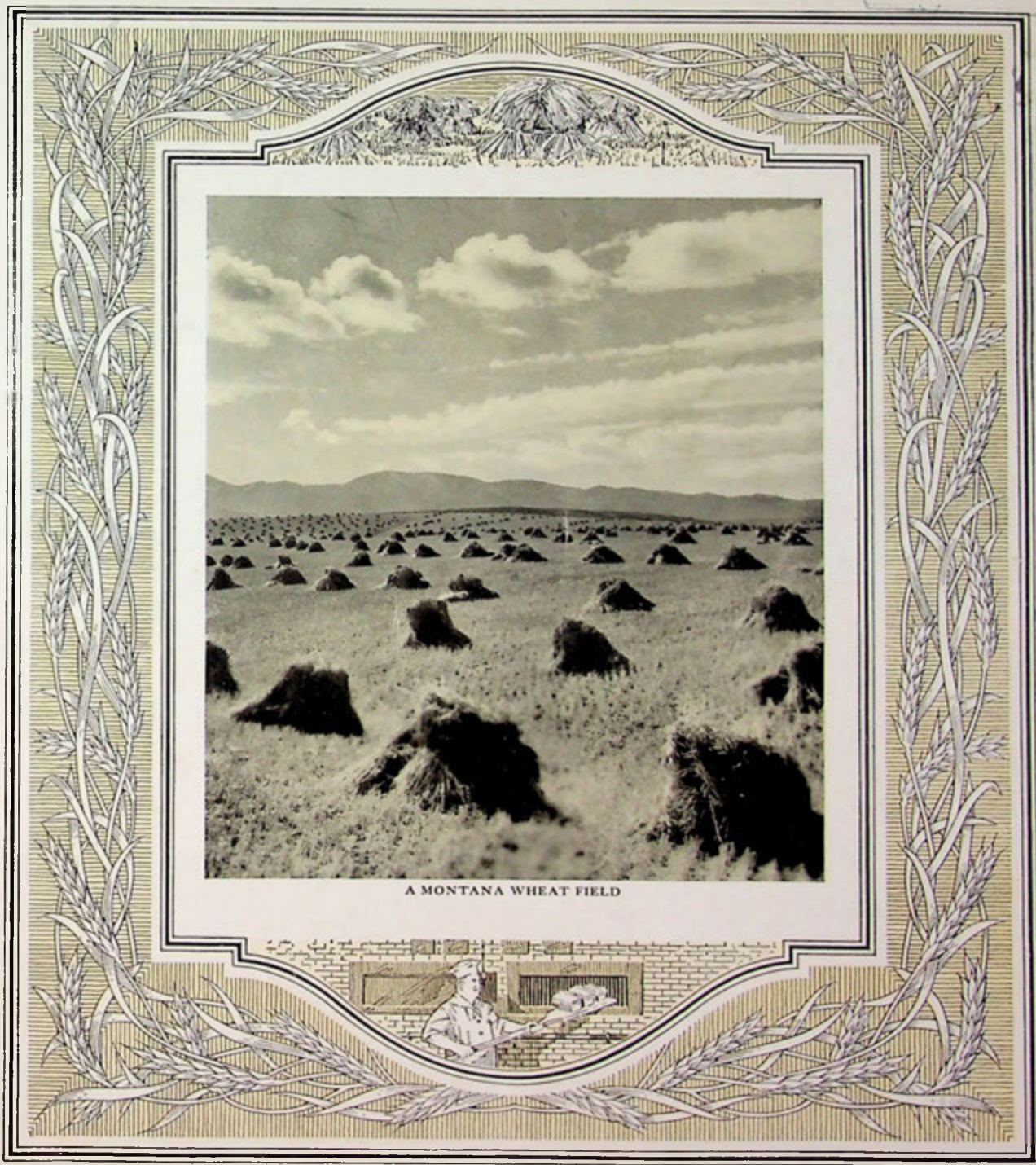


The Northwestern Miller

and American Baker

LIBRARY,
THE RESEARCH ASSOCIATION
of
BRITISH FLOUR MILLERS

SEP 1931



AUGUST 26, 1931



In the Spot Light

THE curtain rises on the New Crop Year. In the spot light appears Seal of Minnesota—the Standard of Excellence among spring wheat flours.

The readiness with which New Crop Seal is adaptable to Old Crop performance is the delight of bakers. It requires no fundamental changes in formula, no radical adjustment in shop conditions. It fits into your production schedule smoothly.

For your protection we carry over a large stock of old wheat. Under the direction of our laboratory control system the new wheat is gradually blended with the old, insuring the flour uniformity you must have at all times.

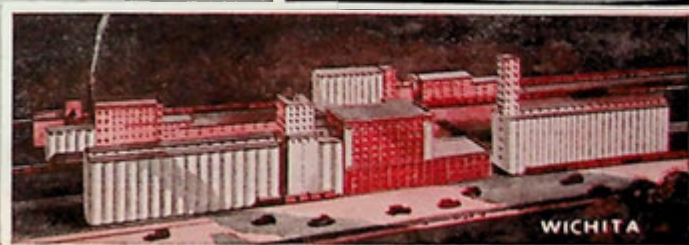


INTERNATIONAL MILLING COMPANY
 Minneapolis, Minnesota Buffalo, New York

SEAL OF MINNESOTA

FLOUR MILLED FROM TESTED WHEAT

A NATIONAL MILLING INSTITUTION



"A PRODUCT OF GENERAL MILLS"

THE Red Star Milling Co., located in the heart of the hard turkey wheat section, was established a quarter of a century ago. A growth in the daily capacity from 350 barrels to 4,700 barrels has been made possible by a

policy of milling only flour that gives the finest and most satisfactory result in the shop. Red Star, the brand of this company, is well known to bakers throughout the southwest and other parts of the United States.

The RED STAR MILLING COMPANY

Wichita, Kansas
UNIT OF GENERAL MILLS

GENERAL MILLS, INC.



Irregular Fermentation—

It costs you money at every point!

MANY times you don't know exactly how your flour will act. That means you have to try it out. In most cases one dough is young, another is old, and your third one about right.

That sort of thing costs money. In the first place, neither of your first two doughs will make the sort of bread you want. That displeases your customers. In the second place, the irregularity of your dough costs you money all the way

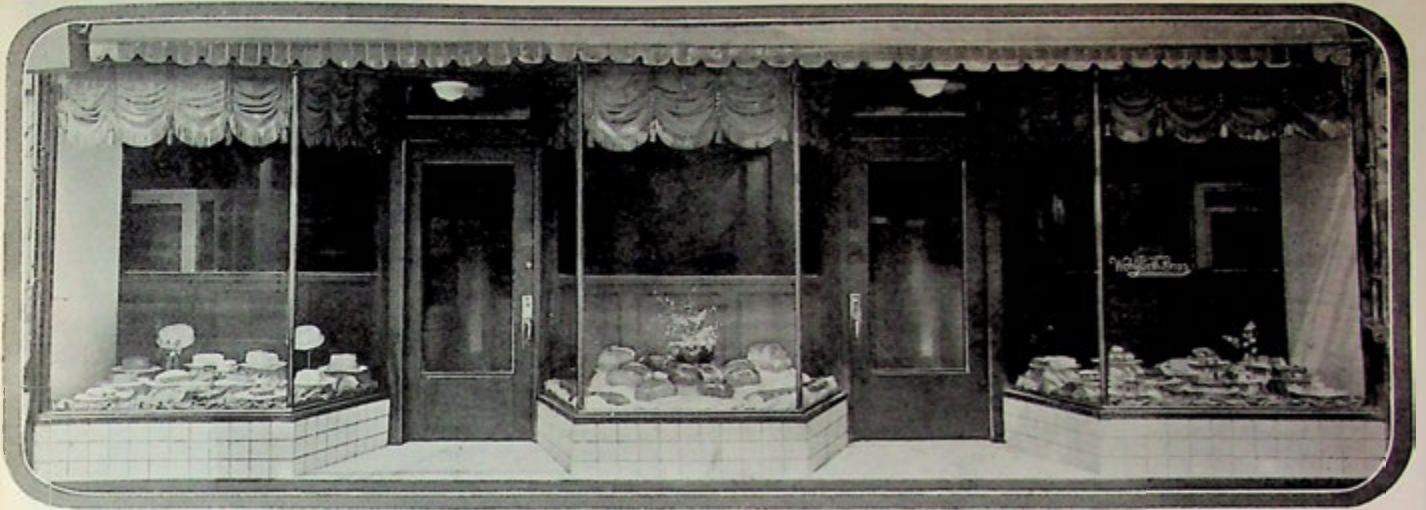
through your plant. Dough will be thrown back at the divider because the scaling adjustment can't be set properly. Nobody will know exactly how long to keep the dough in the proofer. The steam-box will be used as a repair station for dough. Some of the bread will kick in the oven, and some of it won't.

Irregular fermentation causes enough waste to wipe out a profit. That's the price a great many bakers pay for irregular flour.

They buy flour from the price lists, and think they're saving money. But when their books are closed they wonder where the extra profit went. Irregular flour ate it up—during fermentation, in the divider, in the proof box, everywhere.

A uniform, dependable, high quality flour like Pillsbury's may cost you a little more at the start. But before you're through with the day's work it has cost you less—a good deal less—than a flour that's irregular, undependable. Don't try to save money on the price of flour—buy flour that will save money for you—give you more finished loaves in less time from every mix—a better loaf at a bigger profit.

Pillsbury's Bakery Flours



WOHLFARTH BROS. Inc.

Quality Bakers

117 EIGHTH AVENUE
HOMESTEAD, PA.

Russell-Miller Milling Co.,
1028 Park Building,
Pittsburgh, Pa.

Gentlemen:

We notice, upon going over our records, that we are now using more than twice as much Occident Flour as when we started to do business with you in 1923. Since that time our business has grown proportionately -- and our profit with our volume.

The baker who says he cannot use quality ingredients and make money is "all wrong". Our business is concrete proof that the finest quality of ingredients can be used profitably -- even when meeting price competition.

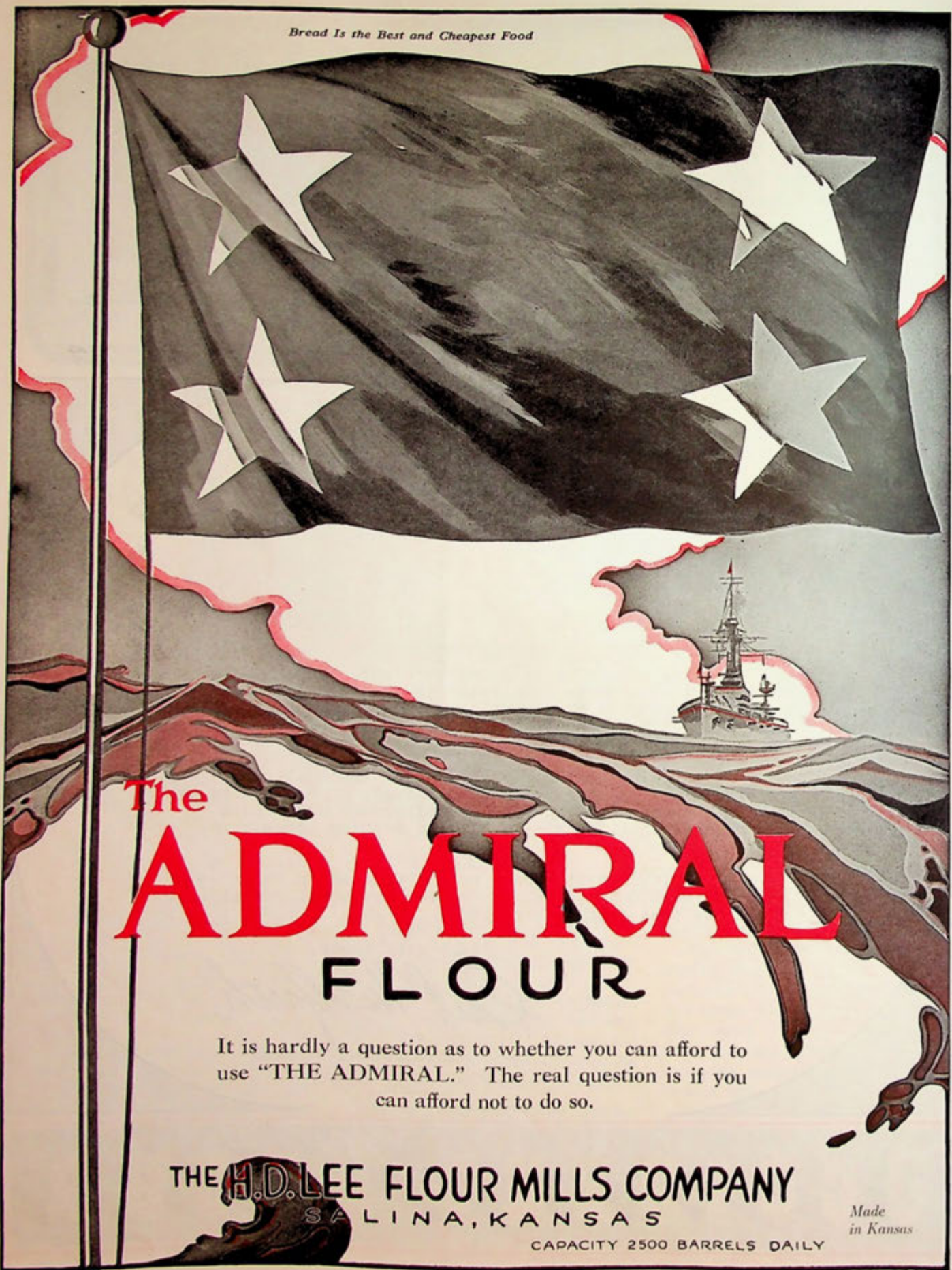
If the writer were not in the baking business, he would sell Occident Flour -- because we believe it is something that every baker needs.

Yours very truly,

WOHLFARTH BROTHERS, INC.

OCCIDENT FLOUR

Bread Is the Best and Cheapest Food



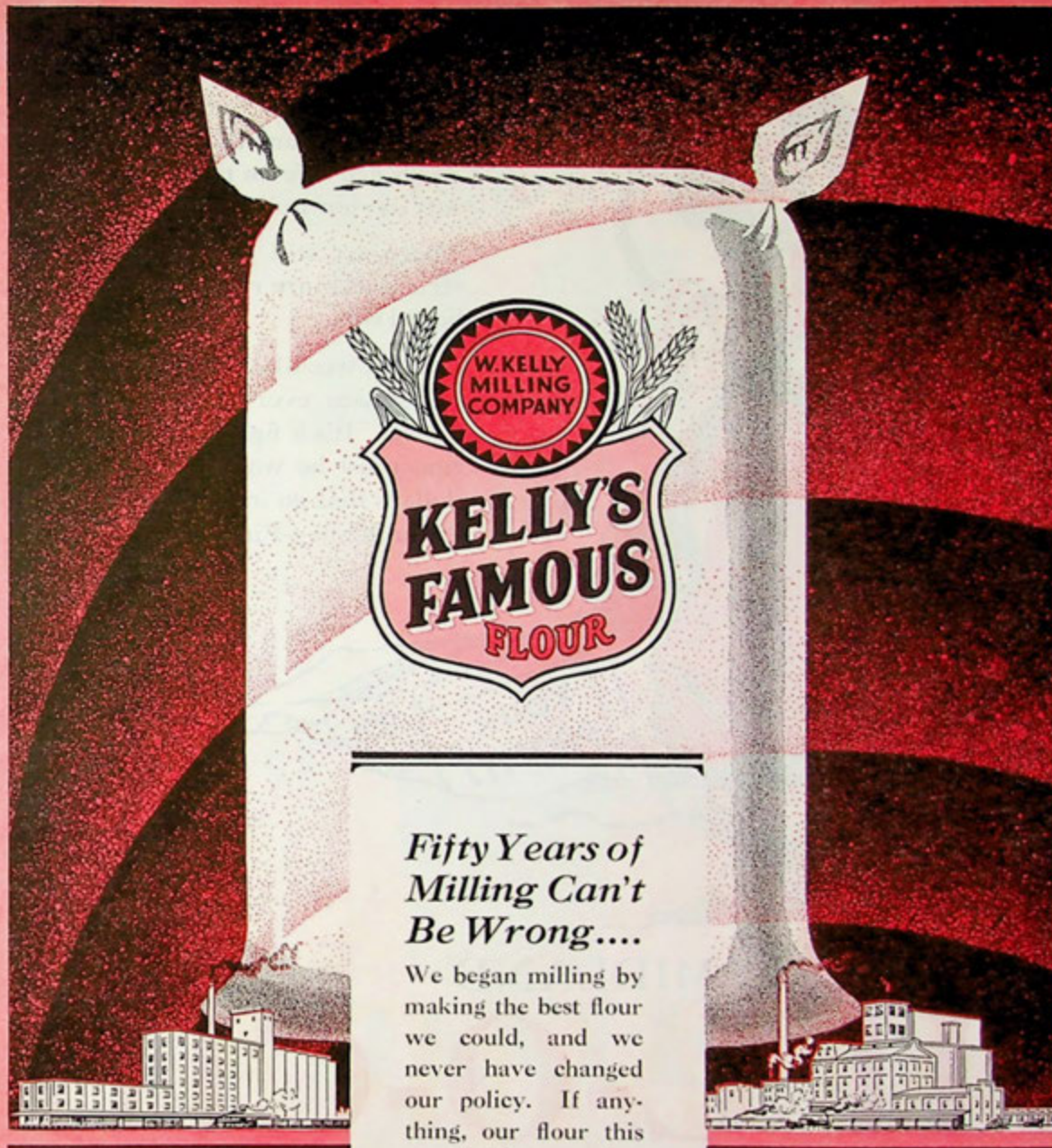
The
ADMIRAL
 FLOUR

It is hardly a question as to whether you can afford to use "THE ADMIRAL." The real question is if you can afford not to do so.

THE **H.D. LEE** FLOUR MILLS COMPANY
 SALINA, KANSAS

CAPACITY 2500 BARRELS DAILY

Made in Kansas



*Fifty Years of
Milling Can't
Be Wrong....*

We began milling by making the best flour we could, and we never have changed our policy. If anything, our flour this year is the very best flour we ever made.

Daily Capacity 2,500 Barrels...

Grain Storage Capacity, 1,000,000 Bushels

The
WILLIAM KELLY MILLING CO.
 HUTCHINSON, KANSAS
William Kelly, President



no longer roam the bounding main. Your goods are safe on the high seas, but are they safe in your mill?

There are still pirates that move more destructive, more ruthless than ever old Blackbeard was.

Beetles, weevils, worms and moths cause untold losses every year in mills and warehouses. It's a fight constant and unrelenting that must be waged to save the millions of dollars that go into the mouths of these hungry millions—Pirates all!

The regular use of MIDLAND

MILL-O-CIDE

is the sure way to rid your mill of insect pests.

Midland Mill-O-Cide is an odorless, stainless spray liquid which works like magic. A simple and quick method of eradication is now available to all millers. You are contributing a share of the thousands of dollars that are needlessly lost each year if your mill is infested. Mill operators in every locality are rapidly recognizing that unnecessary waste can be stopped—they are using Midland Mill-O-Cide.

Midland Electric Gun

This powerful sprayer breaks Midland Mill-O-Cide into an extremely fine, dry mist. The penetrating action is much greater than with the ordinary hand pump sprayer and it is more economical of material because every drop is vaporized and sent on its way of insect destruction. Every crack and corner is reached—there is no place too inaccessible for this vapor to penetrate.

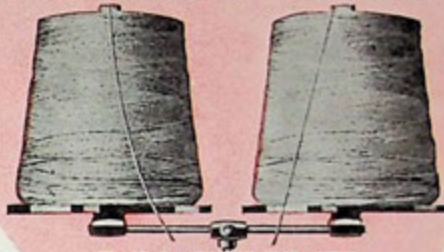
The Midland Electric Gun is standard in every respect. Heavy cast aluminum shell, 1/4 h-p G. E. Motor mounted on Norma Precision Ball Bearings. Well balanced and easily carried.

MIDLAND CHEMICAL LABORATORIES, Inc.

DUBUQUE, IOWA

CHASE TWINES

HI-SPEED



MACHINE THREAD



HINDOO JUTE TWINE



VALIANT JUTE TWINE



DIXIE *Cotton Sail Twine*

FOR EVERY BAG CLOSING PURPOSE

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

Affiliated Company: THE ADAMS BAG COMPANY, Chagrin Falls, Ohio

CHASE BAG CO.

For
BETTER PRINTING
 USE
**NIBROC
 WYTEK**
 Sack Paper



When the sack is made from Nibroc Wytek—printers' inks take on a remarkable brightness and the sack is given a surprisingly strong sales appeal.

Sacks made from Nibroc Wytek are tough enough to withstand the roughest handling in transportation.

If you desire Stronger Sales Appeal for your sacks and Greater Protection for your product, Specify

NIBROC WYTEK SACK PAPER

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 Nashville, Tenn.

HAMMOND BAG & PAPER CO.
 Wellsburg, W. Va.

BROWN
 Company

FOUNDED 1852



Portland, Maine

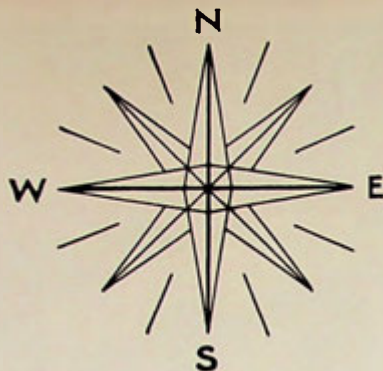


"Polar Bear" FLOUR IS KING

POLAR BEAR makes bread with especially fine flavor. It is an honest patent, made from fine, strong wheat. It cannot compete with so-called bakers' flours in price, but, by insuring you more and better bread, will make you more money in the long run.



The NEW ERA MILLING CO.
ARKANSAS CITY KANSAS



North and South join hands in forming this New Flour Service

DOWN here in the Southwest we're proud of the service which the new Commander-Larabee organization has brought to its thousands of baker friends here in the South, as well as the part which we in the South play in expanding the service of the Commander-Larabee Corporation in the North.

After all, the Commander-Larabee Corporation is merely the "getting together," for purposes of better management and service, of a dozen of America's best known milling organizations.

By bringing these millers together, by combining our years of experience, by concentrating our efforts, we are able to mill better flours for the same money, to pass these economies of operation on to the baker, to offer a more complete line of flours, in short, to deliver a far better service from every angle.

From the Southwest we're fortunate to have as members of the Commander-Larabee Corporation five milling organizations whose reputation for dependable flours has remained unbroken for generations.

One of our Southwestern divisions erected the first mill west of the Missouri River. The name Larabee has always stood for the finest in flour milling: so too has Excelsior, Aetna, Monarch, Interior.

The Commander-Larabee Corporation is part and parcel of the South and Southwest. Our operations are national in scope; our Northern mills enabling us here in the South to supply at all times the finest hard Spring Wheat flours along with our Winter Wheat products.

COMMANDER

Thus Commander-Larabee representatives are enabled to offer you a flour for every possible baking need. Spring Wheat flours, Hard Winter flours, Graham flours, Cake flours, Rye flours—all are now offered by the Commander-Larabee Corporation. You no longer need to deal with four or five millers to get exactly the flours you want. You are now able to save yourself time, trouble and money by concentrating your flour purchases with a national milling organization offering every type of flour of the highest quality and uniformity.

This is the new Commander-Larabee service, formed by the union of a dozen of the best millers in the South and North, which bakers are welcoming in ever increasing numbers.



R. H. Montgomery

R. H. MONTGOMERY

Commander-Larabee Corporation
Minneapolis Kansas City

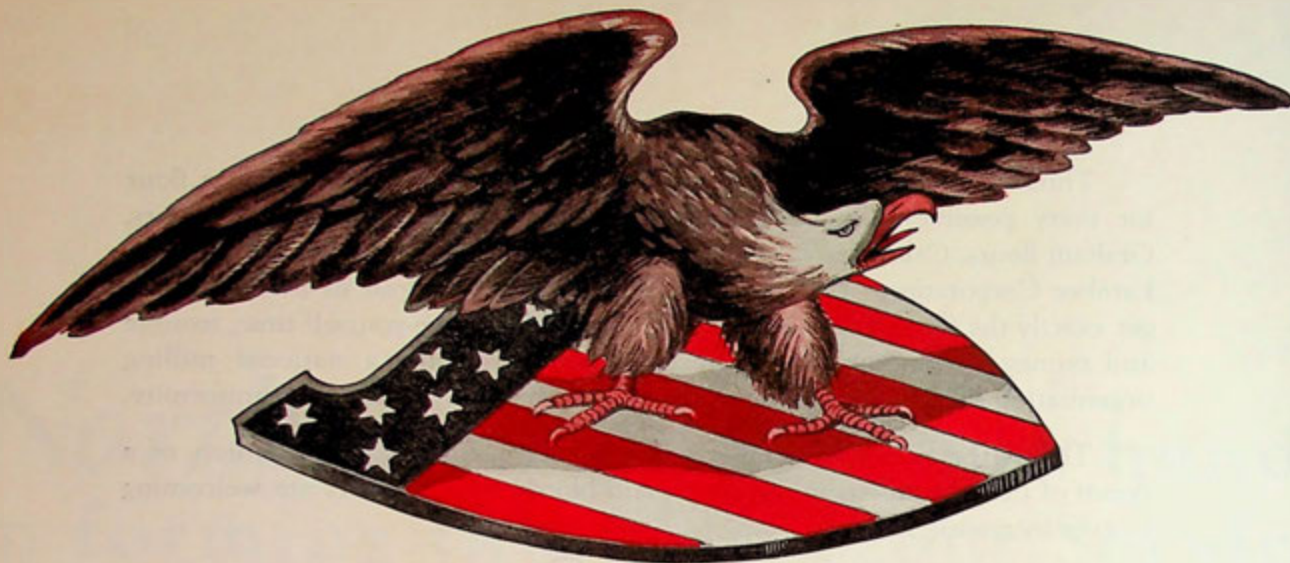
R. H. Montgomery, General Sales Manager, Southwestern Division, Commander-Larabee Corporation, Kansas City. For over 16 years he has been known as "Bob" Montgomery to bakers throughout the South and Southwest.

MILLS:

Kansas City, St. Joseph, Clinton, Hutchinson, Wellington and Topeka, in the Southwest; Minneapolis, Montgomery, Stillwater, Morristown, Madelia and Janesville, in the Northwest; Buffalo, in the East.

Milling Capacity—32,000 barrels daily

LARABEE



SILK FLOSS

NOW you can get "SILK FLOSS" for about one third what you used to pay for ordinary flour. Why not turn this period of low prices to account by building up your business on the best bread sold in your field? "SILK FLOSS" will help you do it, and make you good money besides.

Also

"SANTA FE TRAIL"

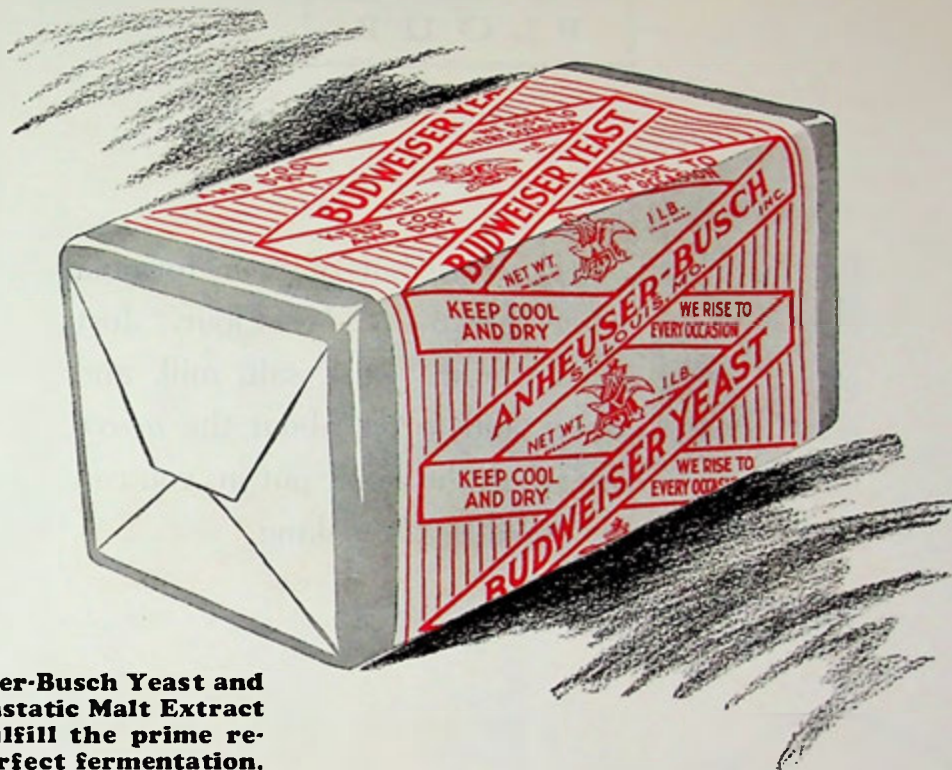
for bakers who want the very last word in flour quality.

The Kansas Milling Co.

Wichita, Kans



The Baker Runs His Own Business



Anheuser-Busch Yeast and Budweiser Diastatic Malt Extract completely fulfill the prime requisites of perfect fermentation.

The baker himself is responsible for his outstanding commercial progress. Faithful adherence to a clearly defined policy that insisted on ever improving the quality of the basic food of the home, and merchandising methods to make it economical and convenient for the housewife to buy her bread, are the underlying reasons for the baker's success.

Full credit has always been given to suggestions helpful to advancement. Even though assumed sponsorship sometimes presumed a superior knowledge of his business, and discriminating assistance displayed individual motives, the baker's appreciation has been graciously bestowed in the generous belief that

whatever was done to improve one member would result in general good for the industry.

In one particular, however, the baker has stood firm. His demand for quality ingredients has not tolerated standardized satisfaction, but has unyieldingly insisted that those who wish to supply him keep the improvement of their products in step with the high quality of his bread.

The baker's stamp of approval is gratifying assurance that Anheuser-Busch Yeast is meeting every requirement. The confidence extended our product is highly appreciated and there will be no deviation from its commanding standard of quality.

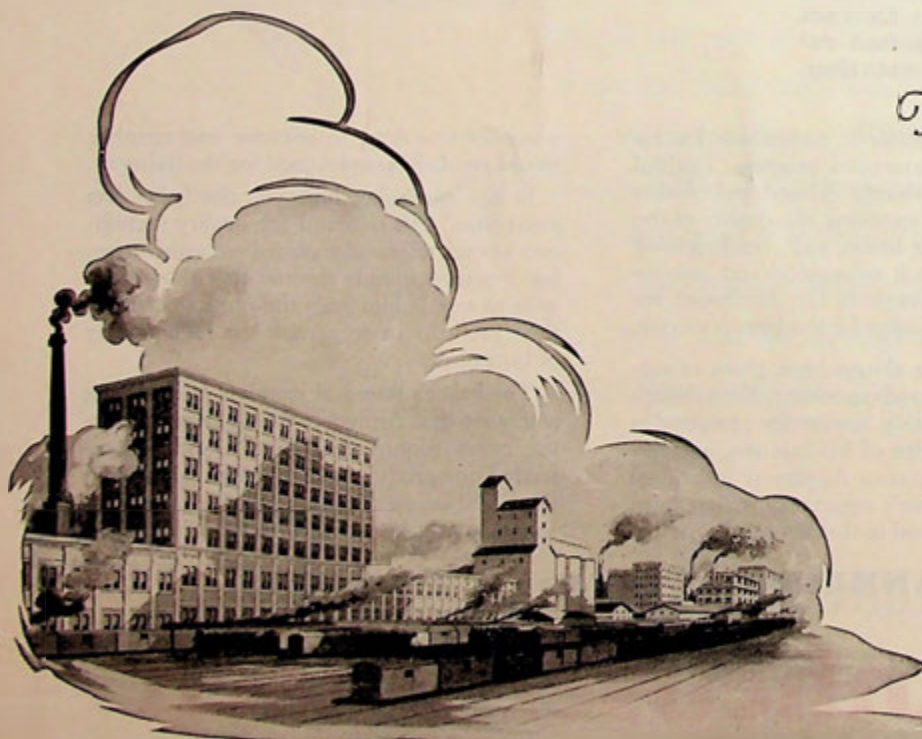
ANHEUSER-BUSCH - - ST. LOUIS
Yeast and Bakers' Malt Division

Anheuser-Busch

YEAST

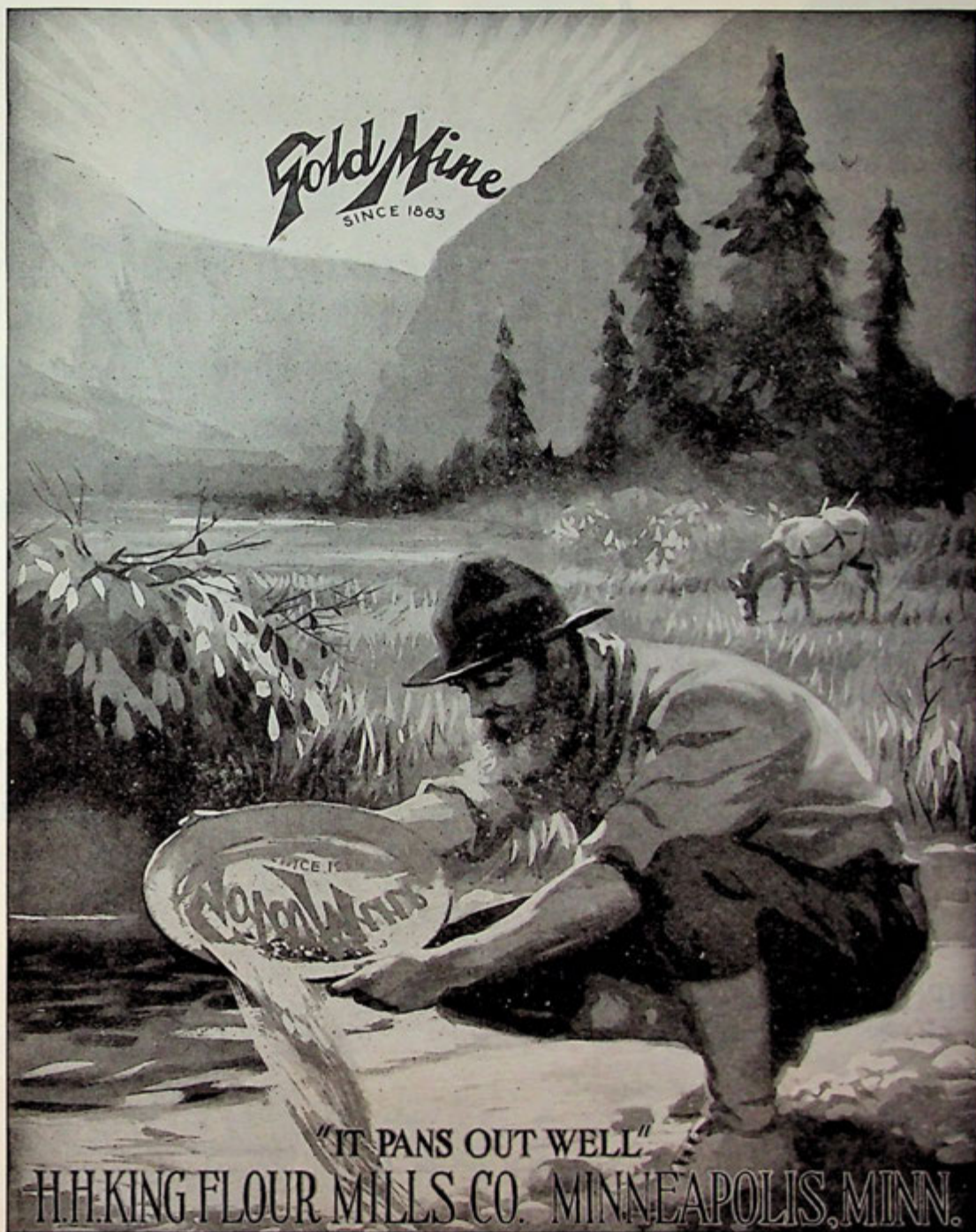


LEAVE *worry* out of your formula when you use "I-H" Flour. Just put in flour, yeast, salt, milk and so on, and forget about the *worry* ingredient. And what you don't put in, you can be sure won't come out in the baking.



For Bakers
 ORACLE
A Short Patent
 THUNDERBOLT
A Reliable Flour

The ISMERT HINCKE MILLING CO.
 KANSAS CITY, MO.



Successors to Shefeld-King Milling Co.





SYMBOL of QUALITY



MILLERS OF



n institution large enough to render maximum service and enjoy every advantage of large scale operation.

Small enough to insure rigid control and individual attention.

Quality much more than quantity our objective—always.

Business restricted to a select list of satisfied customers. Discrimination in selling along with rigid adherence to quality standards.

HECKER-JONES-JEWELL MILLING CO.

NEW YORK CITY

BUFFALO, N. Y.



SYMBOL of QUALITY

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 Chemical Analysis of Flour

From a Red Star Yeast Educational Service Bulletin

WHEN the chemist entered the field of cereals he immediately sought chemical determinations which would give significant results in the control of the manufacture of the finished product. The result of his efforts has led to the development of a special branch of chemical science known as cereal chemistry. While the field of cereal chemistry is a broad one, by far

the greater part of the effort has been applied to wheat and the flour made from wheat.

Before the chemist entered this field there were various tests developed by the millers for the kind and grade of flour produced. For example, the gluten test was used to determine what was called by some the strength of the flour. This test was made by carefully washing

the starch from a definite amount of flour and then weighing this ball of gluten both while wet and after drying. This test was carried out under a variety of conditions and the results, while of some value, lacked uniformity, and it was difficult for two operators to obtain anything approaching concordant results. Later scientific investigation has shown that the character of the water used in

washing out the starch had considerable influence upon the quantity of gluten obtained by this test.

The chemist sought a more accurate method of evaluating this gluten factor. It was known that the proteins were the chief constituent of gluten, and it had also been found that the proteins were organic nitrogen compounds. A method was then developed which enabled the chemist to accurately determine the quantity of nitrogen in cereals and cereal product and thus calculate the amount of protein in these products. This development work led to the well-known protein test of today. This protein test is reasonably accurate and well standardized, so that different operators are able to secure results on the same sample which are in quite close agreement. The protein test is well established in the milling and baking trade, and often is a factor in determining the price of wheat and flour.

The protein determination is significant in that it furnishes an accurate measure of the quantity of the gluten that will be formed when a dough is made. However, the quantity of protein in a flour is not an absolute measure of the value of a flour in terms of performance. Long experience and numerous scientific investigations have shown that the quantity of protein of a flour in itself is no definite indication of loaf volume of bread made from that flour, nor can it be considered the sole governing factor in the fermentation requirement or fermentation tolerance of a flour.

THE PEKAR TEST

In the earlier days of milling the grade or degree of refinement of a flour was determined largely by the brightness of color of the flour. This color was examined by what was known as the Pekar test. This consisted of pressing a small sample of flour into a smooth flat layer and judging the color by comparison. The grade of a flour increases as the separation between the bran and the endosperm becomes more complete. The lower the grade of flour the more bran particles it will contain and the duller the color will appear in the Pekar test.

While this test was no doubt of considerable value, yet its accuracy did not satisfy the chemist and he sought a better method for determining the degree of refinement of a flour. It was found that the mineral content of the wheat berry varied in different parts. Invariably the bran and outer layers had a much higher mineral content than the endosperm or center of the berry. It was found that the quantity of mineral matter could be determined by burning a weighed portion of the flour until all the organic material had been consumed, leaving only a gray-white residue which was the mineral content of the flour. This mineral residue was called the ash and this determination was called the ash determination. As in the case of the protein determination the conditions for the ash analysis have been standardized and it is now possible for a large number of chemists to obtain results on the same sample of wheat which are in quite close agreement.

THE ASH TEST

The ash test is significant in that it is to some extent a measure of the degree of refinement of a flour. Not all wheat, however, has the same ash content or the same ratio of ash in bran and endosperm, therefore the ash is not an absolute indication of grade for flours made from different types of wheat. For example, an 85 per cent patent from one lot of wheat may have an ash of .39, whereas another 85 per cent patent milled in exactly the same manner but from a different type or lot of wheat may have an ash of .42. The ash content is of little significance in determining the fermentation requirement or fermentation tolerance of a flour.

In order to make an intelligent com-

(Continued on page 586.)

What of the NEW Crop?

● The first Brabender flour testing machine has been installed in the laboratories of The W. E. Long Company for thorough testing.

That is significant—for it is in keeping with their policy to constantly seek new knowledge—to develop new methods of value to the industry.

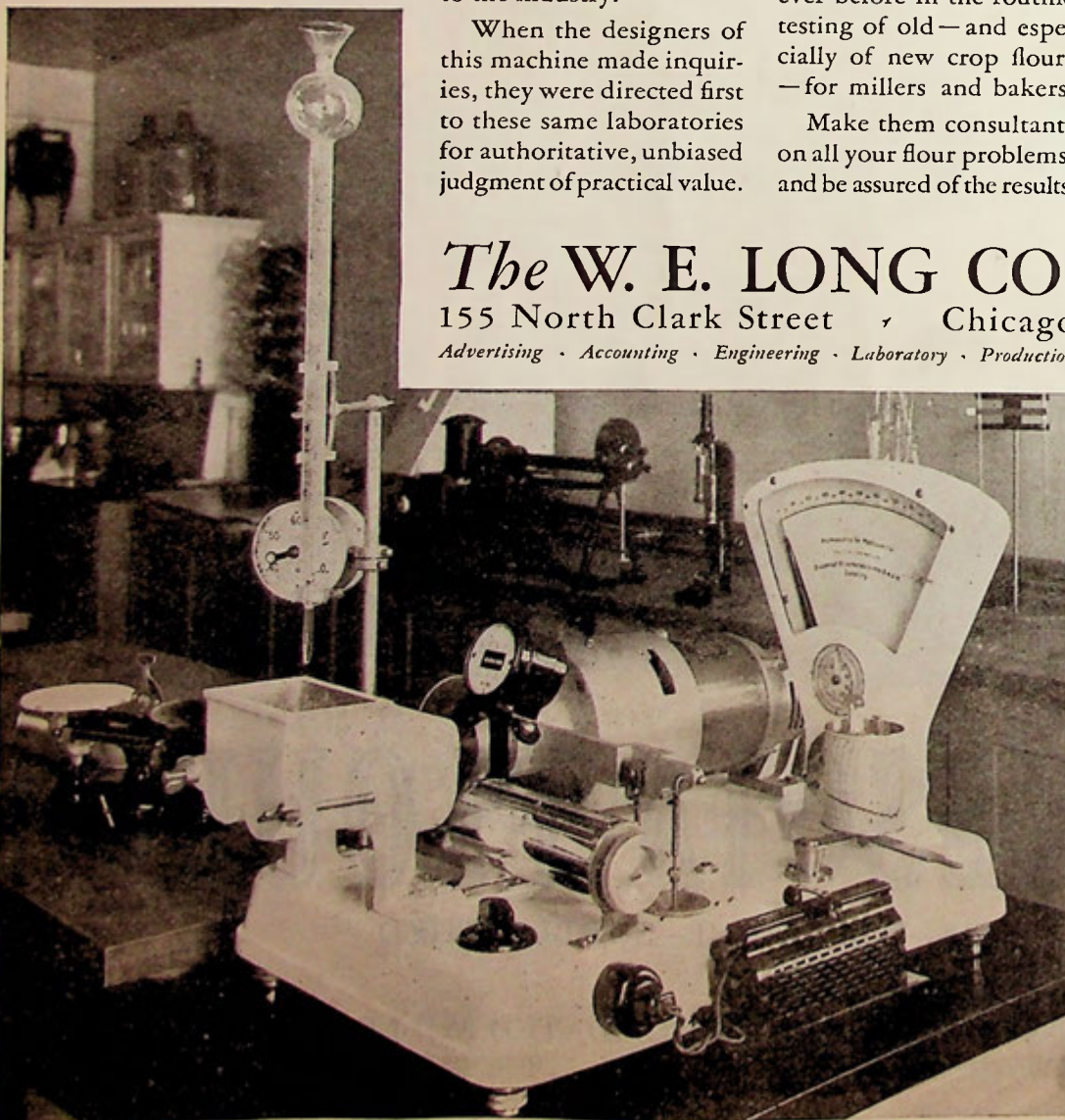
When the designers of this machine made inquiries, they were directed first to these same laboratories for authoritative, unbiased judgment of practical value.

That, too, is important, for it is the trained staff of specialists in The W. E. Long Company laboratories that stands back of their reputation for accurate, unbiased reports on flour strengths and baking values.

That is why their services are in greater demand than ever before in the routine testing of old—and especially of new crop flours—for millers and bakers.

Make them consultants on all your flour problems, and be assured of the results.

The W. E. LONG CO.
155 North Clark Street Chicago
Advertising • Accounting • Engineering • Laboratory • Production



The First Brabender Flour Testing Machine, Installed In The Research Laboratories, The W. E. Long Co., Chicago

Is a 33% jump in cake sales waiting just outside the baker's door?

There's real sales punch in this brand new idea that Crisco has developed for its national advertising in behalf of the baking industry. The next announcement, shown here in miniature, appears in the September Ladies' Home Journal.



The baker's white cake is often on light and fluffy as shown. This cake was made with a cream recipe using a delicious amount of white flour.

Give the Cold Oven a Shoulder

Serve dainty desserts quickly with these Bakers' Cakes!



Dessert isn't complete without CAKE

When you want to offer a satisfying and delicious meal, "Bakers' Cakes" are the answer. They are light, fluffy, and delicious. They are made with the finest ingredients and are baked in a special oven. They are the perfect dessert for any occasion. They are also very economical and easy to make. They are the perfect solution for the baker's problem of finding a dessert that is both delicious and profitable.



Small cakes are the perfect solution for the baker's problem of finding a dessert that is both delicious and profitable.



Small cakes are the perfect solution for the baker's problem of finding a dessert that is both delicious and profitable.



Small cakes are the perfect solution for the baker's problem of finding a dessert that is both delicious and profitable.

Dessert isn't complete without cake. Yet the typical American family serves cake at only 3 meals a week. And goes without dessert 5 or 6 times a week—not counting breakfasts!

Figure it out yourself—if cake were served only once more each week, cake sales would increase one third.

Let's face the facts about this dessert business: women don't want to serve only cake at every meal. They want variety.

And thousands of manufacturers and merchants, besides the baker, are offering a dozen and one different kinds of quick desserts—ice cream, fresh and canned fruit, puddings, etc.

Real sales punch in Crisco's new advertising for bakers

The baker can double the chance of getting his cake on the table—he can fight the dessertless meal—by showing how cake can be used with these other products in preparing an endless variety of simple, yet attractive, desserts.

The national advertising, published for bakers by Crisco, makes use of this new strategy in "the battle for stomach space." (The message reprinted in miniature above appears in the September Ladies' Home Journal.)

Only real quality will build permanent business

Energetic sales measures, backed by this strategic plan, will help to put bakers' cakes on more tables.

But only a first grade product, made of the first-grade ingredients, will keep cakes there.

To skimp on the quality of cake ingredients is pretty short-sighted—this year of all years. Intelligent bakers all agree about this.

Low-grade materials result in low-grade cakes. You risk losing in sales more than you can save in production costs.

On the other hand, by the right handling

of the right ingredients, you can not only better your cakes but often cut your cake-making costs as well.

With Crisco, for example, you get practically 25 per cent greater creaming volume than with a compound. That means better cakes, for one thing—lighter, with a better grain, a more even texture and better eating quality. It means, too, Crisco's better creaming quality gives you increased bake-cake volume—nearly 10 per cent in the case of pound cake.

Further, because of Crisco's excellent creaming and emulsifying properties, you can carry more moisture in a specific cake batch. Made with Crisco, your cakes stay fresh longer.

Crisco is rich—all fat (no salt, no water in it). Crisco is sweet and neutral, too—good to taste. And it stays sweet and fresh—indeinitely, without refrigeration.

And Crisco is the same fine shortening that over 4,000,000 careful home-cooks prefer.

To members of the Allied Trades

It is our sincere belief that any move which benefits the baking industry will benefit those who sell to bakers. We will be glad to discuss the Crisco advertising program in behalf of bakers' cakes, with any executive interested.



PROCTER & GAMBLE (Bulk Crisco Dept.)
1113-H Gwynne Bldg., Cincinnati, Ohio

Concerning Flavor in Bread

By F. E. Thomas

In the *British Baker*

THESE are an enormous number of factors about bread which cannot be expressed in mathematical terms or in exact scientific knowledge. Flavor is one of them, and though it is not a difficult matter for chemists to name some of the things to which flavor is due, they

have not yet been able to give in a list all the substances which contribute to the flavor—this, indeed, will be an easy task compared with the next step which involves the dissecting of all these substances and stating the percentages present in a loaf. Even when this stage has

been reached, the whole story will not have been told because there are other factors connected with flavor which hardly come under the heading of chemical substances—they may be, to a certain extent, comprised under this heading, but only can be so regarded with

qualifications as to how much is due to their aroma and taste and how much to their physical properties; they are not flavor-forming in the sense that the esters are.

AN IMPORTANT CHARACTERISTIC

Many years ago an unpleasant medical student explained to the writer everything that happened inside one as a piece of food passed from the mouth down to the stomach, and the recital of things that were caused to "work" in connection with this operation was enough to make one stop eating permanently. Similarly, if one were to consider all the various nerve centers and glands that are excited when one puts a piece of food in one's mouth, one might be inclined to take fright and confine oneself to nonexciting tablets for the remainder of one's life. Nevertheless, we will take the risk and draw attention to just one characteristic of bread which is frequently lost sight of—its zest.

Now zest is, in general, a fairly difficult word. We usually mean by it the peel of orange or lemon, and similar things, added to drinks and foods to give them a piquant flavor, to make them attractive or "to round them off." The zest of a food is, however, very important because it is all part of that quality which makes you want to eat the food, and eat more of it. Most of us eat food not because we know it is good for us, but because we like eating it. Hunger is, naturally, the best zest known, but it is not always convenient to wait until we are thoroughly hungry before we eat.

