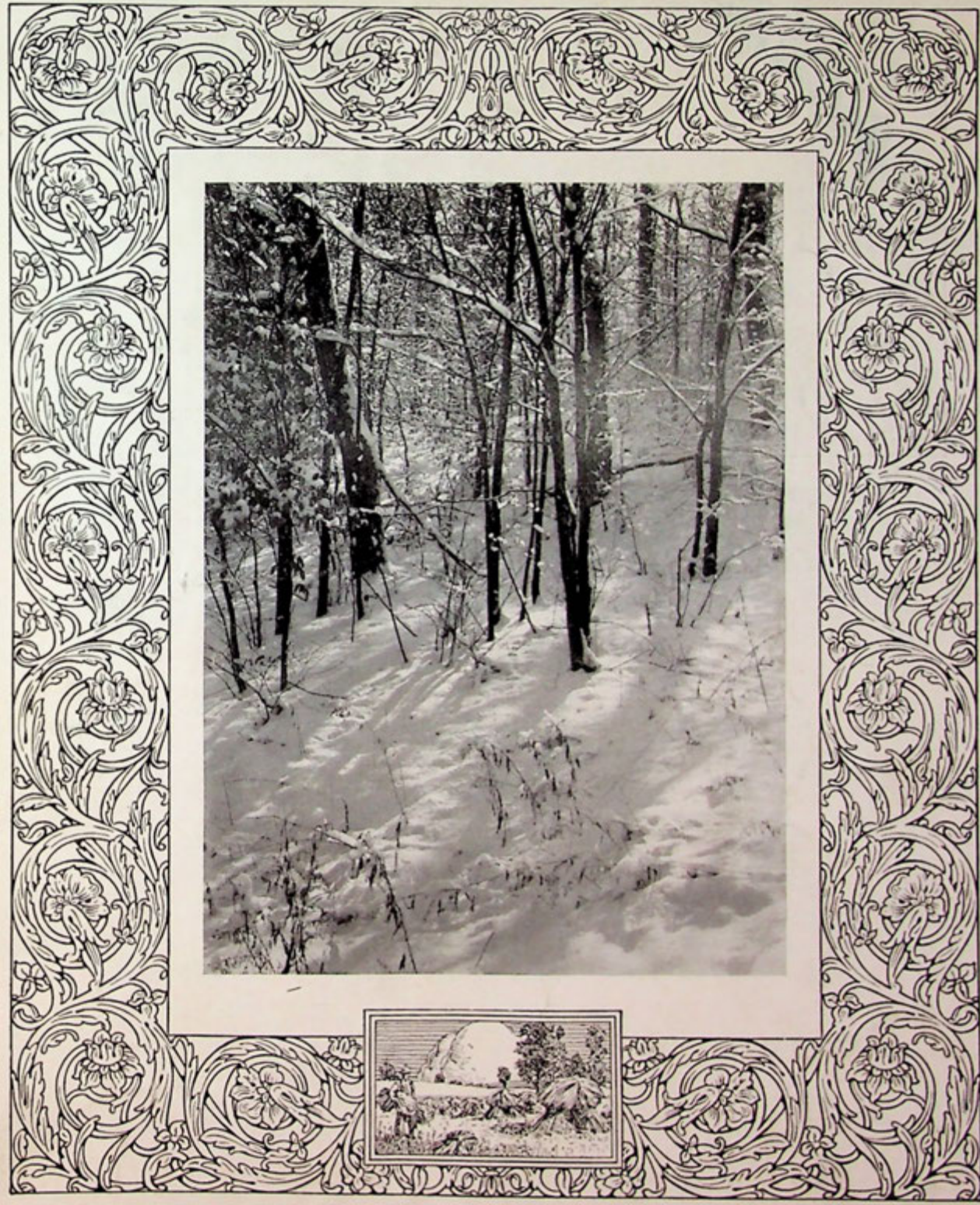


LIBRARY,
THE RESEARCH ASSOCIATION
OF
THE NORTHWESTERN GLACIERS

The Northwestern Miller



JANUARY 14, 1931



A proud boy and a Seal made loaf (actual photograph)

A Baker's Ambition Realized

FORTUNATE is the young baker who is taught the value of good flour as the first fundamental of success. This young man has had exceptional advantages for his father, a successful baker in the Northwest, has used Seal of Minnesota flour for years.

Your trained eye tells you that any baker would be proud of this split top loaf. Here is full development coupled with that highly desired break and shred which proves the strength of Seal.

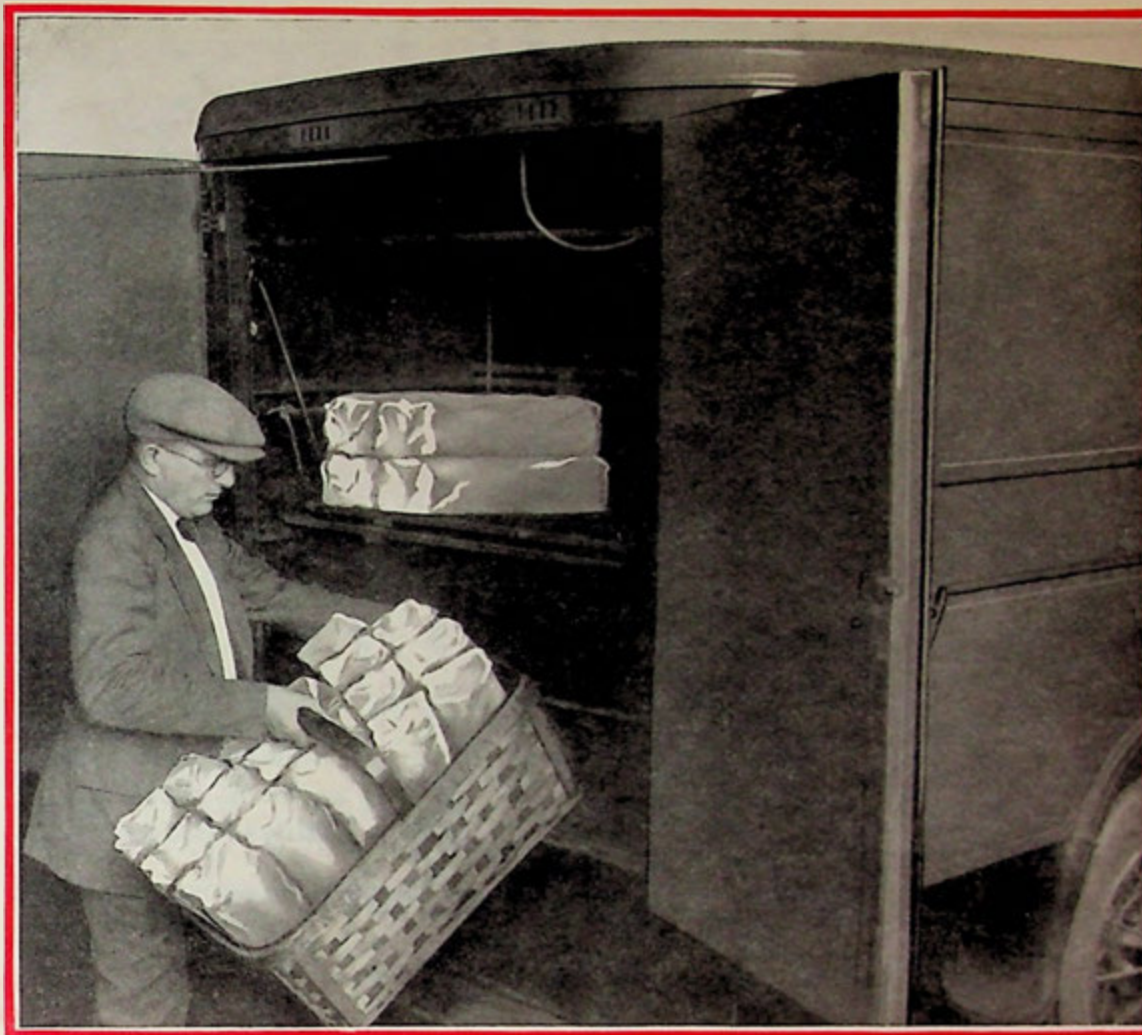
Every baker cherishes the ambition to consistently produce bread of large volume, fine texture and appetizing flavor like the loaf shown here. Since this ambition can be realized by using Seal of Minnesota, why run risks with inferior flours?

INTERNATIONAL MILLING COMPANY
 Minneapolis, Minnesota Buffalo, New York



SEAL OF MINNESOTA

FLOUR MILLED FROM TESTED WHEAT



“Boomerang Bread” Costs You Money

Stale returns cut deep into net profits!

THE other day we stood on the receiving platform back of a bakery and watched several trucks back up and dump stale bread onto the platform. The sight was enough to bring tears to the eyes of a stone image.

Many bakers claim that under keenly competitive conditions the evil of returned stales is one that cannot be avoided in our industry. Others insist that a proper study of the market, and the production

of a bread that stays fresh longer, will do wonders to cut down this fearful waste.

It is a fact that no matter what the conditions may be in your market, a loaf of bread that keeps its fresh appearance for some time is a lot less likely to come back in the dump-truck. You've seen many a housewife refuse to buy a loaf of bread, baked just a few hours before, because she could feel through the wrapper that the structure had become hard.

There is one sure remedy for this condition—a strong, high gluten flour that is absolutely uniform and dependable. Such a flour will take sufficient moisture to keep the bread fresh. More than that, it will produce exactly the same kind of bread day after day—once you get started right you'll have properly moist, lasting bread every day, because you'll strike no unexpected changes in your flour. That's the answer to your problem—a uniform, dependable, high-gluten flour like Pillsbury's. It may cost you a few cents more per barrel at the start. But if your percentage of stales is cut from 6% or 7% to a figure that is less disastrous, you'll agree that those few extra cents are the best money you ever spent.

Pillsbury's Bakery Flours



"OUR BAKERY has always been known as a Quality Bakery. This has been helped a great deal by the use of Occident Flour, which has taken an important part in the making of our 'Liberty Bond Bread.'

"We have used many thousand barrels of Occident Flour in the past ten years.

"To insure the fine quality of our bread, we keep a stock of Occident Flour in our plant at all times."

—Gorman's Bakery
Central Falls, R. I.




Thirteen mills insure uniform excellence of quality in Occident Flour.

RUSSELL-MILLER MILLING CO.
MINNEAPOLIS, MINN.



OCCIDENT FLOUR

BEMIS



**WHY
do we own
3
cotton mills?**

For very definite reasons which work to the advantage of our customers.

We buy cotton direct from the planters, and gin it in our southern mills. Every step is under Bemis control.

That is one reason why our cloth averages stronger than the average we can secure in the open market.

Then, too, we can originate fabric construction to meet the special bag needs of particular problems.

BEMIS BRO. BAG CO.

BAGS

CHASE

COTTON BAGS



THERE is immeasurable sales value in good quality, well made, clearly printed cotton Bags such as Chase standardize.

They express and emphasize the quality of the contents. The satisfaction of knowing your flour is being displayed to the buyer in the most attractive bag is yours when you use Chase Cotton Flour Bags.

Factories:

Buffalo	Toledo	Goshen	Milwaukee
Minneapolis	St. Louis	Kansas City	Memphis
Dallas	New Orleans	Philadelphia	

Sales Offices:

Chicago	New York	Cleveland	Detroit
Denver	Hutchinson	Louisville	Charleston
Los Angeles			

Affiliated Company THE ADAMS BAG CO., Chagrin Falls, Ohio
Manufacturers of NEVER BURST Paper Bags

CHASE BAG CO.



*Somewhere in
this country*

there is a flour jobber
whose business is not
doing so well but who
will shortly take on
the "Kelly's Famous"
account and have a
fine and profitable
flour trade within the
year 1931. Are you
the lucky one?

Daily Capacity 2,500 Barrels...

Grain Storage Capacity, 1,000,000 Bushels

The
WILLIAM KELLY MILLING CO.

HUTCHINSON, KANSAS

William Kelly, President



Of course, we can make the "cheap" flour which some distributors want in order to meet competition. Probably we can make it a little better for the money than you can get other places. But, we much prefer that our customers stick to their trade in "I-H," knowing for a certainty that, when the taste for cheap flours has died out, those who stick to fine quality will be far ahead both in volume of business and in total of profits.



For Bakers
 ORACLE
A Short Patent
 THUNDERBOLT
A Reliable Flour

The ISMERT HINCKE MILLING CO.
 KANSAS CITY, MO.

PIGS



may be PIGS

...and there's just as much difference in flour mill rolls

Pigs may be pigs . . . but the butcher knows the difference.

And so it is with flour mill rolls . . . the user knows the difference.

Users of Allis Hard-Tuff rolls *know* of their longer life . . . due to their unusual toughness and hardness. They cost no more than ordinary rolls . . . are made for all makes and types of roller mills . . . and, *man, how they save money for their users.*

Corrugated or smooth, as you wish. And remember, send your old rolls to Allis . . . for Nordyke and Allis corrugations are more than worth the difference in freight.

ALLIS-CHALMERS MFG. CO.
MILWAUKEE, WISCONSIN



**ALLIS
HARD-TUFF
ROLLS**



Flour and Cereal Milling Machinery

- Aspirators — Attention Mills — Bolters — Baling Cloth and Cleaners — Bran and Shorts Dusters — Burr Mills — Car Pullers — Corn and Feed Mills — Experimental Reduction Machines — Flour Dressers — Flaking Machines — Flour Feeders and Mixers — Flour and Bran Packers — Purifiers — Reels, Grain and Chemical — Ralls, Chilled Iron — Roller Mills, Grain and Chemical — Scalpers — Service Elevators — Sifters — Electric Motors — Trough Drives — Power Transmission Machinery

ALLIS-CHALMERS

Specialists in Milling Machinery Since 1846

THE UCCESSFUL AKER

pays careful attention to the quality of his raw materials.

HIGH QUALITY FLOUR is essential to HIGH QUALITY BREAD.

Beat competition by improving your loaf.

DANIEL WEBSTER

Short Patent

GOLD COIN

Standard Patent

will help you solve your problem of meeting or beating competition.

We also manufacture a complete line of RYE and WHOLE WHEAT FLOURS *of superior quality.*

EAGLE ROLLER MILL CO.

NEW ULM, MINNESOTA

Daily Capacity, 5,000 bbls Wheat Flour
1,000 bbls Rye Flour
300 bbls Whole Wheat Flour

NOW-the Junior Millerator

An Outstanding Value of Smaller Capacity....

Completing the Millerator Line of Four Machines

FOLLOWING in the footsteps of the new Carter Millerators that were so well received by the milling industry a few months ago, is the new No. 2 size—the baby of our Millerator line. It is a counterpart of the large machines and is designed especially for milling units of smaller capacity.

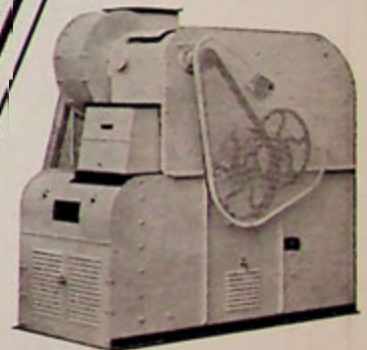
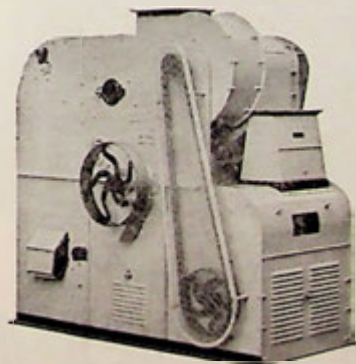
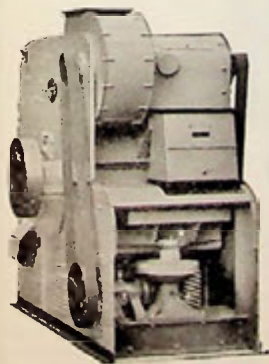
The features of the three larger Millerators have been included in the design of this new smaller capacity machine. This new No. 2 size makes available to mills of smaller capacities all the advantages of the advanced Millerator design. Now these mills can have the advantages of this new type screen and air machine which is an important part of the Carter System of Controlled Cleaning.

At a Popular Price

The No. 2 Millerator is a particularly *outstanding value*, having been priced most attractively for a product that is so well engineered and having such a wide range of usefulness.

We have a 16-page Millerator catalog showing this new small size model, with complete information, that is yours for the asking.

Only
1 H.P.
* * *
25 to 125 Bu.
Per Hour
* * *
Dimensions
Extreme Height 5 ft. 5 in.
Extreme Length 5 ft. 8 in.
Extreme Width 3 ft. 8 in.
* * *
ALL STEEL
* * *
Fully Enclosed



CARTER-MAYHEW MFG. CO.

DIVISION OF

HART-CARTER CO.

623-19th Avenue North East

MINNEAPOLIS, MINN., U. S. A.

America's Largest Manufacturers of Grain Cleaning Equipment

THE STANDARD OF STANDARDS



CERESOTA FLOUR

PURE—WHOLESOME—NOT BLEACHED

MADE BY

THE NORTHWESTERN CONSOLIDATED MILLING CO.

H. P. GALLAHER, PRESIDENT

MINNEAPOLIS, MINN., U. S. A.

The Northwestern Miller

Established in 1873

MINNEAPOLIS, MINN., U. S. A., JANUARY 14, 1931

Volume 165 Number 2

The Apotheosis of the Old Gristmill: II

By James F. Bell

President General Mills, Inc.

It now comes to that period in the development of a great industry when our company enters to become an essential and important part of it. The times are those which follow closely on the ending of the Civil War. The frontiers are again extending, emigration from within and without our country is resumed, encouraged by the offer of free land in the growing West to returning soldiers. The aftermath of a great war brings a spirit of restlessness which finds an outlet in new areas to be developed.

There is the zest of romance in the West; adventure on the plains, Indians only partially under control, buffalo still roaming wild on the prairies; a land of plenty, a new El Dorado. The frontier lies just beyond Minneapolis; the Indian in his picturesque garb is still to be seen on its streets, and outbreaks are not altogether improbable. The hardy pioneer, pushing westward, has to risk both his life and property.

Merchant flour mills existed in the United States long before Cadwallader C. Washburn, founder of the Washburn Crosby Company, conceived the daring idea of building one in Minneapolis on the Falls of St. Anthony, Baltimore and Richmond had them, and they were large for the time when a 500-bbl flour mill was regarded as huge. Rochester, New York and St. Louis owned mills of this character, the trade of which was far extended. Scattered all over the wheat growing area were flour mills shipping their product to consuming centers, and even abroad.

The difference between a gristmill and a merchant mill was merely one of size and the character of its trade; the former did a purely local toll business, the latter a national merchandising one, as far as its rail and water connections enabled it to reach on a competitive basis, and sometimes, if it produced the right kind of flour and could ship economically to the seaboard, a considerable foreign business.

All mills used the millstone for grinding. The grain raised and ground was winter wheat; that is, it was planted in the autumn and harvested in the early summer. Spring wheat, planted in the spring and harvested in the fall, was raised in the northern part of the country, but at that time the flour made from it was used almost entirely for local consumption, owing to the dark, flinty particles found in the northern wheat berry, which gave it a specky appearance in comparison with winter wheat flour. In consequence, the latter was easily able to distance it in the large consuming markets of the East.

GOVERNOR WASHBURN'S ENTERPRISE

Governor Washburn—he had been a general in the Union army and a member of Congress, and was later governor of Wisconsin—owned water rights on the west bank of the Falls of St. Anthony, where Minneapolis now stands. Although the area in which spring wheat was then being raised was comparatively small and the flour made from it was handicapped in selling price, he determined to build a mill on his property. With customary enterprise he resolved to build a large one while he was about it.

The result was that, in 1866, he completed the first Washburn mill, and it was the largest west of New York. The curious thing about this venture was that Governor Washburn was not a miller himself, and knew nothing about the technical part of milling. Had he been more familiar with the business it is possible he might have hesitated before he put \$100,000 into what was at first known as "Washburn's Folly," but with sublime courage and confidence he went ahead.

It is strange how fortune sometimes rewards the courageous. Governor Washburn leased his new mill to a practical miller who, at the end of the first year's operations, found himself at the end of

had attributes which made it superior in many respects.

Then came a French millwright, Edmund N. La Croix by name, who claimed to have an invention which would remove these particles. Mr. Christian, always alert to any improvement in milling processes, took him into the mill and gave him a place to experiment in. Furthermore, he helped him perfect his invention. About 1871, this machine, called the purifier, came into use and at once changed the entire situation with respect to wheat and flour in the Northwest.

In all human progress there is usually some tragedy. La Croix personifies it in the flour milling world, for by develop-

until he experimented with one in a small mill at Faribault, Minn.

Although educated, La Croix was not proficient in English nor was he shrewd or suspicious. While he was experimenting, an employee of the same mill secured a patent on the traveling brush applied to the purifier and, later, entering into an alliance with those who controlled the Cochrane purifier patents, formed a strong company for the manufacture of the machines and also for the collection of royalties from alleged infringers.

Thus threatened by suits, the millers of the country formed the Millers' National Association for self-protection as, by this time, purifiers of various kinds were in general use. There followed a long and expensive litigation. La Croix, in the meantime, had obtained his patents and was building and selling purifiers on a small but profitable scale.

He was approached by the lawyers for the company which was prosecuting the royalty suits and offered a large sum for his patents, as their possession would greatly strengthen its case. Out of a sense of loyalty to the millers he refused the offer.

Shortly thereafter, the Millers' National Association and the prosecuting company came to a compromise, by the terms of which claims for royalty were dropped, on condition that thereafter the millers would buy only the company's machines. This gave it a virtual monopoly of the business, by which it made large sums of money, until years later, it was ruined by extravagance and mismanagement.

La Croix struggled to maintain his business, but the monopoly created by the compromise destroyed it and he died in poverty, the result of his loyalty to the milling industry.

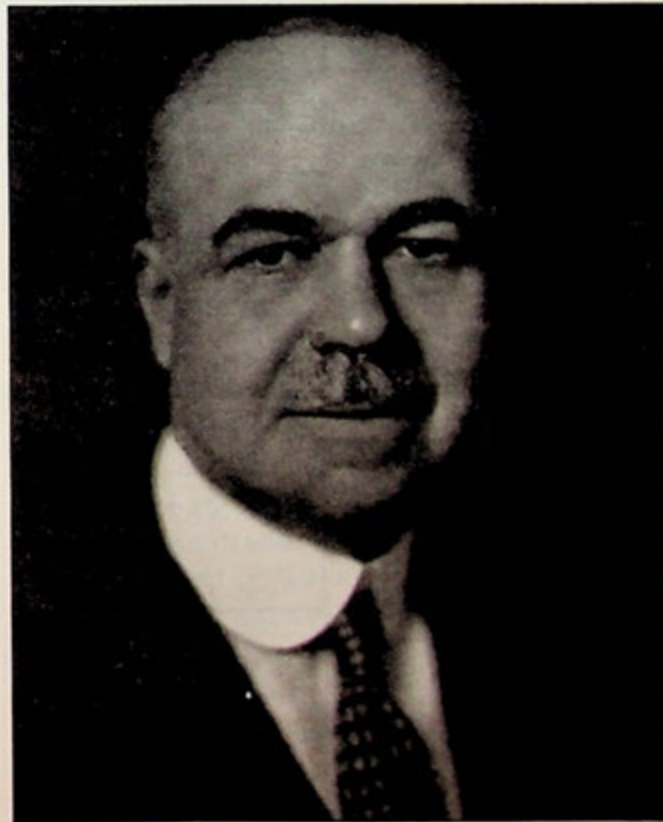
It is doubtful if the committee of the Millers' National Association which arranged the compromise was aware of La Croix's act of self-sacrifice; certainly the milling industry had no intention of hurting him, yet the fact remains that he never received adequate recompense for his invention, or adaptation, although the result of it brought untold millions to the farmers and millers of the country, especially those of the Northwest.

When applied to the existing milling process, the purifier brought spring wheat flour not only up to the standard of its winter wheat competitor but beyond it, so that their relative positions in the consuming markets were reversed and it commanded a premium because of its superior color and its breadmaking qualities. Under the impetus of an enormously increased and highly profitable demand, spring wheat cultivation developed amazingly, emigration spread rapidly over the Northwest, and milling became the foremost staple industry of this section.

THE GREAT MILL EXPLOSION

Minneapolis was gathering the first fruits of the purifier when it met with the greatest disaster in its history. Never before had the rich lands of Minnesota and the Dakotas produced such crops of hard spring wheat, never had the mills been so taxed to their capacity, never was there greater promise of the su-

(Continued on page 196.)



JAMES F. BELL

his financial rope and had to give it up. Thereupon, still sanguine of success, the governor took it over himself, and securing George H. Christian as a partner, proceeded to operate it.

Mr. Christian was a shrewd and astute miller who was also something of an inventor. The mill became reasonably profitable, but still its flour could not be sold in competition with the winter wheat product made elsewhere, because of the flinty specks in it, although otherwise it

ing in America a device for purifying middlings he inaugurated a new era in the milling industry and made America supreme in the flour milling world.

Whether La Croix obtained his idea from a book published in France by Benoit in 1863, whether he had seen similar devices in his own country, where Perrigault patented a purifier in 1860, or whether he evolved the La Croix purifier independently, the fact remains that no one had seen anything like it in America



Boss Patent

You will not have any trouble ever with "Boss Patent." It is under all conditions dependable both in price and quality for price.

LUKENS MILLING CO.
CAPACITY 1000 BARRELS
ATCHISON, KANSAS



We try to make every sack of **UTILITY** worthy of the superfine wheat from which it is ground.

WALL-ROGALSKY MILLING CO.
MEPHERSON, KANSAS

"Sweetheart"

SHORT PATENT FLOUR

Others may vary with the wheat crop quality, but "Sweetheart" is always the same.

From finest Turkey wheat

REA-PATTERSON MILLING CO.

"SPARTAN"....Export Brands...."ARISTOCRAT"
2400 lbs capacity
COFFEYVILLE, KANSAS

GINGHAM GIRL

The World's Finest Flour



Made by Millers of **WHITE STAR**
The Baker's Flour Dependable Since 1840
Plant Flour Mills Company
ST. LOUIS, MO., U. S. A.

Established 1849

Saxony Mills

Hard and Soft Winter Wheat Flours
Correspondence ST. LOUIS, MO.
Solicited Daily Capacity, 1,100 Bbls.

Washington Flour Mill

Millers of Missouri Soft Wheat Flour
Kansas Hard Wheat Flour
Domestic and Export
WASHINGTON, MISSOURI

"JUBILEE"

FLOUR
One of the very best from Kansas
The Aurora Flour Mills Co.
Successors to Tyler & Company
JUNCTION CITY, KANSAS

KEYSTONE MILLING COMPANY

Capacity, 750 Barrels
LARNED - KANSAS

"Sasnak Flour"

For Discriminating Eastern Buyers
ENNS MILLING CO., Inman, Kan.

ANNAN-BURG

GRAIN & MILLING CO.
ST. LOUIS, MO.

"KANSAS SEAL"

A Fine Short Patent Flour from Central and Western Kansas Strong Wheat
Barton County Flour Mills Co.
GREAT BEND, KANSAS

"GOLDEN EAGLE"

Short Patent
The Lindsborg Milling & Elevator Co.
LINDSBORG, KANSAS

Riverside Code Five Letter Revolution

Issued in 1923 Per Copy, \$12.50
Discount for Quantities
For sale by all its branches and by
THE NORTHWESTERN MILLER
Minneapolis, Minn., U. S. A.

BRIGHT OUTLOOK FOR 1931 FORECAST IN NEW ORLEANS

NEW ORLEANS, LA.—A bright outlook for 1931 was forecast by A. J. Palermo, of John E. Koerner & Co., Inc., secretary of the New Orleans Flour Club. He sees no reason why business should not improve during this period, but he believes it will be a long time before buyers will again take hold in large quantities for future requirements.

"With lower freight rates, flour business should be better in 1931 than during the past year," Mr. Palermo said. "At the present, however, it seems as though buyers will continue to buy only in small lots, and the only thing I can see that will make them look ahead is a report of a bad crop. Of course, business is not going to come to those dealers who sit in their offices and cry about the business depression, but the sales are there for those who are willing to go out and work for them."

Peter Schmidt, of Schmidt & Compagno, president of the New Orleans Flour Club, also has an optimistic opinion of business during the coming year. Mr. Schmidt believes that the edge of the depression will be reached sometime during 1931 and that business will reach its normal stage at this time.

"Flour selling is a trade that always will hold up no matter how bad business depression is," Mr. Schmidt said. "I don't believe that the flour trade has felt the depression as much as many other trades. During 1931 it will be one of the first to return to its normal condition. The first few months of the new year may be quiet, but after that I expect business to pick up gradually."

Although apparently optimistic regarding the outlook in the flour trade for 1931, P. L. Thomson, of P. L. Thomson & Co., is noncommittal. "Hard work on a sound, conservative basis should be employed," he said.

NEW CLASS AT INSTITUTE WILL START IN FEBRUARY

The next class of the American Institute School of Baking, Chicago, is scheduled to begin on Feb. 2, and continue for 16 weeks. Registrations are being accepted now.

Graduating exercises for the last class were held on Dec. 20, when 20 students from 11 states and one foreign country were given diplomas. Baking companies and allied trades each were well represented among the graduates.

Diplomas were presented by Henry Stude, president of the American Bakers Association. H. Earnshaw, of the Schuler Baking Co., Chicago, and L. E. Caster, president of the American Society of Bakery Engineers, were among the speakers on the program. Dr. C. B. Morison is dean of the school.

D. C. BREAD PRICES UNDER SURVEY BY SENATOR CAPPER

WASHINGTON, D. C.—An informal inquiry into bread prices in the District of Columbia is being made for Senator Arthur Capper of Kansas, chairman of the District of Columbia committee of the Senate. Whether or not the activities are a gesture for publicity purposes only remains to be seen. Thus far the investigation has not taken on the character of a "committee activity," but the Kansas senator may formally place the data gathered before his colleagues later, if it indicates that bakers in Washington are out of line in prices with those prevailing throughout the East.

Data gathered thus far indicates a standard price of 9c for the pound loaf and 13c for the 1½-lb loaf in the Washington territory.

Senator Capper's interest in local bread prices was aroused when prices here continued on the old level while wheat prices declined to new low levels. Figures furnished by some of the local bread makers indicate that prices of ingredients other than wheat are as high as a year ago and that the cost of making a pound loaf of bread in Washington is 4.57c without figuring in the cost of wheat flour and exclusive of the cost of wrapping and delivering.



The Wichita Flour Mills Co.

Wichita, Kansas

WHEAT STORAGE CAPACITY
ONE MILLION BUSHELS

CAPACITY, 2500 BBLs.

"KANSAS EXPANSION" has gone through many periods of cheap flour competition, but its millers never have lost their faith in the long-time success of the highest quality flour. And distributors of "KANSAS EXPANSION" hold the same view,— for a reason.



FOR
FAMILY TRADE

MOTHER'S BEST FLOUR

A MELLOW GLUTEN FLOUR
DESIGNED for HOUSEWIFE

*Made Right...
...Priced Right*

Nebraska Consolidated Mills
Co.

Catering to FAMILY TRADE
1521 No. 16th St. OMAHA, NEBRASKA



Established 1877—Fifty-three Years in Business

Velvet

We have the finest stock of No. 1 Dark Hard Wheat, testing well over 13 per cent protein, that we ever have seen in the more than half century record of this mill. We do not believe any user or distributor of flour ever saw finer quality than this year's

VELVET

The Walnut Creek Milling Co.

1,000 Barrels Daily

GREAT BEND, KANSAS



WOLF'S
PREMIUM
FLOUR

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

"KRAMER'S KREAM" and "K-Y"

TWO splendid flours from Kansas that are always competitive in QUALITY and PRICE.

Topeka Flour Mills Corp.
Topeka, Kansas

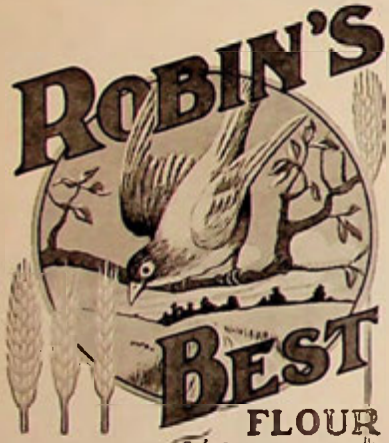


"Polar Bear" FLOUR IS KING

In the more than thirty years in which we have been making "Polar Bear Flour," we know of no brand which has more consistently maintained its reputation for high quality nor more steadily gained in the good will of its distributors and users.

The NEW ERA MILLING CO.
ARKANSAS CITY, KANSAS

Founded by
ANDREW J. HUNT
1899



ROBIN'S BEST FLOUR


The ROBINSON
MILLING COMPANY
SALINA, KANSAS

ROBIN'S BEST

If your distribution is shrinking, ask us for names of jobbers who have increased their "Robin's Best" volume from year to year and how they did it.

"Robin's Best" will do the same thing for you.

ROBINSON MILLING CO.
SALINA, KANSAS



Buffalo Flour

Buffalo Flour

Tried BUFFALO yet? It's worth trying. A very fine, strong, invariably uniform standard patent for bakers who want their money's worth and a little more. Splendid flour fairly priced.

The WILLIS NORTON COMPANY
NORTH TOPEKA, KANSAS
Daily Capacity 1,200 Barrels *Quality Millers Since 1879*

The Changing New York Flour Market

By L. M. Barnes

IF New York were choosing a new motto for its coat of arms, it might well use, "Ever Changing." From the labyrinth of cables and conduits, sewers and subways beneath the ground, to the skyline of Gothic turrets and eastern minarets above, there is a constant digging up, tearing down and rebuilding.

The economic life of the city also reflects the physical growth and restlessness. Few lines of business in the last 20 years have not been seriously affected—some favorably and some unfavorably. On the surface it is apparent that the tremendous growth in population must mean an immense increase in flour consumption and that this line must have developed in a big way. Unfortunately for the local flour man, there is much more to this situation than meets the casual eye of the out-of-town miller, who can see no legitimate reason why his business in the metropolitan district should not have increased in proportion to the city's growth.

About 20 years ago, before bread was wrapped in paper bearing the manufacturer's name and trade-mark, the local bakery was a neighborhood institution. All the baked goods the housewife purchased came from there, and she went in for her loaves of bread and tarried frequently to add a few other edibles. Today the independent neighborhood bakery that sells many loaves of bread is a vanishing American. Scattered over upper Broadway and other residential sections, are still some shops, but compared with 20 years ago, they are few and far between. In former days, local jobbers handled these flour sales, and proof of the passing of the small bakeries is the decrease of the business of jobbers selling the American trade to about 40 per cent of the former volume.

FOREIGN SECTIONS STILL BUYING

The only exceptions to the decreasing neighborhood bakery business is in some of the foreign sections of the city. In

the Jewish quarters, especially, rye and other Jewish breads are most desired, and in the Italian sections also, the biggest demand is for the loaf made by the local baker as in the old world. While the present generation is buying, this condition will continue, but reinforcements of foreign consumers are restricted by the smaller immigration quotas and children born here are becoming Americanized even to the extent of preferring chain bakery bread.

The other branch of the flour business that has probably shown an increase rather than a decrease, is the macaroni field. Although here, again, the effects of Americanization are evident, and Italian families who a generation ago ate spaghetti every day, now serve it a couple of times a week, or even only occasionally, this has been balanced by the increased consumption of the average family, brought about by the extensive advertising of the macaroni men's association, so that the semolina business in the market has increased as it should.

The changes in merchandising that have resulted from amalgamations have accounted for the dying out of the small units. Bread is now sold by all of the large bakery combinations through chain and neighborhood grocers. This leaves little for the small baker to offer his customers except sweet goods, and those bakers who have survived must now compete with the housewife in making cakes and pies, and the chain combinations in making bread. The large cracker baker also is a competitor of his, making fruit, pound, raisin and other solid cakes, and the growth of this business is evidenced in the increased volume of soft winter wheat flour sales in this market. There also is the house-to-house trade as added competition to the small man.

MERGERS IMPORTANT

The most important change, and one that is typical of nearly every line of

(Continued on page 88.)

AMERICAN BEAUTY



THE FLOUR that blooms in your oven.

STANARD TILTON MILLING CO.
ST. LOUIS - ALTON - DALLAS.
DAILY CAPACITY 5000 BARRELS EST. 1857

REX
(Hard Winter Wheat Flour)
IS THE CHOICE OF
DISCRIMINATING IMPORTERS

Hall
MILLING
COMPANY
St. Louis
Capacity
3000 Barrels
Daily

HUMRENO

**TWENTY
SOUTHERN
BAKERS**

quit all other flours
after they had tried
HUMRENO.

bakers bank on it!

EL RENO MILL & ELEVATOR CO.
EL RENO, OKLAHOMA

"That Good Flour"

Heliotrope

the happifying flour that keeps women interested in baking delightful foods for their families. It is the soft wheat family flour of the south.

Oklahoma City Mill & Elevator Co.
OKLAHOMA CITY, OKLAHOMA

Strong Flours for Export

"Slogan"
"Super Silver"

Specially milled from the best Oklahoma Hard Turkey Wheat

Canadian Mill & Elevator Co.
El Reno, Okla.

Chickasha Milling Co.

Capacity	CHICKASHA	Cable Address
600 bbls	OKLA.	"Wasbita"

Manufacturers of High-Grade Hard Wheat Flour
Foreign and Domestic Trade Solicited
Member Millers' National Federation

Lee Flour

"Worthy of Its Famous Name"

J. F. IMBS MILLING CO. ST. LOUIS, MO.

Millers of Hard and Soft Wheat Flour

DAILY CAPACITY 2,100 BARRELS

"SUNKIST"
FLOUR

In milling Sunkist Flour, the special needs of the baker are borne in mind. For family use it cannot be surpassed.

It is through the reputation of its fine, strong flours that the name of Maney has become celebrated.

The Maney Milling Co.
OMAHA, NEBRASKA

Self-Rising Flour—Milled from choicest wheat bought direct from farmers. Packed under our attractive brand. **"OLD TRAIL"**

QUALITY ECONOMY READY SALES The Wilson Flour Mills
Wilson, Kansas

Majestic Milling Co.
AURORA, MO.

Millers of Soft and Hard WINTER WHEAT FLOUR
Live connections wanted in all markets.
Capacity, 1,000 Barrels

Blackburn's Best—Elko—Golden Glory Three flours of predominating quality. High Class connections solicited.

BLACKBURN MILLING CO.
Mills at Elkhorn, Neb. Omaha, Neb.

"PLAINSMAN"

WHOLE WHEAT FLOUR
Is sterilized and will keep indefinitely

HOYLAND FLOUR MILLS CO.
KANSAS CITY, MO.

"ARCHER"
the Finest Short Patent

THE CAIN BROS. MILLING CO.
LEAVENWORTH, KANSAS

Open for connection in some markets

Scott County Milling Co.

Manufacturers of Hard and Soft Winter Wheat Flour

SIKESTON, MISSOURI

NEBRASKA'S FINEST MILL

"DAVID HARUM"
FLOUR

Lexington Mill & Elevator Co.
500 Bbls Capacity LEXINGTON, NEB.

"DRINKWATER"

Texas High Protein Flour from High Land Western Wheat

MORTEN MILLING CO.
DALLAS, TEXAS

"Wichita's Imperial"

A flour for particular bakers made from Strong Kansas Turkey Wheat.

THE IMPERIAL FLOUR MILLS CO.
GENERAL OFFICES: WICHITA, KANSAS

Cape County Milling Co.
JACKSON, MO.

Millers of the Highest Grade Hard Winter Wheat Flour

Capacity, 1,500 bbls.
Correspondence invited from agents in all markets.

Changing New York Flour Market

(Continued from page 27.)

business, is, of course, the merging of many organizations into a few. Years ago there were a number of buyers here doing a good carload business, who purchased in lots of 20,000, 50,000 and even 100,000 bbls at a time. This was business that all the local mill representatives had a chance to work on, and when the buying was done, two or three times a year, the smaller mills had as good a chance at it as the larger ones. Today the majority of these units are part of the large organizations, and outside of the Jewish bakers, there are probably less than a dozen reliable car lot bakers left buying in the city.

It is still true that millions of barrels of flour are bought in New York. Two large groups have lifted their buying bodily from the market and transferred it to the Middle West, but there still are the tremendous purchases of several large corporations. This buying, however, means practically nothing to the local flour broker, or average mill representative. The sales are usually in such quantity that only a mill with a surplus capacity can figure on it advantageously, and it therefore boils down to less than 10 mills getting the business, with most of them having a special representative working on it. With these big baking companies made up of smaller units that previously operated in the market, this has meant an important change in the amount of business available in the district.

The lifting of this block of business out of the hands of the local trade has had a further effect on the market. Since there has been no decrease in the number of flour brokers here, the trade that is left has necessarily been pounded much harder for its business, and in an effort to obtain a good volume, many concessions have been offered. Mills which never extended any credit at all, have been forced to do so to meet competition, and in many cases this extension has gone beyond the limits of legitimate enterprise and has resulted in a dangerous situation.

This, then, is a picture of the New York market, the largest flour consuming market in the world, but by no means the largest buying market for the average miller. For him its possibilities are limited, and if he will realize the amount of buying that has been drawn from the control of his representative, and the competition he must face to get a share of what is left, he can save himself many a disappointing hour and anxious minute, and can conduct his business here on a more sound and healthy basis.

MILWAUKEE GROCERS FAVOR BREAD PRICE INVESTIGATION

MILWAUKEE, Wis.—Retail grocers in Wisconsin are viewing with favor the investigation being carried on by the federal department of justice and the Wisconsin Department of Agriculture and Markets, regarding the price of bread. Wholesale bakers of Milwaukee refused to comment on the action.

The Retail Grocers' Association of Milwaukee has for the last year been endeavoring to get the wholesale bakers here to lower the price. They have contended that the price of ingredients is the lowest in many years and the price of bread should come down accordingly. The bakers maintain that ingredients are but a small portion of the cost of bread making. Distribution and other overhead are too great, they say, to cut prices.

FREE BOOK ON GERMAN INDUSTRY

A guidebook to German industry and commerce has been published by the Hamburg American Line of steamships. The book, of 194 pages, containing information on more than 50 German industries, together with much commercial information of special interest to those who are interested in German markets, will be sent free to any one who will request it of the Hamburg American Line. The address is 39 Broadway, New York City.



"KANSAS BEST"

The big reserve of fine milling wheat is out here in Kansas. More particularly, it is in the superior-wheat district where are located our five mills and from which we draw the selected grain which goes into "KANSAS BEST." Regardless of every market condition, you can count on the maintained quality of "KANSAS BEST," right through the whole year.

4,350 Barrels Daily

THE CONSOLIDATED FLOUR MILLS CO.

FRED F. BURNS, Vice President and Manager

WICHITA, KANSAS

"Gooch's Best"

Superior quality
—to make all
baked things
better.

Gooch Milling & Elevator Co.
LINCOLN, NEBRASKA

Established 1898
**Country Milled Flour
of the Best Quality**
from the choicest hard winter wheat
Williamson Milling Company
Clay Center, Kansas

KANSAS MAID—

A fancy high patent flour milled from
strictly dark Turkey Wheat
1,200 Barrels

Hays City Flour Mills Kansas

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

JOHN H. MOORE
PRESIDENT



G. M. LOWRY
SECRETARY

Old Squire FLOUR

Old Squire Says:

"I have no ambition to be a year-around Santa Claus, but I would rather give the customer just a little better flour on every buy than I would to have just a little more money when I check up at the year's end."

