANY**

1521 N. 16th St. OMAHA, NEBRASKA



Mrs. M. K. Lyttle Behind the Counter of Her Bakeshop

Fort Morgan Mills

Family and Bakery Flour

Milled only from the very choicest Colorado highland wheats
FORT MORGAN COLORADO

A Real Gem in Flour

KANSAS DIAMOND

Made by
Arkansas City Flour Mills Co.
Arkansas City, Kansas
Daily Capacity 2,000 bbls

"Sasnak Flour"

For Distinguishing
Eastern Buyers

ENNS MILLING CO., Inman, Kan.

"Original Millers of Tenmarq Wheat"

offer

TENMARX Flour

THE HOGAN MILLING CO.
Junction City, Kansas

The Wamego Milling Co.

WAMEGO, KANSAS
Millers of Kansas Hard Wheat Flour
HIGH CLASS BROKERAGE
CONNECTIONS DESIRED

Pure Soft Wheat Flour
FOR

CRACKER BAKERS

EISENMAYER MILLING CO.
SPRINGFIELD, MO.

BLAIR'S *Certified*
FLOUR FEEDS

BLAIR MILLING CO., Atchison, Kans.

*Dependable Hard and Soft Wheat
Bakery and Family Flours*

SAXONY MILLS

ST. LOUIS, MO.

Our 91st year

"RUSSELL'S BEST"
"AMERICAN SPECIAL"

Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.
RUSSELL MILLING CO., Russell, Kansas

ite with Windsor hostesses as a centerpiece for buffet lunches.

Completely in keeping with the gleaming showcases are the salesgirls in their neat black dresses and white Peter Pan collars and aprons. These collars and aprons were made and designed by one of the salesgirls, Mrs. Kading.

About once a month Mrs. Lyttle uses two tables in the center of the shop for a "Food Parade." Upon these tables are displayed unusual ideas for parties. For instance, the St. Patrick's Day display included green meringue shells, several cakes shaped like shamrocks, etc., with appropriate icing, small individual shamrock cakes with names in white icing; checker, roll, shamrock, green hat, etc., sandwiches, made by combining the green and white party breads; mint jelly; cookies decorated with hats, frogs and pipes; tea cakes in an unusual green spun glass container, etc. These tables were decorated with white hyacinths, white tulips and ferns.

As an outgrowth of the bakeshop, this store now carries a fountain service, with tea cup readings on Tuesday, Wednesday, Thursday and Friday afternoons. Mrs. Lyttle also does catering to order.

The street display is as attractive as the interior. Each article is displayed upon a lace doily. In place of shelves Mrs. Lyttle uses unusual wooden stands. These are made something like deep, open bookcases, and are about four feet high and two feet wide. They give a clever, modernistic air to the window. In the corner of the window are listed menu suggestions for the day. She always has some unusual article in the center of the window to attract attention. For St. Patrick's Day this was a gay little green pig, in a pig-sty made of chocolate logs.

Mrs. Lyttle advertises both in newspapers and on the radio. She makes her mailing list from the society columns of local newspapers. She believes that in a small city like Windsor, however, the most effective form of advertising is by satisfying customers, who in turn tell their friends.

Mrs. Lyttle modestly refuses to take the credit for her charming, very original store. "These are other people's ideas," she says. "I just adapt them." She takes 14 magazines and studies each carefully for ideas. At least once a week she spends an afternoon visiting bakeshops in near-by towns and cities. Each year she makes trips to New York and Chicago to learn what is being done there.

Mrs. Lyttle gives much of the credit for her success to her 30 employees. "They are as interested in the success of the store as I am," she says. There is a pride in her voice when she speaks of the accomplishments of her employees that is fine to see in a period of labor



POLAR BEAR FLOUR IS KING

The Wheat That Grows Right Around Us

This year,—as nearly every year recently,—we have had the good fortune to be at the very center of Kansas' best wheat. We mean both as to size and quality of the crop. This advantage goes to our customers,—not in cheaper flour but in dependably better flour for the same money cost. And POLAR BEAR invites any comparison.