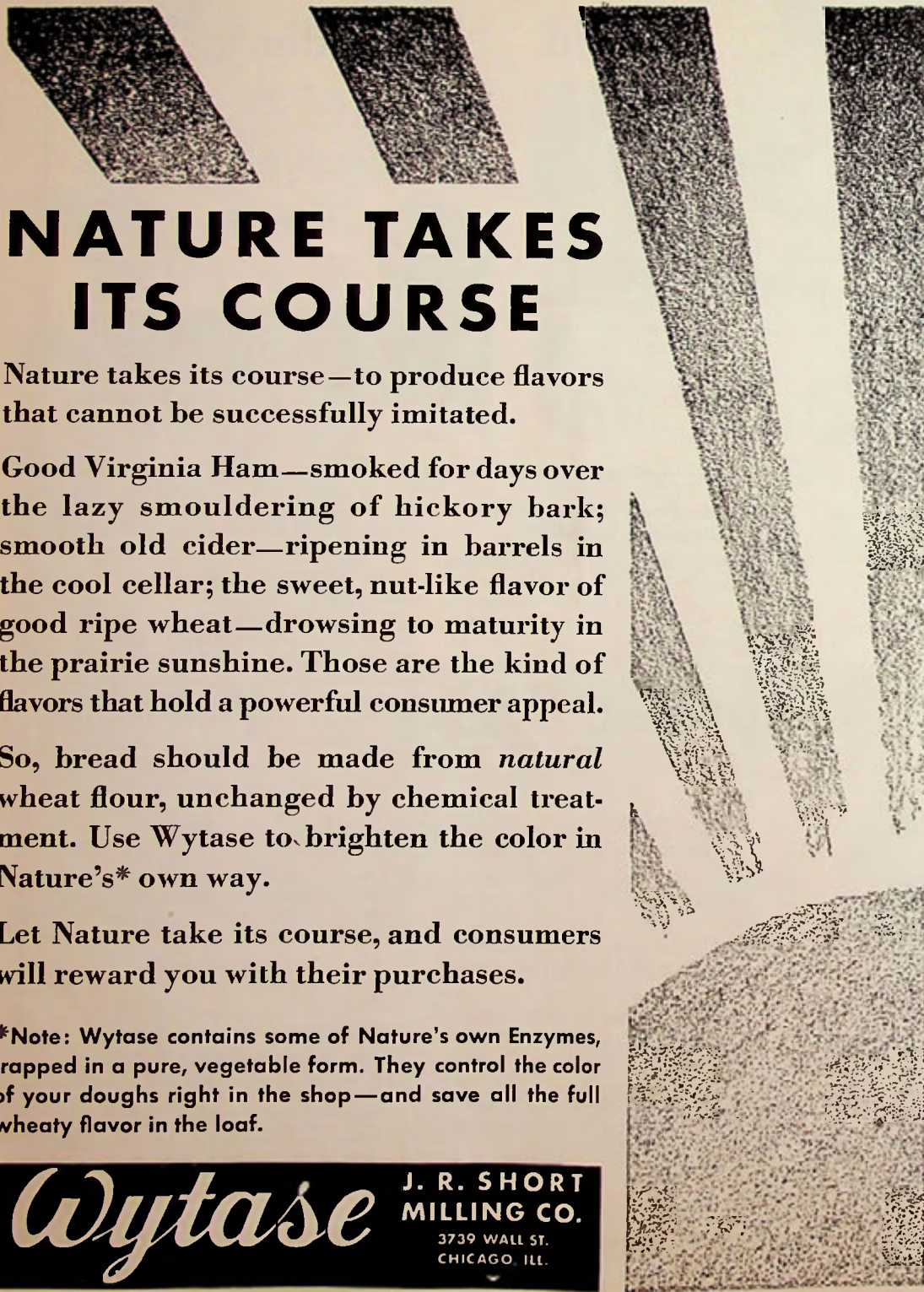
EFFECT OF DIFFERENT FOODS

Different foods have very different effects upon us—some we designate as stodgy, these tend to make us sleepy; others have just the opposite effect and tend to make us exhilarated and alive. Both kinds have their use in the scheme of things, but the ones which attract us more as a rule are those of the second class—they are more "zestful" than the first class. Certain well-defined substances of a bitter or astringent character, such as those mentioned, are definitely able to add zest to a food lacking this characteristic; two others of interest to us are alcohol and carbon dioxide, both of them present in bread. Let us consider these in regard to this matter of zest.

Alcohol is not of particular interest because it is a volatile liquid, and is nearly all driven off from the loaf in the oven. Careful determinations have shown that there is a quantity of only about half of 1 per cent in the baked and cooled loaf. This fact can be used as an argument against a rabid tectotoler who claims that never a suspicion of alcohol ever passes his, or her, lips, but it can hardly be supposed that this small quantity can be regarded as a zest-improver in the bread. With the carbon dioxide, however, it is very different.

The exhilarating effect of drinks in which carbon dioxide is forced in under pressure is a fact of long standing, and it is the sole *raison d'être* of carbonated drinks. The carbon dioxide is in no way a food. It not only adds zest, in that it makes a drink more attractive both to look at and to taste, but is also definitely exhilarating, as it is known that whisky and soda will make one tipsy sooner than if the soda water is replaced by ordinary uncarbonated water. The additional attraction due to the soda is roughly proportional to the amount of aeration, though there is a lower limit below which the effect is unappreciable, and an upper one beyond which a "flavor" tends to come through. In the case of bread, the carbon dioxide is for the most part driven out, but being a gas, and elastic, it expands, and a considerable amount remains in the loaf as it cools, and in the air which is drawn in to fill the space

(Continued on page 583.)



NATURE TAKES ITS COURSE

Nature takes its course—to produce flavors that cannot be successfully imitated.

Good Virginia Ham—smoked for days over the lazy smouldering of hickory bark; smooth old cider—ripening in barrels in the cool cellar; the sweet, nut-like flavor of good ripe wheat—drowsing to maturity in the prairie sunshine. Those are the kind of flavors that hold a powerful consumer appeal.

So, bread should be made from *natural* wheat flour, unchanged by chemical treatment. Use Wytase to brighten the color in Nature's* own way.

Let Nature take its course, and consumers will reward you with their purchases.

*Note: Wytase contains some of Nature's own Enzymes, trapped in a pure, vegetable form. They control the color of your doughs right in the shop—and save all the full wheaty flavor in the loaf.

Wytase

J. R. SHORT
MILLING CO.
3739 WALL ST.
CHICAGO, ILL.

What Are You Looking For In Your Flour?...

It's Baking Value and Baking Value Alone

Of course, baking value is a broad term. But it is expressed in the Gluten complex, which is composed of the three factors, viz:

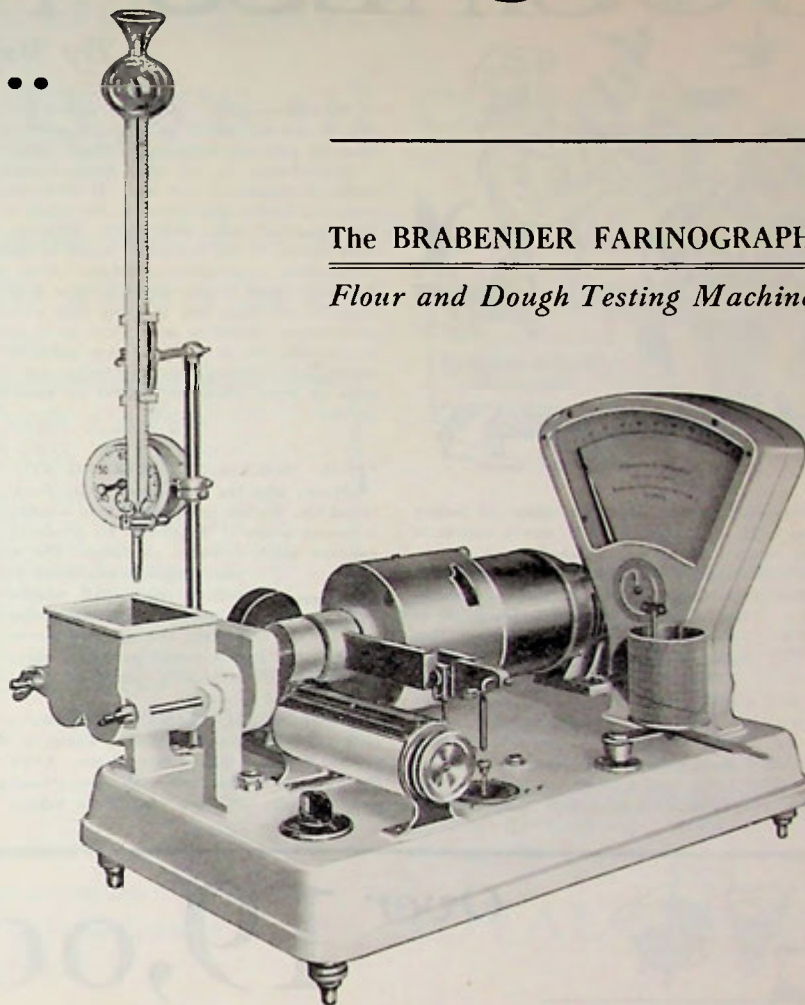
1. Gluten Quantity

Today expressed in per cent of protein content, which, as a single factor, does not tell much about a flour's baking value.

2. Physical Gluten Quality

3. Water Absorption Capacity

These two factors provide the physical basis of loaf volume, yield, grain and texture.



The BRABENDER FARINOGRAPH

Flour and Dough Testing Machine

The Brabender Farinograph

Determines the Last Two Factors with Speed and Accuracy

IT IS AN ELECTRICAL APPARATUS, sturdily built but very sensitive. It determines the baking value of a flour by mechanical means and writes down the story of that flour, not in words, of course, but in a chart, progressively, motion-picture-like.

The instrument may be operated easily by an intelligent employee. Yet the data it supplies is used to control the entire production procedure. And the maintenance of a uniformly high standard is made possible with the help of this machine.

Complete information, including an explanation of the operating principle, is available to Milling and Bakery Executives.

BRABENDER CORPORATION

MINNEAPOLIS



MINNESOTA

BUSINESS NOTIONS

By Wayne G. Martin, Jr.



At a time such as this, when the volume of bakery products is not as great as it was a couple of years ago, expense items are watched more closely, and there is a tendency to reduce them almost ruthlessly. This is particularly true in those communities which have allowed themselves to become drawn into price wars that make net profits an unknown quantity. Unfortunately, advertising appropriations are usually the first to come under this scrutiny, with the result that campaigns are greatly curtailed, or eliminated altogether, at a time when they are needed more than ever before. Advertising is the one sales force that possesses a lasting effect. A salesman calls upon a comparatively small number

of distributors daily. He must repeat this procedure day in and day out if he is to get and hold business. Once his calls are stopped, his effectiveness is lost. Advertising, on the other hand, is seen by thousands of consumers each day. If used consistently, it creates a lasting impression in the minds of a certain percentage of those who see it. It is a permanent sales force, to the consumer, which is absolutely indispensable to progressive bakers. How much they should use now largely depends upon their individual financial positions, but in every case advertising appropriations should be maintained on as large a scale as possible, for as a sales factor publicity will show satisfactory returns, not only today, but also in the days to come when the volume of business will be greater.

THE MOREHOUSE BAKING CO., Lawrence, Mass., with the assistance of the Sands, Taylor & Wood Co., Boston, has recently held a series of parades in towns where it distributes its products, that have received much valuable publicity. The baking company employs nearly 40 trucks in its delivery fleet. All were recently repainted in an attractive manner, and grocers the company serves were advised that a parade would pass their stores at a certain time. Consequently, many of their customers were on hand to see it. The parade is headed by two motorcycle policemen, followed by one of Sands, Taylor & Wood Co.'s trucks, equipped with a calliaphone. After this comes the bakery's trucks, each with signs stressing the high quality of the products used in the bakery. In addi-

tion to the publicity gained from the parade itself, the bakery has received considerable in the news pages of local newspapers. It is an inexpensive form of publicity, but nevertheless a valuable one.

At a time when the fight for sales is as strenuous as it is in the baking industry, it is well to consider briefly just what part the sales manager should be expected to fulfill satisfactorily. Responsibility for actually closing sales rests directly upon salesmen, but back of them stands the sales manager. What are his obligations?

TODAY'S SALES MANAGER

To begin with, he must select the very best type of salesmen available. Without this foundation, no sales force can be efficient. He should be constantly on the lookout for unusual sales material, for only in this way can sales personnel be strengthened. Many sales managers have found it advisable to select men from retail grocery stores, for they have an understanding of the grocer's problems and can talk to him in his own language. Knowledge of this kind, which is extremely valuable in selling breadstuffs, can only be acquired through practical experience. Naturally, with this knowledge must go a natural aggressiveness and sales instinct if it is to be properly employed. Finally, the responsibility for adequately training a sales force rests upon the sales manager. Books could, and have been, written about this subject. Every sales manager has his own ideas regarding this problem, and he will work it out as he sees best. It is well to remember, however, that a salesman's initiative, which is absolutely essential in successful sales work, can easily be submerged by too close dictation of every word he shall say.



Over **19,000 BAKERS** are **"SOLD"** on **DIAMALT!**

And no wonder. Baked goods containing Diamalt sell faster! It imparts an appetizing, rich, golden bloom that appeals to the eye; and adds wholesomeness of flavor that means repeat sales. It aids in the production of a more tender bread, a better texture and longer lasting freshness.

This quality leads the way to increased sales and bigger profits. Diamalt produces the kind of bread and yeast-raised sweet goods customers want. Give Diamalt a trial in your own bakeshop. You, too, will be convinced that "It Pays To Use Diamalt!"

FLEISCHMANN'S DIAMALT SERVICE

It Pays to Use Diamalt—Ask Another Baker

IN CANADA



IT'S PANOMALT

If you make these 3 types of cake

WHITE CAKES
ANGEL FOOD

The finest of soft white flours. For delicate flavor and supreme attractiveness in cakes of this type—

**Baker's
VELVET**

*you need 3 different flours
to give you the best results*

SPONGE CAKE
YELLOW CAKES

Slightly stronger than Velvet, this flour is recommended for better spring, more volume and greater yield in sponge and similar cakes. Many bakers use it as an all-purpose flour—

**SEAL of
PURITY**

SPICE CAKES
COOKIES
FRIED CAKES

Costs less than other Henkel Flours, yet excellently adapted to darker cakes and goods requiring greater strength and yield—

ROYAL STAR

No bread baker would consider using the same flour for different types of bread—a close-grained milk loaf, and a large volume, spongy hearth loaf, for instance.

In cake, there is the same important relation between the characteristics of flour and the results desired in different types of cake. A cake flour may be of the finest quality, yet, if it is perfectly suited to pound cake, it cannot give the best results in angel food.

Bakers using Henkel's Flours follow a simple method. In every type of cake and pastry they use a flour milled exactly to meet each particular requirement. By using three flours, they procure results that would be impossible with one flour.

Henkel's Flours are milled exclusively from Michigan Soft Winter Wheats. Strict milling control, and 76 years' service to cake bakers insure the same high standard for every bag.

FLOURS

"Made good" since 1855

COMMERCIAL MILLING CO.

*Detroit * Cleveland * Pittsburgh*

Some Popular English Doughnuts

By J. Percy Bryant

THOUGH doughnuts can be made by yeast aeration or by chemical aeration, and in various shapes, yeast aeration and the ball-like ones are the most popular in England. You bakers of the United States, I believe, make the ring variety chiefly, but I am going to introduce you to the ball-shape kind, and I invite you to put this line on your market, being confident your customers will appreciate these delicious doughnuts.

First, you require a plain dough similar to that for plain fermented buns. I will give recipes:

RECIPE NO. 1

Make a ferment with:

2 pts water at 100 degrees Fahrenheit
2 oz steady working yeast
2 oz full cream milk powder
1/2 oz malt extract or similar improver
1 lb castor sugar
1 1/2 lbs best flour

Throw water into a clean and sweet wooden bucket or tub, keeping out enough in which to break down yeast and malt extract. Sift milk powder finely, and whisk this well with water in tub. Break down yeast and extract very finely and throw in tub; then add sugar and whisk thoroughly. Then add flour gradually and mix in, finishing by flapping ferment well with the hand out straight, the fingers kept close together

and curved somewhat inward. Carry to a moderately warm, slightly moist, and draft-free place; dust top with flour, then cover with a clean and sweet bag. Let ferment rise fully, and drop somewhat. Ferment being ready, make dough as follows: First dissolve 1/2 lb castor sugar and 1/2 oz powdered salt in ferment by stirring around gently; then add as much egg color as will make the dough of a natural egg color—a rather light yellow. Stir around gently to distribute; add a little flour and mix in well, then 1 lb lukewarm baking oil and stir in; then add enough flour gradually to make a dough of medium consistency, if anything, however, somewhat on the slack side. Mix in thoroughly, then turn mass out onto board; scrape out tub and throw on mass, then tear and stretch the latter a short while, finally kneading up to light, springy, mellow and consistent dough. Dust tub, put dough therein, carry to where ferment has been gotten ready, cover well, and leave one hour, then knock out gas and knead soundly. Cover, and let ferment for another 45 minutes, when dough should be ready; then knock out gas, and knead lightly.

RECIPE NO. 2

Make a ferment with:

4 pts water at 95 degrees Fahrenheit
4 oz yeast
1 oz malt extra or similar improver
2 oz full cream milk powder
1 lb castor sugar
3 lbs best flour

Make ferment similarly as for No. 1, and when ready add 1 lb castor sugar, 1 oz salt, egg color, and 1 1/2 lbs sweet and flavory shortening, which should have been clarified and made lukewarm; then add as much flour as will make dough of said consistency. Ferment dough one hour, knock out gas, and punch well and regularly; cover, and let ferment another half hour, when it should be ready.

RECIPE NO. 3

Make a ferment with:

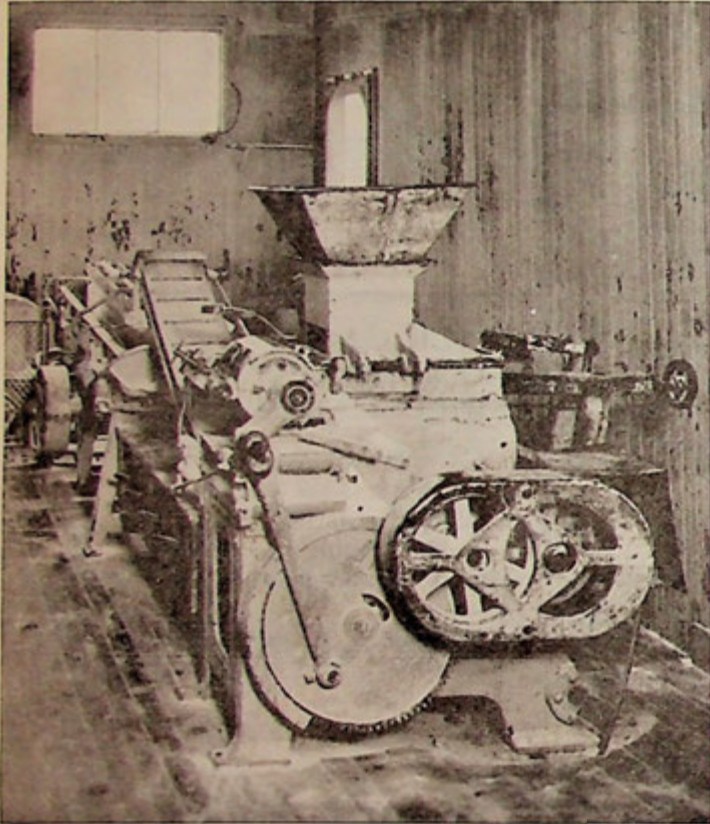
4 pts water at 90 degrees Fahrenheit
4 oz yeast
2 oz malt extract or similar improver
1 lb castor sugar
Flour to make ferment of fair consistency

Make as for the other ferments, and when ready add 1 lb castor sugar, a large pinch of salt, egg color, 2 lbs lukewarm lard or lard compound, and as much flour as will make dough of medium consistency. Let ferment 1 1/2 hours, knock out gas, and punch well; cover, and let ferment a further half hour, when dough should be ready.

From now onward the procedure for all the recipes is the same. This is: Scale the dough into pieces from 3 to 5 oz weight, according to size desired; break each piece in half, mold firmly and evenly under the palms to round and smooth balls; allow them a few minutes' proof; flatten fairly with the palm; place a spot of raspberry or other suitable jam at the center. Now gather up the edges with the fingers and thumbs, making a nice ball, seeing that the closings are well sealed. Observe also that the jam is kept at the middle. Scaling is best done by working the doughnut around in the left hand and by screwing the closings around with the right. Place each doughnut on a clean and lightly floured baking tray, with its closing downward.

When all are done, put into proofer or proofing cupboard of moderate temperature and rather dry heat—not too dry or hard, or thick skins will be formed. The heat should be so tempered with moisture as to retain the surfaces nicely soft and mellow, yet not so soft that the dough will become sticky and bad for handling. A fairly dry heat is needed for proving the doughnuts bold, bulky, and round. As soon as they are proved sufficiently, remove the trays from the proofer and

(Continued on page 556.)

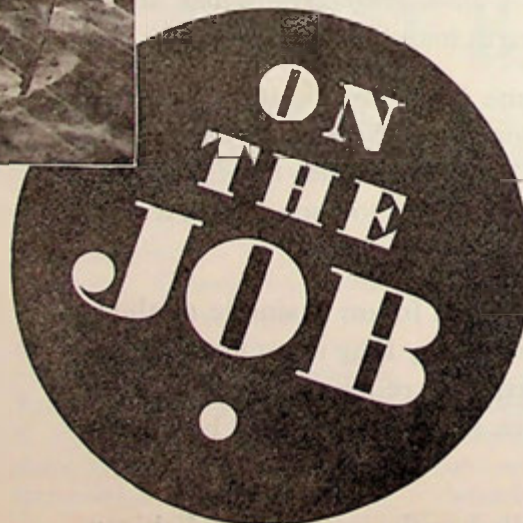


● Twenty million loaves have gone through the pockets in the fourteen years this faithful old American Standard Divider has been in operation.

● It stays on the job, smoothly, accurately—the oldest employee in the plant.

● It was designed on the right principle of divider engineering—and built for performance, economy and long life.

● Hundreds of American Standard Dividers are accurately scaling off the doughs after long years of service in the bake shops of America.



AMERICAN
Bakers Machinery Co.
ST. LOUIS, MISSOURI
1600 S. KINGSHIGHWAY BLVD.

The New ROHWEDDER
eliminates
all your slicing extras

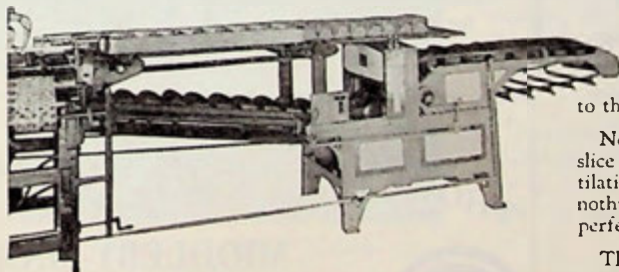
Turn your cost dollars
 into cool, clean profit.



The New Rohwedder Roller Bearing Counter King hooked up with the Hayssen Trayless Wrapper forms an ideal One-Man unit.

Here they are! Two new trayless slicers engineered by the men who gave Sliced Bread to the baking industry. Exclusive mechanical refinements that insure a long, trouble-free service life and an amazingly silent, vibrationless performance. New standards of mechanical "class" and production profits.

These new Rohwedders eliminate extra slicing costs. They synchronize with all makes of trayless wrapping machines. Write us today for detailed information telling you how to eliminate the extra operator and enjoy the economy of a one-man slicer-wrapper unit.



The New Rohwedder Power-Feed Slice-Master in close coupled hook-up with the Hayssen Trayless Wrapper is a high production One-Man unit.

The slicing principals made use of in the New Rohwedder are so correct and so readily demonstrated that many of the nation's largest and most particular bakers are changing over to these improved machines.

No slicer on the market, regardless of price, can slice so smoothly or so fast without crushing or mutilating the loaf or distorting the texture. After all, nothing builds sales as quickly as a fine loaf of bread perfectly sliced.

These new slicers give you everything you want **PLUS SAVINGS THAT WILL PAY FOR YOUR INSTALLATION IN A COMPARATIVELY SHORT TIME.**

MAIL THIS COUPON TODAY

Gentlemen:—Please send me Prices, Detailed Description and Terms regarding Rohwedder Roller Bearing Counter King, 800-1000 Loaves Per Hour Capacity. Rohwedder Power-Feed Slice-Master, Capacity up to Maximum Wrapper Speeds.

Name Street City State

QUALITY BREAD

The Baker's Greatest Assets

QUALITY SLICING

MAC-ROH SALES & MFG. CO.
 Factory and Offices Now at BETTENDORF, IOWA

NOW



She asks
for
Bread by
NAME

NOWADAYS you seldom hear a buyer say, "I want a loaf of bread." She knows the brand she wants—she insists on getting it—she wants no nameless product.

This is largely due to the right kind of Wrapping! When your name is on a KVP Wrapper, in a striking design, you can be sure the housewife will notice it, remember it—and buy again.

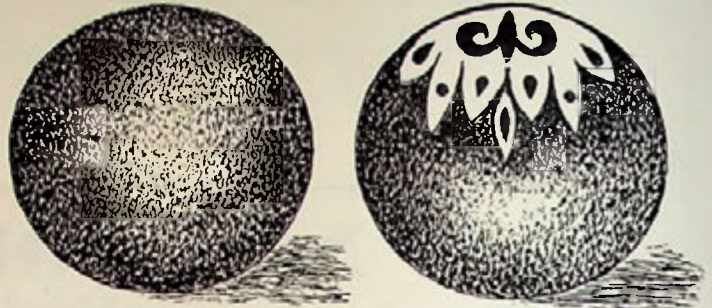
KVP "Stay-Put" Self-Sealing Bread Wrappers add a colorful appearance which invites the eye and the appetite—they also retain freshness and flavor in the loaf for the longest possible time.

Your machines work better and faster with this Wrapper. Strong yet pliable, it wraps smoothly and securely.

Write us for working sheets showing novel and distinctive designs—in such wide variety.

KALAMAZOO VEGETABLE PARCHMENT COMPANY
Kalamazoo - - Michigan

KVP STAY-PUT SELF SEALING BREAD WRAPPERS



English Bait Doughnuts

Some Popular English Doughnuts

(Continued from page 518.)

place on the table, covering with a thin sheet, say, white linen, so that the surfaces shall not dry.

Boil in a doughnut cooker or cookers. The best time for cooking is immediately after all the bread has been baked, as the heat of the oven then will be fairly sound and the temperature agreeable. It is important that the cooking fat be just hot enough so that as soon as the doughnuts are put in they will aerate, and expand smartly and well; otherwise, the crumb will be heavy and leaden. If the fat be too hot, the surfaces will quickly crust and bake, thus preventing

full expansion, while the crusts will be overcooked when the interior is done. When the fat is not hot enough, the doughnuts do not fully expand, while the fat soaks into the interior, rendering the crumb and crust sodden, fatty, and unappetizing. When the fat is properly hot a thin skin forms immediately on the surfaces, which prevents the fat from penetrating and doing damage; at the same time, the doughnuts are correctly aerated, then equally well cooked.

When the top sections are golden brown, turn over with a skewer and cook that side likewise; then stick in the skewer, allow the fat to drain, and place on baking trays. Allow to cool a trifle, then roll in fine grain castor sugar until the whole doughnut is covered. It is not wise to roll in sugar immediately on coming from the cooker as, with the surfaces damp with fat, the grains of sugar will dissolve, thus spoiling the appearance. On the other hand, if the doughnuts be allowed to thoroughly cool they will not take up the sugar, owing to the surfaces being dry.

When the doughnuts are about to be put into the cooker they must be handled very carefully, so that the proof and shape be not damaged. The cooker

(Continued on page 596.)

DU PONT Cellophane

(Moisture Proof)

PLAIN and PRINTED

Also Cellophane Bags and Tubes for Cookies and Cakes

Brooks Paper Co.
St. Louis, Mo.

Jewel Shortening
a better neutral shortening
for every bakery use
Swift & Company

it takes the | BEST
to make the |
WORCESTER SALT

THOUSANDS DO—

WHY NOT YOU?

Use

MIDDLEBY-MARSHALL
OVENS

They Satisfy



MIDDLEBY-MARSHALL OVEN CO.
CHICAGO ST. LOUIS

Address: 765 W. Adams St., Chicago, Ill.

GOOD BAKED GOODS DESERVE

QUALITY BANDS & SEALS

ASK FOR OUR SAMPLES OF
CAKE BANDS, COOKIE SEALS, CAKE BOX LABELS,
BREAD LABELS, LABELS AND BANDS OF ALL KINDS.
WRITE TODAY.

LAMBOUY LABEL & WRAPPER CO.
2138 PORTAGE ST. KALAMAZOO, MICH.



FRIENDLY INTERVIEWS WITH FLEISCHMANN MEN

«Anywhere, anytime, bakers and FLEISCHMANN MEN are 'home folks' to each other.»

HENRY NEWCOMB.



HENRY R. NEWCOMB
Vice President
STANDARD BRANDS INCORPORATED

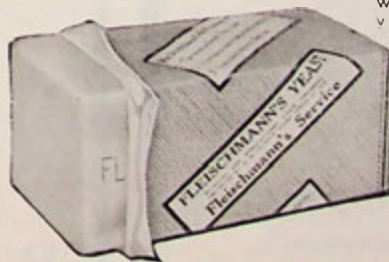
"I know of no industry other than the baking industry," remarks Henry Newcomb, "where there is such whole-souled good fellowship among all its members. Particularly, I appreciate this as a member of the Fleischmann organization. I always feel that if I or any other Fleischmann man were stranded in a strange town there is one place where a friendly greeting would be waiting—and that's at a baker's. By the same token, no baker is a stranger in any town that holds a Standard Brands office.

"Practically every day some baker, whom I may not have seen or heard from in years, phones and says, 'Hello Henry. Thought I'd say howdy while I'm in town.' Things like that put pleasure in business.

'The biggest asset the makers of Fleischmann's Yeast have, isn't on our books. It's 30,000 baker friends!'"



» » » Remember the ATLANTIC CITY CONVENTION? We meet in CHICAGO this year. Be sure to be there.



FLEISCHMANN'S YEAST SERVICE



The Leader

WHY has our OP. been the leader of Bakers' Malt Extracts from the beginning of this century when we started our pioneer work in the bakers' industry to the present day?

There is no secret about the answer.

Because OP. is a perfect Cereal Food.

Because OP. contains all the nutritive and digestive elements obtainable from a selected Barley Malt, i.e., Malt Sugar, Dextrin, Protein, mineral salts, lactic acid and Diastase.

Because OP. contains these ingredients not in arbitrary or fluctuating amounts, but in well balanced and constant proportions.

Because OP. contains just the proper amount of soluble protein. You see, soluble protein is food.

Soluble protein, in connection with grain phosphates, is a powerful stimulant to yeast reproduction.

Soluble protein is the carrier of Diastase.

Diastase without soluble protein is not thinkable, for Diastase is not a distinct chemical compound and separate from soluble protein but is a function or a property of the latter. Thus, where there is Diastase there is soluble protein.

Our OP. is and will remain Diastasic.

Try it and find out whether it is still the leader!

Malt-Diastase Company

Wyckoff Ave. and Decatur St., BROOKLYN, N. Y.
Phone: Jefferson 6000

New York Office: 79 Wall Street

Chicago Office (C. S. Jacobsen, Manager)

Room 211, Engineering Building, 205 Wacker Drive

Kindly note we carry warehouse stock at the following cities: Chicago, Cleveland, Atlanta, Kansas City, Minneapolis, Duluth, Los Angeles, San Francisco, St. Paul, Omaha, Dallas, Texas, Fargo, N. D.

Laboratories: Brooklyn, N. Y., Evergreen, L. I.

BALLANTINE'S MALT SYRUP

PURITY STRENGTH



FLAVOR

THE THREE entwining rings symbolical of purity, strength, flavor—the great essentials in the perfect product, a good loaf of bread, the staff of life.

Ballantine's Malt Syrup invigorates the yeast; it sweetens the dough and imparts a desirable flavor to the bread that can be secured in no other way.

Bakers throughout this country and Canada get satisfactory results from the use of Ballantine's Malt Syrup, producing a better loaf and increasing business with greater profits.

European bakers are gradually coming to an appreciation of its intrinsic worth.

Prompt shipment from nearest depot in United States, Canada or Europe. Baking samples sent—no obligation.

P. BALLANTINE & SONS

NEWARK, N. J.

MAIN EUROPEAN OFFICE:
59, Mark Lane, London, E. C. 3, England

*Take a Vacation . . . To Go To Chicago . . .
Annual Bakers' Meeting . . . Sherman Hotel
. . . Week of September 21st.*

Daily Turnover in the Bakery

By S. K. Hargis

AN important factor in every retail baking business has been the calculation of the average turnover on staples as well as specialties. Very few bakers have been able to eliminate left over stocks which, of course, must be figured carefully in the establishment of costs and selling price. Whenever the baker can contrive to reduce this margin of left over, he automatically adds to his profits, and various plans have been worked out in order to achieve this result.

It is not a difficult matter for the baker to establish his probable day to day turnover on bread, buns and coffee cakes; but in the matter of fancy goods, including seasonal specialties, it is quite another matter. Even then, a good deal can be done by a simple system of checking by which batches may be gauged according to needs and without the almost as injurious result of facing a shortage when the day's sales are half done.

One plan has come to the attention of this writer in Brooklyn, N. Y. Here a well-established retail baking business is a complete bakery goods production unit within itself. This baker produces everything he sells, including most of his fruit fillers, etc. His profits have been steady and generous, to a great extent due to the fact that he seldom runs short until the shop is closed for the day, nor does he very often have any great amount left over. His plan involves the use of a simple chart, placed on the wall in his office and always within view.

THE CHART AS A GUIDE

The chart lists the products of his ovens in three groups, (a) staple products, bread, buns, etc., (b) fancy goods, and (c) seasonal products, such as fresh berry pies, tarts, etc.

This chart is, in effect, a rough history of the sale of each article by units from 1923. Additional columns reveal what quantities were sold, by units of weeks over each year; where a line has been dropped, permanently or temporarily, there is a blank. For instance: The "key" shows that during July for seven years the average sale of fresh berry pies has been at the rate of 75 a week; also that there has been an increased average of about 10 pies per week per season. When fresh berry pies are on the baking list, the baker can tell by his chart what the bake should be, allowing for a normal increase in sales. Thus, he bakes daily 12 to 15 fresh berry pies. If the demand jumps, he increases his berry pie bake accordingly, and seldom has any left over. To a great extent the guesswork and the hunch method are done away with, and there is the record of the past upon which to forecast demand. So much for seasonal goods, including pies, tarts and specialties.

The bread column likewise shows the rise and fall of bread sales over the weeks. In the first week of 1923 the sale of bread in this shop was 495 loaves, in the first week of 1926 it was 580, and in the first week of 1928 756. Here is a healthy increase upon which the baker may base his future bakings, allowing for time of year, etc.

Of course it is some labor and some cost in time to keep such a chart in shape. First of all, there must be some record of sales, as mere bakings count for little. This is met in this particular shop by a designation on sales checks of what the sale involved. In other words, the baker follows the system long used in other lines of business of not only recording the amount of each sale but what each sale represents in bakery goods.

At the end of the week or of the day, as the case may be, the baker can strike off from his sales slips the quantities of each article sold during that period, on a ruled sheet provided for the purpose. This data is transferred to the wall chart at the end of every quarter.

The question is: is the extra work in-

involved here worth while in calculating future bakes? It is, providing the baker keeps his system simple and doesn't try to go into too much detail.

For instance, this baker doesn't make any distinction between a blueberry pie and a blackberry pie from the standpoint of sales; his data merely tells him that he sold so many fresh berry pies in season for a given number of previous years.

His rye bread sales are not distinguished from those of white bread, though even this information could easily be secured if desired.

Any shop doing a gross business of \$30,000 a year or more will probably find some such plan as this one well worth while. It has the advantage over other methods of utmost simplicity, as it gives the baker sound information upon which

to base his judgment in the night's manufacturing operations. Bakeshop business undergoes certain fluctuations which scarcely can be eliminated. We have to contend with the weather, with the season, and with purely local conditions. There is no better foundation for calculation than past sales during periods identical with the present.

(Continued on page 592.)

Do You

- .. like the movies?
- .. listen to the radio?
- .. read the papers?
- .. **DUNK?**

IF you do, you're one of the millions who will be reached by the special direct-to-consumer work that will be done this year during **OCTOBER NATIONAL DOUGHNUT MONTH.**

This year's advertising and merchandising effort will be the greatest ever undertaken on behalf of D. M. C. customers. The powerful forces of the movies, newspaper publicity and radio will find a direct tie-up in the advertising material offered to D. M. C. customers. And a unique, sales-stimulating idea—the Dunker's Club—also reserved for D. M. C. customers—will prove to be one of the greatest sales boosters ever offered bakers.

This eminently successful advertising service is typical of the cooperation extended its customers by D. M. C. For we hold that helping the baker sell doughnuts is fully as important as selling him good doughnut equipment and high quality fully-prepared doughnut flour.

An interesting booklet telling all about the Big Doughnut Month and about our products and service will be sent you upon request. You must act at once if you want to cash in on National Doughnut Month. Fill in the coupon now.



DOUGHNUT MACHINE CORP.
1170 Broadway, New York City

Boston	Philadelphia	Chicago
Portland	San Francisco	Los Angeles

DOUGHNUT MACHINE CORP. NWM
1170 Broadway, New York

Please send me your folder describing the plans for OCTOBER—National Doughnut Month, 1931

I make doughnuts I do not make doughnuts

Name _____

Address _____

City and State _____

M
A
T
U
R
O

Just a Thought

**Drier Doughs
AND
Fresher Bread**

NOT a paradox, but the effect of the use of MATURO. MATURO aids materially in conditioning the gluten. The result is a better handling dough and bread that stays fresh.

Incidentally it makes a more tender crust and superior eating crumb.

Allow us to co-operate with suggestions and samples

M
A
T
U
R
O

AMERICAN BAKERY MATERIALS CO.
MENOMONIE WISCONSIN



HOW MUCH BAKERY BUSINESS IS THERE IN YOUR NEIGHBORHOOD?



Hubbard Ovens are made in a wide variety of types and sizes. For use with coal, coke or gas as fuel.

How much of the business in your vicinity are you getting? Are you satisfied? Is the quality of your goods BETTER than that of your competitors?

These are important questions.

Proper equipment is the wisest investment you can make NOW—because competition NOW is keen. Every day you delay installing that equipment you need is costing you money. So start now. Write us for our advice—there is no obligation to you.



HUBBARD PORTABLE OVEN COMPANY

1149 Belden Ave. CHICAGO 511 American Thread Bldg. NEW YORK

KOHMAN'S SALT-RISING YEAST

Will help you satisfy your customers' desire for variety



You profit more by having satisfied customers. Keep them pleased by supplying an easily digested, wholesome and uniform loaf.

Salt-rising bread is the answer to the demand for variety. Send for generous free sample and directions.

*H. A. Kohman
Mellon Institute
Pittsburgh, Pa.*

Please send me, without obligations, a free sample of your yeast, directions for using, and window cards for advertising salt-rising bread.

Name.....

Address.....

.....

For All Yeast Dough Products

Directly Fermentable Sugar

It's easy to take sugar for granted—to cling to the traditional practice of using a single type of sugar for every purpose. Every day, however, more bakers realize they have a *choice* of sugars and that the requirements of the individual case ought to determine the type of sugar to be used. That is why Cerelose is fast becoming the standard sugar for all yeast goods.

CERELOSE IMPROVES TEXTURE, GRAIN, VOLUME

Both in bread and sweet doughs Cerelose produces a better texture, finer grain and slightly larger volume. You can convince yourself that this is so by running a single trial dough. We'll be glad to co-operate by shipping you a 100-lb. trial order with the understanding that you can have your money back if not completely satisfied.

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CORN PRODUCTS REFINING CO.
17 BATTERY PLACE NEW YORK CITY

CERELOSE

A PURE WHITE SUGAR FROM CORN

Following the Customer's Suggestions

By Ruth McInerney

ONE of the most outstanding examples in the field of retailing of what asking for, listening to, and acting on customers' suggestions will do for an organization is that of Cushman's Sons, Inc., New York City.

Its great, prosperous link of 86 stores is the veritable bread line of the big city. It is represented, night after night, day after day, on thousands of tables. After three quarters of a century of appearing on the public menu, it is still growing. And not a small part of its success is due to the fact that it's open for suggestions; encourages suggestions.

In 1851, H. B. Cushman set up shop on a quaint corner of Greenwich Village, in a little red brick building with shutters, a sloping mansard roof, and a red brick walk in front. The twisting, narrow streets of the village wove all about him. Ladies in wide skirts and poke bonnets came with market baskets to buy penny buns and great brown loaves.

One day such a shopper of long ago ventured the suggestion that Mr. Cushman put a little more sugar on his buns, and a few currants on top. He listened attentively, with the same serious regard for the views of customers as his sons evince today. Mr. Cushman not only listened, but the next noon the lady shopper found penny buns with currant caps and much luscious sugar dripping over them. The village was speedily aware of this generosity. It spread like wildfire. The urchins gathered in front of his windows, poking eager noses against the small, leaded panes, and their mothers were shortly forced, by juvenile sales promotion, to buy some of the new sugar-and-currant buns.

This first Cushman was a religious man. Probably hearing, Sabbath after Sabbath, the pious words, "Ask and ye shall receive," inspired him to apply the policy to the business in which he had his whole heart.

After all, it is the customer who has the right of putting her temperamental thumbs up or down. Her whims are to be satisfied. Usually a shrewd housewife, an economist in her own domestic sphere, has a quick appreciation of values and needs.

Throughout the Cushman organization pervades this general recognition of the importance of the customer. Many of its business policies have been built upon customer suggestion. Step by step the Cushman company has listened and acted. How? Not only by an alert staff of clerks who heed chance remarks made by purchasers and report them to the manager, but by asking for suggestions.

A small, attractive pad with pencil lies on the counter of each Cushman establishment. It says "Suggestions" across its top. There are wide lines upon which to write down a comment, and a place for the customer's name and address. The whole thing isn't as big as the palm of a woman's hand. Nothing to awe the customer into silence, nor so large it discourages an attempt to fill its surface with ideas.

In a single day a Cushman store will receive as many as a dozen live, pithy suggestions, from people kind enough and interested enough to speak their minds. Some of these statements are worthless from the workable standpoint, but all are taken in the spirit in which they are given—interestedness. Some of the opinions are of the bouquet variety, and some are brickbats with dissatisfaction.

Both kinds are valuable. The Cushman policy is to as carefully consider the kind that hurts, as the kind that soothes. The latter bring the glow of pleasure and success; they taste good. But the former are hard to take. Yet, once down, the curative qualities are undeniable.

For instance, Cushman's get a vivid picture of its patrons—of their needs and desires.

Mrs. O'Brien is telling Mrs. O'Rourke:

"The trouble with Cushman's is that it never has enough of those almond-filled coffee cakes. You've got to be at the shop before noon on Saturday to get any, and as you know, I certainly dislike getting dressed up before I finish my Saturday work, just to go out and get a coffee cake. A half dozen more would be just right. And Mrs. Smith

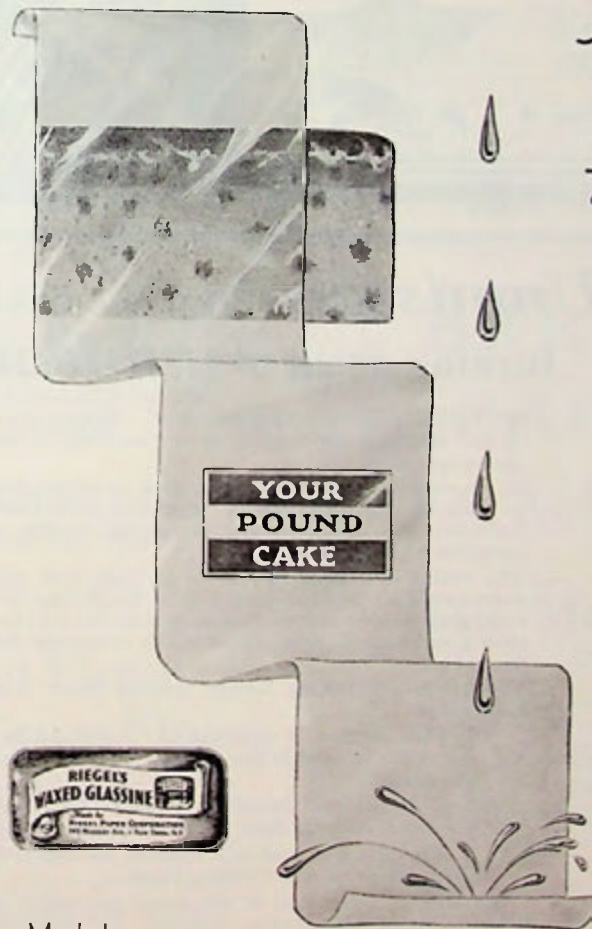
was telling me the same thing about how hard it is to get in on these cakes."

However, instead of worrying and sniffing over this wrong, Mrs. O'Brien jots down her emotions on a Cushman suggestion pad the next time she is in the shop. Then Mrs. Smith, seeing the handy little pad, seizes the pencil and similarly begs for more almond-filled coffee cakes.

In short order the Cushman manager has written evidence at his finger tips that "people want more almond-filled coffee cakes for Saturdays." Then all he has to do is pass the word on to the bakers. That closes that argument, and Mrs. O'Brien, Mrs. Smith and Mrs. O'Rourke are happy once again.

(Continued on page 553.)

Three IMPORTANT REASONS for choosing RIEGEL'S waxed glassine WRAPPER



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• TO PROGRESS --

RED STAR YEAST CAN HELP YOUR BAKING BUSINESS PROGRESS---ITS STRENGTH---ITS STURDINESS---ITS EXCEPTIONAL UNIFORMITY CAN BE RELIED UPON TO DO THEIR FULL SHARE IN RAISING AND CONDITIONING THE DOUGH---HELP BRING ABOUT THAT QUALITY WHICH INCREASES SALES AND CUSTOMER GOODWILL.

"Factors Governing Direct Absorption"---the subject of the August issue of the Red Star Yeast Educational Bakery Bulletin has information in it that is of direct value to you. Send us your name and address to receive this and other equally valuable bulletins to follow. These bulletins are sent free. No obligation incurred what-so-ever.

RED STAR YEAST

RED STAR YEAST AND PRODUCTS COMPANY

Milwaukee, Wisconsin

★ STRICTLY INDEPENDENT--SINCE 1882 ★



Your most rapid and best means of transportation is flight. Civic leaders, realizing that civilization has advanced as methods of transportation have improved, travel by air; for only by encouragement and patronage can this new mode of travel come into its own. Via wings will come greater international understanding and good will, broader knowledge and more commerce. Be progressive---fly when ever the occasion permits, you will save time, you will inspire respect and you will help bring about a better civilization in which to live.

The plane pictured in the foreground is an autogiro, one of the latest developments in aircraft. Its stability and safety, its low landing speed and the small amount of space needed for it to take off are gaining the autogiro widespread approval.

Unmistakably the baking industry is turning again to *unbleached flour*



THERE is no mistaking the trend. Bakers are going to unbleached flour for stability, for easier, surer handling in the shop, for unimpaired eating qualities.

Of course, the mere fact that a flour is unbleached offers no guarantee of its quality. So King Arthur Special is milled exclusively from the finest Northern No. 1 wheat; and the sound, healthy gluten is brought to full maturity by nature alone.

The result is a flour that gives its best even when the mixing period is over-run---that you can take late to the divider without danger of a weakened gluten---that can remain in storage for an extended period and remain strong and sound---that brings to the consumer the full, delicious flavor of fine wheat.

The baker using King Arthur Special Flour is given three very definite guarantees:

1. King Arthur is unbleached. No chemical or physical maturing agent is used in the milling process. None need be added to the dough.
2. Only selected Northern Grown No. 1 Hard Spring Wheat is accepted, and the flour is milled to a perfect granulation.
3. The price is, and will remain, no higher than current quotations for good short patent flours.

You will be interested in the actual reports of increasing bread sales in bakeries using King Arthur Special. Let us send them to you.

FACTS for bakers and flour buyers, send for your copy today

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THE TRUTH ABOUT BLEACHING

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New York Offices, 787 First Ave.

Please send me, free, your booklet,
"Flour Facts:--The Truth About Bleaching"

Name..... Bakery.....
Address..... City..... State.....

Mill Chemist Develops New Quick Dough Method

By F. K. Haskell

It has for many years been the desire of B. H. Redman, chemist for a Montana flour milling company, to develop a more accurate method of mixing and controlling a dough that would facilitate quicker action in the commercial bakeshop, without additional cost to the baker. He has recently discovered such a method, and believes he has proven, both from a laboratory and a commercial shop standpoint, that it is most worthy of consideration. This method has been named "the development of the dough by agitation in the mixer."

The dough is developed by timed agitation in the mixer. For the high speed machine with a good strong flour, the general time is from 18 to 20 minutes; for the ordinary slow speed mixer, approximately 35 minutes. However, the stability of the flour in question must be taken into consideration. This agitation method develops the dough to the same point that ordinarily requires three to four hours by fermentation, and saves the baker a great deal of time which he can use for other purposes. Any experienced dough mixer knows when the development is at its maximum point, and should have no trouble in applying this method. The finished product resembles a dough developed by "break." The new method requires no more ingredients than the regular straight dough. In fact, in some instances it will take less. It also develops the flavor of the wheat from which the flour is made, which many believe is lacking in the average baker's product. The agitation method is fast. In fact, it is quicker than the so-called "no time dough," though it is not considered one of that variety.

Three items are essential in making this method a success: first, proper mixing with the right temperature; second, a good tight proof box with steam installed; third, correct oven temperature.

The following has been found to be the correct procedure:

Prepare the mix the same as for ordinary straight dough, with all ingredients except the shortening. This should be held out until the last two or three minutes of mixing time, which insures a thinner crust. Run the mixer on low speed until dough is thoroughly incorporated. Then put mixer in high speed, full time, approximately 20 minutes (for high speed mixer). Temperature of this dough out of mixer should be 82 to 85 degrees Fahrenheit. After mixing, turn dough into trough and let rest for 25 minutes in a warm room. After this time, it is ready for the machine. Do not punch this dough. After rounding up, let rest for 10 minutes before molding into loaves. If the shop has an overhead proofer, the time required will be just right for the dough when it gets around to the molder. After panning, place in proof box with a temperature of 100 degrees Fahrenheit and just enough steam to keep the dough from crusting. Have the oven at least 450 degrees. This dough will produce a loaf that will have the original flavor of the wheat, also good grain and texture, plenty of oven spring, and will keep fresh longer than the average baker's loaf.

The following formula should be used to insure success:

100 lbs flour
 4 lbs powdered milk
 2 lbs yeast 9 oz arkady
 3 1/2 lbs sugar 2 lbs shortening
 2 lbs salt 1 lb malt

Mr. Redman says some 20 shops are using this method for their regular routine work and have been most successful with it. It has proved to be most practical in localities where the temperature is of very high degree during the summer months, but it is suited to all localities if handled properly.

BULLETIN OF NEW ADVERTISERS

The Northwestern Miller and American Baker, presenting to the trade herewith its new advertisers, commends them to the reader in the belief that they are worthy of confidence. Knowingly, The Northwestern Miller and American Baker will not advertise any save reliable and trustworthy concerns. The appearance of an advertisement in the columns of this journal, therefore, is an indication of the financial and moral responsibility of the advertiser. If evidence proving the contrary is submitted to The Northwestern Miller and American Baker, the advertiser will not be permitted to renew his contract, and the advertisement will be discontinued as soon as possible.

New advertising in this issue follows, a page reference being appended to the firm name:

Brabender Corporation. The Brabender Farinograph, Minneapolis, Minn.	Page 545
Domestic & Foreign Commission Co., Millers' Agents and Importers, Copenhagen, Denmark	613

Specialized Laboratory Service for
 Millers
 Grain Dealers Bakers
 Feed Manufacturers
 Mid-West Laboratories Co.
 1229 Virginia Avenue
 COLUMBUS, OHIO

MAS-SOTA Spring Patent Flour
BCCO Blended Patent Flour
ENERGY Horse Feed Mixed Cans
MALTO Dairy Feed a Specialty

The Buckeye Cereal Co.
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Hardesty Milling Co.

Quality Millers for
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Domestic and Export DOVER, OHIO

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PROVIDENT CHEMICAL WORKS

Established 1876—St. Louis
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The Williams Bros. Co.

Merchant Millers KENT, OHIO, U.S.A.
 Specialists Ohio Winter Wheat Flour
 INCORPORATED
 All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

THE WARWICK CO.

Makers and Shippers of Flour from Choice Winter Wheat
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Write for samples and prices

The Ansted & Burk Co.

Millers Since 1846, but Up-to-the-Minute in Ideas
 SPRINGFIELD, OHIO

Manufacturing a Complete Line of
 Flours for the Particular Baker

WILLIAM TELL'S

Master Bread Flour

Master Pie Crust Flour

Master Cake Flour

Each specially milled for the kind of baking its name indicates. Our mills are located on direct line between best wheat section and the flour markets, giving you advantage of lowest possible freights.

Quality guaranteed and to run uniform.

Mills' capacity 1,200 barrels daily. Large enough for Service, small enough for Personal Interest and Attention.

BREAD FLOUR

CAKE FLOUR

FAMILY FLOUR

The Mennel Milling Co.

Toledo, Ohio, U. S. A.