The MOORE-LOWRY FLOUR MILLS CO.

KANSAS CITY, U. S. A.

ADDRESS MAIL TO ROSEDALE STATION, KANSAS CITY, KANSAS



LYONS' BEST

From the very heart of Kansas and
known for years as one of the very
"top notch" short patents.

LYONS FLOUR MILLING CO.
LYONS, KANSAS

"Betsy's Best"

Milled to Make the Bread Better

ROSS MILLING COMPANY
Ottawa, Kansas

"Whitewater Flour"

Ground Where the
Best Wheat is Grown

WHITEWATER FLOUR MILLS CO.
Whitewater, Kansas

"Heart of America" FLOUR

The Rodney Milling Co.
KANSAS CITY, MO.

Eastern Representatives
Seaboard Flour Corporation
BOSTON, MASS.

SHELLABARGER

Great bins filled with especially fine, strong wheat insure the invariable quality of these brands through the rest of the year.

"BIG S" "SPECIAL"
"PEACOCK"

The Shellabarger Mills
SALINA, KANSAS



"Hunter's Cream"

An especially fine family flour milled from the very choicest selections of southern and central Kansas Turkey Wheat

THE HUNTER MILLING CO.
WELLINGTON, KANSAS

This is a genuine short patent, strong, dependable, reasonably priced.

Page's BEST

HIGH PROTEIN SPECIAL SHORT PATENT

THOMAS PAGE MILL COMPANY
NORTH TOPEKA, KANSAS
Mills 1,200 Barrels Capacity at Topeka and Manhattan

"CHERRY BELL"
Made exclusively from Central Kansas Turkey Wheat
N. SAUER MILLING CO.
CHERRYVALE, KANSAS

Blairs FOR JOBBERS FOR BAKERS
The Blair Milling Co. Atchison, Kansas
Certified **FLOUR**

"OLD HOMESTEAD"
Capacity, 1,200 Bbls. Milled from Western Kansas High Gluten Wheat
Plain and Self Rising Flours
THE DODGE CITY FLOUR MILLS
Dodge City, Kansas

CEDRO FLOUR MADE IN KANSAS
MOUNDRIDGE MILLING CO.
MOUNDRIDGE, KANSAS.

Established 1878
Eberle-Albrecht Flour Co.
Exporters
Always open for new foreign connections ST. LOUIS, MO

"MERIDIAN"
More and Better Loaves per Barrel
Newton Milling and Elevator Co.
NEWTON, KANSAS

HALSTEAD BOSS
Cream of Kansas Halstead's Bakers
Halstead Milling & Elevator Co.
(Mill at Halstead)
Export Sales Office... Kansas City, Mo.

"AMBASSADOR"
Western Kansas Turkey Wheat Patent.
OUR MILL at Larned is far out beyond the softer wheat sections of Kansas,—out where all of the wheat is strong and fine.
BOWEN FLOUR MILLS CO.
Main Office INDEPENDENCE, KANSAS

Strong Flours From TEXAS
2,000 bbls daily
Burrus Mill & Elevator Co.
Ft. Worth, Texas

Better Flour for Baker, Jobber and Grocer
"HAVASAK"
Security Flour Mills Co.
Operating SECURITY and MID-WEST mills
W. A. CHAIN, Mgr. ABILENE, KANSAS

AROMA FLOUR
A most satisfying flour for bakers' use. Milled in an up-to-date country mill.
BUHLER MILL & ELEVATOR CO.
500 Barrels Capacity BUHLER, KANSAS

Cake Flour
FOR BAKERS
500 Barrels Daily
Boonville Mills Co.
Boonville, Mo.

BAKERS OF NEW ORLEANS PREDICT GOOD YEAR IN '31

NEW ORLEANS, LA.—Two major problems confront New Orleans bakers, and it is hoped that both of them will have been solved before many months of 1931 have passed. The principal problem concerns the return of stale bread. Out of 130 exclusively bread bakers in New Orleans, 128 have signed agreements to help work out a solution of the stale problem during the year.

I. Ancomi, recently elected president of the New Orleans Master Bakers' Association, is hopeful of increasing the membership of that organization, through the co-operation of active members.

Joseph Reuther, past president of the New Orleans Master Bakers' Association, expressed the belief that conditions will improve greatly during 1931 for members of the baking trade in New Orleans. He said conditions have improved in the past few months, and that there is every indication that they will continue to do so. Mr. Reuther believes that bakers will continue their present buying practices indefinitely. This, he says, will work no hardship on the flour trade, but on the contrary, will serve to make conditions more predictable.

An unofficial survey of the local baking trade discloses several facts which seem to indicate that the trade is operating on a sound and businesslike basis. Not more than three bakers in the city have reduced their pay rolls. Not a single baker, so far as can be learned, has reduced the wages of any employee. This is considered a remarkable showing in the face of a nation-wide depression.

CROWN MILLS, OF PORTLAND, CLAIM DEMURRAGE REFUND

PORTLAND, OREGON.—Hearing has begun here before A. G. Hagerly, examiner for the Interstate Commerce Commission, on the claim of the Crown Mills for a refund of \$27,272 and interest against the S. P. & S. Railway and the North Pacific Terminal Co. for alleged overcharge on demurrage. The claim is on alleged overcharge from 1925 to 1928. It is said that the decision in the case probably will affect other similar claims.

The principal contention of the Crown Mills is that the demurrage accrued primarily because of lack of facilities on the part of the defendants. It is claimed that neither of the defendants had adequate trackage facilities in the Portland yards and that for their own convenience and over the protest of the Crown Mills the defendants persisted in holding Crown Mill traffic at a point in East St. Johns, seven miles from the company's mill, resulting in much delay in unloading. It is also contended that the record will show that about two days more demurrage was charged by the S. P. & S. than by other carriers.

Another contention is that the telephone advices given upon arrival of the cars at East St. Johns constituted a disposition order. The carrier's interpretation of the rules deprived the Crown Mills of the usual 48 hours' free time for unloading, it has been contended.

HOGAN'S "BEST YET"
As fine a family flour as you'll get from Kansas.
THE HOGAN MILLING CO.
Junction City, Kansas

Hard Wheat Flour milled from the famous eastern Colorado hard Turkey red wheat.
Soft Wheat Flour with distinctive flavor and unsurpassed quality.
Our self-raising "Pike's Peak" is a trade builder. Representatives wanted. Write us.
THE CRESCENT FLOUR MILLS, Denver, Colo.
Daily Capacity, 1,000 Barrels.

Frank M. Cole, Gen'l Mgr.
FLOUR STORAGE and FEED STORAGE
Costs little more than in your own warehouse
RADIAL WAREHOUSE CO.
Refer to any banker or miller in Kansas City
KANSAS CITY, MO.



"LASSEN'S PERFECTION" never has failed to hold its own and, in nearly every case, steadily to increase its business under every kind of unfavorable trade condition.

It is doing it right now.

The Kansas Milling Company
WICHITA, KANSAS



White Crest
The Perfect Flour

The Best Flour for the Best Trade....
WHITE CREST

J. C. LYSLE MILLING COMPANY
LEAVENWORTH, KANSAS

THORO-BREAD
THE PERFECT FLOUR

THORO-BREAD



FLOUR

MADE FROM KANSAS HARD WHEAT

We invite smaller bakers to ask some of the bigger bakers about "Thoro-Bread" and smaller jobbers to ask bigger jobbers about its sales value.

Country milled where there is Turkey wheat everywhere.

THE ARNOLD MILLING CO.
STERLING, KANSAS

New York Representative—Arsel & Loo, 294 Produce Exchange, New York City
Territorial Representatives—H. T. Leamon Sons Co., 315 Bond Bldg., Pawtucket, R. I., and J. F. & A. W. Galtrey, 177 Milk Street, Boston, Mass.

A. L. Jacobson, Manager

BESTOVAL competes on a strictly quality basis with any flour offered you and on a price basis with any flour of approximately equal merit.



Is Best of All

THE ACME FLOUR MILLS CO. OKLAHOMA CITY, OKLA. U. S. A.

Leading Soft Wheat Millers Since 1835

Pure Soft Red Wheat Flours
Milled Exclusively from Illinois and Missouri Soft Wheat

Ringleader Specialized Types

We are experiencing a rapidly increasing demand for l. c. l. shipments from all states east of the Mississippi River, due to the outstanding quality and value of our soft wheat flours.

We desire to establish jobbing connections in all principal distributing centers, to whom this business will be diverted. Write for information and exclusive territory to

SPARKS MILLING CO.
ALTON, ILL.
Daily Capacity 3,000 Barrels

Kansas Diamond

ONE OF THE VERY BEST
FLOURS
MADE ANYWHERE

KANSAS MILL & ELEVATOR CO.
ARKANSAS CITY, KANSAS

An Excellent Flour at a Fair Price Is

“WESTERN STAR”

Milled in the Heart of
the Best Wheat Country

The Western Star Mill Co.
SALINA, KANSAS

J. J. VANIER, Manager

ESTABLISHED 1864

MEYER'S MODEL FLOUR

ALWAYS RELIABLE

THE MEYER MILLING COMPANY
SPRINGFIELD, MO. ST. LOUIS OFFICE NASHVILLE, ILL.
502 Merchants' Exchange

BLACK BROS. FLOUR MILLS, BEATRICE, NEBRASKA
FLOUR 1,000 BBLs. 1863-1929 STOCK FEED 250 TONS

“GOLD BOND” Central Kansas Milling Co.
LYONS, KANSAS

1,500 Barrels Daily

ZEPHYR FLOUR

AS FINE A BAKING FLOUR AS A
BAKER CAN BUY AT ANY PRICE

BOWERSOCK MILLS & POWER CO.
LAWRENCE, KANSAS

HEAVY FLOUR ARRIVALS AT TIENTSIN IN NOVEMBER

WASHINGTON, D. C.—Wheat flour arrivals at Tientsin during November were 365,000 bbls, according to the estimates received by the foreign market service of the Department of Agriculture. Of this total, 157,500 bbls were from the United States, 1,000 from Canada, 121,250 from Japan, 81,250 from Shanghai, and 1,000 from Manchuria.

Efforts of local importers to get in supplies before the winter lightering rates became effective, Dec. 10, were a factor in the volume of receipts. Arrivals greatly exceeded local consumption and there was a heavy carry-over at the end of November, stocks being estimated at 400,000 bbls, compared with 285,000 to 290,000 bbls at the end of October.

Mills have sufficient stocks of locally grown wheat to meet their needs until about the end of January. As the inland waterways were beginning to freeze over by Dec. 1, it did not appear that local stocks of wheat would be greatly increased until March, when water transportation from the inland regions again is available. Production of flour at Tientsin mills during November was 198,750 bbls compared with 141,500 during October.

The Tientsin flour market was weak toward the end of November due to competition from the Shanghai mills and flour prices declined on an average of about 45c bbl. The average wholesale prices of flour, per barrel, ex-warehouse, at Tientsin on Nov. 30, as reported to the United States Department of Agriculture, were: American \$3.56, Canadian \$3.29, Japanese \$3.45, Shanghai \$3.50 and locally milled \$3.94. The prices on Oct. 30 were \$4, \$3.58, \$3.92, \$3.81 and \$4.26, respectively.

NEW GRAIN CARE PROCESS IS DESCRIBED IN BOOKLET

What is called "a new, scientifically correct method of caring for grain in storage" is described in a 24-page booklet just issued by the Pneumatic Process Corporation, of Lawrenceburg, Ind. The process is protected by patents issued and pending in the United States and foreign countries.

The booklet, entitled "Insuring the Keeping Qualities of Grain in Storage," is really a short text book on the subject of aerating grain. It considers air as a medium, "sensible" and "latent" heat, vaporization, condensation and heat, the effects of heat and moisture on grain, artificial weather, natural and artificial aeration, dehydration, sweating and other topics, and outlines the "pneumatic process" in detail.



Are Insect Pests carrying Away Your Profit?

ARE insects cutting down your income and depriving your customers of a clean, healthful, "fit-to-eat" package of food? Dr. Loebel's Insecticide will positively control insect pests. Sprayers free. Write for literature or a demonstration in your plant.

The Huntington Laboratories, Inc.
Huntington, Indiana

DR. LOEBEL'S INSECTICIDE

VOIGT MILLING COMPANY
GRAND RAPIDS, MICH., U. S. A.

MANUFACTURERS OF

Soft Wheat Flours
VOIGT'S ROYAL PATENT
VOIGT'S GILT EDGE
VOIGT'S CRESCENT
VOIGT'S SELF RISING

Spring and Hard Wheat Flours
MARK TWAIN
COLUMBIAN
PEP

Quality Michigan Flour
Plain and Self-Rising

Made exclusively from Michigan wheat—we grind nothing else. Open for Connections
CHELSEA MILLING CO. - CHELSEA, MICH.

Watson-Higgins Milling Co.
Fancy Soft Wheat Flour
"NEW PERFECTION" "FIRST PRIZE"
Flour Self-Rising Flour
GRAND RAPIDS, MICH.

THE A. H. RANDALL MILL CO.
Millers of Michigan Quality
SOFT WHEAT FLOUR
New up-to-date mill just completed.
Open for a few additional connections.
TEKONSHA, MICH.

LIBERTY FLOUR
GEORGE URBAN MILLING CO., Buffalo, N. Y.

FEDERAL MILL, INC.
FLOUR MILLERS
Lockport, N. Y.

MOSELEY & MOTLEY MILLING CO.
FLOUR MILLERS
ROCHESTER NEW YORK

Capacity 1600 bbls. Mill at Seaboard
QUAKER CITY FLOUR MILLS CO.
3042 Market St.
QUAKER CITY PHILADELPHIA, PA. KEYSTONE
Soft Winter Short Patent Fancy Pastry

Philadelphia Milling Company
General Offices: Bourse Building
Philadelphia, U. S. A.
FLOUR { Spring Wheat
{ Winter Wheat
{ and Canadian
Cable: "PAMIL," Philadelphia. All Codes.

New Jersey Flour Mills
CLIFTON, N. J.
Millers of High Grade Flour
Located only ten miles from New York

DUNLOP MILLS
RICHMOND, VA.
Winter Wheat Flour—Domestic and Export
Correspondence Solicited

F. & R.'s GENUINE GLUTEN FLOUR
Guaranteed to comply in all respects to standard requirements of the U. S. Department of Agriculture
Manufactured by The Farwell & Rhines Co. Watertown, N. Y., U. S. A.

Founded 1795

Buckwheat Flour
Before the steam engine was made, before a railroad track was laid, we ground the grain by waterpower. And oxcarts hauled our Buckwheat Flour. In 1793.
Miner-Hillard Milling Co.
WILKES-BARRE, PA.

PAUL, PAUL & MOORE
PATENT ATTORNEYS and SOLICITORS
Patents Procured and Trade Marks Registered in All Countries
854 Security Building MINNEAPOLIS

CELOWRAP WAXED GLASSINE
RIEDEL PAPER CORP.
NEW YORK - CHICAGO

Our Baking Tests with our analysis of your flour show its quality.
The Columbus Laboratories
31 North State St. Chicago

Mason, Fenwick & Lawrence
Patent and Trade-Mark Lawyers.
Practice before the United States Courts.
Complete Files of Registered Flour Brands.
Established 1901 Trade-Marks Registered
600 F St. N. W. WASHINGTON, D. C.

Consolidations
Harry Harper and his Associates are representing many firms in the United States who are consolidating.
Atlantic City, N. J. Harry Harper & Associates
0101-2-3 Corporation Counsellors
814-32 Roanoke Bldg., Minneapolis

ERNST & ERNST
ACCOUNTANTS AND AUDITORS
SYSTEM SERVICE
OFFICES IN ST. PAUL, MINNEAPOLIS, SANBORN CITY, CHICAGO, ST. LOUIS, DALLAS AND FIFTY-ONE OTHER CITIES

C-APRONS Clerks, Bakers, Kids, Ladies, Etc.
25 Years' Experience Serving Millers
THE MINNESOTA SPECIALTY CO.
(Formerly a Dept. of Brown & Bigelow)
2nd Avenue N. and 4th St.
Samples, prices and Minneapolis, Minn. distribution plans gladly sent on request.

TETRAFUME (Registered)
Kills Weevil and Moths
Also Kills Rats and Mice
Approved by Fire Insurance Companies
Incorporated 1916
Douglas Chemical & Supply Co.
Manufacturers and Direct Distributors
933 and 935 Southwest Boulevard
KANSAS CITY, MO.

Henkel's EXTRA FANCY FLOURS
"MADE GOOD" since 1855
SOFT WHEATS
Velvet Seal of Purity
Flaky Crust
Royal Star
HARD WHEATS
Bakers Best
Keno
Chief Pontiac
COMMERCIAL MILLING CO.
Detroit Cleveland Pittsburgh

"A BAKER CANNOT RAISE THE STANDARD OF HIS LOAF ABOVE THE STANDARD OF THE FLOUR HE USES"

Town Crier

FLOUR

The price asked for
TOWN CRIER FLOUR
Never is non-competitive.
Normally it may be
A trifle higher
In first cost,
But it never is higher
In sales ability,
In helpfulness to
The distributor
In increasing his volume
And making a profit.
On that basis
TOWN CRIER FLOUR
Usually is least costly of all.



*If there were dreams to sell,
Merry and sad to tell,
And the crier rung his bell,
What would you buy?*

J. L. Beddoes - 1840

THE MIDLAND FLOUR MILLING CO.
KANSAS CITY

EDITORIAL

POWER

NO free people nor any government ever before has granted to any administrative body in time of peace the power now being exercised by the Federal Farm Board. Russia is not an exception, because the Soviet oligarchy does not rule by grant of authority from the people but by seizure and nullification of their rights; nor is Italy, for Mussolini still is only a political dictator and does not undertake actually to engage in and dominate his country's commerce. Nowhere else, indeed, save in this rich and easy going country could such a state of affairs endure.

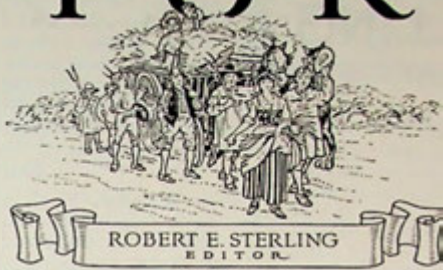
Yet the farm board exists and functions, with objection articulate only in the growing volume of criticism in the press and in protests from adversely affected industries, which are damned as self-serving and so damned as untruthful. Given a writ of plenary authority and a blank check good for the wealth of an empire by a fat and flatulent Congress and with consent of a too complaisant administration, one or two or a half dozen men, acting in the name and behind the mask of an almost wholly fictitious "farmer owned" co-operative, juggle with markets and millions, determine the price of commodities, condemn and destroy private business and initiative and, when their acts are questioned, shout "liar" and "go to hell."

Last week or the week before, Congress received from the chairman of the Federal Farm Board and the Secretary of Agriculture suggestions that the rules and functions of the public grain exchanges must, in the public interest, be brought more fully under government control. At the same time bills were introduced in Congress limiting the operation of markets as to the kind and quantity of trade, public men were loud in their threats to close the markets, and Mr. Legge himself was describing their possible elimination from marketing machinery as a great victory.

At the same time, private corporations, the activities of which are directed by the government and which are financially solvent only by grace of the government being their chief creditor, are openly and flagrantly violating every rule of good business conduct on those exchanges by commandeering the facilities maintained for free trading and adapting them to their own uses of cornered, controlled and stagnated markets. If any commercial concern undertook to impede the free flow of commerce on the exchanges as government agencies now are doing, they undoubtedly would be promptly expelled from membership and their acts publicly condemned. Yet the exchanges, fearful of angry and ruthless reprisal, do not dare lift a hand to defend their fundamental purpose of maintaining an open and free market.

Meanwhile, all about the country are scores of millions of investments and thousands of honest men who have created them by years of effort, yielding their intelligence and abandoning their sound business judgments to tips and rumors of the government's program. Great numbers among these have suffered grievous losses because of incontinent changes of policy and violated pledges. All are awaiting, with unnumbered millions at stake, revelation of the further program and nobody, least of all the farm board itself, knows what this program is to be beyond the end of the present vast speculation in cash and near delivery wheat prices.

The Federal Farm Board is just now a picture of inordinate and uncontrolled power. Nowhere is there any one to tell it no. Yet it is unable even to inform Congress how and for what purpose it plans to use its authority, what its future is to be, what its costs and losses, where the whole gigantic experiment is to end. Nothing approaching it ever before has been seen in this or any other civilized country. How amazed would be the framers of the Constitution could they know that such a thing is possible under the instrument which they conceived primarily to safeguard liberty.



"FACING THE FACTS"

ON pages 98 and 99 of this issue is published a number of letters received commenting on the survey of conditions in milling presented last week under caption of "Facing the Facts." Several commendatory telegrams are not so phrased as to be adapted for publication.

THE NORTHWESTERN MILLER cannot instruct millers. It cannot make them do anything they do not want to do. It can do no more than call attention to conditions as they are and ask members of the industry what they are going to do about it.

What, gentlemen, are you going to do?

A SUGGESTION TO RAILWAYS

SPEAKING to a group of millers at St. Louis the other day, Julius Postel, of the Ph. H. Postel Milling Co., Mascoutah, Ill., made the interesting proposal that railways could serve their own interests as well as those of their customers by establishing a system of collecting and remitting payments for shipments in manner similar to the C. O. D. services conducted by the express company and the United States Post Office Department. Such an arrangement would be especially useful at present when bank failures are an added hazard of doing business, and, even in normal times, would give shippers an optional method of handling collections.

Casual inquiry among both railroad men and shippers indicates that the plan never before has been considered, but that, assuming approval of the Interstate Commerce Commission, there is no fundamental objection to it. At a time when steam railroads are doing their utmost to protect their business against competition of water and highway, such an added service would possess definite merits and, with a very low cost of handling through local agents, might prove, even at fairly nominal collection rates, an added source of revenue.

THE BATTLE AGAINST WHEAT

BY a government regulation, which became effective December 8, restaurants, hotels and other public eating places in Germany are forbidden to serve bread other than that made with ninety-seven per cent pure rye flour. Bakers, who have been making bread with an eighty per cent rye mix, must adjust their methods to the new regulation. The sale of whiter bread in stores and shops has not yet been forbidden.

It is an anomalous circumstance that just now, when wheat is selling at an almost unprecedentedly low price, its consumption is being so widely restricted by high rates of duty, mixing requirements and other political regulations. Actually the world's "best and cheapest food," it is almost everywhere being regarded as a luxury and its use made subject to interference. This situation is, of course, due to a combination of resentment of price enhancement activities of surplus producing nations and to the necessity of importing countries limiting their outflow of gold. Neither reason probably would be sufficient in itself to cause the virtual prohibition of wheat bread eating; in combination they threaten to suspend the market for the surplus wheat crops of the world.

WRIGGLING

THE Wm. Wrigley, Jr., Co., Ltd., Toronto, wants to do its bit for chewing gum and Canada. Its idea is dramatized in an announcement that it will invest all of the money now due, or to become due prior to May 1, from merchants in the wheat provinces in wheat "for delivery in May, 1931" at or below sixty-five cents per bushel, total purchases to be not less than one million bushels. It wants, it says, to take no money from western Canada but to take its pay in "Canada's own coin—wheat," which it will hold indefinitely if necessary.

How this silly scheme will benefit western Canada is far from clear. Its sole evident purpose is to make the people of the great wheat provinces chewing gum conscious or, more particularly, Wrigley chewing gum conscious. Perhaps the secret of how it will operate to cause the Wrigley company to "shoulder some of your burdens" will be revealed in a later circular.

SAFETY FIRST

RESPONSIBLE authorities of the Department of Commerce question the authenticity of current trade reports suggesting the possibility of a Cuban moratorium some time early in the present year. Such reports and rumors are almost certain to result under the disturbed conditions now existing not only in Cuba but in other Latin American countries where commercial difficulties and unsettled political conditions create confusion and uncertainty for the future.

It is far from the purpose of THE NORTHWESTERN MILLER to add to the difficulties of maintaining such part of the flour trade with our southern neighbors as may be able to survive the wheat corner recently effected by the Federal Farm Board. Nevertheless, it is apparent that not to trade at all is better than to trade at a loss, and every exporter to countries where commercial and political conditions put either goods or drafts in peril is fully warranted in taking every precaution to protect his interests against every hazard.

To do less renders no service to the people of the countries now experiencing evil days while it contributes by so much to the business difficulties which we ourselves are experiencing. It simply is a time in the march of events when the sound principle of safety first must, in a very practical sense, be the first consideration.

CONSEQUENCES OF GOVERNMENT CONTROL

THESE actions and reactions are alive with danger. As long as our international commerce is based upon higgling of producers and merchants upon a market whose floor is the free flow of supply and demand, their sorrows and exultations do not affect the temperature of national emotion. It may be that if these controls had never existed prices might temporarily go as high or higher, but in such an event there would be the response of increased production instead of continued restriction, and, above all, there would be no national feelings aroused. But the moment that a government, directly or indirectly, fosters or establishes these combinations, then that government has taken the responsibility for prices. . . . And at once we have higgling of merchants lifted to the plane of international relations, with all its spawn of criticism and hate. . . .

The problem should be met on the ground of what in the long run will produce good will and prosperity to the entire world, for no single nation can dissociate its prosperity from the prosperity and good will of all of them. . . .

I believe the solution does lie in the willingness of statesmen throughout the world to recognize the consequences of government controlled production and price, and to meet the issue the only way it should be met, that is, by abandonment of all such governmental action.—Herbert Hoover in *Current History*, December, 1925.

THE WEEK IN MILLING

Gradual Improvement in Flour Sales

ABNORMAL imagination would be necessary in order to call current flour demand active, but sales in all markets are undergoing a gradual improvement. In the Northwest, for instance, mills are selling only about 35 per cent of their capacity, a rate considered satisfactory only in relation to the new business booked in the preceding two weeks, which averaged around 20 per cent of capacity. Likewise, the Southwest is selling on an average of 43 per cent of the capacity of its mills, in comparison with 26 per cent reported a week ago. Other important milling sections are experiencing about the same rate of improvement. Stocks of flour at the large consuming centers are generally light, but there is little disposition to build them up and orders are virtually all for small lots, specifying prompt or near-by shipment. All classes of buyers hold the idea that there will be no important variation in the May wheat option, and they can see no incentive for buying ahead, even for three months. The sentiment is that if the government does not support the July option prices will decline, and so the trade is not interested at all in contracting for its early summer supplies of flour. In the meantime, wheat futures display strength, as there are few traders aside from the government and the millers. There is no short selling and the market advances easily when buying orders come in.

Export.—Sales of United States flour for export have diminished almost to the vanishing point. A few small lots of well established brands are sold occasionally to Europe, and scattered sales also are made to the Latin American markets. The fact that wheat prices in the United States are far above world levels, however, has sent most of the European flour buyers to other countries for their supplies, while economic and political troubles in Cuba and in the Central and South American republics restrict those outlets. The Orient is buying nothing at present. Canadian millers also are finding export business quiet.

Clears.—The South has turned strongly to the lower grades of flour this winter, and mills in the Southwest and the central states have kept their production of clears well sold up as a consequence. Demand for spring wheat clears is not active, but prices are held firm.

Prices.—Flour prices are 10@15c bbl higher than a week ago, due to higher premiums for cash wheat, strength in options, and low returns for millfeed.

Production.—With stocks of flour low in all positions, shipping directions on old orders are improving steadily, though gradually. Output of United States mills reporting to The Northwestern Miller

for the week ending Jan. 10 totaled 1,334,654 bbls, compared with 1,265,213 in the preceding week, 1,464,518 in the corresponding week of last year and 1,493,824 two years ago. The principal gain was in the Northwest, where output was 49,000 bbls larger than in the preceding week, with most of the increase reported by country mills. The Southwest gained 17,000 bbls, although Kansas City production was about unchanged. The Pacific Coast group gained 10,000 bbls, Chicago 4,000 and the central and southern group 3,000. A loss of 14,000 bbls was reported from Buffalo.

European Markets by Cable

London, Eng., Jan. 13.—(Special Cable)—Home milled flour, made from cheap Russian wheat, is selling at 19s per 280 lbs, delivered (\$3.23 bbl), and dominates the London and United Kingdom markets, rendering the sale of imported flour almost impossible. French flour also is offered at around 16@17s (\$2.72@2.89 bbl). Today's quotations: Canadian top patents 21s per 280 lbs (\$3.56 bbl), Canadian export patents 25s (\$4.24 bbl), Buffalo patents 19s 6d (\$3.31 bbl), Australian patents 17s (\$2.89 bbl), home milled straight run 19s, delivered (\$3.23 bbl).

Amsterdam.—Some sales of Canadian patents have been made for January-April shipment. Kansas flour is much too high. Today's quotations: Canadian export patents \$3.80 per 100 kilos (\$3.35 bbl), Kansas top patents \$4.70 (\$4.16 bbl), Kansas straights \$4.40@4.55 (\$3.89@4.01 bbl), home milled, delivered, \$4.20 (\$3.71 bbl), Belgian flour \$4.10 (\$3.62 bbl), French flour \$3.30 (\$2.90 bbl).

Hamburg.—The imported flour market is at a complete standstill, both at Hamburg and in Czechoslovakia. Today's quotations: Canadian patents \$4.15@4.25 per 100 kilos (\$3.65@3.74 bbl), Kansas patents \$4.90 (\$4.34 bbl).

Copenhagen.—Flour buyers continue to hold off, awaiting lower prices. Today's quotations: Canadian top patents \$4.40@4.50 per 100 kilos (\$3.89@3.98 bbl), Canadian export patents \$4.10@4.30 (\$3.62@3.80 bbl), southwestern patents \$5@5.40 (\$4.43@4.79 bbl), home milled, delivered, \$3.80@4 (\$3.35@3.53 bbl).

Wheat.—Larger Australian shipments and the pressure to sell Canadian, Argentine and Australian wheat have depressed the market. Actual sales are chiefly of Russian wheat.

Millfeed.—Sales activity continues, at slightly lower prices. Bran is quoted at £5 17s 6d ton.

Flour Production and Percentage of Mill Activity

The first column of the table below shows actual flour production in barrels of mill activity at principal centers, together with production of a group of representative mills in each section, for the week indicated. In the second column actual production is interpreted in form of percentage of maximum production, based on full operating schedule of 24 hours daily six days per week.

NORTHWEST—					NORTHWEST—				
	Jan. 10	Jan. 3	1930	1929		Jan. 10	Jan. 3	1930	1929
Minnepolis	169,875	167,352	192,933	177,629	Minnepolis	43	43	48	39
Duluth-Superior	15,835	11,620	20,200	15,325	Duluth-Superior	43	31	56	41
Outside mills*	191,909	119,492	159,220	230,213	Outside mills*	44	34	44	53
Totals	377,519	328,464	402,353	423,217	Average	43	37	46	45
SOUTHWEST—					SOUTHWEST—				
Kansas City	137,857	137,631	131,248	111,604	Kansas City	73	73	71	71
Atchison	29,300	28,516	31,163	25,038	Atchison	93	91	99	81
Wichita	21,760	23,713	32,462	42,487	Wichita	40	38	52	48
Salina	38,680	35,939	31,836	39,616	Salina	81	75	66	81
St. Joseph	6,000	6,000	40,914	28,776	St. Joseph	13	13	86	61
Omaha	20,937	17,961	25,811	22,443	Omaha	76	66	95	82
Outside mills†	198,151	188,485	179,622	206,631	Outside mills†	61	58	55	65
Totals	455,688	438,239	475,900	495,614	Average	62	60	65	65

Index of Millfeed Production

The following table shows the computed production of millfeeds 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.:

	WEEKLY PRODUCTION (IN TONS)				
	Southwest	Northwest	Buffalo	Combined	
Jan. 4-10	21,956	15,016	7,374	43,476	
Previous week	20,117	12,606	7,938	40,661	
Two weeks ago	18,837	11,584	6,964	37,385	
1929-30	21,607	15,963	8,921	46,491	
1928-29	23,151	16,808	7,558	47,517	
1927-28	22,946	19,467	8,320	49,617	
1926-27	22,048	16,823	6,286	46,157	
Five-year average	21,987	16,813	7,692	46,492	
	PRODUCTION JULY 1 TO DATE				
1930-31	653,418	506,176	241,580	1,401,174	
1929-30	619,476	526,492	214,264	1,390,232	
1928-29	686,323	552,915	205,688	1,444,926	
1927-28	613,976	578,424	220,260	1,412,660	
1926-27	726,533	539,848	210,220	1,476,601	
Five-year average	671,565	541,591	218,404	1,431,560	

Note: The foregoing figures of total millfeed production are computed from operation reports made to The Northwestern Miller by more than three fourths of the flour milling capacity of the territories included.

SUMMARY OF FLOUR QUOTATIONS

Flour quotations reported to The Northwestern Miller as of Tuesday, Jan. 13. (Pacific Coast prices as of previous day.) Unless otherwise noted, flour per bbl of 19c lbs. packed in 98-lb cottons or 140-lb jutes. All quotations on basis of carload lots, prompt delivery.

	Chicago	Minneapolis	Kansas City	St. Louis	Buffalo	New York	Baltimore	Philadelphia	Boston	Columbus	Nashville
Spring first patent	\$4.30@4.41	\$5.35@5.55	\$4.40@4.75	\$5.86@6.00	\$1.75@5.10	\$4.90@5.15	\$4.90@5.10	\$4.90@5.30	\$5.00@5.25	\$5.25@5.73
Spring standard patent	4.10@4.60	4.90@5.06	4.20@4.30	4.75@4.85	4.40@4.80	4.40@4.65	4.40@4.75	4.60@5.00	4.75@5.00
Spring first clear	3.50@3.90	3.70@3.90	3.40@3.60	4.25@4.35	4.20@4.45	4.10@4.40	4.45@4.80
Hard winter short patent	4.20@4.50	4.55@5.00	4.00@4.50	4.80@5.00	1.80@5.05	4.75@5.00	4.50@5.20	4.55@4.80	4.60@5.00
Hard winter 95 per cent patent	3.90@4.20	4.10@4.50	3.70@3.90	4.50@4.60	4.25@4.65	1.40@3.65	4.35@4.70	4.30@4.55
Hard winter first clear	3.55@3.70	3.00@3.30	3.20@3.40
Soft winter short patent	4.30@4.60	4.40@4.90	1.15@4.40	4.60@5.10	4.45@4.80	5.75@6.25
Soft winter straight	3.85@4.15	4.00@4.20	4.80@4.90	3.95@4.25	*3.50@3.65	4.25@4.60	4.20@4.45
Soft winter first clear	3.50@3.75	3.40@3.50	4.30@4.60	3.75@4.25
Rye flour, white	3.35@3.55	3.30@3.45	3.80@3.90	3.80@4.15	3.85@4.00	4.00@4.20	4.00@4.10
Rye flour, dark	2.75@3.10	2.90@3.05	3.40@3.50	3.35@3.50	3.25@3.40	3.55@3.65
	Seattle (19's)	San Francisco	Standard patent—Seattle	Seattle	San Francisco	Toronto		Toronto		Winnipeg	
Family patent	\$5.00@5.60	\$5.20	Spring exports
Straight	3.80@3.40	\$4.00	Ontario 90% patents
Cut-off	3.30@3.70	\$3.00	Ontario exports

*Includes near-by straights. †Nashville prices basis f.o.b. Ohio River points for soft winter wheat flour. **In jutes, Fort William basis. ‡98-lb jutes. §Second-hand jutes. ¶140-lb jutes. ††Hard winter straights.

FARM BOARD HOLDINGS ARE 130,000,000 BUS

Government May Own Virtually All of Wheat Carry-Over by New Crop—No Plans for Disposal

WASHINGTON, D. C.—Alexander Legge, returning from a week's trip in the West, disclosed the Federal Farm Board confronts a prospect of controlling more than 150,000,000 bus of wheat by the time the next crop begins moving to market, and that the great problem of what to do with its holdings still is unsolved.

Cash and futures wheat holdings of the Grain Stabilization Corporation, farm board agency, now total more than 130,000,000 bus, Mr. Legge revealed, adding that not much wheat is being exported either in raw form or as flour.

MILLERS HOLD OFF BUYING

With the board holding domestic prices well above the world level for the present, but with no assurance that it will extend its stabilization operations into the next crop year, beginning with July, the milling industry is holding off buying except to meet its daily requirements.

Chairman Legge frankly admitted that he does not know what will be done with the surplus wheat. Outside of current domestic milling needs, the farm board is the only buyer in sight to accept extensive deliveries at the stabilization price levels. If buying is continued up to July 1, the Grain Stabilization Corporation is expected to control practically the entire carry-over of the 1930 crop. All sorts of schemes to dispose of the wheat have been suggested, but none has proved adequate.

LEGGE REFUSES PREDICTIONS

Declining to forecast what will happen next year, Mr. Legge said that for the present stabilization activities will be continued. About half the stabilization corporation's holdings now are in actual wheat and half in futures. Less buying is being done by the board now than formerly, he said. Conditions in the Midwest compare favorably with those among the cotton farmers of the South, Mr. Legge observed. He said that with little Russian wheat being offered, the European market is firmer.

GROWING OPPOSITION IN SENATE

WASHINGTON, D. C.—On the day that Alexander Legge returned from his recent trip to the West and South, three senators from the cotton belt expressed the belief that the Agricultural Marketing Act and the Federal Farm Board were doomed.

Senators T. H. Caraway of Arkansas, Kenneth McKellar of Tennessee, and Elmer Thomas of Oklahoma, all Democrats, expressed opinions in which there was unanimity on the score that the farm board program has been a failure.

"Before there is voted any extension of power to the board," Senator Caraway said, "we will require more definite information on what the board actually has done. It certainly has done nothing helpful for cotton."

Senator McKellar expressed the belief that the Senate would make a rather searching inquiry into farm board matters when the appropriations bill for the independent offices comes up. In that bill will be an item of \$100,000,000 for the farm board. This will be the final appropriation on the \$500,000,000 revolving fund authorized in the Agricultural Marketing Act. There is considerable sentiment in the Senate favorable to declining to vote the money. Just how strong this sentiment is remains to be seen. It is strong enough, however, to force some investigation of farm board transactions in both grain and cotton.

ACTION IN NEXT CONGRESS

Senator Thomas did not hesitate to say that the farm board program has been a failure and expressed the belief that in the next session, which will not be hampered by a fixed date for adjournment, a formidable movement for repeal of the marketing act and the elimination of the present farm board will develop.

Asked if, while in the West, he had found any evidence that the Chicago Grain Exchange would be closed, Chair-

WEATHER DELAYS ARGENTINE WHEAT MOVEMENT

(By Special Cable to The Northwestern Miller)

Buenos Aires, Argentina, Jan. 13.

WHEAT is steady on Brazilian buying. The weather is unsettled again and movement is late on account of the abnormally wet harvest. Because of low prices farmers are not offering freely. The quality of wheat from the north is affected by rains, but that in the south is found to be of good quality.

DROUTH ENDANGERS WHEAT IN INDIA

Cables from Bombay, India, state that rains are urgently needed, as wheat is in danger of great deterioration.

man Legge said "there is no intention of closing the Chicago Grain Exchange."

A committee representing elements in the Farmers' Union has been here for several days checking up to see wherein the truth lies in the controversy between John Simpson, president of the Farmers' Union, and Chairman Legge.

NEW POLICY COVERS BANK DRAFT LOSSES

Insurance Offered Milling and Grain Companies Against Collection Defaults Due to Bank Failures

Insurance to milling and grain companies against losses on draft collections due to bank failures is the latest development in a situation which has proven troublesome to millers for several years, and particularly so in the last year.

The insurance is offered by the St. Paul-Mercury Indemnity Co. of St. Paul, a subsidiary of the St. Paul Fire and Marine Insurance Co., through Wirt Wilson & Co., Builders' Exchange Building, Minneapolis. It already has been sold to some of the largest milling firms in the United States, including General Mills, Inc., the Pillsbury Flour Mills Co., the Russell-Miller Milling Co., and the Purina Mills.

Most of the business solicited so far has been in the Northwest, but the reception given the service there is causing it to be offered to millers and grain firms in other sections of the country as well. Although the insurance was offered for the first time less than a month

ago, reports of losses have already been received under it, according to the underwriters.

The coverage is written on a monthly reporting basis at a rate of 10c per \$1,000 of the total volume of drafts drawn during the preceding month, subject to an annual minimum and deposit premium of \$100. The insurance applies only on shipments within the continental United States, and there is a limit of liability on any one bank of \$10,000.

The form of bond offered was prepared in conjunction with the attorneys of several large milling companies.

BAKERS INCREASE BREAD WEIGHTS

Little Rock, Ark., bakeries have increased the size of loaves of bread to 21 oz. The bread will be sold at the former price.

SOCIETY HONORS MEMORY OF ROBERT HENKEL, MILLER

The Southern Cross Astronomical Society, of Miami, Fla., recently conducted a memorial service for the late Robert Henkel, president of the Commercial Milling Co., Detroit, Mich. Prior to his death, Mr. Henkel was a member of the society and was a widely known amateur astronomer. He sponsored an observatory in Miami which is to be known as the Henkel Memorial Observatory. The Southern Cross society paid tribute to Mr. Henkel for his plans to encourage astronomical research work. Among those attending the services were Mrs. Henkel, the widow, and a daughter, Mrs. Athens Pitt, of Detroit.

Food Stocks Irregular

MOVEMENT of the general stock market was irregularly higher during most of the past week, with moderate reactions appearing near the close. A strong undertone prevailed. Food stocks generally made small net gains for the week, although many show fractional losses compared with a week ago. A great many stocks broke out of the narrow range of fluctuations, which has obtained since Jan. 1, and 16 issues made new highs. A few stocks made new lows. Purity Bakeries Corporation made the largest net gain, moving up 4 points for the week. Continental Baking preferred showed mild strength. Kroger Grocery & Baking, Safeway Stores, Procter & Gamble, and National Biscuit were net losers.

The highest and lowest prices for food stocks listed on the New York Stock Exchange registered in 1931 and the close on Jan. 13 and 6, 1931, and Dec. 30, 1930, are here shown (quotations by courtesy of Chas. E. Lewis & Co., Minneapolis).

Table with columns for Year (1931), Low, High, and various stock names (Allied Mills, American Stores, Continental Baking, etc.) with their corresponding prices on Jan 13, Close Jan 6, and Dec 30.

*Includes extra cash dividend. **New York curb. †San Francisco Stock Exchange. ‡Chicago Board of Trade. ††Chicago Stock Exchange. ‡‡And extras. §Listed on both New York Stock Exchange and Chicago Board of Trade.

PLAN TO AID FLOUR EXPORTS IS SOUGHT

Stabilization Corporation and Millers Confer on Suggestions Which Might Give Substantial Saving on Export Sales

Reports current around grain exchanges and given publicity in newspapers late last week are to the effect that plans for disposing of wheat now owned by the Grain Stabilization Corporation to millers on a basis which will enable them to protect their export trade are subject of negotiation between George S. Milnor, president of the corporation, and a number of millers who were called into conference by him.

The plan under consideration, as described in press stories, contemplates the sale of wheat to millers at the current cash price, subject, if the wheat be ground for export, to adjustment between June 15 and Aug. 15 by the miller delivering to the stabilization corporation of a like amount of wheat at the price originally paid. The miller would, under the arrangement, buy the July option at the same time he purchased the wheat to be ground for export, thus recovering after June 15 the amount sacrificed through the sale of flour for export. It is estimated that the arrangement would give millers the advantage of about 10 @ 12c bu in the price of wheat for grinding into export flour, subject, however, to added costs entailed by procedure and carrying and margining the July futures carried in connection with the plan.