Founded by
Andrew J. Hunt
1899



Ralph C. Sowden
President

The NEW ERA MILLING COMPANY
ARKANSAS CITY, KANSAS



SECURITY BAKERS SHORT PATENT
12% Protein, 40 Ash

Guaranteed analysis flours milled from central Kansas Premium Wheat. The brand is your quality guarantee.

Security—Security Flour from Security Mills

The SECURITY FLOUR MILLS CO.

W. A. CHAIN, Manager
Abilene, Kansas

DIXIE LILY

A flour without an equal anywhere
Plain and Selfrising
THE BUHLER MILL & ELEVATOR CO.
BUHLER, KANSAS

Chickasha Milling Co.

Capacity 800 bbls. **CHICKASHA** Okla. Address "Washita"
Manufacturers of High-Grade Hard Wheat Flour
Foreign and Domestic Trade Solicited
Member Millers' National Federation

Glasgow Flour Mill Company

HIGH PROTEIN
Spring Wheat Flour
Bakers' Trade Solicited
GLASGOW MONTANA

Gallatin Valley Milling Co.

MONTANA
Flours and Grain
D. R. FISHER, Mgr. **BELGRADE, MONT.**

"Diamond D"

A High Grade Baker's Spring Patent. Milled under Laboratory Control from Montana Spring Wheat.
Sheridan Flouring Mills, Incorporated
SHERIDAN, WYOMING

CERETANA - CANADIA
MONTANA SPECIAL
RODEO - STABILIZER
KAY ONE - BULL DOG
KING GRIZZLY

CLEVELAND FLOUR MILLS
DIVISION MONTANA FLOUR MILLS CO.

difficulties. Her employees regard her with genuine affection and loyalty. "I've been with her 15 years," one girl said. "In all that time I have never known her to be angry, nor to ask anyone to do anything she herself wouldn't be willing to do."

The sales-girls in the Lyttle Bakery voluntarily attend sales classes and lectures given by advertising clubs. The men belong to a bakers' club and take advantage of the classes offered by shortening companies and industrial firms. One baker even helps evenings in other

bakeries, learning new ideas.

Even during the summer months this bakery does an enormous volume of business. Some items are dropped, but by using cool-looking icings and display trays, at the same time by keeping customers comfortable with air conditioning, business is held up very well.

"I am pleased with what we have accomplished," Mrs. Lyttle says, "but there is still so much we want to do."

In that eagerness for fresh ideas and the courage to try them out lies the secret of a splendid, growing business.

ECONOMY THROUGH GOOD DESIGN

THE Homestead Bakery, Oakland, Cal., found the way to economy through simple technical manipulation—by reducing operating time of its trucks with shortened wheel base and widened tire tread. Now its fleet of 22 trucks, appealing in color scheme and modernized body design, assumes part of operating costs and upkeep.

The Homestead Bakery wanted a truck with the average 157-inch wheel base body capacity, but one that could be operated with more ease and speed in congested traffic. It wanted a unit with "bread appeal." Here's what was worked out:

A 131-inch wheel base chassis was cut down to 112 inches, and a cab-over-engine unit was installed. The tread was widened five inches, to provide additional short radius turning. Then a body with 358 cubic feet of space was constructed. Sixty regulation bread trays used in delivery can be placed in this body, or removed, with greater ease than ordinarily, because six doors are provided. On both sides and in the rear are double doors.

Time saving starts at the bakery. A

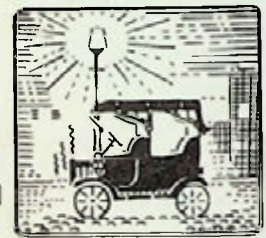
standardized system of loading places certain brands or kinds of bakery products in the same location in each truck. Regardless of what truck a driver may be operating at any time, when he makes a delivery he opens the right door to get whatever is desired by the customer. It is unnecessary to remove or replace any other item or tray. Stopping time is therefore materially reduced, although a capacity load is carried.