MELLOW CREAM CAKE FLOUR

Made from SELECTED PURE SOFT WHEATS

NORTHWESTERN ELEVATOR & MILL COMPANY
 TOLEDO, OHIO

Ohio Soft Wheat
 Flour

OF HIGHEST QUALITY

THE
 ALLEN & WHEELER CO.
 Domestic and Export
 TROY OHIO

Bakers—

When comparing Spring
 Wheat Flour use

"BULL DOG"

for your standard

Made by
 The Fairchild Milling Company
 CLEVELAND, OHIO

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

Town Crier

FLOUR

Many bakers use
 Fine, strong patent flour
 Such as
TOWN CRIER FLOUR
 And many merely
 Think they do.
 We can, of course,
 Furnish you
 Any kind of good flour,
 But our honest advice
 Always is
 That the best flour
 Is best in the long run.
 Meaning
TOWN CRIER FLOUR.
 And nowadays
IT COSTS SO LITTLE.



*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

The Northwestern Miller and American Traker

Volume 8

MINNEAPOLIS, MINN., U. S. A., AUGUST 26, 1931

Number 8

Is Abundance a Misfortune?

From the New York Journal of Commerce

LAST year a serious drouth caused crop devastation over a wide area and led to conditions of destitution unparalleled in communities normally self-sustaining and moderately well-to-do. This year cotton growing states that were among those hit hardest by the weather calamity of last year are expecting to produce an excellent crop. Arkansas, for example, will, on the basis of the Aug. 1 condition report, have an increase of 85 per cent in output and Oklahoma will raise 50 per cent more cotton than last year. The crop reporting board also forecasts the largest winter wheat crop on record, amounting to 775,000,000 bus, while corn which last year was cut to a figure lower than any yield reported since 1901, is stated to be above the five-year average, with a crop forecast of 2,775,000,000 bus.

To judge from the public reaction to these government reports of general abundance, the country seems to have been visited by a disaster of first rate magnitude. The best way to acquire a proper perspective upon the outlook and to disabuse our minds of the false idea that an abundance of material things is a national misfortune is to remember the plight of the drouth sufferers who last year discovered by painful experience what it means to have no crops to sell at any price. The disposition to consider any factor that makes for reduction in commodity supplies a beneficent influence has, however, developed to such an extent that we as a people are in grave danger of forgetting that the only sound basis for real wealth lies in the production of material goods. When the output of consumable commodities fails or is drastically curtailed, it does not mean prosperity for the masses, although it may bring gains to a restricted number of those who own and dispose of limited supplies of specific goods.

Market standards for judging wealth expressed in terms of price have, however, become so universally accepted that events once regarded as public calamities are rapidly coming to be classified as favorable. Destructive storms, burning winds and various

malign natural occurrences that sweep out of existence the fruits of months of painful effort are often described in market parlance as "encouraging." The crushing material losses of obscure men in scattered districts is forgotten in contemplation of the monetary gains of those who are in a position to profit from price advances. In short, we have become so imbued with the psychology of the seller that we are apt to forget that consumers profit from cheapness and suffer deprivation when prices reach levels that indicate scarcity.

There is an uneasy feeling that something is wrong with the logic of those who thus identify scarcity with prosperity. Indeed an instinctive aversion to such doctrine manifests itself in the caution with which the

more sophisticated reviews of price and market conditions avoid outright professions of satisfaction at receipt of news of material destruction and wastage that lead to increases in the prices of specific commodities. Nevertheless the impulse to rejoice is ill-concealed and grows unfortunately out of certain economic conditions that today afford encouragement to the kind of reasoning that identifies prosperity with scarcity.

Ordinarily, abundance, if it brings low prices, also brings offsetting advantages in the form of greater consumption of the product offered for sale, so that the producer, although he obtains less for his goods per unit, disposes of more units and may be as well or better off than before. This corrective adjustment, however, presupposes a system of marketing that is free, adaptable and supported by the corrective forces of organized speculation. Today, both in this country and in the world at large, the conditions essential to the effective operation of these corrective influences are absent in the case of a large number of basic commodities. Stabilization programs, monopolistic marketing and artificial impediments to free exchange among countries have prevented abundance from being translated into low prices that would otherwise have encouraged the growth of consumptive demand and would have prevented useful and necessary commodities from coming to be considered a drug on the market. At the same time the stimulation of unrealized hopes that demand would later be forthcoming at better prices has prevented the shifts and changes that would have counteracted any relatively excessive production of some commodities.

Such ill-judged efforts to manage our systems of distribution with a view to raising prices have in short brought us to a point at which we seem to have forgotten that prosperity can never be obtained by creating conditions of universal scarcity. A nation's well-being rests primarily upon abundance, and above all upon an adequately functioning system of distribution that permits the benefits of abundance to be enjoyed by the greatest possible number of consumers.

Plenteous Earth

I LOVE to watch a newly plowed
brown field
Made ready for the bringing forth
of grain:
The lengthy furrows lie bare and
unsealed
To every fertile touch of sun and
rain
Until the tiny golden seeds are laid
Beneath, and tucked in blankets of
warm loam.
They wait their day of nurture in
dark shade
That breaks some morning when a
dim green foam
Spills lacy loveliness across the
land
To that far line where earth and
blue sky meet.
Then my heart bursts its own re-
straining band
And sings and dances with the
growing wheat!

LEXIE DEAN ROBERTSON.

OBSOLESCENCE

*Scrapping Machinery That Runs Well Seems Foolish
But Many a Man Has Saved Money by Doing It*

Reprinted from the Review of Reviews

A FEW feet from each other in the Northwestern Depot, Chicago, stand two locomotives. One, No. 3006, is of 1929 vintage. It weighs 823,000 lbs, has 16 wheels, can exert a tractive effort of 65,200 lbs, and hauls trains at 85 miles an hour on a level track. The other weighs 20,000 lbs—one fortieth as much as the first. It has six wheels, and can travel on a level track at 25 miles per hour. This was the first engine to run over the Northwestern Railroad tracks, on Oct. 10, 1848.

Each of these two locomotives is the last word in rail-roading. But one was the last word in 1929, the other in 1848. Both are capable of hauling trains today, and so constitute rolling stock capacity. The difference is that one is in operation, the other an exhibit.

What excitement there would be if "The Pioneer" were pressed into service again, to help out during a traffic rush! Yet there are many manufacturing plants today in which machines almost as old are not on exhibit, or on the junk pile, on which they belong. They are operating side by side with machines of 1930. They are manned by labor drawing 1930 wages. They are carried on the books as part of the net worth, and are being matched against 1930 competitive methods.

Stockholders have been drawing dividends because a system of bookkeeping has taken care of depreciation while neglecting obsolescence. Net worth has declined because assets have been liquidated unconsciously. It's not a matter of incorrect bookkeeping or improper accounting, of course. It is the result of failing to visualize the facts—and the future. It is because business executives have failed to differentiate between depreciation and obsolescence—the difference between what's worn out and what's out of date.

A NEW automobile depreciates about 60 per cent immediately it has been driven out of the show window—for it becomes a second-hand or used car, though brand new. That is depreciation. Yet it is worth the full price to a purchaser. But that identical car, left in the show window for five years, dusted and polished every day and still as good as new, would not be worth the full price. It would have lost about 80 per cent of its original value. The car was just as good. It hadn't changed. But styles and fashions had. That's obsolescence.

In many plants machines are operating today that have been in operation from 15 to 25 years. They are still good machines, as judged by 1915 and 1910 standards, because they have been kept in repair. They show no sign of wearing out, and are good for many years more. But how can they compete with equipment of 1930, or even of 1925? They could not compete successfully with modern equipment and present-day competition even if operated by men receiving wages on a par with the age of the machine. But they are being operated with wage rates of 1930, and are still listed as assets and carried on the books as productive capacity.

Have you ever gone on a continental tour during your vacation, with four good tires and a couple of old ones for spares? What a feeling of security those two old spare

tires give you! Yet when the time comes they'll fail you. You'll find that they are worthless. But you were convinced only after the emergency that those tires were a liability instead of an asset. The same is true of many manufacturers today. They have plenty of so-called spare equipment. It is old equipment and they know it. It served its purpose once—was the best of its kind. It has been kept in the thought that it would be available in an emergency. But when the emergency comes it fails—and fails miserably. It may not break down—but it probably does.

Where it fails in the worst way is in giving a false feeling of security. It produces on the basis of 1915 to 1900 speeds and costs, while demanding the payment of 1930 floor space, rentals and wages. The thing to do is to throw out that decrepit equipment instead of depending upon it, just as you throw out your old tires.

AS a small boy, remember how you bit into a huge, red, juicy apple, smiling in anticipation of a real treat? But the apple was rotten at the core, for a maggot had silently and unseen done its worst. Obsolescence is doing just that in many plants that are paying dividends. They are carrying worthless equipment on their books, where it would be better policy to reduce dividends, modernize equipment, and adopt that which progress has made possible.

What is true of machines is true of methods. They also are subject to depreciation and obsolescence. Only it is sometimes more difficult to throw them into the discard than it is the equipment.

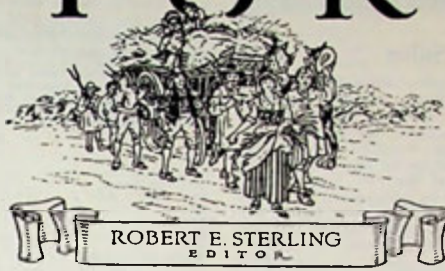
How often is it stated that American industry can produce 12 months' requirements in nine months. But what sort of equipment is available for this productive capacity? Is this capacity based upon present-day equipment, the last word in equipment? Or is it based upon existing equipment that can be used if necessary?

A machine does not have to be decrepit to be obsolete. When Henry Ford manufactured Model T, he used 200,000-lb presses. Those presses were scrapped when Model A was put into production, because 500,000-lb machines were required for economical production. The change of models converted almost overnight those machines from examples of efficient production to junked, obsolete equipment. It wasn't depreciation, for they were in their prime. It was obsolescence that did it. A machine may last 10, 15, or 25 years before wearing out. It may become obsolete overnight.

OBSOLESCENCE is an opiate. The procedure of working off the after-effects has already proved painful to many executives, and to some fatal. The process of rejuvenation or modernization must prove both difficult and painful to many more executives before their plants come up to par—before American industry can work itself out from the era of profitless prosperity. It must take off its books the overproduction capacity which is more imaginary than real, and follow through with adoption of modern machines as well as modern methods.

Is your business fretful, your plant in a partial coma, under the effects of the opiate, obsolescence?

EDITORIAL



FOR A MILITARY AGRICULTURE

THE arbitrary action of the governors of the states of Oklahoma and Texas in using armed forces to prevent the production of oil until buyers shall agree to pay a predetermined price opens up an entirely new field for the exercise of the politico-economic monkeyshines of government. What a few years ago was carried on in defiance of law by masked and sheeted horsemen in the tobacco fields of Kentucky now is being done in the Southwest by men in military uniform with instructions from the governor of the state to yield to no authority below the President or the Supreme Court of the United States. Sufficient law has been found in Oklahoma and newly created in Texas to give a veneer of legality to the amazing procedure.

The astonishing part of the new dictatorship of industry is that it has so large a measure of acquiescence, if not active support, by all elements of the oil industry and of citizens of the states. This is, of course, due to the fact that, as a result of the Sherman and Clayton acts, oil producers have been unable to protect themselves against inordinate and destructive competition, with consequent enormous waste of natural resources and of the capital and labor employed. Given choice between continuation of these wastes and acceptance of a military dictatorship worthy of a Balkan principality, the greater but more profitable evil was chosen.

How far the new philosophy of waging economic warfare with howitzers may go no man can foresee. Already there is talk in Texas of laws to prohibit the sowing of next year's cotton acreage; and, having had the experience of seeing oil wells bottled up with grape and canister, it scarcely is likely that cotton farmers will yield their independence to any less vigorous and effective method of enforcement. Texas has not, so far as we know, beaten her swords into plowshares and pruning hooks, but, if she has, the day when she will have to beat them back again to arm her economic rangers and oil field bluejackets evidently is about to dawn.

One difficulty with all of our federal government efforts to regulate production and supervise distribution has been lack of a dictator's authority. When the advisory twins, Messrs. Legge and Hyde, went barnstorming through the Southwest last year in the sacred cause of fallow fields, all they had to work with was oratory, soft words, tears and an occasional climactic damn-it-to-hell. How different would have been the result had they been able to go to prayer meeting armed cap-a-pie, like the Pride of Houston and the Sage of Tishomingo, and backed by the Federal Farm Board Mounted, every member with an individual record of always getting his wheat field.

Yet, would it not, on the whole, be cheaper and more effective than our present procedure of producing freely and then buying up and storing the produce to terrify prices through future generations? A military agriculture is, to be sure, foreign to our present conception of farming come down to us from Maud Muller and the lowing herd. We may at first find it difficult to accustom ourselves to the lea peopled with gobs and R. O. T. C.'s with instruction to shoot when they see the whites of the plowman's eyes. We may not for a time like the idea of having to get a military pass to bring up the cows a. w. o. l. for milking. But neither did the oil johnnies like it the first time they saw a plumed colonel from "Cocklebur Bill's" staff sitting on the gate valve nursing a grouch and a horse pistol. These are the things we have got to get used to if we are to accustom ourselves to the new order of policed prosperity.

We read the other day of a militant Texas editor who said that the typical Populist of the late 90's was a cross between a Socialist and a steamboat, and

was so plumb radical that he wouldn't even believe his own newspaper. It is from such reformers, whom we mistakenly believed to be lost to all but tradition, that many of us just now are taking our economic lessons and recreating our political theories. Some of us want to equalize wealth by collecting the national income in the form of taxes and redistributing it in half billion dollar and million dollar bonuses as "relief" and the selective dole. Others, accepting the principle of the free coinage of thought espoused by the untrammelled governors of Texas and Oklahoma, believe that the secret lies in direct action, an m. p. on every oil valve and a home guard by every rusting plowshare.

Would it be possible slightly to bend, but not to break, the doctrine of co-operative marketing so that every producer could be attached to our military establishment, placed on guard over his own fields and instructed to shoot if he saw any plowing or planting going on around there? Would not this be the very essence of co-operation, with the added virtue of riding us of the Federal Farm Board? And, finally, would it not only comply with the will of Congress to "put agriculture on an economic equality with industry" but give to the agrestic proletariat a military preponderance by which it could triumph over all its enemies, including both collectivism abroad and its fat-headed friends at home?

We do not know if Ambassador Sackett will succeed in his patriotic effort to sell eighteen million bushels of our government wheat surplus to Germany, but when, as and if he does make the trade, we can imagine his embarrassment when he learns that the Farmers' National Grain Corporation probably will take down a commission on it.

SWAPPING

BY bringing to a triumphant conclusion a long pending deal with Brazil by which we are to exchange twenty-five million bushels of wheat at a third of its cost for something over a million bags of coffee which Brazil otherwise would have had to saturate with oil and burn, the Federal Farm Board has introduced a new element into its labors to "put agriculture on an economic equality with industry." By the mere stroke of a pen, it has (1) added a new element of uncertainty to the coffee market by placing under political control a supply of coffee equal to about one twelfth our normal imports; (2) laid a firm foundation for violent trade resentment by the people of Argentina, whose Brazilian wheat market thus is destroyed and who already is angry at our refusal to renew fifty million dollars in short time loans; and (3) almost certainly administered the final destructive blow to the United States flour trade with Brazil—our fifth largest customer—amounting to about eight hundred and fifty million barrels a year.

What the farm board may lose or gain by substituting a coffee gamble for a part of its gigantic wheat gamble nobody knows nor probably much cares. The major part of its stupid and futile investment in wheat and cotton is earmarked for loss in any event, and it makes little difference to the public and the treasury in which column it ultimately will be recorded. In announcing its commercial conquest by resumption of

the old scheme of barter or "payment in kind," the board presents its act as one of service and benefit to the country and "international relations." It further suggests that it will "promote the use of wheat by the Brazilian people."

These things may be true, as true as the board's past predictions of world wheat shortage and rising prices, as sound as its claim to facilitating grain distribution by shifting its stocks from here to there and back again, as fair as its arguments seeking to persuade the distressed South to destroy a third of its cotton acreage, as true and sound and fair as its ruthless annihilation of the United States export flour trade by holding wheat for a long period at an artificial price and then dropping it and hiding its head while the whole world's lack of confidence in commodity prices is reflected in the lowest values in centuries.

It is intimated that other barterers are in process of negotiation. We are not told if these are to be in silks, coconuts, matches or old clothes. Anything, we take it, will be acceptable. We get a new picture of the farm board, not as a Samson holding up the pillars of the temple of agriculture, but as a push cart man traveling about the world inviting offers to swap, blind trade, or "what have you?"

BACK TO SOLID GROUND

THE vigorous measures being taken by a reorganization committee to revise and strengthen the financial structure of the Commander-Larabee Corporation gives new emphasis to the falsity of two long popular theories of the future of flour milling—that it gradually would be absorbed through vertical integration of baking and/or would be saved for itself only through mergers. The difficulties from which a new and courageous management now is rescuing the Commander-Larabee company represent the cumulative effect of experimentation with both these schemes.

Until the secret sale of its controlling stock interest to a large baking corporation, the Larabee Flour Mills Co., which still is the largest and leading milling enterprise of the Southwest, had earnings which had just reached a maximum of almost a million dollars a year. Hardly had the sale been effected when, due in considerable part to suspicion of alien ownership, the company's fortunes began to decline. Later, when it became necessary for the baking interest hastily to retreat from its disastrous adventure in milling, interested bankers decided to try another experiment in contravention of all successful milling experience, and formed a merger.

This merger never was completed in a promotional sense by sale of the stock interest to the public. Although the company's management included men with long and unbroken records of milling success, it soon became evident that the set-up was unwieldy, the financing insufficient and the taint of baker and banker control so strong as to prejudice the sale of its products. Only the timely interest of Mr. Thomas, Mr. Archer and their associates, and the willingness of the baking interest to take a four million dollar loss, saved the enterprise from total disaster.

With the property now completely independent in all respects of outside control, the new management has made substantial headway in improving both its financial position and trade standing. The present financial reconstruction is in pursuance of plans made when the properties were taken over, and its completion will mark the final step in rescue of the country's third greatest milling organization from the pit into which it was plunged by experiments with what long were believed to be the "cures" for all milling ills. It probably will be a long time before pyramiding bakers and merging bankers again turn their attention to milling.

THE WEEK IN MILLING

Moderate Decline in Flour Sales

Flour buyers apparently see nothing in the current price situation that they can view with alarm, and they continue to limit bookings in most instances to near-by needs. Volume of sales dropped moderately as a result, despite several large lots sold to bakers by mills in the Southwest.

Export.—Foreign demand is generally quiet. A few scattered small lots have recently been sold to the Scandinavian countries and the United Kingdom, while the Latin American trade continues to buy moderately in this country.

Clears.—The clear situation refuses to ease, and is particularly tight in the Northwest. Mills have advanced prices on fancy and first clears arbitrarily, but active demand continues.

Prices.—Flour quotations have undergone no important changes in the past week. Influenced principally by cash wheat premiums, they advanced slightly in the Southwest. Elsewhere, they were unchanged to 10c bbl lower.

Production.—Flour milling operations, after declining for several weeks, show only a slight net change from a week ago. Production of United States mills reporting to The Northwestern Miller for the week ending Aug. 22 totaled 1,482,648 bbls, compared with 1,484,838 in the preceding week, 1,701,821 in the corresponding week of last year and 1,774,507 two years ago.

European Markets by Cable

London, Eng., Aug. 25.—(Special Cable)—Sales of imported flour are small and disappointing. At Glasgow, some business has been done on the fear the financial crisis might lead to a tariff on wheat and flour.

Amsterdam.—No business being done in imported flour. Today's quotations: Canadian export patents \$3.75 per 100 kilos (\$3.31 bbl), Kansas top patents \$3.55 @ 3.65 (\$3.12 @ 3.21 bbl), Kansas straights \$3.35 @ 3.45 (\$2.94 @ 3.03 bbl), home milled, delivered, \$4.15 (\$3.66 bbl).

Hamburg.—Since Aug. 20 mills have been compelled to use 97 per cent home-grown wheat for wheat flour. No trade in imported flour has been done in Czechoslovakia. The blending regulations expire Aug. 31, but import licenses are required instead, which hampers trade.

Copenhagen.—Owing to the unsteady market and the strong competition of home milled flour, sales of imported flour are small. Today's quotations: Canadian top patents \$4.10 @ 4.20 per 100 kilos (\$3.62 @ 3.71 bbl), Canadian export patents \$3.50 @ 3.95 (\$3.09 @ 3.48 bbl), southwestern patents \$3.50 @ 4 (\$3.08 @ 3.53 bbl), Oklahoma patents \$3.50 @ 3.95 (\$3.08 @ 3.48 bbl), home milled, delivered, \$2.60 @ 3.10 (\$2.17 @ 2.72 bbl).

Wheat.—There is a waiting attitude generally, in view of the political situation. At Liverpool, there have been fair sales of hard winters.

Millfeed.—There is a steady tone and a good demand for bran at £4 10s ton.

Little Change in Millfeed Production

Output of millfeed in the Southwest, the Northwest and Buffalo, as computed from output reports of mills to The Northwestern Miller, shows a net gain of about 1,400 tons over a week ago. The Northwest turned out 2,000 tons more feed, but the Southwest lost 1,000 tons and there was a slight decline at Buffalo.

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.:

Table with columns: WEEKLY PRODUCTION (IN TONS), Southwest, Northwest, Buffalo, Combined. Rows include weekly production from Aug. 16-22 and five-year averages, and PRODUCTION JULY 1 TO DATE for various years.

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.

Flour Production and Percentage of Mill Activity

The first column of the table below shows actual flour production in barrels of mills 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:

Table with columns: NORTHWEST, SOUTHWEST, CENTRAL AND SOUTHERN, PACIFIC COAST. Rows show production and percentage of mill activity for various regions and cities.

*Minnesota, Dakota, Iowa and Montana mills outside of Minneapolis and Duluth-Superior. †Southwestern mills outside of centers named. ‡Mills outside of St. Louis but controlled in that city. §Mills of Indiana, Michigan and Ohio, including Toledo.

Increased Production of Wheat in Lithuania

Summarized by Tom Bright from a United States Department of Agriculture Bulletin

PRODUCTION of wheat in Lithuania has increased from an annual average in 1909-13 of 3,264,000 bus to 6,327,000 in 1928. Drouth, frosts and excessive rains are the chief factors influencing cultivation.

The white wheats possess very good milling qualities, although they are noticeably weak in baking propensities. The soft red winter wheats are below the average in both. Unless blended with stronger foreign wheats to stabilize the baking strength, Lithuanian wheats might far better be utilized in the baking of biscuits, crackers or pastry.

SUMMARY OF FLOUR QUOTATIONS

Flour quotations reported to The Northwestern Miller as of Tuesday, Aug. 25. (Pacific Coast prices as of previous day.) Unless otherwise noted, flour per bbl of 196 lbs. packed in 98-lb cottons or 140-lb jutes. All quotations on basis of carload lots, prompt delivery.

Table listing flour quotations for various regions including Chicago, Minneapolis, Kansas City, St. Louis, Buffalo, New York, Baltimore, Philadelphia, Boston, Columbus, Nashville, Seattle, San Francisco, Standard patent, Toronto, Winnipeg, and various other locations.

*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.

HOT WEATHER HARMFUL TO CANADIAN WHEAT

Hastens Ripening, with Loss of Yield and Grade, in Many Districts—Fifty Per Cent Crop Expected

WINNIPEG, MAN.—More than a week of very high temperatures in western Canada has hastened the ripening of wheat, with loss of yield and grade in many districts, and has endangered late crops except in areas where there was an abundance of moisture.

Harvesting and threshing are general in the southern sections, and cutting is now well under way in the north, except where crops are very late in northwest Saskatchewan and northern Alberta.

Approximately 4,000,000 bus of the new wheat crop have been hauled to country elevators, or only about half the amount accounted for at this time a year ago.

This high quality is not expected to persist, owing to the second growth and mixed nature of crops in the northern areas, where the harvest has barely started and where practically no threshing has been done.

Reports from the rust laboratory intimated that black stem rust of wheat had been found as far north and west as Battleford, Sask., and while the infection was not serious, the news of its spread to these parts was disconcerting in view of the lateness and good promise of wheat crops in the northwest sections.

The coarse grain crops are no more promising than wheat in most areas. Fall rye is practically a failure, and barley and oats are light crops, while flaxseed is generally poor.

NORTHWEST CO-OP ACCEPTS FARMERS' NATIONAL PLANS

MINNEAPOLIS, MINN.—The Northwest Grain Association capitulated to the demands of the Farmers' National Grain Corporation, Aug. 25, when the board of directors voted to accept the Farmers' National plan of relationships, at a meeting in Fargo, N. D.

Under the terms of the proposal agreed upon, the Northwest Grain Association will cease to be a grain marketing agency and will confine its efforts to promoting co-operative organization work among grain farmers and to obtain elevator memberships in the Farmers' National setup.

As a result of the agreement, the Farmers' National gains control of all

Northwest grain marketing co-operatives, except the North Dakota-Montana Wheat Growers' Association. This is another step in the program of the farm board to centralize all co-operatives handling a given commodity and to eliminate competition between them.

JAMES F. BELL APPOINTED TO WINTER RELIEF BOARD

MINNEAPOLIS, MINN.—James F. Bell, president of General Mills, Inc., Minneapolis, has been appointed by President Hoover as a member of the national advisory committee to assist Walter S. Gifford in coping with unemployment and distress this winter.

HARRIS MCGAVOCK TO KANSAS CITY

St. Louis, Mo.—Harris McGavock, St. Louis manager for the Victor Chemical Works, Chicago, whose territory includes much of that tributary to the Kansas City market, has decided to move his headquarters to Kansas City immediately.

MILWAUKEE GRAIN MOVEMENT

MILWAUKEE, WIS.—The monthly record for grain shipments from Milwaukee, set in July at slightly under 4,000,000 bus, has been broken in the first 18 days in August with shipments of 4,020,000 bus.

HUNGARIAN CROPS SMALL

BUDAPEST, HUNGARY.—The latest estimates of the Hungarian agricultural office show that unfavorable weather in June resulted in marked deterioration

of crops. The wheat crop is estimated at 65,036,000, compared with 81,337,000 a year ago; rye 21,731,000, compared with 28,406,000; oats 10,747,000, compared with 17,998,000; barley 20,163,000, compared with 27,605,000.

TO MILL FLOUR

OKLAHOMA CITY, OKLA.—Allred & Itagon, operating a custom feed grinding plant at Pryor, Okla., have added flour milling equipment, which they will begin to operate Sept. 1.

CAREFUL PLANNING CITED AS NEED OF AGRICULTURE

The need of careful planning for agriculture in the United States, the planning to be turned over to skilled economists and scientific men who are entirely free from political influence, was stressed in a talk given before the Minneapolis Advertising Club at the Nicollet Hotel, Aug. 19, by Ray B. Bowden, executive secretary of the Northwest Country Elevator Association, an association of privately owned grain elevators.

"It's odd," said Mr. Bowden, "that we will insist that only trained civil engineers build our highways; that only skilled medical men supervise our public health, and that only highly trained people teach our children, yet we naively permit politicians, who are largely untrained in economics, to tinker with our vital economic problems."

The speaker agreed with prominent farm leaders, who in the past week have declared that co-operative marketing can easily be oversold, that it is no panacea for agriculture, but only another method of doing business, which must justify itself in price and service before it has a right to claim a place beside any other system of marketing.

"Private grain men cannot afford to be fooled on the business of marketing, for if they guess wrong, they pay for their own mistakes and cannot charge it against any paternalistic budget. No new marketing scheme can hope to succeed upon the basis of emotion and propaganda if it fails to meet the standard of price and service that has been long established by private grain agencies."

Food Stocks Turn Downward

DISTURBING developments in foreign finances and other bearish news offset the good effects of higher oil prices, and the stock market turned downward during the past week. The losses in food stocks were general but not large, and only in a few instances was the net decline more than fractional.

The highest and lowest prices for food stocks listed on the New York Stock Exchange registered in 1931 and the close on Aug. 25, 13 and 11, are here shown (quotations by courtesy of Chas. E. Lewis & Co., Minneapolis):

Table with columns for 1931 High, Low, Dividend in dollars, and Close (Aug. 25, Aug. 13, Aug. 11) for various food stocks like Allied Mills, Inc., American Stores Co., Continental Baking A, etc.

*Includes extra cash dividend. †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.

GOOD EARNINGS SHOWN BY PILLSBURY MILLS

Net Income for Fiscal Year Amounts to \$3.60 on Common Stock—Sales Record Established

MINNEAPOLIS, MINN.—Pillsbury Flour Mills Co. reports a net income of \$1,989,412.08 for the fiscal year ended June 30, 1931. These earnings of \$3.60 per common share compare with earnings of \$2,225,197.73, or \$4.05 per common share, for the previous year.

The financial statement indicates net current assets of \$10,124,397.94, more than seven times net current liabilities of \$1,364,265.99. Included among current assets was cash on hand of \$2,174,131.92, and readily marketable securities of \$355,187.50.

"Never before in the history of the company," A. C. Loring, president, said, "have common dividends been paid in excess of 60 per cent of the earnings available to common stock. This policy has resulted in an earned surplus of \$8,952,773.98, \$16.22 for each share of common stock. Book value of each common share is \$37.28, based on conservative valuation of fixed assets. Good will is carried at \$1, and valuable hydraulic rights at the same figure.

"The year covered by this report included some of the most trying months in recent American business history.

"In spite of these conditions, the company's sales reached the greatest tonnage in its history, and net earnings showed only 11.11 per cent decrease from the preceding year. During this year consumers purchased Pillsbury products at the lowest prices in a generation and the company's earnings represent less than 2 1/2% out of each dollar spent by the consumer for Pillsbury products.

"The satisfactory results are attributable in part to the favorable position of the company's products and in part to the soundness of the company's conservative expansion program, which during the last five years has resulted in the establishment of efficient and economical milling units at strategic points throughout the wheat raising areas. The dangers of overexpansion were avoided.

"The satisfactory earnings for the period just ended were achieved without resort to reduction in wage scales or abnormal release of employees."

FRENCH CROP PROSPECTS

PARIS, FRANCE.—The French wheat crop, according to the latest report, is estimated at 7,200,000 to 7,500,000 tons, as against 6,000,000 tons in 1930, which was a very poor crop year. Including present stocks and the available portion of the north African crop, the total bread grain supply for 1931-32 will amount to about 8,000,000 tons.

PACIFIC COASTAL RATES SET

SEATTLE, WASH.—The conference lines have established the following steamship rates on flour and feed between Washington and Oregon ports to California: to San Francisco, 15c per 100 lbs; Wilmington and San Diego, 17 1/2c. The steamship lines will absorb charges for unloading, wharfage and loading on to cars, excepting a 5c toll at San Francisco.

Banded Grain in United States

Banded grain in the United States reported this week, compared with last week and a year ago, in bushels (000's omitted):

Table with columns for Wheat, Oats, Rye, Barley and rows for Baltimore, Buffalo, Almont, Duluth, New York, Almont, Canal, and Totals.

A BLOW TO AMERICAN INDUSTRY

ANNOUNCEMENT of completion of a deal with Brazil by which the Federal Farm Board guarantees a supply of 25,000,000 bus of cheap wheat to the mills of that country to be used in destroying an American flour trade of more than 800,000 bbls a year is a blow alike to United States agriculture and industry. The well established trade in flour with our fourth or fifth biggest customer is thus to be sacrificed in return for a million and a quarter or so bags of coffee, which otherwise would have to be destroyed as a part of Brazil's effort to bring about recovery from her valorization experiment.

American milling and American industry and commerce as a whole too long have been patient with the farm board's blundering attempts to dump stabilization wheat any place and at any cost. Now that disposition of a small part of it threatens destruction to trade for nearly a million barrels of flour built up at great cost of effort and money over a long period of years, it no longer is possible to be patient.

The farm board has shown itself to be little interested in pro-

tection of American industry. Its efforts are directed wholly toward saving its face and salvaging as much as possible of the enormous stabilization loss. Only political pressure will be effective in causing it to about face from its policy of dumping raw materials in foreign countries to the irreparable injury of established trade. Every barrel of flour exported insures not only a home market for the United States farmers' wheat but insures also employment for American labor and the retention of by-products for feed in this country.

The time for patience and forbearance is past. The case of Brazil reveals the farm board's policies. It claims to be in negotiation with other countries, notably Germany and China. Unless vigorous protest is made, there is every reason to believe that every bushel of the stabilization wheat surplus will find its way into the hands of foreign millers and be used by them to destroy the already hard pressed trade in American milled flour.

Protection of American industry and American labor must begin by protecting it against the acts of the government itself.

FARM BOARD WHEAT DEALS DRAW STRONG PROTESTS FROM MILLERS

Unless Grain Is Milled in This Country Disadvantages of Brazilian and Chinese Schemes Will Offset Gain, Members of Industry Point Out—Objections Reach Board From Many Other Sources

The Federal Farm Board concluded the first of a rumored series of direct deals with foreign governments for the sale of its wheat holdings accumulated in efforts to stabilize wheat prices during the past two years, when a contract was signed between the Grain Stabilization Corporation and the Brazilian government for the exchange of 1,050,000 bags of coffee for 25,000,000 bus of board wheat. Shipments of wheat to Brazil will be in monthly installments, beginning in September and October, while the coffee will be withheld from consumption in this country until the fall of 1932 in order to comply with certain Brazilian export requirements. The grain will be shipped to Brazil and milled there.

In addition, the board announced that it had informed the Chinese government, in response to a recent request, that the Grain Stabilization Corporation is ready and willing to listen to proposals for the sale of about 15,000,000 bus of its holdings for the relief of flood sufferers in the Yangtze Valley of China. If the sale is made to China, according to James C. Stone, chairman of the board, it will be at the market price existing on the day the contract is made, f.o.b. the Pacific Coast port of shipment. The entire deal will involve long-term credits of "about three or four years," the chairman said, with interest based on the cost of the grain. Some of it would be shipped as wheat and some as flour, he added. Later, an official cable from Shanghai declared that the board was offering 30,000,000 bus of wheat to China on a 10-year credit.

The deal with Brazil, as well as the one proposed with China, drew strong protests from millers, who claimed that any wheat purchased from the farm board agencies in such a manner should leave this country in the form of flour. The protests, which were made by telephone, telegraph and mail to farm board members and congressmen, emphasized that the sales, if filled with wheat, would curtail the export market for United States flour, thus reducing mill demand for grain; that unemployment in this country would be augmented rather than relieved; that a chance to aid the domestic cotton industry would be lost, inasmuch as the wheat would be shipped in bulk, whereas flour would be packed in cotton bags; and that American feeders would not be given the benefit of the cheap millfeed resulting from the milling operations.

Other protests reached the farm board officials from coffee importers and American shipping interests, the latter basing

their opposition on the fact that Brazilian ships will be used both in transporting the coffee and the wheat. By this action something like \$2,000,000 of business is lost to American shipping, which is subsidized by mail contracts, and in the prosperity of which the government is intensely interested. Coffee importers objected to the deal on the supposition that the huge stock of government-owned coffee would demoralize prices in the United States.

The farm board chairman said that the deal with Brazil had already been closed and that there was no chance of reopening it to satisfy either the millers or the shipping interests. He did declare, however, that in its negotiations with the Chinese Nationalist government, the farm board is reserving the right to grind at least 50 per cent of the wheat here and ship it in the form of flour. An attempt would be made to grind more than 50 per cent, he said. Mills of the Pacific Coast district probably would receive all of this business.

The sale of United States wheat to Brazil may result in an important loss to exporting millers in this country. Brazil has for many years taken on an average of more than 800,000 bbls of American flour annually, and last year was the fifth largest export outlet for that product. Her imports of wheat from the United States have been relatively unimportant, amounting to less than 1,000,000 bus last year and 3,000,000 bus in 1926, the only recent years in which business in wheat has been done. The 25,000,000 bus of wheat involved in the farm board sale, when milled in Brazil, might easily supply a major share of that country's demand for United States flour.

Typical objections of the milling industry to the sale of wheat rather than flour were stated by James F. Bell, president of General Mills, Inc.

"It is considered right and proper when a person or institution is making a large loan that it stipulate the terms under which the money is borrowed," Mr. Bell said. "Particularly in a deal where payments will not be made for some time and there is a possibility of no payment, it would seem that the farm board would specify that between 15,000,000 and 25,000,000 bus of wheat it plans to dispose of to China be sent as flour.

11 PER CENT OF MILL OUTPUT

"The government is appealing to industry to do all it can to relieve unemployment. The sales to Brazil and China

represent approximately 11 per cent of the total output of the mills of the United States. A 10 per cent activity on the part of the mills would mean considerable.

"The millers have assured the government that they are willing to forego profit on these export deals. We are interested in keeping our men at work.

"The lower the operations, the higher the rate the American people have to pay for their flour, so they not only are making a loan the payment of which is doubtful, but are paying a loss on labor, cotton and other things that enter into a situation of this kind. On the Brazilian trade, 40,000,000 yds of cotton would have been used in sacking."

Many important daily newspapers, particularly in leading milling sections of the country, have criticized these phases of the farm board wheat deals. One Minneapolis paper ended an editorial on the subject with the comment, "if the farm board hadn't done so many of the things it has this plan would sound too outrageous to be true."

The transaction virtually puts the government in the coffee business, as well as the wheat business, and this feature has incurred considerable comment. On this precedent, one editorial writer points out, there is no reason why the board should not trade cotton to Russia for lumber, or wheat to France for tons of face powder and rouge.

Few facts have been established about the Chinese deal. The transaction would have to be accomplished as a straight

credit obligation of the Nanking government, the faction in China recognized as the true Chinese government. When questioned as to the stability of the government's credit, the board chairman called it "the best Chinese credit there is," adding that it was entirely within the province of the board to determine whether or not it was good business to honor that credit. It has been said that the grain would be sold only on condition that it be used exclusively for relief of flood sufferers. The Red Cross would have nothing to do with the negotiations, and neither would the board consider the warning of the Red Cross that any shipment of grain to the interior of China would likely fall into the hands of bandits. This phase of the situation is up to the Chinese government.

Under the rules of the Brazilian barter, wheat will be shipped f.o.b. American ports, while the coffee will be graded and shipped by the Brazilian government and paid for through delivery of an additional amount of coffee to the Bush Terminal Co., of New York. The deal, according to Chairman Stone, was based on the market prices of wheat and coffee at the time the deal was closed, with wheat "somewhere near 50c bu and coffee at 8½c lb." The wheat to be delivered is No. 2 hard winter, while the coffee is known as Santos 3 and 4, said by Mr. Stone to be a high grade.

One of the advantages to the board is that it will save the Grain Stabilization Corporation about \$300,000 per month in storage charges. What the farm board will realize on the wheat depends upon the price the coffee will bring when placed on the market.

COFFEE MEN SURPRISED

The National Coffee Roasters' Association of New York made public a statement, saying that "the public announcement of the exchange . . . following as it did a specific denial of active consideration of such a barter by both Chairman Stone and George S. Milnor, came as a distinct surprise to the coffee trade in the United States." When the coffee is offered for sale, it will be distributed through the regular channels of trade in cumulative monthly allotments of 62,500 bags in an effort to avoid disturbance of the coffee trade. The exchange amounts to about one eighth of the United States annual coffee imports.

NETS FARM BOARD 10c BU

The Uhlmann Grain Co., of Kansas City, figures that the wheat exchanged for the coffee will bring the farm board about 40c bu. It is presumed that the wheat will be shipped from bay ports, where about 30,000,000 bus has been accumulated, and which has been shipped largely from Kansas City. The freight paid from Kansas City to Chicago amounted to about 10c bu, and handling charges at Chicago and freight to seaboard probably brought the total to 20c bu. In addition, there have been storage charges accruing for several months,

HOOVER WILL NOT INTERFERE

Washington, D. C., Aug. 25.—(Special Telegram) — President Hoover will take no part in the controversy between the Federal Farm Board and the milling and shipping interests over the failure of the board to secure an agreement for milling any part of the grain in the country or shipping any part of the 25,000,000 bus of wheat to Brazil or the 1,050,000 bags of coffee to the United States in American vessels, as part of the grain for coffee deal, it was stated at the White House today. Since the announcement was made of the milling and shipping details for the transfer of the grain to Brazil and the coffee to the United States, the White House has been deluged with telegrams and letters of protest from American milling and shipping interests. The President holds, however, this is a matter for the farm board to handle without executive interference, inasmuch as the Federal Farm Board is an independent bureau and not under the direction of the President.

PRAIRIE FARMER RADIO STATION GIVES A "TOWN CRIER" BIRTHDAY PARTY



and on an average the wheat will have to be carried for six months more, making further charges averaging about 10c bu, so that the total expense on the wheat is about 30c bu. The farm board then would net about 10c bu.

When the deal was first announced it had no visible effect on wheat prices, but further analysis apparently discouraged wheat traders. The shipment of 25,000,000 bus from the country is a mere drop in the bucket compared to the total farm board holdings, and is less than the 30,000,000 bus of United States wheat now in store at Canadian ports. If such sacrifices must be made to dispose of this small part of the stabilization stocks, the trade can see little hope for higher prices with so much left to be sold.

In recent years, Brazil has been importing between 30,000,000 and 37,000,000 bus of wheat annually in the form of both grain and flour. About one sixth of the flour and nearly all of the wheat normally come from Argentina. The United States and Canada supply most of the flour. As far as wheat is concerned, if there is no market for the Argentine grain in Brazil, it will only mean so much more pressure to sell it in Europe, which will have a depressing effect on prices there and in the United States as well.

SOUTHWEST MILLERS IN VIGOROUS PROTEST

Government Capital and Credit Used to Foster Competition Against American Flour, League Wires Hoover

KANSAS CITY, Mo.—Stirred to activity by announcement of last week's wheat trade with Brazil, by the editorial of protest in this publication and by the Millers' National Federation special bulletin, the Southwestern Millers' League has inaugurated a vigorous campaign of protest against the government's policy of selling stabilization wheat to governments of other countries to be used in destroying the flour trade of American mills.

President Hogueland, of the league, sent the following telegram to the President, Vice President Curtis, Chairman Stone and to the senators of the seven states comprised in the league's field:

TELEGRAM TO OFFICIALS

"On behalf of the flour millers of the Southwest and of the milling industry of the United States as a whole, we strongly protest use by the Federal Farm Board and its agencies of government capital and credit in effecting sales of wheat to be used by millers of other countries in direct competition with United States milled flour. In case of the deal just completed with Brazil, we have for years been selling an average of more than 800,000 bbls of flour to that country. Under the coffee barter deal, cheap United States wheat is supplied to Brazilian mills rendering almost certain the destruction of our entire flour trade with that country.

"China, with which a long term credit deal in wheat is reported to be under ne-



RADIO station "WLS," The Prairie Farmer, Chicago, recently invited its listeners-in to attend a birthday party at the broadcasting station celebrating the first anniversary of the voice of "Town Crier Flour" over the station broadcast. A party and ice cream and cake were promised guests. Preparations were made to entertain a possible sixty, eighty or even one hundred. The station was overwhelmed when something more than 800 housewives and their families appeared, some coming to town from as far away as Peoria, Ill., and Madison, Wis. "Town Crier Flour" is, it is hardly necessary to add, the product of the Midland Flour Milling Co., Kansas City, Mo.

gotiation, is our largest flour customer and every bushel of wheat sold to that country will displace an equivalent of United States milled flour. Millers of this country are prepared to convert any and all farm board wheat into flour at small cost, thus not only giving employment to American labor and capital in this time of widespread distress, but also keeping the animal feed by-products in this country. For government agencies to facilitate exports of our raw materials in direct competition with our manufactured products at this time of so great need of employment violates every rule of economic good sense. We earnestly solicit your aid in our protests against further injury to American industry."

Supplementing this direct protest, the league is issuing a special bulletin to its members asking them to protest to both their senators and members of the House of Representatives against this ruthless attack upon the American foreign flour trade.

PILLSBURY CAKE COURSE TO BE GIVEN IN CHICAGO

CHICAGO, ILL.—The Pillsbury Flour Mills Co., of Minneapolis, will conduct a course of lectures on technical cake baking in Chicago from Sept. 28 until Oct. 15. O. S. Otting, manager of this company's bakery cake flour division, is in charge of arrangements, and A. F. Gerhard, former head of the baking school at Dunwoody Institute, and a nationally known authority on baking, will conduct the course. Any one engaged in baking is invited to attend and take part in this course.

The first course of lectures will be held in the South room, second floor, of Hotel Belmont, 3156 Sheridan Road, Chicago, and will run from Sept. 28 to and in-

cluding Oct. 1. The second course will be held on the South Side in the lounge room of the Hotel Windemere, 1642 East Fifty-sixth Street. It will run from Oct. 5 to Oct. 8. The third series of lectures will be given on the West Side in the club room of the Hotel Graemere, 113 North Homan Boulevard. This will be Oct. 12 to Oct. 15.

The course includes lectures on angel food and sponge cakes; layer, sheet, loaf, bar and cup cakes; pound and fruit cakes; cake stocks and icings; cookies, drop cakes, fillings, and pie crust. These subjects have been divided up into various subdivisions, such as materials, processes and limitations, variations and formulas, cost of mixture, yield, varieties, the finished product, and equipment.

TREND OF MILL EARNINGS DOWNWARD, REVIEW STATES

A series of articles is being published in the United States Daily, Washington, D. C., on basic production and commodity industries. The topic dealt with in a recent number of the series was the cost of cereals, and was discussed by Ethelbert Stewart, commissioner of the bureau of labor statistics, Department of Labor.

Among other statements made by Mr. Stewart was the following, which may be of general interest to millers:

"The bureau of labor statistics has compiled comparable employment and payroll statistics for flour milling for 1923 to date. The figures are published in the form of monthly index numbers, with 1926 as the base.

"The peak of employment in this industry is usually reached in August, September and October of each year, at which time substantial seasonal increases carry the index to its maximum figure

for the year. This seasonal increase did not occur in 1930, due to the unusual conditions existing during that year. The highest index of employment in this series is shown in October, 1923 (122.9), and the lowest figure (86.3) was recorded in May, 1931, in which month employment ordinarily is at the lowest ebb. These figures show a decrease of 29.8 per cent between the maximum index in October, 1923, and the minimum index reported in May, 1931.

"The trend of earnings in the flour industry, according to fluctuations of index numbers for the months from January, 1923, to May, 1931, reached its highest point in October, 1923, when the index number registered 124.2. The smallest amount of earnings paid in the industry during the period covered by these indexes was reported in May, 1931, at which time the index reached 84.1. Payroll totals in this industry are seasonally low in May, but the index in May, 1931, was considerably lower than the indexes reported in that month in previous years, and was 32.3 per cent lower than the maximum peak shown in October, 1923.

WHEAT DEAL MAY CAUSE U. S.-ARGENTINE BREACH

Further Commercial Bad Feeling Feared—Trade Relations Already Strained by Beef and Alfalfa Embargo

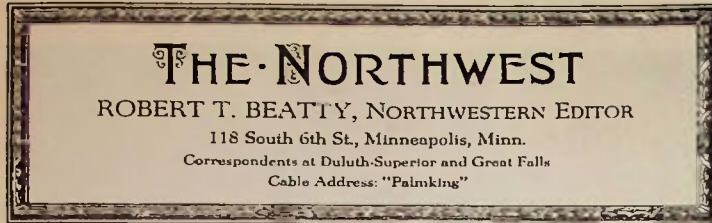
WASHINGTON, D. C.—A serious breach in commercial relations between Argentina and the United States may result from the deal between the Federal Farm Board and Brazil for an exchange of grain for coffee, it developed in informal conversations in diplomatic circles here. It is thought that Argentina may protest to the United States against the grain for coffee deal, because it will probably mean the entire loss to Argentina of its usual grain market in Brazil. The latter country buys annually about 25,000,000 bus of grain from Argentina, approximately the same amount Brazil is now to purchase from this country.

There already is a bad feeling in Argentina against the United States because of the American embargo against Argentine beef and alfalfa seed, and the grain for coffee deal is certain to increase this bitterness.

It seems that the farm board which has done many things to embitter various industries, including the agricultural industry, against it, has now "bungled things up" for the Department of State, which has been overworking its diplomacy trying to smooth the ruffled feelings of the Argentineans over the beef and alfalfa embargo incidents.

KING MIDAS MILL CO. OFFICERS

MINNEAPOLIS, MINN.—At the annual meeting of the King Midas Mill Co., Minneapolis, held Aug. 20, William Fulton was re-elected president; Henry E. Kuehn, vice president in charge of wheat and production, and William M. Steinke, vice president in charge of sales.



Sales of Spring Wheat Flour Are Moderate

Flour sales were somewhat mixed last week. At least one Minneapolis company sold more than double its capacity, others much less—the total for the week aggregating about 80 per cent. It was just a case of one mill's customers deciding that the time was ripe to cover near-by needs, and acting accordingly.

Generally speaking, spring wheat mills are finding business rather slim. Their prices are so much higher than those of mills elsewhere in the country that, naturally, buyers hesitate about contracting far in advance. It is conceded that the bulk of the business booked here is for shipment within 60 to 90 days. A little has been sold for shipment up to December, but virtually none beyond that. It shows lack of confidence on the part of buyers, though millers, being on the spot and acquainted with actual conditions, are satisfied that current asking prices will look low later on.

Inquiry for Large Lot.—One large eastern baking company has been asking for offers on anywhere from 150,000 to 250,000 bbls of 100 per cent spring wheat flour. It wants strictly spring wheat flour—no blend. It is understood the offers it received showed a spread of 50 @ 75c bbl, but up to the present it is not believed to have placed any contracts.

Northwestern mills would welcome the placing of good sized orders for bakery flour. They need these to get started on their normal fall run. Up to the present, the bulk of the business they have booked is for family patents. The latter is very acceptable, of course, but there is not enough volume of this kind of business to keep mills running anywhere near full time.

Directions Active.—Shipping directions have been coming in at a very satisfactory rate of late, and are still fair to good. The improvement in this respect is reflected in the increase in production here.

Clears Still in Demand.—There has been no let-up in the demand for spring clears. Mills have arbitrarily advanced their prices on first clear, while some have withdrawn quotations entirely. The scarcity in clears is due largely to the fact that mills have been operating at reduced capacity, and that a large percentage of the clears made are absorbed in producing certain grades of flour called for by their customers. The scarcity of clears is such that several mills have instructed their salesmen not to sell clears at any price for any shipment, until this situation improves.

Northwestern prices are out of line to permit any sales for export. Even to Cuba, business was impossible last week.

Quotations, Aug. 25, hard spring wheat flour, basis cotton 98's or in jute 140's, Minneapolis: short patents, \$4.40@4.65; standard patent, \$4.10@4.25; second patent, \$3.75@3.95; fancy clear, \$4.10; first clear, \$3.45@3.55; second clear, \$1.80@2.05; whole wheat, \$3.95@4.35; graham, standard, \$3.65@3.95.

Mills in Operation.—Of the 26 Minneapolis mills, the following 15½ were in operation, Aug. 25: Atkinson, Everett, Aughenbaugh & Co., King Midas, Minneapolis, Northwestern Consolidated A and F, Pillsbury A (one half), A South, Graham, Palisade and Phoenix, Washburn Crosby A, C, F, rye and Gold Medal feed.

SEMOLINA

Buying of semolinas has again practically ceased. There was a little show of interest two to three weeks ago, and purchases then, while not heavy, were apparently sufficient to carry manufac-

turers for the time being. At the advance, brought about by higher premiums, buyers are not interested. No. 1 semolina, \$4.30@4.50 bbl, bulk, f.o.b., Minneapolis; special grades 25c less; No. 3 semolina, 30@40c under No. 1. In the week ended Aug. 22, nine Minneapolis and interior mills made 43,714 bbls durum products, compared with 49,725 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
Aug. 16-22	395,100	217,887	55
Previous week	395,100	177,914	45
Year ago	407,100	225,483	55
Two years ago	460,800	268,862	58
Three years ago	460,800	230,759	50
Four years ago	460,800	222,557	48
Five years ago	529,200	202,257	39

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
Aug. 16-22	437,250	211,659	48
Previous week	437,250	201,624	46
Year ago	438,150	246,183	56
Two years ago	432,150	277,927	64
Three years ago	428,700	260,120	61
Four years ago	440,700	250,424	57
Five years ago	423,690	233,075	55

NEWS and PERSONAL

T. H. Chambers, president of the Chambers-Mackay Co., screenings, Minneapolis, left recently for a visit with relatives in Nova Scotia.