The suggestion outlined and described in press stories has not been formally presented to the milling industry, and it is understood that Mr. Milnor, president of the stabilization corporation, did not propose it officially but regards it merely as a plan presented by millers as a basis for future discussions. He is quoted as saying he is at all times ready to discuss with members of the industry any plan which will facilitate the export of flour, the operation of which will not conflict with the general purposes of the stabilization plan.

PHILADELPHIA FLOUR CLUB ELECTS BROKER PRESIDENT

PHILADELPHIA, Pa.—There was a good attendance at the annual meeting of the Flour Club of Philadelphia, which was held in the old Down-Town Club on Jan. 9. After luncheon was served the meeting was called to order by President C. R. Troutner.

Officers for the year 1931 were elected as follows: president, S. Gartland Horan, flour broker; vice president, J. L. Carroll, of the Pillsbury Flour Mills Co.; secretary, James J. Rodgers, flour broker; treasurer, L. E. Bowman, manager of the Commander Flour Co. Board of governors, R. H. Ague, local manager for the International Milling Co; C. R. Troutner, local manager for the Russell-Miller Milling Co; Stewart Unkles, of the flour firm of Farrell-Unkles Co., Inc; Samuel B. Millensen, local manager for the Bay State Milling Co., and George Y. King, foreign freight agent for the Lehigh Valley Railroad Co.

The newly elected president, S. Gartland Horan, took the chair immediately upon his election at the request of the retiring president, C. R. Troutner. The following were proposed for membership in the club and were unanimously elected: L. E. Elmsrud, local manager for the Duluth-Superior Milling Co; David A. Farrell, of the flour firm of Farrell-Unkles Co., Inc; W. B. Stites, head of the flour and grain firm of A. Judson Stites; J. P. Crisconi, with Hubert J. Horan, flour broker; R. Newton Brey, of the flour firm of Brey & Sharpless; William Walsh, of the flour firm of Samuel Bell & Sons, and Arthur G. Gutgsell, of the Minnesota-Atlantic Transit Co.

IMPORTER WILL VISIT AMERICA

S. Van den Bergh, of Gebrs. Van den Bergh, Rotterdam, Holland, is scheduled to arrive in the United States about Feb. 1, on the steamer Rotterdam, for a visit to his American connections.

Facing the Facts

How Some Flour Millers Propose to Meet Present Conditions in the Industry

Editor, THE NORTHWESTERN MILLER:

Your editorial, "Facing the Facts," is a masterly reminder that we millers are not merchants, and that the old fight of trying to make merchants out of millers still goes on.

It has been demonstrated that the cost of manufacturing a barrel of flour is pretty much a fixed factor and that there is not much variation in this cost factor between mills of widely different capacity. If the cost of conversion is practically the same with all mills, why should millers cut it or give their sales managers authority to cut it? Why should it not be a factor as fixed as the cost of the wheat to begin with?

Why do some mills sell bakery and other combinations, brokers and others, at prices close to net cost of the wheat? Liberal profits frequently secured on nationally advertised brands from the family trade are thrown away by below-cost sales to the bakery trade. Prominent brands are frequently sold to bakers at prices below those of less well known mills' brands. Frequently, sales of flour are made by our largest units to state institutions and the army and the navy, according to bulletins published, often for shipment almost a year ahead, at prices that defy analysis. Such sales tactics will eventually bring federal investigation.

One of the oldest fundamental rules in business is to sell goods at cost plus a profit. Sales departments of mills should not depart from this rule to fit the demands of a volume buyer, however large. We know that new methods and changes in merchandising of flour will be inaugurated as time goes on; but all other manufacturers have these changing conditions to meet, too. Can any one imagine automobile manufacturers soberly figuring a selling price on cost factors that they know are accurate, and then deliberately cutting the price and selling below cost?

Continued decline in per capita flour consumption should make any careful mill manager see to it that his sales managers know what actual cost is on the new methods of distribution and the probable minimum percentage of capacity to be employed, and that selling prices be figured accordingly. Increase in the use of commercial baked bread; growth in the size of baking units and combinations, resulting in so-called mass buying; chain store competition, and long-time bookings are nothing more than a challenge to the miller to figure his costs on a basis that includes all of these factors, exactly the same as he would figure a higher freight rate or an increase in cost of bags.

A decline of \$10 per ton, and more, in millfeeds during the past year should convince any miller that selling flour for less than cost and trusting to intangibles—lower premiums and higher millfeeds—is uncertain at the best. Any miller who sells for shipment six months and a year ahead is shooting in the dark—speculating.

You bring out many fine points in your editorial. Most of us know them, but facing the facts is sometimes not so pleasant. Of course, there is flour to be booked between now and July, and of course every barrel of it should net a profit to some miller. A profit to the miller should not be an exception; it should be a positive rule.

Our board of directors are with us to-

day and concur in everything said in this letter.

Yours very truly,

FRANK J. ALLEN,
General Manager Bay State Milling Co.
Winona, Minn.

Editor, THE NORTHWESTERN MILLER:

Referring to your editorial of the 7th instant, "Facing the Facts," we believe that any improvement in conditions in the milling industry will come from a realization that millers must depend on the securing of a profit by having that profit, as stated by you, "visibly and assuredly present in the price at the time the sale is made."

As to your statement that millers have suffered heavy losses because of the decline in the price of wheat, surely the experience of the past few months has demonstrated the fact that, regardless of statements made by any one, millers should know, above all things, that they know nothing as to the future of wheat.

While competition from mills of all sizes, large and small, may be very keen, still is it not a fact that today the most demoralizing competition may be coming from millers who do not have accounting systems that show all costs?

There has not been a time in recent years when the necessity of allowing a wide margin between what millers may hope to get, as against what it is definitely safe to figure in their cost cards, has been so forcibly demonstrated, and even now many in the milling business remember when bran sold at \$10 in sacks, Boston. We may say now that \$10, Boston, for bran is impossible, but who

would have said a year ago that 65c was possible for wheat in Chicago?

However, we believe there has been a gradual improvement in milling conditions in the last few years, largely because millers have been coming more and more to realize conditions such as pointed out in your editorial, and we look for a still further gradual improvement as we all become more educated along the lines thereof.

Very truly yours,

FRED J. LINGHAM,
President Federal Mill, Inc.
Lockport, N. Y.

Editor, THE NORTHWESTERN MILLER:

Your reasoning is logical and your conclusions are absolutely sound. Every miller may well base his sales policy for the next six months on the program which you have outlined. Mills must depend for their profits during the months immediately ahead solely upon the price which they obtain for their products. Those who rely upon intangibles to show them a profit are engaging in rank speculation. The timeliness of your statements should be apparent to every one who has followed the day-to-day developments on this crop.

My close contacts with the industry through my association with the Millers' National Federation convince me that at this time improvement in milling conditions must come from individual appreciation of the situation and by independent action.

In our own case we have definitely decided to confine our acceptance of busi-

ness to contracts which will show a reasonable profit without giving any consideration to what is known in the industry as "intangibles." We hope a similar course will be adopted by other mills.

Yours very truly,

C. B. WARBENTIN,
President Midland Flour Milling Co.
Kansas City, Mo.

Editor, THE NORTHWESTERN MILLER:

Every miller realizes and admits the real cause of his inability to show satisfactory profits. You have stated, according to my opinion, the real truth of the whole matter where you said that flour is sold at too low a price. That is the reason always. To be sure, millers hope for favorable breaks; sometimes we used to get them either in a favorable turn of premiums, or of millfeeds or some such factor. It is very nice to be in a position where one is likely to be favored with a substantial gain. On the other hand, he is often given the unfavorable breaks. That is to be expected once in a while. But the one assurance for profits lies in the figuring of cost at the time of sale. I grant you that millers have, through the federation and their sectional and local organizations, derived some benefits. While general success has not been attained, the morale of the millers usually attending these meetings has been benefited. I do feel, however, that it lies within the privilege and duty of the individual miller to benefit his own conditions. Each miller knows when he sells his flour whether he has a profit figured in it or not, or whether he is hoping against hope that the profit may result through some favorable break. If each miller sells his flour at a profit the industry will automatically be benefited.

Yours very truly,

W. B. WEBB,
President Wabasha Roller Mill Co.
Wabasha, Minn.

Editor, THE NORTHWESTERN MILLER:

May I congratulate you and express my appreciation of your editorial in THE NORTHWESTERN MILLER in your issue of Jan. 7. I believe you have summarized this situation very fully.

I believe if the millers will give these suggestions careful consideration that it will bear much fruit. I refer particularly to the fact that there are very little invisible or contingent profits arising in the present conditions. In fact, it is a question whether they take care of themselves or not, and it seems that practically all are willing to figure there is an invisible gain and figure it off before making their quotation. Your suggestions are sound, but the question is, how are we going to avail ourselves of the knowledge that we have? It is my opinion it will have to come in concerted action of the individual miller. If he will make up his mind that every sale he makes will be with a view of doing a little better than he did before it will bear fruit.

When the millers have become thoroughly appreciative of the situation and have their minds made up that they are going to have a little margin in their operations I believe it would then be a good idea to have some group meetings with a view of exchanging ideas, establishing confidence and being willing

HE SAID IT WITH FLOUR



A SACK of flour in a church, together with a loaf of bread, is an unusual sight, but this was what met the eyes of the members of the First Congregational Church in Newton, Kansas, one day last fall. It is the custom of the church to celebrate each year the inbringing of the harvest. This year the special feature of the decoration was a table set apart which, in a glance, showed the way from wheat to flour. A local bakery provided a 16-lb loaf, in length about two feet long, and a foot deep. This was afterwards bought by a member of the church for \$5 and presented, to be eaten, at the harvest festival supper held in the church parlors the following evening. A local flour mill presented a sack of their flour, and a local farmer brought in a sheaf of wheat. The pastor used them all in illustration of his sermon theme.

to use the telephone before accepting certain reported conditions as facts.
Market conditions have been so unusual this year, with so many unexpected things happening, that it makes it very necessary that every unit transaction should show a margin if we expect to close the year with anything like satisfactory results.

Very respectfully,
C. M. JACKMAN,
President Kansas Milling Co.
Wichita, Kansas.

Editor, **THE NORTHWESTERN MILLER:**
The editorial in your issue of the 7th makes a very careful diagnosis of the ills affecting the milling industry. Your suggested remedies should prove very helpful to the patient.

With more or less stabilization of price of raw material, one of the principal speculative intangibles is removed from price computation. The fewer the intangibles and uncertainties entering into the cost price, the more necessary and important it is that the selling price should reflect accurately the known items of cost, plus a reasonable profit. The mill that makes every price carry its full and proper share of cost, plus a profit, and follows sound methods of merchandising, will unquestionably continue to hold a secure position as compared with those following more speculative and questionable practices.

It is, of course, illegal and would be impossible even if legal, for the industry to agree on price, but there is wide opportunity to improve profits through correction of practices and methods of doing business provided a majority of the industry are determined to do so. The industry indicated in no uncertain terms during the past year its desire in this respect. Unfortunately, on account of developments within the Federal Trade Commission, the industry was unable to carry out its own good intentions, but the door is still wide open and no governmental approval is necessary for making effective such or other rules as are adopted. The success of any such or similar plan for improving conditions depends largely upon the quantity and quality of co-operation of the individuals in the industry. Scattered efforts of individual millers to better conditions are futile.

At this season of the year, cheer leaders of all industries are prominent by their presence in print; what the milling industry really needs is a leader in fact, one who has the confidence and support of the industry and who recognizes his responsibility and opportunity.

General conditions and the mental attitude of the individual were never more favorable for accomplishing through proper leadership and co-operation something real and of lasting benefit for the industry.

Yours very truly,
F. H. HURCHISON,
Lawrenceburg Roller Mill Co.
Lawrenceburg, Ind.

Editor, **THE NORTHWESTERN MILLER:**
I read the survey of milling conditions, which appeared in this week's edition of **THE NORTHWESTERN MILLER**, and was very much interested, and I think you brought out some very good points and pictured the industry about right.

Many of the present unsatisfactory conditions in the milling business have been brought about by unscrupulous millers. Many of them are apparently backward and seemingly afraid to even ask the trade a price for their flour which would reflect a profit and, of course, those particular millers usually find themselves in the red at the end of the year, and rightfully so, but they make it tough on the other millers who feel that they are entitled to a little profit for their labors.

One of the worst conditions in the milling business is the fact that the millers do not put much trust in their competitors, and sorry to say rightfully so in many instances, and much good could be accomplished if this condition could be changed so that they would have good reason in the future to trust each other.

Another thing that would help a lot, in my estimation, would be for the buy-



HERE is a bit of Christmas reminiscence, a glimpse of the annual Christmas party given by the Flour Club of Philadelphia and associated trade organizations in the Philadelphia Bourse, on Tuesday afternoon, Dec. 23, for poor children of the Quaker City. The picture shows part of the committee in charge: left to right, James J. Rodgers, flour broker; Charles A. Devlin, steamship agent, and Stewart Unkles, former president of the flour club and head of the flour firm of Farrell-Unkles Co., Inc., with several of the little guests.

ing public to be educated as to how to buy flour, because if this was done there would be considerably more high grade flour used. We have actually proved, by baking in our laboratory, that the housewife will spend more money in baking a 24-lb sack of so-called cheap flour, for instance retailing at 80c, than she will spend in baking a sack of short patent flour retailing at 20c higher. This is due to the fact, of course, that it is necessary to use so much more of the higher priced ingredients, such as sugar, lard, eggs, milk, etc., in baking up the cheap flour, than she would have to use in baking the higher grade flour. In one particular class of baking, she would actually save 58c a sack in baking the high priced flour against baking the cheap flour. Now these are actual facts, and they are not generally known, but they are worth while knowing, and the millers should educate their trade on that point, because a lot of them have a warehouse full of short patent that they can't get rid of, and have allowed their salesmen to sell their cheaper grades, and I am sure that if the housewife knew the actual facts, she would demand the higher grade flour.

Export business, of course, is absolutely dead, due to the artificial level of American wheat, and I am sure all of the exporting millers are in hopes that some scheme can be worked out in the near future whereby they will be put in position to take care of their export trade on which they have spent a lifetime and worlds of money to develop.

It is still my idea that supply and demand should regulate the prices of any commodity, however, I do feel that the government has prevented a panic by stabilizing the price of wheat under the present conditions, but it's a sure shot that American wheat prices must get in line with world prices or further disaster will be forced upon us.

Yours very truly,
E. T. STANARD,
Stanard Tilton Milling Co.

P. S. Instead of trying to solve these big questions ourselves, we are going to take them largely on faith, and our prayer shall be:

"I do not ask, O Lord, that Thou shouldst shed Full radiance here; Give but a ray of peace, that I may tread Without a fear.
"I do not ask my cross to understand, My way to see; Better in darkness just to feel Thy hand, And follow Thee."

E. T. S.
St. Louis, Mo.

Editor, **THE NORTHWESTERN MILLER:**
A 100 per cent picture of the flour milling situation is presented in your editorial of Jan. 7. No statement could be more accurate, from every angle. Without question, it rightfully expresses the views of every miller.

It is so clearly evident that flour millers have been pushed backward in the matter of conversions, and at the same time expenses increased, and with small possibility of any profits in wheat or by-products in the measure heretofore enjoyed, that they will surely have to find a new method of earnings. As your editorial plainly indicates, this can only be accomplished by a frank, open discussion of the question and arriving at conclusions. Various milling associations and millers' clubs should utilize their offices for complete discussions, in the hopes it may accomplish a change for the better.

We have not yet reached the business turning point in the road. Millers, especially, have a very serious picture presented, perhaps more now than any other industry, the reasons for which are apparent to all, and well advertised. While the business has been normal so far on

LOAVES OF BREAD NOT SANDWICHES, ERUDITE WARDEN RULES

Baltimore, Md.
THE Baltimore city jail has a rule forbidding visitors to bring prisoners more than three packages of cigarettes and two sandwiches. When a woman appeared recently at the jail entrance carrying a long, bulky package, the suspicions of the warden, Harry Martin, were aroused. He asked what the parcel contained. "Two sandwiches," the woman replied.

An examination disclosed that the bundle, carefully wrapped, contained two loaves of bread, each 24 inches long, cut through the middle. A leg of lamb was stuffed between the halves of one loaf and three ribs of beef in the other. Dressings of tasty varieties adorned the meats.

But the warden is a stickler for technicalities, and he happened to know that the dictionary defines a sandwich as two thin slices of bread, having between them meat, cheese, etc. He refused to consider that a half loaf of bread might be regarded as a thin slice, and advised the woman to return home and reduce her gifts to ordinary proportions.

the crop year and earnings with many picture presented for its last five months warrants the deliberations of the best minds in the trade. If every miller who has read Mr. Sterling's article would discuss the situation fully with his neighbor and gradually work along the line of co-ordination, eventually a perfect co-ordination would result in the industry, and a better and necessary basis of profit could be built up to meet the expense of hand-to-mouth buying which will rule during the balance of the crop because of wheat conditions well known to every one and large stocks of wheat at "pegged" prices.

It will only be the miller possessing a large, high-priced family trade or other things to sell, that can survive, unless something is soon done.

Yours very truly,
GUY A. THOMAS,
Commander-Iarabee Corporation.
Minneapolis, Minn.

HAROLD ANDERSON IS NEW HEAD OF TOLEDO BOARD

TOLEDO, OHIO.—Harold Anderson, president of the National Milling Co., Toledo, has been elected president of the Toledo Board of Trade for 1931. Charles E. Patterson, of John Wickenhiser & Co., is first vice president; Jesse D. Hurlbut, of the Toledo Grain & Milling Co., second vice president; W. A. Boardman, of the East Side Iron Elevator Co., secretary, and Edward A. Nettleton, of the Imperial Grain Milling Co., treasurer.

MICHIGAN MILLERS WILL HOLD MEETING JAN. 27-28

The annual meeting of the Michigan State Millers' Association will be held at the Hotel Olds in Lansing, Mich., Jan. 27-28. Definite program arrangements have not yet been completed.

LOUR MOVING THROUGH BOSTON

BOSTON, Mass.—Exports of breadstuffs from Boston last week included the following: Kifuku Maru for Japanese ports, 39,015 bus of Canadian wheat; West Arrow for Holland, 600 bags Canadian flour; Capulin, 1,150 sacks of American flour for Leith, 5,100 for Dundee; Farnorth, 250 bbls American flour for St. Johns, N. F.; Marengo, 7,950 sacks of Canadian and 950 American for Aberdeen, 1,000 sacks Canadian for Glasgow; Mahanada, 2,250 sacks Canadian for England.

PENNSYLVANIA MILL SOLD

PITTSBURGH, Pa.—George and John Mack and E. A. Gilson have disposed of their interests in the Warren City Flour Mills, Warren, Pa., to C. G. White, of Warren, and Leal W. Mack, of Philadelphia. The Mack brothers have had an interest in the mill for the past 17 years, but will now devote all their time to their mill at Titusville, Pa.

NASHVILLE STOCKS LOWER

NASHVILLE, TENN.—Stocks at Nashville and comparison with previous week, as shown in parentheses, as reported through the Nashville Grain Exchange, Jan. 10: flour, 42,500 bbls (\$4,000); wheat, 1,225,000 bus (1,185,000); corn, 56,000 bus (74,000); oats, 351,000 bus (338,000). Total receipts of grain for week, 85 cars.

ONTARIO MILL CHANGES HANDS

TOBACAGO, ONT.—The 750-bbl flour mill at Galt, Ont., which was one of the group owned and controlled by Standard Milling Co., Ltd., and recently reported sold, has been transferred to the H-O Co. It is not believed that the new owners intend making any manufacturing use of this plant at present.

HARRISBURG DEALER DEAD

PITTSBURGH, Pa.—Henry A. Garman, for many years a member of the firm of Huffer & Garman, flour and feed merchants, Harrisburg, died recently after a short illness. He was 79 years old. His widow survives.

SOFT WHEAT PREMIUM DECLARED JUSTIFIED

Speaker at Southern Illinois Millers' Meeting Says Bakers Should Be Told of Flour's Superior Qualities

St. Louis, Mo.—Declaring his conviction that soft wheat flour is so far superior to hard wheat flour for the purposes to which it is adapted, that it should command a premium over the latter type, C. H. Koenigsmark, of the Monroe Milling Co., of Waterloo, Ill., speaking before a meeting of the Southern Illinois Millers' Association at St. Louis, said that millers of soft wheat flour ought to do more to impress upon the baking trade the fact that their product is superior. If this is done, according to Mr. Koenigsmark, soft wheat millers need not worry about premiums making it difficult for them to compete with processors of hard wheats.

The pro and con of the soft wheat premium situation was presented before the millers as a result of a questionnaire on the matter. Reporting on information obtained in the study, the speaker pointed out that opinion seems to be unanimous that soft wheat should not sell at a premium over hard wheat, and that St. Louis prices should be kept in line with those at Cincinnati. The cause for the high premiums that sometimes exist in St. Louis was generally stated to be the practice of millers who give open orders for wheat. Suggestions offered for the solution of the premium problem were: to build more storage and take the wheat in when it is plentiful; to mix hard with soft when premiums on soft are prohibitive, and thus reduce the demand for soft; grow more soft wheat; stop the open order practice; refuse to pay elevator companies the high premiums they sometimes ask when they have bought wheat in the rush movement and are holding for higher prices.

Having reported on the results of the questionnaire, Mr. Koenigsmark gave his personal opinions on the situation. If all bakers knew that soft wheat flour has better flavor, makes products that stay fresh longer and require less shortening, they would surely use more of it, he declared, stating his belief that collective advertising and educational effort along these lines was what soft wheat millers needed most. In conclusion the speaker asked the soft wheat millers if they thought they had a better product why they didn't make a real attempt to put it over.

ATTENDANCE IS GOOD

A "very fair" attendance was present at the meeting, which was held at the Missouri Athletic Association. Crop improvement work, in which the Southern Illinois Millers' Association has been active for the past few years, received more attention than any other one subject, though a large enough variety of matters was discussed to interest all.

Edward Schurmann, of the Hanover Star Milling Co., Germantown, Ill., president of the association, said that he hoped that more millers would show their appreciation of what was being done in the way of crop improvement by attending the meetings with farmers and those who are endeavoring to improve the quality and quantity of soft wheat grown in this district. He urged millers to exert their full influence with farmers in their communities to get them to use certified seed and proper farming methods.

He made two other recommendations to the mill owners present, namely, that they should send their millers, and sometimes go themselves, to the district meetings of the Association of Operative Millers, and that they should use the services of the laboratory of the Merchants' Exchange, of St. Louis.

CROP WORK REVIEWED

In his report, J. L. Griggs, secretary-treasurer of the group, stated that although some dues were delinquent, the financial status of the association was satisfactory. He then went on to tell of the active part the association has been taking in crop improvement work, stating that in the first year of seed wheat distribution, two years ago, only 25,000 bus of certified wheat were handled,

while last fall over 100,000 bus were distributed among farmers. There is every prospect that this volume will continue to grow.

P. H. Postel, of the Ph. H. Postel Milling Co., Mascoutah, Ill., and chairman of a committee which keeps in contact with the state agricultural colleges in Missouri and Illinois, then told of the excellent work these institutions are carrying on in behalf of milling and wheat growing in these states.

In order that Mr. Postel's remarks might be emphasized, Professor Helm, of the University of Missouri, and Professor Hackleman, of the University of Illinois, later told of what the two universities had accomplished in the way of crop improvement in the past. The professors agreed that, generally speaking, the best type of soft wheat for this territory is Fulhio, although there are other types that are more suitable under peculiar circumstances.

STEEN SPEAKS ON FEDERATION AFFAIRS

At this time Mr. Koenigsmark presented his report, following which Hermann Steen, of the Millers' National Federation, told of the activities that are at present engaging the attention of the national organization. He mentioned that the membership of the federation has grown very satisfactorily lately and is now greater than for a number of years. He dealt at length with the draft protection situation and said that while no action could be expected in Congress at this session there were a number of state legislatures, including those of Illinois, Tennessee and Alabama, that had bills pending designed to protect drafts. Secretary Steen urged all shippers present to use any influence they might have in the states concerned to aid in the passage of these laws. He said that the express company had been asked to reduce its present rate of about \$4 per \$1,000 for collection services, but that the matter now rested in the hands of the president of the express company and they did not know the probable outcome.

Later Julius Postel, of the Ph. H. Postel Milling Co., made an interesting suggestion along these lines. He asked if it would be possible for the railroad companies to collect drafts for shippers. He said that station agents could collect the money and remit by wire at little or no cost to either the railroad or shipper.

Continuing, Mr. Steen said that millers could not be too careful in checking over their outstanding drafts. He recommended that this should be done daily and that action for their collection should not be delayed.

DIFFERENTIALS DISCUSSED

Mr. Steen said that the recently adopted self-rising flour differential happened to be exactly the differential suggested by the association, but that it really represented the average figures arrived at after compiling 300 replies to the questionnaire sent out by the federation to ascertain millers' opinions with regard to the necessity and extent of the differential. He said that he believed that the schedule adopted was being followed satisfactorily and that it soon would be as universally accepted as the package differentials.

In this connection, Dr. W. H. Strowd, former secretary of the Soft Wheat Millers' Association, of which he is still honorary secretary, said that members of that body were in some doubt as to the

CRYING TOWEL

It has to be seen to be appreciated. It is made of soft, crinkly, white paper of silken finish, folded in the form of a napkin, and across its face is printed "Crying Towel." Opening its first fold one reads this: "The next Bozo who comes weeping to you about 'bad business,' hand him this crying towel, show him to a quiet corner, and tell him 'to go to it.' When the weeping fluid has performed its duty, he may be able to see things in a better light." Several firms have distributed these "towels," including the Dreyer Commission Co., St. Louis, and the Willys-Overland Co., Toledo.

wisdom of adopting the basis of plain flour which the federation showed in its differential. He explained that in the South phosphated flour generally was regarded as plain flour and consequently most members of the soft wheat millers' group were charging 25c over for self-rising flour and 10c under for plain flour, using phosphated flour as the basis. This, remarked Mr. Steen, amounted to the same thing as the federation differential, and therefore was satisfactory.

CONTRACT REPUDIATORS LISTED

The federation, it was announced by Mr. Steen, now has the names of over 400 contract repudiators on its list, and the compilation is by no means complete. That such a thing as professional contract repudiators exists is shown by the fact that some names appear on the lists submitted by several different mills. It is to be hoped that when mills find that such repudiators are asking them for quotations they will turn them down and rid the industry of this form of parasite.

Mr. Steen also mentioned that the federation now believes that it has sufficient evidence with regard to prior usage to defeat the Bobbit claims for royalties on long cone dust collectors. It is as yet uncertain, he mentioned, if the suit will come to trial.

Resolutions were offered by the committee devoted to that purpose, urging support of the self-rising flour differential and also of the draft protection bill in the Illinois legislature. Another resolution adopted commended the federation's stand against any increase in freight rates on self-rising flour.

A luncheon served at the club was attended by virtually all those present at the meeting.

BAKERS GOING TO CHICAGO

MINNEAPOLIS, MINN.—John A. Janovec, secretary of the Associated Bakers of Minnesota, reports that he has reservations from 19 bakers and allied tradesmen of Minnesota who expect to travel together to the meeting of the Associated Bakers of America, in Chicago. The Minnesota delegation will leave Minneapolis the evening of Jan. 25.

DUTCH WHEAT BILL PASSES ONE PARLIAMENTARY FENCE

AMSTERDAM, HOLLAND.—The wheat bill has been adopted by the second chamber of the Dutch parliament, by a vote of 58 to 31. It must now pass the first chamber, which is practically certain to approve the bill. Therefore, the regulations are likely to come into effect during the next few weeks. As previously stated, the bill does not contain any detailed rules or regulations, but gives the government a free hand, so that those concerned are wondering what the effect of the new law will be. The minister of agriculture has already informed parliament that it is his intention to introduce compulsory milling and mixing regulations for wheat and wheat flour. He has also promised that the interests of flour importers shall not be injured more than is strictly necessary, but this is a vague promise to which little importance is attached.

BUFFALO MILLS SET NEW FLOUR PRODUCTION MARK

Surpassing the previous high figure by a liberal margin, Buffalo flour mills during 1930 set a new record for flour production in that city, conferring on the city distinction of being the largest flour milling center in the world. Total production was 12,269,920 bbls, compared with the previous high mark of 10,132,969 in 1929. As the leading flour producing city, Buffalo surpassed Minneapolis during 1930 by about 1,475,000 bbls. Minneapolis had a small lead over Buffalo in 1929.

Minneapolis mills made approximately the same amount of flour during the past calendar year as in the previous one, the total in 1930 being 10,797,194, compared with 10,798,630 in 1929. Kansas City, the third city in size of flour output, made 7,775,135 bbls during 1930, which was not as high as the record made in 1929, but larger than any other year.

EDGAR H. EVANS NAMED FOR FEDERATION HEAD

Indianapolis Miller Accepts Nomination Succeed Carl Warkentin—Was Delegate at Organization of Trade Body

CHICAGO, ILL.—Edgar H. Evans, of Acme-Evans Co., Indianapolis, has been nominated for the office of chairman of the board of the Millers' National Federation. The nominating committee met in Chicago Jan. 9 and has received an acceptance from Mr. Evans. Ballots will be mailed to all members of the federation on Feb. 1.

The nominating committee consisted of Mark N. Mennel, of the Mennel Milling Co., Toledo, Ohio, chairman; Robert H. Clark, of the Aunt Jenima Mills branch of the Quaker Oats Co., St. Joseph, Mo.; W. C. Helm, of the Russell-Miller Milling Co., of Minneapolis, Minn.; R. Ward Magill, of the Kansas Milling Co., Wichita, Kansas, and Carl W. Sims, of the Sims Milling Co., Frankfort, Ind.

Mr. Evans is a well-known figure in the milling industry, and has long been an active member of the federation. He was an official delegate to the first meeting of the federation when it was organized, and served as a director for many years. He will take office at the annual meeting to be held in Chicago next May, succeeding Carl Warkentin, of Kansas City, who has served as chairman during the past two years.

JOHN MCGRAW NAMED HEAD OF NASHVILLE FLOUR CLUB

NASHVILLE, TENN.—Flour men of Nashville, carrying out plans that have been under consideration for some weeks, met at Noel Hotel, Jan. 8, and organized the Nashville Flour Club. The meeting was attended by about 20 representatives of mills and firms, and was marked by display of great interest, with assurance from those present of an organization that will have plenty of pep, and promises active work to promote the general welfare of the Nashville market.

Officers elected were John McGraw, of the Royal Milling Co., president; John F. Krieg, merchandise broker, vice president; Allen Cornelius, of W. R. Cornelius & Co., brokers, secretary-treasurer; Pillow Bush, sergeant at arms; E. C. Baird, of Baird Brokerage Co., E. C. Faircloth, of Cherokee Mills, and D. V. Johnson, of Tennessee Milling & Grain Co., directors. The officers are ex-officio directors.

Later a program for advancing the interests of the association will be formulated. It was stated that it will be the policy of the organization to affiliate with other organizations interested in the flour trade.

NEW DIRECTORS CHOSEN TO FILL WARD BAKING POSTS

NEW YORK, N. Y.—The following directors were chosen at the regular meeting of the board of the Ward Baking Corporation, Jan. 8, to fill vacancies: Leroy W. Baldwin, president of the Empire Trust Co.; William H. Williams, chairman of the board of the Wabash Railway; Arthur T. Goodenough, president Shanferoke Coal & Supply Co., and Wade D. Holland, formerly president of the Holland Bread Co. of Ohio. These elections filled the vacancies caused by the resignations of Edgar Palmer in 1928, and E. H. Ford in 1929, and by the deaths of William B. Ward in 1929 and Charles A. Ward in 1930.

ITASCA CORPORATION FORMED

DULUTH, MINN.—The Itasca Corporation has been organized to take over the Itasca Elevator Co., of Duluth. F. E. Lindahl, of Duluth, vice president of the Cargill Elevator Co., of Minneapolis, is president of the corporation. Cargill interests are behind the purchase of the Itasca firm, but there will be no official connection between the two organizations, it is said.

CONGRESSIONAL BILL WOULD LIMIT OPTIONS

Severe Restriction Proposed on Purely Speculative Trades in Grain—Secretary of Agriculture Would Rule Exchanges

WASHINGTON, D. C.—Further regulatory restrictions on the rules of grain exchanges and restraints on futures contract dealing are proposed in a bill sponsored in the House by Representative L. J. Dickinson of Iowa, and in the Senate by Senator Arthur Capper. The measure is understood to meet the views of the Department of Agriculture and the Federal Farm Board. The bill is in the nature of amendments proposed to the present Grain Futures Act.

An effort is made in the bill to draw a line between legitimate uses of the futures markets and the purely speculative dealing in that market, with protection for the former.

"Among the principal changes," Representative Dickinson explained, "is one aimed at vicious short selling and which authorizes a limit upon the amount of grain futures which may be traded in for purely speculative purposes by any individual or firm. Such limitation does not apply to hedging transactions, but does apply to spreading operations. It is made unlawful for any one to act for or in behalf of a foreign government in buying or selling futures without consent of the Secretary of Agriculture upon full disclosure of all the facts."

The bill proposes to invest the Secretary of Agriculture with full veto powers in relation to rules adopted by boards of trade governing futures trading and to require the adoption of rules as he may hold them necessary to safeguard the public interest.

Another proposal is to extend the licensing system to the membership of a contract market. Under this provision, commission men, brokers, agents and correspondents of commission merchants would hold licenses "in such form and for such periods not less than one year as the Secretary of Agriculture may determine." The license fee would be \$10.

Another provision gives the Secretary of Agriculture power to determine the grades of grain which may be delivered on futures contracts with power also to fix the price differences at which different grades may be delivered. In main, the provisions of the new bill are the same as those embodied in S. 3575 introduced by Senator Capper in the Seventieth Congress, first session, and H. R. 193 introduced by Representative Dickinson in the Seventy-First Congress, first session.

Of the more important provisions in the bill, the following two are quoted:

"Sec. 41. Dealing in 'privileges' or options to buy or sell and all trading of the character known as 'bids,' 'offers,' 'puts,' 'calls,' 'indemnities,' 'ups,' 'downs,' and 'advance or decline guaranties' is against public interest and constitutes an undue and unnecessary obstruction to and burden upon interstate commerce and the same is hereby prohibited.

"Sec. 42. 'Short selling' in amounts which the market is unable to absorb readily, by persons having only a speculative interest in the market, upsets and disturbs prices and is an unnecessary burden upon interstate commerce and against public interest in that such short selling is and may be used to manipulate grain prices. Purchases and sales of grain for future delivery on any contract market for speculative purposes are hereby prohibited (a) when made in amounts in excess of 2,000,000 bus in any one future during any one business day, and/or (b) when they will result in giving a speculator a net position long or short in any one future in excess of 2,000,000 bus at any one time: Provided, however, that the Secretary of Agriculture may from time to time, by order and notice 30 days prior to the effective date thereof, fix limitations in lesser amounts upon the rate of buying and/or selling and upon net positions if after investigation he finds and determines that such limitations are necessary: And provided further, that said prohibition shall not apply to bona fide hedging transactions, but shall apply to transactions known as 'spreads' or 'straddles.'"

"This section shall not be construed to

prevent any person from buying or selling for future delivery on any contract market in any amount at any time upon authority from or at the direction of the United States or any agency thereof engaged in stabilizing grain prices. It shall be unlawful for any person to act for or in behalf of any government, or political subdivision thereof, other than that of the United States in buying or selling grain for future delivery on any contract market, regardless of purpose and regardless of the amount involved, except and unless such person shall first obtain permission from the Secretary of Agriculture after a full disclosure of all the facts and information called for."

GENERAL BAKING TO REORGANIZE CAPITAL

Outstanding Preferred Stock to Be Exchanged for Common of Operating Companies—Estimated Earnings \$5,100,000

NEW YORK, N. Y.—The General Baking Corporation, New York, has mailed to its stockholders a plan for the recapitalization of the company, under which the present holding corporation would be dissolved and its stock exchanged for the stock of the original operating company, the General Baking Co. The corporation is a holding company formed in 1925 for the purpose of acquiring several large baking firms, but as the transaction with the General Baking Co. was the only one consummated, there is no longer a need for the holding company. Holders of \$6 preferred stock of Gen-

eral Baking Corporation will receive for each 100 shares, 150 shares of new common stock of General Baking Company and, in settlement of dividend arrears, \$300 principal amount of 10-year 3½ per cent sinking fund debentures of the operating company. Holders of General Baking Corporation common stock will receive for each 100 shares, 3 shares of new common stock of the operating company.

The capital readjustment committee plans to apply for listing the new common stock of the operating company or the New York Stock Exchange. Dividends will be paid on the new common stock at the annual rate of \$20. The committee hopes to consummate the plan promptly so that the initial dividend may be paid on April 1, 1931.

Net earnings of General Baking Corporation for year ended Dec. 27, 1930, with the last five weeks estimated, were \$5,100,000, giving effect to the proposed reorganization and after deducting \$726,200 dividend requirements on the \$8 preferred stock, there was a balance of \$4,373,800, equal to \$2.74 a share on 1,591,503 shares of new common stock of General Baking Co. This would compare with \$6,733,000 earned in preceding year which, after preferred dividends, was equal to \$3.76 a share on the proposed capital of General Baking Co.

NEW YORK MILL MEN TO MEET

NEW YORK, N. Y.—A public meeting of all New York mill representatives for the purpose of discussing trade conditions will be held in the board of managers' room of the New York Produce Exchange, Jan. 20, at 2:30 p.m.

European View of the Proposed Export of Farm Board Wheat as Flour

UNDER caption of "American New Year Present to the Danish Milling Industry—Will the Wheat Flour Be Dumped at 30c Below Chicago Quotations?" a newspaper in Copenhagen, Denmark, recently printed the following article, presented here in liberal quotation from the original:

IN different continental corn trade newspapers, it is reported that the farm board in the United States, in order to support American farming, intends to take such measures as will be attended by fateful consequences to Danish millers. The matter is about as follows:

The farm board has, in order to support prices in the United States during the last months, frequently bought great lots of wheat at the market. It is thought that the stock which the farm board at present owns amounts to about 150,000,000 bus of wheat, and so far as one can understand the policies of this institution, the board intends to support the market by further purchases, so that in the year to come it most likely will have a stock of about 200,000,000 bus.

In order to get rid of this wheat, the farm board, as per reports on the Continent, intends to let the American mills get the wheat and, at the same time, allow an export premium, which will mean that the wheat flour will be offered at a basis about 30c below the Chicago quotation.

It is difficult to understand what this will mean to Danish millers. Up to now, millers in this country have been able to manage in the struggle against American flour, but if the farm board really carries out the above mentioned plan, we cannot see better than that the Danish millers will have to give quite up.

During the war, Danish millers did a wonderful work and, therefore, it is only reasonable to protect them by imposition of duty or other means against such dumping sales as may come into question.

Certainly it is to be said that the millers here in Denmark up to now have not feared, more than normally, the American competition. But it will, of course, be quite impossible for them to continue competition under these circumstances and if they do not get protection

in one way or another. We, therefore, consider it wise that the government should investigate the matter and in due time should take measures to protect the industry, which in bad times has shown that it could perform as it ought and even more than that.

It is possible that from different sides the objection will be raised that the Danish milling industry does not employ so very many people and really is very small in comparison with other industries.

On the other hand, it is not to be forgotten that 25 per cent of the Danish wheat is used to the whole production of Danish mills, which means that if American wheat flour should be offered at the threatened prices, the price which millers can pay for Danish wheat will be correspondingly lower and the Danish farmers, who previously only received a very poor price for their wheat, will be put in a still worse position.

We, therefore, mean, as mentioned, that it would be best if the government immediately should go into this matter because, as the English saying goes, "Prevention is better than cure."

AIR CARGO FOR PARIS

New York, N. Y.

THE bulk of the cargo carried by Mrs. Beryl Hart and Lieutenant William S. MacLaren in their transatlantic flight to Paris was provided by about 20 items of the General Foods Corporation's line. They were consigned to E. Bertault-Sequin, 66 Rue Taiteout, Paris. This is the first paid cargo on a heavier-than-air flight. The fliers were due to reach the Azores Islands at 7:15 a. m., Jan. 11, but nothing has been heard from them, and hope for their survival has practically been abandoned.

PAPENDICK PATENT ON BREAD TRAYS UPHELD

Federal Judge Gives Liberal Interpretation to Patent of St. Louis Man—Judgment Authorized if Desired

St. Louis, Mo.—Federal Judge Merrill E. Otis has handed down a decision at Joplin which upheld the patent received by Papendick, Inc., St. Louis, on the cardboard trays widely used for packaging sliced bread, and enjoined the defendant in the suit, the Joplin (Mo.) Purity Baking Co., from further infringement of the patent and also authorized judgment for damages if the Papendick company so desired.

It will be remembered that Gustav C. Papendick, St. Louis baker and head of Papendick, Inc., the company formed for the manufacture and sale of the Papendick slicing machine and sliced bread trays, obtained a patent in 1929 on a cardboard tray to be used in packaging sliced bread. The validity of his patent was questioned by rival bread slicing machinery manufacturers, box manufacturers and bakers and an association was formed to combat the patent in a test case.

Papendick, Inc., in the test case, filed suit last year against the Joplin (Mo.) Purity Baking Co., alleging infringement of its patent. The case was keenly contested with Ralph Kalish, St. Louis patent attorney, associated with Wallace R. Lane, of Chicago, representing Papendick, and a prominent firm of Chicago patent attorneys representing the Joplin company under sponsorship of the association formed to invalidate the patent. The opinion recently filed by the federal judge had been eagerly awaited by both sides for some time.

Judge Otis' decision held that Papendick was the first to devise and use the tray in packaging sliced bread, and attorneys who have read the ruling anticipate that its effect will be to enjoin bakeries throughout the country from using the tray unless they obtain licenses from Papendick. It is considered likely that the decision will be appealed.

Asked if he would file suits against other companies which are infringing his patent, Mr. Papendick said that he would take whatever steps his lawyer thought necessary to prevent further infringement.

NEW YORK CHEMISTS HEAR BREAD MAKING DISCUSSION

NEW YORK, N. Y.—The New York Cereal Chemists' Club held an interesting meeting at the Governor Clinton Hotel, Jan. 6. Dr. John C. Baker, chief chemist for Wallace & Tiernan Co., Inc., led a round table discussion on some of the pertinent problems of bread making. His displays of loaves of bread baked from flour extracted with various fat solvents aroused interesting and worthwhile discussion, with indication of further studies by the chemists, on lipoids and lecithin and their influence on bread making.

At the meeting, Feb. 3, Dr. M. B. Graff, bakery expert of Procter & Gamble, Cincinnati, will speak on "Fats"; on March 3, Mr. Stokes, of the Royal Baking Powder Co., will speak on "Cake Making"; on April 7, Mr. Bisno, chemist for the Pie Bakeries of America, will tell something of the results of his studies on pie making; on May 12, Dr. J. A. LeClere, grain specialist, will give some information about the work of the Department of Agriculture in cereal chemistry.

WALTER C. SMITH TAKES POSITION WITH KROGER

KANSAS CITY, Mo.—Walter C. Smith, for two years connected with the Commanor-Larabee Corporation as vice president and general manager of the Larabee Flour Mills Co., Kansas City, has formed a connection with the Kroger Grocery & Baking Co., Cincinnati. Before his connection with the Larabee organization, Mr. Smith was for many years associated with the Pillsbury company.

THE NORTHWEST

ROBERT T. BEATTY, NORTHWESTERN EDITOR

118 South 6th St., Minneapolis, Minn.

Correspondents at Duluth-Superior and Great Falls

Cable Address: "Palming"

Quiet Trade in Northwest

FLOUR prices, which had been practically stationary for several weeks, have been advanced 10 @ 15c bbl, due to higher premiums on grain, strength in options and weakness in feed, although the latter has reacted some from the recent low level.

