

The Northwestern Miller

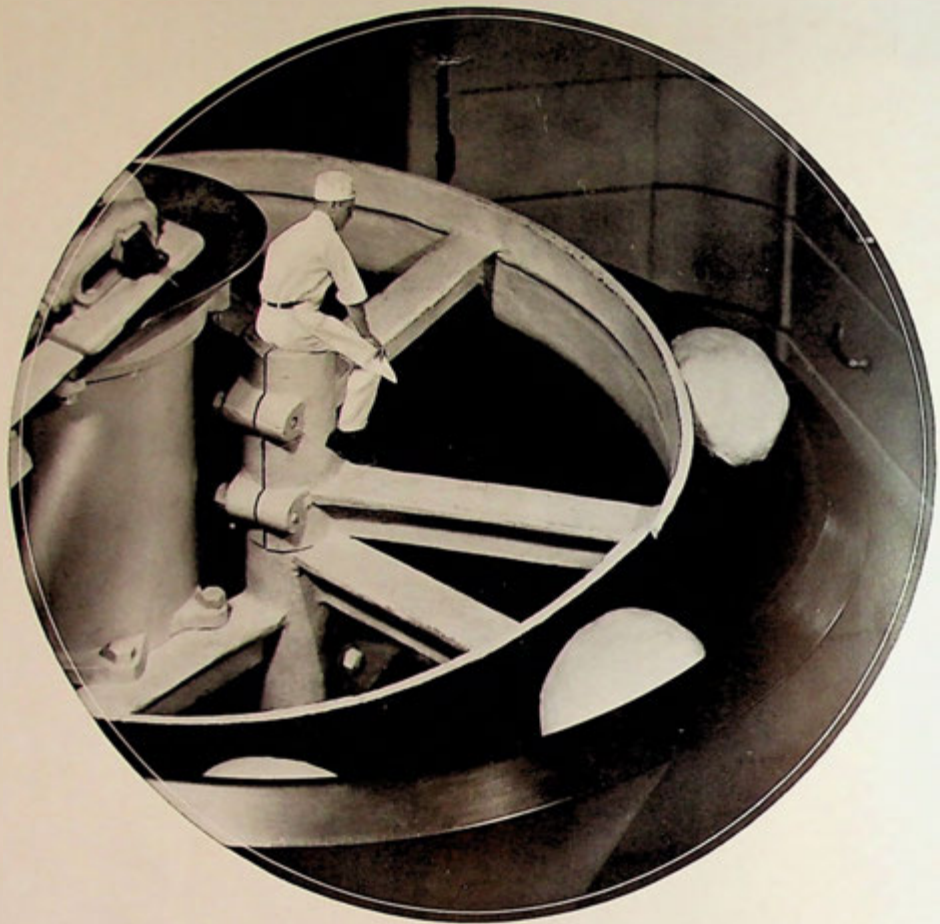
FEB 1930

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THE MILLS OF THE TIBER Painting by Harry Finn

FEBRUARY 4, 1931



One of our expert bakers observing a Seal dough in our Minneapolis bakery

Watching The Dough Roll By

ROLLING from the rounder, the ball of lively dough fairly leaps into your waiting hand. Your trained fingers feel that elasticity which predicts quick recovery during the intermediate proofing stage.

If your dough does not display liveliness at the rounder there's something wrong. It may be the equipment or improper development of the dough, but more often it's the fault of the flour.

Guard against dead, sticky doughs. Eliminate trouble at all stages by using good flour. Make your dough with Seal of Minnesota and sit on top of the World.



INTERNATIONAL MILLING COMPANY
Minneapolis, Minnesota Buffalo, New York

SEAL OF MINNESOTA

FLOUR MILLED FROM TESTED WHEAT



REG. U. S. PAT. OFF.