The annual picnic of the office employees of the Van Dusen Harrington Co., Minneapolis, was held Aug. 20 at the Minnetonka Country Club.

James Taylor, flour and feed merchant of Saskatoon, Canada, stopped off in Minneapolis, Aug. 20, on his way home from a three months' trip to Scotland.

L. C. Newsome, of the Newsome Feed & Grain Co., Pittsburgh, is visiting his Minneapolis office, but plans to leave later in the week for his lake cottage in northern Minnesota.

H. S. Sparks, purchasing agent for General Mills, Inc., Minneapolis, was hurt in an automobile accident, Aug. 23, and is in a local hospital. His injuries, while not serious, will keep him confined to bed for a week or more.

Among the visitors taking part in a golf tournament at the Minneapolis Golf Club, Aug. 25, were John H. Peak, vice president at Buffalo of the Percy Kent Bag Co., and A. E. Chapman, president of the Central Bag & Burlap Co., of Chicago.

In the matter of the Judth Milling Co., bankrupt, the referee in bankruptcy, at Lewistown, has asked the court for permission to sell the company's mill at Hobson, Mont., and the elevators at Geysler, Raynesford, Hobson and Ross Fork, Mont.

Harry W. von Willer, general agent at Minneapolis for the Eric Railroad, has been made general agent at Youngstown, Ohio, and will be succeeded here by D. R. Thompson, former foreign freight agent for the road at Chicago. Mr. von

Flour output and foreign shipments by mills of Minneapolis, St. Paul and Duluth-Superior, also by "outside" mills in Minnesota, North and South Dakota, Montana and Iowa, from Sept. 1, 1930, to Aug. 22, 1931, with comparisons, in barrels ('000's omitted):

	Output		Exports	
	1930-31	1929-30	1930-31	1929-30
Minneapolis	3,674	10,268	7	36
St. Paul	415	373	1	37
Duluth-Sup.	1,016	1,053		
Outside	10,074	10,615	535	385

No Increase at Duluth-Superior

DULUTH, MINN.—The number of buyers coming into the flour market here has not increased to any noticeable extent. Here and there a buyer may increase bookings, but as a rule sales last week were for small to moderate sized lots, generally covering near-by requirements. One mill did report closing a little business for October-November delivery to an old established baker. Mill sales were mostly to bakeries. Clears are scarce and mills slow to fill contracts. Occasionally they have a small lot to sell. Competition for business is keen. Export bids are far below the mill basis and, with a short spring wheat crop, prospect for future business in that quarter is not promising.

Demand for semolina was light and scattered. Off season in the macaroni trade keeps buyers out, except in case of necessity when they come in for supplies in a small way.

Quotations, Aug. 22, at Duluth-Superior, f.o.b., mills, in 98-lb cottons: first patent \$4.70@4.85 bbl, second patent \$4.40@4.55, first clear \$4@4.25, second clear \$2.65@2.90.

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

	Output	Pct. of activity
Aug. 16-22	15,565	42
Previous week	18,270	49
Year ago	15,350	41
Two years ago	32,285	87

Montana Mills Await New Wheat

GREAT FALLS, MONT.—As usual at this season of the year, Montana mills have excellent inquiry for strong flour for

Willer will be guest of honor at a luncheon sponsored by the off line traffic representatives and members of the Traffic Club at the Nicollet Hotel, Aug. 27.

James T. Kenny, of Minneapolis, is now northwestern agent for the S. George Co., Wellsburg, W. Va., on paper flour bags and covers; the Central Bag & Burlap Co., of Chicago, cotton and burlaps; the Juite (Ohio) Co., on paper cement bags.

The vessel freight situation at Duluth-Superior is stagnant. An occasional boat is chartered either by milling or farm board interests, but even those are few. The wheat rate, Duluth to Buffalo, is nominally 1½c, but boats are easy to get and shippers needing space could probably get that figure shaded.

F. A. Ruenitz, president of the Springfield (Minn.) Milling Co., who is recuperating from his recent serious illness, was in Minneapolis, Aug. 24-25, calling on old friends, accompanied by Harold Knowlton, of Milwaukee, representative of the Nebraska Consolidated Mills Co., of Omaha.

Shipping of grain last week from Duluth-Superior was the lightest of any week of the season, aggregating only 541,544 bus. Receipts were not much larger and stocks decreased 26,874 bus, leaving the elevators now holding 29,728,906 bus. The movement both in and out is far below that of a year ago.

Among the Minneapolitans attending the first annual convention of the General Macaroni Association, Inc., at Niagara Falls, Ont., this week, are: John F. Diefenbach, Amher Milling Co.; Thomas L. Brown and Walter E. Ousdahl, Commander-Larabee Corporation; E. J. Thomas, Capital Flour Mills Co.; G. B. Johnson, Washburn Crosby Co., Inc.; A. J. Fisher, Pillsbury Flour Mills Co.

blending with the new southwestern product, but premiums on Montana spring wheat are too high so far to permit any volume of business and mills are forced to mark time. Spring wheat harvest is barely getting under way. Quotations, Aug. 22, basis 98's, cotton car lots, f.o.b., mill: short patent, \$4.45@4.65 bbl; standard patent, \$4.25@4.45, first clear, \$3.85@4.15.

ERROR IN STORY ON NEW COMMANDER-LARABEE PLAN

MINNEAPOLIS, MINN.—A story published in THE NORTHWESTERN MILLER of Aug. 18 concerning a proposed reorganization plan of the Commander-Larabee Corporation contained a statement that common stockholders in the present company would be given subscription rights in an issue of 6 per cent cumulative prior preference stock in the new company, at \$100 per share and accrued dividends, each share of the new issue carrying 20 shares of new common without additional cost, and that the exchange basis would be one share of prior preference stock for each share of the present common stock held. This statement was in error, as the subscription rights noted above will be offered on the basis of one share of prior preference stock, at \$100 per share, and carrying the 20 shares of new common, for each 100 shares of the present common stock held.

OPERATIVE MILLERS MEET

MINNEAPOLIS, MINN.—The Northwest District of the Association of Operative Millers held a meeting in Minneapolis Aug. 22. It was more of a social than business gathering, many of the members being accompanied by their wives. There was a brief session, following luncheon, during which plans were formulated for the coming year. Major S. Howe, former superintendent for the Niagara Falls Milling Co., Lockport, N. Y., but now in charge of the plant of the Atkinson Milling Co., Minneapolis, was present, and was welcomed as a newcomer to the northwestern group. H. H. Birkenmeyer, of Springfield, is chairman and Edward F. Gill, of Duluth, secretary.

SHORT BUCKWHEAT CROP

For the third successive year, the country faces a short crop of buckwheat, the probable results of which will be prices higher than those of any other cereal, declares the review published by Frank H. Blodgett, Inc., Janesville, Wis. The Aug. 1 estimate of the 1931 crop was 10,396,000 bus, compared with 7,948,000 harvested last year and 13,770,000 the five-year average. Aug. 1 reports usually fix the maximum yield expected. Last year the final report was 28 per cent below the August estimate. Last year it was necessary to import Canadian buckwheat, the cost of which fixed the price for domestic buckwheat most of the season.

SPRING WHEAT PREMIUMS

MINNEAPOLIS, MINN.—Wheat arrivals at Minneapolis over the week-end were the heaviest thus far. A lot of it was bleached and tough, caused by rain during harvest. This, however, did not deter mill buyers. There is keen rivalry among them for the choicest offerings, so that premiums hold firm. No. 1 is quoted at 6@9c bu over September, No. 2 3@6c, and No. 3 1@5c, with sales reported at fully 1c over the maximums. Farm board wheat, special bin, is held at 10c over for No. 1 and 8c over for No. 2.

BARGE LINE LIABLE FOR LOSSES

MINNEAPOLIS, MINN.—The circuit court of appeals at St. Louis has sustained a decision of the federal court at Minneapolis, in a test case filed by the Hallett & Carey Co. here against the Inland Waterways Corporation for \$245, representing loss of 200 bus of wheat in transit, on a shipment from St. Paul to New Orleans. The decision means that the barge line is held responsible for losses or damage to cargo, the same as any other common carrier.

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: "Palmking"

Curtailed Southwestern Sales

SEVERAL large bookings by bakers featured the week in the Southwest, in spite of the continued stiff premiums for cash wheat which frightened many buyers out of the market. One sale of 100,000 bbls was made for shipment through the remainder of the crop year. Other large sales were for 75,000 bbls, 50,000 bbls, 30,000 bbls and some smaller ones of 10,000 and 15,000 bbls. The average sales in the Southwest were 122 per cent of capacity, a decrease from the previous week. Sales were principally to bakers, as many of them have allowed stocks to dwindle dangerously. Many new bakery accounts are being obtained as a result of the higher spring wheat flour prices in the Northwest.

Few Long Time Bookings.—Aside from the larger sales of 30,000 bbls and over, bookings were principally for comparatively near-by positions. Many of the smaller bakers have awaited a favorable time to buy and now find their stocks almost completely exhausted; consequently they are furnishing early shipping directions with orders. A large volume of individual orders for less than 5,000 bbls called for 60-day shipment.

Fair Shipping Directions.—Shipping directions were in about the same volume as for the past fortnight. Operating schedules are very erratic. One Kansas City mill shut down three days last week, while two others showed heavier output than any time in the present crop year. Production at Kansas City showed a slight increase over the previous week.

Light Export.—The Scandinavian and Latin American trade constituted the best export outlets for southwestern flour. Scattered lots were sold to continental Europe the early part of the week. Porto Rico bought quite heavily, but inquiry fell off toward the close of the week. Texas mills found a decreased export interest.

Prices Firm.—Stiff premiums have held flour prices at about the same levels as a week ago. Quotations, Aug. 22, in cotton 98's or jute 140's, f.o.b. Kansas City, basis dark hard winter wheat: short patent, \$3.50@4.05 bbl; 95 per cent, \$3@3.30; straight, \$2.90@3.15; first clear, \$2.25@2.65; second clear, \$1.95; low grade, \$1.75.

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 bbls	Flour output bbls	Pct. of activity
Aug. 16-22	325,650	212,211	65
Previous week	325,650	222,400	68
Year ago	322,950	221,785	69
Two years ago	325,950	226,121	69
Five-year average			70
Ten-year average			74

KANSAS CITY

Aug. 16-22	188,700	113,451	59
Previous week	188,700	111,308	59
Year ago	188,700	105,252	56
Two years ago	197,700	106,295	54
Five-year average			58
Ten-year average			51

WICHITA

Aug. 16-22	62,400	25,040	40
Previous week	62,400	27,611	44
Year ago	62,400	31,119	50
Two years ago	62,400	31,258	50

SALINA

Aug. 16-22	48,000	38,508	80
Previous week	48,000	45,671	95
Year ago	48,000	13,613	28
Two years ago	48,000	46,511	97

ST. JOSEPH			
Aug. 16-22	47,400	7,869	17
Previous week	47,400	19,650	41
Year ago	47,400	13,059	28
Two years ago	47,400	29,683	62

ATCHISON			
Aug. 16-22	31,500	26,866	85
Previous week	31,500	27,416	87
Year ago	31,500	33,957	108
Two years ago	31,500	29,925	95

OMAHA			
Aug. 16-22	27,300	24,213	89
Previous week	27,300	21,326	78
Year ago	27,300	26,859	98
Two years ago	27,300	25,703	94

Reports of about 70 mills to THE NORTHWESTERN MILLER showed sales represented per cent of capacity as follows: Aug. 16-22, 113; previous week, 126; year ago, 139.

Of the mills reporting, 1 described business as active, 10 fair, 15 quiet, 12 slow and 7 dull.

Direct export shipments by all reporting mills outside of Kansas City were 2,919 bbls last week, 11,590 in the previous week, 27,020 a year ago, and 19,212 two years ago.

Less Business in Oklahoma

OKLAHOMA CITY, OKLA.—Oklahoma mills experienced the quietest week since July 1, with bookings reported variously from 50 to 80 per cent of capacity. Exports are only fair and constituted only a small percentage of the week's total sales. Domestic business was about equally divided between bakery and family trade. Shipping directions are dull. Operating schedules have been reduced, averaging now about 80 to 90 per cent of full time. Employment in flour mills increased 21 per cent in July and pay rolls increased 25.6 per cent. Quotations, in cotton 48's, delivered Oklahoma points: hard wheat, short patent, \$3.60 bbl; soft wheat, short patent, \$3.60; standard patent, \$3.20.

Sales Smaller at Atchison

ATCHISON, KANSAS.—Local mills report a general slowing up in flour bookings, sales running around 50@75 per cent of capacity. Mills are finding a very difficult situation, inasmuch as the volume of flour used by most of the bakers seems to be somewhat below normal, and the family flour business is also short on account of competition from local mills, who are in position to grind local wheat. Shipping directions are unchanged.

Flour prices are unchanged to slightly lower, with some grades of bakery flour advancing on account of higher wheat premiums. Quotations: hard wheat, short patent, \$3.40@3.60 bbl; straight, \$3.10@3.30; first clear, \$2.25@2.45.

Bakers Take Texas Flour

DALLAS, TEXAS.—Some of the larger domestic buyers were in the market last week, but their bids were 15@20c bbl out of line with mills' ideas, and since wheat premiums are still strong, mills cannot afford to shade prices to any extent. Low stocks compelled some of the smaller bakers to come into the market for moderate amounts for near-by delivery. Family flour business is very disappointing. Exports are light and only a few inquiries were received. Flour prices, basis delivered consuming territory of Texas and western Louisiana: hard winter, short patent, \$3.60@3.80 bbl; standard patent, \$3.20@3.50.

Round Lots Aid Volume

HUTCHINSON, KANSAS.—Interest in flour showed no general increase last week, but a few round lot bookings were responsible for a very satisfactory volume. Buying was confined largely to a couple of days, bakers placing orders for flour to last for the next few months. Inquiry from both domestic and foreign trade was light. A few cables from the Latin American trade were not productive of business. Shipping directions were fairly satisfactory, but were shrinking toward the end of the week. Quotations, basis cotton 98's, Kansas City: short patent, \$4 bbl; straight, \$3.60; first clear, \$2.35.

Wichita Mills Make Moderate Sales

WICHITA, KANSAS.—There was no noticeable change in the flour market last week compared to a week ago. Sales continue slow. Inquiries are quiet for both domestic and export lots. Millers are reluctant in making predictions as to what the market is going to do in the next few weeks. Some believe that the wheat market has reached bedrock and better prices are bound to come shortly. Hard wheat, short patent flour is quoted at \$3.80 bbl, basis cotton 48's, in Kansas City territory.

Salina Volume Larger

SALINA, KANSAS.—Improved flour business marked the past week, sales volume improving and better shipping directions causing a general pick-up in operations. Many small bookings for prompt delivery were made. Some flour is being sold for delivery toward the end of the crop year, but most sales are for shipment within the next three months. Foreign interest remains almost entirely lacking.

Nebraska Trade Is Moderate

OMAHA, NEB.—Only a moderate volume of flour business was done last week. As a general thing, mills reported sales much below those of a year ago. Most of the business booked was for early shipment. No export sales were made.

NOTES on the TRADE

The Texas Bag & Burlap Co., Houston, burned recently with an approximate loss of \$10,000.

H. K. Schafer, president of the Maney Milling Co., Omaha, went to Oklahoma City and El Reno last week on business.

Wiley T. Hawkins, sales manager for the Consolidated Flour Mills Co., Wichita, called on the Oklahoma trade last week.

Joseph Weaver, of the Nebraska Consolidated Mills Co., Omaha, has returned home from a trip through the eastern states.

C. C. Bronaugh, Oklahoma City, representing the Bemis Bro. Bag Co. in Oklahoma, is vacationing with his family in Colorado.

The Blair Milling Co., Atchison, has let a contract for additional storage and blending bins, which will increase its available storage capacity about one

third. Horner & Wyatt, engineers, of Kansas City, are in charge of the construction.

Leo Puck, Springfield, Mo., representative of the Pillsbury Flour Mills Co., was in Atchison a few days last week visiting relatives.

Gordon B. Wood, sales manager for the Midland Flour Milling Co., Kansas City, has returned from a several weeks' trip to the central states.

Tentative plans are being formulated for the establishment of a co-operative flour and feed mill at Friona, Texas, the flour unit to be of 50-bbl daily capacity.

J. B. M. Wilcox, general sales manager for the Ismert-Hincke Milling Co., Kansas City, has returned from a visit to the trade in the eastern and central states.

Leo Johnson, former auditor of the New Era Milling Co., Arkansas City,

Kansas, is sought on a warrant charging him with embezzlement of \$21,000 of the company's funds.

H. S. Pearlstone, New York flour broker, was in Kansas City last week on his way home from a trip to Minneapolis and Yellowstone Park. Mrs. Pearlstone accompanied him.

L. C. Shellbarger, president of the Shellbarger Mill & Elevator Co., Salina, Kansas, and J. M. Allen, both of Decatur, Ill., visited the office of the company in Salina last week.

J. J. Selvage, manager of the family flour division of General Mills, Inc., Minneapolis, was a visitor at the offices of the Red Star Milling Co., Wichita, while investigating Kansas wheat conditions.

Harris McGavock, of the Victor Chemical Works, St. Louis, Mo., was in Kansas City one day last week. He will open an office at 1416 Board of Trade Building, Kansas City, for the Victor company about Sept. 1.

C. E. Shepard, formerly with the Larabee Flour Mills Co., Kansas City, but more recently manager of the Hadley Milling Co., Olathe, Kansas, has joined the Washburn Crosby Co. as representative in south central Iowa.

The Lone Star Fertilizer Co., Nacogdoches, Texas, has begun the construction of a grain elevator and feed mill, which is expected to be completed by Dec. 1, according to M. S. Wright, vice president and general manager.

John J. Morken, Iowa representative of the William Kelly Milling Co., Hutchinson, Kansas, expects to return to his duties this week after a prolonged illness. He has returned from Rochester, Minn., where he underwent an operation.

Richard K. Peek, manager of the Percy Kent Bag Co.'s Kansas City office, is expected to return to Kansas City this week from a fishing trip in northern Minnesota in company of E. B. Murphy, northwestern representative of the company.

Fred Wolf, Jr., of the Wolf Milling Co., Ellinwood, Kansas, who was in Kansas City last week, said the Kansas farmer seems determined to hold his wheat, and as a result his company is receiving little of the grain at its elevators.

W. T. Vails, vice president and general manager of the Hunter Milling Co., Wellington, Kansas, and H. Lee Thompson, sales manager, who were in Kansas City recently, said sales to bakers were surprisingly good in comparison with reports from other markets.

Bucky Harris, of Kansas City, is a new salesman in northeastern Kansas for the Pillsbury Flour Mills Co., Atchison. Mr. Harris' headquarters will be in Atchison, and he succeeds Walter Flowers, of Atchison, who has taken over the bakery customers of the mill. Mr. Flowers will continue to live in Atchison.

At the regular meeting of the board of directors of the Kansas City Board of Trade the application of W. V. O'Dowd for permission to change his representation from the Arcady Farms Milling Co. to the Standard Cake and Meal Co. was approved. Frank R. Johnson, of the Arcady Farms Milling Co., was elected to membership upon transfer from Nathan I. Jones.

C. Stuart Christian, Canberra, Australia, motoring from the Pacific Coast to Minneapolis, spent several days at Kansas State Agricultural College, Manhattan, Kansas, and in Kansas City en route to Minneapolis, where he will do postgraduate work at the University of Minnesota. Mr. Christian is a plant breeder in the Australian government service and will spend a year or more in the United States studying wheat culture and commercial methods.

CENTRAL AND SOUTHERN STATES

WILLIAM H. WIGGIN, MANAGER

345-545 Board of Trade Building, Toledo, Ohio

Correspondents at Atlanta, Evansville, Indianapolis, Nashville and Norfolk

Cable Address: "Palmking"

Soft Wheat Flour Sales Fall Off

WHILE some millers report business as fair, and while the recent rate of operation of the mills seems to be maintained, varying from full time, in exceptional cases, to considerably less, yet, for some reason or other, there appears to have been a slowing down and falling off in flour sales. Soft wheat millers have so far been denied any active booking period following harvest.

There is evidently a disposition on the part of many flour buyers to stick it out for the time being on a hand-to-mouth basis. It may be that this attitude is influenced quite as much by the economic situation as by any consideration of the wheat market and whether it is the time to buy. It is possible that financial conditions may deter many buyers from making bookings even if they are convinced that prices have gone low enough. There is much unemployment, many banks have failed or closed, many people have lost money or are hard up, credits are impaired and this naturally begets caution. In this respect there are considerations entirely apart from the course of prices, whether they be high or low, that are affecting business.

Meantime, a curious situation has developed in this section in regard to wheat and its movement. It just simply is not moving. The movement has been so effectively checked by the low price that it is the talk of the trade. There are even instances of millers going out in search of wheat, and being obliged to turn down flour sales from inability to get it.

What the farmers expect to do with it all, for there is a world of wheat back, nobody knows. They cannot feed all of it and presently corn will be coming along. Present bids do not bring it out. This condition is reflected in cash prices working closer to the futures, and if the cash price continues to show such underlying strength it should signify that the futures will advance. Bids for No. 2 red at Toledo, 28 $\frac{1}{2}$ c rate points to New York, on Aug. 21 were 3@3 $\frac{1}{2}$ c under Chicago September, against 7c earlier.

But this aspect of the case, with its possible implications, is being ignored by flour buyers, even if they understand it, which is doubtful, because it has not crystallized as yet or been established as a condition likely to become permanent. In point of fact, it cannot be forgotten that in spite of any scant movement at present and failure of the crop in the Northwest and in Canada, there is a tremendous amount of wheat in the country, in the visible supply and carry-over.

So the wheat market has been marking time, and, as one observer remarked, is like a locomotive trying to get started on greased rails with much churning and chugging, backing and filling, but not getting anywhere. The notable thing at the moment is that it does not decline to new lows, and while this suggests that the low levels of the crop have been seen, that is not sure. Farmers are indifferent about selling wheat, the flour trade about buying flour, and millers are not too eager about forcing sales on hesitant customers, particularly where any financial risk is involved.

CENTRAL STATES MILLS

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

	Weekly capacity bbls	Flour output of ac-bbls	Pct. tivity
Aug. 16-22	116,910	80,765	69
Previous week	125,550	97,258	77
Year ago	129,150	106,465	82
Two years ago	140,250	106,020	74
Three years ago	118,830	74,751	63

Flour Prices.—Soft winter wheat standard patent flour was quoted, Aug. 21, at \$3.10@3.15, local springs \$3.80 and local hard winters \$3.40, in 98's, f.o.b., Toledo or mill. Outside hard winters are offered around \$3, delivered.

Southeastern Flour Trade Fair

NASHVILLE, TENN.—Flour mills continued to do a fair amount of business in the Southeast last week, though the volume of current sales was not as large as for the previous week, being less than 75 per cent of capacity of mills. Buyers continued conservative, as a rule, with scattering sales of 1,000 to 2,000 bbls.

Shipments were only fairly active, continuing to run somewhat behind production. Running time at soft wheat mills was being well sustained, though more activity was needed if output was to be maintained on the basis of the past few weeks. August business thus far has compared favorably with last year, except in the matter of forward business. Purchases have been largely for immediate and prompt shipment, while there was considerable business booked at this time last year for future needs.

Trend to return to high priced established brands is fairly well sustained, though very gradual, and demand continues for cheap flour. The blending trade is fairly well sustained, there being about normal demand for self-rising flours.

Mills have not been making large purchases of wheat, and offerings have dwindled considerably. The stronger farmers are believed to be holding wheat, though there has been a considerable amount sold to mills throughout the territory. Uncertainty as to the market has encouraged conservatism, and buying has been largely for running needs. Stocks continue large, being held under government agencies chiefly. The market has ruled about steady on cash wheat, No. 2 red with billing being 59c, and local Tennessee wheat, in trucks, 55@56c.

The flour market was narrow last week, and without important change, reflecting the wheat situation. There has been small change in prices for some weeks. Quotations, Aug. 22: best soft winter wheat short patent, 98-lb cottons, f.o.b., Ohio River stations, \$4.30@4.80 bbl; first clears, \$2.75@3.20.

Moderate demand continues the order with rehandlers of Minnesota and western flours. Buyers continue slow to take hold. Stocks have shown some gain during the month. Quotations, Aug. 22:

spring wheat first patent, 98-lb cottons, delivered at Nashville, \$4.25@4.75; standard patent, \$4@4.35 bbl; hard winter wheat short patent, \$3.60@4; straights, \$3.25@3.60.

FLOUR OUTPUT

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

	Weekly capacity bbls	Flour output of ac-bbls	Pct. tivity
Aug. 16-22	128,220	96,392	75
Previous week	121,620	92,866	76
Year ago	112,920	93,096	82
Two years ago	126,420	94,636	75
Three years ago	136,620	86,079	62

Straights Moving at Indianapolis

INDIANAPOLIS, IND.—Flour business was less active during the past week, and sales were slightly below the previous week, although more straight cars of flour are moving than for some time. Buyers are holding off and only taking enough flour for immediate needs. There seems to be a general lack of confidence in present prices, and unless the unexpected happens the situation will not change. Bakers and wholesale grocers show no interest in future requirements. Little trouble is being experienced in getting specifications. Export business is very dull, and offers from foreign buyers are far out of line. Operations are just about normal. The market

ruled firm all during the week and closed unchanged to steady.

Quotations, Aug. 22, f.o.b., Indianapolis, basis car lots, 98-lb cottons: soft winter short patent \$4.10@4.50 bbl, 95 per cent \$3.70@4.10, straight \$3.30@3.70, first clear \$3.45; hard winter short patent \$4.10@4.60, 95 per cent \$3.70@4.10, standard patents \$3.30@3.70, first clear \$3.25; spring wheat short patent \$4.10@4.20, standard patent \$3.90@4, first clear \$3.45.

Demand Fair at Evansville

EVANSVILLE, IND.—Flour demand was fairly good last week, showing a slight improvement over that of the previous week. Exporting remains quiet. Shipping instructions are average. Quotations, Aug. 22, in 98-lb sacks, car lots, f.o.b., Evansville: soft winter wheat short patent \$3.90@4.15, 95 per cent \$3.10@3.35; Kansas hard winter short patent \$5.15, first clear \$2.90, second clear \$2.65.

Moderate Trade at Norfolk

NORFOLK, VA.—The flour trade continues on a moderate scale, with prices slightly if any changed. Quotations, Aug. 21: top springs \$4.90@5.45, second patents \$4.75@4.85; top winters \$3.95@4.40, second patents \$3.85@3.95; Kansas top patents \$3.85@4.10, second patents \$3.60@3.80; Virginia and Maryland straights, \$3.25@3.60.

A Woman Flour Mill Executive

By S. F. Poindexter

THE Piedmont Millers' Association believes that it has as one of its members one of the few woman millers in the world, and in her capacity as such she is already attracting considerable attention, not only in her native state of North Carolina, but in the

milling industry throughout the southern territory. The Asheville (N. C.) Citizen-Times recently had the following to say regarding Mrs. Grace Freeman, of Marshall, N. C., who is general manager of the City Milling Co., of that place:

"A large manufacturing plant at Marshall, where every day in the week an average of 75 bbls of flour and 500 bus of meal are ground from tons of golden wheat and snow white corn grown on the hills of western North Carolina and the plains of the Far West, is operated by North Carolina's only woman miller—Mrs. Grace Freeman. While many other women in these modern times have taken up aviation, business professions, and other masculine lines of endeavor, Mrs. Freeman has been actively engaged in one of the difficult jobs of all—that of supplying the daily bread for hundreds of people who are distributed not only over Madison County, but in many other sections of western North Carolina. The City Mill Co., of which she is general manager, is a product of hard work and resourcefulness on the part of herself, her husband, Fred E. Freeman, and associates, who founded the business in Marshall many years ago and have seen it grow into one of the largest industries of its kind in this section of the state. The milling operations are now carried on in a large and modern concrete building, near the Southern depot, where it was moved in 1924. From the huge mills in this structure meal and flour are furnished daily to many wholesale concerns and hundreds of retail stores in western North Carolina.



Mrs. Grace Freeman, South Carolina's Woman Mill Manager

"Besides working six days a week at the mill, Mrs. Freeman finds time to take part in church and civic affairs in her town. She is an active member of the Order of the Eastern Star and has been a member of the chapter at Marshall for several years. Her husband for many years has been active in the business life of Madison County and is a former member of the town board of aldermen. He also is connected with the mill operations.

"Mr. and Mrs. Freeman, although they both have traveled to other sections of the country, love best the hills of their native country, and spend most of their time at Marshall and their beautiful home which is located on a plateau overlooking the town and the French Broad River."

BREVITIES in the NEWS

S. C. Hutchison, vice president Mountain City Mill Co., Chattanooga, Tenn., was a visitor to the Southeastern Millers' Association headquarters in Nashville last week.

John K. Jennings, head of the Diamond Mills, Evansville, Ind., has accepted an appointment to the Indiana Democratic victory fund committee, part of a national committee organized to wipe out the party deficit and raise a fund for the coming campaign.

Miss Grace Steinhauer, head of the domestic science department of Igleheart Bros., Inc., arranged a skit, a takeoff on popular radio entertainers, for the amusement of the Evansville Women's Rotary Club, of which she is a member, at its last week's meeting.

Stocks at Nashville and comparison with the week before, shown in parentheses, as reported through the Nashville Grain Exchange, Aug. 22: flour, 35,000 bbls (35,000); wheat, 1,148,000 bus (1,158,000); corn, 45,000 bus (57,000); oats, 403,000 bus (325,000). Total receipts of grain for the week, 192 cars.

Charles D. Jones has accepted the position of manager at Nashville of the Farmers' National Grain Corporation, and will have charge of merchandising for the corporation in southern territory. Mr. Jones has for a number of years been in the grain business at Nashville, and is a former president of the Grain Dealers' National Association. The corporation has managers to look after its interests in the principal markets. Mr. Jones went to Chicago last week to confer with regard to the position.

H. S. Hughes, of Memphis, and for several years southern representative for the Longmont Farmers' Milling & Elevator Co., has been in Denver for the past week.

ST. LOUIS DISTRICT
ARTHUR F. G. RAIKES, MANAGER
 517 Merchants Exchange, St. Louis, Mo.
 Correspondents at Memphis and New Orleans
 Cable Address: "Palmking"

Prices Limit St. Louis Sales

BUSINESS remained slow with St. Louis flour mills last week with one of the worst obstacles they have to overcome being the extremely low price ideas of buyers. Unfortunately, it would appear that certain milling companies are selling flour on what literally amounts to a gift basis, which makes it more or less impossible for the remainder of the industry, not interested in charity work, to get a return on flour which would justify continuing milling operations. Some millers say that they would rather carry wheat until next May and make the 10c, less carrying costs, and then give their flour away than give it away at present and not even get the 10c there is to be had in carrying the wheat.

The only possible explanation for prices which not only have been quoted by competitors of local mills, but at which flour has actually sold in St. Louis, is that the mills in question are taking a flyer in the millfeed market, trusting that millfeed will sell higher this winter and enable them to make a small profit on their flour. Why they should see any possibility of large advances in the millfeed market is hard to understand and, in the meantime, their price tactics are creating havoc in the whole milling industry.

A Quiet Month.—August has proved this year to have been one of the quietest Augusts for local mills for many years and it would seem that they really are to be congratulated for not having on their books some of the low priced flour that is reported. Of course, a mill's expenses and overhead continue regardless of whether they are doing any business or not and it is not much consolation to know that they have not given their flour away, but in the long run probably they will be better off than the one or two altruistic mills which are giving away their plants in order to get flour on their books.

Export Moderate.—Some export business was put through last week, again mostly to Baltic ports. The amount was not large but was better than for some time, probably reaching about 20,000 sacks. Holland still remains more or less out of the market, although a small sale of clears was made last week. The United Kingdom also took a little soft wheat flour, which it has been buying with fair regularity this year.

Specifications Less Active.—Shipping directions have declined and mills' operating time has suffered accordingly. With sales down to a low level, they have not the business for immediate shipment which has enabled mills in recent weeks to operate at over half capacity for the district. Both St. Louis and outside mills last week, as a whole, operated on exactly a half time basis, although individual mills were running as much as six days at full capacity.

Prices.—Quotations, Aug. 22, basis June 140's, St. Louis: soft winter short patent \$3.25@3.75 bbl, straight \$2.75@3.05, first clear \$2.50@2.60; hard winter short patent \$3.30@3.70, 95 per cent patent \$3@3.20, first clear \$2.60@2.70; spring wheat short patent \$3.90@4.20, standard patent \$3.60@3.85, first clear \$2.90@3.

FLOUR OUTPUT

Output of St. Louis mills, with a weekly capacity of 51,600 bbls, as reported to The Northwestern Miller:

	Output bbls	Pct. of activity
Aug. 16-22	25,800	50
Previous week	29,000	56
Year ago	43,100	71
Two years ago	45,915	74

Output of outside mills, with a weekly

capacity of 61,800 bbls, the product of which is sold from St. Louis:

	Output bbls	Pct. of activity
Aug. 16-22	32,500	50
Previous week	34,800	54
Year ago	40,100	65
Two years ago	62,795	60

Moderate Sales in Louisiana

NEW ORLEANS, LA.—With wheat on a firmer basis and flour prices on a slightly higher level than a week ago, actual purchases continued to be made on a hand-to-mouth basis. The baking trade in the city seems to have enough supplies on hand to carry it only for a few days at a time, and it does not seem interested in booking more than temporary requirements. While individual sales continue light, most dealers report a fair aggregate volume for the week.

Country buyers are taking hold on very conservative lines. Bread and cake bakers are doing a fair volume of business. Flour prices, Aug. 21, basis cotton 98's: spring wheat short patent \$4.30 bbl, 95 per cent \$4.05, 100 per cent \$3.90, cut \$3.75; hard winter short patent \$3.40, 95 per cent \$3.15, 100 per cent \$3, cut \$2.75, first clear \$2.45, second clear \$2.20.

Semolina prices remain steady and No. 1 was quoted Aug. 21 at \$4.95 bbl. Macaroni manufacturers are keeping out of the market except when forced to buy because of depleted stocks. The demand for macaroni continues very quiet.

Export demand for flour continued weak. So far as the local exporters are concerned they are virtually out of the picture with regard to European business.

During the seven days ended Aug. 21, a total of 12,295 bags of 200 lbs each was shipped through this port, of which Latin America took 10,173 and Europe 2,122. Glasgow took 1,785 bags, Copenhagen 112 and Antwerp 225.

Southeast Buyers for Immediate Needs

MEMPHIS, TENN.—With nothing to lend encouragement, buyers continue to take only immediate needs of flour, maintaining stocks at low levels. Although weather conditions have not been quite so favorable for the cotton crop and some inclination is being shown to reduce yield ideas, it is not helping values any and new low levels were reached during the past few days. This is restricting buying, together with failure of the wheat market to do any better. Quotations are being slightly shaded by most of the mills. The trade anticipates larger than normal consumption of flour because of the low prices prevailing.

Quotations, Aug. 22, basis 98's, car lots, f.o.b., Memphis: spring short patent \$4.75@4.90 bbl, standard patent \$4@4.40; hard winter short patent \$3.50@4, standard patent \$3.25@3.50; soft winter short patent \$3.85@4.40, standard patent \$3.50@3.75; western soft patent \$3.50@3.85, blended 95 per cent patent \$3.25@3.35, low protein \$3@3.25.

DEATH OF M. D. KING

St. Louis, Mo.—M. D. King, president of the M. D. King Milling Co., Pittsfield, Ill., died on Aug. 18 at his home in Pittsfield, after a short illness from pneumonia. Mr. King, who was aged 82 years, was greatly respected among millers in this district for his sound business judgment and the remarkable energy and activity he displayed for a man of his years. He remained actively in control of his business until his death and just before he contracted his fatal illness he returned from an extended business trip during which he had visited southern and eastern markets selling flour. Entering the milling business many years ago as

an employee of the firm operating the mill at Pittsfield, Mr. King had gradually worked his way up until he became the principal owner of the property. It is likely that his son, L. C. King, and his grandson, Clark C. King, will take over the management of the mill, which has a daily capacity of 500 bbls.

Mr. King was a director of the First National Bank in Pittsfield and for many years had played an important part in civic affairs there. He was also a director in the Millers' Mutual Fire Insurance Association of Illinois. He is survived by his widow and one son, I. C., another son, Vinton, having died some years ago.

W. J. Niergarth, St. Louis manager for the Farmers' National Grain Corporation, visited the headquarters of the company in Chicago last week.

The western and southern salesmen of the Hall Milling Co., St. Louis, were called together last Saturday for a sales conference in Cincinnati. Paul M. Marshall, president, and P. S. Wilson and H. A. Birkemeyer, vice presidents of the company, went from St. Louis to attend the meeting.

EXTENSIVE REDUCTION IN WINTER ACREAGE FORECAST

Estimates of correspondents of **Clement, Curtis & Co., Chicago grain firm, indicate that a reduction of 16 per cent will be made in acreage planted to winter wheat this fall, according to Nat C. Murray. A reduction is expected in every state, with the possible exception of North Carolina. A reduction of 16 per cent would give an acreage of about 35,600,000 acres (42,250,000 sown last fall), the smallest acreage since 1913. Average production expectancy would be about 465,000,000 bus, compared with 775,000,000 produced this year.**

Percentage reductions in important wheat states are estimated as follows: Pennsylvania 10, Ohio 17, Indiana 19, Illinois 17, Michigan 15, Missouri 17, Nebraska 18, Kansas 14, Oklahoma 20, Texas 15, Montana 20, Idaho 10, Colorado 23, Washington 17, Oregon 18. Without fall rains the reduction in the Pacific Northwest would be greater than this. In the Southwest, a poor seed bed is being prepared.

The Uhlmann Grain Co., of Kansas City and Chicago, declares that its reports indicate a reduction of only about 10 per cent at the most. There will be comparatively moderate reductions in the Southwest, this company believes, but a substantial cut is expected in eastern states where land still is very high and where diversification can take place.

WHEAT WILL ADMIT BEARER TO INDIANA FAIR

Indianapolis, Ind.

PIONEER methods of trading, recalling the days Hoosier farmers bartered a few bushels of corn for a pair of shoes from a village cobbler, or a measure of barley for a yard of cloth, were revived when the executive committee of the Indiana state fair board decided to admit farmers to the fair grounds for the price of 1 bu of wheat.

The offer is effective only on Farmers' day, Sept. 9. The schedule is: adult admission, 1 bu; automobile, 1 bu; child under 12 years old, 1/2 bu.

By trading the wheat in kind, the farmer will receive a rate of 50c bu for his product. Market price is 39 1/2c for No. 1 red wheat, and 36c for wagon wheat. Two trucks will be available for the farmer to dump his wheat and get back his sack or basket.

The loss will be met by the board and is expected to be about 11c bu. However, the plan will give farmers, who otherwise wouldn't have the money to spare, an opportunity to see the state fair, and get the benefit of the educational displays and exhibits.

LETTERS TO THE EDITOR

RECOLLECTIONS

Sioux Falls, S. D.

Editor **THE NORTHWESTERN MILLER**:

In reading your paper, which comes to this office, I noticed a picture of the mill at Streetsville, Ont., Can. I worked in the old mill, which was built of lumber, in 1878. It was then run by Beatty & Potter. As my knowledge of milling at that time was rather vague I don't remember the amount of flour and feed they put out; however, they did a good business. I recall they ground with stones. Situated on the Credit River, the mill always had plenty of water.

The picture I have before me is much different than the old mill. One cannot but sigh in recollection of the days of long ago. As children we used to play around and fish in the Credit River. We used to think it great sport to catch a farmer's dog, push him into the flume and see him go over the water wheel. Those days are past, never to return. I believe people were better men and women than they are today; their minds were employed in something worth while.

Yours sincerely,

GEORGE V. FRANCIS.
 L. & A. Baking Co.

PENNSYLVANIA GROUP WILL HAVE SEPTEMBER MEETING

A program of interest both to flour millers and feed mixers has been arranged for fifty-fourth annual convention of the Pennsylvania Millers' and Feed Dealers' Association, which is scheduled for the Penn-Harris Hotel, Harrisburg, Pa., Sept. 16-18. W. B. Barnitz, of Carlisle, Pa., is president of the group and George A. Stuart, of Harrisburg, is secretary.

The afternoon of Sept. 17 will be spent at the Colonial Country Club, where the men will be given an opportunity to play golf, cards, quoits and other games, while the women attending will participate in a bridge tournament. The banquet will be held that evening.

TEXAS WHEAT IS STRONG

OKLAHOMA CITY, OKLA.—According to J. Perry Burrus, Dallas miller, Texas is producing more high protein wheat than any other state in the winter wheat belt.

Mr. Burrus based his assertion upon a recent careful survey which further showed that hundreds of cars of wheat are now en route from Texas to northern and eastern mills to strengthen low protein wheat.

Mr. Burrus also called attention to the large amount of wheat being shipped northward this year instead of toward the Gulf as formerly.

STUDY KANSAS WHEAT

SALINA, KANSAS.—Kansas experiment station men and United States Department of Agriculture workers convened at the Kansas State College at Manhattan, Aug. 20, for a week's investigation of Kansas wheat. In addition to the college faculty, the attendants were S. C. Salmon and Dr. Karl S. Quisenberry, of the United States Department of Agriculture; L. C. Aicher, of the Hays experiment station; A. F. Swanson, in charge of cereal experiments at Hays, and E. H. Coles, superintendent of the Colby experiment station.

Joseph B. Morgan, Jr., manager of the St. Louis branch of the Chase Bag Co., was a visitor in Memphis last week.

In Estonia a government grain monopoly buys the grain from the producers at fixed prices through the co-operative societies.

CHICAGO DISTRICT

SIGURD O. WERNER, CHICAGO MANAGER

166 W. Jackson Boulevard, Chicago, Ill.

Cable Address: "Palming" Correspondent at Milwaukee

Sales Decline at Chicago

THERE was a much slower business in the Chicago market last week. A few fairly heavy sales were recorded, but most reports received from brokers, mill agents and others were that buyers did not take hold. Fairly numerous offers were received, but the prices buyers were willing to pay were too low in most instances to permit of much business. Apparently, the trade has its requirements covered for the present, and those who have not are only taking on smaller amounts.

Spring Wheat Flour.—Most reports from sellers last week were that business slowed up again, and although sales were fairly numerous, they were chiefly in one- or two-car lots. However, one or two important factors in the market reported some bookings ranging 1,000 to 4,000 bbls, for shipment from 90 to 120 days. Part of the latter was old crop, but the bulk of it was new crop flour. The market was not active, and most buyers are not taking hold in a large way. Shipping directions are good. First clears continue scarce and in demand.

Hard Winter Flour.—There was a further slowing up in the demand for southwestern brands. Due to heavy buying during the past several weeks, many buyers have their needs covered, and can see no good reason for adding to their holdings now. A few sales of 1,000 bbls up to 2,000 were made, but the bulk of the business done was in smaller amounts, generally in single cars or two-car lots. Buyers are ordering out against old contracts very freely, however.

Soft Winter Flour.—Demand for soft winters declined considerably last week. Very few buyers were in the market, and with the exception of a few round lots, business consisted mainly of small orders in single cars. The round lots were in amounts ranging from 2,000 to 3,000 bbls, and went to pie and cracker bakers.

Durum.—Demand for semolinas and durum products was quiet last week. Sales were few in number and generally in small amounts. During recent weeks there have been fairly numerous sales made, and manufacturers are furnishing shipping directions quite freely. Quotations, Aug. 22: No. 1 semolina, \$2.45@2.60 bbl, bulk; special grade, 20c less; No. 3 semolina, 40c under No. 1.

Flour Prices.—Nominal quotations, car lots, basis Chicago, patents in cotton 98's and clears in jutes, Aug. 22: spring top patent \$3.85@4.40 bbl, standard patent \$3.60@4.10, first clear \$3.20@3.60, second clear \$1.85@2.30; hard winter short patent \$3@3.50, 95 per cent patent \$2.75@3.20, straight \$2.60@2.90, first clear \$2.40@2.70; soft winter short patent \$2.95@3.40, standard patent \$2.70@3.15, straight \$2.55@2.90, first clear \$2.40@2.60.

FLOUR OUTPUT

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

	Output bbls	Pct. of activity
Aug. 16-22	37,952	95
Previous week	40,108	100
Year ago	33,081	83
Two years ago	28,364	76

Milwaukee Market Dull

MILWAUKEE, Wis.—Continued dullness characterized the Milwaukee flour market last week. A limited number of single car lot orders were received, which in the majority of cases called for prompt shipment, with a few asking delivery within 90 days. Some of the Milwaukee flour houses refuse to book any longer than 90 days. Increases in quotations for northwestern offerings, as well as a watchful waiting for reports on the new northwestern crop, aided in keeping the buyers from placing a greater number of orders.

Price increases ranging up to 20c were made. Quotations, Aug. 22, basis Milwaukee, patents in cotton 98's and clears in jutes: spring top patents \$3.85@4.60, standard patents \$3.60@4.35, first clear \$3.20@3.70, second clear \$2.20@3.05; new crop soft winter wheat \$3.50, 95 per cent standard patent; family pastry flour, in 100-lb packages \$3.90, in barrels \$6.50.

In the southwestern field, conditions were spotted, with orders appearing in larger numbers one day, only to drop to practically nothing the next. However, a continual amount of small lot buying is being carried on. Shipping directions are fair, calling for delivery within the next 90 days. Prices were increased which aided in keeping conditions quiet.

Quotations, Aug. 22, basis Milwaukee, patents in cotton 98's: short patents \$3.50@3.70, standard patents \$3.25@3.50, first clear \$2.85@2.90, second clear \$2.30@2.55. The current range between northwestern and southwestern offerings has become 35@90c, compared with 35@80c for the previous week.

A limited amount of new business was reported for semolinas, and practically all old bookings have now been taken care of. Prices were increased 20c. Quotations, Aug. 15: No. 1 85, special durum \$4.75, No. 3 \$4.60, durum patent \$4.75, macaroni flour \$4.40. All prices are for 140-lb jutes, with 15c less for bulk.

INJURED IN AUTO UPSET

John J. Vanier, president of the Western Star Mill Co., Salina, Kansas, and the Weber Flour Mills Co., Salina, and

BREVITIES in the NEWS

Dr. L. A. Rumsey, of the W. E. Long Co., Chicago, returned last week from a business trip to eastern points.

H. B. Hobbs, of the Victor Chemical Works, Chicago, has returned from a several weeks' vacation spent in Michigan.

L. C. Newsome, of the Newsome Feed & Grain Co., Pittsburgh, stopped off in Chicago, Aug. 19, en route to Minneapolis.

George L. Faber, Chicago manager of the King Midas Mill Co., Minneapolis, spent the last week-end fishing at Green Lake, Wis.

Charles H. Meyer, of Meyer & Greiner, Chicago, brokers, returned last week from a 14-day vacation trip spent in Wisconsin.

E. T. Stanard, of the Stanard-Tilton Milling Co., St. Louis, was in Chicago last week and called at the Millers' National Federation offices.

W. M. Steinke, of the King Midas Mill Co., Minneapolis, visited in Chicago one day last week. He was returning home from an eastern trip.

William M. Hommerding, of the B. A. Eckhart Milling Co., Chicago, is at Turtle Lake, Wis. He expects to be there about 10 days to two weeks.

C. A. Bunnell, Chicago manager for the Pillsbury Flour Mills Co., has returned from a week's visit to his company's main offices at Minneapolis.

M. P. Fuller, president of Everett, Aughenbaugh & Co., Minneapolis, stopped

H. N. Weinstein, treasurer of the Weber company, suffered minor injuries in a motor car spill which occurred Aug. 19 near McPherson, Kansas. Both men were confined in St. John's Hospital in Salina several days following the accident. Blinded by the lights of a truck, they drove into a ditch and overturned.

OKLAHOMA ALFALFA MILL SOLD

OKLAHOMA CITY, OKLA.—The Mason Mills, Inc., of Pauls Valley, Okla., manufacturer of alfalfa products, has been purchased by the Pecos Valley Milling Co., of Hagerman, N. M., it has been announced by John L. Abernathy, president. It was erroneously reported several weeks ago that the plant had been sold to the Pauls Valley Milling Co.

PIONEER MILLER DEAD

OKLAHOMA CITY, OKLA.—Uriah D. T. Murray, pioneer grist miller of Texas, and father of Governor William H. Murray, of Oklahoma, died at his home in Bethany, Okla., Aug. 5, at the age of 91.

CHICAGO FLOUR CLUB TO HOLD ELECTION MEETING

CHICAGO, ILL.—The annual meeting of the Chicago Flour Club will be held at the Bismarck Hotel on the evening of Sept. 17. At that time, officers and two directors will be elected. There will also be reports from officers and the three delegates to the annual convention of the National Federated Flour Clubs, held last June.

A nominating committee has been appointed to select candidates for the various offices, consisting of V. J. Petersen, Petersen Bros. & Co., chairman; F. T. Herbert, W. S. Johnson & Co.; N. G. Anderson, Bay State Milling Co.

The officers who have served this past year are: president, C. A. Bunnell, Chicago, manager for the Pillsbury Flour Mills Co.; vice president, John Reget, Jr.; secretary-treasurer, S. O. Werner. The Chicago Flour Club has enjoyed a most active year under the direction of Mr. Bunnell, and its meetings have been better attended than for many years.

off in Chicago en route home from a business trip through midwestern states.

John Paar, bakery expert for the Red Star Yeast & Products Co., Milwaukee, is still confined to the St. Joseph Hospital, Chicago. Mr. Paar is still in rather serious condition.

F. J. Bergenthal, Chicago division manager for the Red Star Yeast & Products Co., Milwaukee, left Aug. 19, with W. H. Clark, the firm's general sales manager, for White Birch, Wis., for a week's stay.

Charles F. Hawc, manager of the animal feed products department of the Marblehead Lime Co., Chicago, is at Springfield, Ill., this week, having charge of his company's exhibit at the Illinois State Fair.

E. H. Hogueland, president of the Southwestern Millers' League, Kansas City, called at the Chicago office of The Northwestern Miller last week. He was in Chicago attending a freight rate conference.

Edgar Evans, of the Acme-Evans Co., Indianapolis, and chairman of the board of the Millers' National Federation, is spending several weeks at his summer home at Harbor Springs, Mich. He expects to return home the first part of September.

The Baker's Courtesy Club of Chicago expects to hold a meeting Sept. 4 to make plans for its activities at the American Bakers Association's annual meeting, which will be held at the Sherman Hotel the week of Sept. 21. The meeting will be at noon at the Bismarck Hotel.

FARM BOARD HAS BIG PAPER LOSS IN VIEW

Officials Will Admit No Loss, But Estimate Indicate Decline of \$150,000,000 in Wheat and Cotton

WASHINGTON, D. C.—Stabilization operations of the Federal Farm Board in wheat and cotton are believed at present prices to show a net loss of nearly \$150,000,000.

This estimated contraction of about 30 per cent in the \$500,000,000 voted the board to assist the farmer cannot be calculated exactly. The Grain Stabilization Corporation has never disclosed the price paid for the more than 200,000,000 bus of wheat it holds for the farm board.

Losses in the cotton market can be estimated quite definitely. Former Chairman Legge testified before the house appropriations committee last fall that the Cotton Stabilization Corporation held 1,300,000 bales. Cotton was then selling at 10c lb and he said the loss had averaged about \$35 a bale.

Cotton is now selling for about 6½c lb. Not including storage charges, the paper loss so far is \$66,625,000.

Mr. Legge was questioned about the board's wheat holdings at the same hearing and said the Grain Stabilization Corporation then had 75,000,000 bus in cash grain and substantial commitments. Present holdings are estimated as high as 275,000,000 bus.