While the flour market lacks activity, millers report a little more inquiry. Sales by the spring wheat group averaged about one third of capacity last week, compared with 20 per cent in each of the two preceding weeks. The increase in bookings was not large, but it was encouraging, and an indication of better times to come. Stocks in the hands of the trade undoubtedly are small, and current business is all for prompt or near-by shipment.

No Distant Buying.—The impression has prevailed up to the present that there would be little, if any, variation in the May option, and, consequently, buyers could see little incentive in buying ahead for even three months. If the strength in the near-by option holds, it may induce buyers to take hold more quickly. Outside of government agencies, there are very few buyers in the wheat market. Traders will not sell short, so when a buying order comes in, the market is easily influenced upward.

Bakers feel that if the government does not support the July option, as has been intimated, prices will be lower by then, so they are not interested at all in offerings for summer shipment. The statistical situation, they argue, does not warrant such buying at this time.

Clears Firm, Inactive.—Not much improvement has occurred in demand for spring clears as yet, but millers claim their accumulation is not heavy, and, with southwestern stocks light, they look for better sales soon. In consequence, they are holding asking prices firm. Weakness in red dog, of course, has its influence on second clear, and latter is hard to move at a profit.

Directions Better.—Most companies report shipping directions in better supply. This is to be expected, if flour stocks are as light as reported.

Nothing for Export.—Export business is at a standstill. Canadian mills apparently have a big advantage over mills on this side of the line, and temporarily dominate Oriental and European business. Sales to Cuba and South America are negligible, due mostly to adverse economic conditions in those markets.

Quotations, Jan. 13, hard spring wheat flour, basis cotton 98's or in June 140's, Minneapolis: short patent, \$5.35@5.55; standard patent \$4.90@5.05; second patent, \$4.60@4.75; fancy clear, \$4.40@4.50; first clear, \$3.70@3.90; second clear, \$2.10@3; whole wheat, \$4.50@4.65; granular, standard, \$4.10@4.50.

Mills in Operation.—Of the 26 Minneapolis mills, the following 14½ were in operation, Jan. 13: Atkinson, King Midas, Minneapolis, Northwestern Consolidated A and F, Pillsbury A (one half), Anchor, Pillsbury and Phoenix, Russell-Miller, Washburn Crosby A, C, F, rye and Gold Medal feed.

SEMOLINAS

Although semolinas are at low point for the year, there has been no buying. Neither will there be, millers believe, until the market shows signs of strengthening, especially as the trade has enough bought to cover near-by needs. Directions have picked up in the last week, which is encouraging. Durum mills, however, have comparatively little delinquent business on their books. No. 2 semolina 2½c lb, bulk, f. o. b. Minneapolis; special grades, 2¼c; No. 3 semolina, 2c. In the week ended Jan. 10, eight Minneap-

olis and interior mills made 45,847 bbls durum products, compared with 34,274 made by nine mills, in the previous week.

MINNEAPOLIS FLOUR OUTPUT

Output of Minneapolis mills, with comparisons, as reported to The Northwestern Miller:

	Weekly capacity	Flour output	Pct. of activity
	bbls	bbls	
Jan. 4-10	407,100	169,875	42
Previous week	407,100	167,352	41
Year ago	403,150	192,933	48
Two years ago	460,800	177,679	39
Three years ago	460,800	272,713	59
Four years ago	460,800	189,512	41
Five years ago	522,000	254,669	49

OUTSIDE MILLS

Flour output by the principal interior mills in Minnesota, including St. Paul, North Dakota, South Dakota, Montana and Iowa, as reported to The Northwestern Miller, with comparisons:

	Weekly capacity	Flour output	Pct. of activity
	bbls	bbls	
Jan. 4-10	437,250	191,909	44
Previous week	437,250	149,492	34
Year ago	434,550	189,220	43
Two years ago	438,150	230,212	53
Three years ago	438,700	248,427	56
Four years ago	440,340	216,212	49
Five years ago	424,690	239,448	56

CROP YEAR OUTPUT AND EXPORTS

Flour output and foreign shipments by mills of Minneapolis, St. Paul and Duluth-Superior, also by "outside" mills in Minne-

NEWS and PERSONAL

Dr. C. B. Morison, of the American Institute of Baking, Chicago, was in Minneapolis, Jan. 12.

William Howard Bovey, retired Minneapolis miller, plans to leave shortly for southern California.

Theodore Kipp, of Kipp-Kelly, Ltd., milling engineers, Winnipeg, spent two days in Minneapolis last week.

Edward Emerson, 62, buyer for A. D. Thomson & Co., Duluth, grain dealers, died after a brief illness, Jan. 11.

Lloyd Skinner, president of the Skinner Mfg. Co., macaroni manufacturer, Omaha, was a recent Minneapolis visitor.

Clarence M. Hardenbergh, vice president at Minneapolis for the Commander-Larabee Corporation, is in Kansas City this week.

Albert P. Ripper, of the J. C. Shaffer Grain Co., is visiting feed shippers in Minneapolis in the interest of the St. Louis futures market.

Miss Edith M. Schuler, secretary of the Cannon Valley Milling Co., Minneapolis, is in the East, and will probably be gone another week or two.

A. L. Hale, sales manager for the Commander-Larabee Corporation, Minneapolis, is making a two weeks' trip through central states territory.

Richard K. Peek, manager of the Kansas City branch of the Percy Kent Bag Co., recently spent two or three days with his milling friends in Minneapolis.

H. J. Clements, president of the Frank A. Pierce Co., screenings, Minneapolis, left recently for St. Augustine, Fla., where he will remain the rest of the winter.

Guy A. Thomas, of Minneapolis, chairman of the board of the Commander-

ota, North and South Dakota, Montana and Iowa from Sept. 1, 1930, to Jan. 10, 1931, with comparisons, in barrels (000's omitted):

	Output		Exports	
	1930-31	1929-30	1930-31	1929-30
Minneapolis	4,161	3,814	5	13
St. Paul	148	130	1	6
Duluth-Superior	460	444	1	6
Outside	3,971	4,402	217	131

MONTANA INQUIRY BETTER

GREAT FALLS, MONT.—The past week has developed considerable inquiry for flour. Sales made by Montana mills, while spotted, may be termed good, compared with the general dullness that has prevailed for a number of weeks. While, due to very keen competition, prices obtainable leave much to be wished for, a decided improvement is apparent. Practically all new bookings are for prompt or near-by shipment, and together with the somewhat better run of shipping directions warrant an increase in the percentage of operation.

Quotations, f.o.b., mill, car lots, Jan. 10: fancy patent, \$4.50@4.70 bbl; standard patent, \$4.30@4.50; first clear, \$4.05 @4.30.

Moderate Improvement at Duluth

DULUTH, MINN.—Flour buyers still are inclined to be a little hesitant in coming into the market, but nevertheless there has been some improvement in inquiry since a week ago. More actual offers are reported but in majority of cases are too low and few sales result. With inventory generally over, a good many buyers who have been out of the market have commenced to show signs of interest. Stocks in buyers' hands are assumed to be low and under such conditions should favor better trade. Majority of inquiries call for quick shipment, although there are some inclined to dicker for 60-day shipment. Beyond that there is hardly any interest. Demand for clear is slack and very little business is being done with price of patent so low. Mills

have little or none to offer for sale. Shipping directions can stand a lot of improvement, although there has been some betterment in getting instructions following the holidays. Mills operated at a better rate last week than in the preceding one.

Buying of semolina is just of enough volume to take care of temporary requirements and comes from scattered buyers, who find themselves compelled to fill depleted stocks. A good many satisfied their early winter requirements during the fall months.

Quotations, Jan. 10, Duluth-Superior, f.o.b., mill, in 98-lb cottons: first patent \$5.10@5.25 bbl, second patent \$4.80@5.05, first clear \$4.40@4.65, second clear \$3.6@3.75.

Flour Output

Flour output at Duluth-Superior mills, with a capacity of 37,000 bbls, as reported to The Northwestern Miller:

	Output	Pct. of activity
	bbls	
Jan. 4-10	15,835	43
Previous week	11,620	31
Year ago	20,200	55
Two years ago	15,325	41

W. L. HARVEY NEW HEAD OF INTERNATIONAL MILLING CO.

MINNEAPOLIS, MINN.—W. L. Harvey, for many years secretary-treasurer of the International Milling Co., Minneapolis, was elected president of the company at its annual meeting here last week. Francis A. Bean, Jr., was elected first vice president and general manager; John R. Morris, second vice president; Frank V. Spofford, secretary; H. F. Marsh, treasurer.

DR. C. A. MANN ADDRESSES NORTHWEST CHEMISTS' UNIT

MINNEAPOLIS, MINN.—At a meeting of the Northwest Section of the American Association of Cereal Chemists, here, Jan. 9, President Harrel, of the Commander-Larabee Corporation, appointed a committee of six to prepare a program for the bakery engineers' meetings in Chicago in March.

Northwestern chemists are taking a keen interest in association work, prompted by the enthusiasm of M. A. Gray, of the Pillsbury Flour Mills Co., who has been designated as "chief stimulator." There were 32 present.

The meeting was presided over by Leslie R. Olsen, of the International Milling Co. Dr. C. A. Mann, head of the department of chemical engineering of the University of Minnesota, spoke interestingly on the gases of the atmosphere, how they can be separated by liquefaction and their uses in the commercial field.

DULUTH BOARD NOMINATES

DULUTH, MINN.—The annual election of officers, directors and committees of the Duluth Board of Trade will be held Jan. 20 and nominations have been posted as follows: C. C. Blair for president; W. C. McCarthy and Ely Salyards for vice president; B. Stockman, G. E. Robinson, F. C. Tenney, O. E. Martin, W. D. Jones and T. F. McCarthy for directors for three-year terms; F. P. Houghton and E. M. White for director for two-year term; W. L. Brisley, W. S. Moore, J. F. McCarthy, R. C. Schiller, R. G. Sims and E. A. Vivian for board of arbitration; Thomas Gibson, H. A. Starkey, B. C. McCabe, J. S. Graves, W. W. Bradbury, F. E. Lindahl, H. F. Salyards, G. C. Wilson, J. W. Galvin and W. W. Blecher for board of appeals.

Flour and Feed Firm Formed

MINNEAPOLIS, MINN.—The Farmers' Wholesale Co. has been incorporated, under the laws of Minnesota, by interests connected with the Commander-Larabee Corporation and the Archer-Daniels-Midland Co., of this city. The corporation will handle flour, millfeed and linseed meal, through the Middle West, central states and the East. It does not anticipate opening branch offices or local feed stores or mills, but will deal directly with those already engaged in this line of business. Austin S. Harland is president, Earl K. Warner, vice president, and Eugene Best, secretary-treasurer.

Larabee Corporation, plans to leave, Jan. 14, for Washington and New York City.

Stocks of grain in Duluth-Superior elevators increased 1,327,893 bus in the week ending Jan. 10 and now aggregate 35,314,535 bus, against 31,038,792 a year ago.

A. G. Thomson, president of A. D. Thomson & Co., Duluth, accompanied by Mrs. Thomson and children, is in Palm Beach, Fla., to spend the remainder of the winter.

William H. Sudduth, former president of the Commander-Larabee Corporation, Minneapolis, accompanied by Mrs. Sudduth, left this week for a motor trip through the South, planning to be gone until after Easter.

The annual meeting of the Northwest Shippers' Advisory Board will be held at St. Paul, Jan. 27. Carl R. Gray, president of the Union Pacific Railroad, and Ralph Budd, president of the Great Northern Railway, will be speakers.

Minneapolis millstuffs shipments during December were 46,721 tons, 5,198 less than in December a year ago. Screenings shipments also fell off about 1,000 tons and linseed meal about the same. This indicates how quiet feed business was in December.

Among the allied tradesmen present at the Associated Bakers of Minnesota dinner dance on Jan. 7, were: Jack Feist, of the Twin Cities office of Standard Brands, Inc.; Larry Bolvig, of Procter & Gamble; William Doty, of the bakery service department of General Mills, Inc., and Jack Tod, of Washburn Crosby Co., Inc.

The annual election of directors of the Duluth Board of Trade Clearing Association was held Jan. 4 and W. J. McCabe and H. S. Newell were re-elected directors. The directors later chose the following officers: B. Stockman, president; G. H. Spencer, vice president; George F. Foster, manager, and S. W. Paine, assistant manager.

THE SOUTHWEST

ROBERT E. STERLING, SOUTHWESTERN MANAGER

612-614 Board of Trade, Kansas City, Mo.

Correspondents at Atchison, Hutchinson, Oklahoma City, Omaha, Salina and Wichita
Cable Address: "Palming"

Flour Demand Improved in Southwest

THERE is substantial improvement in demand for flour, sales for last week showing 25@50 per cent increase over those of the previous week. This is rather astonishing to millers, since it necessarily reflects current needs for flour, there being nothing in the price situation to encourage any class of buyers to increase their stocks. The consumptive character of the demand is further emphasized by the fact that so large a percentage of sales is for immediate shipment. "They buy a car," said a miller, "and want it shipped yesterday."

Firm Tone to Market.—Wheat is, of course, a steady market, but farm board agencies have been firming their bids and giving an appearance of health to the present "pegged" cash and May price. Millers are taking little wheat, are, indeed, disposed to grind out their stocks so they will have so much less wheat to get rid of before the end of May.

Fair Shipping Directions.—New sales and shipping directions on old bookings enabled millers to maintain a steady production at about average for the season and little changed from the previous week.

Millfeeds Again Sluggish.—Following something in the nature of a spurt in demand for by-products, the market again is slow, with only a limited consumptive demand at about steady prices.

Quotations, I. o. b., Kansas City, in cotton 98's or jute 140's, basis dark hard winter wheat: short patent, \$4.60@5; 95 per cent, \$4.20@4.50; straight, \$4@4.20; first clear, \$3@3.40; second clear, \$2.80@2.90; low grade, \$2.75.

Foregoing are nominal prices named by established terminal and interior mills on flour under their own brands. On round lots, to large buyers or for export, actual sales may range, particularly on the better grades of flour, 10@50c under figures named.

FLOUR PRODUCTION

The first table below shows the flour production and rate of activity of 62 representative southwestern mills, exclusive of Kansas City, Wichita, Omaha, St. Joseph, Salina and Atchison. Additional tables give the production and activity of principal milling centers in the territory.

	Weekly capacity	Flour output of week	Pct. activity
Jan. 4-10	325,650	198,154	61
Previous week	325,650	188,485	58
Year ago	327,450	179,622	55
Two years ago	316,860	206,661	65
Five-year average			59
Ten-year average			60

KANSAS CITY			
	Weekly capacity	Flour output of week	Pct. activity
Jan. 4-10	188,700	137,857	73
Previous week	188,700	137,621	73
Year ago	188,700	131,218	71
Two years ago	197,700	141,604	71
Five-year average			71
Ten-year average			67

WICHITA			
	Weekly capacity	Flour output of week	Pct. activity
Jan. 4-10	62,400	24,760	40
Previous week	62,400	23,713	38
Year ago	62,400	32,462	52
Two years ago	62,400	42,487	68

SALINA			
	Weekly capacity	Flour output of week	Pct. activity
Jan. 4-10	48,000	33,680	81
Previous week	48,000	35,933	75
Year ago	48,000	31,656	66
Two years ago	46,800	33,616	82

ST. JOSEPH			
	Weekly capacity	Flour output of week	Pct. activity
Jan. 4-10	47,400	6,000	13
Previous week	47,400	6,000	13
Year ago	47,400	40,914	86
Two years ago	47,400	28,775	61

ATCHISON			
	Weekly capacity	Flour output of week	Pct. activity
Jan. 4-10	31,500	29,300	93
Previous week	31,500	28,516	91
Year ago	31,500	31,163	99
Two years ago	30,900	25,038	81

OMAHA			
	Weekly capacity	Flour output of week	Pct. activity
Jan. 4-10	27,300	20,937	76
Previous week	27,300	17,961	66
Year ago	27,300	25,511	93
Two years ago	27,300	22,433	82

*Estimated.

PERCENTAGE OF CAPACITY SOLD
Reports of about 70 mills to THE NORTHWESTERN MILLER showed sales represented per cent of capacity as follows: Jan. 4-10, 43; previous week, 26; year ago, 37.

Of the mills reporting, 2 reported domestic business active, 13 fair, 9 quiet, 7 slow and 11 dull.

Direct export shipments by all reporting mills outside of Kansas City were 8,185 bbls last week, 8,636 in the previous week, 11,781 a year ago, and 9,992 two years ago.

DEMAND BETTER IN OKLAHOMA
OKLAHOMA CITY, OKLA.—Demand for flour is considerably more active than for several weeks past, despite the almost complete absence of export trade. Total sales for the week represented about 40 per cent of mill capacity, with perhaps 5 per cent of the total for foreign account. Only two or three mills in Oklahoma are running on full time, the average for the rest being estimated at 65 per cent of capacity. Prices are firm, with quotations, basis cotton sacks,

NOTES on the TRADE

W. P. Brooks, an employee of the Great West Mill & Elevator Co., Amarillo, Texas, died Jan. 1.

F. C. Hoose, Kansas City manager for the Norris Grain Co., and Mrs. Hoose are spending several weeks in California.

J. K. Pickering, sales manager for the Western Star Mill Co., Salina, has gone on a two weeks' sales trip in the South.

Paul Uhlmann, vice president of the Uhlmann Grain Co., Kansas City, and Mrs. Uhlmann are on vacation at Hot Springs.

John H. Moore, Wichita, spent several days of last week at the offices of the Acme Flour Mills Co., Oklahoma City, of which he is president.

Frank Kell, of the Wichita Falls, Texas, miller, has been appointed by Governor Moody, of Texas, as a member of a state committee on unemployment.

W. A. Chain, manager of the Security Flour Mills Co., Abilene, was in Kansas City part of last week in conference with several of his sales representatives.

Cliff C. Kelly, vice president of the William Kelly Milling Co., Hutchinson, Kansas, spent a day or two of last week visiting the grain trade at Kansas City.

Ralph C. Sowden, president of the New Era Milling Co., Arkansas City, Kansas, and Mrs. Sowden are taking a several weeks' vacation on the Pacific Coast.

The Consolidated Flour Mills Co., Wichita, has opened an office at Oklahoma City in the Commerce Exchange Building. The branch is in charge of C. V. Nalley.

R. W. Goodell, vice president of the Commander-Larabee Corporation, who has been for several weeks past at Minneapolis and in the East, has returned to Kansas City.

Paul McCarthy, formerly assistant sales manager for the Larabee Flour

as follows: hard wheat short patent, \$4.60@4.70 bbl; soft wheat short patent, \$4.70@4.90.

HUTCHINSON MILLS SELL MORE

HUTCHINSON, KANSAS.—Apparently forced by actual need, flour buyers took hold in a fairly satisfactory manner last week, business exceeding any like period for more than a month. Bookings averaged small, being evidently designed to meet only immediate needs. Little flour was sold for delivery past 60 days. Inquiry was not active, either from domestic or foreign buyers. Directions continued to come fairly freely. Quotations, basis cotton 98's, Kansas City: short patent, \$5 bbl; straight, \$4.50; first clear, \$3.30.

FLOUR SALES ON INCREASE

ATCHISON, KANSAS.—Flour demand shows a slight improvement, with sales running from 35 to 50 per cent of capacity. Shipping instructions are considerably better, with the result that mills are able to operate on a favorable basis. Quotations, basis cotton 98's, Missouri River points: hard wheat short patent, \$4.65@4.85 bbl; straight, \$4.35@4.55; first clear, \$3.10@3.30.

WICHITA SITUATION UNCHANGED

WICHITA, KANSAS.—The flour market shows little change. Shipping directions are possibly a little more active, but the demand for both domestic and export flour is about the same as in other recent weeks. In fact, there is practically no export demand at the present time. Quotation, f.o.b., Kansas City, basis 48's: hard wheat short patent, \$4.90@5.20 bbl.

IMPROVED SALES AT SALINA

SALINA, KANSAS.—Flour business has shown an improvement since Jan. 1, with

Mills Co., now is connected with the sales record department of the Washburn Crosby Company at Kansas City.

J. Juul, president of the Southwestern Milling Co., Inc., Kansas City, following a meeting of his company's sales staff, left for a two to three weeks' round of connections at eastern and central states market centers.

R. W. Magill, secretary of and sales manager for the Kansas Milling Co., Wichita, spent a part of last week in Chicago and attended a meeting of the nominating committee of the Millers' National Federation.

W. W. Blair, of the sales department of the Blair Milling Co., Atchison, who is ill in Research Hospital at Kansas City, is improving steadily, and it is thought that he will be able to return to his home at Atchison soon.

Reports received at Wichita, Kansas, from Hamilton County state that there is a prospect that farmers of that county will break more than 100,000 acres of new ground this spring with the purpose of putting it into wheat next autumn. It is estimated that substantially that same acreage was put into the first crop of wheat this year.

Grant Morris, manager of the Newton (Kansas) Milling & Elevator Co., who returned last week from a trip over the big wheat territory of southwestern Kansas, says that prospects are "too good." Nowhere did he find wheat in other than excellent condition. He estimates that farmers are holding an average of about 20 per cent of the old crop in their bins.

J. D. Frisbie, formerly connected with mills in Kansas and for several months associated with the American Maid Flour Mills, Houston, Texas, visited in Kansas City recently. He is living at his former home at Wellington, Kansas, and looking after farm properties he owns in the southern part of the state. Mr. Frisbie wishes to re-engage in milling when a suitable opportunity offers.

DAME RUMOR WRONG

Kansas City, Mo.
A SUDDEN and rather pronounced showing of strength in the July option in the Kansas City market one day last week was quickly interpreted as a sign that the farm board agency was supporting that delivery. The interpretation blew up when, at the close of the market, the trades were ordered put down to account of a local milling company which, for some unexplained reason, was buying July. Crystal gazers decided the mill must be hedging a part of its flour sales in July in preference to owning the actual wheat.

the exception of export trade, which is rather lifeless. Resistance to buying has been overcome somewhat, while shipping directions on old contracts are satisfactory. There has been no recent change in quotations.

LITTLE BUSINESS IN RICE

NEW ORLEANS, LA.—Very little business is being done in the local rice market and only a few sales of clean are reported. The foreign demand is quiet, as it has been for the past few weeks. Only small shipments are reported to Latin America. Long grain and extra fancy Blue Rose prices remain firm; others are steady. Mills are reported to be running spasmodically to fill the routine demand which develops from the hand-to-mouth style of buying.

Blue Rose extra fancy is quoted at 30c lb, fancy 31c, choice 31c; Early Prolific extra fancy, 31c@31c; Edith, 31c@31c; Fortuna, 31c@31c; second heads, 21c@21c; screenings, 2c.

Rough receipts during the season to Jan. 9 amounted to 241,692 sacks, same period last year 236,727; clean receipts this season 333,707 pockets, last year 327,761.

Rough sales during the season to Jan. 9 were negligible, same period last year 7,077; clean sales this season 138,521 pockets, last year 147,116.

MILLER LOSES A RAILROAD

KANSAS CITY, MO.—C. M. Light, principal owner of a flour mill at Liberal, Kansas, almost owned a railroad last week. The railroad, extending 17 miles from Liberal to the horizon, survival of a dream of an Aurora Borealis & South Pole trunk line, was for sale for a cash consideration over and above bonds and taxes, and Mr. Light bid \$25,000. Later it appeared that the Rock Island wanted the piece of track for as much more than \$25,000 as was necessary to get it, and Mr. Light retired from the contest.

PIONEER TEXAS MILLER DIES

OKLAHOMA CITY, OKLA.—Arthur W. Guenther, one of the organizers of the Liberty Flour Mills, San Antonio, Texas, died at his home there Jan. 4, aged 72. Prior to his connection with the Liberty mills, Mr. Guenther was associated with his father in the firm of C. H. Guenther & Son in the milling business now conducted under the name of the Pioneer Flour Mills. Mr. Guenther has not been active in the milling business in recent years.

KANSAS WHEAT RESERVES LARGE

KANSAS CITY, MO.—C. E. Robinson, president, and Harry L. Robinson, vice president, of the Robinson Milling Co., Salina, Kansas, said while in Kansas City last week that there undoubtedly was a large farm reserve of fine milling wheat in western and northwestern Kansas. They believed reports of wheat feeding in that territory were probably overstated.

WILLIAMSON MANAGER RESIGNS

KANSAS CITY, MO.—James Holland, for two years past manager of the Williamson Milling Co., Clay Center, Kansas, has resigned and returned to his former home at St. Louis. Mr. Holland expects later to go to his farm about 85 miles from St. Louis, where he has been living much of the time for several years past.

CENTRAL AND SOUTHERN STATES

WILLIAM H. WIGGIN, MANAGER

543-545 Board of Trade Building, Toledo, Ohio

Correspondents at Atlanta, Evansville, Indianapolis, Nashville
and Norfolk

Cable Address: "Palming"

Central States Milling Situation

FOR once, the coming of a new year seemed to bring with it a change for the better, not that the changing from one day to another is supposed to work any mystic magic. For one thing there was an end to the selling of stocks to register losses for income tax purposes, and everything these days seems to have a subtle effect upon every other thing. Everything seems to be doing better, and there is the resumption of suspended activity in manufactures, with the calling of many men back to work. One senses a more confident, at least hopeful, feeling emanating from many and diverse quarters and interests.

It is as if American industrial leaders had taken another notch in their belts and had put their shoulders to the wheels of the machine with the determination to push it out of the mire. There is less inclination to talk about hard times and depression, and more resolve to get busy and go to work. There will probably be nobody so astute as to observe and mark the exact time of the turn to recovery, and it will probably be well on its way before the public becomes generally conscious of it. It may spread in many lines and directions before it becomes particularly noticeable in the milling business, which has its own distinctive and peculiar conditions, the most outstanding of which have been created by the activities of the Federal Farm Board.

Pegged Prices.—There is, for example, the effect of the pegged price of old crop wheat, maintaining an artificial level about 20c bu above a world's parity. What can one do about a situation like that? It is the overhanging and obscuring cloud on the horizon which obstructs the vision. July wheat is ranging 15 @20c bu below the old crop.

Concerning these activities a Chicago grain concern recently wrote, and is likely to subject itself to persecution by the government as a result, "Assisting in any way, or patronizing a system so unwise in its conception and dangerous in its design, as advocated by the Federal Farm Board is treason to the principles of our government. Patriotism consists not alone in bearing arms in defense of the republic, but in preserving the principles of this government. The time is here for patriots to rally in defense of American and American ideals."

Well spoken. It was high time the words were said. This represents the considered judgment and sentiment of many independent citizens, who are informed in the premises. An understanding of what has been going on is gradually spreading to all classes.

A Test.—Such is the situation at the opening of the year. It is quite generally believed that the futility and suicidal results of the present policy of the Federal Farm Board will have been demonstrated to the satisfaction of everybody by the end of the present crop year, and that a change will take place in that quarter, if the whole thing does not blow up. It is as inconceivable that it should continue as it was that it should ever get started in this country.

About it, Calvin Coolidge, who has solved the status of being an ex-president of the United States in his own unique and individualistic way, wrote in his daily column, "In the general field of business, whether of industry or agriculture, government interference in an attempt to maintain prices, out of the treasury, is almost certain to make matters worse instead of better. It disorganizes the whole economic fabric. It is a wrong method because it does not work. It is better for every one in the end to let those who have the losses bear

them, than to try to shift them onto some one else. If we could have the courage to adopt this principle, our recovery would be expedited. Price fixing, subsidies and government support will only produce unhealthy business." This is what many people have been trying to say.

Meantime, the curious situation in regard to cash soft wheat continues at Toledo. Bids are around 5c under Chicago new May for No. 2 red, and receipts and demand light. There is no place to hedge stocks of free wheat and purchases other than in the May future, which is pegged. And this may explain in part why cash wheat has gone from a premium to a discount.

Flour Prices.—Soft winter wheat standard patent flour was quoted, Jan. 9, at \$4.30 @ 4.40, local springs \$4.40 and local hard winters \$4.25, in 98's, f.o.b., Toledo or mill.

FLOUR OUTPUT

Output by mills in Ohio, Indiana and Michigan, including those at Toledo, as reported to The Northwestern Miller:

	Weekly capacity	Flour output of ac-bbls	Pct. of ac-bbls
Jan. 4-10	112,950	68,403	60
Previous week	121,950	81,250	66
Year ago	120,600	67,530	56
Two years ago	128,250	78,451	62
Three years ago	113,580	93,952	64

LITTLE CHANGE AT INDIANAPOLIS

INDIANAPOLIS, IND.—There is little change in the flour business; buyers seem inclined to remain close to needs, and most orders are for fill-in requirements. There is some activity in mixed cars, and some straight cars sold for immediate shipment. The financial situation has disturbed the trade, and a number of small bank failures have tightened credit to some extent. There is a scattered demand from bakers and consumers, who refuse to buy more than spot or near-by needs. Business throughout the state continues about fair.

There is no inquiry from European buyers. Operations are about normal, and directions on old contracts are slow.

Prices are unchanged and steady. Quotations, Jan. 10, f.o.b., Indianapolis, basis 98-lb cottons: soft winter special short patent \$5.40 @ 5.80 bbl, fancy patent \$5 @ 5.40, straight \$4.60 @ 5, first clear \$4.10 @ 4.15; hard winter short patent \$5.25 @ 5.65, fancy patent \$4.85 @ 5.25, standard patent \$4.45 @ 4.85, first clear \$4.15 @ 4.20; spring wheat short patent \$5.40 @ 5.85, standard patent \$5.40 @ 5.50, first clear \$4.35 @ 4.40.

NORFOLK TRADE BRISKER

NORFOLK, VA.—The flour market is slightly higher, and buying is somewhat

brisker, though trade still is comparatively dull. Quotations, Jan. 9: northwestern springs, top patents \$5.50 @ 5.75, second patents \$5.30 @ 5.55; Kansas top patents \$5.25 @ 5.35, second patents \$5.05 @ 5.15; top winters \$5.15 @ 5.25, second patents \$4.95 @ 5.05; Virginia and Maryland straights, \$4.40 @ 4.50.

MODERATE IMPROVEMENT IN SALES

NASHVILLE, TENN.—There has been no marked change in demand for flour from the Southeast since Jan. 1, though there has been a moderate improvement in sales. New business at soft wheat mills mounted to close to 40 per cent of capacity, and some shipments were being made on contracts. The established brands of high priced flours are in fair demand, though requests continue keen for the medium and low grades, narrowing the range of prices. In some quarters, supplies of low grades have been inadequate.

There was little change in the trend of the market last week, prices being same as a week ago. Quotations, Jan. 10: best soft winter wheat short patent, 98-lb cottons, f.o.b., Ohio River stations, \$5.75 @ 6.25 bbl; first clears, \$3.75 @ 4.25.

Rehandlers were quoting: spring wheat first patent, 98-lb cottons, delivered at Nashville, \$5.25 @ 5.75 bbl, standard patent \$5 @ 5.25; hard winter wheat short patent \$4.50 @ 5, straights \$4.25 @ 4.50.

FLOUR OUTPUT

Output of flour by southeastern mills, as reported to The Northwestern Miller:

	Weekly capacity	Flour output of ac-bbls	Pct. of ac-bbls
Jan. 4-10	93,720	59,190	59
Previous week	106,620	56,831	53
Year ago	111,720	66,514	60
Two years ago	137,220	73,638	51
Three years ago	153,720	90,016	59

BUSINESS DULL AT ATLANTA

ATLANTA, GA.—A lull in business characterized the start of the year. Delinquent contracts bar new buying, and shipping directions are slow. Buying continues on the hand-to-mouth basis, one large baker buying where possible from mill warehouse stocks. Uncertainty as to future wheat prices is keeping buyers out of the market. A period of watchful waiting is in progress, and buyers seem unwilling to break the spell. Prices are about unchanged from one week ago. Ask and bid prices continue at a wide variance, and price concessions are common.

Quotations, f.o.b., Atlanta, basis 98-lb cottons: soft winter wheat short patent \$5.25 @ 5.50, standard patent \$4.75 @ 5, first clears \$4.50; hard winter wheat flour, short patent \$4.75 @ 4.85, standard patent \$4.45 @ 4.55, straight \$4.30 @ 4.40, first clears, none offered; spring wheat flour, family grade \$6.70, second grade short patent \$5.85, standard patent \$5.70, straight \$4.85.

EVANSVILLE TRADE IMPROVES

EVANSVILLE, IND.—Flour trade continues to improve, with orders satisfactory in all departments with the exception of exporting, which is still quiet. Shipping instructions are steady. Prices are unchanged. Quotations, Jan. 10, 98-lb sacks, car lots, f.o.b., Evansville: soft winter wheat best patent \$6 bbl, first patent \$5.50, 95 per cent \$5; Kansas hard winter short patent \$6, first clear \$4.50 @ 4.75, second clear \$4.25 @ 4.50.

HAROLD ANDERSON HEADS TOLEDO BOARD OF TRADE

TOLEDO, OHIO.—Harold Anderson, president of the National Milling Co., Toledo, has been elected president of the Toledo Board of Trade. C. E. Patterson, of J. Wickenheiser & Co., has been chosen first vice president, J. D. Hurlbut, of the Toledo Grain & Milling Co., second vice president, W. A. Boardman, of the East Side Iron Elevator Co., secretary, and E. A. Nettleton, of the Imperial Grain & Milling Co., treasurer.

JAMES H. GENUNG, FORMER MANUFACTURERS' HEAD, DIES

EVANSVILLE, IND.—James Harvey Genung, 71 years of age, formerly of Evansville, a member of the Interstate Commerce Commission, died at his home in Washington, D. C., Jan. 6, and was buried at Indianapolis on Jan. 9. He was a native of Beaver Dam, Wis., moving to Evansville in his youth. He was connected with the Hudnot Milling Co., of Mount Vernon, Ind., until it affiliated with the American Hominy Co. in 1904, when he became sales manager for the latter firm. In 1909 he became export buyer, with headquarters in New York. He later returned to Evansville as manager of the Mount Vernon mills. He was president of the American Feed Manufacturers' Association, the American Corn Millers' Federation and of the Grain Export Association during the World War. Mr. Genung, who suffered a paralytic stroke two years ago, died of toxemia, following an illness of tonsillitis. He is survived by his widow, one son, James Holcomb Genung, vice president of the Atlantic & Pacific Tea Co. of Philadelphia, a daughter, two sisters and a brother.

SOUTHEASTERN FLOUR OUTPUT SATISFACTORY IN PAST YEAR

According to the Southeastern Millers' Association, southeastern mills, with capacity of 5,886,330 bbls, manufactured in 1930, 3,927,398 bbls, or 66.7 per cent of capacity of mills reporting. For 1929 mills, with capacity of 6,545,820 bbls, manufactured 4,115,560, or 62.8 per cent. This is a favorable report, considering the year, the mills reporting making better running time than for preceding year, although a smaller number reported. Mills have not complained of volume of business, but the difficult market conditions narrowed profits to some extent.

MILLER HURT IN EXPLOSION

INDIANAPOLIS, IND.—Urban D. Moore was injured critically when the electrical control board exploded at the Acme-Evans flour mills. Mr. Moore, who was walking near the main electrical switches, suffered severe burns about the face, chest and hands. The explosion was believed to have been caused by explosion of a large turbine at the plant of the Indianapolis Power & Light Co. during a fire. Explosion of the turbine overloaded the electrical lines to the flour mill.

CINCINNATI FLOUR CLUB MEETS

TOLEDO, OHIO.—The regular semi-monthly meeting of the Cincinnati Flour Club was held, Jan. 9, at the Elks Temple, following the usual noonday luncheon. Officers elected for 1931 were Ralph L. Groff, president; P. L. O. Smith, vice president; George A. Nieman, secretary-treasurer. This is Mr. Groff's second term as president of the club.

FEED MAN HEADS EXCHANGE

CINCINNATI, OHIO.—Robert Lee Early was re-elected president of the Cincinnati Board of Trade at their recent election. Other officers chosen were Ralph Brown, vice president; D. W. Hopkins, second vice president; Walter O'Connell, secretary, and B. L. Horning, treasurer.

There are 1,020,600 women in Leningrad, Russia, as compared with 935,000 men.

NEWS and PERSONAL

C. E. Clayton, representative of the International Milling Co., Minneapolis, called on the Indianapolis trade last week.

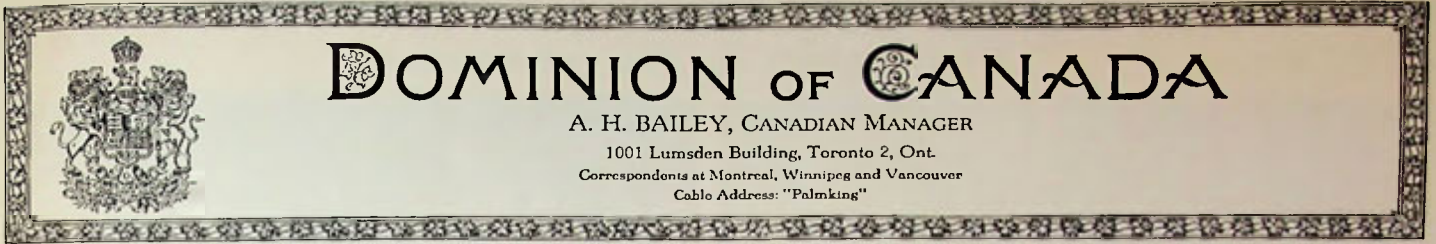
Carl W. Sims, president of the Sims Milling Co., Frankfort, Ind., has been given the appointment as postmaster at Frankfort.

R. C. Mill, federal grain supervisor, Chicago, was in Nashville last week. Mr. Mill was formerly supervisor for the Nashville district.

W. C. Cadle, representing the Larrowe Milling Co., Detroit, was in Atlanta for several days, and visited Theodore W. Martin, flour and feed broker.

A legislative committee for the Indianapolis Board of Trade was appointed at a dinner meeting of the board of governors. Alfred M. Glossbrenner was selected as chairman. Other members are Linton A. Cox, William J. Mooney, Edward B. Raub and E. Clifford Barrett.

The organized small bankers of the state have taken steps to use their credit facilities as an influence in gaining a program of diversified crops throughout Georgia. At a statewide meeting at the close of 1930, it was agreed that loans to farmers would first go to those agreeing to raise "food and feed first, then cotton."



After-Holiday Business Slow in Canada

THE domestic spring wheat flour market has not really returned to normal after the holidays. Country mills report a certain amount of business passing, but generally speaking, volume of production at present is low. Quite a few millers have contracts on their books at higher than current prices, and delivery orders on these are giving a little trouble, as some buyers are trying to postpone or evade responsibility. Prices are unchanged. Quotations, Jan. 10: top patent, \$5.20; patent, \$4.95; second, \$4.60; export patent, \$4.30; first clears, \$3.60; graham and whole wheat flour, \$4.—all per bbl, in 98-lb jutes, freight paid, mixed cars, less 10c bbl discount for spot cash, plus cartage if delivered.

Ontario Winters.—Production of Ontario winter wheat flour is unusually low. Country mills say they have been driven out of this business by the operations of the Ontario pool, which had the effect of putting prices on an unworkable level, so far as exporting trade is concerned. It is not known how much wheat is left in the hands of farmers, but they are delivering very little at present. The general opinion among mills seems to be that the exportable surplus was shipped out of the country in the form of grain early in the crop year. No change has been made in prices. Quotations, Jan. 10: fancy patent winters, in mixed cars to the trade, \$5.30 bbl, jute; 90 per cent patents, in buyers' bags, basis seaboard freights, \$3.10; in second-hand jute bags, car lots, Montreal or Toronto rate points, \$3.35.

Exporting.—Millers all report poor demand for spring wheat flour for export. None of the larger markets show more than a casual interest in Canadian flour at present. Some in the trade believe demand will improve from now on, but there are some adverse factors that may hold back the long hoped for trade revival. Since a week ago, prices have declined 6d. Quotations, Jan. 10: mills are offering at 19s per 280 lbs, jute, c.i.f., London or Liverpool, January-February seaboard loading; Glasgow 3d over.

No sales of winter wheat flour for export are reported. Nominally they are worth 21s per 280 lbs jute, c.i.f., London.

SLIGHT IMPROVEMENT AT WINNIPEG

WINNIPEG, MAN.—Some of the large mills report a slight improvement in the demand for flour and sufficient business to maintain steady operation the past week. December sales of both wheat and flour were very disappointing, but there is reason to believe that foreign business will show considerable improvement this month. The domestic market remains generally quiet with a hand-to-mouth trade in progress. For delivery between Fort William and the Alberta boundary, top patent springs were quoted, Jan. 10, at \$4.95 bbl, jute and seconds at \$4.35; cottons 15c more; Pacific coast points 50c more. Second patents to bakers were quoted at \$4.35, car lots, basis jute 98's.

MONTREAL TRADE IS SLOW

MONTREAL, QUE.—Montreal milling circles are quiet. Flour men reported trading was almost a continuation of the holiday period, business picking up only slightly. Export business is light. Prices rule steady. Spring wheat flour, in jute bags, ex-track, Montreal, less 10c for cash, is now quoted at \$5.20 per bbl for first patent, \$4.60 for second patent, and \$4.30 for straights.

Winter wheat flour demand is practically nil. Nearly all of the biscuit manufacturers have ceased buying for the moment, while they take stock and

do plant repairs. Similarly inactive demand prevails as regards the wholesale grocers. Winter wheat flour, in car lots, is quoted at \$3.60@3.80 bbl, while broken lots are \$3.90@4.

VANCOUVER PRICES LOWER

VANCOUVER, B. C.—Export flour business from this port during the past week was simply nonexistent. After sending a number of cables to the Orient and Europe and receiving no replies, exporters gave up any idea of trying to do business. The Chinese situation became even weaker, when silver exchange established two new record low marks last week before strengthening fractionally.

Dealers announced another drop in domestic prices of 30c bbl, cutting the margin of profit on hard wheat flour down to half that of a year ago and the small-

est in history. The latest cut is believed to have been due to small mill competition and also partly as a result of the government flour price investigation.

Sales are routine. Pastry business is still being cut into in this district by United States offerings at \$3.70 bbl, against \$6 for local brands. American distributors in this territory are selling their product on an export basis, shipped in on domestic levels from Seattle, and adding the freight. This is possibly due to the lack of soft wheat in Canada and the necessity of importing it from across the border. Despite the new cut in flour prices, the cost of bread here remains the same at 7½c for a 16-oz loaf, delivered, and 5c at the cash and carry stores.

Domestic flour prices: \$5.45, cash, car lots, for first patents in 98-lb jutes; \$5.15 for second patents, \$4.85 for straights, and \$4.45 for export patents.

Millers Feeling Hopeful

By A. H. Bailey

TORONTO, ONT.

NOW that 1930 is safely out of the way and all the long chapter of its troubles written, the Canadian milling industry is taking heart. The year 1931 can hardly be anything but better. Most of the underlying causes of depression are in process of removal, chief among these being the higher cost of Canadian wheat to Canadian mills in comparison with competing mills in countries where Canadian flour is sold for export. With the restoration of a common basis of cost in this regard, the position of Canadian flour abroad is to a considerable extent improved. Already their sales for export show the effect of this change, and 1931 will benefit greatly in its results on this account.

Another helpful factor in the new situation is the generally lower level of prices for flour on which they will hereafter operate. The effect of this may not be apparent immediately, but it is bound to come. The broadening of the field for flour sales, which lower prices always bring, will manifest itself as the

year unfolds, and most millers have a feeling that considerable new export business is now waiting to be done.