*Kansas Grows the Best
Wheat in the World*

"Red Star"

*Instantly successful in
every market . . . and per-
manently successful too.*

*Total Capacity
4700 Barrels*

Elevator Capacity, 4,500,000 Bushels

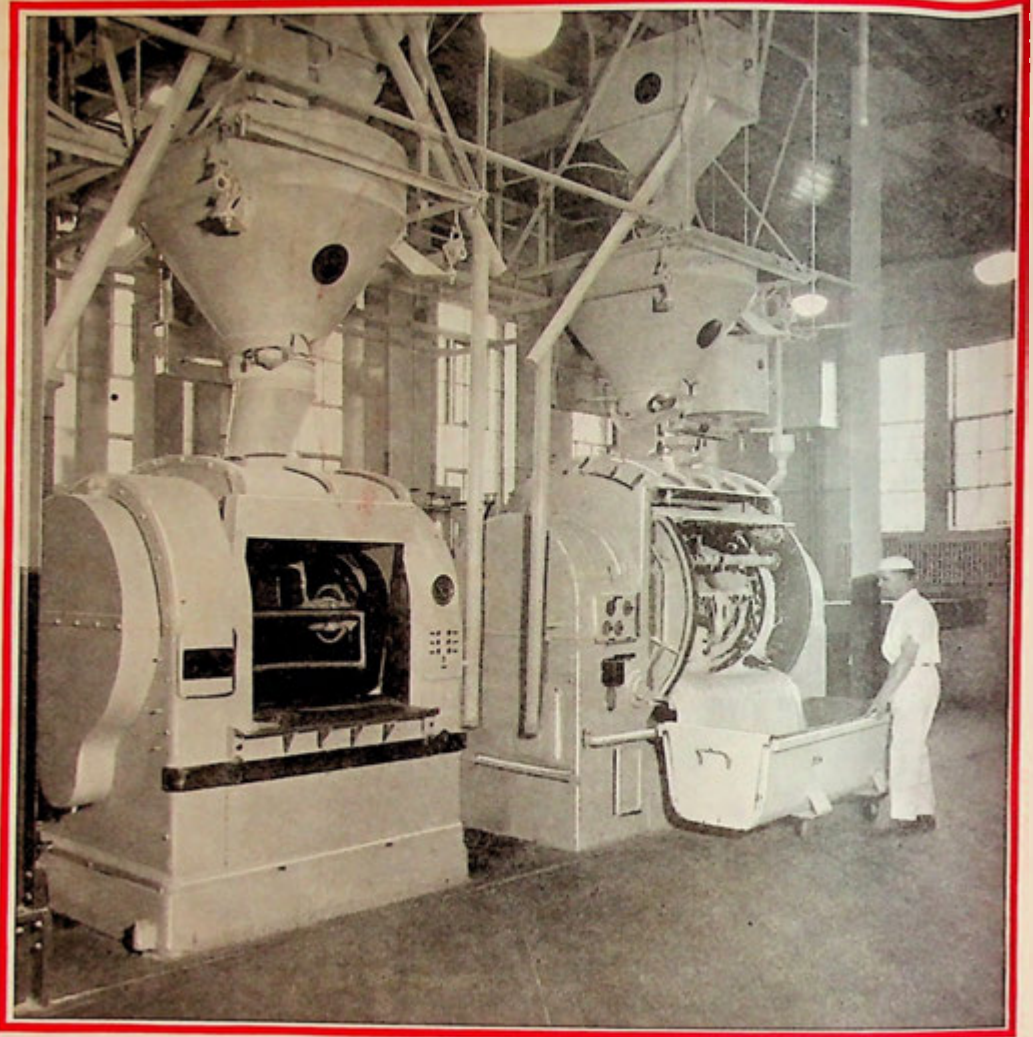


WORLD'S FINEST
FLOUR MILL

RED STAR

The RED STAR MILLING CO. - WICHITA, KANSAS

R. S. HURD, President



Dough "on the safe side"—

How much is your loss when you don't use enough water?

IF YOU don't know how your flour will act, you usually turn out a stiff dough, in order to be on the safe side. Sometimes the dough is too stiff, and you don't get as many loaves as you should. In many shops of the average three-oven size, this loss in absorption amounts to 3%. A saving of about 35c on every barrel of flour is possible right at this point.

Also, when your dough comes stiff at one time and slack at another, you leave your dusting devices set for the stickiest dough which might come down, and a lot

of flour is thrown around by hand. This loss in dusting flour amounts to about 20c for every barrel of flour used.

Here are two spots where irregular, undependable flour causes a loss of about 55c a barrel. There are sixteen of such weak spots, where real wastes occur. These losses are not guessed at. They are taken from the records of real bakers. And these same losses have been eliminated by shop control—by watching the corners. But shop control is not possible if you use an irregular, undependable flour.