Purchases were begun in the spring of 1930. The earliest ones probably were made at about \$1 bu. The average price paid for the wheat is substantially in excess of the present price of less than 50c bu.

Estimating a depreciation of 25c bu, the loss on wheat would reach \$68,750,000. As in the case of cotton this figure does not take into account storage, insurance and other carrying charges which continue as long as the commodities are held.

Members of the board itself do not admit any loss whatever. There can be no loss, they say, until the commodities are sold.

RYE FLOUR PRICE OUTLOOK UNCERTAIN, REVIEW STATES

Although the immediate rye flour price situation is strong, the future is problematical, according to the rye review published by Frank H. Blodgett, Inc., Jamesville, Wis. Cash rye prices, which govern the current cost of rye flour, continue very strong, as indicated by the fact that in every market it commands sharp premiums over the near-by option. However, there is apparently about 45,000,000 bus of rye available for the current crop year, while 30,000,000 bus is enough to satisfy normal domestic needs. The surplus, if it is not to be carried over, has two possible outlets, export and domestic feed. At present, no material foreign outlet seems probable, while the demand that existed last year for rye as a substitute for corn promises to cease with the harvesting of the new corn crop.

ATTENDS MEETING CALLED TO OPPOSE FARM LEGISLATION

Frank A. Theis, president of the Kansas City Board of Trade, attended a special meeting of the agricultural service department committee of the Chamber of Commerce of the United States Aug. 20 in Washington. As a member of the committee Mr. Theis stated before he left that the meeting was called to draft plans for opposition against further farm legislation in the next session of Congress.

KENTUCKY MILL FIRE LOSSES

LOUISVILLE, Ky.—The Kentucky Department of Fire Prevention and Rates reports a comparatively high ratio of loss on cereal and flour mills, the figure being 176.57 per cent, compared with a ratio of 53.42 per cent for all risks. Grain elevators and warehouses showed a loss ratio of 62.91 per cent. These figures are for the five-year period 1925 to 1930.

EUROPEAN DEPARTMENT

C. F. G. RAIKES, EUROPEAN MANAGER

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

WHEAT SUBSIDY INCREASED BY HUNGARIAN GOVERNMENT

BUDAPEST, HUNGARY.—The Hungarian government finally has issued the regulations for the grain and flour trade during the crop year 1931-32, the most important part of which is a sharp increase in the subsidy paid to farmers through the grain ticket system. During the last crop year, the value of grain tickets, which are for wheat and rye only, amounted to 3 pengoes per 220 lbs, about 14c bu. This year the value of the tickets has been raised to 6 pengoes, about 28c bu. By this increase, the government hopes to secure a return of 95c bu for farmers.

The dealer who buys wheat from the farmer, therefore, must hand him a grain ticket worth 28c, in addition to the market price. The grain tickets, which are on sale in public shops, are used by the farmers to pay taxes, for one half their nominal value, while the other half is paid to them in cash by the treasury.

An exception must be made in cases of exports, of course. For grain exported, the customs authorities refund to the exporter the value of the tickets on all wheat, rye and flour exported. In order to secure money for these refunds, the buyer of wheat and rye has to pay, in addition to the sums mentioned before, 4 pengoes per 220 lbs, about 19c bu. This money goes to the treasury to provide for export refunds. Furthermore, a turnover tax of 2.5 pengoes, about 12c bu, must be paid by flour mills on all wheat ground.

Naturally, all these taxes are reflected in flour prices, so that eventually the consumer in Hungary pays the entire bill, including sacrifices made in connection with the export trade. The annual cost is estimated to be \$14,000,000.

The increase in the value of the grain tickets, while considerable from the consumers' point of view, still is insufficient to keep prices above production costs, which are very high. It cannot, therefore, be considered in any way a solution of the agricultural problem. In view of the high price of corn, many economists advocate a change from wheat to corn production. This would be beneficial, as the live stock industry is growing and the wheat exporting trade declining.

ENGLISH MILL CLOSINGS EQUAL 25,000 BBLs FLOUR

LONDON, ENG.—The president of the British Board of Trade, W. Graham, in reply to a question asked in the House of Commons, stated that between January, 1926, and June, 1931, the flour mills closed in the United Kingdom had an estimated total capacity of 735 280-lb sacks per hour. This capacity is equal to 25,200 bbls per day. Under these circumstances, Mr. Graham said he was not prepared to consider legislation prohibiting the importation of flour from foreign countries.

This statement was no doubt due to a question asked by a member of Parliament as to whether the importation of foreign flour was not responsible for the closing down of the English mills. As a matter of fact such imports have nothing whatever to do with the closing down of the mills. This has been entirely the result of the rationalization scheme of the English flour milling industry.

Undoubtedly Mr. Graham foresaw that any prohibition of imports of flour, together with an organized closing down

of still more milling capacity, would quickly result in the English mills being able to charge fancy prices for their flour. In other words, a monopoly would be created for the mills that remained in operation.

EXPORTS OF GERMAN WHEAT

HAMBURG, GERMANY.—Sales of German wheat are being made to foreign markets, most of the business having been done by German mills. Sales to Holland were effected at equal to \$1.90 @ 1.94 per 100 kilos; to Scandinavia at \$1.94, and to England at \$2@2.08.

SOFT WHEAT FLOURS SELL CHEAPLY ON LONDON MART

LONDON, ENG.—A well-known brand of Pacific Coast patents recently was sold to London at 16s 6d, c.i.f., per sack of 280 lbs. This is probably the cheapest price at which American patent flour has ever been sold in London. While the price sounds extremely low, it is high compared with Australian flours, which are selling in London around 14s to 14s 6d per 280 lbs.

This cheapness of Australian flours is largely due to the depreciation of the Australian currency. At the present rate of exchange it takes £130 Australian to purchase £100 English.

French flour is another soft wheat flour that is being sold at exceedingly cheap prices, ranging from 11s to 13s per sack. These prices have been made pos-

sible by the export bounty that is granted to the exporter by the French government. The French miller thus secures an advantage on all his exports, as it enables him to import strong foreign wheats with the "acquits" or vouchers that he acquires when sales for export are made.

SOVIET SHIP CHARTERING CONTINUES ON LARGE SCALE

LONDON, ENG.—Day by day the pressure by Soviet Russia to sell wheat becomes greater. While it is impossible to make an accurate estimate of the amount of tonnage that Russia will require to carry grain exports, shipping authorities are of the opinion that not less than 1,250,000 to 1,500,000 tons of freight have been chartered so far.

One British shipping firm has contracted to carry 400,000 tons. While slightly better rates are obtainable by British ship owners, it is understood that some very large contracts have been made with Greek and Italian ship owners. Last year, wheat shipments from Russia were subjected to considerable delay, owing to the enormous quantity of wheat that had to be shipped from the Black Sea ports. Shipments for one week during that time amounted to over 8,000,000 bus. The Soviet authorities are now stipulating for a longer "turn round" when making freight contracts, which would seem to indicate that they again anticipate heavy congestion at the ports and wish to protect themselves against demurrage charges.

Wheat and Flour in the Netherlands

By J. C. Macgillivray, Canadian Trade Commissioner

In the Commercial Intelligence Journal

THE flour situation in the Netherlands during the second quarter of the year was clouded by the uncertainty which prevailed regarding the coming into force of the mixing law. No reliable information was available regarding the status of flour under the new regulations, and as a result buying was done from hand to mouth. It was only during the latter part of the period, after it had become known that the law was to become effective, July 4, that imports were stimulated. The total imports during the quarter were 44,425 metric tons, in comparison with 39,728 a year ago and 36,610 during the first three months of the current year.

Particulars regarding imports of wheat flour, with comparative figures for the last quarter of 1930 and the first quarter of 1931, were as follows, in metric tons:

	Oct.-Dec. 1930	Jan.-Mar. 1931	April-June 1931
Germany	263	264	206
Belgium	1,316	1,172	2,312
Great Britain	822	909	1,226
France	4,882	4,759	9,141
United States	38,511	26,426	27,337
Canada	1,659	2,112	2,670
Australia	1,081	109	1,190
Totals	48,153	36,910	44,425

Instructions have now been issued to bakers that they must pay 2 florins per 100 kilos (80c per 220 lbs) for all unmixed foreign flour on hand after Aug. 4, and its owners must also buy an equal quantity of new flour containing 20 per cent Dutch wheat. While trading in this new flour will be free, foreign flour can be purchased only against certificates of importation, which will be issued by the Central Flour Office at The Hague. For

these, bakers must pay 2 florins per 100 kilos, while it has been arranged that biscuit and starch manufacturers pay only a nominal sum for the same certificates.

Total imports of wheat during the second quarter of 1931 show a decrease in both quantity and value when compared with the first quarter of the same year. This is accounted for by lower imports from Russia, although there are increases from other countries, including the United States and Canada.

Imports of wheat during the first and second quarters of the current year, together with the last quarter of 1930, were as follows, in metric tons:

	Oct.-Dec. 1930	Jan.-Mar. 1931	April-June 1931
Germany	2,355	5,127	557
Belgium	3,829	2,804	1,155
United States	41,247	12,971	18,600
European Russia	59,026	133,982	36,711
Poland, Danzig	628	1,642	125
Argentina	3,391	11,397	26,159
Canada	12,917	18,554	27,286
Australia	2,361	6,582	25,269
Roumania	10,971
France	192
Norway	3,278
Totals	174,915	193,125	175,978

Stocks of foreign wheat held in storage in Rotterdam, which reached their high point with 245,150 tons at the beginning of the year, declined to a total of 28,635, July 4. Of this figure 7,200 were of Russian origin, approximately 16,000 were from Canada, and the balance was from Australia and the Plate. On July 18, owing to arrivals from the Argentine, the total had increased to 32,790 tons. There are still 596 tons of old crop Russian wheat lying in Amsterdam.

HUNGARIAN EXPORT TRADE LAGS UNDER RESTRICTIONS

BUDAPEST, HUNGARY.—Owing to the temporary closing of the wheat option market of the Budapest Corn Exchange, and to the severe financial distress, the wheat and flour trade has been disrupted. In former years, a brisk domestic and foreign trade developed immediately after harvest, but this year such activity is lacking. Neither grain traders nor mills can venture to undertake transactions of any importance without the chance of hedging against losses.

This situation is aggravated by the monetary scarcity due to the deflation policy of the government. A wheat exporter, who buys from the farmer, must advance about 46c bu for grain tickets and taxes of one kind or another, which he will have refunded to him eventually, but there are few exporters financially able to make the advances.

These difficulties are severely felt in the export trade, which has withered considerably. In June, 1931, 170,394 quintals of wheat were exported, compared with 255,777 a year ago; 146,362 quintals of rye, compared with 170,391; 144,781 quintals of flour, compared with 222,932. Exports to Czechoslovakia are at a complete standstill, and the tariff war is not yet completely adjusted.

DUTCH WHEAT LAW AROUSES MORE PUBLIC OPPOSITION

LONDON, ENG.—Judging from reports that have appeared in the daily press of Holland, it would seem that the new wheat mixing law is meeting with considerable opposition, and, apparently, the Netherlands government is experiencing much difficulty in putting it into effect. Fresh complications arise daily, and the public resent the increase in the price of home milled flours.

ADS INCREASE TEA SHOP PROFITS

LONDON, ENG.—Lyons & Co., of London, which is probably one of the largest tea shop and catering firms in the world, reports a considerable increase in profits. In the course of an interview, the chairman gave as one of the many reasons for the increase in the firm's profits the fact that the company, owing to the general depression in business, had used considerably more advertising space than formerly. He said he was convinced that advertising was most essential during a trade depression, when business was more difficult than in normal times.

LONDON VISITOR

LONDON, ENG.—Shirley G. MacDonald, acting Canadian trading commissioner, at Oslo, Norway, recently called at the London office of THE NORTHWESTERN MILLER. He had come to London for his wedding, which took place within a day or two of his call. After a short honeymoon, he planned to return to Oslo. The Canadian trade commissioner is F. H. Palmer, who is at present visiting Canada.

London Flour Arrivals

The arrivals of flour in London by week, in sacks of 250 lbs, showing quantities of origin.

	July 31	July 24	Aug 1	Aug 1
United States	1931	1931	1930	1930
Atlantic	4,881	1,150	2,792	...
Pacific
Canada-Atlantic	7,222	4,750	12,263	...
Australia	15,116	25,176	2,287	...
Argentina	680	2,370	2,286	...
Antwerp	2,666	2,770	915	...
Oslo	2,131	2,201

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"

Buying Interest Slackens at New York

FLOUR sales last week in the New York district were not as satisfactory as during the previous seven days. There were still reports of limited business, but on the whole buyers' interest slackened, and they were not eager to close sales. There seemed no particular reason for this, as previous orders had not covered future deliveries,—practically all sales being for immediate shipment,—but there seemed simply no special inducement to take on large quantities and the trade apparently had no fear of markets going higher, preferring to care only for near-by needs.

No Future Interest.—At no time during the present crop year have jobbers shown any large interest in future sales. Those made have been to the larger bakers, leaving good opportunities still open for later business by local representatives. This has been unusual for Kansas flours, as August is looked upon as a big buying time for them. However, this year large Texas sales have replaced the orders that once went to Kansas millers, and with the smaller trade, interest has been very limited. The attitude of big bakers, on the contrary, has indicated an unwillingness to pay nearly \$1 more for spring wheat grades than for southwesterners.

Northwestern High Protein Scarcer.—The spread between standard patents and high glens from the Northwest has been steadily growing wider. Montana and Pacific Coast mills are out of the market almost entirely—their prices, when they have any flour to offer, being 25c or more above other flours—and Minnesota millers tell their representatives that their offerings of the stronger flours of the old crop wheat will naturally be further limited. Most of the northwestern mills apparently do not contemplate making two sets of prices, one on old flour and another on new, but will simply increase the percentage of new wheat gradually until they are running on that entirely. The flour sold to one of the large bakers during the week was to be guaranteed of spring wheat, but was only for immediate shipment to cover about a week's requirements. Nearly all of the Texas mills whose prices had been around the \$3 mark, were firmer last week, but even with a 15¢/25c increase they were still \$1 below northern grades.

Soft Winters in Wide Range.—Eastern cake flours were still sold well below \$3, and were offered freely just under that figure. Middle western and Pacific Coast soft winters were higher, ranging as high as \$3.50 on some, but without arousing any interest and practically putting those from the Far West out of the market for the time being.

Flour Prices.—Quotations, Aug. 22, all in jutes: spring fancy patents and high glens \$4.45@4.65, standard patents \$4.10@4.35, clears \$3.90@4.20; hard winter short patents \$3.40@3.80, 95's \$3.25@3.50; soft winter straights, \$2.85@3.50.

Philadelphia Sales Limited

PHILADELPHIA, PA.—The volume of business in flour last week was of limited proportions, and prices generally favored buyers. The low price at which Texas flours were available was a bearish factor in the market. Buyers and sellers are apart in their ideas of value, and buyers are confining operations to the satisfaction of current needs. Semolinas were steadily held, but macaroni manufacturers reported a very slow trade, and they were taking but little flour. Quotations, Aug. 22: spring wheat short patent \$4.40@4.75 bbl, standard patent \$4@4.40, first clear \$3.75@4.15; hard

winter short patent \$3.50@3.75, 95 per cent \$3.15@3.50; soft winter straight, \$3@3.25; semolina, \$4.65@4.85.

Sales Small at Buffalo

BUFFALO, N. Y.—New business was scarce during the past week, and few buyers were in the market. For the most part, requirements are covered at least for another month, and in some cases longer, and with the spring wheat situation so unusual, there is a disposition on the part of purchasers to await further developments. Shipping directions were slow, and mills made no special effort to have flour moved out. Relatively, demand from bakers was stronger than from buyers of family flour, and this tended to keep prices stronger on grades that bakers usually buy. First clears continued in very active demand, and nearly all mills are sold out for at least a month. There was considerably more interest displayed in semolina, and a few good sized orders were put through. The prospective short crop has encouraged some users to contract for a few months ahead.

Quotations, Aug. 22, 98-lb cottons: spring fancy patents \$5@5.10 bbl, standard patent \$4.65@4.70, first clear \$4@4.10; hard winter standard, \$3.75@3.80; soft winter straights, \$4@4.10; pastry, \$3.75@3.85. Semolina, \$4.35 bbl, in cottons, f.o.b., all-trail, Minneapolis.

FLOUR OUTPUT

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

	Weekly capacity	Flour output bbls	Per cent activity
Aug. 16-22	291,000	230,818	80
Previous week	291,000	237,181	81
Year ago	291,000	251,200	86
Two years ago	255,500	210,708	76
Three years ago	255,500	207,280	81
Four years ago	238,000	193,040	76
Five years ago	238,000	193,040	81

Demand Light at Pittsburgh

PITTSBURGH, PA.—Demand for flour last week was light, with total sales indicating that the period was rather dull. Most of the buying was on a hand-to-mouth basis, with much flour ordered being for prompt shipment. There was no indication that bakers or jobbers were

doing any buying for future needs. It is the general sentiment that there will be no round lot business until new springs are more freely offered and the price level is attractive. Spring wheat clears were in moderate demand and scarce. Prices were firm. First clears were especially hard to buy.

The market for southwestern flours showed some activity. On the whole, sales of hard winters were not as heavy as expected in view of the low price range.

The market for soft winters was unsettled and buying was desultory. Larger users of soft winters appear to be well stocked. Semolina was higher in price, being quoted at \$5.40 bbl, in 140-lb jutes, Pittsburgh.

Quotations, Aug. 22: spring short patent \$4.40@4.90 bbl, standard patent \$3.90@4.40; hard winter short patent \$3.50@4, standard patent \$3@3.50, low protein standard patent \$2.75@3.25; clears, \$3.50@4; soft winters, \$2.60@2.85, bulk.

Baltimore Market Slow

BALTIMORE, Md.—The flour market is slow. Some near-by winter wheat flour is arriving. The quality is good, but there is no great demand. Quotations, Aug. 22: spring first patent \$4.15@4.40, standard patent \$3.90@4.10; hard winter short patent \$3.30@3.50, 95 per cent \$3.10@3.25; soft winter short patent \$3.25@3.50, straight \$2.60@2.85. Flour receipts last week totaled 19,097 bbls, with none for export.

Boston Trade Moderate

BOSTON, MASS.—A moderate business was done in flour last week, but there was hardly as much life in the market as previously. Many buyers are covered to about Jan. 1, especially in southwestern flours, and with the market slipped a little since then, they have not deemed it wise to buy heavily again. There is a fair demand for spring wheat flours with less eagerness to cover far in advance.

Sales of southwestern short patents continue to be made at \$3.60@3.75 for the most part, but some agents say they cannot offer good flour of high protein content at so low a price. As much as \$4.15 still is quoted for good flour, with some specialties a bit higher. Standard patents are selling fairly well at \$3.50 for good flour, and some business is being done at \$3.40, with choice flours commanding \$3.75@3.80. Some Texas flour is reported to have been sold at \$3.50 in a fairly large way.

Spring short patents are being sold moderately at around \$4.50, with some choice lots quoted up to \$4.75 and less attractive flours available at \$4.25. Some very good first clear has been sold at \$3.75. Special short patents are still quoted at \$5.25 or even higher.

Pastry flour buyers are taking flour

in a moderate way. Soft winter patents have been sold to a very limited extent at around \$3.40, while straights have moved reasonably well at about \$3.25, with extremes of 25c higher or lower. Clears have been sold in limited quantities at \$3@3.25.

ITALY INCREASES DUTY ON WHEAT FLOUR AGAIN

WASHINGTON, D. C.—Duties on imports into Italy of wheat, maize, wheat flour, white corn meal, semolina, bread and macaroni were increased, effective Aug. 19, according to the Department of Commerce. This was done in an effort to help the Italian farmer who has suffered on account of shortened harvests of minor crops, including corn, as a result of the drought. The increases were as follows (all rates being in paper lire per 100 kilos): wheat and corn, 60.60 to 75; white corn meal and wheat flour, 92.90 to 112.35; semolina, 107.90 to 130.10; macaroni, bread and hardtack, 110 to 131.95.

EMPLOYMENT IN FLOUR AND BAKING INDUSTRIES GAINS

WASHINGTON, D. C.—An increase in both employment and pay rolls in the flour industry in July was reported by the United States Bureau of Labor Statistics. Using 1926 as a basic 100, the bureau placed the July, 1931, employment index number for the flour industry at 90.5, compared to 85.3 for June, and 97.7 for July, 1930. The same industry's pay roll for July, 1931, was placed at 86.7, compared to 81.5 for June, and 99.5 for July, 1930.

There was a slight increase in employment in the baking industry, but a slight decrease in pay rolls, the bureau found. The index number for employment was put at 92.5 for July, 1931, compared to 91.9 for June and 98.1 for July, 1930. The index number for pay rolls was 88.8 for July, 1931, compared to 89.7 for June and 99.8 for July, 1930.

For industry as a whole the bureau reported a decrease of 2.5 per cent in employment in July as compared with June and a decrease of 5.4 per cent in pay rolls.

FRANK MESSENGER RETURNS TO U. S.

LONDON, ENG.—Frank Messenger, who for several years has been attached to the office of the United States commercial attaché at Bush House, Aldwych, London, is returning to the United States this week. Mr. Messenger specializes in cereals, and during his stay in London has acquired a very thorough knowledge, from the English viewpoint, of that particular branch, both scientifically and commercially. For the time being, until a new appointment is made, George M. Southworth will take over the work of Mr. Messenger. He is one of the secretaries attached to the American embassy. After reporting at Washington, Mr. Messenger expects to go on leave, and will take the opportunity of visiting his old home in Texas.

BAKERS CLUB GOLF TOURNEY

New York, N. Y.—At the August golf tournament of the Bakers Club, Inc., held at the Woodmere Country Club on Aug. 18 through the courtesy of William J. Eisner, about 40 members and guests were present and remained for dinner. The winners were as follows: class A, A. A. Clarke, R. F. Killthau; class B, A. C. Ebinger, S. M. McDonald; class C, F. R. Kinckenon and Walter D. Ebinger. C. B. Mueller and J. Lucier won the blind bogey prizes. On Sept. 10, another tournament will be held at the Rye (N. Y.) Country Club, through the courtesy of a number of the club's members.

PHILADELPHIA BAKERS ENTERTAINED

PHILADELPHIA, PA.—The Bakers' Club of Philadelphia was entertained by Ralph Sozling, of the Bricker Baking Co., Bethlehem, Pa., Aug. 26, at the Saucon Valley Country Club of Bethlehem. Golf was played in the afternoon.

NEWS CRIST in BRIEF

M. F. Ring, of the Roanoke (Va.) City Mills, was a Baltimore visitor last week.

Frank F. Henry, chairman of the board of the Washburn Crosby Co., Inc., of Buffalo, has been elected a trustee of the Buffalo Orphan Asylum.

Edward S. Benedict, of L. A. Wright & Co., flour, Boston, has returned to the office after a long illness. Mr. Benedict is a director of the Boston exchange.

E. J. Hongland, general sales manager for the Inland Milling Co., Des Moines, Iowa, was a caller last week at the offices of the Frank R. Prina Corporation, New York.

Philip R. Markley, vice president of the Commercial Exchange of Philadelphia, has the sympathy of the flour, feed and grain trades in the death of his wife, Aug. 17.

Among the visitors introduced on the floor of the New York Produce Exchange last week were Charles G. Ireys, vice president and treasurer of the Russell-Miller Milling Co., Minneapolis, introduced by H. F. Freeman, Jr., and

J. M. Hoppe, East Liverpool, Ohio, the guest of Samuel Knighton.

Clearances of wheat and flour from the port of New York for the week ending Aug. 15 numbered 543,000 bus and 50,666 bbls—an improvement over recent weeks.

L. B. Lund, assistant treasurer and manager of the Atkinson Milling Co., Minneapolis, left for Philadelphia and Boston early last week after visiting Jacques A. Davis, the mill's New York representative.

All operations at the grain elevators of the Baltimore & Ohio Railroad were halted for 15 minutes on the day of the funeral of Christopher E. Wood, superintendent of elevators, as a mark of respect to his memory.

Rufus E. McCosh, well known in the flour trade as a former mill representative, but more recently connected with the motion picture industry on the Pacific Coast, has returned to Baltimore and, it is reported, is seriously considering re-entering the flour business as broker and mill agent.

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"

Little Forward Business in Pacific Northwest

FLOUR purchases in most north Pacific Coast markets are closely restricted to present consumption of flour products, future requirements being almost wholly ignored. Flour stocks in buyers' hands have seldom, if ever, been as light at this time of year. The fact that on account of the light Montana and Washington crops of strong spring wheats, high protein flours are likely to advance, is not sufficiently appreciated by the buying trade to cause anxiety as to future prices, at least to the extent of anticipating requirements.

Outside Demand Small.—The flour demand from more distant outlets for coast flour is no better than in home markets. California buyers of hard wheat flours do not appear to be alarmed over the probable scarcity of strong Montana flours and Washington bluestem short patents, feeling secure in being able to fill their needs from cheaper high quality flours made by southern Idaho and Utah mills. In Atlantic seaboard markets and the Middle West, coast flours are unable, also, to meet the price competition of mills located nearer those markets.

Flour Prices.—Washington flours, car lots, coast, Aug. 21: bluestem family short patents, \$4.30@4.80 bbl, 49's; standard patents, \$3.10@3.70, 98's; pastry flour, \$2.80@3.25, 98's; blends, made from springs and Pacific hard wheats, \$4@4.70, 98's.

Export Trade.—Business with China is quite negligible. The prospect of a revival in the near future is discouraging, on account of heavy purchases of American and Australian wheats by the Chinese mills.

FLOUR OUTPUT

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

Output	Pct. of activity
Aug. 9-15	25,262 54
Previous week	24,381 52
Year ago	30,158 64
Two years ago	26,874 58
Three years ago	29,640 63
Four years ago	26,728 58
Five years ago	26,014 56

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

Output	Pct. of activity
Aug. 9-15	22,639 39
Previous week	24,772 43
Year ago	51,959 91
Two years ago	33,918 59
Three years ago	39,299 69
Four years ago	22,453 39
Five years ago	28,932 51

California Sales Up at Ogden

OGDEN, UTAH.—Business developing in California cities has provided increased markets for Utah and Idaho flour, while fair trade has been done with southeastern states. Buying has been in small lots for immediate and 30-day shipment, dealers and bakers awaiting more definite price adjustment before making extensive commitments. A slight increase in spring wheat arrivals is reported, although larger mills experience difficulty in securing ample supplies, due to the policy pursued by many farmers of holding their grain. Operations of Ogden mills were at 90 per cent of capacity, with smaller country mills operating at 45 per cent of capacity.

Quotations, Aug. 22: to southeastern dealers, first patents \$3.20@3.50, straights \$3@3.20, and second grades \$2.90@3 bbl, car lots, f.o.b., Memphis and other lower Mississippi River common points; to California dealers, family patents \$3.10@3.40, second patents \$2.70@2.90, straights \$2.60@2.80, and second grades \$2.50@2.70 bbl, car lots, f.o.b., San Francisco and other California common points; to Utah and Idaho dealers,

fancy patents \$4@4.40, second patents \$3.60@3.80, straights \$3@3.20, and stuffed straights \$2.35@2.80 bbl, car lots, f.o.b., Ogden.

San Francisco Prices Firmer

SAN FRANCISCO, CAL.—Prices are a trifle firmer due to strength of Utah and Idaho wheats, which are in better demand due to the scarcity of Montana wheat. Prices to the trade have not reflected the firmness, and are still at rock bottom, with competitive conditions very severe. Sales remain about steady for immediate requirements, with interest a little greater in future supplies, but no actual buying to any extent. Bakery

business is dull, and bakers are not confident enough of future prospects to buy ahead. Quotations, Aug. 22, car lots, draft terms, San Francisco: Idaho family patents, \$3.80@4; Oregon-Washington bluestem blends, \$3.30@3.60; northern hard wheat patents, \$4.10@4.30; northern pastry, \$3.10@3.20; Dakota standard patents, \$5.30@5.50; Montana standard patents, \$4.75@5; Idaho hard wheat patents, \$4.15@3.60; California bluestem patents, \$3.15@3.60; pastry, \$3.20@3.30.

Premium on Old Crop at Los Angeles
LOS ANGELES, CAL.—Old crop flours are bringing a premium of 20@40c over new crop offerings. Milling has been relatively light, and stocks in bakers' hands are unusually low. Continued market declines have worn out the trade, and even the larger bakery organizations are confining their purchases to a close-by basis. Family flour trade continues active, with a large number of homes making bread. The consumption of bakery goods, on the whole, remains about the same. Quotations, Aug. 22, car lots, sight draft terms: Montana spring wheat patents, \$4.80@5.10; Utah-Idaho blended bakers patents \$3.50@3.70, straight grades \$3.30@3.50; Oregon-Washington bluestem patents \$3.70@3.90, hard wheat patents \$4.10@4.30; California bluestem patents \$3.60@3.80, pastry \$3.50@3.70.

The First Forecast of China's Wheat Crop

By Bruce A. Macdonald

Assistant Canadian Trade Commissioner at Shanghai

FOR the first time an official estimate has been made of China's wheat crop.

The Bureau of Statistics of the national government at Nanking has issued a "preliminary forecast" of the crop for 1931, based on reports received up to June 20. Separate estimates have been made of the production of spring wheat, which is grown in Manchuria, and of winter wheat, which is produced in the wheat growing provinces of China proper. The estimate of the former is 143,200,000 bus, and of the latter 461,167,000, or a total of 604,740,000. The spring wheat estimate is 146 per cent of the 98,233,000 bus which the bureau estimates is the Manchurian "production in average years"; the winter wheat estimate is 86 per cent of the 531,883,000 bus which is similarly said to be the average production of China proper. The total of both spring and winter wheat is therefore 93 per cent of the estimated total average annual production of 631,703,000 bus. This last compares with the 1924-28 average total production in Canada of 142,220,000 as compiled by the Dominion Bureau of Statistics.

The following table shows the bureau's estimate by provinces. Chinese measures have been converted into short tons and bushels. The province shown as Liaoning

is the name of the Manchurian province formerly known as Fengtien.

SPRING WHEAT, MANCHURIA					
Provinces	Production in 1931		Estimated production in 1931		*Pct.
	1,000 tons	1,000 bus	1,000 tons	1,000 bus	
Hellung	1,373	45,933	2,356	75,200	171
S. Kiang	1,242	41,160	1,611	53,500	130
Kirin	325	7,500	216	7,200	36
Jehol	102	3,460	120	1,900	117
Totals	2,947	98,233	4,306	143,200	116

WINTER WHEAT, NORTH AND CENTRAL CHINA					
Provinces	Production in 1931		Estimated production in 1931		*Pct.
	1,000 tons	1,000 bus	1,000 tons	1,000 bus	
Shansi	459	15,300	325	7,500	49
Hopei	1,845	61,500	1,360	45,333	47
Shantung	4,107	136,900	4,313	143,733	105
S. Kiangsu	1,911	35,700	937	31,233	92
Anhui	1,071	35,700	792	26,400	71
Honnai	3,695	120,167	3,137	104,567	87
Hupeh	1,116	47,200	1,119	37,300	79
S. Kiangsu	1,847	61,567	1,312	43,733	71
Chekiang	639	22,297	648	21,600	94
Totals	16,050	531,331	13,513	461,399	86

Total spring and winter wheat 18,997 632,561 18,119 604,599 93
 *Per cent of current year to production of average years.

This bureau of the national government has been making experiments for

two years in the great task of forecasting China's farm crops, but the above is the first result to be published. It is based on crop reports received from 2,000 farmers in 160 districts of the wheat growing part of the country, which is roughly from the Yangtze River northward. How the "production in average years" has been arrived at is not stated.

Until adequate transportation is available in China the wheat production in the greater part of the country will continue to be of academic interest only. This forecast, however, is of great interest in itself, marking as it does the first attempt to lift, in so far as agriculture is concerned, the veil of complete obscurity which covers practically every field of the economic life of China.

(NOTE.—Since the publication of the above forecast of China's wheat crop for 1931, disastrous floods have occurred throughout central and northern China, as a result of unprecedented rains in western China, which has resulted in almost complete destruction of the wheat and rice crops throughout the Yangtze Valley and the Yellow River area. The province of Anhwei alone is reported to be three quarters under water, while in Honan and Hopei, both large wheat producing provinces, widespread destruction has taken place, though estimates of the total loss, particularly of cereal crops, are not yet available. Recent reports from Shanghai showing increases in the local prices of flour and rice, due to shortage of supplies, indicate, however, that there will be a serious shortage of domestic supplies of these two main cereals, which it is anticipated will result in increased purchases from abroad.)

GERMANY CUTS RYE DUTY ON BUYING TO REPLACE EXPORTS

WASHINGTON, D. C.—Germany reduced the import duty on rye from 20 reichsmarks to 1 reichsmark per 100 kilos, Aug. 24, provided evidence could be furnished that a corresponding amount of rye would be exported before Jan. 1, 1932, according to word received at the Department of Commerce from the commercial attaché at Berlin. This new import duty on rye will remain in effect until July 1, 1932, and it is expected that a similar arrangement with regard to wheat is contemplated soon.

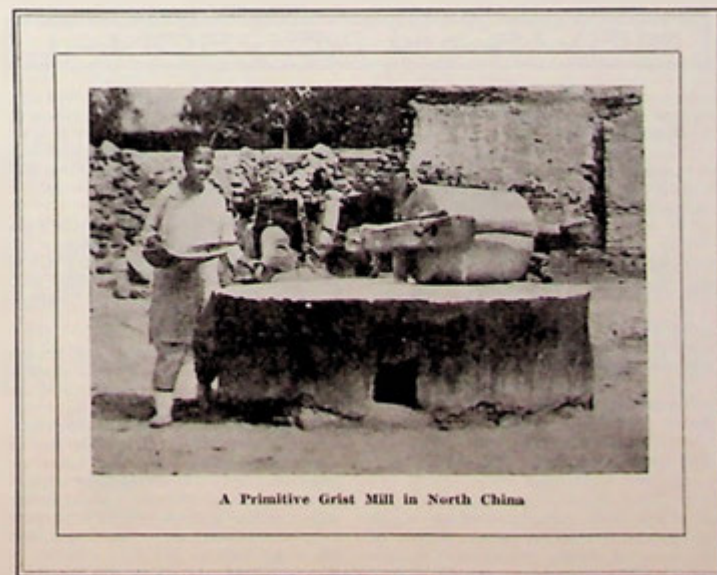
TARIFF ON WHEAT FLOUR INCREASED BY COSTA RICA

WASHINGTON, D. C.—An order made effective by the Costa Rican government, Aug. 15, increased the import duty on wheat flour from 0.14 to 0.15 colones per kilo, and on flour of inferior quality from 0.14 to 0.16, the Department of Commerce is informed. The Costa Rican colon equals approximately 25c in United States currency. These increases were installed as part of an emergency fiscal measure, which sought to raise the rates on certain products considered as luxuries.

The Utah Shippers' Traffic Association, Salt Lake City, has been authorized to represent the Ogden Grain Exchange at the Interstate Commerce Commission hearings in Salt Lake, when protests will be heard against the railroad's application for a 15 per cent freight rate increase. Other organizations being represented by the shippers' traffic association are the Utah Honey Producers' Association, Utah Horticultural Society, Utah State Farm Bureau, Utah Poultry Producers' Association and the Utah Cannery Association.

H. A. Bullis, secretary and controller of the General Mills, Inc., Minneapolis, left Ogden for Kansas City, Aug. 20, after a conference with P. M. Thompson, manager for the Sperry Flour Co. in the intermountain district, Claude E. Farr, district sales manager, and F. E. LaShelle, of the commercial feed sales department.

The German wheat area in 1930 was 4,600,000 acres, almost exactly equal to her 1909-13 average.



A Primitive Grist Mill in North China



DOMINION OF CANADA

A. H. BAILEY, CANADIAN MANAGER

1001 Lumsden Building, Toronto 2, Ont.

Correspondents at Montreal, Winnipeg and Vancouver

Cable Address: "Palmking"

Price Troublesome at Toronto

SALES of spring wheat flour to domestic buyers are about normal in volume. Bakers and dealers are each taking their usual quantities, the latter a little more. There is nothing in regard to volume over which millers have reason to grumble. On the subject of prices the story is different. Neither buyers nor sellers are pleased with the price situation but none seem able or courageous enough to battle against the tide. The spring wheat flour list is steady, but not much trade is doing at list figures—20@30c below being quite common. Quotations, Aug. 22: top patents, \$5; patents, \$4.75; seconds, \$4.10; first clears, \$3.10; graham and whole wheat flour, \$3.60; all per bbl, in 98's, jute, mixed cars, delivered, less 10c bbl for cash, plus cartage if used.

Winter wheat flour is firmer than a week ago and generally 10c higher. Production is light, demand poor and the market is merely drifting. Some of the largest mills have been trying to steady things, but results are not yet evident. Quotations, Aug. 22: 90 per cent patents, bulk, Montreal, for export, \$2.35@2.40 bbl; in secondhand bags, \$2.45@2.50 bbl, Montreal or Toronto.

Exporting.—Sales of springs for export are discouragingly small. British and European buyers make few offers. Established brands are meeting with some sale but this is mainly due to a desire that valuable connections be kept alive. More is heard of the West Indies as an outlet but at the best this is a small one. Almost no change is to be noted in prices. Bids are 2@3s below cost in many cases. Quotations, Aug. 22: export patents, 18s@18s 6d per 280 lbs, jute, c.i.f., London or Liverpool, August-September shipment; Glasgow, 6d over London.

Ontario winters are out of line with Glasgow and London and few sales are reported. Nominally 90 per cents are worth 17s per 280 lbs, c.i.f., London basis.

Ontario Winter Wheat.—Some slight improvement in offerings of Ontario winter wheat is reported but it is still scarce. Farmers are holding in the hope that later on there will be more demand for flour with better prices for wheat. Values did not change during the week. Quotations, Aug. 22: Milling grades of No. 2 red or white 37@42c bu, at mill doors, country points; car lots, 40@42c bu, according to freights.

Vancouver's Eyes on the Orient

VANCOUVER, B. C.—A note of optimism in regard to oriental purchases of flour and wheat from Canada this fall is contained in a report just received here from the trade commissioner's office at Shanghai. The cable stated that according to figures issued by the Nanking government, based on reports received up to June 20, the production of spring wheat in China this year will be 143,200,000 bus in addition to 461,167,000 bus of winter wheat, making a total of 604,367,000 bus. This figure represents 93 per cent of the estimated total average production of 634,703,000 bus as compared with the 1924-28 average for Canada of 442,220,000 bus. This forecast is of great interest itself, marking as it does the first attempt to lift, in so far as agriculture is concerned, the veil of complete obscurity which covers practically every field of economic life in China.

However, since the publication of this forecast of China's wheat crop for 1931, disastrous floods have occurred throughout central and northern China. These were caused by unprecedented rains in

western China and have resulted in almost complete destruction of the wheat and rice crops throughout the Yangtze Valley and the Yellow River area. Reports just received from dealers in Shanghai showing increases in the local prices of flour and rice, due to a shortage of supplies, indicate that there will be a serious shortage of domestic supplies of these two main cereals, which it is anticipated will result in increased purchases from abroad.

Domestic flour sales continued purely average with no forward bookings made farther ahead than 30 days. Prices for the various grades are unchanged following the 30c decline a week ago. The local bread war continues with the larger bakeries selling at 4c and 5c for the 16-oz loaf in order to get a larger volume of business.

Little Improvement at Winnipeg

WINNIPEG, MAN.—Mills have been credited with fairly good purchases of high grade wheat from the new crop during the past week, but flour business does not appear to have increased in volume. Some export orders have been booked and western mills continue fairly active, but still considerably under

capacity. Domestic trade shows no improvement and prices remain unchanged. Quotations, Aug. 22: top patent springs, for delivery between Fort William and the Alberta boundary, \$4.55, jutes; seconds, \$4.05; cottons, 15c more; Pacific Coast points, 15c more; second patents to bakers, \$4.35, car lots, basis jute 98's.

Light Trading at Montreal

MONTREAL, QUE.—Flour trade at Montreal during the past week was light. Export demand was poor for the week, and domestic business remained on a hand-to-mouth basis. It was just another week of current unsatisfactory volume. Prices were unchanged. Quotations on spring wheat flour, per bbl, less 10c for cash, f.o.b., Montreal rate points: first patent, \$4.70; second patent, \$3.90; straights, \$3.80. Quotations on winter wheat flour, new crop, per bbl: car lots, \$2.80@2.90; broken lots, \$3.30@3.40.

This is the last month in the fiscal year of large Canadian milling companies. Millers are not sorry to see it go. It marks the close of one of the most unsatisfactory periods in the history of the industry, volume being small and prices unprofitably low. Hopes are held for better times ahead, but certain disquieting factors remain to be overcome.

of carload lots, settlement will be made after final inspection.

The board of grain commissioners for Canada has been authorized to administer the act, and in the event of any dispute over the payment of the bonus, the findings of the board will be final and conclusive. A staff of 40 persons will be required to handle the work of issuing and checking the certificates, and it is estimated that between two and three million of these will be required. The sum involved will depend entirely on the size of the wheat crop this year, but it is estimated that between \$7,000,000 and \$9,000,000 from the Dominion treasury will reach the pockets of the western farmer under this measure of relief.

The regulations have been framed with the idea of getting this money direct to the man who is entitled to it, and in this respect the act appears to have accomplished what its sponsors set out to do.

In the areas where farmers are in the unfortunate position of having no wheat to deliver, the government will give relief in another form.

SATISFACTORY EARNINGS

BY CANADA BREAD CO., LTD.

TORONTO, ONT.—Profits in excess of former dividend requirements of 75c per share a year have been earned by Canada Bread Co., Ltd., Toronto, during the past fiscal year, according to the annual financial statement issued Aug. 17. This result was attained in spite of unsatisfactory conditions during the first half of the period, when flour was bought at high prices under contract. Since then flour has been bought on the open market. As a result operating costs have been appreciably reduced and operations during the last two months were of a definitely encouraging character. The relative position of the industry for the year was maintained. The year ended June 30 last.

Revenue, after bond interest, 1931, amounted to \$467,956, as compared with \$701,922 in the previous year. Interest from investments was larger at \$21,192, against \$15,191, making total income for the period \$483,148, as compared with \$717,113 a year ago. As the balance brought forward from the previous year was \$2,004,075, the total available for appropriations was \$2,493,224. Appropriated for depreciation was \$219,974, while a reserve of \$14,000 was established for bad debts that did not appear in the previous report. First preference dividends absorbed \$87,500 and second preference shares \$175,000, while \$125,000 was distributed on the common stock. Income tax allowance was \$20,000. After allowing for the usual depreciation, the preferred dividends were more than earned.

The current accounts for the past two years compare as follows:

As at June 30—	1931	1930
Current assets	\$928,356	\$1,025,524
Current liabilities	334,209	127,370

Net current assets..... \$594,147 \$601,154

In the report of H. F. Gooderham, president, it is stated: "Your management has taken a very drastic stand in the cutting of costs, and has carried same through with no disruption to the efficient operation of the business. Total costs have been reduced approximately 15 per cent from those incurred in the fiscal year 1929-30. The management is still following a policy of retrenchment and is only now reaping the full benefit of economies effected in prior months."

Canada's Wheat Bonus for Growing, Not Holding, Grain

WINNIPEG, MAN.

THE 5c bonus to be paid by the Dominion government to the wheat growers of Manitoba, Saskatchewan and Alberta, is to be a bonus for growing wheat and not one for owning wheat, according to the regulations governing the distribution of the money. The one exception is the case of the person who is hired or employed by the owner or operator of the farm where the wheat is grown, who is paid wholly in money, or partly in money and partly by a share of the crop, or some interest therein, or partly in money and partly by some share or interest in the profits arising out of the farming operations.

The bonus certificates are not assignable, neither are they subject to garnishment, seizure, attachment or execution

by any legal process whatsoever. Persons authorized to issue the certificates must deliver them to the grower in person, or transmit them to him through the mail, and any person accepting the bonus who is not the grower of the wheat as determined by the regulations, shall be criminally liable.

On receipt of his bonus certificate, the grower of the grain is required to sign a declaration that he grew the wheat in 1931, within the provinces of Manitoba, Saskatchewan or Alberta. This completed, his certificate is negotiable at any chartered bank free of any charge.

Arrangements have been made with the elevator companies, track buyers, commission merchants and grain dealers to issue the certificates on "street" and/or "graded storage" wheat, and in the case

NEWS and PERSONAL

Exports of bran, shorts and middlings in the crop year ending with July totaled 3,009,961 cwt.

In the crop year ending July 31 Canada exported 602,003 cwt of oatmeal and rolled oats.

J. J. Page, general manager Western Canada Flour Mills Co., Ltd., has gone west on a trip of inspection.

George A. McDonald, vice president Quaker Oats Co., Peterboro, is visiting western branches of his company.

Reports from the western provinces indicate that this year's crop of spring wheat, though unusually small, will be of high quality, particularly in protein.

At the first meeting of the new council of the grain exchange division of the Merchants' Exchange, R. C. Milroy, of the firm of Davis, Milroy & Co., was named chairman. He succeeds Robert

McKee, managing director of the Canada Grain Export Co. Ian Davidson, local manager of Earle, Stoddart & Watt, London, Eng., was chosen vice chairman, and John Whittle, manager for the Midland Pacific Elevator Co., treasurer.

W. A. Black, president Ogilvie Flour Mills Co., Ltd., has returned from a trip to the Maritimes, accompanying E. W. Beatty, president Canadian Pacific Railways, and other prominent business leaders.

A. H. Balfour, flour and feed, Brantford, Ont., who has been on a vacation with his wife and family in Scotland and England, sailed for Canada last week. Mr. Balfour was at one time associated with the late W. C. Omand in the export flour trade at Toronto. Later and after serving in the World War with the British forces in Mesopotamia, he bought and operated a flour mill at Brantford. This was burned some years ago since when Mr. Balfour has been carrying on as a merchant.

INCREASED GRAIN SHIPPING ACTIVITY AT MONTREAL

MONTREAL, QUE.—Montreal grain circles during the past week have been busier than for some time. Since the beginning of July business had been on the poor side. This was reflected in smaller shipments out of the port of Montreal as well as from the entire Dominion.

Last week, however, saw something of a pick-up. Freight brokers were kept pretty busy trying to fix cargoes. Bookings of the last few days total between 1,000,000 and 1,500,000 bus, to be shipped out of the port of Montreal within the next few weeks. A greater business has been done for shipment out of New York.

While the volume is not tremendous, and compared with normal years probably not even up to what could be expected at this time of the year, in contrast with the quietness of the preceding six weeks the improved trading has been quite noticeable. The results will be immediately reflected in shipments both locally and from other ports.

The greater demand for immediate shipment wheat has had its effect on the cash price as compared with futures. France has been the leading buyer, and

other continental countries have been largely on the purchasing end as well as the United Kingdom. The continued rainy weather in Europe, affecting the quality, is believed to be a major reason for purchase of the strong No. 1 northern Canadian wheat, the latter being desirable for mixing with the lower quality European products, particularly if the quality is reduced by constant rain. Another reason given is that millers like old wheat, and the cash wheat represents old wheat while the futures are new crop wheat.

VANCOUVER'S EXPORT TRADE WELL ABOVE LAST SEASON'S

VANCOUVER, B. C.—Despite the general depression in world flour buying, exports of flour from this port during the first seven months of this year were more than double those for the same period in 1930, according to statistics just released by the grain exchange division of the Merchants' Exchange. The movement from Jan. 1 to July 31 this year was 458,650 bbls, as compared with 211,850 in the same period a year ago.

July exports of flour totaled 65,810 bbls, well ahead of the figures for July, 1930, which were 26,760 bbls. A study of exports last month shows 35,920 bbls to the Orient, 25,000 to the United King-

dom-Continent, 1,630 to New Zealand, 1,370 to Central and South America, 1,550 to Australia and 340 to United States Pacific ports.

WHEAT AND FLOUR EXPORTS BELOW THOSE OF A YEAR AGO

WASHINGTON, D. C.—Exports of wheat from the United States during the week ended Aug. 8, last, amounted to 2,612,000 bus, compared with 5,382,000 during the preceding week and 2,570,000 during the week ended Aug. 7, 1930, according to the United States Department of Agriculture. (These figures and the following import and export figures include wheat for milling in bond and milled in bond flour.)

Total exports for the period July 1 to Aug. 8, amount to 19,550,000 bus, compared with 20,578,000 in a like period of 1930.

Imports from Canada—for the most part milling in bond wheat—amounted to 498,000 bus during the week ended Aug. 8, as against 409,000 in the preceding week and 222,000 during the week ended Aug. 7, 1930.

The total imports from Canada in the period July 1 to Aug. 8 amounted to 1,887,000 bus as against 1,984,000 in a like period in 1930.

CANADA'S WHEAT EXPORTS ONE THIRD WORLD TOTAL

WINSIEP, MAN.—Canadian wheat accounted for about one third of the world shipments in the 12-month period ending July 31, last, according to a report issued by the Dominion Bureau of statistics, which shows that 228,500,000 bus of wheat and 6,701,663 bbls of flour, making a total of 258,637,887 bus of Canadian wheat and flour were included in the world shipments for the season which totaled 757,000,000 bus, compared to 612,000,000 bus in 1929, and 928,000,000 in 1928.

The movement by Canadian routes was almost equally divided between east and west, the Pacific ports handling 74,500,000 bus, and the Atlantic ports about 74,000,000. The balance went through United States ports.

Despite this liberal share of the world trade, the Dominion had a record carry-over of 140,000,000 bus of wheat on July 31, 1931, of which 45,701,000 bus were stored at Fort William and Port Arthur, 28,806,000 in western country elevators, 14,344,000 in eastern elevators, and over 17,000,000 on farms. The balance was in Vancouver and other British Columbia ports, in flour mill elevators, or in transit in various parts of the country.

Canadian Flour in the West Indies

By L. S. Glass

Canadian Trade Commissioner, in the Commercial Intelligence Journal

ASERS of flour in the West Indies may be divided into three classes: bakers, biscuit manufacturers, and housewives. As far as domestic use is concerned, flour serves the same purposes as in northern countries, except that the consumption for dumplings and noodles is much greater, these forming the basis of the meals of the poorer classes, who prepare the noodles with a large quantity of soup, meat, fish, or vegetable juices.

In the main three grades of flour are imported. These are known in the West Indies as baking, extras, and supers. The first named may be regarded as an export patent, and is divided into two grades. The first is as a rule the first grade brand of Canadian mills; the second lies between baking and extra, but it is too good to be called the latter and is termed baking No. 2. The use of this flour is confined almost wholly to bakers, and is prepared almost entirely from hard winter wheat. Extras are a low grade flour which may be made from either hard or soft wheat, depending to a great extent on the final use to which it is to be put and the taste of the consumer. The demand for this flour fluctuates with the prices for baking grades, although for the retail trade it is fairly constant; it is this type of flour which is sold over the counter. Hard wheat extras generally find their way into the home for the making of bread, cakes and pastries, while the soft wheat extras form the basis for noodles and farinaceous pastes. Home baking, however, because of the heat, is not very prevalent in these islands. The extras enter into the baking trade as a filler to be mixed with the baking grade. When baker's grade prices are high, more extras are used in order to keep the cost of the loaf from increasing directly with the baking grades. The super is the lowest grade flour imported, and owing to the exceptionally low price which has been ruling for the two better grades, it has not been used on this market for some time, outside of British Guiana and Barbados, and there is likely to be little or no demand for this grade of flour until such time as the prices for baking and extras return to a higher level.

Canadian flour is preferred on this market, and all things being equal, Canadian baker's grade should continue to hold it and even command a small premium over any other flour. For the retail trade it is different. Here practically the only deciding factors are price and appearance; much of the purchasing

of all commodities is done in retail shops, and if the flour is pure white it is likely to have better sales, so that well-bleached flours enjoy the greater demand.

Competition in this market is almost entirely with the United States and England, although on occasion a few bags may be imported from Argentina or from the Continent.