GOVERNMENT TO HELP

Still another improvement in the outlook arises from the fact that the Dominion government itself has decided to take an active interest in the marketing of what remains of last year's wheat crop. Premier Bennett announced this fact himself in a notable speech at Regina, Dec. 30, and there is universal approval in Canada of the terms on which the government proposes to carry out its policy. There will be no attempt to interfere with the natural course of prices, but there will be a concerted effort on the part of the federal authorities to remove every impediment that lies in the way of freer movement of wheat and flour from Canada to other countries. Wherever possible, negotiations to this end will be carried on with these countries, and trading arrangements of a reciprocal nature completed. While it may be true that recent tariff action of an adverse nature makes the outlook for

more favorable treatment by those countries in which Canada formerly found her best markets rather doubtful, it may be assumed that Mr. Bennett had good reason to expect favorable action in some cases or he would never have made the remarks on this aspect of the situation that were so interesting a part of his Regina speech. It is also safe to assume that he will not overlook the importance of including flour in any favorable arrangements that he may be able to secure.

For these several reasons Canadian flour millers are justified in taking a temperately hopeful view of their prospects for 1931. Aside from the handicap of almost prohibitive tariffs in several of the countries with which they might otherwise do considerable business, the only serious obstacle now remaining in the way of progress for them is the handicap of discriminatory differentials in the ocean rates on flour as compared with wheat. If Mr. Bennett wishes to make a complete job of his proposed federal action he will have to see that flour benefits to the fullest extent with wheat in every measure taken and he could make a good beginning by seeing that this handicap in the matter of ocean freight rates is once and for all removed. It has no justification whatever and is a direct and serious discrimination against the sale of an important Canadian manufactured product for export to transatlantic countries. There is not the least doubt that the government at Ottawa is already aware of the importance of this matter and that it intends doing what it can to correct the abuse. Mr. Bennett has already given evidence of the sincerity of his desire to promote the welfare of every legitimate Canadian industry and it may therefore be taken for granted that he will in due course relieve the export flour trade of this particular handicap. When he has done so there will speedily follow a most welcome increase in the volume of this trade and with it an improvement in the general position of the milling industry.

NEW TICKER SYSTEM AT WINNIPEG

WINNIPEG, MAN.—Installed at a cost of about \$90,000, some 80 of the latest and fastest tape ticker machines are now operating in the Winnipeg Grain Exchange offices. This new system is declared to have put Winnipeg on an equal footing with the fastest ticker in the world. The machines are capable of handling with ease 100 quotations per minute, as compared with 30 to 35, the quotation record of the old system.

DENNIS BAWLF, GRAIN MAN, DEAD

WINNIPEG, MAN.—Dennis Bawlf, pioneer grain merchant of Winnipeg and brother of Nicholas Bawlf who built up one of the largest grain handling organizations in America, died in Winnipeg at the age of 78 years. Mr. Bawlf entered the flour and feed business in this city in 1880, and for many years operated a feed store here. He retired from business some 10 years ago.

GRAIN FIRM MOVES OFFICES

TORONTO, ONT.—Parrish & Heimbecker, Ltd., is moving its Toronto offices, which are located in the Royal Bank Building, into a larger suite on the same floor of that building. This firm is giving its customers a full grain trading service, including cash and option business. Its blackboard service is one of the best in Toronto.

A substitute for alcohol for use in making extracts has been invented.

NOTES on the TRADE

R. J. Pinchin, manager of the Copeland Flour Mills, Ltd., was a recent visitor to the Toronto market.

M. H. Hutchison, secretary of the Lake of the Woods Milling Co., Ltd., Montreal, spent a few days in Winnipeg last week.

A meeting of the millers of southwestern Ontario was held in London, Jan. 8, for the purpose of discussing the current situation in their trade.

W. R. Clarke, vice president and sales manager for the Wolverton Flour Mills Co., Ltd., St. Mary's, Ont., recently passed a day in Toronto.

Canadian wheat in store at all points, Dec. 26, amounted to 217,712,829 bus as against 228,110,967 on the corresponding date last year and 228,375,012 two years ago.

C. H. G. Short, president of the Canadian National Millers' Association, Montreal, was in Toronto, Jan. 8-9. This was

Mr. Short's first visit to Toronto since his return from Europe.

Premier R. B. Bennett spent a day in Winnipeg last week in conference with the premiers of the three prairie provinces. He discussed the plans for marketing the 1930 crop, but no details were divulged to the public.

In the five months ended Dec. 31, 1930, no less than 25,000 cars of wheat from the 1930 crop had been graded "tough or damp," compared with less than 2,000 cars in the whole crop of 1929 and only 5,000 cars in the 1928 crop.

Canadian flour imported into Trinidad, British Guiana and Barbados in September, October and November totaled 103,431 bags of 196 lbs as compared with 93,237 bags in the corresponding three months last year. Of the three markets Trinidad was the heaviest purchaser of Canadian flour, taking 69,256 bags in those three months this year and 54,739 a year ago.



JOHN CROSBY



CADWALLADER C. WASHBURN

The Apotheosis of the Old Gristmill: II

(Continued from page 83.)

premacry of the surrounding territory as the great bread producer of the world than on the morning of May 2, 1878.

It was a peaceful, drowsy day. The odor of wheat and flour permeated the milling district. Fine white dust floated lazily through the atmosphere as the day shift left the mills and the night shift went on watch. Without warning a terrific explosion in the largest of the Washburn mills lifted its roof hundreds of feet. Flames followed it in a solid sheet.

Explosions rapidly occurred in adjoining mills. Three were wrecked within that many minutes. Three others caught fire and were consumed. Other buildings were demolished by the force of the explosion or by fire. The milling district was apparently doomed. Only a few mill properties were saved, and those by the most heroic efforts.

Eighteen people lost their lives in this disaster. The loss in money ran into millions. It was the greatest catastrophe in the history of milling. Two days later Governor Washburn, summoned hastily from his duties as governor at Madison, Wis., was laying out a new mill—in his shirt sleeves. That mill was built and others followed it, but the new mills were operated on principles which made flour dust explosions practically impossible.

THE MILLING CENTER

Governor Washburn increased the number and size of his mills in Minneapolis, and this city became the greatest milling center in the world, extending its

flour trade to foreign as well as domestic fields. In 1877 the firm of Washburn, Crosby & Co. was founded, consisting of Governor Washburn, his brother, Senator William D. Washburn, and John Crosby, who had come from Maine to engage in the milling business.

The discovery and adaptation of the purifier did not in the least disturb the long-continued reign of the millstone as the method of grinding. The ponderous and faithful upper and lower buhrs still rumbled slowly at the task which they had first undertaken generations before. The purifier improved the quality, but it did not increase the pace at which flour was made.

Except that the merchant mills gradually and naturally encroached upon our old friend, the gristmill, as towns grew into cities and the old semirural occupation of milling became more of a distinctive industry, there was nothing to indicate the approaching downfall of the ancient grist miller as a factor in country life. The world needed more flour, however, and still the pace of the leisurely millstone was as unhurried as if nothing more than a few hundred villagers were dependent upon its activity.

THE MILLING REVOLUTION

Then came the revolution in flour milling. For some years it had been known that the millers of Budapest, Hungary, were making flour—of a very superior quality at that—by a different process, using rolls of porcelain, or perhaps of steel, instead of, or possibly in addition to, millstones. This was a secret process which they guarded jealously.

Governor Washburn and Mr. Christian had been very curious about this method of grinding, but had been unable to discover much concerning it. At the Centennial Exposition in Philadelphia in 1876, a Swiss firm exhibited a set of rolls, but as no one was in charge of the exhibit who had technical knowledge, they were not demonstrated, and attracted little attention. By the way, it was in Switzerland, not in Hungary, that the roller mill originated.

American mill builders had experimented with porcelain rolls, imported from Zurich, but in 1878 they were not considered practical for American use. Governor Washburn needed another mill to meet the demands of his business, and he determined to put to the test the new method of grinding, then practically unknown and untried in America.

The result was the building of the Washburn C mill in 1879; the first complete automatic roller mill in the world. Therein steel rolls were substituted for millstones, at first tentatively and then, as experience demonstrated their superiority, permanently. It was found that the rolls could produce flour as well as the millstones did, and at a far faster rate.

Together, the purifier and the rolls revolutionized the milling process completely. The capacity of the mills was enormously increased, and thereafter the doom of the gristmill was but a question of time—and a short time at that.

Then followed a building and remodeling of flour mills such as the world has never known, before or since, and will

probably never know again. The economical advantage of rolls was at once demonstrated in increased profits. Centralization of plants became essential to success, and the large flour mills rapidly absorbed the business of the smaller ones which could not compete with them.

DECLINE OF GRIST MILLING

The process of elimination of the small mill, which began in 1879 with the introduction of rolls, has continued ever since, and there are now more than 20,000 fewer individual flour mills in the United States than there were 50 years ago. The millstone is discarded, and except in isolated spots, inaccessible by railways, the old gristmill has disappeared entirely, or only exists as a grinder of local feeds.

Contemporaneous with the practical elimination of the small custom mill has developed the great merchant mill with a producing capacity hitherto undreamed of. This was a revolution brought about through mechanics. Later has come an economic revolution, still further centralizing effort and reducing the potential activity of the individual, isolated plant. This I shall discuss further on.

JOHN CROSBY'S LEADERSHIP

Governor Washburn died in 1882, leaving to his estate his great mills in Minneapolis, which by this time were valued at over \$1,000,000. His former partners leased the plants and continued them in successful operation, one of these partners, John Crosby, assuming the leader-

(Continued on page 122.)

GENERAL MILLS EXECUTIVES



Franklin M. Crosby, Vice President General Mills, Inc.



Donald D. Davis, Vice President and Treasurer, General Mills, Inc.



C. C. Bovey, Chairman of Board, Washburn Crosby Co., Inc. Minneapolis, Minn.



James E. Larroue, President Larroue Milling Co., Detroit, Mich.



Harry G. Randall, President Washburn Crosby Company, Kansas City, Mo.



Karl E. Humphrey, President Oklahoma City Mill & Elevator Co., Oklahoma City, Okla., and Other Oklahoma Units of General Mills, Inc.



Roger S. Hurd, President Red Star Milling Co., Wichita, Kansas



T. C. Thatcher, President Wichita Mill & Elevator Co., Wichita Falls, Texas, and Other Texas Units of General Mills, Inc.



H. R. McLaughlin, President Washburn Crosby Co., Inc., Minneapolis, Minn.



F. B. Burke, President Sperry Flour Co., San Francisco, Cal.



J. J. Lavin, President Royal Milling Co., Rocky Mountain Elevator Co., Great Falls, and Kalispell Flour Mill Co., Kalispell, Mont.



F. F. Henry, President Washburn Crosby Company, Inc., Buffalo, N. Y.

CHICAGO DISTRICT

SIGURD O. WERNER, CHICAGO MANAGER

166 W. Jackson Boulevard, Chicago, Ill.

Cable Address: "Palmking" Correspondent at Milwaukee

Market Slow, but Feeling Is Better

THE Chicago flour market continues slow and the expected improvement has not materialized. There is a better feeling, but buyers have not as yet become enthusiastic enough to enter the market in a substantial way. Purchases are still confined to actual needs, but dealers are hopeful that conditions will improve considerably during the month. Shipping directions continue fairly free, and as old orders are being reduced right along and since stocks are considered low, there should soon be renewed activity.

Spring Wheat Flour.—The first week of the new year did not show any improvement in business; in fact, it was a continuation of the preceding month's dullness. However, buyers are ordering out flour against old orders in a better way, and these are being reduced quite satisfactorily. This, coupled with low stocks, should insure a revival in buying at an early date.

Hard Winter Flour.—Southwestern brands also continue to move slowly. Current business consists merely of scattered bookings of one and two car lots for near-by delivery. The trade is beginning to show a little more interest and sellers feel hopeful that this will result in better business.

Soft Winter Flour.—There has been no change for the better, and demand continues dull. Cake bakers have nearly dropped out of the market, and pie and cracker bakers cover only absolute needs. Stocks of soft winter are also low, but users have followed the policy of contracting for current needs most of this crop year, and no radical change in their policy is expected.

Flour Prices.—Nominal quotations, basis Chicago, patents in cotton 98's and clears in jutes, Jan. 10: spring top patent \$4.30@4.75 bbl, standard patent \$4.10@4.60, first clear \$3.50@3.90, second clear \$2.60@2.90; hard winter short patent \$4.20@4.50, 95 per cent patent \$3.90@4.20, straight \$3.75@4.1, first clear \$3.55@3.70; soft winter short patent \$4.30@4.60, standard patent \$4.15@4.35, straight \$3.85@4.15, first clear \$3.50@3.75.

Durum.—Only a small amount of warehouse business in semolinis is reported. Car lots are not being taken. Shipping directions are improving. Quotations, Jan. 10: No. 2 semolina, 2½ lb, bulk; standard semolina, 2½c; No. 3 semolina, 2½c; durum patent, 2½c; special grade, 2¼c.

Output of Chicago mills, as reported to The Northwestern Miller:

Jan. 4-10	Output bbls	Pct. of activity
.....	31,922	80
Previous week	27,855	70
Year ago	34,246	86
Two years ago	33,645	84

HAND-TO-MOUTH BUYING ONLY

MILWAUKEE, Wis.—Practically no changes in the Milwaukee flour market occurred since a week ago. Dullness prevails, being broken intermittently by a few hand-to-mouth type orders from the smaller bakeries. Orders all call for immediate shipment. No change in conditions is expected until after the inventories have been completed, and some doubt has also been expressed whether things will change then. Prices remain unchanged.

Quotations, Jan. 10, basis Milwaukee, patents in cotton 98's and clears in jutes: spring top patents, \$4.50@5.05; standard patents, \$4.25@4.80; first clear, \$3.75@3.95; second clear, \$2.50@3.35. Fancy pastry flour, in 100-lb packages, \$4.25@4.80 per 100 lbs. Soft winter wheat flour, \$4.15.

Orders from larger buyers for southwestern flour are also lacking, the only

activity being a few hand-to-mouth orders from the bakery trade. These call for immediate shipment. Some change is expected as soon as inventories have been completed, because from all outward appearances, the trade has used up nearly all flour on hand.

The current range between northwestern and southwestern offerings has become 10@15c by slight price changes in the southwestern field, as compared with 45c a week ago. Quotations, Jan. 10, basis Milwaukee, patents in cotton 98's short patents, \$4.40@4.60; standard patents, \$4.20@4.40; first clear, \$3.55@3.80; second clear, \$3.10@3.25.

FOOD, BEVERAGE AD VALUE UP 22 PER CENT IN 1930

The value of food and beverage advertising in national magazines, national farm magazines and for radio broadcasting, amounted to \$36,351,631 during 1930. Expenditures during 1929 were \$29,758,778. This increase in food and beverage advertising for 1930 over 1929 amounted to \$6,592,856, or approximately 22 per cent, according to the business survey department of Dorrance, Sullivan & Co., New York advertising agents.

The accumulative total for the 12 months of 1930 in national magazines was \$30,870,320 compared with \$27,112,275 during the 12 months of 1929, a gain of \$3,758,045 or approximately 13 per cent. The accumulative total for food and beverage advertising in national farm magazines for the 12 months of 1930 was \$848,336, compared with \$856,014 during the 12 months of 1929, a loss of a little less than 1 per cent. The accumulative total for radio broadcast advertising for the 11 months of 1930 was \$4,632,978, compared with \$1,790,489 during 11 months of 1929, a gain of 158 per cent.

Food and beverage advertising in De-

ember, 1930, national magazines, national farm magazines and for radio broadcasting amounted to \$2,903,003, compared with \$2,615,855 spent during December, 1929, a gain of approximately 9 per cent.

In December, 1930, national magazines, food and beverage advertising amounted to \$2,301,137 compared with expenditures of \$2,377,793 during December, 1929, a loss of a little less than 1 per cent.

Expenditures in national farm magazines during December, 1930, were \$31,381 compared with \$48,364 during December, 1929, a loss of approximately 28 per cent.

Radio broadcast advertising over the national networks in November, 1930, amounted to \$567,485, compared with \$219,608 during November, 1929, a gain of 105 per cent.

CHICAGO FLOUR CLUB WILL HEAR NATIONAL PRESIDENT

CHICAGO, ILL.—Edward Knighton, of New York, president of the National Federated Flour Clubs, has accepted the invitation extended him by the Chicago Flour Club, to address the dinner meeting of the latter organization, the evening of Feb. 5. This will be the first time that the national president has been able to visit with any of the western members of the national organization, and the Chicago trade is making plans to give Mr. Knighton a royal reception. A dinner meeting will be held at the Bismarck Hotel, starting at 6:30 p.m. At this meeting, President Bunnell will also announce tentative plans for another special meeting to be held in the spring. All members of the Chicago Flour Club are urged to send their reservations to the secretary as soon as possible. The officers are expecting a very large attendance.

RETAIL BAKERS' WEEK

CHICAGO, ILL.—The Associated Bakers of America have perfected elaborate plans for Retailers' Week, to take place at the Sherman Hotel, beginning on Jan. 26. A most interesting program has been prepared and the local committee on arrangements, consisting of officers of retail bakers' organizations, has been working hard to make this an outstanding event. The Bakers' Courtesy Club, composed of allied men in Chicago, will also be of assistance at this convention, and a committee is being appointed to take charge of their activities.

NEWS CRIST in BRIEF

John Diefenbach, of the Amber Milling Co., Minneapolis, was a recent Chicago visitor.

C. T. Vandenoever, of the International Milling Co., Minneapolis, was in Chicago Jan. 9. He left on a several weeks' business trip to eastern markets.

Herman Steen, secretary of the Millers' National Federation, attended a meeting of the Southern Illinois Millers' Association in St. Louis on Jan. 7.

Perry Satterthwaite, secretary-treasurer of the William Hayden Milling Co., Tecumseh, Mich., visited the Chicago market and spent a few days calling on the trade.

K. L. Burns, president of the Globe Milling Co., Watertown, Wis., called at THE NORTHWESTERN MILLER office. He remained over a day to call on the trade following his attendance at the monthly meeting of the Rye Millers' Association, held Jan. 7, in Chicago.

W. E. Albright, manager of the Minneapolis-Larabee Flour Co., of Chicago, is spending a few hours daily at his office. Mr. Albright was confined to his home for more than a week, by an attack of bronchial pneumonia, but has now made such progress that he can give part of his time to business.

Frank J. Allen, general manager, and T. M. Powers, assistant secretary, of the Bay State Milling Co., Winona, Minn., were Chicago callers. Mr. Allen attended the monthly meeting of the Rye Millers' Association of America, and Mr. Powers spent a few days calling on the trade.

W. M. Steinke, sales manager for the King Midas Mill Co., visited in Chicago. He was returning to Minneapolis from the East, where he had attended the Pennsylvania bakers' convention. Mr. Steinke thought that conditions were improving in the East. Although there has not been much flour buying as yet, there is a better feeling and the trade is more optimistic over future business.

Recent visitors at the offices of the Millers' National Federation included the following: Sydney Anderson, of General Mills, Inc., Minneapolis; Chauncey Abbott, Jr., of the Omaha (Neb.) Flour Mills Co.; C. R. McClave, of the Montana Flour Mills Co., Great Falls, Mont.; W. C. Helm, of the Russell-Miller Milling Co., Minneapolis; Carl Sims, of the Sims Milling Co., Frankfort, Ind.; Robert R. Clark, of the Quaker Oats Co., St. Joseph, Mo.; R. Ward Magill, of the Kansas Milling Co., Wichita, Kansas; Mark N. Mennel, of the Mennel Milling Co., Toledo, Ohio; C. B. Warkentin, of the Midland Flour Milling Co., Kansas City.

JAMES C. MURRAY IS NEW CHICAGO BOARD PRESIDENT

CHICAGO, ILL.—James C. Murray, vice president of the Quaker Oats Co., Chicago, and head of the grain division of that firm, on Jan. 12 took office as president of the Chicago Board of Trade. He is the fifty-eighth president of the exchange.

Mr. Murray issued a statement just before taking the oath of office, in which he affirmed his belief in the soundness of the established system of marketing agricultural products through organized exchanges.

"I believe in the Chicago Board of Trade as a sound agricultural and commercial asset," he said. "Maintaining an open market for over 80 years, the members have assisted in the development of the greatest agricultural empire in the world. The system of marketing and financing as devised and practiced enables all interests to engage in production and distribution of the crops with



James C. Murray

the minimum of risk. This has established a corresponding minimum of conversion and marketing cost unequalled in any other industry. No better system has yet been devised and experience shows clearly that a free and open market is the best vehicle in disposing of the farmers' grain and meeting the trend of supply and demand.

"I regard the Agricultural Marketing Act with its resultant Federal Farm Board and Grain Stabilization Corporation as an expression of Congress in its effort to provide relief to agriculture. The success of the venture depends on the results accomplished. Present facilities should not be discarded or restricted before better facilities are provided. There can be no objection to farmers soundly engaging in the business of handling grain or other commodities. Many of those now engaged in the commercial handling and processing of grain started life on the farm and their sympathy naturally lies with the farmer. Care must be taken in the using of government funds to treat all interests with justice and consideration."

CHICAGO FLOUR OUTPUT

CHICAGO, ILL.—The estimated total wheat flour output of the two Chicago mills during 1930 was 1,635,094 bbls. This compares with 1,527,600 in 1929, 1,765,077 in 1928, 1,851,000 in 1927 and 1,867,000 in 1926. The total output of rye flour by the same two mills was 241,095 bbls during 1930.

MILLERS APPROVE DIFFERENTIALS

CHICAGO, ILL.—Reports from various parts of the country indicate nearly unanimous approval of the differentials on self-rising flour recently recommended by the Millers' National Federation committee on self-rising flour differentials.

EUROPEAN DEPARTMENT

C. F. G. RAIKES, EUROPEAN MANAGER

59 Mark Lane, London, E. C. 3, England

Correspondents in Amsterdam, Belfast, Budapest, Copenhagen, Glasgow, Hamburg, Liverpool and Oslo
Cable and Telegraphic Address: "Millsfort"

FINLAND JOINS NATIONS FAVORING WHEAT IMPORTS

LONDON, ENG.—Finland has joined the ranks of the countries discriminating, by means of increased duties, against imported wheat flour, as the Finnish parliament has decreed that an additional duty of 2.10 Finnish marks per 100 kilos shall be imposed on flour. This makes the total duty on fine and granular wheat flour and semolina 210 Finnish marks, equal to about \$5.25, per 100 kilos. On the other hand, the duty on wheat remains unchanged at 100 Finnish marks per 100 kilos, so if it is reckoned that 150 kilos of grain are necessary to produce 100 kilos of flour, the home miller is protected by a duty of about \$1.50 per 100 kilos. At the same time, the government has increased the duty on rye grain by 1.25 Finnish marks, which gives better protection to rye than wheat.

It is hard to see where the farmer, for whose sake the changes were made, will benefit. However, the duties are only fixed for one year, and the continuance of a protection policy depends on the political party that happens to be in power.

The increase in duty will no doubt result in some of the smaller roller mills, which have hitherto ground rye meal and rye flour exclusively, being adapted for the milling of wheat flour. There is also a movement on foot for the erection of a large modern flour mill in South Finland by a combination of agrarians and co-operatives, which are now in the ascendency in the Finnish parliament. It is not expected that any other large milling enterprises will be started until the new basis of duty becomes permanent. However, the various country mills are likely to find wheat flour milling very profitable at the large differential between imported wheat and imported wheat flour, and they probably will be able to grind whole wheat flour at lower prices than rye meal.

The whole thing has come about by the action of the agrarian and co-operative parties, but at the best the farmers can gain very little by the higher duty on imported flour, as long as the duty on wheat continues on the old level. The geographical position of Finland renders it impossible for the cultivation of wheat to be increased very materially. At present, about 30,000 tons of wheat are grown in South Finland, and the farmers themselves do not expect to be able to more than double this quantity, and then only over a period of years. The country is icebound for the greater part of the year, and the very short summer is not hot enough to bring the wheat to maturity in the few weeks available.

As regards milling, the homegrown wheat could only be used in conjunction with stronger foreign wheats, so that importation must be resorted to, either in the form of wheat or flour. Heretofore, about 120,000 tons of wheat flour have been imported into Finland annually, and of these imports at least one half has been fairly high grade. To produce these grades, it would be necessary to set aside about 15 per cent of the flour output for the purpose, which could not be done. Consequently, home mills could not supply the different kinds of wheat flour required by the people of Finland, and, in any case, the higher grades of flour would have to be imported.

ILLNESS OF J. MEURS, AMSTERDAM

LONDON, ENG.—J. Meurs, of Luhsinger, Meurs & Co.'s Handelsmaatschappij N. V., Amsterdam, suffered recently with a serious illness from peritonitis. He is president of the Netherlands Flour Im-

porters' Association and, in view of the proposed legislation to enforce compulsory milling and the admixture of imported flour with home milled flour, he devoted a great deal of time and energy on behalf of the Netherland importers. Mr. Meurs must have been living under considerable strain during the last few months, for not only has he had his own business to attend to during a very trying period, but he also has had to shoulder a large amount of work and responsibility in connection with the association, and in all probability this brought about his illness. Mr. Meurs is exceedingly popular in the Netherlands flour importing trade and also has many friends among the millers of the United States and Canada.

LONDON TRADE DOUBTS BIG WHEAT FEEDING FORECAST

LONDON, ENG.—The announcement by the United States Department of Agriculture that it was estimated that 236,000,000 bus of wheat would be required for feeding purposes in the United States has been the subject of a good deal of discussion in London. There is no doubt that a great many people are skeptical as to the possibility of feeding this amount of wheat, arguing that if wheat was being fed in this proportion for live stock purposes, the visible supply of wheat in the United States would be decreasing far more rapidly than it is. However, everybody hopes that the United States government estimate will be correct, feeling that the actual consumption of wheat is the only way to restore prices. Those who doubt the accuracy of the estimate anticipate that the United States may have to revert to disposing of the surplus by exporting it at the world's price.

CEREAL TRADE OUTLOOK IMPROVES

TORONTO, ONT.—The Canadian trade commissioner at Liverpool recently reported in a government bulletin that it should now be possible for Canadian rolled oats and oatmeal to regain their former position in that market. A few years ago, Canadian cereal millers found a good outlet for their products in Liverpool, but of late have been unable to meet competition of German oat products, which had been helped through a

system of government subsidies, making the price about \$12 per ton lower than Canadian or American rolled oats and oatmeal. The German government has now withdrawn the subsidy, and the Liverpool market is on a more competitive basis for products from other countries. Already substantial sales of Canadian goods are reported in Liverpool.

GRIST MILLS IN WESTERN CANADA CONTINUE TRADE

WINNIPEG, MAN.—Some weeks ago, attention was drawn to the fact that many farmers in western Canada were reviving an old industry by hauling grain to the country grist mills, and taking back flour and offal in its place. The further decline in wheat prices has greatly increased this practice, and scores of little mills are working overtime in an effort to keep pace with the steady stream of wheat arriving from farms many miles distant. There is evidence of wheat having been hauled 60 miles. Grist mills long ago regarded as monuments to an industry left behind in the steady march of progress in this machine age, have been resurrected and are today the center of activity. So widespread has become the practice and so intent are farmers on taking care of home supplies that it has become necessary to issue a warning in this connection. It is reported that many farmers are having sufficient flour ground to take care of their needs for a year. Major H. G. L. Strange, of the Searle Grain Co., states that those who are getting flour for long-time storage are incurring the risk of having musty or rancid flour on their hands, since the small grist mill cannot get as fine a separation as larger plants.

POLAND EXTENDS PREMIUMS

WASHINGTON, D. C.—Premiums on grain and flour in force in Poland have been indefinitely extended under a decree in effect, Nov. 1. Provision has been made for two months' notice in advance of termination of this decree. The premiums and their approximate equivalent in United States currency, per 100 kilos, are: barley, 45c; wheat and rye, 67c; flour without bran content, \$1.22; other flour, \$1.01; barley, groats and malt, \$1.22.

RUSSIA TAKING SHARE OF NORWEGIAN GRAIN MARKET

LONDON, ENG.—An Oslo correspondent, under date of Dec. 19, gives the following information in regard to grain and flour conditions in Norway:

"This year Russia has taken a large slice of the trade of the Norwegian market, thereby reducing the grain and flour importations from other sources. The United States, of course, is out of the export business at present, but will probably come back again in course of time. Canadian mills are selling a little to Norway, but not very much, in spite of the fact that prices are remarkably low.

"Recently, the government monopoly bought a few hundred tons of Canadian straight flour for shipment by the Lauritz Swenson, loading at Vancouver early in February. The price was around \$2.70 per 220 lbs. f.o.b. This means that c.i.f., Norway, it will cost about \$3.70 per 220 lbs. There can be scarcely any one—or at least very few people—who have ever seen such prices. It is believed here—or perhaps more hoped than believed—that conditions will improve in the course of the spring. In any case, it would be best for every one concerned if prices were more in proportion to the cost of production. The present low prices are unreasonable and are doing nobody any good."

GRAIN CONFERENCE POSTPONED

LONDON, ENG.—According to the Berliner Borsen Zeitung at Rome, the conference of the International Institute of Agriculture, which was to have been held in the middle of December, has been indefinitely postponed. This conference was to have been preparatory to a subsequent conference, to which the United States would have been invited. The reason for the postponement was that some of the agrarian states consider that the time is not opportune. For the time being, the institute will confine its activities to statistical and technical matters, as heretofore.

FEED SHORTAGE IN RUSSIA

LONDON, ENG.—It is reported that the cattle raisers in the Soviet Union are suffering from a shortage of feedstuffs. Government hay collections have yielded only 29 1/2 per cent of the plan. The shortage is felt most severely at Leningrad, where only 11.8 per cent of hay has been forthcoming, and at Moscow, which is even lower at 9.7 per cent.

BREMEN FLOUR WAREHOUSE BURNS

BREMEN, GERMANY.—On Dec. 16, a fire broke out in the flour warehouse of Gebrs. Nielsen G.m.b.H., of Bremen, Germany. The building was ablaze in a few minutes. The cause was said to be a flour dust explosion. The flour continued to smolder for several days.

BELGIUM MAY INCREASE OATS DUTY

ANTWERP, BELGIUM.—A proposal has been submitted to the Belgian government for an increase in the duty on oats from 6 francs (17c) to 21 francs (59c) per 100 kilos.

London Flour Arrivals

The arrivals of flour in London, by weeks, in sacks of 250 lbs, showing countries of origin:

Country	Dec. 19	Dec. 12	Dec. 29
United States	1930	1930	1929
Atlantic	3,795	950	6,798
Pacific	499	—	—
Canada-Atlantic	1,575	10,388	7,078
Australia	12,250	3,500	—
Argentina	3,930	—	—
Continental	7,919	2,845	2,934
Coastwise	800	1,648	—

Milling and Baking Qualities of English Wheat

Summarized by Tom Bright from a Department of Agriculture Bulletin.

WHEATS resistant to excessive rainfall and to lodging are virtually the only kinds that can be grown in England because rains often delay sowing in the autumn and in the winter they cause water logging of the soil. In the northern counties alternate freezing and thawing at the close of winter is detrimental.

Both spring and winter common wheats are grown with red and white wheats of winter habit, red spring varieties predominating. The variety Squarehead Master is the mostly widely grown and Yeoman is notable because it produces a flour suitable for making shapely, pleasant-flavored loaves without foreign blending. Little Joss is grown throughout England and Wales in the lighter land while Swedish Iron is a heavy-yielding wheat grown in the heavier soils of northern England. Other red winter varieties are Standard Red, Chevalier, Crown, Biffens Yeoman and Percivals Fox. Among the red spring wheats are Red Marvel, April Bearded and Red Nursery.

Although producing a high percentage of flour, English wheats do not produce flours well suited to baking, the loaves being small in volume and of a coarse texture. The color is also poor. Flour milled from the wheat has a low protein content, low water absorption and a short fermentation period. Flour milled from Yeoman II is most highly regarded by bakers.

English wheat often contains more than 20 per cent water in contrast to 10 per cent for Indian wheat and 14 per cent for the average imported wheat. Inland millers are compelled by virtue of their location to blend the ordinary varieties with large quantities of strong foreign wheat. The proportion of English wheat used in the blend amounts usually to about 20 per cent.

ST. LOUIS DISTRICT

ARTHUR F. G. RAIKES, MANAGER

517 Merchants Exchange, St. Louis, Mo.

Correspondents at Memphis and New Orleans

Cable Address: "Palmking"

St. Louis Trade Quiet, but Improved

ALTHOUGH the flour business undoubtedly was better last week than for a number of weeks, it cannot be said that January has lived up to expectations so far. Perhaps it is because millers, with fewer sales on their books than for some years at this season, are expecting too much from buyers who have absolutely no reason to buy more than their immediate needs at the present time. Business might, therefore, be termed really good but comparatively poor. With one mill reporting sales in January that are already greater than those made in the whole of December, it cannot be truthfully reported that there is no new business going on mills' books. That the volume of new contracts does not come up to millers' expectations is merely a matter of comparison and it is folly to compare this year with any other year in milling history. Stabilized prices have created a situation that is unprecedented and restrain buyers from taking on more than 30@60 days' supplies at a time.

Directions Continue Slow.—Directions are extremely hard to obtain and mills' reports on the success they are meeting with in getting specifications vary. Some say that the low stocks of their buyers are making them reluctantly send in directions, while others say that they may have to reduce operations if their customers do not order out more freely. The tendency to hold off until the last minute before ordering out flour is still noticeable and many millers speak of the large proportion of directions that call for urgent shipment.

South Buys Lower Grades.—Lower grades of flour still continue in the best demand. This is especially true of the trade in the South, where it is becoming more and more difficult to sell patent flour.

Chaotic Export.—Export trade, only naturally, is still confined to what may be termed "brand" business with new sales consisting of small lots to old established trade that is anxious to keep alive the brands they have sold for many years. With Canadian flours selling at a full dollar over hard wheat quotations in Europe it is not surprising that exporting millers find it virtually impossible to interest foreign importers. Shipments to Europe are still being made but most of this is on flour sold some time ago and on which the importer faces a very large loss.

Quotations, Jan 10, basis jute 140's, St. Louis: soft winter short patent \$4.40@4.90 bbl, straight \$4@4.20, first clear \$3.40@3.60; hard winter short patent \$4@4.50, 95 per cent patent \$3.70@3.90, first clear \$3.20@3.40, spring wheat top patent \$4.40@4.75, standard patent \$4.20@4.30, first clear \$3.40@3.50.

FLOUR OUTPUT

Output of St. Louis mills, with a weekly capacity of 69,600 bbls, as reported to The Northwestern Miller:

	Output bbls	Pct. of activity
Jan. 4-10	35,300	51
Previous week	29,900	42
Year ago	35,500	52
Two years ago	35,600	52

Output of outside mills, with a weekly capacity of 64,800 bbls, the product of which is sold from St. Louis:

	Output bbls	Pct. of activity
Jan. 4-10	32,400	50
Previous week	25,400	40
Year ago	44,300	51
Two years ago	42,800	49

LOW GRADES IN GOOD DEMAND

MEMPHIS, TENN.—Not much business is being done in flour, although movement is fairly satisfactory. Specifications are being received in moderate volume, because stocks are small in all hands.

Preference is still being shown for the lower grades, as cost is being considered more than usual, and slightly firmer tone is reported for them because of the increased demand. Shippers are asking about 10c bbl higher for low proteins, and some reports say that slight concessions may be obtained from a few mills for the higher grades, because they are moving so slowly.

No improvement is shown in economic conditions and little is expected soon. The wave of bank closings appears to have spent itself, but credit conditions are unusually tight. Federal relief funds can only help demand for the cheapest grades.

Flour quotations, Jan 10, basis 99's, f.o.b., car lots, Memphis: spring wheat short patent \$5.85@6 bbl, standard patent \$5@5.40; hard winter short patent \$4.75@5.85; standard patent \$4.25@4.50; soft winter short patent \$5.40@6, standard patent \$4.50@4.75; western soft patent \$4.50@4.60; low proteins, \$4@4.35; blended 95 per cent patent \$4.25@4.35.

NEW ORLEANS PRICES EASIER

NEW ORLEANS, LA.—As a result of another advance in millfeed prices, flour prices were easier and showed a strong tendency to decline during the first week of the new year, although quotations were already at unusually low levels. Not much demand was reported by local dealers. Sales were scattered, and limited in most instances to prompt to 30-day shipment. Buyers evidently are still not inclined to take hold for future delivery, and some seem to believe that prices will go still lower.

The new year's business is not in full swing. Many concerns have not completed inventory, and there will probably be little trading until the year is several weeks older. However, prices are at a tempting level, and should they go much lower many buyers will be inclined to replenish their stocks. Country business also was quiet, although some dealers reported a number of inquiries as a result of the drop in prices.

Quotations, Jan. 9, basis cotton 98's: spring wheat short patent \$5.15 bbl, 95 per cent \$4.85, 100 per cent \$4.65, cut \$4.40; hard winter short patent \$4.50, 95 per cent \$4.20, 100 per cent \$4, cut \$3.75, first clear \$3.40, second clear \$3; soft winter short patent \$5, 95 per cent \$4.60, 100 per cent \$4.40, cut \$4.15, first clear \$3.80, second clear \$3.40.

The export call for flour holds up fairly well, considering the time of the year, and European shipments show a slight improvement, while Latin American exports have changed little. Some inquiries are being received from foreign buyers, following the declining tendency of prices. Sales are made up mostly of moderate shipments. While the total vol-

ume of flour shipped through this port is not great, it is somewhat more than exporters expected for this period.

During the seven days ended Jan. 9, a total of 31,753 200-lb bags of flour was shipped through this port, of which Latin America took 22,033 and Europe 9,720 as follows: Amsterdam, 5,350; Rotterdam, 2,184; Antwerp, 2,076; Dunkirk, 110.

CROP IMPROVEMENT RESULTS HEARD

St. Louis, Mo.—At the annual meeting of the Missouri-Illinois Crop Improvement District held in St. Louis reports on the accomplishments of the past year were heard. Much progress has been made in the distribution of seed wheat, and a great deal of educational matter directed against the prevalence of garlic and other weeds, as well as smut, in the wheat of this territory, has been broadcast to farmers. W. E. Henry, of the Stanard-Tilton Milling Co., was re-elected chairman of the group, with J. L. Griggs, of Sparta, Ill., as active director. New members of the board of directors elected at this meeting were: Clarke King, of the M. D. King Milling Co., Pittsfield, Ill., and C. A. Carter, of the Randolph Milling Co., Baldwin, Ill.

A. V. IMBS, MILLER, IS ST. LOUIS EXCHANGE HEAD

St. Louis, Mo.—A. V. Imbs, better known as Al Imbs, new president of the Merchants' Exchange of St. Louis, is an outstanding flour miller of St. Louis whose sound business judgment is much



A. V. Imbs

respected in that market. The third son of the late J. F. Imbs, founder of the milling company bearing his name, Al Imbs was born in St. Louis on June 21, 1879, and has directed the affairs of the company for about 25 years. Graduating from St. Louis University in 1898 with a B. A. degree, he entered the operating end of the business, spending most of his time at the mill, which is located across the river from St. Louis in Belleville,

Ill. He was not altogether unfamiliar with the plant as he had worked there during vacations while he was still at school. Before long his father put him in charge of the mill's wheat purchasing and gave him the supervision of production. At St. Louis University he had specialized in flour chemistry and he put the knowledge gained there to good use at the mill, inaugurating gluten tests as long ago as 1906. In that year he was made active manager of the mill and under his guidance the company has made remarkable progress. New capacity has been built, bringing the daily capacity of the mill to 2,500 bbls, while concrete grain storage has been greatly enlarged, as well as warehouse space. On the death of J. F. Imbs in 1927, Mr. Imbs assumed the presidency of the company and, with his three brothers, J. J., George and Robert F., he has kept the mill well and favorably known in the years that have followed.

Mr. Imbs was reluctant to accept the nomination for president of the Merchants' Exchange, but considerable pressure was brought to bear upon him as he is well liked and a good opinion of his ability and business judgment is held by members.

Other officers elected were: first vice president, Ed. F. Mangelsdorf, of Ed. F. Mangelsdorf & Bro., seeds and grain; second vice president, Louis T. Hall, of the Nanson Commission Co.

W. E. HOTCHKISS MAKES CHANGE

St. Louis, Mo.—W. E. Hotchkiss has resigned from the Marshall Hall Grain Corporation, St. Louis, in order to join the local branch of the J. C. Shaffer Grain Co., of Chicago. Mr. Hotchkiss will handle both grain and millfeed for the Shaffer company and will assist in this company's operations in the millfeed futures market, in which it is exceedingly active. He had been with the Marshall Hall company for a number of years.

MEETING OF ST. LOUIS MILLERS

St. Louis, Mo.—The St. Louis Millers' Club will hold a dinner meeting at the Missouri Athletic Association, St. Louis, on Jan. 27. F. E. Eichler, secretary of the organization, announces that a program of entertainment which will include card playing is being arranged.

OKLAHOMA EXPERIMENT STATION

OKLAHOMA CITY, OKLA.—An experimental farm is to be established on a portion of the 9,000-acre reservation of the Chilocco Indian School in Kay County, Oklahoma. The station will be under direction of the Oklahoma Agricultural & Mechanical College at Stillwater.

OUTPUT IN ST. LOUIS IS CLOSE TO RECORD

Only In 1889 Did Mills Make More Flour Than In 1930—Outside Mills Decline Slightly

St. Louis, Mo.—Only one year in the history of St. Louis (1889) has seen a greater production of flour by local mills than 1930. In spite of the general business depression, therefore, and notwithstanding the difficult conditions in the wheat market, St. Louis millers have continued the forward march begun two or three years ago in the matter of flour production.

Although the local flour output in 1929 showed an increase of almost 20 per cent over that of 1928, flour millers here did not rest on their oars but increased 1930 production over that of 1929 by about 6 per cent. The production of 2,051,800 bbls of flour in 1930 by St. Louis mills fell only some 15,000 bbls short of the record production of 1889 and compared with 1,933,000 manufactured in 1929.

Mills outside of St. Louis but in territory considered tributary to St. Louis have not done so well with production, in 1930, of 2,017,800 bbls compared to 2,411,000 in 1929. The 1930 figure is the smallest since 1924, prior to which year outside mills made less than 2,000,000 bbls of flour for some years.

BREVITIES in the NEWS

A bill has been introduced into the Tennessee senate providing for a graduated tax on sales of chain stores.

E. S. Pfeffer, president of the Pfeffer Milling Co., Lebanon, Ill., was a visitor in New Orleans, calling on his local representative, P. L. Thomson & Co., Inc.

Fred C. Hoose, of the Kansas City office of the Norris Grain Co., Chicago, was in St. Louis last week and visited old friends on the floor of the Merchants' Exchange.

L. J. Walsh, manager of the feed de-

partment for the Washburn Crosby Co., Kansas City, and his assistant, W. H. Cowan, spent several days in St. Louis recently visiting the company's branch office.

A. L. Chandler, cost accounting expert for the Millers' National Federation, Chicago, called on St. Louis millers last week, leaving later for points in southwestern Missouri.

P. S. Wilson, of the Hall Milling Co., has returned to St. Louis after being called hurriedly to Salina by the serious illness of his father who is now reported to be progressing satisfactorily.