Actual time is also saved in turning—a relatively small matter with one or two trucks, but a big item with 22 trucks and eight hours' operation. By shortening the wheel base to 112 inches and at the same time widening the tread five inches, the large capacity body can be made to "turn on a dime." With a good motive unit kept at maximum operating capacity, a short, quick turn will often eliminate a loss of several minutes caused by going around a block or more. A loss of three minutes getting a long truck through heavy traffic, or by going around a block, once to each truck of the fleet, means a time loss of an hour. Eight such turns in a day would mean the loss of one man's time each day. The

Many Standard Packages

were designed along with the

MODEL T



And weren't they the smart new numbers *then*?

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But Mr. Ford has made a few improvements since—in line, in color, balance and design.

Have You?

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Quality Flours



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Memphis, Tennessee

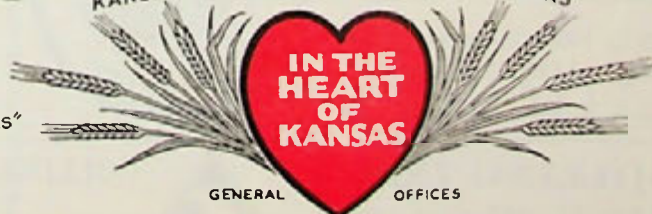
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plus Dependable Service

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same time loss feature also exists in side-parking when delivering. A quick turn into traffic by the slightest movement of the steering wheel throws the entire side of the truck into full view of oncoming cars in the same lane. Thus a right of way is actually forced that a longer truck could not obtain because the longer wheel travel is necessary to move the front of the body into traffic. All of the fine points involved were carefully predetermined in this unit, characterized as the "down town" bread truck.

provides a "break" for the color scheme, and the streamlining idea is thus accentuated by different front and rear curves. The painting scheme, with the bakery trade emblem and design on the door, on each side, takes away the usual distracting, unsightly appearance of the doors.


Other longer units utilizing standard wheel bases are also used. The standard 121-inch wheel base carries a 416 cubic foot body with 73 tray capacity, and the 157-inch wheel base chassis, a 174 cubic foot body with 83 tray capacity.

Colors were selected to harmonize with the product carried. A rich yellow, almost orange, covers the lower section of the body below the beading. Above this is a harmonizing rich cream, slightly darker than the usual cream paint color. A circle on the door section is a light blue, matching perfectly the actual bread wrapper color design.

Body design conforming both to the modernistic trend as well as to the basic cab-over-engine unit gives a streamlined effect, provides good straight-away vision and clear visibility when turning. Light glare is somewhat eliminated by the canopy effect cab top which blends into the complete top. Beading around the body


A particularly pleasing effect has been developed by omitting the usual company name, street location and telephone number, under the theory that the casual reader will more readily grasp a message of the distinctive and highly suggestive design. The slightest glance flashes a message: "Homestead Bread—Certified." More careful consideration reveals: "Not One Cheap Ingredient."

Instead of being camouflaged under a mass of colors brought about by large letters and a large amount of wording, the straight colors stand out in traffic. The cab-over-engine design, closely molded into a compact part of the body, although not entirely new, is outstanding enough to attract attention.



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GRIST OF GRINS



AT THE CONCERT

Wife (nudging husband).—Look! That man in front of us is asleep.
 Husband.—Well, why wake me up to tell me that?—*Wochenschau*.

DUBIOUS OUTLOOK

Wanted—Experienced gardener, to act as caretaker when family away, also drive car; must live on promises—*Advt. in a Weekly Paper*.

The printer probably used to work for the family—*Christian Science Monitor*.

STUDY OF PRACTICAL FARMING

Farmer Jones.—Well, I guess my son is going to be a farmer after all when he gets through college.

Farmer Brown.—What makes you think so?

Farmer Jones.—Well, he's planning on taking fencing lessons at college this fall.—*Copper's Weekly*.