Competition may take more than one form. It may be quality, in the f.o.b. price, or, because of ocean freights, in the c.i.f. price. As had been stated, on a quality basis Canadian firms can compete effectively except in the case of certain extras and supers where an exceedingly bleached or soft wheat flour is desired. The f.o.b. price presents a different problem: so much depends upon economic conditions in the milling industry and the social conditions of the country and the cost of the raw products. At present a combination of all three conditions is being faced, and as a result prices have steadily dropped until they stand at a very low level. Competition from England is becoming a more important factor, and English flour, although probably not as well regarded as Canadian, is being imported in increasing quantities into the markets of British Guiana, Trinidad and Barbados.

English and Canadian flours are on an equal footing as regards tariff preference. There seems to be little likelihood of British firms securing a great share of the market in hard wheat flour, but that is not the case as regards soft wheat flours, for the quality of the English product is good, and the price is well below Canadian quotations. The English advantage in price is due to much lower freight rates and to lower f.o.b. costs. Flour can be brought from English ports to Trinidad, Barbados or British Guiana at 52c bag; from Canada the rate is 90c, and from New York 85c, giving English flour a minimum freight preference of 33c bag.

BRITISH GUIANA

The British Guiana market is in the main confined to extras and supers. There is more home baking in British Guiana than in the other colonies under consideration, and this accounts for the large demand for the lower grade flours. There is also the large consumption for the noodles and the farinaceous pastes previously mentioned. Flour imports into British Guiana bear a very close re-

lationship to price as regards quality. British Guiana has, in her abundant rice production, a good substitute for flour which comes into play when flour prices are high, and which also detracts from flour sales when the prices for rice are low. In the latter half of 1930 prices for rice dropped to a very low level, and as a result the consumption increased to the detriment of flour sales, flour imports falling as well as flour prices.

British Guiana was the first colony to show a decrease in the imports of Canadian flour in favor of English flour. In the years 1925 to 1927 there were practically no imports from the United Kingdom. In 1928 the first bulk shipments began to arrive, when 9,956 bags were imported. The total was more than quadrupled in the following year, when 48,784 bags were brought in, and in 1930 the total was 55,217. Until 1928 the imports of Canadian flour maintained an average of around 160,000 bags; in 1929 there was a fall to 127,000, and in 1930 there was a further decrease to 81,000, thus practically halving the previous average.

With regard to competition from the United Kingdom, an examination of the average prices ruling in 1930 is illuminating. As has been stated, British Guiana purchases only extras and supers; if extras are high priced, supers are bought. As Canadian trade has been mostly in extras, and the supers from England, until such time as Canadian firms are in a position to supply low grade flours at prices competitive with those of English millers, imports from the United Kingdom should continue to expand. American millers have also been able to compete with Canadian flour in this market, although they have to overcome the difference between the preferential duty—90c bag—and the general duty of \$1.38. Imports of flour generally into British Guiana are likely to show some decrease in the immediate future owing to the present severe economic slump and to the attendant low purchasing power of the public.

In Trinidad there is a flourishing bakery trade which supplies a continuous and good demand for high grade flour, and there is a steady retail trade for the lower grades. Trinidad is perhaps able to purchase on a quality basis more than any other of the colonies in the eastern group because of her more va-

ried industries, which tend to offset one another in times of depression so that the general buying power of the public remains, within certain limitations, reasonably normal. The tendency in Trinidad is not so much to purchase lower grades when the better grades of flour are high as it is to purchase more of the higher grade as its price more closely approximates that of the lower grades; that is to say, when baker's grade is at \$8 a bag, it does not follow that there will be a great drop in the purchases of that flour for extras at \$6 a bag, but if extras are \$6 a bag and baker's grade \$7, there will probably be an increase in the purchase of baker's.

Since 1928, when imports from the Dominion totaled over 300,000 198-lb bags, Canada has suffered a small decrease in her trade, and sales from the United Kingdom are increasing. From 1926 to 1928 English flour was not on the market; in 1929, 12,000 bags were imported, and in 1930, 16,000. In Trinidad the preference in the past has been for quality, but if the present depression continues the demand may radically change in so far as grades are concerned, and in that event English millers may reap the benefit.

BARBADOS

In Barbados there are two distinct outlets for flour: the first the general trade which absorbs grades similar to those imported into Trinidad—export patents, extras and supers for bakers and retail sale,—and the second the flourishing biscuit trade. The flour for biscuit making, totaling 14,000 or 15,000 bags a year, being manufactured under bond is duty free, and is re-exported to the different consuming centers. Flour consumption in Barbados of American origin is much higher than in any other part of the West Indies.

In so far as the general trade of Barbados is concerned, Canada practically controls the market—65,000 bags in 1928 and 45,000 in 1930. In 1929, 328 bags were imported from Great Britain, and in 1930, 860.

The total requirements of the Leeward and Windward islands are about 140,000 bags; 90 per cent of the imports are estimated to be Canadian. Imports of American flour, most of which go to Antigua and the Virgin Islands, are estimated at 3,000 bags. The direct steamship services to these smaller islands is very advantageous to this trade. English or American importations are either transshipments from Barbados or Trinidad or from Antigua, or intermittent shipments by cargo boats.

IMPORTS OF MILLFEED DECLINE DURING JULY

Total Amounts to 23,411 Tons. Compared with 34,105 a Year Ago—Canada Supplies Most of Arrivals

Imports of millfeed during July were smaller than in the previous month and a year ago, amounting to 23,411 tons, of which 13,337 were withdrawn from bond and 10,104 imported directly. Imports in July, 1930, were 34,105, all of which was imported directly. In June, this year, imports amounted to 25,129, of which 10,756 were withdrawn from bond.

Canada supplied most of the direct importations, accounting for 7,990 tons, compared with 9,815 in the previous month and 16,082 a year ago. Argentina shipped only 1,402 tons, the smallest amount in any month since January, 1930. A year ago, Argentine shipments amounted to 12,369. Other countries of origin were France 443 tons, Honduras 51, Mexico 118, and Brazil 100.

Most of the arrivals during July were imported through Buffalo and Vermont customs districts. Large shipments also came through New York, Maryland and Virginia.

GENERAL MACARONI GROUP HOLDS FIRST CONVENTION

The first annual meeting of the General Macaroni Association, Inc., was scheduled to open at the General Brock Hotel, Niagara Falls, Ont., Aug. 26. The three-day program was to be opened by the report of the president, Louis J. Scaramelli, of New York, followed by an address by Aaron Sapiro, counsel for the association. After a series of talks on the prevailing conditions in the industry, committees were to be appointed.

General session on the second day will begin with discussions of the resolutions passed by the committees, which will continue in the afternoon. An address will be made by a representative of durum millers. In the evening the annual dinner will be held, at which Fiorello H. La Guardia, congressman from New York, will be one of the speakers.

Final action on the resolutions and the election of directors of the association and its affiliate, the General Macaroni Corporation, will occupy most of the time at the business session on the final day. The directors will select the officers. A number of durum millers of the Northwest planned to attend the gathering.

PREDICTS WITHDRAWAL OF CO-OPS FROM FARM BOARD

Attending a meeting of the Farmers' Union national board of directors at Omaha, on Aug. 21, John A. Simpson, of Oklahoma City, president, predicted that within a year grain co-operatives will exist only outside of the organizations affiliated with the Federal Farm Board set-up.

"Every co-operative group that has joined the farm board marketing program has been borrowing its head off from the revolving fund," Mr. Simpson said. "They have borrowed millions at a good interest rate. Many of them never will be able to repay even the interest payments."

Simpson inferred that the membership in the country districts would drift away upon finding how heavily the marketing agency was involved financially.

BOARD CONDEMNED ON WHEAT DAY

OGDEN, UTAH.—When citizens of Garland, Utah, and vicinity celebrated their first annual Wheat Day, Aug. 15, the chief business street intersection was not only decorated with dozens of wheat sheaves, but the entire paving and sidewalk was covered with threshed grain. Speakers on the program referred to the street's appearance as being "paved with gold." Speakers included Governor George H. Dern, United States Senator William H. King, and Utah Secretary of State Milton Welling. A resolution passed at a crowded meeting, introduced

by J. J. Shumway, condemned the policies of the Federal Farm Board and its agencies, advocating an investigation by Congress.

WISCONSIN GRAIN COMMISSION

MILWAUKEE, Wis.—The reorganization of the Wisconsin grain commission, at Superior, has been announced by W. R. McCabe, chairman. R. F. Hoehle, formerly chief deputy weighmaster, is demoted to deputy weighmaster. Herbert Naud is made chief deputy weighmaster. J. Ostrom, senior clerker, has been demoted to grain sampler.

SELF-RISING FLOUR OUTPUT SHOWS GAIN

Figures for First Half of 1930 Amount to 4,011,000 Bbls.—Highest Total Since 1921

Production of self-rising flour continues to increase, according to figures compiled by Felix T. Pope, of the Department of Commerce. During the first six months of 1931, 4,041,000 bbls were produced, compared with 4,035,000 in the corresponding period of the previous year. In the last half of 1930, output totaled 4,621,000 bbls.

Figures for the first six months of former years are as follows: 1924, 3,139,000; 1925, 3,128,000; 1926, 3,376,000; 1927, 3,853,000; 1928, 3,764,000; 1929, 3,788,000; 1930, 4,035,000.

In order to estimate the amount of self-rising flour produced, the Bureau of Foreign and Domestic Commerce has obtained semiannual statements from manufacturers of bicarbonate of soda of the amounts of that product sold to manufacturers of self-rising flour. For the purpose of the calculation, the bureau assumes that 1½ lbs of soda are mixed with every 100 lbs of flour, and allowing for additional ingredients, that every 100 lbs of flour makes 105 lbs of self-rising flour.

SOUTHWESTERN CO-OP ENDS ROW WITH RESIGNATIONS

KANSAS CITY, Mo.—Following nearly a year of disaffection and controversy in the ranks and directorate of the Equity Union Grain Co., the largest co-operative grain marketing organization in the Southwest, the resignation of J. J. Knight, secretary, treasurer and general manager, was forced at the close of a four-day session of the directorate in Kansas City on Aug. 20. Mr. Knight's resignation was accompanied by those of about 20 members of the organization's office and field forces.

Disturbances within the Equity were largely the result of differences of view in the matter of its relations with the Federal Farm Board and the Farmers' National Grain Corporation. Mr. Knight and his supporters in the directorate favored maintenance of maximum independence in marketing methods used in handling the grain of the 130 elevators and more than 20,000 grower members of the Equity. Financial dependence upon the government set-up made this not wholly possible, and for months it has

been known that strong pressure was being brought to bear to force Mr. Knight out of the organization. Several months ago he was compelled to resign as a director of the Farmers' National, and both President Huff, of that organization, and Samuel R. McKelvie, of the farm board, took a hand in the fight within the Equity ranks. The situation was complicated by charges and counter-charges of speculation by Mr. Knight and his associates, both on Equity account and off their own bats. Several audits of the company's affairs and an active participation in the row by farm board officials have featured the prolonged warfare.

Those in close touch with the situation say that Mr. Knight's resignation means the virtual absorption of the Equity set-up by the Farmers' National. Mr. Knight himself plans to take a brief vacation after which, it is said, he probably will set about organizing a new equity to operate independently of the Federal Farm Board control and credits. The Equity and the Farmers' Union have been regarded as the best managed of the southwestern grain co-operatives.

CUBAN FLOUR IMPORTS SMALLER DURING JULY

Current Receipts on Island Are Considerably Below Those of Year Ago—Buffalo and Southwest Lead

Arrivals of flour in Cuba during July amounted to 70,053 bags of 200 lbs each, compared with 71,049 in the preceding month and 103,830 in the corresponding month a year ago, according to information compiled by Agencias Unidas, Havana. The July receipts were next to the smallest for any month, so far, this year.

Virtually all of the imports were from the United States, and most of them were supplied by milling companies with plants in Buffalo and the Southwest, although several northwestern mills were represented substantially, and there was a scattered volume of soft wheat flour included.

Of the July imports, 40,390 bags arrived at Havana and 29,613 at other points on the island. Considering only the Havana arrivals, 20,165 bags of the total cleared from the United States through New York, 17,575 through New Orleans, and 2,650 through Key West.

Principal buyers and the amounts received by them during the month were Pinan & Co., 5,805 bags; Aguilera Mangano Co., 5,750; Tous Solis Co., 5,500; Galban Lobo Co., 3,600; Barraque Macia Co., 3,000; V. Ezquerro, 2,650; Gonzalez & Suarez, 2,500; Marc Gonzalez & Co., 2,400; Isla Gutierrez Co., 2,250. All of these firms are located in Havana.

PROTEIN AVERAGE LOWER

KANSAS CITY, Mo.—Average protein content of 1,911 cars of wheat inspected by the Kansas State Grain Inspection Department in the week ended Aug. 21, was 11.72 per cent, and the 259 cars inspected by the Missouri department averaged 11.94 per cent. The total, 2,170 cars, averaged 11.74 per cent, compared with 12.01 per cent on 1,293 cars the preceding week.

ACREAGE REDUCTION TALK AID TO COTTON

Prices Display Stronger Tone as Conference News Offsets Bearish Reports—Selling Pressure Increases—Burlap Irregular

Bemis Bro. Bag Co.'s cotton goods index, a composite figure reflecting wholesale prices of principal cotton cloth used in bag making, expressed in cents per yard of cloth, is 3.32, as compared with 4.57 a year ago. The Bemis composite figure reflecting duty paid early shipment prices of heavy and lightweight Calcutta burlap, expressed in cents per pound of cloth is 7.66, as compared with 9.27 a year ago.

New York, N. Y.—Reports from the conference of representatives of cotton growing states in New Orleans on restriction of cotton planting next year checked the downward movement of the market toward the close of last week, although other developments of an unfavorable nature prevented any marked price advance. This slight improvement, however, came at the close of a week when otherwise all tendencies were of a bearish nature.

At the outset of the week sharp declines in Liverpool quotations, a further break in the stock market, and active selling by Wall Street, Liverpool and the Continent all served to depress prices, as did weakness in Egyptian cotton and far eastern liquidation. Furthermore, active covering by short interests had materially weakened the technical position of the market. At one time increased selling pressure from producing sections carried prices to new low levels for the year.

Some improvement is noted in foreign textile centers, according to the New York Cotton Exchange Service, which recently stated that "yarn sales are about equaling current output, but output continues very low. Cloth inquiry is rather better, but most of the offers are at unworkable levels. India fails to show any recovery from the standpoint of purchases of Lancashire cloths. The drastic economies proposed by the British government, designed to hold confidence in British finances, overshadow British trade.

"Italy, on the other hand, cables that spinning and weaving activities are increasing slowly, and, while yarn and cloth prices are unprofitable, prospects are that the present rate of activity will be maintained for the next few weeks. Belgium also reports a little more cheerful tone than heretofore. It says that activity continues unchanged and a slow improvement seems to be in sight. Czechoslovakia reports that the yarn demand has continued to improve, and spinning activity is now averaging almost 90 per cent of normal."

BURLAP IRREGULAR

Burlap prices received from Calcutta last week were irregular. Quotations advanced slightly at the outset, and then moved downward. Inquiries for small amounts for shipment through the remainder of the year were slightly more active, but generally buyers' ideas were too far apart from those of sellers to permit much trading. Little activity was noted in the spot market.

MRS. W. C. DOUGLAS DEAD

PITTSBURGH, Pa.—Ada Hamilton Douglas, wife of W. C. Douglas, well-known flour man of the Pittsburgh district, died, Aug. 18, after a long illness. The funeral was held, Aug. 20. The Pittsburgh Flour Club, of which Mr. Douglas has been a leading figure, sent a floral tribute. The sympathy of the trade was extended to Mr. Douglas in his bereavement.

JOSEPH FEUER IN ST. LOUIS

St. Louis, Mo.—Joseph Feuer, president of the Continental Export Co., New York, is in St. Louis this week visiting the company's local office. Julius Mayer is manager for the company in St. Louis, where it operates the 4,000,000-bu Missouri Pacific elevator.

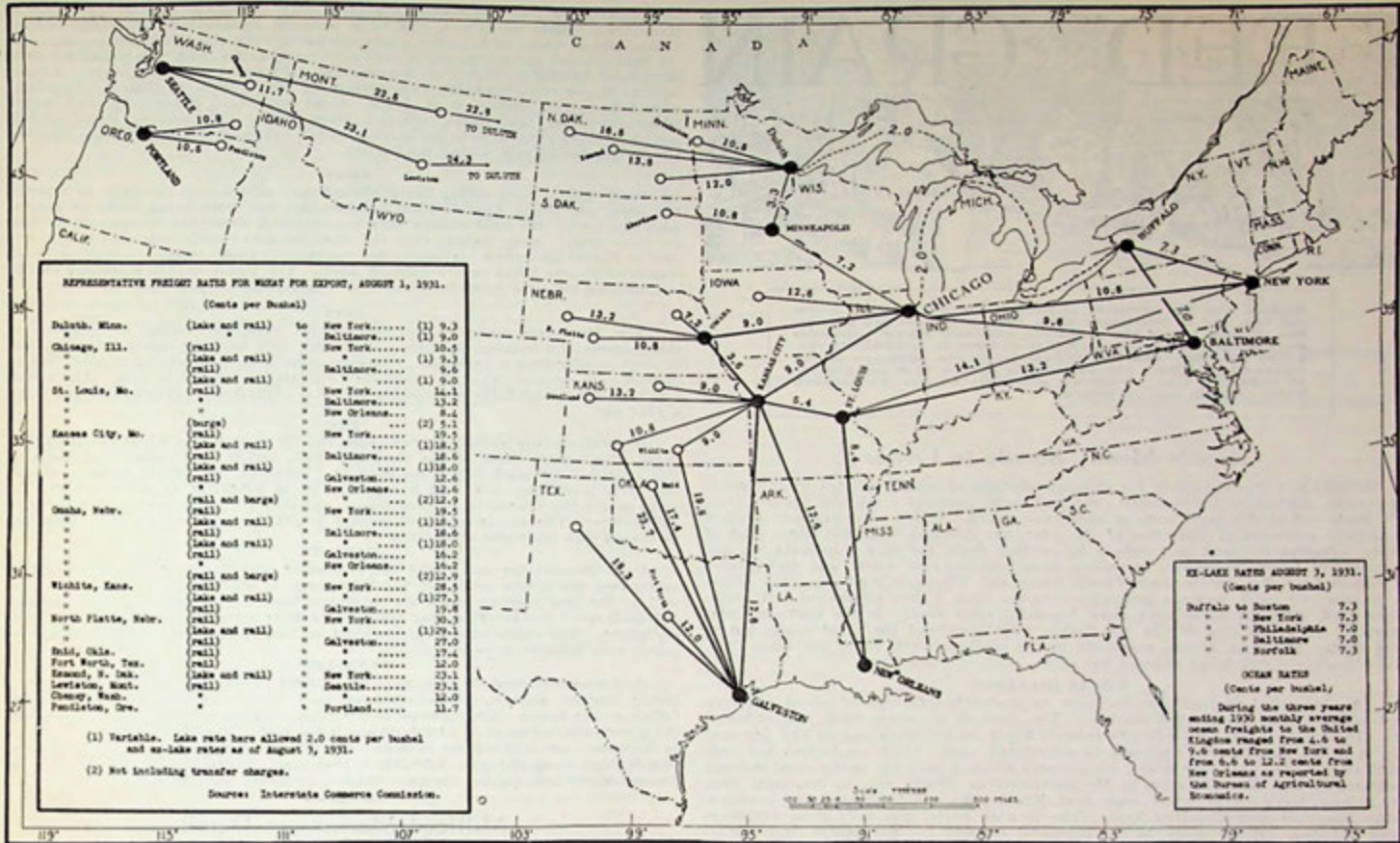
BY WAY OF IDENTIFICATION



A CONSIDERABLE number of grain concerns in Kansas City and elsewhere in the Southwest this week began using the insignia here shown on their stationery, in their advertising and elsewhere in connection with their firm or company names. Use of such a mark of identification has, in the opinion of those who have started the movement, become necessary because of the many names under which government controlled auxiliaries of the Federal

Farm Board grain set-up are operated.

The point is made that the design is not copyrighted and independent grain dealers everywhere in the country are fully privileged to use it.



Representative Freight Rates, Wheat for Export, August, 1931. Chart Prepared by Grain Futures Administration, United States Department of Agriculture

FULL TEXT OF THE NETHERLANDS FLOUR MIXING LAWS

THE full text of the Netherlands wheat decree of 1931 and the wheat order of 1931, which requires imported flour to be mixed with home milled flour, recently was received in this country by the Department of Commerce and other interested parties. It follows:

ARTICLE 1

Under this decree "wheat meal and wheat flour A" means wheat meal and wheat flour the composition of which complies with the requirements of our minister of agriculture. "Wheat meal and wheat flour B" means all wheat meal and wheat flour not falling under wheat meal and wheat flour A.

ARTICLE 2

The transportation of wheat meal or wheat flour B is only permitted upon condition that it is handled by the person himself pursuant to instructions and for account of an incorporated association indicated by our aforesaid minister for the regulation of the trade in wheat meal or wheat flour B.

ARTICLE 3

To stock wheat meal or wheat flour B is only allowed on condition that this is dealt in by the person himself pursuant to instructions and for account of an association as referred to in Article 2, or is used by such person: (a) for products which are exported abroad; (b) for products specified by our aforesaid minister, or (c) in an establishment using, in a period of time to be determined by our aforesaid minister, a quantity of wheat meal or wheat flour A, which corresponds to at least a multiple, to be determined by our aforesaid minister, of wheat meal or wheat flour B used.

ARTICLE 4

One who transports, stocks or supplies wheat meal or wheat flour A or B is compelled by our aforesaid minister to keep a register of purchases, sales and consumption and to permit the inspection thereof by officials intrusted with tracing violations of the Wheat Act of 1931.

ARTICLE 5

Besides the officials mentioned in Article 7 of that act, the controllers of the Wheat Act of 1931 are intrusted with the discovery of infringements of this act.

ARTICLE 6

This decree may be quoted under the title of: Wheat Decree, mentioning the year of the State Journal in which it is published.

ARTICLE 7

This decree shall come into effect on the second day after its proclamation. After that date, users will be permitted to have wheat meal and wheat flour B in stock, in so far as this is already in stock on the date of proclamation of this decree, for a period to be determined by our aforesaid minister.

ARTICLE 8

The Minister of State, Minister of the Interior and Agriculture, having taken note of the Wheat Decree of 1931, decrees and orders:

ARTICLE 1

Wheat flour or wheat meal A is all wheat flour or wheat meal the composition of which complies with the following requirements:

1. Each quantity shall consist of at least 20 per cent of meal or flour derived solely from domestic wheat.
2. This 20 per cent shall be evenly mixed throughout the quantity.
3. The domestic wheat, referred to in sub 1, shall be supplied through the medium of: (a) a local wheat organization within whose district the wheat is grown, and (b) a central wheat organization, both approved by him as qualified, upon request made by them to that end.

ARTICLE 2

The association referred to in Article 2 of the Wheat Decree of 1931 shall be provided for by the minister in a separate order.

ARTICLE 3

A. The products referred to in Article 3, sub b, of the Wheat Decree of 1931 are: 1 rusks, 2 crackers and wafers, 3 self-rising baking meal (flour), 4 vermicelli, 5 macaroni, 6 starch.

B. The period of time referred to in sub c shall be six months.

C. The multiple referred to in sub c is, for bread baking industries, 19 times; for pastry baking industries, 1.5 times.

ARTICLE 4

The registers referred to in Article 4 of the Wheat Decree of 1931 shall be composed of material obtainable from the general state printing works or similar material, in accordance with the following regulations:

Any one preparing wheat meal or wheat flour shall keep a register according to the contents of and in accordance with Model No. I attached to this order. To this register shall be added either a list of the receivers of the delivered kilo of wheat meal or wheat flour according to the headings given in the sample and with an indication of the number of kilos delivered to each of them, or copies of all invoices relating thereto. These lists of receivers, or in default thereof, the aforesaid copy invoices, form a part of the registers.

Any one using wheat flour for other products shall keep a register according to the contents and similar to model No. II, attached to this order.

In deviation from the foregoing paragraph, any one using such flour or meal for bread or pastry, shall keep a register according to the contents of and similar to model No. III, attached to this order.

Any one dealing in wheat meal or wheat flour shall keep a register having the contents of and similar to model No. IV, attached to this order. To such register shall be added either a list of the receivers of the delivered number of kilos of wheat meal or wheat flour, according to the headings given in the model and indicating the number of kilos delivered to each of them, or copies of the pertinent invoices. This list of receivers, or in default thereof, the aforesaid copy invoices, form part of the register.

All these registers shall be kept in clear, legible writing. The use of lead pencils is forbidden. They shall be kept from day to day, in so far as is not expressly stated otherwise on the models.

ARTICLE 5

The period referred to in Article 7, paragraph 2, of the Wheat Decree of 1931, shall be one month.

ARTICLE 6

This order may be quoted as the Wheat Order of 1931.



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.

Feeds Mostly Steady to Lower

IMPROVED demand exists for reduced offerings of wheat millfeed while concentrates, particularly cottonseed cake and meal, continue weak and lower. Corn feeds and alfalfa meal average about unchanged. Wheat offal production which normally increases at this time of the year, has declined since the latter part of July. Buyers continue to purchase by-product feeds for only immediate requirements and heavy consumers are using liberal amounts of wheat and feed grains. Demand from the northwestern drouth areas and Wisconsin continues very active. Pastures still need moisture generally from the Ohio Valley northward and north-westward, although there were some beneficial rains locally in the northern great plains. They are also dry in the Pacific Northwest and the great basin, but in the Rocky Mountain region, especially in the southern part, range continues good. Live stock are still being shipped out of the western great basin.

WHEAT MILLFEED

An improved demand for the light to moderate offerings of wheat millfeeds advanced prices at principal markets. The strength in wheat feeds was sufficient to advance the index of feedstuffs from 51.3 per cent a week ago to 52.1 per cent on Aug. 18, despite the weakness in cottonseed meal. Offal production has been declining for the past four weeks, a movement which is contrary to the usual seasonal upward trend. The situation in the northwestern drouth area is unusually firm. Pure bran has been in active request at Minneapolis and is commanding considerable premium over standard bran. The heavier feeds, especially flour middlings and red dog, did not share in the improved demand for the lighter offal. Montana and Dakota mills are having greater call for their output than they can meet.

As a result of the active inquiry, pressure of northwestern offerings on eastern markets has been negligible, but with Buffalo mills running at about 85 per cent of capacity offerings of local millfeeds have been liberal. Canadian feeds were firm at Boston with light offerings available at prices slightly over domestic offal. Soft winter wheat feeds at St. Louis and Cincinnati were higher. St. Louis mills were reported fairly well sold up and current production was being mostly used to fill August contracts. Demand for bran at that market was mostly from the dairy sections of the central states, with inquiry from the mixed feed trade slow. Bran advanced \$1 ton at Kansas City, due more to restricted offerings than to any expansion in demand. Reduced offal production and continued application of good amounts of wheat millfeeds on mixed car orders with flour limited spot offerings, which were taken by the light scattered dairy and country dealer demand. Wisconsin points continued to take pure bran from this market, paying 50¢ to 75¢ ton over standard bran. Inquiry from that section forced Omaha prices out of line compared with Kansas City. Inquiry for wheat millfeeds in the Southeast was slow due to the plentiful local supplies of homegrown feeds and good quantities of cottonseed meal. Limited offerings forced wheat feeds higher at Fort Worth where buyers appeared reluctant to follow the advancing tendency. Wheat feeds were in slow request at Denver with mills accumulating supplies even under reduced running time. In contrast, Pacific Coast markets averaged firmer compared with a week ago.

Another New Low for Wheat

NEW all-time lows were reached by wheat futures, Aug. 24, the lowest price in the history of the Chicago Board of Trade being set when the September option dropped to 46 7/8¢. Fear that the new British government will impose an import duty on grain was one of the depressing influences. A large increase in the visible supply, weakness in corn, and general discouragement over the political unrest and unfavorable financial situation abroad also were important contributing factors. There is no strong reason to expect any immediate improvement in prices, and consequently speculative interest is very small.

Although the trading of farm board wheat for Brazilian coffee had no appreciable effect on the market when first announced, further study made it rather discouraging to traders. Grain men figure that, after all charges, the wheat will net the board about 10¢ bu. Furthermore, the trade of 25,000,000 bus is less than the amount of United States wheat in store at Canadian ports, only a small part of the load. If so much trouble and such low prices are required to get rid of the United States surplus, there is not much encouragement for higher prices. A cable from Shanghai said that the farm board was offering the Chinese government 30,000,000 bus of wheat on a 10-year credit. However, the efforts of the farm board to get rid of its stocks are encouraging in the long run.

The fact that the new British government might place a tariff on grain imports helped to keep Liverpool prices strong, despite the drop in North American. European crop news was bullish. Broomhall reported that damage to the German crop was greater than expected at first, and that the Czechoslovakian yield was only 32,000,000 bus, compared with 53,000,000 a year ago. Unfavorable weather for harvest continued in France and Spain. World's shipments totaled only 13,991,000 bus, compared with 17,418,000 a year ago. Russia supplied 4,472,000 bus, almost as much as North America, which shipped 5,678,000, compared with 11,719,000 a year ago. Stocks on passage increased slightly and are about the same as a year ago.

Receipts at primary markets continued to run below a year ago, but still are liberal in view of the small export outlet. The visible supply increased 7,369,000

bus, making the total 231,328,000, compared with 182,275,000 a year ago. This is the largest visible on record, and to it must be added about 30,000,000 bus of United States wheat in Canadian ports, compared with about 3,000,000 a year ago.

Mill demand for winter wheat continued fairly active, and cash premiums were unchanged to slightly higher at Kansas City. Protein inspections there averaged only 11.74 per cent, reflecting rain damage to wheat piled on ground. Premiums were firm on soft winters at St. Louis. Good demand at Minneapolis kept spring wheat premiums fairly firm, although there was a reduction on lower protein grades. Wheat arrivals were the heaviest so far, but much of the grain was bleached and tough, due to rain during the harvest.

COIN

Fairly liberal farm selling has weakened the confidence of the longs in September corn, and prices have declined considerably, new lows being made on several days this week. Deferred months show a rather stiff undertone, in spite of the better crop news. Many believe that the chief holder of cash corn at Chicago will deliver liberal quantities on September contracts. Cash demand is dull, with all classes of buyers filling only immediate needs. The visible supply increased 188,000 bus, making the total 8,655,000, compared with 3,287,000 a year ago.

OATS

New lows were made by oats futures this week, as a result of weakness in other grains and hedging pressure. Prices are very low and movement to market is much smaller than a year ago. However, there is enough moving to take care of current cash demand, which is moderate. Speculative interest is light. The visible supply increased 1,905,000 bus, making the total 13,051,000, compared with 19,679,000 a year ago.

RYE

Rye futures displayed a stubborn tone, but the weakness in wheat carried prices about 1 1/2¢ lower. Most of the news is bullish, and it is apparent that the crop this year will be much below the average. However, the export outlet does not look very promising now, and it may not be as profitable to substitute rye for other grains this year as in the past season. Smaller rye yields are the rule throughout Europe. The visible supply decreased 103,000 bus, making the total 8,818,000, compared with 12,597,000 a year ago.

BARLEY

Good demand for cash barley and a smaller crop this year lent a strong tone to futures, but prices could not resist the drop in other grains. Feed grades, as well as the best malting types, are in active demand at terminals, while offerings are moderate. Prices of feeding types are a little stronger, relatively, than malting grades. The visible supply increased 93,000 bus, making the total 3,663,000, compared with 5,993,000 a year ago.

FLAXSEED

A decline of about 2¢ took place in flaxseed futures this week. There was a better crusher demand, which offset to some extent country hedging pressure. Offerings are larger. Crop prospects are poor, and the trade seems to think that the government estimate of 13,600,000 bus is too high. Reports of increased acreage in Argentina are discouraging to bulls. Receipts at Minneapolis and Duluth totaled 843,000 bus, compared with 1,360,000 a year ago. Stocks at the two markets increased 57,000 bus, making the total 616,000, compared with 480,000 a year ago.

Millfeed Markets in Detail

CENTRAL WEST

Chicago.—Demand rather light, buying on dips only; supplies not plentiful; trend steady. Quotations, per ton, basis car lots, Chicago, in 100-lb jutes: spring bran \$12.25@12.50, hard winter \$11.75@12; standard middlings \$12@12.50, flour \$14@14.50; red dog, \$17@18.

Milwaukee.—Millfeeds in the Northwest continue rather tight with the market exceedingly firm. Pure spring wheat bran is particularly wanted and is bringing approximately \$2 over standard. Winter wheat bran has been somewhat easier due to the break in the corn and oats markets and the easy trend in wheat. Eastern resale feed is offered under the price ruling in the West, which had a tendency to retard buying. Rye middlings and red dog have been in more liberal supply and prices are comparatively easy. High protein feeds continue to be offered in sufficient volume and prices are practically unchanged. Quotations, per ton, basis car lots, Milwaukee, in 100-lb jutes: bran, winter standard \$11@11.50, pure winter \$12@12.50, standard spring \$12@12.50, pure spring \$14@14.50; middlings, standard fine \$12@12.50, flour \$13.50@14.50; red dog, \$16.50@18.50; rye middlings, \$10@10.50.

St. Louis.—Demand from northern Illinois and Wisconsin, which has taken most of the feed recently, is falling off and flour mills are offering more freely; quite a bit of resale feed also on the market; outlook is for lower prices; supplies increasing. Quotations, per ton, basis car lots, St. Louis, in 100-lb jutes: bran, \$10.25@10.50; pure bran, \$11@11.50; brown shorts, \$11; gray shorts, \$11.50.

THE NORTHWEST

Minneapolis.—The edge temporarily seems to be off the demand, at least inquiry is considerably less than a week ago, and maximum quotations have been reduced about 50¢. There are no surplus offerings to speak of. Occasionally, a country mill has a car on track; city mills, as a general rule, are oversold and far behind on deliveries. The chief scarcity seems to be in middlings, both standard and flour. The Northwest is ex-

pected to be a heavy consumer of feeds next winter, which may keep this market out of line with Chicago and the East. Quotations, per ton, basis car lots, f.o.b., Minneapolis, in 100-lb sacks: bran and standard middlings, \$10@11; flour middlings, \$13@14; red dog, \$15@16; wheat mixed feed, \$12.50@14.50.

Duluth.—Demand lighter; supplies are small; trend steady to firmer; buying light and for part or single cars, according to position of mills to sell. Present sales mostly for prompt shipment. Bran and standard middlings up 50¢, rest unchanged. Quotations, per ton, basis car lots, Duluth, in 100-lb jutes: bran, \$10.50; standard middlings, \$11.50; flour middlings, \$16; red dog, \$20.

Des Moines.—Demand good for bran, others rather light; supplies ample; trend varied. Bran up \$1, gray shorts and flour middlings up \$1 by some, others down \$2; standard down \$1. Quotations, per ton, basis car lots, Des Moines, in 100-lb jutes: bran, \$13@15; gray shorts, \$13@18; flour middlings \$15@21, standard \$13@17; red dog, \$19@23.

THE SOUTHWEST

Kansas City.—Trading extremely slow, little interest except for spot shipment; offerings slightly freer. Quotations, per ton, basis car lots, Kansas City, in 100-lb jutes: bran, spot and immediate shipment, \$8.50@9; gray shorts \$9.50@10, brown \$8.50@9.

Atchison.—Millfeeds are showing the result of a limited flour demand, and local mills are behind on deliveries. Quotations, per ton, basis car lots, Atchison: shorts, \$10.50; mill run, \$9.50; bran, \$9.25.

Oklahoma City.—Demand declining; mills are able to supply all calls, despite curtailed production. Quotations, per 100 lbs, basis car lots, Oklahoma City: bran, 50¢; mill run, 60¢; shorts, 65¢.

Denver.—Demand dull; supplies plentiful; trend unsteady. Quotations, per ton, basis car lots, Denver, in 100-lb jutes: bran, red mill run \$12, white \$18; shorts, gray \$18@20, white \$20@22.

Omaha.—Demand good; supplies light; trend upward. Quotations, per ton, ha-

sis car lots, Omaha, in 100-lb jutes: standard bran \$10, pure bran \$10.50; brown shorts \$12; gray shorts \$12.50@13; flour middlings, \$14; red dog, \$17.

Hutchinson.—Demand improved; supplies meager; trend fairly steady; demand for bran much better than for shorts; considerable straight car business developing. Quotations, per ton, basis car lots, Kansas City, in 100-lb jutes: bran, \$9.50; mill run, \$10.75; gray shorts, \$12.

Wichita.—Demand slightly improved; trend steady; prices unchanged to slightly higher. Quotations, per ton, basis mixed car lots, Wichita: bran, \$9; mill run, \$11; shorts, \$13.

Salina.—Bran prices 50c higher, with shorts remaining unchanged. Operations of local mills are reduced as a result of the slowing up of specifications on flour orders, and offerings of bran and shorts are light. Small lots are being sold to the southern states, but prices as a rule are out of line. The mixed car trade continues to absorb a good quantity of offerings, and round lots are being worked to jobbers at Missouri River points. Very little business is being done in feed for future shipment; buyers are not inclined to build up their stocks, while mills are not offering for other than prompt shipment. Quotations, per ton, basis car lots, Kansas City, in 100-lb jutes: bran, \$9@9.50; shorts, \$10@10.50.

Fort Worth.—Demand fair; supplies moderate; trend strong; early decrease in production likely and some mills now oversold. Quotations, per 100 lbs, basis car lots, in jutes: wheat bran 57@60c, gray shorts 67@70c, delivered, Texas common points, old billing.

Dallas.—Demand druggery; supplies ample; trend steady. Quotations, basis car lots, delivered, Texas common points, 100-lb bags: bran, \$2@57c; shorts, brown 68@72c, white \$1@1.05.

THE EAST

Buffalo.—Demand fair; supplies ample; trend steady. Quotations, per ton, basis car lots, Buffalo, in 100-lb jutes: standard bran, \$13; standard middlings, \$13; second clear flour, \$20.25; flour middlings, \$17.25; red dog, \$19; mixed feed, \$18.50, prompt.

New York.—Demand routine; supplies ample; trend steady. Quotations, per ton, basis car lots, New York, in 100-lb jutes: bran, \$17.60@18.60; middlings, \$17.60@18.60; red dog, \$21.10@25.

Boston.—Demand somewhat improved; supplies fair; trend stronger. Quotations, per ton, basis car lots, Boston, in 100-lb jutes: bran, spring \$17.75@18.50, winter \$17.75@18.50, lake-and-rail \$17.25@18.50; middlings, prompt \$17.75@18.50, lake-and-rail \$17.75@18.50; mixed feeds, \$19.50@24; red dog, \$21@21.50.

Pittsburgh.—Demand fair; supplies ample; trend unsettled. Quotations, per ton, basis car lots, Pittsburgh, in 100-lb jutes: spring wheat bran, \$15.25@15.50; middlings, standard \$15.25@15.50, flour \$18@18.50; red dog, \$21.50@22.

Baltimore.—Demand reserved; supplies more than ample; trend weak; use of cheap wheat for feed has made sharp

inroads into the feed trade. Considerable selling pressure by mills. Quotations, per ton, basis car lots, Baltimore, in 100-lb jutes: bran, spring wheat \$17.50@18, winter \$17.50; middlings, standard \$17.50@18, flour \$21@22; red dog, \$24.

Philadelphia.—Demand moderate; supplies small; trend upward. Quotations, per ton, basis car lots, Philadelphia, in 100-lb jutes: bran, standard spring \$16.50@17, winter \$17@17.50, pure hard winter \$17.50@18, soft winter \$17.25@17.75; middlings, standard \$17.50@18, flour \$20@23; red dog, \$23.50@24.50.

CENTRAL STATES

Toledo.—Demand reasonably steady, but far from strong; tendency is toward weakness and further declines. Quotations, per ton, car lots, f.o.b., Toledo, in 100-lb jutes: soft winter wheat bran, \$11.50@12; mixed feed, \$13@13.75; flour middlings \$14, standard \$11.50.

Cleveland.—Demand very quiet; supplies ample; trend upward. Quotations, per ton, basis car lots, Cleveland, in 100-lb jutes: bran, hard winter wheat \$14@14.50, soft winter \$14@14.50, spring \$14.50@15; middlings, standard \$14@14.50, flour \$14.75@17.50; red dog, \$21.80.

Cincinnati.—Demand very slow; supplies heavy; trend downward; bran and middlings have advanced slightly, with no sales. Quotations, per ton, basis car lots, Cincinnati, in 100-lb jutes: bran, soft winter wheat \$13.50@14, hard winter \$13.50@14; middlings, standard spring wheat \$14.50@15, gray \$16@17, soft winter \$14.50@15.50; flour shorts, \$14.50@15; red dog, \$21@21.50; wheat mixed feed, \$14.50@15.

Indianapolis.—Demand rather quiet; supplies sufficient; prices steady to lower. Quotations, per ton, basis car lots, Indianapolis, in 100-lb jutes: soft winter wheat bran \$13@13.50, mixed feed \$13.50@13.75, flour middlings \$14.25@14.50; spring wheat bran \$13.75@14, mixed feed \$14.25@14.50, flour middlings \$16@16.50, red dog \$19.50@20.

Evansville.—Demand improved; supplies plentiful; trend steady. Quotations, per ton, basis car lots, Evansville, in 100-lb jutes: bran, \$12; wheat mixed, \$13; shorts, \$14.

Columbus.—Demand slow; supplies ample; trend down. Quotations, per ton, basis car lots, spring bran \$15@16, hard winter bran \$14.50@15, soft winter bran \$15@15.50; standard middlings \$16@

16.50, flour middlings \$18@18.50; red dog \$23@23.50.

THE SOUTH

Memphis.—Demand limited; offerings moderate. Quotations, per ton, basis car lots, Memphis, in 100-lb burlap bags: bran, \$12; gray shorts, \$14.

Nashville.—Demand slow; supplies are fairly liberal; trend narrow. Quotations, per ton, basis car lots, Nashville: wheat bran \$14.50@15, middlings \$16.50@17, f.o.b., Ohio River stations; soft wheat bran, \$9@12; standard middlings, \$10@15.

PACIFIC COAST

Seattle.—The millfeed market is about steady; supplies moderate, but sufficient for the limited demand. Production is extremely light for the period of the year on account of curtailed milling operations, due to the absence of forward flour bookings and export flour demand. Washington standard mill run, \$11@12, transit points.

San Francisco.—Market firmer, due to scarcity of prompt offerings; lower prices expected in September-October. Quotations, per ton, basis car lots, draft terms, San Francisco: Kansas bran, \$18@19; Ogden white mill run \$17.50@18.50, blended \$16.50@17.50, red \$16@16.50; northern red and standard mill run \$14.50@15, white bran and mill run \$16@17, shorts \$17@18, middlings \$19.50@20; Montana bran and mill run \$17@17.50, low grade flour \$24@25.

Ogden.—Only light business developed in California markets and with slow demand in intermountain states, weakness continued, with prices unchanged. Quotations, per ton, car lots: to California, red bran and mill run \$16, blended bran and mill run \$17, white bran and mill run \$18 and middlings \$24, f.o.b., San Francisco and other California common points; to Utah and Idaho dealers, red bran and mill run \$10, blended bran and mill run \$11, white bran and mill run \$12 and middlings \$18, f.o.b., Ogden.

CANADA

Toronto.—Demand good; supplies of bran and shorts ample; middlings quite scarce; prices steady. Quotations, per ton, basis car lots: bran \$15@16, shorts \$15@16, middlings \$21@23, net cash terms, bagged, delivered, Toronto territory.

Montreal.—Demand moderate; supplies ample; trend steady. Quotations,

per ton, basis car lots, Montreal, less 25c for cash: bran, \$15.25@16.25; shorts, \$16.25@17.25; middlings, \$23.25@24.25.

Winnipeg.—Demand moderate; supplies ample; trend firm; substantial quantities of oats and barley being fed as substitute, and domestic sales restricted, but holders are not pressing sales; exports disappointing. Quotations, per ton, basis car lots, Winnipeg, in 100-lb jutes: Manitoba and Saskatchewan, bran \$13, shorts \$14, middlings \$21; Alberta, bran \$14, shorts \$15, middlings \$22.

Vancouver.—Demand spotty; supplies pressing; trend easier; prices down so radically that dealers are afraid to buy forward and the situation is generally demoralized. Quotations, per ton, basis car lots, Vancouver, in 100-lb jutes: bran, \$17, f.o.b.; shorts, \$18; middlings, \$25.

RYE PRODUCTS

Chicago.—There was one order booked last week of 3,000 bbls, but aside from this business was scattered and mainly in single cars. Demand for rye flour has slowed up a little, although there is some small buying right along. The local output totaled 7,212 bbls, against 5,557 the previous week. Mill asking prices, Aug. 22: white, \$2.95@3.25 bbl, jute; medium, \$2.75@3; dark, \$2.40@2.70.

Duluth.—Demand only to meet immediate or near-by requirements. Quotations, per bbl, basis car lots, Duluth: No. 2 straight, \$3.20; No. 3 dark, \$2.90; No. 5 blend, \$3.25; No. 8 rye, \$2.60.

Minneapolis.—An unusually wide spread is noted in mill asking prices on rye flour. Apparently, some millers, in their eagerness to accumulate orders, have lost sight of conversion costs. Demand, at best, is only fair; no large bookings reported during the week. Pure white rye flour, \$2.95@3.30 bbl, in 98-lb cottons, f.o.b., Minneapolis; pure medium, \$2.75@3; pure dark, \$2.55@2.80. Four northwestern mills last week made 13,000 bbls, compared with 10,175 in the previous week.

New York.—Sales of flour have decreased; no volume was reported either of western or eastern. Quotation, per bbl, basis car lots, Pittsburgh, in jutes: white patent, \$3.45@3.75.

Milwaukee.—A few single cars flour being sold; prices unchanged. Quotations, per bbl, basis car lots, f.o.b., Milwaukee, in cotton 98's: pure white, \$3.40; medium, \$3.30; straight, \$3.20; dark, \$3@3.15; meal, \$2.35.

Baltimore.—Some flour is on offer, and is being bought in normal quantities. Quotations, per bbl, basis car lots, Baltimore: white, \$3.75; dark, \$3.

Pittsburgh.—Demand light; supplies ample; trend unsettled. Quotations, per bbl, basis car lots, Pittsburgh: pure white flour, \$2.75@3.25; medium, \$2.50@3; dark, \$2.25@2.60.

Philadelphia.—Trading quiet and confined almost entirely to small lots, but prices steadily held. Quotations, per bbl, basis car lots, f.o.b., Philadelphia, in 98-lb cotton sacks: white, \$3.50@3.75; medium, \$3.30@3.40; dark, \$3@3.25.

Buffalo.—Some interest, but sales few and for limited amounts. Quotations, per bbl, basis car lots, f.o.b., Buffalo, in 98-lb cottons: white, \$4@4.15; medium, \$3.75@3.85; dark, \$3.50@3.65.

St. Louis.—Demand fair for small lots for near-by shipment. Quotations, per bbl, basis car lots, St. Louis, in cotton 98's: pure white patent, \$3.70; medium, \$3.40; pure dark, \$3.20; rye meal, \$4.05.

Indianapolis.—Demand is just fair; prices firm to higher. Quotations, per bbl, basis car lots, f.o.b., Indianapolis, in cotton 98's: pure white flour, \$3.75@3.85; medium, \$3.40@3.65; dark, \$3@3.25.

SUMMARY OF MILLFEED QUOTATIONS

Millfeed quotations reported by wire Tuesday, Aug. 25, based on carload lots, prompt delivery, per ton, packed in 100-lb sacks:

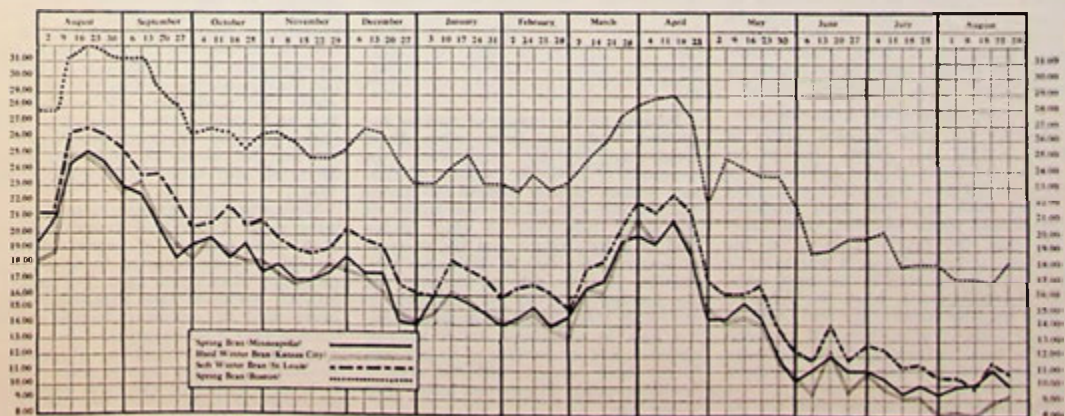
	Chicago	Minneapolis	Kansas City	St. Louis	Baltimore
Spring bran	\$12.25@12.50	\$10.00@11.00	8.50@9.00	\$10.25@10.50	\$17.50@18.00
Hard winter bran	11.75@12.00				
Soft winter bran					12.50@13.00
Standard middlings*	12.00@12.50	10.00@11.00	8.50@9.00	11.00@11.50	17.50@18.00
Flour middlings†	14.00@14.50	13.00@14.00	9.50@10.00	11.50@12.00	21.00@22.00
Red dog	17.00@18.00	15.00@16.00			21.00

	Buffalo	Philadelphia	Boston	Columbus	Nashville
Spring bran	\$13.00	\$16.50@17.00	\$17.25@18.50	\$13.00@14.00	
Hard winter bran		17.50@18.00	17.75@18.50	15.50@16.00	
Soft winter bran		17.25@17.75		15.00@15.50	13.50@14.00
Standard middlings*	13.00	17.50@18.00	17.75@18.50	16.00@16.50	16.50@17.00
Flour middlings†	17.25	20.00@23.00		18.00@18.50	
Red dog	19.00	23.50@24.50	24.00@24.50	23.00@23.50	

	Spring bran	Shorts	Middlings
Toronto	\$15.00@16.00	\$15.00@16.00	\$21.00@23.00
Winnipeg	13.00	11.00	21.00

*Brown shorts. †Gray shorts. ‡Fort William basis.

Range of Bran Prices



SCREENINGS

Minneapolis.—Screenings very quiet. Buyers continue indifferent to offerings. Canadian refuse and domestic screenings of same character, \$3@4 ton; heavy seeds, \$4@5; flaxseed, \$6@9. Mixed feed oats, 14@17c bu.

High Freight and Handling Charges Handicap Feed Sales

HEAVIER feeding in an effort to obtain higher prices for large supplies of feed grains by marketing them in the form of live stock and dairy and poultry products is indicated in a review of the current feed situation recently compiled by Gilbert Gusler for the Millers' National Federation.

High freight rates and handling charges probably will make mixed and by-product feeds expensive in comparison to home grown grains, and they may not receive the full benefit of the more extensive feeding operations, Mr. Gusler's study of the situation shows.

The review, as published in loose leaf form by the federation, is presented herewith:

Prominent influences in the feed situation include the following:

1. Aug. 1 crop forecasts indicated feed grain supplies for this year about 15 per cent greater than in 1930 and equal to the average of the past five years. Hay production was 2 per cent below 1930 and 18 per cent below the five-year average. Condition of pastures on Aug. 1 was 13 per cent above 1930 but 21 per cent below the 10-year average.

2. Aggregate numbers of live stock to be fed are about the same as in the last two or three years.

3. At prevailing prices, farm grain can be marketed to better advantage through live stock than as grain, suggesting that feeding operations will be stimulated as the season progresses.

4. With wheat prices to farmers on a feed grain basis, with farmers more reconciled to the idea of feeding wheat and more familiar with methods, disposal of wheat via live stock will be encouraged.