No matter how good the quality of your flour may be, you lose money if it is not *uniformly* good—if it plays tricks on you. You must use a uniform, dependable flour like Pillsbury's—one whose high quality is the same, day after day, week after week, month after month. Such a flour may cost you a little more at the start. But from the moment it goes into your mixers it is saving money for you—not just a few pennies, but a mighty good profit. Competition is keen nowadays. Success and failure depend on your control of costs. The shop that blunders through with irregular flour will have a hard time competing with the baker who gets shop control with a uniform, dependable, high-quality flour.

Pillsbury's Bakery Flours

NIBROC WYTEK

FLOUR SACK PAPER

IS

ODORLESS



No odor is present in Nibroc Wytek under any humidity condition. The contents of the bag are safe from contamination.

Nibroc Wytek combines exceptional strength with pure whiteness and remarkable printing qualities.

Nibroc Wytek

MAKES PRINTERS INK TALK

BROWN
Company



FOUNDED 1852

Portland, Maine.

Branch Offices

BOSTON, MASS.
80 Federal St.

ATLANTA, GA.
1023 Candler Bldg.

NEW YORK CITY
233 Broadway

PITTSBURGH, PA.
1626 Oliver Bldg.

CHICAGO, ILL.
110 So. Dearborn St.

SAN FRANCISCO, CAL.
58 Sutter St.

ST. LOUIS, MO.
1012 Arcade Bldg.

MINNEAPOLIS, MINN.
735 Plymouth Bldg.

... Depend Upon **BEMIS**
PRINTING for



SHARPNESS
BRILLIANCE
ATTRACTION

Bemis printing on paper or cotton bags makes your brand or trade mark *stand...right...out!*

Constant study and experiment have brought outstanding improvements to our specially designed presses, to our inks and to our printing plates. Friendly competition among the seventeen Bemis factories is steadily increasing the excellence of our pressmanship.

These are the reasons why Bemis Printing on Bemis Bags will give your flour prominent display in any store—and make it sell better.

BEMIS BRO. BAG CO., 601 SO. FOURTH ST., ST. LOUIS, U. S. A.

BOSTON
 BROOKLYN
 BUFFALO
 CHICAGO
 CLEVELAND
 DENVER
 DETROIT

E. PEPPERELL
 HOUSTON
 INDIANAPOLIS
 KANSAS CITY
 LOS ANGELES
 LOUISVILLE
 MEMPHIS

MINNEAPOLIS
 NEW ORLEANS
 NEW YORK CITY
 OKLAHOMA CITY
 OMAHA
 PEORIA
 ST. LOUIS

SALINA
 SALT LAKE CITY
 SAN FRANCISCO
 SEATTLE
 WARE SHOALS
 WICHITA
 WINNIPEG



The milling experience of more than fifty years tells us that the current demand for low cost flours will pass in a few months. Poor flour will not take the place of good flour. Good bakings cannot be made out of cheap and shoddy flour. We have not changed, and will not change, our quality standards, for we know that in the end high quality flours will maintain their position and enlarge their trade. Distributors of "KELLY'S FAMOUS" share our views.

Daily Capacity 2,500 Barrels...

Grain Storage Capacity, 1,000,000 Bushels

The
WILLIAM KELLY MILLING CO.
 HUTCHINSON, KANSAS

William Kelly, President

KING MIDAS

THE HIGHEST PRICED FLOUR IN AMERICA
AND WORTH ALL IT COSTS

NO BUSINESS MAN will deny the old truth that the satisfaction yielded by a quality article is remembered long after the price has been forgotten.

Selling finer bread is the most certain way to a permanent following of loyal customers.



King Midas Mill Co.
MINNEAPOLIS MINNESOTA



"Lustro" Paper Flour Bags

A No. 1 Rope Bag for FLOUR, Meal, Etc.

"Securpac" Coated Kraft Bags

A Composition Rope and Kraft Paper made in our own mill on a Cylinder machine, with natural or Blue Lining, meeting the R. R. Classification for FLOUR and all Grain Products.

"Celupac" White Kraft Bags

Made from "NIBROC WYTEK" White Kraft Paper and Carrying the R. R. Guarantee for FLOUR, Etc.

Three Outstanding Grades for the Milling Trade

Cylinder made Kraft Bags for Feed Meal, Etc., and Container Bags for small sizes.

HAMMOND BAG & PAPER CO.

Write us for Samples and Prices.

WELLSBURG, W. Va.