BEAT THIS ONE

"Down where I live," said the Texan, "we grew a pumpkin so big that when we cut it my wife used one half of it for a cradle."

"Well," smiled the man from Chicago, "that's nothing. A few days ago, right here, two full-grown policemen were found asleep on one beet."—*California Retail Grocers Advocate*.

DIFFERENT POINT OF VIEW

"Wot's all this about Mrs. A. 'aving 'er hexpenses paid to the seaside?"

"That's right. She's going as a delegate from the guild."

"Delegate, hindeed. She ain't art as delegate as me."—*Atlantic Two Bells*.

BEAUTY OF WORDS

A reader has spotted this sign in a Houston, Texas, shoe shining parlour:

"Pedal habiliments artistically lubricated and illuminated with ambidextrous facility for the infinitesimal remuneration of 5 cents per operator."

STRONG VERB

"If you had a little more spunk," a Jefferson teacher said sternly to one of her boys, "you would stand better in your class. Now, do you know what spunk is?"

"Yes, ma'am," replied the boy. "It's the past participle of spank."—*Wichita Eagle*.

FASHION NOTE

Some men, in sports, appear in shorts; While others simply wouldn't—

It seems to me that I can see

Two reasons why some shouldn't.

—*Chicago Tribune*.

HOT SALESMANSHIP

Not far from the North Pole a traveling Eskimo salesman knocked at the entrance of an igloo. A brother Eskimo answered.

"Would you be interested in an electric fan?" asked the salesman.

"Fan!" echoed the second Eskimo.

"Why, what would I want with a fan? Do you realize it's 50 below up here?"

The salesman nodded. "That's true," he admitted, "but you never can tell about this weather. Tomorrow it may jump up to zero."—*Christian Science Monitor*.

UNFORTUNATELY

A lecturer, suspecting that publicity would lessen attendance at repeat performances, asked the reporter of a local paper not to publish his address.

The reporter's version was this: "Mr. Smith delivered an excellent lecture in the church hall. He told some very good

stories, but, unfortunately, they cannot be published."—*Christian Science Monitor*.

EDUCATION AT LEISURE

Student.—Let's cut classes and take in a movie.

Second Student.—Can't do it, old man. I need the sleep.—*Tiger*.

HORSE TRADING

Ezekiel owned a well-known racehorse, for which Cyrus offered him \$10,000.

Zeke accepted the offer and a check, promising to deliver the horse the next day.

Overnight, however, the horse died. But Zeke could not bear to lose his bargain, so he cashed the check and sent the horse on.

He heard nothing further and did his best to avoid Cy. Unfortunately, the day came when they met face to face. Zeke took the bull by the horns and asked Cy what had become of the horse.

"Well," said Cy, "when I found it was dead, seeing that everyone knew what a wonderful horse it was, I raffled it, and

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25 people bought tickets, at \$500 each."
"But," said Zeke, "didn't anyone
grumble?"
"Only the man who won it," replied
Cy, "so I gave him his money back."—
California Retail Grocers Advocate.

CANINE SLEUTHING, PLUS ROMANCE
During my early military years I
studied the art of deducing people's char-
acter from their footprints and gait, as
native trackers do the world over. One
day in London I noticed a girl with a
spaniel, who trud with an unusual gait
that showed she possessed honesty, com-

mon sense and the sprit of adventure.
She was a total stranger and I did not
see her face. Two years later, after I
had left the army, on board a ship I
recognized the same gait in a fellow pas-
senger. I charged her with living in
London. Wrong, she lived in Devonshire.
"But have you a brown and white
spaniel?"
"Yes," with some surprise.
"Were you in London two years ago,
near Knightsbridge Barracks?"
"Yes."
So we married and lived happily ever
after.—*Lord Baden-Powell in "Excesses
of a Lifetime."*

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POLITICS? DULL STUFF!