EASTERN STATES

WAYNE G. MARTIN, JR., EASTERN MANAGER

25 Beaver Street, New York, N. Y.

Correspondents at Baltimore, Boston, Buffalo, Philadelphia and Pittsburgh
Cable Address: "Palming"

Eastern Market Conditions Spotted

THE flour market last week presented several interesting contradictions. Some brokers reported that a thorough canvass of their trade showed buyers absolutely unable to take on any flour at all, regardless of the attractive prices a mill could offer. In addition, also, to this inability to make new contracts for immediate shipment (the condition on which prices generally were lowered), there was difficulty in some quarters in getting shipping instructions on the previous purchases, particularly where there had been overbuying to take advantage of lake-and-rail rates, and buyers still had more flour than they needed. This was the depressing side of the picture.

Some Find It Good.—On the other hand, there was a very fair proportion of the trade, who found an improvement in business. It ranged from "slight to decided," but in whatever degree it existed, it was sufficient to give a brighter outlook. Supplemented by the efforts of the press, radio, and advertising to stress any betterment in general conditions, the psychological effect of even a few orders made brokers feel that their hopes of an improvement after the holidays were not in vain.

Immediate Shipment Wanted.—In practically every instance, the sales were for immediate shipment. About the longest length of contracts made during the week was 45 days, and the greater proportion was within 30 days. For this, mills made moderate concessions, but on the whole, it was the general situation rather than this attraction, that made buyers hold to the near-by shipment policy. They seemed to keep their distrust of the market, and came in only because they were in need of flour. None of them felt in position to surmise what might happen when governmental control was lifted from grain, and there was no wish to be caught with large orders on the books.

Jobbers Buying.—The principal interest seemed to come from jobbers, with bakers contributing only a moderate share of the volume. Interest was centered almost entirely on spring wheat flours, with only a sprinkling of ears of southwestern grades. The range on the Kansas 95's seemed to have narrowed somewhat, possibly due to the fact that many of the higher priced mills no longer kept their representatives posted on prices because of the stagnation that has existed on such types for a number of weeks. Spring wheat standard patents continued to show a 50c spread even between flours of comparable quality. As is also the situation when there are any sales at all, rumors were especially active as to the low figures at which some were being offered. In many instances, however, they were so low as to seem capable of existence only in a buyer's imagination, and reputable mills seemed to stay within the \$1.40@1.50 range, with the majority between \$1.45@1.60.

Soft winter wheat flours were without special feature, maintaining the relative price position that has existed for some time, with middle westerns so high as to be almost unsalable, and Pacific Coast and Pennsylvania flours close together in price.

Flour Prices.—Quotations, Jan. 10, all in jutes, spring fancy patents \$1.75@1.50, standard patents \$1.40@1.50, clears \$1.20@1.45; hard winter short patents \$1.60@1.55; 95's, \$1.25@1.55; soft winter straights, \$1.95@1.25; middle westerns, \$1.30@1.40.

BETTER FEELING IN PHILADELPHIA

PHILADELPHIA, Pa.—A better feeling is in evidence in the flour market. With stock taking out of the way, some buyers are looking around and displaying a little

more interest, though the actual volume of business placed is of small proportions. Local jobbers and bakers are not operating ahead of well assured requirements. There is very little doing for export, bids being considerably below a workable basis. Quotations, Jan. 10: spring wheat short patent \$1.75@1.50 bbl, standard patent \$1.40@1.75, first clear \$1.10@1.40, hard winter short patent \$1.75@1.55, 95 per cent \$1.35@1.70; soft winter straight, \$3.75@1.40.

BUFFALO MILLS IN QUIET PERIOD

BUFFALO, N. Y.—Flour trade is disappointing in volume. New bookings are in small lots, and there is little inquiry. Prices hold steady. Shipping instructions also are difficult to obtain, and production declined. The only improvement

noted was in the export market, buyers abroad seeking to build up their low stocks at current market levels. Demand was mostly for first clears, although there also was some buying of better grades. Semolina is quiet at unchanged prices.

Quotations, Jan. 10, 98-lb cottons: spring fancy patents \$5.85@6 bbl, standard patent \$1.75@1.85; first clear \$1.25@1.35, second clear \$1.70@1.75; hard winter standard patent \$1.50@1.60; soft winter family patent \$1.15, standard patent \$1.80@1.90. Semolina, 27c lb, lake-and-rail shipment, New York.

FLOUR OUTPUT

Output of Buffalo mills, as reported to The Northwestern Miller:

	Weekly capacity	Flour output bbls	Pct. of activity
Jan. 1-10	291,000	196,655	68
Previous week	291,000	210,313	72
Year ago	278,000	237,838	86
Two years ago	255,500	201,560	79
Three years ago	238,000	211,858	89
Four years ago	238,000	199,430	84

MORE INTEREST AT BALTIMORE

BALTIMORE, Md.—Local flour buyers have shown more interest in offerings since the first of the year, and fair sales have been made at steady prices. A few buyers still insist that they will never do any purchasing in excess of current needs. Most mills appear anxious for orders, with the steadier feeling in feed, though none of them seem willing to facilitate business at the expense of price. On the other hand, some buyers are going to wait.

NEWS CRIST in BRIEF

Receipts at Baltimore last week included 5,122 bbls flour destined for export.

E. W. Mitchell, president of the Consolidated Feed & Grain Co., Buffalo, is in Florida.

C. F. Dietz, executive vice president of the Commander Milling Co., Minneapolis, was a recent visitor in Philadelphia.

R. D. Sparks, of the Sparks Milling Co., Alton, Ill., was in New York recently, calling on J. J. McMahon, broker.

L. C. Chase, president of Valier & Spies Milling Corporation, St. Louis, recently passed a couple of days in New York.

The C. T. Faris Hay & Grain Co., of Pittsburgh, has resigned from the Pittsburgh Hay and Grain Exchange, as of Jan. 1, 1931.

Harry B. Blinn, Baltimore district manager for the Doughnut Machine Corporation, New York, has returned from a trip to Europe.

L. E. Bowman, manager of the Commander Flour Co., Philadelphia, has returned from a short business trip to Washington, D. C.

H. E. Krause, assistant traffic manager for Samuel Knighton & Sons, Inc., New York, is spending a couple of weeks at the company's Boston office.

Henry L. Atwell, vice president and sales manager for the Park & Pollard Co., Boston, has been visiting the trade in the Pennsylvania territory.

Continental Brokerage, Inc., specializing in corn products, 1901 St. Paul Street, Baltimore, has changed its name to that of Hayden-Shafer, Inc.

L. R. Elsrond, manager of the Philadelphia branch of the Duluth-Superior Milling Co., Duluth, Minn., is on a week's business trip in New York state.

James G. Webster, New York agent for the International Milling Co., Minneapolis, is attending a meeting of sales representatives at the home offices.

J. Juul, president and general manager of the Southwestern Milling Co., Inc., Kansas City, accompanied by A. R. Sasse, chief chemist for the mill, is visit-

ing various eastern representatives and spent several days last week with the Brocnniman Co., Inc., New York.

Paul Rutherford, of the Van Dusen Harrington Co., Minneapolis, and H. B. Stoker, Duluth manager for the same company, were recent visitors in Buffalo.

G. C. Krause, New York flour broker and representative of the Lockwood Mfg. Co., Cincinnati, recently attended a sales convention of the company at Cincinnati.

J. I. Carroll, of the Philadelphia office of the Pillsbury Flour Mills Co., Minneapolis, Minn., has returned from a few days' business trip to Buffalo, N. Y.

J. Randolph French, New York flour broker, who is now representing the Niagara Falls Milling Co., had a visit last week from Charles E. Dickerson, of the mill.

The monthly luncheon meeting of the Western Pennsylvania Bakers' Association will be held at the Fort Pitt Hotel, Pittsburgh, on Jan. 20. H. B. McNeal will preside.

At a recent meeting of the board of directors of the Philadelphia Commercial Exchange on Jan. 8, Edmond G. Hitchner, of Thomson & McKinnon, grain and stock brokers, was elected a member.

Clearances of wheat and flour from the port of New York for the week ended Jan. 3, amounted to 547,000 bus and 35,001 bbls. None of the shipments was over 5,015 bbls, and 15 ports were served.

W. V. Dickinson, New York manager, and William E. Derrick, special representative in New York for the Pillsbury Flour Mills Co., Minneapolis, are making a brief visit to the firm's Buffalo plant.

B. J. Rothwell, president, and Leroy Brown, treasurer, of the Bay State Milling Co., Winona, Minn., and of the Lawrenceburg (Ind.) Roller Mills, whose homes are in Boston, are attending the annual meetings of these two mills.

Among the Minneapolis millers visiting in Buffalo last week were Albert H. Crosby, vice president of the Washburn Crosby Co., Inc.; G. Cullen Thomas, vice president of General Mills, Inc.; S. C. Gale, General Mills, Inc.; J. R. Westover, International Milling Co., and John R. Hessey, Russell-Miller Milling Co.

Closing prices, Jan. 10, car lots, barrel, in 98-lb cottons: first spring patent \$1.90@1.15, standard patent \$1.40@1.65; hard winter short patent \$1.80@1.55, standard grade \$1.30@1.55; soft winter short patent (near-by) \$1.15@1.40, straight (near-by) \$3.50@3.65.

NEW ENGLAND TRADE IS QUIET

BOSTON, Mass.—The week has been uneventful in the New England flour trade. Sales have not been lacking altogether, but there has been no snap to business and the opportunity for large volume business has not been in evidence. There is a feeling, however, that the future holds forth promise of better things and the trade is quite of the opinion that recent developments, more especially outside the flour business itself, will be helpful to a revival of business generally and that the flour trade will share in the betterment.

A moderate business is being done in spring wheat standard patents, mostly in the range of \$1.65@1.75 bbl. For short patents \$5@5.10 is frequently quoted, with some quotations up to \$5.25. Clears are in light supply and firm.

There is only a fair business in hard winter short patents, with \$5 the general price, some sales being slightly less or more according to the flour. For standard patents, business is being done as low as \$4.50, but most of the flour is selling at \$1.55@1.60. The market is narrow, however.

Soft winter patents have been sold mostly in the range of \$1.60@1.90. Straights have moved moderately well at \$1.25@1.35, and soft winter clears at around \$1.25@1.40. All sales are being made chiefly for near-by shipment.

PITTSBURGH MARKET IMPROVING

PITTSBURGH, Pa.—Flour sales are much improved. Business is better in the territory outside of the metropolitan district of Pittsburgh, with car lot sales frequent and the general tone of the market healthy and optimistic. Stocks in the hands of bakers, especially the larger ones, are rather heavy.

Collections, according to credit men of flour selling concerns, are slow. It also developed recently that the number of car flour deliveries to some of the smaller bakers have materially increased, due to the unsettled conditions that have prevailed commercially. Credit men are tightening up, as one of them said "for the good of the buyer as well as the seller."

Sales of flour last week were principally for the established brands of springs and hard winters, with the larger share of the business going to the mills of the Northwest. Shipping directions were improved. Quotations were practically unchanged.

Clears were in fair demand with prices unchanged. Soft winter wheat flour sales were slow. The larger consumers of soft winter are well stocked.

Semolina is quoted at 27c lb, f.o.b., Chicago, with sales light.

Quotations, Jan. 10, basis Pittsburgh: spring wheat short patent, \$1.75@1.55; standard patent, \$1@1.50; hard winter short patent, \$1.50@1.55; standard patent, \$1.75@1.25; low protein hard winter standard patent, \$1.50@1.75; clears, \$1.50@1.4; soft winter, \$1.50@1.75, bulk.

DEATH OF JOHN C. WILSON

PHILADELPHIA, Pa.—J. C. Wilson, Philadelphia, feed, grain and hay dealer, died suddenly on Jan. 9. He was one of the oldest members of the Philadelphia Commercial Exchange. The business will be carried on by the present active members of the firm, R. Cecil Wilson and John Bailey.

BALTIMORE FLOUR JOBBER DEAD

BALTIMORE, Md.—George R. Rühl, flour jobber of Baltimore and successor to the firm of C. Rühl & Sons, established in 1865, died suddenly, following an operation, on Jan. 9. He was 45 years of age. Mr. Rühl is survived by his wife and three children.

ARGENTINE BRAN TO BOSTON

BOSTON, Mass.—The Culbertson brought 4,000 bags (about 403,925 lbs) bran to Boston from Buenos Aires last week.

PACIFIC COAST

WALTER C. TIFFANY, SPECIAL REPRESENTATIVE

P. O. Box 726, Seattle, Wash.

Correspondents at Los Angeles, Ogden, Portland and San Francisco

Cable Address: "Palmking"

Flour Demand at Low Ebb

FLOUR demand at Seattle continues at a very low ebb, particularly forward commitments. Seldom has the flour buying trade, at least as far as north Pacific Coast mills are concerned, been so great an extent on the basis of near-by requirements. While in some respects this is a healthy condition both for the miller and the buyer, it has the disadvantage of making selling even more competitive than usual, a condition intensified by the absence of any export outlet for flour, particularly in a territory like this, where a very large milling capacity has been built up, predicated on heavy export sales.

Flour Prices.—Washington flour quotations, car lots, coast, Jan. 9: Big Bend bluestem short patent, \$5.10@5.80, 49's; standard patent, \$3.90@4.45, 98's; pastry, \$3.50@3.80, 98's; blends, made from spring and Pacific hard wheats, \$4.20@4.85, 98's. Hard wheat top patents, arrival draft terms: Dakota, \$5.15@5.95; Montana, \$4.25@5.95.

Export Trade.—The Orient, outside of the Philippines, showed no interest in American flour last week. The prospect for renewed buying has been still further impaired by new record low levels for silver. While export flour grades are offered on a price level which ordinarily would result in large sales to China, nevertheless, with Pacific wheat pegged far above an export basis, and oriental buying power seriously impaired by abnormally low exchange and otherwise disorganized business conditions in China, a revival of oriental export trade is not on the cards.

FLOUR OUTPUT

Output of Seattle mills, with aggregate weekly capacities of 46,800 bbls, as reported to The Northwestern Miller:

	Output bbls	Pct. of activity
Dec. 28-Jan. 3	12,237	26
Previous week	15,725	33
Year ago	18,800	40
Two years ago	36,350	78
Three years ago	20,077	44
Four years ago	17,852	38
Five years ago	21,461	41

Output of Tacoma mills, with weekly aggregate capacities of 57,000 bbls, as reported to The Northwestern Miller:

	Output bbls	Pct. of activity
Dec. 28-Jan. 3	32,229	56
Previous week	29,183	51
Year ago	36,017	64
Two years ago	34,674	61
Three years ago	17,153	30
Four years ago	23,501	41
Five years ago	24,472	43

PORTLAND PRICES CUT 20c

PORTLAND, OREGON.—Domestic flour prices have taken another all around 20c cut, putting the market at the lowest level since 1916. The drop had little effect on business, which has continued light. The best family patents are listed at \$5.10 bbl, hard wheat at \$4.65 and bluestem at \$4.40, in straight cars.

The export situation is unchanged. There is a lack of important business with the Orient, due to the weakness of exchange and to the lower flour prices quoted by competing countries.

FLOUR OUTPUT

Output of Portland mills, with a weekly capacity of 36,900 bbls, as reported to The Northwestern Miller:

	Output bbls	Pct. of activity
Dec. 28-Jan. 3	23,332	63
Previous week	20,036	54
Year ago	25,121	68
Two years ago	28,144	76
Three years ago	19,931	54
Four years ago	20,650	56
Five years ago	28,437	77

FRISCO BUYERS TAKE SMALL LOTS

SAN FRANCISCO, CAL.—Trade continues on a hand-to-mouth basis, with usual car lot buyers taking 50 to 100 bbls as they need it. There is no confidence in contracting ahead. Deliveries are only fair.

Mill quotations are steady, with prices quoted by jobbers and dealers a little lower as a result of competition.

Quotations, car lots, San Francisco, draft terms: Idaho family patents, \$4.80 @ 5; Montana standard patents, \$4.60 @ 4.80; Idaho hard wheat patents, \$4.20 @ 4.40; Oregon-Washington bluestem blends, \$4 @ 4.40; northern straight grades, \$3.80 @ 4; Dakota standard patents, \$5.40 @ 5.60; California pastry, \$3.75 @ 3.85; California bluestem patents, \$4.25 @ 4.50.

OGDEN BUSINESS IMPROVED

OGDEN, UTAH.—Heavier shipping from Ogden mills to southeastern states and California reduced warehouse stocks during the past week. Mills operated at 75 per cent of capacity. Intermountain trade included many small lot purchases and mixed car shipments. Expectation of further increases was expressed by millers, who said that stocks were being enlarged following inventories. Country mills also reported slightly improved

business, although operating at less than 50 per cent of capacity.

Prices were reduced 20c bbl for southeastern shipments, and 10c bbl for California. Intermountain prices remained unchanged. Quotations: to southeastern dealers, first patents \$5.30@5.50, straights \$4.80@5.20, second grade \$4.20@4.80 bbl, car lots, f.o.b., Memphis and other lower Mississippi River common points; to California dealers, fancy patents \$4.60@5.20, second patents \$4.40@4.70, straights \$4.05 @ 4.50, second grades \$3.80@4.10 bbl, car lots, f.o.b., San Francisco and other California common points; to Utah and Idaho dealers, fancy patents \$5 @ 5.60, second patents \$4.70@5, straights \$4 @ 4.60 bbl, car lots, f.o.b., Ogden.

MARKET BETTER AT LOS ANGELES

LOS ANGELES, CAL.—Local milling activities have started briskly for the first of the year. Flour stocks, which had been held low for inventories, are now being built up to a normal basis. New business continues slow, as the larger accounts carry their requirements on contract, and those not under contract are buying only as needed. Deliveries on contract are being made on a normal basis. Family flour business is reported greatly improved. Prices show few signs of strength, with mills anxious to move their products.

Quotations, car lots, sight draft: Montana spring wheat straights \$5.50@5.80 bbl, patents \$5.70@6; Utah-Idaho blended bakers patents \$5.40@5.50, straight grades \$5 @ 5.20, pastry \$4.70@4.90, whole wheat and graham flours \$4.80@5; Pacific Northwest bluestem patents \$5.60 @ 5.80; California bluestem patents \$5.10 @ 5.30.

BREVITIES in the NEWS

Stewart P. Elliott, vice president of the Sperry Flour Co., San Francisco, was in Los Angeles recently.

George Hohner, president of the Lakeview (Oregon) Baking Co., visited Ogden flour millers, while on a trip to Chicago with Mrs. Hohner.

Officers of the Farmers' National Grain Corporation have been opened in the Merchants' Exchange Building, San Francisco, under the direction of T. D.

Stevenson, formerly vice president of Edward L. Eyre & Co., San Francisco.

William Henry Mansell, 61 years, who for 21 years was engineer of the Kaysville-Layton Milling Co., Kaysville, Utah, dropped dead Jan. 5.

Floyd Oles, manager of the Oregon and Washington feed dealers' associations, was a Portland visitor for a series of conferences on legislative matters. He will return next week for the opening of the Oregon legislature.

WASHINGTON'S INCREASED WHEAT ACREAGE DEFENDED

SEATTLE, WASH.—Answering Alexander Legge's complaint that Washington's fall seeding of wheat was 30 per cent over last year and the increased acreage greater than in any other state, a leading wheat grower says:

"The crop was undoubtedly increased, but in this connection it must be remembered that the wheat section of Washington is largely a summer fallow area. The farmers begin to plow in the fall, and then they harrow and cultivate extensively, taking six to eight months to prepare for the seeding. A plot of ground carries a crop only every other year.

"The crop of which Mr. Legge complains was started a year ago, months before any call was made on us to reduce. Instead of the farmers being ridiculous by having increased their acreage, they would have been more ridiculous by going to the major expense of preparing for a new crop, and then letting their land grow up in weeds. The price was fair a year ago, when preparations were started for this crop, and we think the farmers have enough of a burden to bear without being blamed in this way.

"There is nothing else they can produce, and if the fields were allowed to grow up in weeds, it would take years to kill out these growths. The native grass, upon which sheep can live, has been killed by the process of wheat growing, and it would take years for the land to go back to pasture."

PORTLAND INSPECTOR REPORTS

PORTLAND, OREGON.—Wheat inspections at Portland for the second half of 1930 totaled 13,276 cars, compared with 13,640 cars in the same period of 1929, according to the semiannual report of George K. Landers, in charge of federal grain supervision in the Portland district. Of the cars inspected in the first half of the current crop year, 38.4 per cent graded No. 1, 52.2 per cent No. 2, 11.1 per cent No. 3, 1.2 per cent No. 4, 3 per cent No. 5 and 4 per cent sample grade. Nearly one third of the cars inspected (4,008) were soft white, 3,869 cars were western white, 1,014 dark hard winter, 905 western red, 855 hard white, and 536 dark northern spring.

MILLER OPENS LIVE STOCK SHOW

OGDEN, UTAH.—A. P. Bigelow, treasurer of the Hylton Flour Mills, Inc., Ogden, and president of the Ogden Live Stock Show, officially opened the show in Ogden, Jan. 10. Samuel R. McKelvie, member of the Federal Farm Board, spoke during the show. Mr. McKelvie is on a tour of Utah and Idaho grain growing sections, having given addresses at Idaho Falls, Pocatello and Logan, as well as Ogden.

A. M. SCOTT ON PORTLAND BOARD

PORTLAND, OREGON.—A. M. Scott, of the Portland office of the Pillsbury-Astoria Flour Co., has been elected a director of the Portland Merchants' Exchange to fill the vacancy caused by the resignation of S. C. Draper, of the Albers Bros. Milling Co. Pay Malone was elected chairman of the grain committee to succeed Mr. Draper.

OGDEN SEED SHOW OPENED

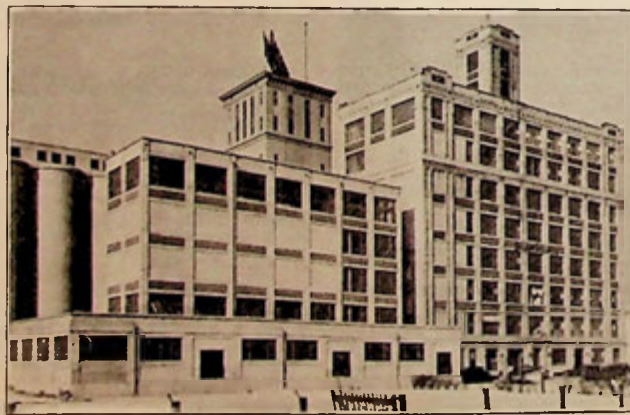
OGDEN, UTAH.—Different kinds and grades of grain grown in Utah and Idaho were shown in a special exhibit of the Ogden Grain Exchange at the Utah-Intermountain Seed Show held in Ogden Jan. 10-15. The Globe Grain & Milling Co. had an exhibit, showing uses for the various grains.

GRAIN RULES ARE CHANGED

PORTLAND, OREGON.—The Portland Merchants' Exchange grain committee has changed its rules, making advances against deliveries 85 per cent instead of 90 per cent, with a minimum of 10c bu.

SHIPMENT TO SOUTH AFRICA

PORTLAND, OREGON.—The first shipment of flour from Portland to South Africa since the World War was made during the week to Port Natal, East London and Cape Town, 1,572 bbls being cleared.



OGDEN, UTAH.—Formal opening of the new Sperry Flour Co. feed mill at Ogden, Utah, on Jan. 16, will bring into operation the largest plant of its kind in the intermountain states. Sperry engineers and millers have taken the experience gained in their various plants along the Pacific Coast, combined this with information from General Mills, Inc., the parent company, and as a result have designed and equipped this five-story structure with the very latest in machinery for the one purpose of making mixed feeds.

Location of the plant at Ogden, Utah, was determined upon because of two principal factors—one that Ogden is the intermountain area's chief grain han-

dling center, and second that Ogden is the center for poultry and live stock feeding in Utah, Idaho and adjoining states. From Ogden there will be direct distribution into all parts of Utah, southern Idaho, western Wyoming, Colorado and Nevada.

The new Sperry mill has a maximum capacity when on 24-hour schedule of 6,000 tons of all kinds of feeds per month. In initial operation these will include principally poultry and dairy feeds, though it is announced that a new sheep feed will be added soon. Concentration on poultry feed has been necessary through the fact that Utah's poultry industry has increased more than 100 per cent in the last six years. Dairying has gained in nearly equal amount.

CURRENT FLOUR, FEED AND GRAIN STATISTICS

Bradstreet's Weekly Visible Grain Supply

Following are Bradstreet's returns of stocks of wheat held on Jan. 3 in the United States, Canada and the United Kingdom, and the supply on passage for Europe; also the stocks of corn and of oats held in the United States and Canada, with comparisons, in bushels (000's omitted):

Table with columns: Wheat, United States, United States + Canada, Canada, Week ending, Changes from pre-Week, Totals. Rows for Jan. 3, 1930, and Jan. 3, 1931.

Table with columns: United States, East of Rockies, Coast, Totals. Rows for 1930 and 1931.

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Grain Futures—Closing Prices

Closing prices of grain futures at leading option markets. In cents per bushel:

Large table of grain futures closing prices for Wheat, Corn, Oats, Rye, Flaxseed, and Barley across various markets like Chicago, Minneapolis, Kansas City, St. Louis, and Duluth.

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 Jan. 10, and corresponding date of a year ago:

Table showing United States visible grain supply for Wheat, Corn, Oats, Rye, and Barley, comparing current supply with a year ago across various ports.

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 to United States, Canada, and other countries, including totals and movement.

Table of total Canadian grain exports, including United States grains, Canadian grain in transit, and total Canadian grain.

Including via Pacific ports this week: wheat 39,000 bus, flour 37,200 bbls, from San Francisco, barley 42,000 bus, rice 46,000 lbs. Includes flour milled in bond from Canadian wheat. Corrected to Nov. 30, 1930, to include all ports.

Flour and Grain—Receipts and Shipments

Receipts and shipments of flour and grain at the principal distributing centers for the week ending Jan. 10, as compiled by the Daily Trade Bulletin, flour given in barrels, grain in bushels (000's omitted throughout):

Table of flour and grain receipts and shipments for various cities including Chicago, Detroit, Indianapolis, Kansas City, Milwaukee, Minneapolis, Omaha, Peoria, St. Joseph, St. Louis, Toledo, and Wichita.

Table of flour and grain receipts and shipments for various cities including Baltimore, Boston, Galveston, New York, New Orleans, and Philadelphia.

Table of flour and grain receipts and shipments for various cities including Chicago, Duluth, Indianapolis, Kansas City, Milwaukee, Minneapolis, Omaha, Peoria, St. Joseph, St. Louis, Toledo, and Wichita.

Table of flour and grain receipts and shipments for various cities including Baltimore, Boston, Galveston, New York, New Orleans, and Philadelphia.

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Readers who are interested in markets for feeds, feeding grains and hay, and in information about the manufacture and distribution of feeds beyond the necessarily condensed market summaries given in this department, are invited to subscribe to FEEDSTUFFS, a feed newspaper issued every Saturday by the publishers of The Northwestern Miller. The subscription price is \$1.00 per year, or 50 cents per year to regular subscribers to The Northwestern Miller. Sample copy on request.

Higher Millfeed Values Feature Feed Market

WHEAT millfeed advanced sharply in all eastern and middle western markets following the completion of inventory taking and the consequent building up of low stocks. The reaction carried bran prices \$2.50 ton above the recent low point. Cottonseed meal gained \$1@2 ton, and linseed meal 50c@\$. The trend of values for other leading feed ingredients was irregular, varying from slightly lower than a week ago to slightly higher. The stronger tone of the grain market, particularly corn, was also an important factor in the renewed buying interest. Manufacturers of mixed feeds, however, continued to find the outlet for their products restricted, and the low farm purchasing power and the mild weather over most of the United States are keeping the volume of trade considerably below normal.

WHEAT MILLFEED

A substantial improvement in the demand for bran brought sales, mostly in small lots, to the East, the Middle West, the South and the Southeast. This better inquiry, combined with lighter offerings because of smaller flour production, served to put prices up \$2.50 ton from those of a week ago. Consuming trade and jobbers were the principal sources of business. Prices in the milling areas of the Middle West were placed in line for shipment east for the first time in several months, due largely to a lack of heavy offerings from Canadian and Buffalo mills. At the same time, resellers were inactive, preferring to hold stocks for late winter developments. Severe weather, it is believed, might result in considerably higher prices for both bran and shorts. The heavier feeds have not reacted upward as quickly as bran, although they are 50c@\$1 higher than a week ago.

COTTONSEED MEAL

Cottonseed meal prices rallied under much the same factors that influenced the advance in millfeed. The trade showed inclination to provide for some of its needs at the low prices prevailing around the first of the year, and offerings were light. As a result, values were boosted \$2 ton over the season's low point. Buying was not of large lots, but inquiry was so widespread for small shipments for near-by delivery that a fairly bullish tone was created. The stronger market for grain and other feeds helped the advance in cottonseed meal. Cottonseed movement is extremely light and supplies in the hands of crushers are gradually being reduced. Offerings of meal for the remainder of January, consequently, are uncertain, and future movement of prices depends largely on how fast actual consumption is making inroads on stocks.

LINSEED MEAL

Demand for linseed meal did not show as much improvement, nor prices as sharp an advance, as cottonseed meal, but, on a smaller scale, its situation was similar. Increased buying of small lots from a widely scattered territory, coming at a time when offerings were light and grain prices strong, sent values up 50c@\$1 ton in most markets. Sales of linseed oil have not been brisk, and crushers have been operating at a very low per cent of their capacity since Christmas, many plants being entirely idle. Thus, accumulated stocks of linseed meal in first hands are being substantially reduced by the improved demand, and the undertone of the market is rather strong.

Wheat Futures Prices Erratic

WITH trading in wheat futures totaling slightly more than a fourth of the volume of a year ago, and with uncertainty regarding the farm board program, prices are moving erratically, showing little regard for changes in the supply and demand conditions. Old crop wheat futures advanced 1/2@1 7/8c since a week ago, due to buying in of hedges, short covering and lightness of offerings, while the July option, torn between the lower world prices and tightness in old crop futures, was about unchanged at Chicago and Kansas City, but considerably higher at Minneapolis. There is very little bearish pressure on July wheat, despite its premium over world prices, since traders are not sure that the farm board will not extend its operations to July wheat.

There was very little change in foreign wheat prices during the past week, and apparently buyers are marking time, awaiting a more liberal movement from the Southern Hemisphere. Rains have hampered the Argentine movement, and shipments from that country are considerably lower than a year ago. Movement from Australia is rather large, but a good share is going to the Orient. A further decline in the silver exchange to a new low level has again disrupted business with China, and the establishment of credit to bolster silver in that country apparently cannot be consummated in time to be of much help to the wheat situation this year, if ever.

Shipments of wheat from exporting countries totaled 11,835,000 bus, of which North America supplied 5,441,000. The amount of wheat on ocean passage decreased 2,104,000 bus, and the total now is down to 25,168,000, almost a record low figure. There was a further report that France would make a change in the 10 per cent quota on foreign wheat.

Marketings by farmers continue large, and it is expected that if existing differentials are maintained, the farm board will own practically the entire carry-over on July 1. The heavy movement from the country is beginning to result in a scarcity of elevator space at terminals, which may bring about serious congestion. Primary receipts last week were 6,690,000 bus, compared with 4,765,000 a year ago. For the second consecutive week, the visible supply increased, the gain being 1,773,000, making the total 191,438,000, compared with 172,207,000 a year ago.

With such heavy supplies, naturally there is much speculation regarding the prospects for the winter wheat crop. There has been a deficiency of moisture over a large area, but it is too early to judge with any precision regarding new crop prospects. With an acreage equal to last year's, it is improbable that production will fall below a point which would make total supplies on hand at the beginning of the next crop year much smaller than on July 1, 1930.

With farm board agencies buying aggressively, cash wheat premiums were held in line with futures at most markets, although Minneapolis cash prices were stronger than futures. Mills and elevators purchased moderate amounts, but the larger share of receipts went to the farm board. Buyers base bids on weight now, rather than on protein content. For instance, 61-lb, No. 1 wheat is quoted at May price to 2c bu over; 60-lb, 1c over; 59-lb, option price, and 58-lb, 1c under.

CORN

After declining for several days, a flurry of short covering brought a small reaction in corn futures, but prices show a net loss compared with a week ago. The upturn was stimulated by small marketings and an unexpected decrease in the visible supply. Cash demand is fair, with industries and feeders the chief buyers. Receipts at primary markets were about the same as in the previous week and 4,300,000 below a year ago, while shipments were 600,000 larger than in the preceding week and 1,500,000 below a year ago. The visible supply declined 113,000 bus, making the total 16,276,000, compared with 12,143,000 a year ago. Traders are mostly disposed to await developments in corn, and cash buyers have been restricting purchases to current needs. If the country fails to sell corn freely at this level, an upturn in price probably will result.

OATS

Fluctuations in oats futures have been extremely small recently, good buying helping to offset weakness due to corn declines. Marketings of oats are light, and cash demand is fairly active. There are numerous reports indicating heavy farm feeding of oats in the north central states. Receipts at primary markets were 300,000 bus larger than in the previous week and 400,000 bus below a year ago, while shipments were about 370,000 bus greater than in the preceding week and 200,000 larger than a year ago. The visible supply declined 1,319,000 bus, making the total 26,907,000, compared with 26,691,000 a year ago.

RYE

Rye futures were easy with other grains at times, following the corn market for the most part. Low prices have attracted some speculative demand, although the total is not very large. Cash demand is fairly good and receipts are light, with not much good milling quality being included. Good amounts continue to move into feeding and commercial channels, and market stocks are being reduced quite rapidly, in view of the total lack of export outlet. The visible supply declined 237,000 bus, making the total 15,313,000, compared with 14,051,000 a year ago. Russian shipments continue in rather large volume, while practically nothing is being cleared from North America.

BARLEY

A stubborn tone has developed in barley futures, influenced by the cash situation and lack of future offerings. The cash market for feeding barley is fairly active, while malting grades are in good demand, maltsters being unable to secure much of the desired quality. Shipping sales to eastern buyers have been good recently. Movement from the country is moderate. The visible supply declined 84,000 bus, making the total 11,224,000, compared with 9,470,000 a year ago. European demand is small, and world shipments have fallen off considerably.

FLAXSEED

After a good rally on news of excessive rain in Argentina, flaxseed futures dropped back again when weather in that country improved. Cash seed is in fairly good demand from crushers. Receipts at Minneapolis and Duluth Superior were 86,000 bus, compared with 126,000 in the previous week and 52,000 a year ago. Shipments were 49,000 bus, compared with 21,000 in the preceding week and 34,000 a year ago. Stocks at the two markets declined 4,000 bus, making the total 1,382,000, compared with 968,000 a year ago. Rain has delayed Argentine movement considerably, and clearances from that country were smaller last week than in the previous one. India is shipping very little at present, while European demand is somewhat better.

Millfeed Markets in Detail

CENTRAL WEST

Chicago.—Demand improved for near-by stuff; supplies limited; trend firmer. Spring bran \$18, basis Chicago, hard winter \$18.50; standard middlings \$17, flour \$19; red dog, \$20@21.

Milwaukee.—Feed is being bought sparingly. Some have contracted in advance, and these shipments are taking care of what directions are coming in. Prices ruling in the West are in line for shipments to eastern markets, the first time in several months, no doubt due to lack of offerings by Canadian mills and light operation at Buffalo. Heavier feeds continue to drag, although there is a little better feeling for well-known brands of red dog. Standard bran \$18.25 @ 18.50, basis Milwaukee, durum \$17 @ 17.50, pure \$18.50 @ 19; standard fine middlings \$17.50 @ 18, flour \$18.50 @ 19.50; red dog, \$19.50 @ 21; rye middlings, \$14.50 @ 15.

St. Louis.—Demand good, especially for bran; supplies normal; mills do not seem to have any surplus to offer. Bran, \$17.50 @ 18, f.o.b., St. Louis; standard middlings, \$18.50 @ 19; gray shorts, \$19.50 @ 20.

THE NORTHWEST

Minneapolis.—Millfeed demand is very spotted, one day good and the next quiet. Prices hold firm at the advance, due, however, more to light mill offerings than to demand. Carlot buyers and the smaller distributors were in the market last week, while mixers were clamoring for deliveries against past-due contracts. The activity of the latter helped the complexion of the market a lot, although

their wants were soon filled. Occasionally, one hears of eastern interests offering to resell pure bran, apparently having overbought. Perhaps the most significant change in recent weeks is that future shipment feed is obtainable as cheaply as spot stuff. What is needed more than anything else to stimulate consumption is sub-zero weather and a strengthening in butterfat values. Mills quote bran at \$16 ton; standard middlings \$15.50, flour middlings \$17 @ 17.50, red dog \$18 @ 19; wheat mixed feed \$17 @ 17.50 and rye middlings \$12.50 @ 13, in 100-lb sacks, f.o.b., Minneapolis. Jobbers' prices on middlings and red dog average 50c ton less than city mills. Some companies are out of the market on rye middlings.

Duluth.—Demand good; supplies are light; trend stronger; mills selling about as produced; bran and standard middlings \$1.50 higher; other grades unchanged. Bran, \$16.50, basis Duluth; standard middlings \$17.50, flour \$19.50; red dog, \$20.50.

Des Moines.—Demand much improved, both for immediate and spring delivery; supplies adequate; trend up \$2 on bran and \$1 on shorts; others steady. Bran, \$18.50, f.o.b., Des Moines; flour middlings \$21 @ 30, standard \$20; gray shorts, \$20.50 @ 26; red dog, \$23 @ 33.

THE SOUTHWEST

Kansas City.—Following a period of comparatively active buying, with improvement in prices, all millfeeds are again in slow consumptive demand. There is no particular pressure of offerings. Large buyers, including feed mixers, almost out of the market.

tations, Jan. 10, basis sacked, f.o.b. bran, \$15.50@16.00 ton; gray shorts, \$17.50@18.50; brown shorts, \$16.50@17.

Atchison.—Strong inquiry, but mills generally not in a position to offer straight cars, as the mixed car trade is consuming the entire output. Bran, Jan. 10, f.o.b., \$16 ton; mill run, \$17.25; gray shorts, \$18.50.

Oklahoma City.—Another advance reported by millers, with accelerated demand. Shipments largely restricted to mixed car buyers; slow operation at mills has not permitted any large stocks to accumulate. Jan. 10, f.o.b. bran, 90c per 100 lbs; mill run, \$1; shorts, \$1.10.

Omaha.—Demand good; trend upward. Standard bran \$15.50, f.o.b., Omaha, pure \$16; wheat shorts \$16.50@17, gray \$17.50@18; flour middlings, \$19.50@20; red dog, \$21@22.

Denver.—Demand weak; supplies are plentiful; trend downward; prices lower. Red mill run bran \$19, basis Denver, white \$23; gray shorts \$26, white \$28.

Wichita.—Demand slightly improved; prices higher; supplies ample. Jan. 10; bran \$16@17 ton, basis Kansas City; mill run, \$18@19; shorts, \$20@21.

Hutchinson.—Demand improved from jobbers and retailers; supplies light; trend stronger; blenders showing no interest. Bran \$15.50@16, mill run \$16.50@17.50, gray shorts \$17.50@19 (Kansas City basis).

Fort Worth.—Demand slow; supplies ample; trend upward. Wheat bran 98c @ \$1 per 100 lbs, gray shorts \$1.13@1.15, delivered, Texas common points.

Salina.—Bran is \$1.50 and shorts \$1 higher, with a good demand from a widely scattered territory. Offerings are not very free volume, as mills hope for a further advance in prices. There is a broader inquiry from the East and business with the southern states is much improved. A large portion of the current output is being taken by near-by feed dealers and the mixed car trade. There is much more interest in future offerings. Bran \$15@15.50, and shorts \$17@17.50, basis Kansas City.

Dallas.—Demand fair; supplies ample; trend about steady. Delivered, Texas common points, 100-lb bags; bran, 96c@ \$1.02; gray shorts \$1.18@1.23, white \$1.54 @1.57; wheat chops, \$1.62@1.66.

THE EAST

Buffalo.—Demand improved; supplies light; trend firm. Spring bran \$21, basis Buffalo, middlings \$21.50; flour middlings, \$22.50; red dog, \$23.

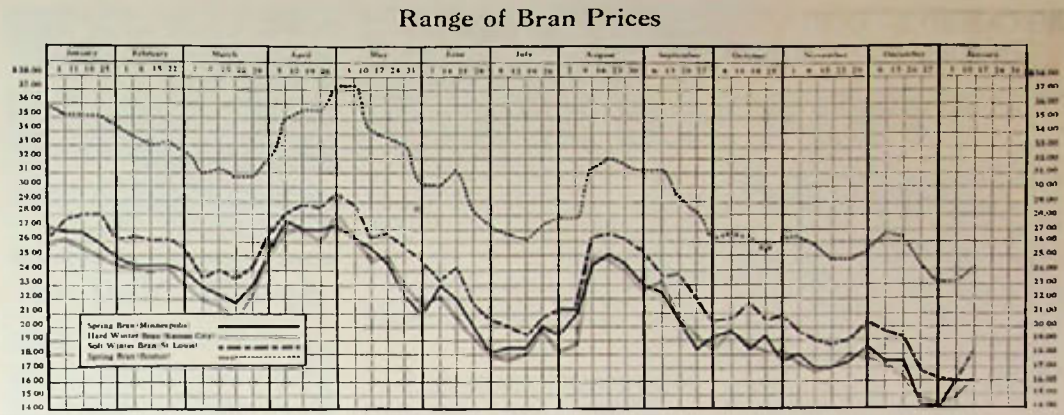
New York.—Demand improved; trend higher. Bran, \$25.50@26.25; standard middlings, \$24.50@25 (basis New York).

Boston.—Demand improved; supplies fair; trend upward. Spring bran \$24.50 @25.25, winter \$24.50@25.25; middlings, \$23.50@24.25; mixed wheat feeds (light), \$25.50@28; red dog, \$26.50@27.50 (basis Boston).

Baltimore.—Demand slow; supplies more than ample; trend nervous; heavier feeds weaker than bran. Cheap Argentine offerings still a depressing factor. Spring wheat bran \$24.50, f. o. b. Baltimore, winter \$25.50; standard middlings \$23.50, flour \$25; red dog \$25.50@26.

Pittsburgh.—Demand light; supplies adequate; trend unsettled; prices lower. Spring bran, \$19.50@20.50, f. o. b. Pittsburgh; standard middlings \$18.50@19.50, flour \$20@21; red dog, \$23@24.

Philadelphia.—Demand only moderate; supplies small; trend upward. Spring



bran \$23.50@24, f. o. b. Philadelphia, hard winter \$23.50@24, pure \$24@24.50, soft winter \$25@25.50; standard middlings \$22.50@23, flour \$24.50@26.50; red dog, \$26.50@27.50.

CENTRAL STATES

Toledo.—Rush for millfeed has subsided, checked by advance in price. Now steady, taking output. No accumulations. Soft winter wheat bran was quoted, Jan. 9, at \$20.50 ton, f.o.b., mixed feed \$20.50@21, flour middlings \$20.50@21.50, and standard \$19.50.

Cleveland.—Demand light; supplies ample; trend upward. Hard winter wheat bran \$21@22.55, basis Cleveland, soft winter \$21.50@22, spring \$21.50@21.55; standard middlings \$20.50@20.80, flour \$22@24; red dog, \$26.

Cincinnati.—Demand good; supplies adequate; trend upward; some mills oversold. Bran, soft winter wheat \$21@21.50, f. o. b. Cincinnati, hard winter \$21@21.50; middlings, standard spring wheat \$20.50@21, soft winter \$22@22.50; gray shorts \$21@21.50; red dog \$23.50 @21; wheat mixed feeds, \$21@21.50.