**—AND THE SALT
DISAPPEARS**

WORCESTER SALT, when mixed with your flour, stays mixed. The fine, even Worcester Salt grains blend with the flour—and the pure white color permits the salt to lose its identity until it becomes an unseen but important part of your product.

*It takes the Best
to make the*

**WORCESTER
SALT**

WORCESTER SALT COMPANY
71-73 Murray Street, New York, N. Y.

REFINERIES
Silver Springs, N. Y. Piffard, N. Y. Ecorse, Michigan

OFFICES
Boston, Chicago, Detroit, Philadelphia, Columbus,
Charlotte, N. C., Buffalo, N. Y.

Essmueller
Peerless

Ground Cut Roll Finish

For Complete Information Write

ESSMUELLER MILL FURNISHING CO., St. Louis, Mo.

Reduces Stock Easier

—10 to 15 Degrees Cooler

—Using Less Power

—20 to 25%

More Grinding Capacity

—Facts!



TAGGART RODE STOCK
PAPER BAGS

Top Quality since 1866

What superb flour bags Taggart makes! And as long as women buy through the eye, quality bags will continue to help quality flour sell faster. Taggart bags are enticing in color, enduring in use » » all that a good flour bag should be.

TAGGART BROTHERS COMPANY, INC.

CHICAGO: 230 North Michigan Avenue • • • NEW YORK: 60 East 42nd Street

DULUTH-SUPERIOR MILLING CO.

DULUTH, MINN.



DOMESTIC *and* EXPORT

Direct loading from Mill to
Lake Steamers

Quick delivery at seaboard
and all Eastern points

SPRING WHEAT

Duluth Imperial, Patent
"Without a Rival"

Zenith, First Clear

DURUM WHEAT

Hourglass, Semolina
"Sharp - Bright - Uniform"

Ambo Semolina

Durum Patent Flour

RYE

Duluth Imperial Rye

A reputation established over seventy years
—still maintained—
a record of which we are proud

Quality and Service the Best

A FLOUR FOR EVERY PURPOSE

Gold Coin
Standard Patent



Daniel Webster
Short Patent

Whole Wheat Flour



Wheat Graham

Rye Flours
Pure and Blended

Pure Silver
Very Fancy Clear

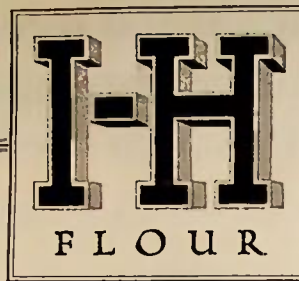


EAGLE ROLLER MILL CO.

NEW ULM, MINNESOTA

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

Elevator Capacity, 2,600,000 bushels



If your volume is feeling the effects of price competition, meet it with an even better flour. Be prepared to catch the price buyers on the rebound. No cheap flour can permanently satisfy. No cheap flour ever holds its trade. Every cheap flour buyer will "bounce back" to the best flour obtainable.

The "I-H" account will insure your catching much trade on the rebound.



For Bakers
 ORACLE
A Short Patent
 THUNDERBOLT
A Reliable Flour

The ISMERT HINCKE MILLING CO.
 KANSAS CITY, MO.

The Northwestern Miller

Established in 1873

MINNEAPOLIS, MINN., U. S. A., FEBRUARY 4, 1931

Volume 165 Number 4



Ethel C. Collender,
Secretary to Manager



Ruth H. Piern,
School Service



Frances Daniel,
School and Health Service



Dorothy M. Benson,
Research Library



Olive Byers,
Mailing Department

How to Arouse Millers Is National Food Bureau's Greatest Problem

IT isn't so hard to get the food crank on the run, and keep him running. H. T. Corson, executive manager of the National Food Bureau, has proved that in the record of his various activities during the past three years. His big job is arousing flour millers to the need of continuing this work and persuading them that they have a responsibility in providing him with the where-withal.

"Our biggest problem"—this is what Mr. Corson calls it. "We spend more time and effort on that than on anything else—how to get the millers to realize that they must unite in a powerful movement to defend their products and place the facts of bread nutrition before the public."

Nevertheless, the work of the bureau goes forward. There have been notable accomplishments during the past year, and more are in immediate prospect. It was necessary within recent months to enlarge the office space at Chicago headquarters, and the personnel of the bureau continues to grow, as may be seen from the accompanying portraits.

(Graham, as it is called in this country after its discoverer and first advocate, who flourished 30 years ago or more) is more nutritious than that made from white flour."