One harried night, when the New Orleans bureau of the United Press was seething with expectancy—former Governor Richard W. Leche had been indicted a few hours before—a telegram came in from a small town correspondent. He explained his failure to cover a state-wide rally this way:
"Didn't know you were interested in politics."—*Editor and Publisher.*

—READ IN THE STAFF OF LIFE—

Coming Events

BAKERY CONVENTIONS

Nov. 11.—Connecticut Bakers Association, fall convention at Hotel Bond, Hartford; secretary, Charles E. Barr, 932 Griffin Place, Stratford, Conn.
Nov. 27-28.—Retail Bakers Association of Washington, D. C., second annual convention at Rineick Hotel, Washington; secretary, August W. Neuland, Jr., 5513 Colorado Ave. S.W., Washington, D. C.
Dec. 10-12.—New England Bakers Association, annual fall convention at Hotel Statler, Boston; secretary, Robert E. Sullivan, 51 Exeter Street, Boston.
Jan. 7-10.—Ohio Bakers Association, annual convention at Hotel Gibson, Cincinnati; secretary, Frank E. Noyes, 325 West Broad St., Columbus, O.
Jan. 21-23.—Potomac States Bakers Association, convention at Lord Baltimore Hotel, Baltimore, Md.; secretary, J. Frederick Diener, 510 North Charles St., Baltimore.
Feb. 4-6.—Pennsylvania Bakers Association, convention at William Penn Hotel, Pittsburgh; secretary, Harold E. Snyder, 4751 North Broad Street, Philadelphia.
April 1-3.—Associated Bakers of Illinois convention at Hotel Abraham Lincoln Springfield; secretary, Wilmoth C. Mack, 314 Webster Ave., Jacksonville, Ill.
April 3-5.—Oklahoma Bakers Association, convention at Dittmore Hotel, Oklahoma City, Okla.; secretary, J. W. Wallen, 401 East Fifth Street, Oklahoma City.
April 12-15.—Southern Bakers Association, convention at Edgewater Gulf Hotel, Biloxi, Miss.; secretary, C. M. McMullan, 1101 Standard Bldg., Atlanta, Ga.
May 5 (week off).—Associated Retail Bakers of America, convention at St. Louis, Mo.; secretary and director research and merchandising department, Frank C. Jungwaller, 1125 Fullerton Ave., Chicago.
May 11-15.—Associated Bakers of Minnesota, annual convention at St. Paul, Minn.; secretary, J. M. Long, 1316 Eighth St. S.E., Minneapolis.
June 8-10.—Pennsylvania Bakers Association, summer convention at Galen Hall Hotel and Country Club, Wernersville, Pa.; secretary, Harold E. Snyder, 5700 North Broad Street, Philadelphia.
June 15-18.—New England Bakers Association, summer convention at Poland Spring House, Poland Spring, Maine; secretary, Robert E. Sullivan, 51 Exeter Street, Boston.
June (last week).—Pacific Northwest Section, American Association of Cereal Chemists, annual convention at Pendleton, Oregon; secretary, C. Wheat, Western Milling Co., Pendleton.

TRADEMARKS

The following list of trade-marks, published by the Official Gazette of the United States Patent Office, prior to registration, is reported to The Northwestern Miller and American Baker by Mason, Fenwick & Lawrence, patent and trade-mark lawyers, Washington, D. C. Bakers who feel that they would be damaged by the registration of any of these marks are permitted by law to file, within 30 days after publication of the marks, a formal notice of opposition. This journal offers to readers an advance search free of charge on any trade-marks upon which they may desire information. Write direct to us or Mason, Fenwick & Lawrence, Washington, D. C.

KOKAYS; Kokay Confectionery, Elmwood Park, Ill.; cookie. Use claimed since Aug. 1, 1938.
POLSKA BABKA; New Warsaw Bakery Co., Inc., New York, N. Y.; cake. Use claimed since April 2, 1939.
GERM-AKO; Fisher Flouring Mills Co., Harbor Island, Seattle, Wash.; bread. Use claimed since April 8, 1939.

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