Indianapolis.—Demand improving; the trend firm to higher; supplies moderate. Jan. 10, f.o.b.: soft winter wheat bran \$21.50@22 ton, standard middlings \$22.50 @23, mixed feed \$22@22.50, flour middlings \$23.50@24; spring wheat bran \$18 @18.90, standard middlings \$20@20.90, mixed feed \$20@20.50, flour middlings \$20.50@21, red dog \$24.50@24.90.

Columbus.—Demand fair; supplies sufficient; trend lower. Spring wheat bran \$23@23.50, basis Columbus, standard middlings \$22.50@23, flour \$23@23.50,

mixed feed \$25, red dog \$26@26.50, soft wheat bran \$24@24.50, mixed feed \$25.50.

Louisville.—Demand normal for immediate shipping; supplies ample; trend weaker; producers not interested in futures beyond 30 days. Bran, \$20, basis Louisville, mixed feed, \$21; brown middlings \$22.50, gray \$25.50; red dog, \$27.50; western, \$1.50@2 less.

THE SOUTH

Atlanta.—Demand light; supply ample; trend uncertain; prices have advanced \$1@2. Wheat bran, \$25.50@26, f. o. b. Atlanta; standard middlings, \$27.50; gray shorts, \$28.75; red dog, \$30 @32.

Memphis.—Only moderate demand for bran; offerings light. Jan. 10, f.o.b. bran \$19@19.50 ton, gray shorts \$21@21.50.

Norfolk.—Demand fair; supplies plentiful; trend slightly upward. Red dog, \$26.50@27.50, f. o. b. Norfolk; winter middlings, \$25@27.50; standard bran, \$23 @24.25; standard middlings, \$22.50 @23.50.

Birmingham.—Demand firmer; supplies sufficient; trend upward. Standard grade bran \$22.50@23.50, f. o. b. Birmingham, pure wheat 25c more; gray shorts, \$24.50@25.50.

Nashville.—Demand moderate; supplies ample; trend easy and narrow. Jan. 10; soft winter wheat bran, f.o.b., Ohio River stations, \$18@21 ton; standard middlings, \$20@24.

PACIFIC COAST

San Francisco.—Interest better, but sales still confined to immediate requirements. Offerings very light, and

barely sufficient to cover the meager demand. Prices steady. Quotations, Jan. 9, draft terms, f.o.b., San Francisco: Kansas bran, \$24@25 ton; Ogden white mill run \$22@23, blended \$20.50@21.50, red \$19@19.50, northern white bran and mill run \$21@22, red and standard \$19 @19.50, middlings \$25@26, shorts \$22@23; Montana bran and mill run \$19.50@21.50; low grade flour \$27@28.

Portland.—Demand slow; trend barely steady. Standard mill run, \$18; middlings, \$28, basis Portland.

Ogden.—Continued utilization of Ogden mill run in manufacture of poultry feeds, together with slightly better demand from California, have strengthened markets also for output of smaller mills through Utah and southern Idaho. Opening of another feed mill in Ogden, increasing this utilization of mill run in poultry and dairy feed manufacture, is expected to divert even more mill products from usual market channels. Prices unchanged. Jan. 10, to California dealers: red bran and mill run \$19 ton, blended \$20, white \$21, middlings \$30, f.o.b., San Francisco and other California common points; to Utah and Idaho dealers, red bran and mill run \$15, blended \$16, white \$17@18, middlings \$27, f.o.b., Ogden.

Seattle.—Market is featureless. No winter cold in western Washington this season, and extremely low prices for dairy products, have curtailed demand. Washington standard mill run, coast, to jobbers, Jan. 9, \$17, f.o.b.; Montana and local red feed, \$16.50 ton.

Los Angeles.—Demand light; supplies adequate; trend steady; local supplies have been sold well in advance, which has been offset by continued quotations from Utah-Idaho. Northern standard mill run, Jan. 9, \$21@22 ton, dock, Wilmington; Kansas bran, \$22@24; Utah-Idaho red mill run \$19@20, blended \$20 @21, white \$22@24.

CANADA

Toronto.—Supplies, particularly of bran, are scarce. Limited sales of flour for export have reduced production to an abnormal point for this season of the year and there are no surplus stocks. Prices steady. Quotations, Jan. 10; bran \$21 ton, shorts \$21 and middlings \$29, bags included, mixed cars, delivered, f.o.b., Ontario points.

Montreal.—Demand good for bran, moderate for other feeds; supplies normal; trend steady. Jan. 10, bran \$21.25 ton, f.o.b., shorts \$21.25, middlings \$29.25, less 25c ton for cash.

Winnipeg.—Demand only moderate; supplies plentiful; trend firm; owing to the low price of oats and barley, farms continue to feed these commodities in preference to millfeed. Manitoba and Saskatchewan, bran \$16, shorts \$17; Alberta, bran \$15, shorts \$16, basis Winnipeg.

Vancouver.—Demand somewhat improved; supplies ample; trend uncertain. Mills are pressing for forward business; an embargo by the States would have a weakening effect on prices here. Bran, \$18, f. o. b. Vancouver; shorts, \$19; middlings, \$26.

SUMMARY OF MILLFEED QUOTATIONS

Millfeed quotations reported by wire Tuesday, Jan. 13, based on carload lots, prompt delivery, per ton, packed in 100-lb sacks:

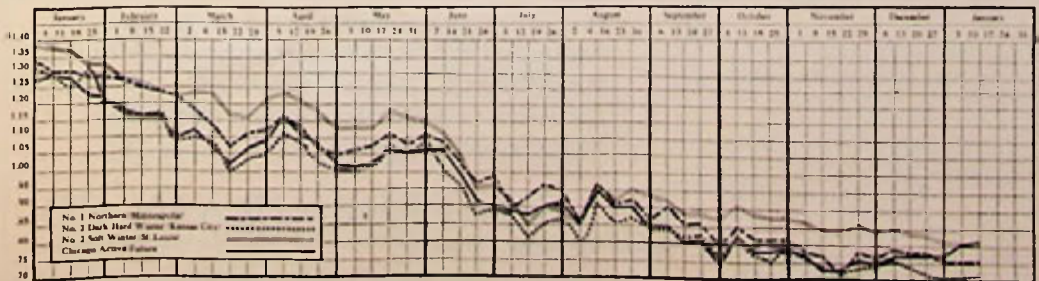
	Chicago	Minneapolis	Kansas City	St. Louis	Baltimore
Spring bran	\$18.00	\$16.00			\$21.50
Hard winter bran	18.50		15.50@16.50	17.50@18.00	
Soft winter bran					22.50
Standard middlings*	17.00	15.50@17	16.00@17.00	18.50@19.00	23.50
Flour middling†	19.00	17.00@17.50	17.50@18.50	19.50@20.00	
Red dog	20.00@21.00	18.00@19.00			25.50@26.00

	Buffalo	Philadelphia	Boston	Columbus	Nashville
Spring bran	\$21.00@21.50	\$23.50@24.00	\$24.50@25.25	\$23.00@23.50	
Hard winter bran		23.50@24.00	24.50@25.25	22.50@23.00	
Soft winter bran		25.00@25.50		24.00@24.50	21.00
Standard middlings*	20.00	22.50@23.00	23.50@24.25	22.50@23.00	24.00
Flour middling†	22.50	24.50@25.00		23.00@23.50	
Red dog	23.00	26.50@27.50	26.50@27.50	26.00	26.50

	Toronto	Spring bran	Shorts	Middlings
Winnipeg	\$18.00	21.00	17.50	29.00

*Brown shorts. †Gray shorts. ‡Jobbers' prices 50c ton less. †Fort William basis.

Movement of Wheat Prices



NO DEFINITE TREND IN MILLFEED FUTURES

Sentiment Changes Daily—Sellers and Buyers Fail to Compromise on Price Ideas—Volume Satisfactory

St. Louis, Mo.—No definite trend is noticeable in the local millfeed futures market, with sentiment changing daily from the bull to bear side. Mills are not anxious sellers, and buyers will not bid up to their limits. Traders report several new accounts opened, and in spite of the obstinate holdings of prices, with little inclination to compromise on the part of either buyer or seller, volume of trading has been satisfactory. Present prices are slightly below those of a week ago, but they are very steady, and there is much well-informed opinion on the bull side.

Closing prices of millfeed futures on the St. Louis Merchants' Exchange, in dollars per ton, on Tuesday, Jan. 13:

	Bran	Shorts	Middlings
January	16.50	18.00	17.00
February	16.30	18.30	17.15
March	16.35	18.75	17.25
April	16.60	18.55	17.25
May	16.75	18.50	17.25
June	16.50	18.50	17.25

MILLFEED PRODUCTION IS ABOUT NORMAL FOR SEASON

Production of wheat offal at merchant mills so far this season, based upon official data through November and trade figures for December, was practically the same as in the corresponding period a year ago, with a greater outturn of offal per barrel of flour produced more than offsetting the smaller amount of wheat ground. In recent months about 63 lbs of offal were produced with each barrel of flour and when compared with the outturn in this period in recent years it is comparatively high. Offal production in recent weeks has been about 6 per cent smaller than the outturn in these weeks of the last two years.

MINNESOTA PRODUCES MOST FLOUR, WITH KANSAS NEXT

Minnesota led all other states in flour production in November, 1930, according to figures compiled by the United States Department of Commerce, manufacturing 1,526,453 bbls. Kansas was second with 1,419,004 bbls, New York third with 981,651, Missouri fourth with 763,621, Illinois fifth with 436,107, Texas sixth with 414,421 and Washington seventh with 386,207. Total production for the United States was 9,184,270 bbls.

Minnesota mills produced 91.4 lbs of offal per barrel of flour, while Kansas millfeed output averaged only 82.2 lbs per barrel of flour, New York 85, Missouri 79.1 and Washington 73.8. The average for the United States was 63 lbs. South Dakota mills had the highest relative offal production, with 100.3 lbs per barrel of flour. Oregon was lowest with 70.7.

TEXAS MILLS INCREASE SALES

Dallas, Texas.—Moderate increase is being registered in domestic flour business. Government buying continues at 79c for ordinary hard wheat, but mill demand was of sufficient proportions to hold prices $\frac{1}{2}$ @1c over the stabilization bid late last week.

Texas mills continue to enjoy a good pool car business on family flour. The buying is almost wholly for immediate shipment to replenish depleted stocks. An urgent demand continues for low priced blends and clears, and there is a more urgent demand for this class of flour than for years. Competition is very keen on lower grades; in fact, several Kansas and Oklahoma mills are underselling Texas mills at many favorable rate points in the northern part of the state.

Bakers generally simply will not buy except from hand to mouth. Bookings and stocks are running extremely low, and some of the largest Texas baking concerns are buying supplies for only two or three weeks. Bakery competi-

tion is very keen at many points, and bread prices ranged from 4c to 5c per loaf, with the lowest prices made by chain stores operating their own bakeries. Sales of flour to eastern states have improved slightly, and a scattered buying of small round lots came from several of the principal markets, chiefly New York, Baltimore and Washington.

Export business is insignificant. Cuba, Haiti and Porto Rico bought small fill-in lots of clear grades, principally for January shipment. Inquiry, however, was much broader, and counter bids more generally in line than for several weeks.

Quotations are firm, the range being as follows, basis delivered consuming territory of Texas and western Louisiana: hard winter short patent, in cotton 48's, \$4.50@5 bbl; standard patent, \$4.25@4.40.

JOSEPH LANE AGAIN HEAD OF NEW YORK FLOUR CLUB

New York, N. Y.—Joseph V. Lane, of J. V. Lane & Co., Inc., was re-elected president of the New York Flour Club at the annual meeting of the organization, held in the Produce Exchange. James Haftenberg, former treasurer, was elected vice president. Clarence Smith was named treasurer, and Wayne G. Martin, Jr., secretary. A unanimous vote of thanks was extended to F. B. Pates, retiring secretary, for the excellent services he has rendered. Walter Quackenbush, for many years club secretary, was made an honorary life member.

RYE PRODUCTS

Chicago.—Rye flour is still in slow demand. Buyers are sending in shipping directions fairly well, and old orders are being reduced. The local output totaled 5,926 bbls. against 4,123 the previous week. Mill asking prices, Jan. 10: patent white \$3.35@3.55 bbl, jute; medium, \$3.15@3.30; dark, \$2.75@3.10.

Duluth.—There is some inquiry for flour, but purchases indicate no enlargement in buying power. Quotations, Jan. 10, f.o.b., in 98-lb cottons: pure white, \$3.55 bbl; No. 2 straight, \$3.35; No. 3 dark, \$3.15; No. 5 blend, \$3.80; No. 8 rye, \$2.95.

St. Louis.—Demand for flour is quiet. Prices are unchanged. Quotations, Jan. 10, f.o.b., St. Louis, basis cotton 98's: pure white, \$3.80 bbl; medium, \$3.60; pure dark, \$3.40; rye meal, \$3.30.

Buffalo.—Steady demand for rye flour of all grades. Quotations, Jan. 10, 98-lb cotton, f.o.b.: white, \$3.80@3.90 bbl; medium, \$3.60@3.65; dark, \$3.45@3.50.

Baltimore.—Prices easier; demand is confined to broken lots. Jan. 10, 98-lb cottons, f.o.b.: top patent, \$3.85@4 bbl; straight, \$3.60@3.75; dark, \$3.35@3.50.

Minneapolis.—There still is no activity in rye flour. According to northwestern mills, the trade is buying only as needed, and then in small lots, usually warehouse stocks where available, or in mixed cars with wheat flour. No disposition whatever to contract for deferred delivery. Prices steady. Pure white rye flour \$3.30 @3.45 bbl, in 98-lb cottons, f.o.b., Minneapolis; pure medium, \$3.10@3.25; pure dark, \$2.90@3.05. Four northwestern mills last week made 10,392 bbls, compared with 11,131 in the previous week.

Indianapolis.—Little demand for flour; prices steady. Jan. 10: pure white flour, \$3.95@4.05 bbl, f.o.b.; medium, \$3.80@3.90; dark, \$3.40@3.60.

Pittsburgh.—Demand improved; supplies adequate; trend steady. Jan. 10: pure white flour \$3.60@3.75 bbl, medium \$3.25@3.50, dark \$3@3.25, cotton 98's, f.o.b., Pittsburgh.

Milwaukee.—Business dull; shipping directions fair; prices 5c lower. Quotations, Jan. 10, f.o.b., Milwaukee: pure white flour, \$3.50@3.65 bbl; light, \$3.50 @3.65; medium, \$3.30@3.45; pure dark, \$3.10@3.25; meal, \$2.95@3.10.

Boston.—Demand for flour confined to near-by needs. Quotations, car lots, 98-

lb cottons, f.o.b.: choice white patents \$4 @4.10 bbl, standard \$3.90@4; medium light straight \$3.80@3.90, medium dark \$3.65@3.75; pure dark rye, \$3.55@3.65; rye meal, \$3.40@3.50.

Philadelphia.—Flour sells slowly, with moderate but ample offerings at former rates. Jan. 10, in 98-lb cotton sacks, f.o.b.: white, \$4@4.20 bbl; medium, \$3.50 @3.75; dark, \$3.25@3.40.

New York.—Interest in flour is spotty, with no especially large sales reported. Quotation, Jan. 9, on white patent, in jutes, \$3.80@4.15 bbl.

Special Notices

The rate for advertisements in this department is five cents per word; minimum charge, \$1.

For the benefit of those out of a position, advertisements of Situations Wanted will be accepted at one half the above rate, 2½ cents per word; minimum charge, 50 cents. "Display" advertisements will not be inserted at these rates, but will be charged for at \$4 per column inch.

Advertisements under this heading are transient and the advertiser's responsibility is not necessarily vouchered for by The Northwestern Miller.

Only advertisements entitled to Special Notice classification will be accepted for publication herein.

Forms for advertisements in this department are open until Tuesday for the issue of the following day.

Cash should accompany all orders.

HELP WANTED

POSITION AVAILABLE

A situation is available in a British Dominion for one with a thorough knowledge of manufacturing, toasting and flavoring Breakfast Foods and Cereal Drinks made from Maize and Cereal Flakes. Must be capable of taking charge of all necessary processes.

State fully extent of experience. Single man preferred. Address Box No. 2416, care Northwestern Miller, Minneapolis, Minn.

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PRACTICAL HEAD MILLER OPEN FOR position; can come well recommended from last employer; can come at once. Address Dean H. Mortbooy, 216 West Union Street, Liberty, Ind.

EXPERIENCED FLOUR SALESMAN WITH wide acquaintance with jobbers and bakers in Wisconsin wishes connection with northwestern or Kansas mill. Address 2113, care Northwestern Miller, Minneapolis.

POSITION WANTED AS HEAD OF FEED department of either milling or jobbing company; over 20 years' experience in Northwest and Southwest, and well acquainted with buyers the country over, including manufacturers; my milling and jobbing experience fits me to handle successfully any executive sales position in feed line. Address 2115, care Northwestern Miller, Minneapolis.

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OIL ENGINES AND POWER EQUIPMENT—Big specialty with Zeinicker in St. Louis. Send for Power Bulletin 415, showing hundreds of rare bargains. Headquarters for rails, equipment, machinery, track scales, steel piling, tanks, pipe, etc., for 32 years.

FOR SALE—35 10x30 ALLIS-CHALMERS style A roller mills, rolls calipered to within ¼ inch, metal housing; four Humphrey man lifts, 4,000 ft leather belting, all clean, good condition. One No. 3 Cutler drier. Address Consolidated Products Co., Inc., 20 Park Row, New York City, Barclay 0600.

FOR SALE—UNION SPECIAL, TYPE L, motor-driven bag-closing machine; one Nordyke & Marmon self-balancing sifter, 4-27; 3 Great Western self-balancing sifters, 31 sieves deep; 7 Fraser ball-bearing centrifugal rolls, 32x8; 68 new Gauntt feeders, size 12-5, type 4-3. Address Standard Mill Supply Co., 1307 Waldheim Bldg., Kansas City, Mo.

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J. C. SHAFFER GRAIN CO.

405-406 Merchants' Exchange

ST. LOUIS, MO.

COTTON PRICES RISE ON LARGER TRADING

Difference Between New York and Liverpool Quotations Substantially Reduced—Selling by South Furnishes Ample Supplies

New York, N. Y.—Following several days of uncertain fluctuations, the cotton market closed the week in a strong position, with prices considerably advanced over recent quotations. Trading was on a larger scale than it has been for some time, and as the market advanced numerous stop loss orders were executed.

One of the features of the week was the steadily diminishing differences between New York and Liverpool, until at one time the May spread was less than a quarter cent. As the advance continued, selling by the South supplied ample cotton. Bearish factors, however, were not overlooked, notably fear of a more general strike in the Lancashire mills and the further break in silver to new lows.

At the present time exports are more than 275,000 bales under those of the corresponding period a year ago. According to the Cotton Exchange Service, based upon advices from seven important consuming countries, mills used about 934,000 fewer bales of American cotton in the first quarter of this season than in the corresponding time last year, which is a reduction of 26 per cent, compared with a reduction of 6 to 9 per cent in foreign grown cotton.

A report from the Department of Agriculture, based upon advices from foreign cotton growing countries, indicates a world crop of approximately the same size as that of last year's, which amounted to 26,300,000 bales. The loss in the United States production is offset by a gain in Russia.

HURLAP

Prices in the hurlap market were practically unchanged last week. The volume of trading was very limited, and little interest was displayed in either spot or future transactions. Advice from Calcutta indicates that shipments to North America for December amounted to approximately 77,000,000 yards, compared with 130,000,000 yards shipped during the corresponding month a year ago.

CORN PRODUCTS

Memphis.—Corn meal being taken only in small lots and for immediate needs. Nothing offered Jan. 10 under \$3.35, f.o.b., with some asking \$3.65. Stocks generally very light.

St. Louis.—Quotation on cream meal, Jan. 10, \$1.80 per 100 lbs, and standard meal \$1.70.

Evansville.—Demand less active, eliminating the necessity of a 24-hour shift. Hominy unchanged as to demand and price. Cream meal, Jan. 10, \$2.25 per 100 lbs, f.o.b.; flake hominy, \$3.10; pearl, cracked and grits, \$2.10.

Indianapolis.—Demand is improving; trend firm to higher; supplies moderate. Cream meal, Jan. 10, \$2.30@2.40 per 100 lbs, f.o.b.

Philadelphia.—Demand only for small lots for immediate requirements, but prices firmly maintained. Jan. 10, in 100-lb sacks, f.o.b.: fancy kiln-dried meal, yellow \$2.06, white \$2.16; pearl hominy and grits, \$2.16.

Nashville.—Meal in light demand, and shade easier. Degerminated cream, 96-lb

bags, Jan. 10, f.o.b., \$2.10; hominy feed in moderate demand and \$1 lower at \$29@31 ton.

Minneapolis.—On Jan. 13, yellow and white corn meals were quoted at \$3.50 @3.60 per 200 lbs.

Baltimore.—Market firmer and sales good, despite lower raw material. Jan. 10, f.o.b.: meal, white and yellow, \$1.95 @2 per 100 lbs; hominy and grits, \$2.05 @2.10.

Pittsburgh.—Demand fair; supplies are plentiful; trend firmer. Jan. 10, yellow or white meal, fancy, \$2.15@2.20 per 100 lbs, f.o.b.

Montreal.—Demand quiet; trend is steady. White, \$6@6.10 bbl, f.o.b.

Toronto.—Demand for white flour is moderate, and prices unchanged. Quotation, Jan. 10, \$6@7.40 bbl, mixed ears, delivered.

OATMEAL

Winnipeg.—Western mills report a moderate domestic business in rolled oats and oatmeal. No export business of account is passing. Quotations, Jan. 10: rolled oats in 80-lb bags, \$2.65 in all three prairie provinces; oatmeal in 98-lb bags, 25 per cent over rolled oats.

Minneapolis.—Rolled oats were quoted on Jan. 13 at \$1.75 per 90 lbs.

Philadelphia.—Buyers show little interest, but prices steadily maintained, with offerings light. Jan. 10, f.o.b., \$2.27 per 100-lb jute bag for ground.

Toronto.—Buying of rolled oats and oatmeal has been resumed, and business in the domestic market is fair. Demand continues below normal, however, for this time of year. Mill list prices are holding steady. Quotations, Jan. 10: rolled oats \$4.10 per bbl of 180 lbs, in 90-lb jute bags, ear lots; \$4.90 in mixed ears, with discount of 10c bbl for cash; oatmeal, in 98-lb jutes, 10 per cent over.

Montreal.—Demand light; supplies are plentiful; trend steady. F.o.b., \$2.40 per 90-lb bag.

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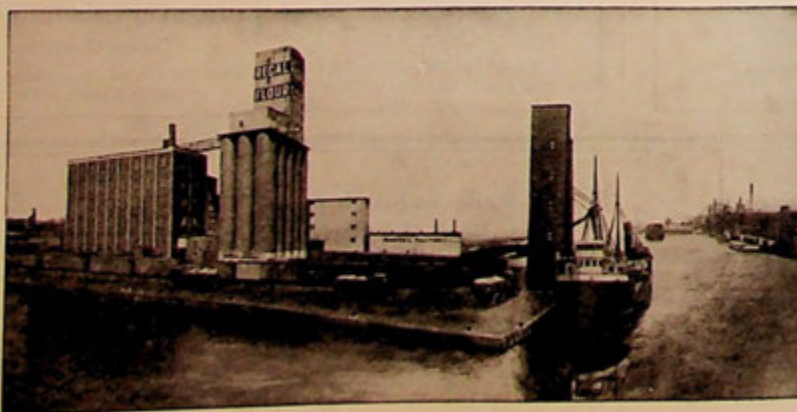


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CAPITAL, \$1,800,000

CAPACITY 3,000 BARRELS DAILY



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A trial is all that is required to make a contented customer

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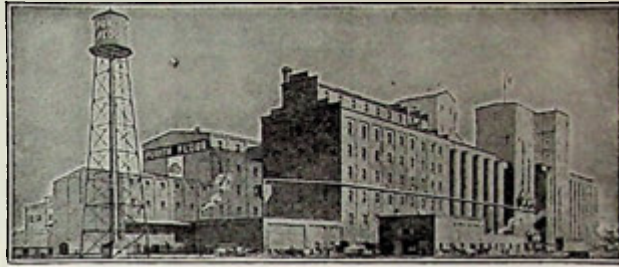
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MILLERS OF

Manitoba Springs.....Ontario Winters

WOODSTOCK, ONTARIO, CANADA

Cable Address: CULLEN, Woodstock

McLeod Milling Co., Ltd.

Manitoba Springs, Ontario Winter Flour
and Blends. Our location guarantees
quick service to Atlantic seaports.
STRATFORD, ONTARIO, CANADA
Cable Address: McLeod, Stratford
Codes: Riverside, Bentley, A B C 6th Edition

R. C. PRATT

FLOUR—Exporter—CEREALS

68 King St. East

TORONTO, CANADA

Cable Address: "FRAMILCO," Toronto.
Codes: A B C 6th Edition, Bentley, Riverside



Editor The Northwestern Miller and
American Baker,

Sir:—Undoubtedly Mr. McGill, in his contribution to the Dec. 24 issue of your paper, has hit upon one of the greatest factors in the decline in per capita wheat consumption in the United States, if we will except the more varied diet of the American people which, of course, cuts into the amount of bread eaten.

For years I have argued that the trouble with the American bread business is the fluffy, tasteless loaf that all bakers insist upon making because they say that their customers demand it—although they never make any attempt to discover for themselves whether their customers actually do demand it.

I have written about this in your own and other papers and certain editors have told me that I was "all wet" on this subject. Where, I wonder, did the idea come from that the public wants a large, fluffy loaf tasting of nothing at all and rather like getting a mouthful of feathers when bitten into? I have suggested that somewhere in the United States there must be a baker with courage enough to risk a few hundred dollars on putting out a plain loaf, a loaf that will taste of wheat, a loaf that will enable the eater to know he has got something in his mouth when he bites into it, but so far such a baker has not put in an appearance. Of course Mr. McGill has tried it out on the bread line, but is there a baker in the United States who is making a real loaf of bread and not one which is about 90 per cent air?

Bakers don't save a thing by making this fluffy bread. They may kid themselves that they get larger volume, but don't they realize that the ingredients that they are using to get that larger volume are all more expensive than the flour whose place they are taking? In other words, bakers at the present time are like a man who decides that he will use a fuel saver in running his automobile. For sake of argument he will say that the fuel saver costs him \$1 gallon and enables him to run his automobile 300 miles on \$1 worth of gasoline whereas ordinarily he can only run 200 miles on \$1 worth of gasoline. So the foolish economist goes out and buys the fuel saver which increases his mileage 50 per cent but, instead of saving anything on running his automobile, he is increasing his costs because he only gets 300 miles out of his \$1 worth of gasoline plus the \$1 worth of fuel saver, whereas if he had bought \$2 worth of gasoline in the first place he would have got a mileage of 400 miles.

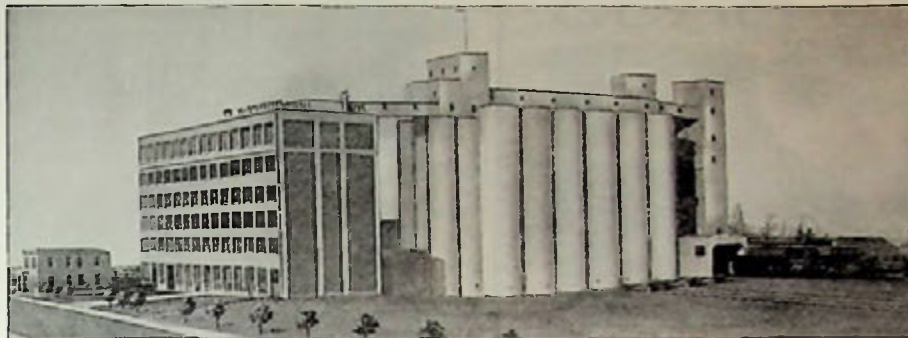
Millers, bakers, farmers and every one else interested in a larger consumption of wheat should get behind a move to give the American people a loaf that is more interesting to eat than the present insipid affair.

Yours truly,
H. M. ALEXANDER.

TOPEKA, KANSAS.—An investigation into bread prices in Kansas has been launched by Roland Boynton, attorney general, who announced he had received a complaint that a number of large baking concerns had entered into a combination in order to maintain their charges in the face of lower wheat quotations. The attorney general announced he was communicating with United States Attorney General Mitchell in an effort to ascertain what information the latter had obtained after an investigation into Kansas bread prices some time ago. Mr. Boynton said he also would make an inquiry of the Nebraska attorney general as to facts disclosed by an investigation into bread prices in that state.

COMPETITION ONLY STIMULATES OUR SALES

CHOICEST
CANADIAN
HARD SPRING
WHEAT
AND
PERFECT
MILLING
FACILITIES
HAVE
PLACED
OUR
PRODUCTS
IN THE
VAN



BRANDS
"Victory"
"Prairie
Blossom"
"Woodland"
"Homeland"

MILLS
MONTREAL
HAMILTON
BRANTFORD

Capacity, 8,000 Bbls

Cable Address:
"DOMFLOUR"
Riverside Code

OUR SEABOARD MILL AT MONTREAL

The Dominion Flour Mills, Ltd.

Branch Offices at HALIFAX, QUEBEC and TORONTO

MONTREAL, CANADA

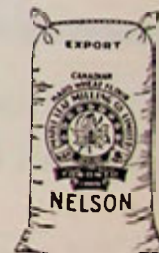
Total Daily
Capacity
24,500
Barrels Flour



Cable
Address—
"Shawley,"
Toronto,
Canada



TORONTO MILLS



Maple Leaf Milling Co. Limited.

HEAD OFFICE - TORONTO, CANADA

KENORA, ONTARIO MILLS AT TORONTO, ONTARIO
BRANDON, MANITOBA THOROLD, ONTARIO

PETERBORO, ONTARIO

MEDICINE HAT, ALBERTA

PORT COLBORNE, ONTARIO



BY APPOINTMENT TO
HIS MAJESTY THE KING

TELEGRAPHIC AND CABLE ADDRESS
"OGILVIE, MONTREAL"

CODES USED—PRIVATE,
A B C 4TH & 5TH, WESTERN UNION,
RIVERSIDE, A1,
BENTLEY'S



FORT WILLIAM MILLS

MILLS AT
MONTREAL, FORT WILLIAM,
WINNIPEG, EDMONTON AND
MEDICINE HAT

DAILY MILL CAPACITY
33,750 BARRELS

ELEVATOR CAPACITY
10,315,000 BUSHELS

WAREHOUSE CAPACITY
377,000 BARRELS

THE OGILVIE FLOUR MILLS CO., LIMITED


HEAD OFFICE: MONTREAL, CANADA

BRANCH OFFICES AT ST. JOHN, QUEBEC, OTTAWA, TORONTO, LONDON, HAMILTON, CALGARY, VANCOUVER

BRANDS — "ROYAL HOUSEHOLD," "GLENORA," "FAMOUS" AND "BUFFALO"

BEMIS BAGS

JUTE, BURLAP, COTTON,
PAPER BAGS, TWINE



BEMIS BRO. BAG CO.
Winnipeg Manitoba


Fort Garry Flour Mills

Company Limited

MILL AT SASKATOON, SASK., CANADA

SALES OFFICE
MONTREAL, CANADA

Cable Address: "FORTGARRY" BOX 2190 Codes: Bentley's—Riverside



SPILLERS CANADIAN MILLING CO. Limited
AND
VANCOUVER MILLING and GRAIN CO. Limited

EXPORT AGENTS
Vancouver Milling and Grain Co. Limited
Cable Address: "SPILCO," Vancouver, Canada

EUROPEAN AGENTS
No. 1 Milling Group Export Company,
40, St. Mary Axe, London, E. C. 3, England

Mills at CALGARY and
VANCOUVER

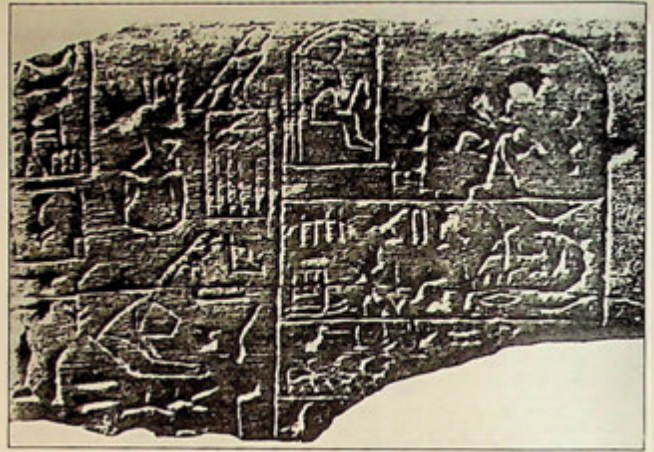
Riverside Code *Five Letter Revision*

Issued in 1923 Per Copy, \$12.50
Discount for Quantities

For sale by all its branches and by
THE NORTHWESTERN MILLER
Minneapolis, Minn., U.S.A.

Advertising Illustrations

THE BUREAU OF ENGRAVING, LTD.

A Carving on Ebony, from the First Egyptian Dynasty, Showing the Pounding of Grain with a Pestle and Mortar

The Apotheosis of the Old Gristmill: II

(Continued from page 106.)

ship in their management and showing great executive ability.

Mr. Crosby, whose two sons, John and Franklin M., followed him in the business, the former serving for years as president of the company and the latter being now a vice president of General Mills, Inc., was one of the notable characters of the Minneapolis milling business. He was not only a progressive miller whose administration was highly successful, but he had a strong sense of humor which greatly endeared him to his business associates. To this day his shrewd and humorous sayings are quoted on 'change.

Hitherto the requirements for successful milling had rested chiefly in the operation of the plant rather than in the merchandising of its product. At the time when John Crosby died, in 1887, times were changing and it was becoming evident that a new trend in competition was to put the emphasis upon selling the flour rather than upon making it.

ADVENT OF JAMES S. BELL

Besides his early and hereditary affiliation with milling, my father had long

been engaged in the flour business in Philadelphia and had bought and sold large quantities of Washburn, Crosby & Co.'s flour. In casting about for some one to assume the executive responsibilities left vacant by the death of Mr. Crosby, the remaining partners sought my father and induced him to remove from Philadelphia and join them. This he did in 1888.

Delegating to others upon whom he could rely the more technical details of operation, he devoted himself especially to building up a selling organization. In this task his previous experience was most valuable; he had ability in the selection of men and in inspiring them with enthusiasm. He soon had in successful operation the nucleus of that strong, effective and enthusiastic association for which the concern became notable. The Washburn Crosby Company was organized in 1889.

The milling plants being leased to the operating company, subject to renewal at stated intervals, its connection with the business was somewhat tentative until 1899, when the Washburn Crosby Com-

(Continued on page 124.)

TORONTO ELEVATORS, Ltd.

Two Million Bushels Capacity



Canadian and United States shippers will find our storage and service equal to the best on this continent.

We invite your letters or wires if interested.

JAMES PLAYFAIR, President
GORDON C. LEITCH, General Manager

TORONTO, ONTARIO



Robin Hood Mills

LIMITED

Western Canadian Spring Wheat Flour

Rolled Oats and Oatmeal

Mills and Western Offices at
MOOSE JAW, SASK. ~ CALGARY, ALTA. ~ SASKATOON, SASK.

Eastern Sales Office:
BOARD OF TRADE BUILDING.....MONTREAL

Cable Address: "ROBINHOOD," Montreal....Codes: Riverside and A B C 6th Edition

Spring Wheat Flour

We are giving special attention to the milling of pure and strong spring wheat flour for both the baking and jobbing trades.

The location of our mill is most advantageous for originating spring wheat, either ex-lake or on a milling-in-transit basis.

It is centrally and strategically located for giving quick and efficient service to customers.

All our flours are milled under laboratory control—our own laboratory.

OSOTA, MAINSPRING,
DOUGHBOY
BRANDS

The Mennel Milling Co.
TOLEDO, OHIO

Bakers—

When comparing Spring Wheat Flour use

“BULL DOG”

for your standard

Made by

The Fairchild Milling Company
CLEVELAND, OHIO

The Ansted & Burk Co.

MILLERS SINCE 1846,
BUT UP TO THE MINUTE IN IDEAS
SPRINGFIELD, OHIO

William Tell's

Master Bread Flour
Master Pie Crust Flour
Master Cake Flour

Each specially milled for its purpose

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.

MAS-SOTA Spring Patent Flour
BCCO Blended Patent Flour
ENERGY Horse Feed Mixed Cans
MALTO Dairy Feed a Specialty

The Buckeye Cereal Co.
MASSILLON, OHIO



Specialized Laboratory
Service for Millers
Grain Dealers Bakers
Feed Manufacturers
Mid-West Laboratories Co.
INCORPORATED
1299 Virginia Avenue
COLUMBUS, OHIO

THE WARWICK CO.

Makers and Shippers of Flour from Choice Winter Wheat
MASSILLON, OHIO
Write for samples and prices

The Toledo Grain & Milling Co.

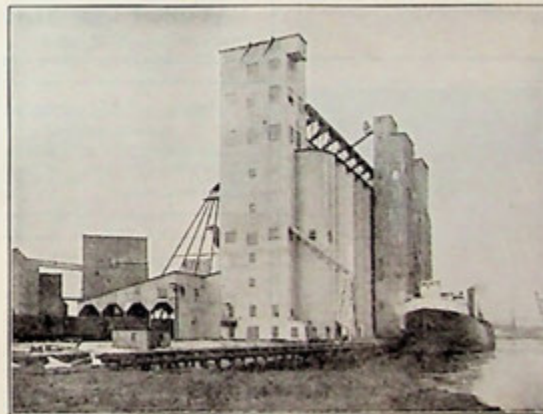
TOLEDO, OHIO
MIXED CARS
SOFT WINTER WHEAT FLOUR
Red Ball Patent Old Homestead

MELLOW CREAM CAKE FLOUR

Made from SELECTED PURE SOFT WHEATS
NORTHWESTERN ELEVATOR & MILL COMPANY
TOLEDO, OHIO

ENGINEERS AND DESIGNERS OF

Fireproof Milling and Elevator Plants



MARINE ELEVATOR
BUFFALO, N. Y.
1925
2,000,000-Bushel

A. E. BAXTER ENGINEERING CO.
BUFFALO, N. Y.

MINNESOTA ENGRAVING & COLORPLATE CO.
ENGRAVERS-DESIGNERS-ILLUSTRATORS
DAILY NEWS BUILDING
GENEVA 2651 MINNEAPOLIS

Riverside Code FIVE LETTER REVISION Issued in 1922 Per Copy \$12.50
For sale by all its branches and THE NORTHWESTERN MILLER, Minneapolis, Minn., U. S. A.

Ohio Soft Wheat Flour

OF HIGHEST QUALITY

THE
ALLEN & WHEELER CO.
Domestic and Export
TROY OHIO

Hardesty Milling Co.

Quality Millers for
Over Half a Century

Domestic and Export DOVER, OHIO

Pfeffer Milling Company

Manufacturers of Pure High-Grade
Winter Wheat Flour
Brands: Lebanon Bell, LEBANON, ILL.
Ethereal, Jewel Member Millers'
Capacity: 1,000 bbls. National Federation

Hezel Milling Company

EAST ST. LOUIS, ILL.
Established 1861

Manufacturers of hard and soft
Wheat Flour

GILSTER MILLING CO.

CHESTER, ILLINOIS
Manufacturers of
Gilster's Best and Featherlite
Plain and Self-Rising Flour

REICHERT MILLING CO.

FREEBURG, ILLINOIS
Millers of High Grade Soft Winter Wheat
Flour, Plain and Self-Rising
POND LILY FLOUR
Always Good

DECATUR MILLING CO.

DECATUR, ILLINOIS
MANUFACTURERS OF
WHITE CORN PRODUCTS
H. H. CORMAN, Pres. and Gen. Mgr.
E. NAITTEMPEL, Sales Manager

Hanover Star Milling Co.

GERMANTOWN, ILL.
Manufacturers of High Grade
Soft Winter Wheat Flour

*The Family Flour Trade
Is Discriminating—*

It asks for the flour it wants by brand name—quality is recognized and demanded—price appeal is secondary.

“BIG JO”

is outstanding among good flours as the repeater—once used always wanted—hence the dealer knows it as a “moving item” and a sure profit producer.

WABASHA ROLLER MILL CO.

W. B. WEBB, President and Manager
WABASHA, MINN., U. S. A.

*Guaranteed
Always All Right*



98⁶⁷/₁₀₀%

Digestible

EVERETT, AUGHENBAUGH & CO.
General Offices
MINNEAPOLIS, MINN.

**FOUR
Good Bread Makers**

From Selected Spring Wheat



DULUTH UNIVERSAL
PRIDE OF DULUTH
DULUTH RELIABLE
APEX
Extra Fancy Clear

Duluth Universal Milling Co.
DULUTH, MINN.

“Ethan Allen”

The Ideal Flour
Fancy Minnesota
Patent
Strong
Uniform
Reliable

Wells Flour Mills
MINNEAPOLIS, MINN.

“PRIDE of MINNESOTA”

Fancy Short Patent
NORTHWESTERN MILLING CO.
General Offices: 814 Chamber of Commerce
Mills at MINNEAPOLIS, MINN.
Little Falls, Minn.

“AMERICAN BAKER”

Choice of the wheat of the whole west—
a fine flour is the result.
INLAND MILLING CO.
Des Moines, Iowa

Excelsior Milling Co.

MINNEAPOLIS, MINN.
High Grade Spring Wheat Flours
and Fancy Semolinas



**CHRISTIAN MILLS
Matchless Quality Flours**

SEMOLINAS AND RYES
MINNEAPOLIS, MINN.
Capacity,
1,200 Barrels Spring
1,000 Barrels Durum
250 Barrels Rye
Cable Address:
“CHRISMILLS”

**The Apotheosis of the
Old Gristmill: II**

(Continued from page 122.)

pany purchased the entire property and became both its owners and operators. The preceding decade had been one of prosperity and development, and during it the selling organization had been extended and perfected to a high state of efficiency.

Having settled once and for all the question of its continued operation of the mills by purchasing them, the company set forth with renewed vigor and enthusiasm to increase and further strengthen its already strong position in the industry, and adopted a consistent and far-sighted plan of development which proved successful in every respect.

Incidental to this was the policy of advertising on a large scale. The idea that a staple article of household necessity, such as flour, could be advantageously advertised nationally was new, and then seemed impossible. Nevertheless, it was begun.

With uncertainty, looking for the right way, yet with increasing confidence and belief in the inevitable outcome, the Washburn Crosby Company steadily extended its advertising, until its brand of flour milling, which it has ever since maintained.

Until 1903, while merchant mills had grown in size and the far-reaching extent of their trade, they had generally confined their operations to the locality in which they had originally been established. This had its disadvantages. A failure of the crop tributary to their mills, a partial failure, or a temporary recession in the standard of quality of the wheat grown, created a handicap in the operation of the plants, or a disadvantage in the sale of their product, against which there was no recourse but to await the return of more favorable conditions.

Another factor that indicated the need of change in geographical limitations was the instability of freight rates, which were no longer being based on the tonnage of a certain commodity from a given place, but rather upon the distance from mill to market. This gave certain advantages for milling to new localities, which largely overcame the natural forces that had originally stimulated the building of flour mills.

Realizing that another great change in the milling industry was bound to come, and that merchant millers, if they desired to escape the decline that had overtaken all the previous milling centers in America and wished to retain and enlarge their trade in future, would have to be more elastic in extending their operating activities, the Washburn Crosby Company, in 1903, announced publicly a new policy which was an innovation in milling practice.