The food faddist, and especially that variety which is particularly cantanker-

something of definite worth is accomplished, or when important information is to be communicated, does the bureau break into print. Thus during the year just past we find that the heading of the first "story" dealing with the National Food Bureau's work of seeing that

antibread propaganda ever seen. To tell the whole story briefly, Miss Ethel Clarke, eastern manager for the National Food Bureau, undertook a diplomatic mission to the Virginia authorities responsible for the incorrect statements, and provided authoritative information which was made the basis for revised editions of "Bread for the New Family," as well as for a companion piece called "Feeding the New Family." These revisions were carried out under the supervision of August Nolde, of Richmond, Va., a member of the legislative committee of the Potomac States Bakers' Association. Later the Medical Society of Virginia adopted a vigorous resolution decrying food fad propaganda against white bread.

MISINFORMATION IN SCHOOL BOOKS

Probably the most outstanding piece of work undertaken by the bureau during 1930 was the investigation of what school textbooks are teaching about bread, and the beginning of efforts to correct misleading and flagrantly incorrect statements in these books. Activity along this line has just begun, it will be realized from the fact that the latest reports from the bureau state that of 173 school texts on physiology and health, which the bureau has collected, 75 per cent have been found to contain statements unfriendly to white bread. To combat the force of this mass of harmful teaching, placed, as it is, in the nation's schools, where the greatest possible harm may be done, is probably the most important single task which the National Food Bureau has yet faced. Not only is it necessary to counteract the bad effects of the incorrect statements in these books by taking the true facts to the schools, but it will also be necessary to inform authors and publishers, so that further editions of these books, and new material as well, will be revised to present only reliable and accurate information on the status of bread in the diet. Already, however, the National Food Bureau has had some success along these lines, ample to indicate the correctness of the methods which Mr. Corson is following. This is shown in a statement in a letter from Mr. Corson to M. P. Fuller,

(Continued on page 340.)



H. T. Corson, Executive Manager
of the National Food Bureau



R. R. Rosell, Department of Public
Information

ous on the subject of white bread, is no new enemy of the miller. He has been busy for all of 50 years. It is highly significant that in all of this time no organized effort of any kind has done so much to disseminate the truth about white flour and bread, and to combat misleading information on the subject, as has the National Food Bureau, of Chicago, directed by H. T. Corson.

Following the activities of the National Food Bureau in the news gives the "high spots" of interest in a work that is quiet, effective and continuous. Only when

the nutritional value of bread is properly represented was "False Bread Propaganda in Virginia is Brought to an End." Below this heading was an account of almost unbelievably damaging and misleading "health information" about white bread which the bureau of child health of the Virginia state department of health was issuing in co-operation with the Children's Bureau of the United States Department of Labor. In a pamphlet entitled "Bread for the New Family" the Virginia officials were issuing one of the most flagrant pieces of

FIFTY years ago THE NORTHWESTERN MILLER was publishing such items as the following (Nov. 19, 1880): "The brown bread reform seems to have struck England with considerable force. The Ladies' Sanitary Association has taken up the matter, and letters filled with arguments and detailed analyses by eminent chemists fill the papers and seek to convert their readers to the belief that bread made from whole wheat



From now until the end of the crop year comes the real test of maintained high quality in flour. Depend on us, because of our big storage facilities.

"BIG S" "SPECIAL" "PEACOCK"

The Shellabarger Mills
SALINA, KANSAS



"Hunter's Cream"

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

THE HUNTER MILLING CO.
WELLINGTON, KANSAS



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

The
WALL-ROGALSKY MILLING CO.
MEPHERSON, KANSAS

"Gooch's Best"

Superior quality
—to make all
baked things
better.

Gooch Milling & Elevator Co.
LINCOLN, NEBRASKA

KANSAS MAID—

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

Hays City Flour Mills Hays City Kansas

"JUBILEE"

FLOUR
One of the very best from Kansas

The Aurora Flour Mills Co.
Successors to Taylor & Company
JUNCTION CITY, KANSAS

"CHERRY BELL"

Made exclusively from
Central Kansas
Turkey Wheat

N. SAUER MILLING CO.
CHERRYVALE, KANSAS

"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



MOUNDRIDGE MILLING CO.
MOUNDRIDGE, KANSAS.