5. Low prices for live stock, live stock products, cotton and grains curtail the buying power of users of purchased feedstuffs.

6. Comparatively high freights and handling charges and their inflexibility tend to make prices of purchased feeds relatively costly to the farmer compared with the prevailing price of farm grains, unless prices of mill by-products at milling points are extremely low.

7. The low level of farm income, and especially low prices for grains compared with purchased feeds, impels farmers to make smaller use of protein supplements and also probably gives an incentive to home-mixing as against commercial mixed feeds.

DECLINE IN MIXED FEED SALES

Comprehensive data on mixed feed production and sales is wanting, but the reported sales of various types of commercial feeds in Ohio, as compiled by the Ohio Agricultural Experiment Station, probably are representative of changes taking place elsewhere.

The significant changes in 1930, compared with 1929, were: (a) Sales of mixed feeds in 1930 were 25 per cent less than in 1929. (b) Sales of bran, middlings and hominy feed also declined, but less sharply than the mixed feeds. (c) Sales of each of the unmixed higher protein feeds were larger than in 1929.

The sales of commercial feeds reaching the retail trade in Ohio, as reported by 441 persons, firms and corporations licensed to sell feeds in the state in 1930, were as follows:

MIXED FEEDS

Feeds—	1929*		1930		% from 1929
	Tons	% of total	Tons	% of total	
Dairy	128,320	19.2	102,316	18.1	20.3
Poultry	189,139	28.3	139,900	24.7	26.0
Hog	36,758	5.5	19,742	3.5	46.3
All other mixed	24,728	3.7	22,367	4.0	9.6
Totals	378,945	56.7	284,325	50.3	25.0

UNMIXED FEEDS					
Bran	59,167	8.9	63,442	9.4	9.7
Middlings ..	56,431	8.4	49,538	8.8	12.2
Unmixed other than bran or middlings ..	173,790	26.0	178,774	31.5	12.9
Total unmixed ..	289,388	43.3	281,754	49.7	5.6
Total commercial feeds ..	665,333	100	566,079	100	15.3

*Estimated on the basis of tonnage reported by the same establishments in 1929 and 1930. †Percentage more in 1930.

There may be some question as to how far it is safe to go in drawing conclusions from the compilation, but several are suggested by it. Low farm income probably has stimulated farmers to be as self-sufficient as possible, hence they are inclined to purchase mixed feeds sparingly and do more home-mixing, substituting their own labor for that covered by the retail price of mixed feeds.

The tendency to purchase higher protein feeds rather than those of intermediate protein content, such as bran and middlings, may be another expression of the same impulse, although the decline in wheat feed purchases probably reflects also the direct substitution of wheat for these two by-products.

PURCHASED FEEDS VS. FARM GRAINS

Conditions in 1931 probably have emphasized the apparent tendencies revealed in this tabulation. In addition, there may have been greater disposition recently to drop the use of supplementary feeds entirely. Freights and handling charges have tended to make feeds relatively costly at retail, in spite of low prices at the mill, so that the amount of grain required to exchange for a ton of by-product feed has appeared excessive. Since the primary object of buying supplements is to reduce the quantity of other feeds required to produce a unit of live stock product, sales will be slowed down if farmers feel that they are not saving enough home grown feed to cover the retail cost of the supplements.

For a number of years, the United States Department of Agriculture reported each month the price paid by farmers for bran and cottonseed meal. The average cost of bran to farmers from 1910 to 1914 was \$26.40 ton. Taking the average price paid to farmers for corn and oats during that period, 118 lbs of corn or 107 lbs of oats would exchange for 100 lbs of bran.

Retail prices for bran are not available for recent years, but it is probable that most farmers are unable to exchange grains for feed on as favorable a basis as in the pre-war period. An index number of prices paid by farmers for "feed" is compiled quarterly by the department. Taking 1910 to 1914 as 100, this index was 98 on March 15, 1931, the latest date for which it has been published. The index of prices received by farmers for grain last March was 74, taking the pre-war base as 100. Hence, unit quantities of farm grains would exchange for only about three fourths as much "feed" as in the pre-war period.

LIVE STOCK PRICES IMPROVED

Besides the ratio between prices of feeds and of feed grains, demand for commercial feeds is also influenced by the ratio between feed prices and prices of live stock and live stock products. This second factor has been more favorable than the first. However, it has not been as favorable as it was prior to 1930, as can be seen in the next table. On March 15, 1931, when the index of prices paid by farmers for feed stood at 98, the index of prices received by farmers for meat animals was 106, for dairy products 101, and for poultry products 92.

The index numbers since 1926 for the

various groups are shown in the following table:

Year	Index numbers of prices paid by farmers for feed	Index numbers of prices received by farmers—			
		Grains	Meat animals	Dairy prod.	Poultry prod.
1926	120	129	146	136	156
1927	124	139	139	138	141
1928	133	130	150	140	150
1929	131	121	156	146	159
1930	119	100	134	123	126
1931—					
March 15 ..	98	77	106	101	92
July 15 ..	98	77	92	85	83

The index numbers of prices paid by farmers for feed from last March to the present time are conjectural. They may not be much out of line with prices farmers are receiving for live stock and live stock products, but they probably are relatively higher than prices they are receiving for grain.

While farmers feel no strong inducement to buy feeds, the price index numbers for grain and for live stock and products in July, 1931, as shown in the table, indicate that grains can be sold to better advantage through live stock than in cash grain markets. As a concrete example, the ratio between prices for corn, the highest priced grain, and hogs in July, based on farm prices, was 11.5 bush compared with the historical average of about 11 bush.

HEAVY PRODUCTION OF GRAINS

The foregoing has stressed principally the adverse conditions in demand for feed which have resulted from the unequal shifts in price levels in recent months. Other underlying factors in the feed situation include the total supply of feed grains and feeds and the total requirements of the live stock to be fed.

The August forecasts of the corn, oats, barley and grain sorghums, if realized, would make a total tonnage of 104,721,000 tons, against 90,809,000 tons produced in 1930. Production of these grains and of hay for a series of years is shown in the following table, in tons:

Year	Corn, oats, barley and grain sorghums		All hay
	1925	113,588,000	98,441,000
1926	103,620,000	123,327,000	106,266,000
1927	106,566,000	113,658,000	89,675,000
1928	114,629,000	102,943,000	99,675,000
1929	102,943,000	80,809,000	86,180,000
1930	90,809,000	104,721,000	86,180,000

The final harvests in past years occasionally have shown some wide variations from the August forecasts. Doubtless, the grain supply this year will again be augmented by more feeding of wheat than usual.

In this connection, average prices to farmers for the different grains on July 15, 1931, are of interest, as they show that rye was cheapest per pound, with wheat next. They were as follows, in cents:

	Bu	Lb
Corn	\$0.54	\$0.0038
Oats233	.0073
Barley30	.0082
Wheat263	.00605
Rye33	.0059

Bearing on the supply of various by-product feeds and their rather direct competitors are the small flax crop, prospects of moderate imports of flaxseed because of slow demand for linseed oil, sluggish demand for the output of the cereal industries, of which gluten feed is a by-product, and the decrease of nearly 10 per cent in alfalfa hay production. On the side of increases are the forecast of a 10 per cent gain in the cotton crop, with presumably a similar gain in cottonseed, better summer pastures, and an increase of 22 per cent in soy bean acreage, with the Aug. 1 condition nearly 20 per cent better than a year ago.

Foreign competition and demand symptoms suggest no striking change, compared with last year. Extremely light feed grain production in Canada may affect the imports of Canadian wheat by-products. Europe has prospects of smaller feed grain crops than in 1930, but the reduction may be offset by weaker financial conditions.

LIVE STOCK POPULATION

The number of live stock, expressed in animal units equivalent to one mature cow or horse, has been fairly uniform for the last few years, decreases in horses and mules and hogs offsetting the increases in cattle and sheep. These animal units for a series of years, based on the Jan. 1 estimates, and including allowance for live stock not on farms, were as follows:

Jan. 1, 1925	86,738,000 units
Jan. 1, 1926	83,684,000 units
Jan. 1, 1927	81,731,000 units
Jan. 1, 1928	81,473,000 units
Jan. 1, 1929	80,994,000 units
Jan. 1, 1930	81,985,000 units
Jan. 1, 1931	81,250,000 units*

*Partly estimated.

Total units on Jan. 1, 1932, probably will be about the same as in the last year or two.

Some of the indications as to changes in numbers of live stock compared with a year ago are as follows:

The horse and mule population has been declining 500,000 to 700,000 head every year for several years, and relative numbers of young and old in both horse and mule stock indicate that another substantial decrease will be shown on Jan. 1, 1932.

Milk cows probably are a little more numerous than a year ago. That conclusion is based on numbers of yearling heifers on hand Jan. 1 last, and on the fact that drastic culling of dairy herds has not been evident in market receipts in spite of low prices for dairy products. The main dairy belt has been injured more by drought this year than in 1930, but low prices for dairy products have restrained the demand for purchased feeds.

Beef cattle numbers have increased slightly in the last three years, but are still quite low. Numbers of cattle on feed for market in the corn belt on Aug. 1 were 18 per cent less than last year, and farmers reported the intention to purchase fewer thin cattle up to Jan. 1 for fall and winter feeding than at the same time last year, owing to losses in the last year or two and difficulties in financing. However, the downward tendency in corn prices is likely to stimulate feeding, so that more cattle probably will be on feed by early winter than last year.

HOG PRODUCTION LARGE

Hog production is being stimulated by a fairly favorable feeding ratio in recent months. The pig crop raised last spring in the entire United States was 2.5 per cent larger than in 1930. In the corn belt, the increase was 3.7 per cent. Based on experience with the pig surveys in the last four years, the returns this year indicate that marketings will be about 7 per cent greater than from the 1930 spring pig crop. Farmers' intentions indicated that about 18 to 20 per cent more fall pigs might be raised than in 1930.

Laying hens in farm flocks on Aug. 1 were about 4 per cent fewer than in 1930, while numbers of young chickens on July 1 were reported to be 10 per cent lower than a year ago. The poultry industry seems to have adjusted to the lower level of consumer demand more quickly than other branches of live stock production. Hence, prices of poultry products in coming months seem likely to be on a basis that will favor increased purchases of feeds.

CURRENT FLOUR, FEED AND GRAIN STATISTICS

Bradstreet's Weekly Visible Grain Supply

Following are Bradstreet's returns of stocks of wheat held on Aug. 15, 1931, in the United States, Canada and the United Kingdom...

Table showing weekly visible grain supply for Wheat, United States, and Canada from 1931 to 1930.

Totals—United States and Canada—Total 8,668 —606 2,864

OATS—United States and Canada—Total 21,043 +2,335 24,864

East of Rocky Mountains—West of Rocky Mountains—Combined aggregate wheat supply...

Table showing United States visible grain supply for 1931 and 1930 for various months.

Visible supply of grain in the United States, as compiled by the secretary of the Chicago Board of Trade...

Table showing United States visible grain supply for 1931 and 1930 for various months.

Commercial stocks of grain in store and afloat at the principal markets of the United States...

Table showing commercial stocks of grain in store and afloat for various commodities.

Imports of Canadian Wheat—The United States Department of Commerce reports imports of Canadian wheat...

Table showing imports of Canadian wheat for various months.

Flaxseed—Receipts, Shipments and Stocks—Receipts, shipments and stocks of flaxseed...

Table showing flaxseed receipts, shipments, and stocks for various months.

Milfeed—Receipts and Shipments—Receipts and shipments of millfeed at the principal distributing centers...

Table showing millfeed receipts and shipments for various months.

Flour and Grain—Receipts and Shipments—Receipts and shipments of flour and grain at the principal distributing centers...

Table showing flour and grain receipts and shipments for various months.

Russell's Flour Production and Movement—Russell's Commercial News estimates United States flour production...

Table showing Russell's flour production and movement for various months.

Exports—Previous week—July 1 to Aug. 8, 1931—Previous week—July 1 to Aug. 8, 1930...

Table showing flour exports for various months.

Flour and Grain—Receipts and Shipments—Receipts and shipments of flour and grain at the principal distributing centers...

Table showing flour and grain receipts and shipments for various months.

Russell's Flour Production and Movement—Russell's Commercial News estimates United States flour production...

Table showing Russell's flour production and movement for various months.

Exports—Previous week—July 1 to Aug. 8, 1931—Previous week—July 1 to Aug. 8, 1930...

Table showing flour exports for various months.

GRAIN FUTURES—CLOSING PRICES

Closing prices of grain futures at leading option markets, in cents per bushel:

Table showing closing prices for Wheat (Chicago, Minneapolis, Kansas City) and Corn (Chicago, Minneapolis, Kansas City).

Table showing closing prices for Oats (Chicago, Minneapolis, Kansas City).

Table showing closing prices for Rye (Chicago, Minneapolis, Kansas City).

Table showing closing prices for Barley (Minneapolis, Winnipeg).

Table showing closing prices for Flaxseed (Minneapolis, Duluth).

Table showing closing prices for Corn (Chicago, Minneapolis, Kansas City).

Table showing closing prices for Oats (Chicago, Minneapolis, Kansas City).

Table showing closing prices for Rye (Chicago, Minneapolis, Kansas City).

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Table showing closing prices for Corn (Chicago, Minneapolis, Kansas City).

Table showing closing prices for Oats (Chicago, Minneapolis, Kansas City).

FEED FUTURES DROP WHEN CASH WEAKENS

Expected Decline in St. Louis Options Materializes—Diminished Flour Sales Are Only Bullish Factor

St. Louis, Mo.—Millfeed futures have declined in accordance with expectations, and the volume of trade has been considerably restricted by extremely low prices which prevail. Weakness in cash feed, with eastern buyers apparently overbought and seeking cancellation of contracts, combined with extremely low prices for feeding grains, leaves little hope for strength in the futures market.

The only bullish factor is diminished flour sales, which may lead to decreased millfeed production, but as demand for feed is negligible at any price, traders feel that flour millers still have a good hedging opportunity in the feed option market despite apparently low prices.

Closing prices of millfeed futures in the St. Louis Merchants' Exchange in dollars per ton, Tuesday, Aug. 25:

Table with columns for month (August to January) and price ranges for Bran, Shorts, and Middlings.

*Bid.

CORN PRODUCTS

St. Louis.—Quotations, per 100 lbs, basis car lots, St. Louis: cream meal, \$1.40; standard meal, \$1.35; grits and pearl hominy, \$1.45.

Indianapolis.—Demand only moderate; supplies sufficient; prices weak to lower. Quotation, per 100 lbs, basis car lots, f.o.b., mills, Indianapolis, for cream meal, \$1.65@1.75.

Minneapolis.—On Aug. 25, yellow and white corn meals were quoted at \$3@3.15 per 200 lbs.

Evansville.—Demand slower; supplies adequate; trend steady. Quotation, per 100 lbs, basis car lots, Evansville, for cream meal, \$1.80.

Nashville.—Demand moderate. Quotation, per 96-lb bag, basis car lots, Nashville, for cream meal, \$1.70@1.80.

Memphis.—Demand light; offerings are plentiful; prices easier. Quotation, per bbl, basis car lots, Memphis, in 2 1/2's, cream meal, \$2.50@2.75.

Pittsburgh.—Demand light; supplies normal; trend easier. Quotation, per 100 lbs, basis car lots, Pittsburgh: fancy kiln-dried yellow and white meal, \$2@2.05.

Buffalo.—Quiet, with sales made at \$1.75 per 100 lbs for table meal.

OATMEAL

Winnipeg.—Demand quiet for rolled oats and oatmeal; no export inquiry; prices unchanged. Quotations, basis car lots: rolled oats in 80-lb bags, \$2.30 in all three prairie provinces; oatmeal in 98-lb bags, 25 per cent over rolled oats.

Montreal.—Demand light; supplies are plentiful; trend steady. Quotation, per 90-lb bag, basis car lots, Montreal, \$2.35.

Philadelphia.—Trading is quiet, but prices are steadily held. Quotation, per 90 lbs, basis car lots, f.o.b., Philadelphia, in jutes, \$2.11.

Buffalo.—Active demand; prices firm. Quotation, per 90-lb sack, basis car lots, Buffalo, \$1.75.

Minneapolis.—Rolled oats were quoted on Aug. 25 at \$1.47 1/2 per 90 lbs.

Toronto.—Demand for rolled oats and oatmeal poor; prices unchanged. Quotations, basis car lots, Toronto: rolled oats

\$1.30 per bbl of 180 lbs, in 90-lb jute bags, car lots; \$1.80 in mixed cars, with discount of 10c bbl for cash; oatmeal, in 98-lb jutes, 10 per cent over rolled oats.

Ocean Rates

Ocean rates on flour, all subject to confirmation, as quoted by Charles Andrews, of the United Kingdom and Continental Freight Conference, and the F. C. Thompson Co. Ltd., Toronto, Ont., and by Irving H. Heller, St. Louis, in cents per 100 lbs.

Table showing ocean rates from various ports (Aberdeen, Amsterdam, Antwerp, etc.) to New York, Canadian ports, and Orleans.

*Rates also apply from Boston, Baltimore, Philadelphia and Hampton Roads. †Conference rates, applying also to Mobile, Galveston and other Gulf ports. ‡Rates extend through September, 1931.

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, 2 1/2 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 vouched 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.

MILL MACHINERY FOR SALE

FOR SALE—ONE INVINCIBLE FRICTION drive bran packer, \$150; one Richardson 1-bu automatic scale, \$100; one Perfection dust collector, \$65; one Cyclone dust collector, \$25. Above machines are practically new. Melleto Roller Mill, Melleto, S. D.

FOR SALE—N & M 9x30 ROLLS, N & M 4-27 Self-balancing Sifter, N & M Meal Driers Union Special Type 1, motor-driven Bag Closing Machine, 22 1/2 Fraser ball-bearing Centrifugal Reels, New Gauntt Feeders, size 12-5, type 4-F. Standard Mill Supply Co., 1307 Waldheim Building, Kansas City, Mo.

FOR SALE—WE ARE DISMANTLING OUR mill and have good used machinery at a bargain: 22-inch attrition mill, belt driven; two Eureka No. 18 horizontal wheat scouers; Iron Prinz No. 2 wheat scouers; No. 2 Beall degerminator and corn huller; No. 1 Alsop bleacher, 1 1/2 k-w, 500 volts; No. 2 Alsop bleacher, 3 1/2 k-w, 500 volts; Carter disc screening and seed machine; two feed packers; one flour packer; Prinz automatic milling separator; Fairbanks-Morse dynamo, 10 k-w, 120 volts, 83 amp; Nordyke & Marmon aspirating return air purifier; five Barnard & Lens purifiers; No. 2 Nordyke & Marmon sieve purifiers; light Monitor Wegner special dust collectors; Cyclone dust collectors; reels, tighteners, hangers, shafting; Simplex steam boiler feed pump, used 10 days. We have other good used machines, including 15 stands of rolls. Address Scott Logan Milling Co., Sheldon, Iowa.

SITUATIONS WANTED

SUCCESSFUL HEAD MILLER, WITH technical training, now employed, would consider a change; interior mill preferred. Address 233, care Northwestern Miller, Minneapolis.

WANTED—A POSITION AS SALESMAN, western Pennsylvania or Ohio territory; five years with the Russell-Miller Milling Co. A. Reutman, 213 Kensington Avenue, Youngstown, Ohio.

CEREAL CHEMIST, 12 YEARS' EXPERIENCE, desires connection with mill seeking services of one who knows the work; thoroughly trained in control work, absolute reliability on proteins, also with knowledge of bleaching problems; hard and soft wheat flours, baking experience; Buffalo preferable. Address 2537, care Northwestern Miller, Minneapolis.

MILLS FOR SALE

FOR SALE—200-BBL MODERN AND UP-to-date flour mill, ready for operation, on two railroads. Address Lock Box 35, St. Charles, Mo.

MISCELLANEOUS

STORAGE FOR RENT, NORTHWESTERN Iowa; 10,000 sq ft floor space; a real distributing point for flour, feed, oils, etc.; trucking service to surrounding territory; served by three railroads; also 50,000 bus grain storage available; transit established. Central Grain Corp., Wheeling, Iowa.

N B R KILLS NOTHING BUT RATS AND MICE Not a poison. This marvelous new discovery will not kill chickens, cats, dogs, other animals or humans. Can be used with perfect safety around the house, farm, warehouse or any place where there are rats. Sold with a money back guarantee. Regular size can substituted for one 1/2 size of each. \$1.00 per can. N. B. R. KILLS RATS & MICE. AGENTS WANTED. Box 207, Essex, Ontario.

Advertisement for FULTON BAG & COTTON MILLS, with locations in Atlanta, St. Louis, Brooklyn, Dallas, Minneapolis, New Orleans, and Kansas City, Kan.

Advertisement for A. E. BAXTER ENGINEERING CO., BUFFALO NEW YORK, featuring independent engineering services for flour and feed mills, elevators, and warehouses.

Large advertisement for J. C. SHAFFER GRAIN CO., featuring the headline 'Hedge millfeed and you have a sound price basis for your flour.' and listing various grain products and services.

Reading Matter Continued Through the Following Advertising Pages



Photo Courtesy of Lyon Metallic Mfg. Co.

Interior of a Cushman Store, Showing an Arrangement That Has Been Built Up Largely and Successfully by Customer Suggestion and a Wise Management

Following the Customer's Suggestions

(Continued from page 555.)

Thus it is that the suggestion pad captures little ideas for the company, to be perused and weighed and selected at the leisure of the management.

As a source of new merchandising methods, the simple pad is invaluable. For instance: After repeated signs of uneasiness among customers about clerks handling goods and then handling money, the organization instructs each salesperson to make use of small oil tissue papers to pick up merchandise. The careful salesperson absolutely does not touch goods. Yet the added investment of a cashier to handle the money end of the business is forestalled—with satisfaction all around. Cushman clerks serve the customer, and still make change. But this little extra care with the handling of the foodstuffs has produced firmer patronage and a feeling of security among customers.

An electric fan was installed after other women had lamented about the sticky heat while awaiting service in the shop. And new glass and metal fixtures appeared, as much a result of customer remarks as anything else. An accumulation of data shows that "I always look through the front windows, and when I see something nice in the showcase, I come in. It saves making the trip without results. And I am as easily tempted by what I see in plain sight, behind clean glass counters, as anybody else."

There are various methods of encouraging customers to tell what's on their minds. A small white desk with amber-tinted shade, an easy chair, persuade a woman to deposit her bundles on the top and, while snatching a breath, set down her latest feelings about Cushman's, and a courteous "thank you" from the clerk encourages future suggestions.

It is a wise idea to write a thank you letter to each suggester:

"Thank you for your suggestion about —. The idea is a sound one, we think, and we certainly appreciate your calling it to our attention. We do want to serve our customers always better and better. Sincerely,"

And the mailing list that will grow as a result of the names and addresses given on the suggestion pad provides an excellent outlet for seasonal promotion. You will want to tell these people who are interested in your shop about the fresh baking of Christmas fruit cake, the hot cross buns, the hot afternoon tea cakes ready at 3 o'clock each day, etc. But the thing to do is to ask, listen, and act.

After three quarters of a century of following this policy, Cushman's 86 splendid stores stand as significant examples of how customers can help a shop build its business by more than just purchasing.

Ask, listen, act.

Concerning Flavor in Bread

(Continued from page 544.)

left by the contraction of the carbon dioxide there is always a certain amount of the same gas.

EFFECT OF CARBON DIOXIDE

That bread owes a certain amount of its zest and flavor to the carbon dioxide can be easily demonstrated by cooling bread in an atmosphere of this gas, when it will be found that the bread is distinctly more attractive than the bread cooled in air, containing a smaller percentage of gas. The gas is held not only in the pores of the bread, but is also contained dissolved in the water in the bread. The greater the surface of the crumb exposed, the greater the evaporation of the carbon dioxide out of the water, and this may to a certain extent account for the somewhat insipid flavor of sliced bread, as reported by many competent observers.

This question of zest is, perhaps, only

a minor one, but the whole technology of bread seems to consist of such details, and only by attention to all of them can anything near perfection be attained. The method above suggested of increasing zest is, perhaps, of little real practical value to the baker, but he can take advantage of the fact, and, if conditions allow, store his bread, while cooling, in some part of his premises where carbon dioxide is in fairly reasonable quantity; that is to say, it is better to store it in a small room, where there is a bigger chance of the air becoming impure, than in a big open space with plenty of air circulating through it. The ideal bakery of the future will, no doubt, have a "zestometer" to measure the concentration of carbon dioxide in bread, but meanwhile it must suffice just to bear in mind that it is one of the many points which go to the making of a palatable and attractive loaf.

Wisconsin Rye Flour

for Performance and Satisfaction
Distinctive Quality and Flavor

EXCLUSIVE MILLERS OF RYE FLOUR

GLOBE MILLING CO.

WATERTOWN, WIS.

"WISCONSIN MAKES THE BEST RYE FLOUR"



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.

ORIENTAL RYE FLOUR RYE MEAL

We want some live buyers who will pay for quality. New Rye Mill.

ORIENTAL MILLING CO. Established 1870 Maniwoc, Wisconsin

Wisconsin Rye Flour

We Specialize in Dark Varieties

FRANK JAEGER MILLING CO.
DANVILLE P. O. Astoria WISCONSIN

Pure Wisconsin Rye Flour

Samples and quotations sent on request

THE PAGEE MILLING COMPANY
Stevens Point, Wis.

C-APRONS - Clerks, Bakers, Kids, Ladies, Etc.

25 Years' Experience Serving Millers
A THE MINNESOTA SPECIALTY CO.
P (Formerly a Dept. of Brown & Bigelow)
S 2nd Avenue N. and 4th St.,
Samples, prices and Minneapolis, Minn. distribution plans gladly sent on request.

PURE RYE FLOUR

We make a high grade pure winter rye flour

Ask for sample and quotations.
FISHER & FALLGATTER
WAUPACA, WIS.

Feed, Flour, Wheat ANALYSES

The Columbus Laboratories
31 North State St. Chicago

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

ATLANTIC 6463

ENGRAVING CO.
MINNEAPOLIS

ADVERTISING ARTISTS
ENGRAVERS

COLOR PLATES
HALFTONES
ETCHINGS

PROMPTNESS

ACCURACY

FLOUR ANALYSES

40 Years of Service. Practical, reliable reports that show you the exact characteristics of flours and comparison with standard type averages. Know all the qualities of your flours. You can't afford to be without the HOWARD TESTS. HOWARD REPORTS are always unbiased and easily understood. Write for price list of tests. Consultation on mill, bakery and related problems, laboratory control methods, etc.



The Howard Wheat & Flour Testing Laboratory
Drawer 1, Commerce Station MINNEAPOLIS, MINNESOTA

We Are Large Buyers of Purified Middlings

THE CREAM OF WHEAT CORPORATION, Minneapolis, Minn.

It may pay you to correspond with us

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.

ROBINHOOD and MYSTIC FLOUR

BLACKHAWK MIXED FEEDS

MYSTIC MILLS
INTERNATIONAL MILLING COMPANY
SIOUX CITY, IOWA



The Choice of the Finest Hard Wheats

Duluth Universal Pride of Duluth
Duluth Reliable Apex—Extra Fancy Clear

DULUTH UNIVERSAL MILLING CO.
Duluth, Minnesota

The Co-operative Movement of a Century Ago

From the British Baker

THERE came into our possession some time ago a little brochure entitled "Every Man His Own Purveyor: Proposal for the Formation of a Club for Cheapening the Necessaries of Life." The pamphlet was the substance of a series of papers which originally appeared in the Spectator newspaper. There is no date on it, but it must have been before the accession of Queen Victoria, because there is a reference to His Majesty. We may, therefore, put it down as having been published 100 years ago, and it is interesting to see that the same suspicions and the same charges are made against private traders as are in evidence today.

It was proposed to start a club, and its main qualification, or justification, was to be that the bread supplied would be made of flour, that its teas would be unmixed, and its wines and spirits would really be what others pretend to be—neat, as imported.

Like so many other projectors of schemes, there was no difficulty in working out a satisfactory proposal on paper. The financial considerations presented no difficulties—on paper. The machinery for 500, with almost no addition, would serve for 1,000, while double the expense of 500 would be sufficient for 5,000. A subscription of 10 guineas with 500 members, it was suggested, would supply a capital of £5,250. They did not suggest, however, that all articles should be dealt with, and especially provided that an exception for the time should be made in relation to bread. Not because they believed that bakers were more honest in securing their profits or in supplying good quality than were members of

other trades, but because of the expense of manufacture and the dearness of manufacturing accommodation. The paragraphs dealing with the bread position are short but interesting. They are as follows:

THOSE DREADFUL BAKERS!

"There are two complaints against London bread, both heavy ones—it is dear, and it is bad. Its badness is, unfortunately, of that kind to which we have already alluded; it is not obvious to the palate. The medicated bread of London is the fairest seeming. It is only in its effects on the stomach that its deleterious character is perceived. We are not inclined to administer a dose of the horrors to our readers. The effects of alum and other noxious ingredients may have been aggravated; but though writers like Accum describe them in stronger terms than they deserve, it does not follow thence that they are not exceedingly injurious. There are other ingredients that are innocent, it may be, but which ought not to be found in a wheaten loaf. Potatoes may be of advantage (we do not say that a small portion is not so), perhaps bean flour has its advantages also, though the bakers deny it. But to us, the consumers, there can be no doubt about the impropriety of allowing either to enter into the composition of our bread. We pay for flour. If our baker, out of a careful regard for our health, will give us three parts wheat and one part potatoes, it is fit he should charge us accordingly. When on the subject of the price of bread on the 14th, ult., we made the following remark: 'The laws

(Continued on page 586.)

CAPITAL FLOUR MILLS

INCORPORATED



HIGH GRADE
DURUM WHEAT
SEMOLINA

MINNEAPOLIS ~ ST. PAUL
MINNESOTA

Red Wing Special

Choice Short Patent

Cream of West

Fancy Medium Patent

Laboratory Controlled.
Scientifically Milled.

Bixota

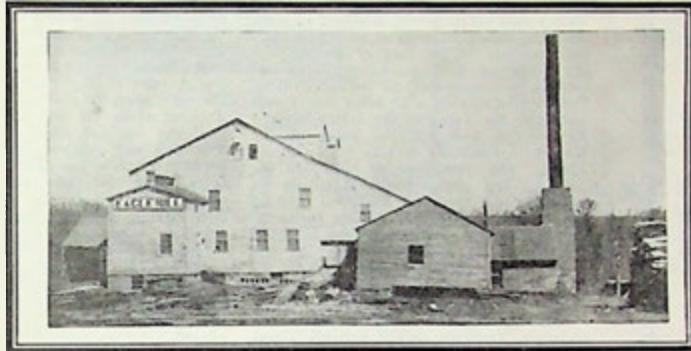
Strong Standard Patent

The Red Wing Milling Co.

Millers of High Grade Flours
RED WING, MINN.

OVER SEVENTY YEARS IN BUSINESS

*and.....A Record of Steady Progress Behind Us;
Convincing Evidence That Our Products
Have Pleas'd the Trade.*



Our Plant in 1861



Our Plant Today



Daniel Webster Short Patent

The World's Greatest Flour

Gold Coin

The Old Reliable Standard Patent

← BLEACHED · OR · UNBLEACHED →

Rye Flours

All Grades and Blends

Whole Wheat Flour

Any Desired Granulation

Pure Silver

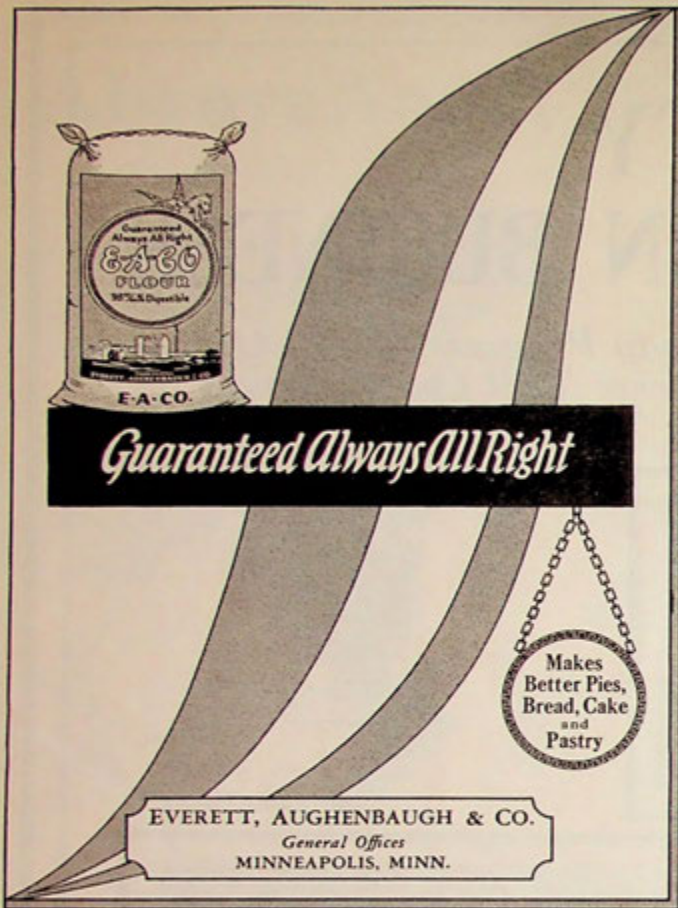
Very Fancy Clear

Eagle Roller Mill Company

NEW ULM, MINNESOTA

Daily Capacity: 5,000 bbls. wheat flour
1,000 bbls. rye flour

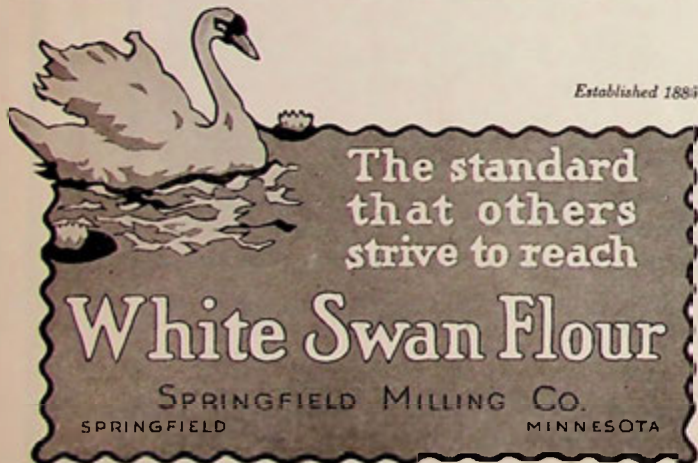
Elevator Capacity, 2,600,000 bushels



Guaranteed Always All Right

EVERETT, AUGHENBAUGH & CO.
General Offices
MINNEAPOLIS, MINN.

Makes Better Pies, Bread, Cake and Pastry



Established 1885

The standard that others strive to reach

White Swan Flour

SPRINGFIELD MILLING CO.
SPRINGFIELD MINNESOTA

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

The Co-operative Movement of a Century Ago

(Continued from page 581.)

which authorized an assize of bread were framed on the assumption that a quarter of wheat would furnish flour for very nearly 96 quartern loaves. We are sure it will for any 96 that are manufactured in these degenerate days. The allowance by the act, for grinding, forming, baking, etc., as well as profit on capital, was 12s per qr. Now, the last weekly average of wheat was £2 15s 7d; add to this 12s, which, had it not been found overmuch, the act would still have remained unaltered, and we have £3 7s 7d for 96 loaves, which gives a fraction less than 8½d for each, while the selling price is 10d. But in comparing the price for which a quartern loaf might be furnished with that for which it was furnished, we made no allowance for the difference of quality in the estimated loaf and the loaf of the shops.

QUALITY IS CRITICIZED

The fact is that the loaf which, by the above average, could be sold at 8½d with a fair retail profit, is a loaf of pure wheaten flour, whereas a very considerable portion of the loaf of the shops—the tenpenny loaf—is, as we have observed, a compound of wheaten flour (often adulterated with bean flour) and potatoes, the value of the latter, weight for weight, being to the value of the former in the ratio of 1 to 10, or thereabout. The advantage of price, on the part of the club, would therefore be greater than we have stated it above; but even that advantage many subscribers, who have a reverent care of their health, would deem outweighed by the purity which the club would insure.

BUT BREAD WAS EXCEPTED

"It may seem strange, having stated so much, that we should hesitate about commencing with bread, but we conceive we have pretty good reason. The making of bread requires premises of some extent. And we could hardly recommend, in the first instance, the manufacture of any article which requires a large fixed capital, because the benefit of such a manufacture cannot be made so obvious and palpable as where the fixed capital is small. We propose a subscription of 10 guineas for each member. With 500 members, which we should be disposed to look on as the minimum (with fewer we should not consider the scheme

to be fairly and fully tried), the capital with which the club commences business will be £5,250. Were we to launch at once into 20 different departments of trade, each requiring some apparatus, and many requiring an expensive one, where should we procure money to go to market with? For admitting that our returns are from day to day, still, in many cases, we must buy before we sell; we must give money before we get it. We therefore deem it much the better way to begin with such articles as do not require much apparatus, and to accumulate a fund for more extensive operations by degrees."

The Chemical Analysis of Flour

(Continued from page 542.)

parison of the protein and ash analysis of a number of flours the results must be based on a common moisture basis. It is obvious that the quantity of ash and protein depend to some extent upon the amount of dry flour. For this reason, the chemist also makes a moisture determination on the same sample he uses for the ash and protein analysis. The ash and protein results are then calculated to a common moisture basis so that they may be comparable. Inasmuch as the maximum amount of moisture which the government allows in flour is 15 per cent, it is customary to calculate all ash and protein results to a 15 per cent moisture basis.

While these chemical determinations are much more accurate and reproducible than the older tests which they displaced, yet they are not absolute in their accuracy. This is largely due to the fact that it is very difficult to obtain a uniform and representative sample of wheat or flour. Flour is not a homogeneous substance and there are slight variations in different parts of a sample which cannot be avoided. Experience has shown that the limits of accuracy of these analyses are for ash a variation of .015 to .02 per cent, for protein a variation of .1 to .2 per cent, and for moisture a variation of .2 to .3 per cent. Results which agree within these limits are considered check results.

"GOLD KEY"

A Flour that yields high in loaf volume, producing a loaf of excellent flavor and texture—Fairly priced.

Milled Under Laboratory Control

Wisconsin Milling Company
Menomonie, Wisconsin



This Mill

at the wheat cross-roads of the West can fill your needs for any type of quality bread flour.

Our location permits the milling of choice Northern Spring Wheat or of strong Turkey Hard Wheat. There is none better obtainable.

INLAND MILLING COMPANY
DES MOINES, IOWA



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



Vanity Fair
Flour

CANNON VALLEY

is manufacturing one of the outstanding flours made in Minnesota. A perfect flour, laboratory controlled. Many of our old customers and some of our new connections have written us voluntarily that they have never had so many favorable comments. We can please the most exacting.

CANNON VALLEY MILLING CO.,
Chamber of Commerce,
Minneapolis.

Leading Patents

VANITY FAIR }
TELEPHONE } Laboratory Controlled.
MARITIME }



Mother Hubbard

FLOUR

*An Insurance of High Quality
Worth the Difference*

HUBBARD MILLING CO.

Mankato

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

MARCUS JOHNSON, President J. J. PADDEN, Vice President S. M. SIVERTSON, Secretary

"CREMO"

Just the Cream of Hard Wheat

ALSO SEMOLINAS

Crookston Milling Company
CROOKSTON, MINN.

Red River Milling Company

"CERES" Highest Quality Hard Spring Wheat Flour	Montana and North Dakota Wheat used exclusively Daily Capacity 1,000 Barrels	"No. A1" Highest Quality Hard Spring Wheat Flour
--	--	---

FERGUS FALLS, MINNESOTA

Choice No. 2 Semolina Fancy Durum Clears

**AMBER MILLING
COMPANY**
Flour Ex., Minneapolis, Minn.

CHRISTIAN MILLS

Matchless Quality Flours

SEMOLINAR AND RYES
MINNEAPOLIS, MINN.

Capacity, 1,200 Barrels Spring 1,000 Barrels Durum 250 Barrels Rye	Cable Address: "CHRISMILLS"
---	--------------------------------

Use

GOLDRIM

Superlative Quality
Spring Wheat Patent

WESTERN FLOUR MILLS

Davenport, Iowa

Bakeshop Notes

NEW BAKERIES

James Cox has launched the Hatton (N. D.) Bakery.
C. A. Finch has opened a bakery at Comfrey, Minn.
The Canton (Minn.) Bakery has been opened by Thomas Domrud.
Rudy Halbritter has launched Rudy's Pastry Shop, Sioux Falls, S. D.
Philstrand Bakery, 3431 East Twenty-fifth Street, Minneapolis, Minn.
Max Rusch has opened a bakery at Maddock, N. D.
Cliff Shriner, of Centerville, S. D., now has a bakery in Ivanhoe, Minn.
Ole Grimstad, Hammond, Wis., adding bakery department.

Hollingsworth Bakery, Penn and Fourth Avenue North, Minneapolis, Minn.
Oglesby & Anderson have opened at Kerkhoven, Minn.
W. L. Pike, of Norris, S. D., has opened the Belvidere (S. D.) Bakery.
O. J. Wicht has opened the Frederic (Wis.) Bakery.
Beekie Bakery, 779 Tatum, St. Paul, Minn.
Honey Glaze Doughnut Shop, Sioux Falls, S. D.
The Home Bakery, New York Mills, Minn., is a new concern.
C. J. Wagner, Quality Bakery, Moose Lake, Minn.
A. Hedlof has opened the Quality Bakery, Ashland, Wis.
A new venture is the Tower (Minn.) Lunch and Bakery.
New Bakery and Cafeteria, Twenty-fifth and Nicollet, Minneapolis, Minn.
Langhoff Bakery, Dale and Thomas, St. Paul, Minn.
The City Bakery has been opened by James Ingram in Ringling, Okla.
Oscar Slife will open a bakery at Corning, Ark.
The Bake-Rite Bakery, Shawnee, has opened a retail shop in Enid, Okla.
C. J. Voigtlander, of Gilman, Ill., has opened a bakery at Antigo, Wis.
The Virginia Home Made Honey Dipped Do-Nut Shop has been launched at 3228 Kensington Boulevard, Philadelphia, Pa.
The Cassidy Baking Co., Covington, Ky., with \$60,000 capital stock, has been incorporated by E. A. and Henrietta T. Cassidy, and L. J. and Gertrude J. Metzger.



ATKINSON MILLING CO.
MINNEAPOLIS
MINNESOTA



CLARO MILLING COMPANY
MINNEAPOLIS, MINNESOTA

Crown Milling Co.

Chamber of Commerce
MINNEAPOLIS

Brokerage Connections Wanted

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

CHANGES IN OWNERSHIP

A. Junge has bought the Klinge Bakery, 2729 Whittier, St. Louis, Mo.
J. Welch, 1732 Lafayette Avenue, St. Louis, Mo., has sold his bakery to Frank Frincl.
G. Boll has taken over the Schoenberg Bakery, Newstead and Gibson, St. Louis, Mo.
The Stocker Bakery, 3336 Louisiana Avenue, St. Louis, Mo., has been sold to a Mr. Helling.
The City Bakery, Waterville, Minn., is now the Blue Ribbon, operated by Studt & Lindgren.
E. W. Elwood has purchased the Lennox (S. D.) Bakery.
E. Edstrand is operating the New Home Bakery, 1615 East Lake Street, Minneapolis, Minn.
R. R. Palmer has become sole owner of the City Bakery, De Smet, S. D.
Paul Warner has purchased the Fossilid Bakery, 1925 Washington Avenue South, Minneapolis, Minn., and renamed it the Warner.
Norgren & Swanson, 3742 Twenty-third Avenue South, Minneapolis, Minn., have sold the Nokomis Bakery to Vic Bieck.

(Continued on page 591.)

"Pride of Minnesota"

FLOUR



1,000 BARRELS EVERY DAY

NORTHWESTERN MILLING CO.

General Offices: 614 CHAMBER OF COMMERCE BUILDING
MINNEAPOLIS, MINN.

Mills at Little Falls, Minn.

Special Patent



STOKES MILLING COMPANY



For over 50 years these brands have stood for the best in Flour

Executive Offices: Minneapolis, Minn. Quality Standard Patent



ETHAN ALLEN FLOUR

A strong Spring Wheat flour commanding respect of better bakers. Named in honor of the indomitable Ethan Allen of the Revolution

WELLS FLOUR MILLS
MINNEAPOLIS, MINNESOTA

What "Big Jo" Is to the Family Flour Trade—

"Diamond Jo"

is to the Baker who is trying his utmost to make bread that will bring his customers back for more—bread that is outstanding in quality and flavor. After all is said with reference to bread ingredients, it is the flour that really determines the quality of the bread. Expensive improvers, shortenings, sugars, etc., have their place, but back of them all, and the foundation on which they must rest, is the flour. Start with "Diamond Jo" as your foundation and you will have uniformly good bread, repeating customers and good will that has its base in quality.

WABASHA ROLLER MILL CO.

W. B. WEBB, President and Manager
WABASHA, MINN., U. S. A.

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

"Sunny Kansas"

Every baker who now is getting exceptional satisfaction out of using "Sunny Kansas" had to start with a trial car some time. It is not too late for you to "discover" the real excellence of this strong, uniform, sure-result flour. It is fairly priced.

The WICHITA FLOUR MILLS CO.

WICHITA, KANSAS

Wheat Storage Capacity, One Million Bushels

CAPACITY, 2,500 BARRELS

"Hunter's FLYER"

A fine patent flour, invariably milled from the choicest selections of high protein "country run" wheat. In bakery performance, you can depend upon every car being like every other car.

The Hunter Milling Co.
Wellington, Kansas



Golden Eagle

From down here in the "Smoky Hill" country where Kansas hard winter wheat first reached its peak quality and where it has maintained its strong, glutinous characteristics for half a century.

Lindy's Best and *Viking* are two other premier flours for bakers who want the best.

...To...

Lindsborg Milling & Elevator Co., Inc.
LINDSBORG, KANSAS

FOR
FAMILY TRADE

MOTHER'S BEST FLOUR

A MELLOW GLUTEN FLOUR
DESIGNED for HOUSEWIFE

Made Right...
...Priced Right

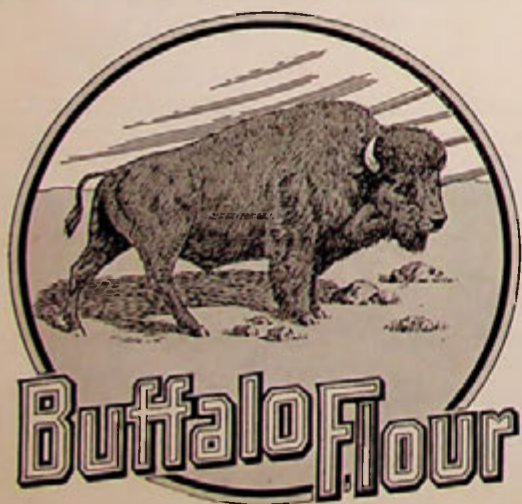
Nebraska Consolidated Mills
Co.

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

Self-Rising Flour Milled from choicest wheat bought direct from farmers. Packed under our attractive brand... "OLD TRAIL"
QUALITY ECONOMY The Wilson Flour Mills
READY SALES Wilson, Kansas

"ARCHER"

the Finest Short Patent
THE CAIN BROS. MILLING CO.
LEAVENWORTH, KANSAS
Open for connection in some markets



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

Bakeshop Notes

(Continued from page 588.)

Mrs. E. Burton, Scooby, Mont., has sold her bakery to Glen Chenoweth.

Loyd Loomis has taken over the bakery at La Crosse, Wis., operated by Jack Kabot.

A. W. Flick is again operating the Midway City Bakery, New Rockford, N. D.

Earl Jaecquot has purchased the Anselme Bakery, 350 1/2 Nicollet Avenue, Minneapolis, Minn.

L. M. Hulling has taken over the Le Roy (Minn.) Bakery.

The Falls Home Bakery, 4230 East Fifth Street, Minneapolis, Minn., has been sold to Duff Overby.

The Waubay (S. D.) Bakery is again conducted by W. R. Town.

A. M. Schroeder, Mountain Lake, Minn., has sold his bakery to Fast & Feil.

Mr. Abrell has purchased the Weinreis Bakery, 2524 South Broadway, St. Louis, Mo.

Martin Queel has taken over the Lime Springs (Iowa) Bakery.

Fren Anderson is now proprietor of the Bon Ton Pastry Shop, Williston, N. D.

Martin Toft has purchased the Beckie Bakery, 76 Tatum, St. Paul, Minn., and renamed it the Toft.

The Bread Box Bakery, Grand Meadow, Minn., is now operated by Sorenson & Knowlton.

G. W. Swan has taken over the Snow White Bakery, Pond Creek, Okla.

Carl Eling has sold the Boise City (Okla.) Bakery to L. L. Johnson.

J. W. Burrow, of Gurdon, Ark., has purchased an interest in the Sanitary Bakery, Warren, Ark.

J. C. Burger has purchased his father's interest in Burger's Bakery, Oklahoma City, Okla.

Neal Freeman has taken over the Good-Eats Bakery, Dalhart, Texas.

The Wariner Bakery, Siloam Springs, Ark., is now operated by Elrod & Prince.

The Weleatka (Okla.) Bakery has been taken over by George Harrison, of Prague.

The Sanitary Bakery, Warren, Ark., has been purchased by Burrow & Welch.

The Ridgefield (Conn.) Bakery has been sold to Anthony Hirsch, of New York City.

Goldberg & Goldstein have purchased the Katan Bakery, 228 South Preston Street, Louisville, Ky. They also will have a retail shop at 307 East Oak Street, and will establish a wholesale business.

OUT OF BUSINESS

Skafflath & Eckland have closed the Mahnomen (Minn.) Bakery.

Ye Olde Tyme Bakery, Baldwin, Wis., discontinued.

Skottegaard Bakery, 1513 East Franklin, Minneapolis, Minn.

The Dickerson Bakery, Kennebec, S. D., has been closed.

Thure Nelson, 1610 Tower Avenue, Superior, Wis.

Better Kake Baking Corporation, 921 Main Street Northeast, Minneapolis, Minn.

Freddie's System of Bakeries, 715 Lake Avenue South, Duluth, Minn.

Brandt Bakery, 7368 Dale Avenue, St. Louis, Mo.

H. Rabenort, 2150 Yale Avenue, St. Louis, Mo.

The Fairmount Cafeteria, 718 Pine Street, St. Louis, Mo., has been closed.

Gilles Home Bakery, 205 West Fifth Street, Minneapolis, Minn.

Brookside Bakery, St. Louis Park, Minn.

Country Club Pastry, Fifth and France, Minneapolis, Minn.

Peterson's Home Bakery, 1201 North Fifty-ninth Avenue West, Duluth, Minn.

Bert Grinnell, Grinnell Bakery, Garretson, S. D.

Flavor Rite Donut Shop, 2523 1/2 Nicollet, Minneapolis, Minn.

Sanitary Lunch, 238 South Fourth Street, Minneapolis, Minn.

William Mann, Mexico, Maine, voluntary bankrupt. Liabilities, \$13,218; assets, \$4,413.

Job Lyons, Jamaica Plain, Mass., voluntary bankrupt. Liabilities, \$1,430; no assets.

(Continued on page 592.)

Do you realize the meaning of this year's wheat crop out here in Kansas, where we have our five country mills right in the middle of the empire that has just harvested 223,497,000 bus of fine bread wheat? Do you know that it would supply flour for all of the bakeries in the United States for more than a year? That it would supply bread the year around for more than half of the people in this great country? That it is more than a twentieth of all the wheat grown in the world outside the unknown production of Russia? That of all the countries of the world only Canada, France and India produce more wheat than this single state of Kansas has this year? That Australia, a surplus-producing wheat country, never raised so much wheat, that it is much greater than the average Argentine production and exceeds the normal Italian crop? Wheat, wheat, wheat—on every side of us. All we have to do is to select the very choicest of it to insure that your "Gibraltar" flour will make you as fine a loaf of bread as ever was made anywhere.