This was that the acquirement of milling properties in various parts of the country, rather than the limitation of increased capacity to one defined locality, would thereafter mark the development of the Washburn Crosby Company. In other words, it embarked upon the nationalization of its interests, instead of the localization which had hitherto been the policy of millers generally.

In taking this step it foresaw the tendency toward centralization of administration and direction, and the expansion of units of operating capacity at strategic points, under central control which, during the past 25 years, has marked the latest development of the American milling industry.

Instead of struggling to maintain the supremacy and advantages of any one given milling center against changing conditions which were brought about by forces beyond control,—the diversification of crops, the shifting and extension of the wheat area, the opening up of new transportation facilities (such as the Panama Canal) and the arbitrary readjustment of the freight structure to meet

(Continued on page 126.)



After all,
 "There is
 No Substitute
 for Quality"



"Old Doc" ROSEN RYE

"IT'S THE ROSEN RYE FLAVOR THAT WINS THEIR FAVOR"

LET
 "OLD DOC"
 PRESCRIBE
 FOR YOU

BAY STATE MILLING CO.

HARD SPRING WHEAT & RYE FLOURS

WINONA, MINNESOTA

DAILY CAPACITY
 FIVE THOUSAND BARRELS

Red Wing Special

Choice Short Patent

Cream of West

Fancy Medium Patent

*Laboratory Controlled.
 Scientifically Milled.*

Bixota

Strong Standard Patent

The Red Wing Milling Co.

*Millers of High Grade Flours
 RED WING, MINN.*

"Flours of Quality Only"

GOLD MINE
 FAIRY BOW
 KING'S GOLD
 KING'S BEST HIGH GLUTEN

Our Contribution to Better Baking

H. H. KING FLOUR MILLS CO.
 MINNEAPOLIS, MINNESOTA

THE HIGHEST PRICED FLOUR IN AMERICA AND WORTH ALL IT COSTS

King Midas Flour

Carries the assurance of success to the baker striving
 to materialize his ideal in the quality of his product.



KING MIDAS MILL CO. MINNEAPOLIS

Mother Hubbard



It's
Better
Flour

Worth
the
Difference

MADE FOR

Supreme Satisfaction in Bread

HUBBARD MILLING CO.
Mankato Minnesota



Established 1886

The standard
that others
strive to reach

White Swan Flour

SPRINGFIELD MILLING CO.
SPRINGFIELD MINNESOTA

Daily Capacity
1,000 Bbls

Repeaters...

"KOMO" and "PACEMAKER"

*Each a peer in its class....
so why look further?*

SAINT PAUL MILLING COMPANY
SAINT PAUL MINNESOTA



ATKINSON MILLING CO.
MINNEAPOLIS MINNESOTA

Choice No. 2 Semolina Fancy Durum Clears

AMBER MILLING
COMPANY
Flour Ex. Minneapolis, Minn.

**COMMANDER
LARABEE**
QUALITY FLOURS
MINNEAPOLIS
Telephone - Atlantic 1521

Crown Milling Co.
Chamber of Commerce
MINNEAPOLIS
Brokerage Connections Wanted

'CREMO'

Just the Cream of Hard Wheat
CROOKSTON MILLING CO.
CROOKSTON, MINN.

HIGHEST GRADES OF HARD
WHEAT FLOURS—BRANDS
"New Gold" "Silver Leaf"
Correspondence Solicited
MORRIS CITY MILLS, INC.
MORRIS, MINN.

FARGO MILL COMPANY
Millers of Hard Spring Wheat
Flour made from the famous
Red River Valley Wheat.
FARGO, N. D.

"SNOW WHITE" flour, a high quality
spring patent.
"PIONEER" Rye flour.
"PIONEER" Whole Wheat flour.
Split cars a specialty
MINOT FLOUR MILL COMPANY
Minot, North Dakota

**Wedding Invitations
Announcements**
Finest Hand Cut Engraved Plates
BUSHNELL SOCIETY STATIONER
94 So. 11th Street MINNEAPOLIS

**PAPER SACKS
FOR MILLERS**
The Chatfield & Woods Sack Co.
CINCINNATI, O.

The Apotheosis of the Old Gristmill: II

(Continued from page 124)

the needs of a growing population,—it was to be the company's policy to accept conditions as they were and might subsequently arise, performing the actual flour making where it could be done most advantageously, yet retaining control and direction at one central point, where experience and prestige already rested.

It was the substitution of elasticity of operation for that rigidity which had, in the past, kept so many millers in one spot, unable to move with the times, while their operating basis lost its original advantages and gradually dwindled in milling importance until it sank into comparative insignificance, the volume of their own business evaporating accordingly and correspondingly; the story of all the former milling centers: Baltimore, Richmond, Rochester and St. Louis.

In accordance with its new policy, the Washburn Crosby Company immediately acquired a mill in Louisville, Ky., and the same year built its first large milling unit in Buffalo, N. Y., both strategic points of importance, one for the southern flour trade, the other for the eastern and export business. These ventures soon demonstrated the feasibility and success of the innovation.

The company had, as early as 1892, embarked in an outside milling enterprise, the Royal Milling Co., of Great Falls, Mont., which had fully justified itself. For the time being it rested content with its advances, and for the next decade devoted itself assiduously to the task of strengthening them.

William H. Dunwoody was one of the pioneers in the establishment of the business. He had been in the flour business in Philadelphia, and came to Minneapolis in 1871 to become a partner in two milling firms. Four years later he helped to organize the Minneapolis Millers' Association, formed for the purpose of buying wheat for the local mills, and for a time he acted as its general manager.

The success of this co-operative movement led Governor Washburn to suggest that the Minneapolis millers unite in sending a representative abroad for the purpose of introducing their flour into Europe. The other millers did not favor the plan, and, on their refusal to cooperate with him, he resolved to carry it out individually.

Knowing of Mr. Dunwoody's successful experience as a flour merchant in Philadelphia, he selected him as his foreign representative, and imparted to him his enthusiastic belief in the possibilities of a great export trade.

"Go to England," he said to Mr. Dunwoody; "start the people there to buying our flour, and, where stand these mills, which now seem so large, will be erected others far surpassing them in importance and capacity."

At that time, 1877, no Minneapolis flour had been sold abroad, and there was no very sound reason to believe that any could be sold there, yet Governor Washburn had imagination and vision. He realized that, if the mills which he had constructed on a scale far beyond the visible and immediate demand for their product, were to be operated to their capacity, he must go far afield to find customers, and he boldly determined to attack the great centers of population overseas, in the hope of finding an outlet for his flour.

Mr. Dunwoody departed on his doubtful quest, not sanguine of success, but resolved to do his best. He met a most discouraging reception on his arrival in London. American flour had been imported, but chiefly through exporters and not direct from the mills. These exporters purchased the flour from all parts of the country, resacked it and put their own brands upon it; consequently, it was seldom uniform and the importer had no way of knowing what kind of flour he was purchasing. The results had been unsatisfactory, and British buyers were very conservative about trying innovations.

Minneapolis was remote and almost unknown; it was suggested that, if Mr. Dunwoody wished to sell his flour in England, he should handle it through

(Continued on page 129.)

Dakota Maid.....Dakota Pride.....Dakota Warrior
 PURE SPRING WHEAT FLOURS FOR BAKERS

It Will Pay You to Get in Touch With Our Representatives!



STATE MILL & ELEVATOR
 GRAND FORKS

- SANDS, TAYLOR & WOOD CO., Boston, Mass.—for New England.
- FRANK R. PRINA CORP., 442 Produce Exchange, New York City, N. Y.—Greater New York.
- H. C. HAGERMAN, 2105 Ferry St., Easton, Pa.—for Pennsylvania.
- HAYWARD & CO., 317 Chamber of Commerce, Baltimore, Md.
- J. M. BOUR & CO., 323 Erie St., Toledo, Ohio—For Michigan, Indiana, western Pennsylvania.
- WILKINS-ROGERS MILLING CO., Washington, D. C.
- C. B. MUNDAY CO., 2284 Transportation Bldg., Chicago, Ill.
- KOTVIS BROS., 687 30th St., Milwaukee, Wis.
- CHAS. KOCH & CO., 101 Ferry St., Pittsburgh, Pa.—Pittsburgh representative.
- J. K. MONTROSE & SON, 1425-1631 Market St., Denver, Colo.—Representative for the Rocky Mountain District.

Always Ace High



The FLOUR with
 The Vim and Pep left in, and
 The Doubt and Trouble left out.

Tennant & Hoyt Co.
 LAKE CITY, MINN.



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.

Established 1851

"Flour Quality Our Pride"

W. G. McLAUGHLIN, Mgr.

GLOBE FLOUR MILLS CO.

BRANDS: "HEADLIGHT"

PERHAM, MINNESOTA

"GLOBE'S BEST" "HERCULES"

ROBINHOOD and MYSTIC FLOUR

BLACKHAWK MIXED FEEDS

MYSTIC MILLS
 INTERNATIONAL MILLING COMPANY
 SIOUX CITY, IOWA

CORNER STONE

A Short Patent

The mainstay of home baking for over fifty years.

Now also the dependable flour from which the baker makes his best quality bread, the bread that meets the housewife's discriminating favor.

Milled at RED WING, MINNESOTA, by
LA GRANGE MILLS

Use
GOLDRIM
Superlative Quality
Spring Wheat Patent
WESTERN FLOUR MILLS
Davenport, Iowa

CAPITAL FLOUR MILLS

INCORPORATED



HIGH GRADE
DURUM WHEAT
SEMOLINA

MINNEAPOLIS ~ ST. PAUL
MINNESOTA

WISCONSIN RYE FLOUR

Made from Wisconsin Grown Rye

We are exclusive rye millers and the largest producers of rye flour in the state.

WHITE HEATHER....BLUE RIBBON....RYE MEAL

GLOBE MILLING CO.

WATERTOWN, WISCONSIN

Wisconsin Makes the Best Rye Flour

Red River Milling Company

"CERES"

Highest Quality
Hard
Spring Wheat
Flour

Montana and North Dakota Wheat
used exclusively

Daily Capacity 1,000 Barrels

FERGUS FALLS, MINNESOTA

"No. A1"

Highest Quality
Hard
Spring Wheat
Flour



Cream of Wheat Flour

always uniform; always the best at a fair price. We want some live buyers who are willing to pay for quality.

John H. Ebeling Milling Co.
GREEN BAY, WIS.

Since 1849 Wisconsin's Par Plus Product

"ROCK RIVER RYE"

All Grades—from the Darkest Dark to the Whitest White

FRANK H. BLODGETT, INCORPORATED, JANESVILLE, WIS.

Successors to Blodgett-Holmes Co., Blodgett Milling Co., and Ford Milling Co.

The buyer purchasing our products pays no commission, no brokerage. Each sale is direct from mill to buyer.

Wisconsin Rye Flour

We Specialize in Dark Varieties

FRANK JAEGER MILLING CO.
DANVILLE P. O. Astice WISCONSIN

Pure Wisconsin Rye Flour

Samples and quotations sent on request

THE PAGEL MILLING COMPANY
Stevens Point, Wis.

REITMANN-DAVIS MILL CO.

(UNDER NEW MANAGEMENT)

Makers of PEACH BLOSSOM and GOLD SEAL

The Finest Wisconsin Patent Rye Flour

GALESVILLE, WIS.

WRITE FOR SAMPLES AND PRICES

Store Flour in Transit

Avail Yourself of the Thru Freight Rate
Insure Prompt Deliveries
All Buildings Strictly Modern. Clean & Dry
Capacity over 1,200 Carloads
CROOKS TERMINAL WAREHOUSES
CHICAGO KANSAS CITY

Pure Rye Flour We make a high grade pure winter rye flour.

Fisher & Fallgatter, Waunakee, Wis.
Ask for sample and quotations



DESIGNED AND BUILT BY

THE BARNETT & RECORD CO.

PIONEERS IN DESIGN AND CONSTRUCTION OF

*FIRE PROOF MILL BUILDINGS
and GRAIN ELEVATORS*

OFFICES

LOUR EXCHANGE, MINNEAPOLIS, MINNESOTA

LYCEUM BLDG., DULUTH, MINNESOTA

The Apotheosis of the Old Gristmill: II

(Continued from page 126.)

New York exporters who already had established connections in London.

There were also difficulties in the way of financing direct sales which seemed insurmountable, for the simple, smooth-working system of handling flour exports which was subsequently adopted, by which buyer, seller and banker were alike protected, was then unknown.

British millers were then producing a dark and inferior quality of flour, not yet having adopted the middlings purifier, but they held a practical monopoly of the trade, which, naturally, they did not propose to give up. They therefore fought American flour, and Mr. Dunwoody had to contend against their opposition which was strong enough, at first, to force him out of the London market, in search of a more vulnerable point of entry. Greatly discouraged, yet not entirely dismayed by the obstacles he encountered, he persisted stubbornly. At last, after a heart-breaking experience, he made his first sale to a firm in Glasgow of very high standing and repute. The prestige of this helped him, subsequently, to sell importers in Ireland and Scotland.

When the flour arrived, was resold to British bakers and went into consumption, it completely justified Mr. Dunwoody's representations and was immediately in strong demand. Having successfully accomplished his mission, he returned home. Thereafter, the export business became a very important factor in the development of Minneapolis and northwestern milling.

The courageous and persistent missionary who founded its export trade became a partner in Washburn Crosby & Company, and, when the corporation was formed, its vice president. In 1914 Mr. Dunwoody died, and the death of my father followed in 1915. Both had been actively interested in the business until the close of their lives, and their removal would have temporarily postponed any further expansion of the operating facilities of the company, even if the coming

of the World War had not made such extension undesirable.

MILLING DURING THE WORLD WAR

The entry of the United States into the war in 1917 violently interrupted the natural course of the American milling industry, which had steadily been toward centralization and the elimination of the smaller mills, and for a brief time brought back into activity all the moribund flour mills capable of being put in condition to produce flour.

Mr. Hoover, the Food Administrator, honored me by appointing me chairman of his milling division. The situation called for the production of the largest possible quantity of flour that the American mills could make in order to feed, not only the civil population of the allied countries, but also their military and naval forces.

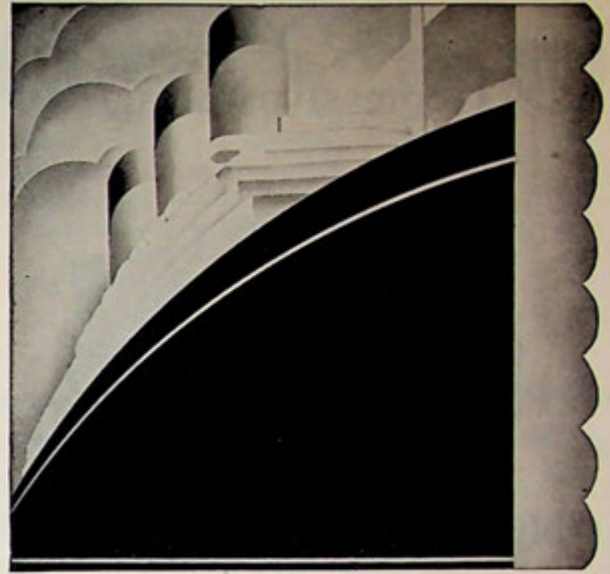
To avoid profiteering, all flour mills were licensed and permitted a small maximum of profit, their books being audited by government accountants. The margin was barely sufficient to encourage them to produce but, under its impetus, every mill capable of turning out a barrel of acceptable flour got busy and, as long as the demand lasted, there was a revival of activity among all classes of flour mills, including many of the former gristmills, unexpectedly called upon to meet the emergency.

AFTER THE WAR CHANGES

Following the war, conditions soon returned to normal; the mills which were unable to compete reverted to their former idleness, and the inevitable and unavoidable tendency toward the centralization of milling capacity and the gradual elimination of the economically unfit mill was resumed.

A factor that has greatly accented this movement, which, in fact, preceded its more recent and active development, was the centralization of flour buying. During the past 40 years household baking has gradually grown less in comparative

(Continued on page 130.)



SHIPPERS— I. M. M.

can serve you capably

International Mercantile Marine service is the result of 58 years' experience in meeting shippers' needs. We have built up a mammoth fleet comprising more than one hundred ships, led by such famous liners as the *Majestic* (world's largest ship), *Olympic*, *Homeria*, *Belgenland*, etc., in transatlantic service, and such big NEW steamers as the *Pennsylvania*, *Virginia* and *California* in Coast-to-Coast service between New York and California.

Skillful handling of your cargo—efficient forwarding—prompt deliveries in ports of destination—favorable insurance rates—these advantages are yours if you ship in I. M. M.

Special facilities for the expeditious handling of flour.

When you travel

Frequent sailings to England, Ireland, France and Belgium by steamers of the *White Star*, *Red Star* and *Atlantic Transport Lines*. Largest, fastest ships from one side of America to the other through the Panama Canal. We also operate many de luxe winter cruises Around the World, to the Mediterranean and to the West Indies—Havana, Nassau, Bermuda. Attractive rates—luxurious accommodations.

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180 N. Michigan Ave., Chicago, Ill.

GEORGE P. CORFINO, Mgr.,
137 So. Seventh St.,
Minneapolis, Minn.

R. J. GRIFFITHS, S. W. M.,
1100 Locust Street,
St. Louis, Mo.

J. D. ROTH, Western Traffic Manager, Chicago

For information regarding passenger accommodations, etc., apply to

INTERNATIONAL MERCANTILE MARINE COMPANY

No. 1 Broadway, New York City;
our offices elsewhere or
authorized agents

WHITE STAR LINE RED STAR LINE
ATLANTIC TRANSPORT LINE LEYLAND LINE
WHITE STAR CANADIAN SERVICE
PANAMA PACIFIC LINE

FLOUR and FEED routed via the
Chicago & Illinois Midland Railway Co.
goes forward to destination promptly

V. H. WILLIAMS, Traffic Manager,
405 Myers Building,
Springfield, Ill.

ERNEST IRBER, N. W. Agent,
316 Corn Exchange,
Minneapolis, Minn.

SCANDINAVIAN-AMERICAN LINE

REGULAR DIRECT SAILINGS FROM

New York to Oslo, Copenhagen, and Baltic Ports

For freight and particulars apply
At New York, to Funch, Elye & Co., Inc.
At Philadelphia, to S. L. Burgess & Co., 923
Lafayette Building
At Baltimore, to Hamsay, Scarlett & Co., Inc.,
Keyser Building
At Boston, to A. G. Lombard's Sons,
At Galveston and Houston, Wilkens & Biehl
At Chicago, Messrs. Johnson-Phelps, Inc., 307 No. Michigan Ave.
At New Orleans, to American Baltic Chartering & Shipping Co., 2070 American Bank Bldg.

Also from Boston, Philadelphia, Baltimore, New Orleans, Galveston and Houston to Copenhagen and Baltic Ports

Special attention given to prompt forwarding of Flour to all Scandinavian Ports.

HOLLAND-AMERICA LINE

For Rates and other information apply to:
New York: Holland-America Line, 21 State Street.
Chicago: Holland-America Line, 40 North Dearborn Street.
San Francisco: Holland-America Line, 121 Market Street.
Regular Service from NORTH PACIFIC COAST PORTS to Rotterdam, Amsterdam, London, Liverpool, Antwerp and Hamburg.

Regular Sailings from NEW YORK with fast passenger steamers also Regular Freight Service from Boston, Philadelphia, Baltimore, Newport News, Norfolk and Houston, Galveston, New Orleans to Rotterdam, Amsterdam.

COAST PORTS to Rotterdam, Amsterdam, London, Liverpool, Antwerp and Hamburg.

Fast Freight....

E. Irber, Agent, *The Modern Way*
316 Corn Exchange,
Minneapolis.

Special attention to flour and feed shipments. Connections with New York Central at South Bend, Ind., Michigan Central, Monon and Nickel Plate at Michigan City, Ind., Washburn Ry. at Gary, Ind., E. J. & E. at Goff Gary, Ind., and all principal belt railroads in Chicago. Through rates are published in principal tariffs.

Chicago South Shore & South Bend Railroad



Grain Cleaners

Richmond Mfg. Co.
LOCKPORT, N. Y.

J. K. HOWIX, Representative,
20 Flour Exchange,
Minneapolis, Minn.

1871 **100 Years of Progressive Milling** 1921



New 2,000-Bbl Daylight Mill—One of Three Plants

IDEAL FACILITIES
ACME-EVANS COMPANY, Indianapolis


You Can't Afford to Take a Chance!

Extraordinarily good flours are selling lower now than "price" flours have sold in recent years—a wonderful opportunity is offered to you now to build your business with better flours at extremely reasonable prices.

Let us quote you on better flours for your every need!

Lawrenceburg Roller Mills Co.

Daily Capacity **LAWRENCEBURG, IND.** Elevator Capacity
2,500 barrels 750,000 bushels



J. ALLEN SMITH & COMPANY, Inc.
KNOXVILLE : TENN.

MILLERS OF
Soft Wheat Flour
Hard Wheat Flour (for Bakers)
White Corn Meal

Domestic and Export Ask for Prices

Write for Samples and Prices Established 1856

Igleheart Bros., Inc. Soft Winter Wheat Flour

Cable Address "Igleheart" MERCHANT MILLERS—Evansville, Ind.



The Falls of St. Anthony, Prior to Their Final Harnessing, in 1871, to the Needs of the Minneapolis Flour Milling Industry

The Apotheosis of the Old Gristmill: II
(Continued from page 129.)

volume and the business of the baker has increased, with the result that today the bakers buy more than 40 per cent of the flour sold in the United States.

Extensive amalgamations of baking companies have been consummated in recent years, which have very materially reduced the number of flour buyers in the market. This has brought about a marked centralization of flour buying for the baking industry, and its reaction has been to stimulate a similar tendency among millers. This is a natural consequence, bringing one force to bear upon another, and further handicapping the smaller miller.

In our own case the formation of General Mills, Inc., is simply the logical sequence and legitimate consequence of the policy which I have referred to as having been adopted by the Washburn Crosby Company, in 1903, in the acquirement of the mill at Louisville and the building of the mill at Buffalo.

In furtherance of the same idea, in 1922 the company purchased the Star & Crescent mill in Chicago, and a partially completed mill in Kansas City which it enlarged and finished. Various other properties of minor importance were acquired. By 1928, the Washburn Crosby Company and its subsidiary companies owned and operated mills in Minneapolis; Great Falls and Kalispell, Mont; Ogden, Utah; Pasco, Wash; Louisville, Ky., and Chicago, Kansas City and Buffalo.

General Mills, Inc., was then formed for the purpose of placing all these units under one corporate ownership and direction and, in addition, of acquiring another mill at Wichita, Kansas, formerly owned by the Red Star Milling Co. At the same time provision was made for the acquirement of additional properties, if and when it might be desirable to obtain them.

Under this organization each unit is

(Continued on page 132.)

Evans Milling Co.
INDIANAPOLIS, IND., U. S. A.
Manufacture Kilo-Dried
WHITE CORN PRODUCTS

Capacity, 5,000 Bushels

Atlanta **FULTON** Dallas
St. Louis **BAG & COTTON** Minneapolis
Brooklyn **MILLS** New Orleans
Kansas City, Kan.

Mixed Cars
of Spring and Winter Wheat Flour and Feed

MAYFLOWER MILLS
FT. WAYNE, IND.

Lyon & Greenleaf Co.
MILLERS OF
High Grade Soft Winter Wheat Flour

LIGONIER, IND.
WAUSEON, OHIO NORFOLK, VA.

Flours of a Feather

REXOTA
Hard Winter Wheat
for **BREAD**

COMPETITION
Hard Spring Wheat
for **BREAD**

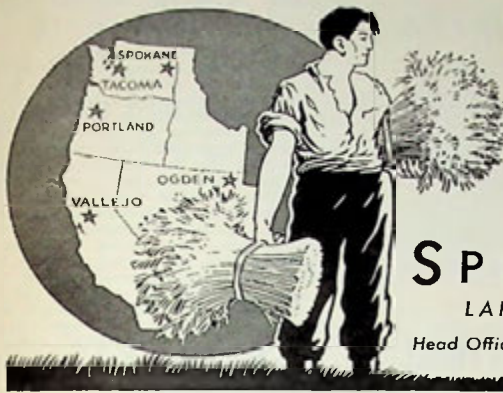
EARLY RISER
Hard Spring Wheat
for **BREAD**

KISMET
Soft Winter Wheat
for **CRACKERS**

LIKE birds of a feather, flours of a feather have the same general characteristics. These six flours are outstanding for quality, purity and uniformity—each peculiarly and especially adapted for the purpose for which it is intended.

If you are seeking something better, let us give you further information.

NOBLESVILLE MILLING COMPANY
NOBLESVILLE, INDIANA
Elevator Capacity, 750,000 Bushels Mill Capacity, 1,200 Barrels Daily



Foremost in the Far West

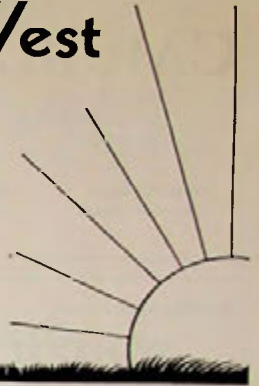
With mills strategically located to draw from the pick of the wheat belt and to ship economically to domestic and foreign markets, Sperry advantageously offers all grades of Hard and Soft Wheat blends, samples of which may be had for the asking.

SPERRY · FLOUR · CO

LARGEST MILLERS IN WESTERN AMERICA

Head Office: SAN FRANCISCO

Cable Address: "SPERRY"



WASCO WAREHOUSE MILLING CO.
MILLERS OF
Bluestem Patents - Montana Hard Wheat Patents
Pastry Flour - Cake Flour

Cable Address: "WASCO." All Codes
Daily Capacity, 2,000 Barrels

THE DALLES, OREGON, U. S. A.

Preston-Shaffer Milling Co.
Soft White Winter Wheat Flour
a Speciality
Also Choice Blue-stem and Hard Spring Patents

Cable Address: "Preston." All Codes
Capacity, 2,000 Barrels

WAITSBURG, WASH., U. S. A.


Hard - Soft - Blended
and
Self-Rising Flours

MILLED BY
GLOBE MILLS FIVE MILLS IN CALIFORNIA

GENERAL OFFICES · LOS ANGELES · OGDEN · · · · · UTAH

CENTENNIAL MILL COMPANY
Head Office: 1730 Exchange Building SEATTLE, U. S. A.

Cables: "CENTENNIAL" All Codes
We have Mills in the Wheatfields and Mills on Tidewater



COLLINS FLOUR MILLS
PENDLETON, OREGON
Millers of Export and Domestic Flours
Daily Capacity, 1,000 Barrels
Correspondence Solicited

Western Milling Company
Specializing High Grade
Bakers' and Pastry Flours
MILLS AT
Pendleton, Oregon Salt Lake City, Utah

MILL-O-CIDE
Positive eradication of flour moths, weevils
and all other insect pests
SAFE AND EASY TO USE
MIDLAND CHEMICAL LABORATORIES, Inc.
DUBUQUE, IOWA, U. S. A.

SPOKANE FLOUR MILLS, SPOKANE, WASHINGTON
Soft Winter and Blue Stem Wheat Flours

The Peacock Mill Co. Millers of Hard Spring, Bluestem and Pacific
FREEWATER, OREGON Soft Wheat Flours.



Fisher's
THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

FISHER FLOURING MILLS CO., SEATTLE, U.S.A.
Domestic and Export Millers
CLIFF H. MORRIS, EASTERN REPRESENTATIVE, 401 Produce Ex., New York City

Location....

The location of the mill is important to the flour buyer.

It must be right to secure ample, constant and uniform wheat supplies and for shipping the product to the buyer.

Our location enables us to secure always the best wheat available from any of the great wheat producing areas at competing prices.

We are also near the big consuming markets of the East and Southeast, and can make quick deliveries of straight, assorted or mixed cars.

Our location and varied products put us in a position to offer exceptional service.

Bread Flours *Rye Flours*
Cake and Biscuit Flours

David Stott Flour Mills

DETROIT, MICHIGAN

CARGILL · Handlers of Grain

MINNEAPOLIS MILWAUKEE BUFFALO
DULUTH GREEN BAY NEW YORK

Marshall, Minn. Sioux Falls, S. D. Grand Forks, N. D.
Fairmont, Minn. Aberdeen, S. D. Minot, N. D.

Operating Alton Elevator Members Chicago and Kansas City Board of Trade

WOLCOTT & LINCOLN, INC.

A COMPLETE SERVICE IN

MILLING WHEAT and All Grains

Our own wires to Wichita, Salina, Hutchinson, Dodge City, Enid and Oklahoma City
KANSAS CITY, MO.

E. S. Woodworth & Co. AND Concrete Elevator Co.

MINNEAPOLIS
Shippers of Corn, Oats, Barley, Rye,
Flaxseed and Millfeed

**Offer Their Combined
Facilities**
and nearly thirty years' experience to country mills, to buy wheat for their account in open market, or sell on Guaranteed protein content basis.

Low Protein Hard.....MILLING WHEAT.....Soft Wheat

CHECKERBOARD ELEVATOR COMPANY

Capacity, 2,000,000 Bushels ST. LOUIS, MO.
Merchants' Exchange

THE VAN DUSEN HARRINGTON CO.

WHEAT GRAIN DEALERS BARLEY
RYE CORN
FLAX OATS
MINNEAPOLIS Business Founded 1872 DULUTH

Rosenbaum Grain Corporation

Grain Merchants — Exporters — Importers

Cash and Futures CHICAGO, ILLINOIS Private Wires

Milling Wheat

Selected from Current Offerings
Out of Store or On Grade

Services Direct to Millers

Moore-Seaver Grain Co.
KANSAS CITY, MO.

Dependable Service for Particular Millers

Let us select your wheat requirements
Future Orders Solicited
JAS. S. TEMPLETON'S SONS
4220 Board of Trade Bldg., CHICAGO, ILL.

ESTABLISHED 1868

Chas. E. Lewis & Co.

Lewis Building, 2nd Ave. So. at 6th St.
MINNEAPOLIS, MINN.

Stocks, Bonds, Grain
and..... Cotton

Members
New York Stock Exchange
and all important grain exchanges

Hallet & Carey Co. MINNEAPOLIS

Futures . Receivers . Shippers
MILLING WHEAT

Bartlett Frazier Co.

GRAIN MERCHANTS

Receivers, Buyers, Shippers and Exporters

We Specialize in Milling Wheat

MEMBERS OF ALL LEADING
GRAIN EXCHANGES

Cash and Future Business Solicited

111 W. Jackson Blvd., CHICAGO

GEORGE A. AYLSWORTH, President.

Milling Wheat

Ask us for our survey
of cash wheat and
premium conditions.

Great Western Elevator Co.

KANSAS CITY, MO.
Capacity, 1,000,000 bushels

MONARCH Elevator Company

312 Chamber of Commerce

Operating the Monarch and
Republic Terminal Elevators
at Minneapolis, Minn.

Operated in Connection With
Country Elevators in Minnesota
and the Dakotas.

Selected Milling Wheat a Specialty

MILLING WHEAT Direct to Mills

THE WESTERN TERMINAL
ELEVATOR CO.
HUTCHINSON KANSAS



H. T. PHOSPHATE

HIGH-TEST
PROVIDENT CHEMICAL
WORKS
Established 1876 ST. LOUIS, MO.

The Apotheosis of the Old Gristmill: II

(Continued from page 130.)

given a certain amount of autonomy in its management and operation, the central company exercising the functions of financial administration, general policy and co-ordination of the whole, the scheme of operation being based on co-operation rather than arbitrary dictation. To build new mills in an industry already overextended would be economically unsound and detrimental to public interest. Excess competition may temporarily force down prices, but the cost of production and selling expense increases in greater percentage, and the consumer is ultimately obliged to pay an increasing price for the wastefulness and inefficiency that inevitably result. It is therefore better to acquire existing plants than to create new ones, and this is the policy of General Mills, Inc.

In accordance therewith, a group of mills in Texas and Oklahoma was later secured, and subsequently the properties of the Sperry Flour Co., consisting of mills in California, Washington, Oregon and Utah, were added, thus giving General Mills, Inc., a daily capacity of 85,850 bbls and placing the organization in position advantageously to serve all types of the trade in any part of the country with flour, feeds and cereals, produced in plants favorably located in relation to grain production and population areas, through a distributing and merchandising system that is national in its operation and scope.

To the layman, 85,850 bbls a day may sound like an enormous amount of flour but, measured by the total product of the mills of the country, it is but a fraction. If this group of mills, which is the largest under one corporate ownership in the world, could be operated to its maximum capacity for 300 days in a year (which is an impossibility), they would produce nearly 26,000,000 bbls per annum. The total production of the mills of the United States exceeds 120,000,000 bbls, and the number of merchant mills in active and vigorous competition is more than 2,600, not to mention an innumerable number of smaller mills that, with the incentive of a definite profit in view, could very quickly be put in competitive condition.

The general public is not interested in the figures of flour production, except as they concern the possibility of creation of a monopoly in the production of a prime food requirement. This country fully realizes the necessity of using large means to accomplish large results, and supplying the bread of its population is certainly a large undertaking. Considering the formation of corporations of this size and extent the public is rightly concerned, however, in determining whether such growths are malign or beneficent; a legitimate and natural development of trade conditions and trends, or an attempt to establish a monopoly which will react upon the consumer in forcing up the price of the food he eats.

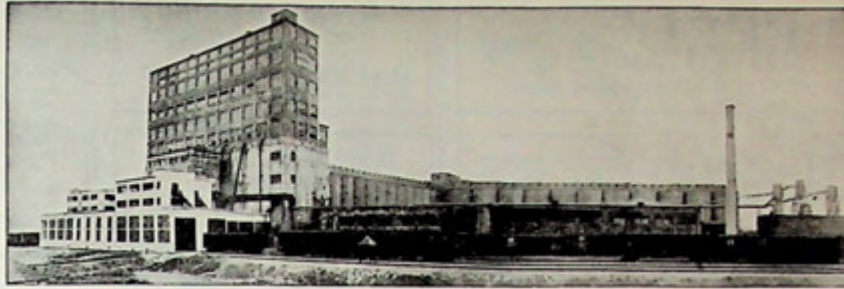
General Mills, Inc., proceeds upon no false assumption that it can exercise control over the price of flour by reason of its ability to manufacture in large quantities, nor does it count for its future success upon being able to get a higher price for that commodity than is dictated and controlled by competition.

That it shall make a fair profit from its operations is, of course, essential to its continued existence. This it expects

(Continued on page 131.)



*America's
Finest*



*Terminal
Elevator*

MILLING WHEAT We can quote closely competitive prices
exactly what you require,—now or later shipment. *on* **Also FEEDING WHEAT**

DAVIS-NOLAND-MERRILL GRAIN CO.

Operating Santa Fe Elevator "A"—6,000,000 Bushels Fireproof Storage

KANSAS CITY, MISSOURI

SIMONDS·SHIELDS·LONSDALE GRAIN CO.

KANSAS CITY MISSOURI

Our bins hold an exceptionally well chosen stock of both
high protein and ordinary MILLING WHEAT on which
we are able to make you fully competitive prices.

F. C. VINCENT, PRESIDENT
E. F. EMMONS, VICE PRESIDENT
F. A. THEIS, VICE PRESIDENT
F. L. ROSEBURY, SECY. & TREAS.
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B. J. O'DOWD
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UHLMANN GRAIN COMPANY

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Members of the
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New York Produce Exchange
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New York Rubber Exchange
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and... **WABASH**
ELEVATORS

OFFICES:
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Kansas City, Mo.
Oklahoma City, Okla.
Fort Worth, Texas
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Total Capacity
5,400,000 Bushels

When in the market for **MILLFEED**

Write or wire **RELIANCE FEED CO.**, Minneapolis, Minn.

Low Grades and Millfeed

I. S. JOSEPH CO., INC.
MINNEAPOLIS, MINN.

STRONG Spring Wheat Clears

Ask for Samples—Prices
BEMMELS FLOUR MILLS
SECURITY BUILDING MINNEAPOLIS

Always in the market. All grades of
FLOUR - Wheat - Rye - Corn
JOHN W. ECKHART & CO.
Established for 40 Years
Export. 312 N. Carpenter St. CHICAGO

ANALYSES
FLOUR—CEREAL—GRAIN
Dependable, Prompt Service
Siebel Institute of Technology
960 Montana CHICAGO, ILL.

Low Grades and Second Clears

Your Offers Solicited

The New Century Company
3940 So. Union Avenue CHICAGO, ILL.
Cable Address: "CENTURY"

QUALITY FLOUR

C. W. DILWORTH
644 Rush St. CHICAGO
Chicago and Vicinity

KELLY Flour Co.
Merchandisers EXPORT
AMERICAN FLORE BLDG.
844 Rush St. CHICAGO

PETERSEN BROS. & CO.

112 West Adams Street CHICAGO
FLOUR
Member—National Federated Flour Clubs
Chicago Flour Club

We are always in the market for
hard and soft wheat flours.

Habel, Armbruster & Larsen Co.
410-420 N. Western Ave. CHICAGO, ILL.

W. S. Johnson & Co.

FLOUR

444 W. Grand Ave. CHICAGO

Buyers and Shippers

of all grades of
MILLFEEDS and SCREENINGS

DONAHUE-STRAITON CO.
MILWAUKEE, WIS.

Hard and Soft
Winter Wheat
FLOURS

L. R. JEWELL, Kansas City, Mo.
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I invite correspondence
with a few bakers and
jobbers who will appreciate
specialized brokerage
representation.

T. R. BOTTS, Manager
Reynier Van Evera Company
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KANSAS CITY, MISSOURI
Flour—Semolina—Millfeeds

DON C. GRAHAM FLOUR

610 Board of Trade Building
KANSAS CITY

MILLFEEDS

NEWSOME MILLFEED COMPANY
Board of Trade Building
Kansas City, Missouri

J. LEIPMAN

Flour.....Feed.....Cereal
Broker

Send Samples Clears and Low Grades
Merchants' Exchange ST. LOUIS, MO.

HAYWARD & CO.

Brokers and Agents

FLOUR—FEED—GRAIN
312 Chamber of Commerce Building
BALTIMORE, MARYLAND

TRIPLE XXX FINE GROUND ALFALFA MEAL

Ideal for Poultry Mash

THE DENVER ALFALFA MILLING & PRODUCTS CO.
Lamar, Colo. Pierce Building, St. Louis, Mo.

FLOUR—FEED

DREYER COMMISSION CO.
ST. LOUIS, MO.

JOHN F. KRIEG, Broker

Grain—Flour—Feed

Independent Life Bldg. Nashville, Tenn.

Cable "Atlantic" All Codes

Gulf & Atlantic Trading Co.

Flour for Export

Authorized Export Managers for
Topeka Flour Mills Corp.
Goetz Flour Mills Co.
Russell Milling Co.
Montana Flour Mills Co.
Red Wing Milling Co.
Shellbarger Mill & Elevator Co.

MOBILE, ALA.

Reference: Merchants National Bank,
Mobile, Ala.

WHITE & COMPANY

117 Commerce St. BALTIMORE

Flour

HARRY E. WHITE CO.
303 Produce Exchange NEW YORK

JOHN L. BRAY FLOUR

Specializing in Family Trade
Eastern States
Produce Exchange Bldg. NEW YORK

BOGERT GREENBANK FLOUR

WILLIAM ROGERS FLOUR

Send Samples and Quotations
212 E. Produce Exchange NEW YORK

Exceptional Facilities
W. P. Tanner, Gross & Company, Inc.
Domestic Export
Flour and Cereal Products
25 Beaver Street, NEW YORK

AREESE Co.

Specializing in

RYE FLOUR

Caro Plaza Hotel, 50th & 5th Ave.,
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S. R. STRISIK CO.

Flour Mill Agents

Produce Exchange NEW YORK

Flour Specialists Quality and Price Flour

M. S. Brownold Company

Successors to D. G. Van Dusen & Co.
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EDGAR O. CHALLENGER

FLOUR

Produce Exchange NEW YORK

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Trading Corporation

FLOUR

Honest, Conscientious Service
Tel., Digby 4-4585. One Broadway, New York

FLOUR BROKER

JAMES HAFFENBERG

Member N. Y. Produce Exchange

Produce Exchange NEW YORK

We are always in the Market for
Hard and Soft Wheat Flours

GENERAL BAKING COMPANY
420 Lexington Ave. NEW YORK CITY

The Apotheosis of the Old Gristmill: II

(Continued from page 132.)

to earn, by the practice of economics in mass production, by the reduction of overhead charges and by the elimination of waste in the manufacturing, the merchandising and the administrative departments of its business.

In other words, a large corporation must first perform a public service and benefit before it can justify increased return upon its capital. It must include in its organization the latest developments in scientific manufacture, the best brains in the industry and a management inspired by ideals that extend beyond mere business operation.

In brief, while maintaining the very highest standards of quality, this company expects to accomplish economies which will enable it to dispose of its product on the narrowest possible margin of profit which competition may fix, and justly to earn the respect and good will of the consuming public by the performance of a valuable and essential service.

The recent economic development which has resulted in the creation of large milling companies operating under one centralized control and direction—which may be termed the latest revolution in milling—is not a menace either to the milling or the baking trades.

Inasmuch as the policy of General Mills, Inc., at least, is not to build new mills, but rather to acquire those already in existence, when increase in producing capacity becomes desirable, its effect must be to stabilize the existing industry, and prevent the demoralization that would result, and has in the past actually resulted, from the indiscriminate and often unwise building of additional plants in an industry already greatly over-built.

The new development aims at the rationalization as well as the rationalization of flour milling in the United States. Since its success obviously depends upon its ability to show a reasonable profit from its operations, it must necessarily favor and encourage selling prices that afford such a profit, and it may not, without very grave danger to its own welfare, indulge in unwise and unsound selling methods, terms of payment or any form of irresponsible, cut-throat competition. It should therefore exert a reassuring, steadying influence upon a trade that has heretofore suffered, and suffered very sorely, from reckless, unsound and sporadic over-competition.

In relation to the baking industry the new phase of milling brings many advantages in service and the intelligent expansion of its usefulness to the public which have heretofore been beyond the scope of the individual milling unit of lesser capacity, and it expects to reflect these advantages to its banking customers without increase in the cost of their flour, the price of which must necessarily be maintained on a competitive basis.

Necessarily, in outlining the recent developments in the milling industry, marking the apotheosis of the old and popular gristmill, with its slow moving millstones, its overshot wheel and its idyllic surroundings, I have been obliged to cite the circumstances under which our own company has progressed, yet I trust I have not made these references too prominent.

In this day and generation we need and must have, to accomplish necessary results, a strong degree of unified, centralized organization and movement; the many must work and serve as one in order to be effective, and yet individualism is as necessary and as valuable in business as it ever was.

What I believe is that the essential spirit of the old grist miller, he of the white smock, the long-stemmed pipe and the cheerful countenance, has endured through all the generations since he leaned over his half-door in the days of the millstone; that his individuality can be displayed in the modern daily production of 85,000 bbls of flour just as well as in the ancient outturn of 50 bbls a day, and that the latest development in his industry only gives that spirit larger opportunity for practical expression.

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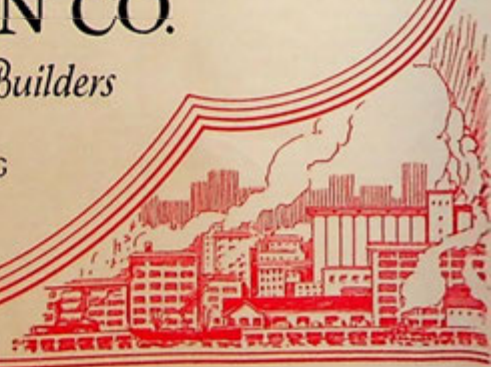
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