Consolidated Flour Mills Co.,
Wichita, 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"
2100 Barrels Capacity.
COFFEYVILLE - KANSAS

"SUNKIST" FLOUR

Made from specially selected wheat, under constant laboratory control and guaranteed to give satisfaction.

Let us quote you
before you buy.

The Maney Milling Co.
OMAHA, NEBRASKA

KEYSTONE MILLING COMPANY

Capacity, 750 Barrels
LARNED - KANSAS

Blackburn's Best—Elko— Golden Glory

Three flours of pre-
dominating quality.
High Class connections solicited.
BLACKBURN MILLING CO.
Mills at Elkhorn, Neb. Omaha, Neb.

Saxony Mills

Established 1849
Hard and Soft Winter Wheat Flours
ST. LOUIS, MO.
Correspondence Solicited
Daily Capacity, 1,100 Bbls.

AROMA FLOUR

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

"Sasnak Flour"

For Discriminating
Eastern Buyers

ENNS MILLING CO., Inman, Kan.

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

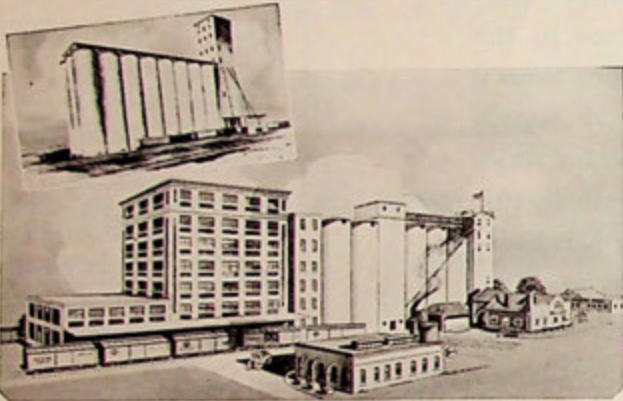


"BIG S"

is one flour you can bet your whole baking future on. Two other good ones are

"PEACOCK" and "SPECIAL"

The Shellabarger Mills
SALINA, 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.

Bakers—Jobbers

ROMEO Hard Wheat Flour

is the best that can be made at any price.

Baur Flour Mills Co.
ST. LOUIS, MO.

KANSAS MAID—

A fancy high patent flour milled from strictly dark Turkey Wheat
1,200 Barrels
Hays City Flour Mills Hays City Kansas

"CHERRY BELL"

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

"Gooch's Best"

Superior quality—to make all baked things better.

Gooch Milling & Elevator Co.
LINCOLN, NEBRASKA

Designs on the opposite page were originated and engraved by

HOLLAND ENGRAVING CO.
KANSAS CITY MO.

Daily Turnover in the Bakery

(Continued from page 553.)

This system aids where the baker feels he has a market for specialties, in that he can record sales and progress of sales, building up his business on such a specialty if it seems to move, or cutting it out if it fails to do so.

Whether it is less injurious to business and profits for the baker to run short before the day is over or to have left-overs is a question hard to decide. Where either situation is extreme, there is a certain loss to be shouldered; in the case of shortage there is the disappointed customer, and in the case of oversupply there is the resultant loss, small though it may be.

I find that bakers go one way or the other; there is the man who always is fearful over surplus stocks, and the one who is afraid of running short. Somewhere between these two extremes the baker must adjust his production to suit his sales, always counting on a certain surplus which probably cannot be avoided. Where there is a past history of sales at hand, much can be done to make the bake fit the demand.

We are dealing here with one of the few retail businesses which also engages in the manufacture of the wares it sells. Such being the case, some form of "control"—some balance between production and demand—must be arrived at. This frequently is found in the baker's head; he gauges tomorrow's needs by his own judgment as a baker pure and simple. But he cannot always rely upon his hunches, and he can scarcely remember just what his weekly sales on fresh berry pies were last year or the year before. What he needs is a record and a memory aid.

I have also examined card index arrangements which work out very much along the same lines as the chart referred to. It matters very little whether the data be posted on cards or on the wall. The information is what is needed and, furthermore, this method has the advantage of giving valuable information on the year's sales when the first of January arrives.

Bakeshop Notes

(Continued from page 591.)

Harry Smalley, New Bedford, Mass., bankrupt. Liabilities, \$1,209; assets, \$240.

M. Pellegrino, 15 Unity Street, Boston, Mass., bankrupt. Liabilities, \$3,947; assets, \$700.

The Buena Vista (Va.) Bakery has discontinued business.

Antol Martin, baker at 102 Norfolk Street, New York, a bankrupt, lists liabilities at \$10,971, and no assets.

A. J. Bold, trading as the Bold Bakery, Pittsburgh, Pa., is a voluntary bankrupt. Liabilities, \$4,484; assets, \$1,973.

L. D. Jackson, of the New System Bakery, New Philadelphia and Bellefontaine, Ohio, voluntary bankrupt, filed liabilities of \$1,288 and assets of \$1,585.

G. N. Bowen, Jr., 1273 Hyde Park Avenue, Boston, voluntary bankrupt, filed liabilities of \$5,985 and no assets.

M. A. Jones, baker, Portland, Maine, voluntary bankrupt, listed liabilities of \$538, with no assets.

IN GENERAL

The bakery of A. Bier & Son, 1820 Arsenal Street, St. Louis, Mo., is now operated by the Daisy Baking Co.

The Abrell Bakery, 4242 North Broadway, St. Louis, Mo., has been moved to 2522 South Broadway.

William Bryant has moved his bakery, 1621 Menard Street, St. Louis, Mo., to 3950 South Broadway.

The Montrose (S. D.) Bakery and the Finley (N. D.) Bakery were burned.

W. L. Pike, Norris, S. D., has moved his bakery to Belvidere, S. D.

The Bowie (Texas) Bakery, burned with a loss of \$5,000, will be rebuilt.

The Sanitary Bakery, Bowie, Texas, has a new revolving oven.

The American Bakery, Terrell, Texas, destroyed with a loss of \$10,000, by fire, will be rebuilt.

Boss Patent

Does your trade want the most in quality for a price based on present conditions?

"Boss" will suit it and get business for you.

LUKENS MILLING CO.
CAPACITY 1000 BARRELS
ATCHISON, KANSAS



Kansas Diamond

ONE OF THE VERY BEST
FLOURS
MADE ANYWHERE

KANSAS MILL & ELEVATOR CO.
ARKANSAS CITY, KANSAS

79 SUCCESSFUL YEARS PROVE
Superior CAKE and PASTRY FLOURS
Are Made By BOONVILLE MILLS COMPANY
ESTABLISHED 1852 AT BOONVILLE, MISSOURI



"THORO-BREAD"

Give your formulas and methods a break. Don't try to make other ingredients and your methods do all the work. Put the big load on the flour. The right flour will carry it. "THORO-BREAD" likes to work hard in the bakery—and then take its share of the credit for the fine bread which its use insures.

THE ARNOLD MILLING CO.
STERLING, KANSAS

A. L. JACOBSON, Manager

New York Representative—J. H. Blake, 204 Produce Exchange, New York City.
Territorial Representatives—B. T. Lennon Sons Co., 315 Read Bldg., Pawtucket, R. I., and J. V. & A. W. Godfrey, 177 Milk Street, Boston, Mass.



ROBIN'S BEST

A "jobber's flour," the kind that does not hang in stock but moves right out and brings back the repeat orders from the dealers who are always hardest to satisfy.

ROBINSON MILLING CO.
SALINA, KANSAS

HOGAN'S "BEST YET"

As fine a family flour as you'll get from Kansas.
THE HOGAN MILLING CO.
JUNCTION CITY, KANSAS

"Economy Special"

A High Protein Bakers' Patent from Central and Western Kansas Strong Wheat
Barton County Flour Mills Co.
GREAT BEND, KANSAS

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

The
WALL-ROGALSKY MILLING CO.
• McPHERSON, KANSAS •



Good Flour Necessary For Good Bread!

IN a period of depression, real values may be temporarily overlooked in the effort to buy and sell flour on a price basis only.

Keen buyers, however, know that price must always be considered in relation to quality. Inferior, low grade flour is expensive at any price, for it cannot possibly have the nutritive value and the sales appeal that have earned for bread the name: *"The Staff of Life."*

For nearly 60 years, *Blair's Certified Short Patent Flour* has been a standard of quality. Always of uniform grade and providing perfect baking results with maximum bread-making capacity, it has deservedly earned the title: *The Whitest Bread Flour in America.*

Blair's Certified Flour is most economical because it makes bread with the greatest nutritive value and sales appeal.

THE BLAIR MILLING COMPANY
ATCHISON, KANSAS

MAKERS OF BLAIR'S ALGOMA FLOUR
BLAIR'S ACME FLOUR AND BLAIR'S
CERTIFIED WAFFLE AND PANCAKE FLOUR

Milling Capacity:
2000 Barrels Daily

Cereal Capacity:
3000 Cases Daily

**"Heart of America"
FLOUR**

The Rodney Milling Co.
KANSAS CITY, MO.

Eastern Representatives
Seaboard Flour Corporation
BOSTON, MASS.

HALSTEAD BOSS

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

The J. C. Lysle Milling Company
Leavenworth, Kansas

Hard and Soft Wheat Flour
for
Family Trade

"Betsy's Best"

Milled to Make the Bread Better
ROSS MILLING COMPANY
Ottawa, Kansas

"Whitewater Flour"

Ground Where the
Best Wheat is Grown
WHITESTAR FLOUR MILLS CO.
Whitewater, Kansas

Washington Flour Mill

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

"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

*Round Lots
Fancy First Clears*

Always Available
MOUNDRIDGE MILLING CO.
Moundridge, Kansas

"JUBILEE"

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

**ANNAN-BURG
GRAIN & MILLING CO.**

ST. LOUIS, MO.

"Wichita's Imperial"

A flour for particular bakers made from
Strong Kansas Turkey Wheat.
THE IMPERIAL FLOUR MILLS CO.
GENERAL OFFICES: WICHITA, KANSAS

CRIST OF GRINS



WELL PAID

A well-known lawyer was always lecturing his office boy, whether he needed it or not. One day he chanced to hear the following conversation between the boy and the one employed next door:
"How much does he pay you?" asked the latter.

"I get \$2,000 a year," replied the lawyer's boy, "\$10 a week in cash and the rest in legal advice."—*The Radiator.*

Cactus for cattle food is the latest achievement of the Mexican department of agriculture, since experiments in feeding the plant to cattle in arid regions have proven successful. The cactus is cut from the parent stalk and the thorns removed by burning with gasoline. The feeding value is said to be particularly



great for range cattle, for which it will supplement need for water to a great extent. The picture shows a Mexican hired man, trying to excuse his negligence in failing to remove the thorns. The cow seems indignant. "Tell it to Sweeney," she says, in Spanish.

MISSING KICK

"How is Ike Bloom getting along in business?"

"Wonderfully; but he's terribly discouraged."

"How's that?"
"Well, they're so busy filling and shipping orders, they haven't any time to hold a conference."—*Typo Graphic.*

PUNISH YOURSELF

Mother (indolently): "Willie, you've been a naughty boy. Go to the vibrator and give yourself a good shaking."—*High Tension News.*

It's a tough proposition when a man loses business to a competitor, but it's tougher if he takes the work at a loss.—*Colorado Editor.*

ON A TECHNICALITY

Mother: "Have you anything to say before I punish you? This is going to hurt me worse than you, Willie!"

Willie: "Well, as long as you haven't done anything wrong, ma, why don't you let yourself off?"—*Capper's Magazine.*

A university student, when sitting for an examination, was asked to compose one verse of poetry including the words "analyze" and "anatomy." He wrote:

My analyze over the ocean,
My analyze over the sea,
Oh, who will go over the ocean,
And bring back my anatomy.

—*Glasgow Record.*

ESTABLISHED 1877

Velvet

Made from wheat that grows from within a few hundred yards of our mill door clear to the horizon and for scores of miles beyond reach of the eye,—millions of acres of the world's finest wheat. The very best of it goes into this splendid flour
for your better baking.

WALNUT CREEK MILLING CO.
GREAT BEND, KANSAS

A medium short patent milled to give maximum satisfaction at a minimum price.



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

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

BESTOVAL
BAKERS SPECIAL PATENT FLOUR
Makes the Dough

The Acme Flour Mills Co.
OKLAHOMA CITY, OKLA., U. S. A.

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

HUMRENO
bakers bank on it!

HUMRENO
makes you proud of
your good judgment
as a flour buyer.

**EL RENO MILL & ELEVATOR
CO.
EL RENO, OKLA.**




**WOLF'S
PREMIUM
FLOUR**

Does not meet indiscriminate
price competition but gives
sound baking value for a sound,
fair price.

An Independent Country Mill

**WOLF MILLING CO.
ELLINWOOD, KANSAS**

**GOLD BELL
SILVER BELL**

*Bakery flours of
exceptional quality*

Topeka Flour Mills Corp.
Topeka, Kansas

Chickasha Milling Co.
Capacity 800 bbls. CHICKASHA Cable Address "Washita"
OKLA. "Washita"
Manufacturers of High-Grade
Hard Wheat Flour
Foreign and Domestic Trade Solicited
Member Millers' National Federation

"SLOGAN"
*A strong flour made from the finest
Oklahoma Hard Turkey Wheat*
Canadian Mill & Elevator Co.
El Reno, Okla.

"PLAINSMAN"
WHOLE WHEAT FLOUR
is sterilized and will keep
indefinitely.
HOYLAND FLOUR MILLS CO.
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

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

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

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

NEBRASKA'S FINEST MILL
"DAVID HARUM"
FLOUR
Lexington Mill & Elevator Co.
500 Bbls Capacity LEXINGTON, NEB.

Scott County Milling Co.
Manufacturers of
Hard and Soft Winter Wheat Flour
SIKESTON, MISSOURI

"GOLD BOND"
Central Kansas Milling Co.
LYONS, KANSAS

**Some Popular English
Doughnuts**

(Continued from page 550.)

should not be very full, only enough so that each doughnut shall brown uniformly. Any receptacle almost will serve as a cooker, although the better plan is to secure proper cookers from the supply houses. Various fats and cooking oils can be employed, provided they contain no salt. They should be sweet, and with a rich, appetizing flavor. I have found, however, that pure lard is about the best cooking agent.

Regarding a few miscellaneous items, the flour should be of the best grade, of medium strength, fine and even texture, with a beautifully soft and silk-like feel, and of a rich, creamy color. Flour of this standard is needed to do its bit in providing soft and silky crumb, thin, crisp and appetizing crust, and to assist generally in the outturn of excellent doughnuts. Yeast should be steady working and trustworthy. Milk powder flavory, of good color, and full of substance. Malt extract or other improver should have body, be light golden in color, flavory and capable of granting moistness and other acceptable properties. Castor sugar should be brightly white, nicely flavored and of fine and even grain. Baking oil should possess sweet flavor and plenty of substance, and be of bright color. The same principle obtains for the other shortenings.

It will have been noticed that English doughnuts are rather plain fare, compared with some of the goods you make. The reason is that we avoid richness and aim at producing a high quality doughnut which, despite its plainness, is very appetizing. For this reason I do not recommend eggs and other enriching agents. Let the materials named be of the highest quality, and be rightly manipulated; then the right class of doughnuts is guaranteed.

With a large number of cookers and ovens available, many thousands of these doughnuts can be turned out in a day. Of course, for large lots each ingredient named in my recipes must be increased in quantity proportionately. As far as I know, there is not a machine available for making round doughnuts, although there are plenty for turning out the ring variety. For the sake of change, I suggest that my recipes be used also for these ring doughnuts.

I do not advise the use of flavors, as in my estimation they are out of place in these goods. Flavor will be satisfactory from the procedure indicated. Neither do I like cooking on gas rings, and similar means, as these do not grant such an all-round excellent doughnut as does cooking in the oven with its temperature at about 440 to 450 degrees Fahrenheit.

Jams should be of bright and healthy color and good flavor, and the fine textured kinds are suggested: gooseberry, and other such sorts, with large and rough skins, not being suitable.

Doughnuts may be decorated. A good plan is to dip the tops in fondant of various colors at the correct temperature, then when this has settled to pipe a few designs in contrasting colors. Another plan, as indicated by the illustration, is to pipe the whole design, which can be done after the doughnuts have been sugared. Still another idea is to dip the whole doughnut, when cool, in fondant; drain this on wires, then decorate when the icing has settled.

**How Attractive Is Your
Window Floor?**

OFTEN the floor of a window is dark in color, scuffed or chipped, or in some other way unattractive. One bright window display man gets around this by taking a rectangle of wall board, 16 inches shorter each way than his window measures, painting it a soft light gray and placing it in the center of the window floor.

The eight-inch border all around he conceals with crushed material, seasonal foliage or whatever other decoration he wishes. The neutral soft gray center sets off the merchandise nicely.



Radium Flour
*growing rapidly
 in bakers' favor*

Hall
 MILLING
 COMPANY
ST. LOUIS
*Capacity
 3,000 Barrels
 Daily*

**AMERICAN
 BEAUTY**



**THE
 FLOUR** *that
 blooms in your oven.*

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

*Millers of Hard and Soft
 Wheat Flour*

**Daily Capacity
 2,100 Barrels**

*Location...Ideal
 Capacity...Ample
 Quality...Unexcelled*

These spell the service
 that brings the repeating
 orders from our satisfied
 bakery customers.

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

JOHN H. MOORE
PRESIDENT



G. M. LOWRY
SECRETARY

Old Squire FLOUR

Old Squire Says:

There is always plenty of room at the top. That is the reason for OLD SQUIRE flour. It can't be surpassed for genuine goodness. It couldn't be any other way after the pains I take to insure that it is made of the most select hard winter wheat milled to standard high quality methods.

The MOORE-LOWRY FLOUR MILLS CO.

KANSAS CITY, U.S.A.
ADDRESS MAIL TO ROSEDALE STATION, KANSAS CITY, KANSAS

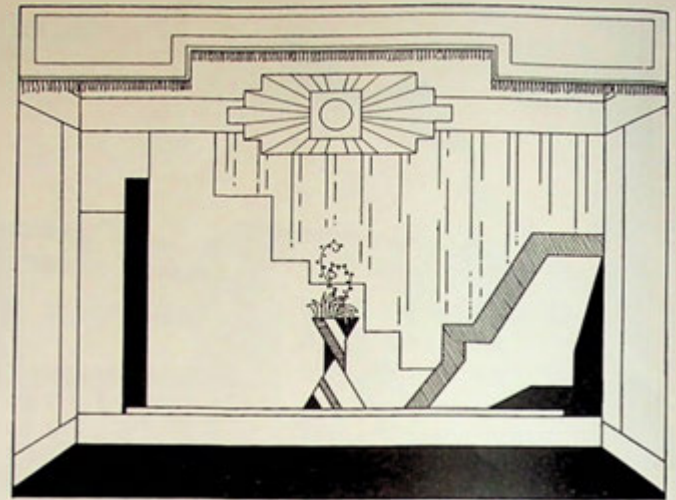


Figure 1

Modernistic Window Displays

MODERN art pictures are stronger in contrast than the classical type of picture, and for that reason they suit the purpose of the baker in obtaining a consideration of his merchandise. The sketch of a modern art background setting illustrated in Fig. 1 is made attractive through the use of color. The

these panels to complete the blocking of the interior of the store from sight. Across the top a wide board is fastened, to which the central decoration is attached, and to hide the top of the curtain. This decoration is also cut out of wall board.

The central decoration is representative of the sunshine that ripens the wheat used in baking. This may be painted in yellow and orange, or the design may be worked out by using paper of the colors needed. This can be done easily with crepe paper, a material that can be procured, in the colors necessary, in almost every town and village.

The first step in the process is to cut out the shape of the decoration. The best material for this is wall board, although wood may be used. The second step is to cover the decoration smoothly with a sheet of yellow crepe paper. The third, to add the rays, each alternate ray being cut out of orange crepe paper. The rays should be folded to lay flat.

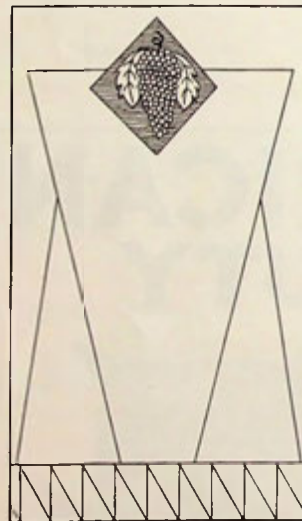


Figure 2

odd-shaped panels shown in combination would not be half as appealing to the eye if they were shown all in the same color. There must be contrast in colors as well as in the individual lines in any display to make it attractive.

It might be thought at first glance that this setting is too elaborate and costly for the average baker, but it is within the reach of even the smallest shop if the baker will do some of the work in constructing it. If he can secure the assistance of a display man from a neighboring store who is willing to put in a few hours extra, in order to earn a few dollars, this background setting may be produced as well in the small town as in the large city.

There are four panels used in making this background. The two at the extreme left are plain, the next has a serrated, or notched side, while the fourth, that at the right, is rather oddly shaped. These are easily made of wall board. They are to be made separately, and assembled in the window to form the setting. A curtain or drape is to be hung behind

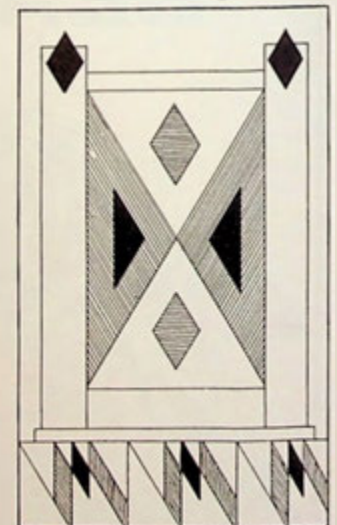


Figure 3

Raw edges may be used in an emergency, but it is not desirable in this decoration. The rays are then attached at the middle with tacks or glue. Each is then smoothly laid into place, and the ends pulled over the edge to give it a finish. The fourth step is to attach the square and circle over the center, hiding the ends of the rays. The square may be orange and the circle yellow.

(Continued on page 604.)



LYONS' BEST

Never Too Late to Try

Lots of flours give satisfaction. But have you ever tried one that astonished you with its exceptional baking results? We think it entirely likely that "LYONS' BEST" may do it.

Why not try it?

LYONS FLOUR MILLING CO.

Lyons, 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



*More loaves
to the Barrel
Better Bread*

*It's Better Flour
for Baker
Grocer, Jobber*

**A GREAT FLOUR TO
INSURE YOU A
GREAT, FINE LOAF**

W. A. Chain, Manager,
SECURITY FLOUR MILLS CO.
OPERATING
SECURITY MILLS & MIDWEST MILLS
ABILENE, KANSAS

COMBINED DAILY CAPACITY
1700 BARRELS

WHEAT STORAGE
500,000 BUSHELS



FOR THOSE EXTRA FINE CAKES
TRY

**WHITE CHIEF
CAKE FLOUR**

**EXTRA SOFT
EXTRA WHITE
EXTRA FINE**

MILLED FROM
WHITE MICHIGAN SOFT WHEAT

BY
DAVID STOTT FLOUR MILLS
DETROIT, MICH.

Also These Flours for Your Other Cake Requirements—

PEERLESS *A Superior Soft Wheat Short Patent*

FANCY *Patent Soft Wheat*

SNOWFLAKE *Soft Wheat Pastry*

Let Us Quote You on Straight or Assorted Cars

“OKOMA”

(Special Bakers' Patent)

Gives perfect satisfaction in stability, performance, volume; will aid any baker in increasing his volume and earnings.

Oklahoma City Mill & Elevator Co.
OKLAHOMA CITY, OKLAHOMA

ESTABLISHED 1864

MEYER'S MODEL FLOUR

ALWAYS RELIABLE

THE MEYER MILLING COMPANY
SPRINGFIELD, MO.

Frank M. Cole, Gen'l Mgr.

**FLOUR STORAGE
and FEED**

Costs little more than in your own warehouse

RADIAL WAREHOUSE CO.

Refer to any banker or miller in Kansas City
KANSAS CITY, MO.

Hard Wheat Flour milled from the famous eastern Colorado hard Turkey red wheat.
Soft Wheat Flour with distinctive flavor and unsurpassed quality.

Our self-rising "Pike's Peak" is a trade builder. Representatives wanted. Write us.

THE CRESCENT FLOUR MILLS, Denver, Colo.
Daily Capacity, 1,000 Barrels.

Hezel Milling Company
EAST ST. LOUIS, ILL.
Established 1861
Manufacturers of hard and soft
Wheat Flour

DECATUR MILLING CO.
DECATUR, ILLINOIS
Manufacturers of
White and Yellow Corn Products
Trio Flour Corn Flour Cream Meal
Bakers Duffing Flour
Ask for Samples and Prices

Hanover Star Milling Co.
GERMANTOWN, ILL.
Manufacturers of High Grade
Soft Winter Wheat Flour

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

GILSTER MILLING CO.
CHESTER, ILLINOIS
Manufacturers of
Gilster's Best and Featherlite
Plain and Self-Rising Flour

CARTER
DISC
SEPARATOR
It's a highly profitable operation
to reclaim wheat from screenings
with disc separation.
Carter-Mayhew Mfg. Co. - Minneapolis, Minn.

**PAPER SACKS
FOR MILLERS**
The Chatfield & Woods Sack Co.
CINCINNATI, O.


Grain Cleaners

ERNST & ERNST
ACCOUNTANTS AND AUDITORS
SYSTEM SERVICE
OFFICES IN ST. PAUL, MINNEAPOLIS, KANSAS
CITY, CHICAGO, ST. LOUIS, DALLAS AND
FORTY-NINE OTHER CITIES

Richmond Mfg. Co.
LOCKPORT, N. Y.
J. K. Howie, Representative,
20 Flour Exchange,
Minneapolis, Minn.

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

JONES-HETTELSATER CONSTRUCTION CO.
Designers and Builders for Milling Companies
600 Mutual Building KANSAS CITY, MISSOURI

Export Flour Insured ALL RISKS by
The Sea Insurance Co., Ltd.
 of LIVERPOOL

U. S. Branch Assets \$2,992,372
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ORIGINATORS OF ALL RISKS
 Insurance on Flour
 Pollees of this Company are
 held by all leading millers

CHUBB & SON
United States Managers
 90 John Street - New York
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Marsh & McLennan
 INCORPORATED

Chicago New York
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Transportation
Insurance on Flour
Against All Risks

Correspondents in American
 and Foreign Ports

Policies arranged by us include the
 services of the
 Millers' Export Inspection Bureau

Comprehensive Established 25 Years
Service to Exporting Millers

Steamship Service—Marine Insurance—Including
 "All Risks" and Special Coverages—Routing and
 Supervision—Trade Information—A Complete
 Service for Every Miller Who Exports Flour
 R. W. LIGHT BURN, JR.,
 Board of Trade, KANSAS CITY, MO.

MILL MUTUAL SERVICE
 For Policy Holders

MUTUAL FIRE PREVENTION BUREAU
 230 East Ohio St. Chicago, Ill.

Wedding Invitations
Announcements

Finest Hand Cut Engraved Plates
BUSHNELL SOCIETY
 94 So. 11th Street MINNEAPOLIS



TO decorate the Masonic cake shown above, Paul C. T. Ewert, its designer, advises first icing it with a white cream icing. Take a small paper tube filled with yellow royal icing. Make the letters across the top of the cake, outline the emblem, and make the letter "G" in the center between the compass and square. Take another paper tube filled with soft blue royal icing, and fill in the field around the "G." Fill a bag containing a leaf tube two thirds

full of yellow royal icing and make a leaf border all around the top edge of the cake. Then with a small paper tube filled with yellow royal icing make the design around the side of the cake. Take a No. 24 star tube filled with yellow royal icing and make the border around the bottom edge of the cake, which is a series of solid circles with a blue dot in the center. Also put a blue dot in the center toward the top of the leaf border around the top edge of the cake.

Better Machines, Better Business
 By David I. Day

WHENEVER you see a bakery climb from almost nothing to a nice volume in the last four years, you're looking at one properly managed, one able to turn out a uniformly pleasing product. For even the most cheerful soul must admit that the last four years have not been boom years.

But that is exactly what W. R. Beach and E. P. Schultz have done in Casper, Wyo., in less than four years. When they formed the Beach-Schultz Baking Co. in 1928, buying out a bakery in Wyoming's biggest city, things didn't look so promising. The place was only doing about \$5,000 a year—and there is plenty of good, worthy competition in Casper.

"We believed that to make money you must spend money," they said in substance recently. "Right off the reel, we spent maybe \$10,000 in new equipment and machinery. The plant had to be improved. There had to be new modern trucks on the streets. We had to first prepare to put out the best goods—and then to advertise the facts. All that took money—but as we believed, the investment made us money."

That the bakery is prospering is readily believed when we learn that the present volume is about \$60,000 annually—as much in a month as the place was doing in a year when they took charge.

An average day's bake of bread is 3,000 loaves. There are two brands, Slim Tim and Wheat's Best—the latter a whole wheat loaf. These brands are known widely over eastern Wyoming and quite a few groceries handle the line in western Nebraska. Other figures given on the bakery are 100 cakes and 100 pies daily, and 125 dozen sweet rolls. On big occasions in Casper, the plant has turned out 4,500 loaves of bread in a single day.

Besides the partners, there are six employees—all interested in the bakery's success. A study of this growing business reveals a few underlying reasons for success anywhere:

1. There is plenty of good, practical experience back of the undertaking, the two partners having a combined experience of about 40 years.
2. There is a deep desire there to give the public a little better than a square deal.
3. The owners believe in steady straight - from - the-shoulder advertising and are popularizing the idea in the Casper trade territory that "baking is our job—not yours."
4. The concern has been developed on the idea of better machinery—the owners are proud of every piece of equipment which helps them render better bakery service. There is nothing worn out or obsolete in this plant.

Lyon & Greenleaf Co.
 MILLERS OF
High Grade Soft Winter Wheat Flour
 LIGONIER, IND.
 WAUSEON, OHIO NORFOLK, VA.

THE WOLF COMPANY

MACHINERY FOR FLOUR AND FEED **WOLF** MANUFACTURERS & ENGINEERS
 EQUIPMENT

66 COMMERCE ST. CHAMBERSBURG,
 PENNSYLVANIA

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.

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Patents Procured and Trade-Marks
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 Practice before the United States Courts.
 Complete Files of Registered Flour Brands.
 Established 1867 Trade-Marks Registered
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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

Michigan Soft Wheat Flour
SUNRAYS
 (REG. U. S. PAT. OFF.)
 Straight and Self-Rising
UNION CITY MILLING CO.
 UNION CITY, 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.

Quality Michigan Flour
Plain and Self-Rising

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

Modern
ADVERTISING
ILLUSTRATION
Bureau of Engraving
 INC.

Write for
 Samples and
 Prices
 Cable Address
 "Igleheart"

Igleheart Bros., Inc.

Established
 1856
 Soft Winter
 Wheat Flour

MERCHANT MILLERS—Evansville, Ind.

Don't Worry About New Wheat Flour!

You can safeguard yourself by purchasing new crop flour from a mill so located that it can pick of the cream of new wheat, regardless of where grown. Under our milling-in-transit arrangements, we are able to go to any section for the best wheat, securing through rates from where the wheat is grown to any city or town east of the Mississippi River; so we can pledge to you that regardless of the quality of the new crop in any particular section, the high quality standards of Lawrenceburg flours will not vary.

Let us quote you on better flours for your every need!

Lawrenceburg Roller Mills Co.
 Daily Capacity 2,500 barrels LAWRENCEBURG, IND. Elevator Capacity 750,000 bushels

High and Dry

Two special baker's flours that are *High* in quality and *Dry* in temperament. Their thirst is marvelous to contemplate. They like the water and lots of it. They yield exceptional volume—plus flavor and texture; more bread for you—better bread for your trade.

REXOTA

Hard Winter Wheat

EARLY RISER

Hard Spring Wheat

We make four other special baker's flours, each a top-notch in its class—

For Crackers—KISMET—soft winter wheat.

For Cakes—KISMET SUPER-PATENT—soft winter wheat.

For Bread—COMPETITION—hard spring wheat.

GOOD CATCH—hard winter wheat.

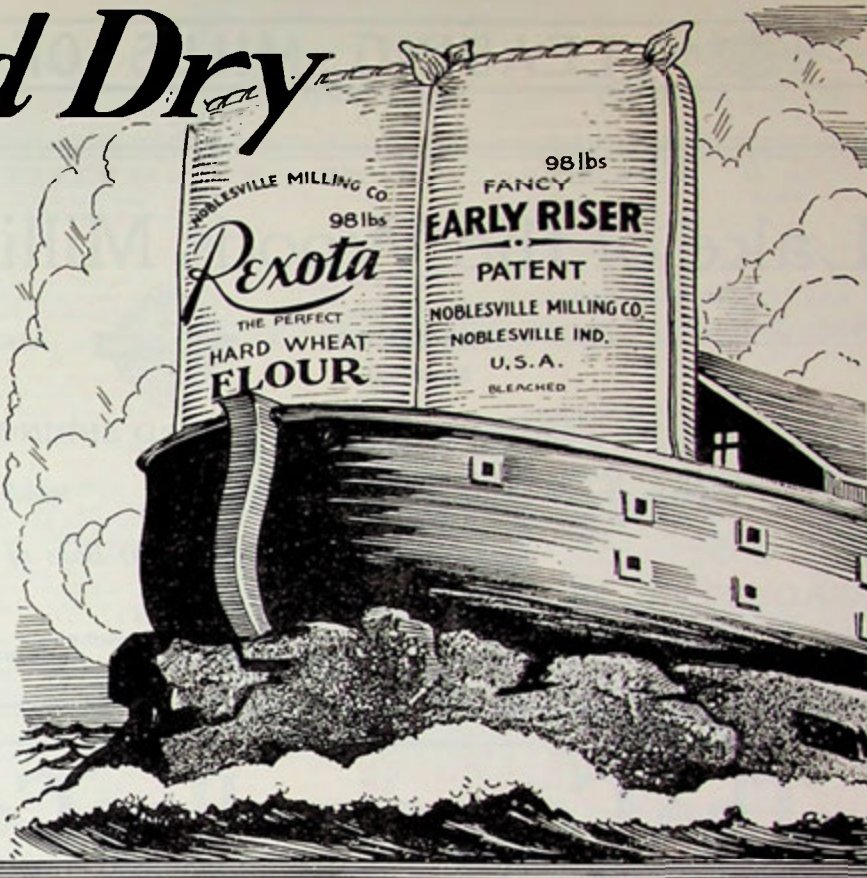
We'll tell you all about them on request.

NOBLESVILLE MILLING COMPANY

NOBLESVILLE, INDIANA

Elevator Capacity,
750,000 bushels

Mill Capacity,
1,200 barrels daily



BAKERS' Mixed Cars

Something new for bakers. Every baker making sweet goods and cakes as well as bread can buy both his spring and soft wheat flours from the same mill, getting car-lot prices on both, and assured of the best flour that can be made by buying from us. We make a feature of such Mixed or Assorted cars for the bakery trade.

We would like to hear from you.

Mayflower Mills

Ft. Wayne, Ind.

1871 100 Years of Progressive Milling 1921



New 2,000-Bbl Daylight Mill—One of Three Plants

IDEAL FACILITIES
ACME-EVANS COMPANY, Indianapolis



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

EVANS MILLING CO.
INDIANAPOLIS, IND., U. S. A.

Manufacture Kiln-Dried
WHITE CORN PRODUCTS
Capacity, 5,000 Bushels

LEADING MILLS OF CANADA

QUALITY UNIFORMLY MAINTAINED SINCE 1887

Lake of the Woods Milling Co., Limited

Cable Address
"HASTINGS"
Montreal



Codes
ABC 4th & 5th Editions
Riverside 1901

Makers of CANADIAN HARD SPRING WHEAT Flour

Owning and Operating
125 Wheat-Receiving Elevators in Manitoba,
Saskatchewan and Alberta

Mills at
Montreal, Brantford, Keewatin, Portage la Prairie,
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Daily Capacity, 40,000 Bags of 98 lbs.

HEAD OFFICE: MONTREAL

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The Canadian Bag Company, Ltd.

Head Office, MONTREAL, QUE.



Cable Address: "DOMBAY"

This is an age of fastidious taste in the quality of foodstuffs packages. None but the best command the trade. Our bags meet every requirement.



Factories: MONTREAL, TORONTO, WINNIPEG, VANCOUVER

Total Daily Capacity
24,500
Barrels Flour



TORONTO MILLS

Cable Address—
"Shawley,"
Toronto,
Canada



Maple Leaf Milling Co. Limited.

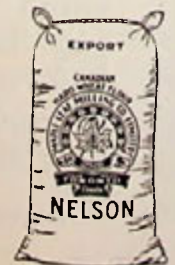
HEAD OFFICE - TORONTO, CANADA

KENORA, ONTARIO MILLS AT TORONTO, ONTARIO
BRANDON, MANITOBA THOROLD, ONTARIO

PETERBORO, ONTARIO

MEDICINE HAT, ALBERTA

PORT COLBORNE, ONTARIO



They Give 'Em Away!

By Lucius S. Flint

HUGE gift cakes presented to various organizations upon festal occasions have more than tripled the birthday and wedding cake business of Voss Bros., Denver, within a little less than six months. Some of these cakes are valued at \$75 to \$100. Formal affairs of all kinds, such as those held in fraternal temples, theater anniversaries, openings of public schools, churches, etc., invariably are accompanied by a Voss complimentary creation.

"We have found this one of the most profitable advertising schemes we have ever used," stated John Voss, vice president. "Results from the sale of wedding and birthday cakes have been far above our expectations. Our increase in orders is now a daily thing. Although during the six months this plan has been in effect the sales have tripled, there is no indication of a let-up."

Voss Bros. have, by this plan, been able not only to secure the bakery business of the various organizations to whom the cakes are presented, but the personal business of their members. The personal word of mouth advertising has been of inestimable value. Special cakes of this kind always attract attention. People tell their friends about them, and a general curiosity is aroused which is very valuable to the company. The cake campaign has resulted in the linking of the name of Voss Bros. with these huge creations.

"Although this plan is necessarily expensive," declares Mr. Voss, "the results have well justified the cost. We attribute this in large measure to the fact that the scheme has a definite purpose, is aimed at a definite class of trade."

Although quality there must be in the cakes, display is more important, since more people see a cake of this kind than taste it. If its appearance is attractive, their impression is favorable.

Nevertheless, Mr. Voss insists on the same high-grade material being used in the large cakes as in small ones, and the same effort made to produce a product as nearly homemade in quality as possible.

The most expert men in the shop bake these cakes. They are taught to consider a large cake a work of art, an article which should be given the greatest amount of careful attention. The latest of modern baking equipment for these huge creations is part of the regular Voss workroom.

CAKE IN THEATER BRINGS RESULTS

Not long ago a Voss cake was presented a local theater, where it was displayed in the lobby for several days. Thousands of people daily observed it, many of whom later visited one of the Voss stores. Cake sales the following week "skyrocketed" to a hitherto unknown level.

"Previous to this display I had never been aware of the attention which a large cake would draw," asserts Mr. Voss. "I attended the theater one evening to observe the results of the scheme. I watched the case for perhaps 15 minutes, and during that time counted several hundred people looking at the cake; they seemed to enjoy just standing and looking at it. It was a small case in which the display was shown, but there were never less than 15 or 20 people crowded about it from the time the show was over until the theater was empty."

J. G. WOLVERTON,
President and General Manager

W. R. CLARKE,
Vice President and Manager of Sales

Wolverton Flour Mills Co., Ltd.

MILLERS OF
Select Hard Spring Wheat Flour

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CONTEMPORARY COMMENT

A Panacea of Thick Sandwiches

OUR food habits are changing. O. E. Baker, of the Bureau of Agricultural Economics, told the International Chamber of Commerce about it the other day. We have dropped the amount of cereals, particularly corn and rye.

We are using less wheat flour, less beef and veal, but rather more pork, sugar and dairy products.

Now with a drop in general business there has been a decline in all food consumption.

But statesmanship is seldom lacking in crises. The Honorable Cyrenus Cole, representative in Congress from the fifth Iowa district, where pigs are a leading industry, is ready with a solution. Said he to the Sioux City Live Stock Association: "Make the slices of bacon and ham thicker."

An admirable suggestion but does it go far enough? Why slice it at all? Why not a ham to a person?

Awkward perhaps but think of the result on Iowa's pork!

But if Cole, of Iowa, asks us to slice our ham and bacon thicker, won't Capper, of Kansas, stalwart friend of the wheat farmer, want us to slice our bread, also, a little thicker?

Think of the resultant sandwich!—*Nation's Business.*

A Rising Business

THE rising of the baking industry from modest beginnings to a billion-dollar business in half a century has been phenomenal. After the Civil War, the bakers of this country made not more than 5 per cent of the bread consumed in the United States. Today 96 per cent of the bread market belongs to the baking industry.

Bakers won the bread market by producing a loaf as good or better than the housewife could bake herself, and by convincing women of this fact.—*Sales Management.*

Low Wages Will Not Help

MANY believe that wage reductions are part of the solution. I doubt it. It is difficult to reconcile the statement that we have overproduction with the contention that reducing the purchasing power of millions is desirable. An individual manufacturer looking only at his own problem feels that if he reduced

wages he might be able to stimulate sales. He could if all the rest of the world remained unchanged, but it wouldn't. Other employers would likewise reduce wages, and sales, instead of being stimulated, would remain the same or decrease.

What causes panics? The well-known English economist, Professor W. S. Jevons, some years ago advanced the theory that depression followed the appearance of sun spots. He argued that sun spots caused defective harvests which in turn brought on industrial depressions. Today we are told that overproduction of wheat is one of our major difficulties—in other words, a lack of sun spots!—*John E. Rovensky in the Nation's Business.*

Modernistic Displays

(Continued from page 598.)

If other colors are desirable in the display, they may be used in exactly the same manner, but of course a representation of the sun is not so apparent.

The panels may be painted or covered with either crepe paper, fancy paper or wall paper. The choice of colors will be important. The beauty of the entire design depends very much upon a good choice of colors. Green and red may be made to predominate in one color scheme. Later, blue and red, with orange, may be introduced to give an entirely different background. Other color schemes may also be worked out, so that in the end, once these panels are constructed, the baker has a dozen backgrounds at his command instead of one. For a while one color may be made to predominate, and then changed to another.

As the season advances, it is a good idea to use fall symbols. In Fig. 2 we have added a decoration of grapes, to symbolize the harvest season. Fruits and grains may be used in the same manner. Any time a suitable picture or lithograph turns up that may come in handy for window decoration, the baker should see that it is preserved. Often these have to be kept an entire year before an opportunity presents itself for use, but it is not too far ahead to prepare for window displays.

The panel arrangement in this design is very similar to many of those already described in these columns during the past few months, and is finished in the same manner as the panels in Fig. 1.

Fig. 3 shows how a desirable decoration may be constructed and finished by an expert display man, the baker himself. A panel of wall board is framed on each side by wooden boards. The rest of the design is worked out by using colored papers and cardboards. This decoration is suited for use in the center of a window back with a drapery curtain behind it, and will add materially to the display's attractiveness.

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TRADEMARKS

The following list of trade-marks, published by the Official Gazette of the United States Patent Office, prior to registration, is reported to The Northwestern Miller and American Baker by Mason, Fenwick & Lawrence, patent and trade-mark lawyers, Washington, D. C. Bakers who feel that they would be damaged by the registration of any of these marks are permitted by law to file, within 30 days after publication of the marks, a formal notice of opposition. This journal offers to readers an advance search free of charge on any trade-marks upon which they may desire information. Write direct to us or Mason, Fenwick & Lawrence.

MILK-E-PAK; S. & S. Cone Corporation, New York; ice cream sandwich wafers. Use claimed since April 25, 1930.
METHO-FLAKE; Ronald Hilton Martin, doing business as Martin Baking Co., Lubbock, Texas; bread, crackers, flour and material for making bread and crackers. Use claimed since March 25, 1931.

T and picture of a girl; Tasty Baking Co., Philadelphia, Pa.; cakes and pies. Use claimed since July 9, 1931.

THEY ARE BETTER and picture of baker; J. S. Ivins' Son, Inc., Philadelphia, Pa.; cookies, cakes and crackers. Use claimed since Jan. 18, 1930.

SOYO; S. B. Thomas, Inc., Long Island City, N. Y.; bread. Use claimed since Nov. 29, 1930.

STREHMANN'S MILK BREAD; Strehmann Brothers Co., Norristown, Pa.; bread. Use claimed since March 19, 1931.

KOOKIKID; Rochester (Minn.) Bread Co., cookies. Use claimed since April 1, 1931.

PASTENE; P. Pastene & Co., Inc., Boston; biscuits. Use claimed since 1934.

THINSIES; Johnson Educator Food Co., Cambridge, Mass.; biscuits. Use claimed since Jan. 22, 1931.

SLENDERETTE; Johnson Educator Food Co., Cambridge, Mass.; biscuits. Use claimed since May 13, 1931.

Picture of group of children; General Baking Co., New York; bread. Use claimed since Dec. 10, 1930.

MRS. STARDS and basket weave background; New Standard Baking Co., Philadelphia; cakes. Use claimed since Feb. 6, 1931.

ZOO-CONES; McLaren-Consolidated Corporation, Dayton, Ohio; bakery products, namely, ice cream cones. Use claimed since Jan. 1, 1931.

PUTMAN; Robert Putman Candy Co., Cincinnati, Ohio; bread, cakes, noodles. Use claimed since April 8, 1931.

HAMMERED; Johnson Educator Food Co., Cambridge, Mass.; biscuits. Use claimed since Jan. 22, 1931.

GADGET ROLL; Lowell E. Cadd, Albert Lea, Minn.; pastry. Use claimed since March 1, 1931.

BALANCED RECIPE and scale design; Dougherty Cake Products, Inc., Muncie, Ind.; cakes, including fried cakes, devil's food cakes and angel food cakes. Use claimed since July 6, 1929.

HAPPY LAD; Maryland Baking Co., Inc., Baltimore; ice cream cones. Use claimed since March 3, 1930.

LUCKY BOY; Maryland Baking Co., Inc., Baltimore; ice cream cones. Use claimed since March 3, 1930.

SUNFREEZE; Maryland Baking Co., Inc., Baltimore; ice cream cones. Use claimed since March 3, 1930.

VEG-O-WHEAT; Cortland (N. Y.) Baking Co.; bread. Use claimed since Sept. 24, 1930.

SLIDE-FIT; Maryann J. Hubert, doing business as Hubert's Baking Co., Masspet, N. Y.; toasted rolls. Use claimed since April 22, 1931.

MAZZINI; Joseph Di Sante, doing business as Di Sante & Co., Duluth, Minn.; bread and cakes. Use claimed since May 17, 1930.

ULTRA SUNALIZED; Davidson Biscuit Co., Mount Vernon, Ill.; bread, cookies and crackers, pies, cakes and pastries. Use claimed since May 11, 1931.

TASTY-PIE; Tasty Baking Co., Philadelphia; pies. Use claimed since May 25, 1931.

VITASAN; Tettelbaum Baking Co., Inc., Brooklyn, N. Y.; bread, doughnuts and crackers. Use claimed since September, 1928.

D. LAZZARONI and ship design; D. Lazzaroni & Co., Saronno, Italy; crackers. Use claimed since 1878.

KREME PETS; H. C. Brill Co., Inc., Newark, N. J.; cake. Use claimed since Jan. 9, 1931.

CO-CO-NUT CUPLETS; S. Gumpert Co., Inc., Brooklyn, N. Y.; cookies, pastries and cup cakes. Use claimed since April 1, 1931.

PADDY CAKE; United Biscuit Company of America, Chicago, Ill.; cookies. Use claimed since April 23, 1931.

NEW STANDARD BAKING CO.; New Standard Baking Co., Philadelphia, Pa.; cakes. Use claimed since Feb. 6, 1931.

CAPITAL BREAD; Capital City Baking Co., Harrisburg, Pa.; bread. Use claimed since May 15, 1929.

DOTTY LEE; Chicago Cream Fried Cake Co., Chicago, Ill.; bakery products, commonly designated as cakes. Use claimed since April 1, 1929.

DORTCH'S KELPO COOKIES; Ambrose M. Dortch, Spokane, Wash.; cookies. Use claimed since April 1, 1931.

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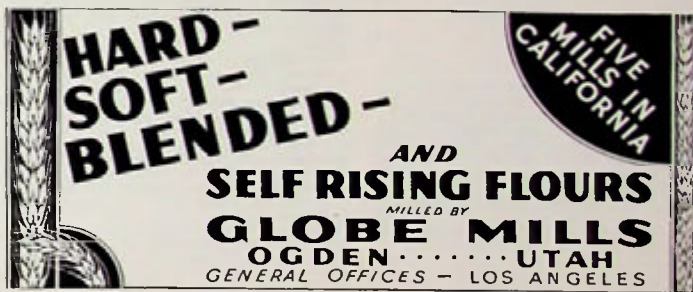
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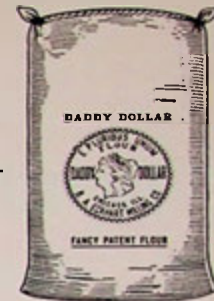
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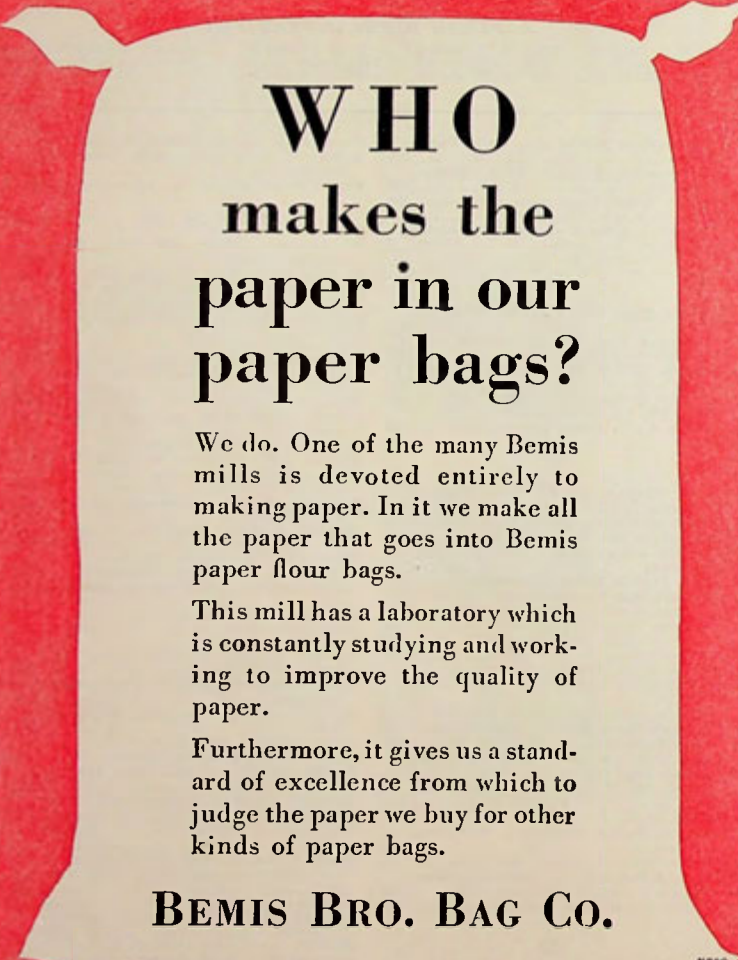
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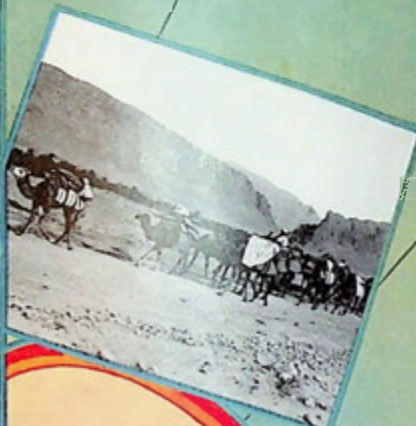
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