Established 1878

Eberle-Albrecht Flour Co.
Exporters

Always open for new foreign connections **ST. LOUIS, MO.**

"MERIDIAN"

More and Better Loaves per Barrel

Newton Milling and Elevator Co.
NEWTON, KANSAS

The
Designs on this page were originated and engraved by—
HOLLAND ENGRAVING CO.
KANSAS CITY MO.

LETTERS TO THE EDITOR

ONE WAY TO MEET THE DIET CRANK!

Editor, THE NORTHWESTERN MILLER:
Where can you go at any time—in whose home can you go—that you do not hear at least three quarters or even 100 per cent of the women telling you that they do not and will not eat white bread because of its fat producing qualities? If they have this in mind, which they do continually, they will shun, and have shunned, white bread. Herein lies a psychological point: if they themselves refuse to eat white bread, will they not to some extent forget that the reasons they have for not eating it are not sufficient to withhold an ample supply from their children?

The quacks and extreme dietitians and all their agencies—and there are thousands—who have "picked on" white bread have done it more harm as far as consumption is concerned than anything else, in the writer's humble opinion. The millers and the bakers have done a great deal of good in combating this evil, but there is yet much to be done. The present billboard advertising campaign sponsored by the Farmers' Prosperity Committee, we believe, should help a great deal, and we hope that it will be continued to a successful conclusion.

You will please pardon the length of this letter, but when I see on every side and in every home the foolish, illogical and erroneous impressions which they have concerning white bread, I cannot help but believe that its effect has been tremendous in the decrease of bread consumption.

My patience is almost exhausted and my feelings are so keen that I may decide upon bringing a loaf of white bread to the houses of all my various friends who act as hostesses; thereby insuring for the future no further invitations and, consequently, no further annoyances.

JOHN W. ECKHART,
Chicago, Ill. John W. Eckhart & Co.

THAT EXTRA SLICE OF BREAD

Editor, THE NORTHWESTERN MILLER AND AMERICAN BAKER:

The first of the billboard advertisements designed to aid agriculturists in recovering from the present depression carries the suggestion that if every one in the United States would eat an extra slice of bread at every meal, the surplus of wheat would disappear. I also have heard this theory expounded elsewhere.

Such a trend in the national appetite would, of course, add substantially to the revenues of wheat growers and bakers and millers, but I am curious to know how any one arrived at the conclusion that it would eliminate our wheat surplus. The current surplus is estimated at about 250,000,000 bus, and it usually runs well over 100,000,000.

Assuming that it would be possible even for babies to eat an extra slice of bread three times a day, we would have an increase of 360,000,000 slices daily. A 1-lb loaf of bread usually contains 24 slices, so this would equal 15,000,000 loaves of bread. Figuring 280 1-lb loaves per barrel of flour, we would increase flour consumption 53,571 bbls. daily, and, with a barrel of flour requiring 4½ bus of wheat, 241,069½ additional bus of wheat would be disappearing each day down the great American gullet. In the course of 365 days, we would have eaten our way through 87,990,242 bus.

Admittedly, this would be a powerful large pile of wheat, but it would still leave 162,000,000 bus of our surplus, and 162,000,000 bus could come within a few cents of depressing the market as much as 250,000,000 bus would. Double pneumonia may be worse than a milder type of the same disease, but a man cannot be said to be healthy when he has only the latter.

JACK SPRATT.



The Wichita Flour Mills Co.

Wichita, Kansas

WHEAT STORAGE CAPACITY
ONE MILLION BUSHELS

CAPACITY, 2500 BBLs.

"KANSAS EXPANSION" is milled to an absolute standard. Whatever one sack is all sacks are. Whatever your first car is, every other car you get year after year will be. Sellers of "KANSAS EXPANSION" never have to make any reservation about its quality. In the important matter of *uniformity of quality* "KANSAS EXPANSION" recognizes few competitors.



LYONS' BEST

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

LYONS FLOUR MILLING CO.
LYONS, KANSAS

RADIUM FLOUR

GIVING REAL SATISFACTION TO AN INCREASING
NUMBER OF BAKERS EVERY
DAY

HALL MILLING COMPANY

ST. LOUIS, MISSOURI

HOGAN'S "BEST YET"

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

"Kansas Sunshine" ^{is a short patent} for family
trade
"Red Belt" ^{is milled especially} for the baker
Milled from hard Turkey wheat
The Attica Mills, Attica, Kansas

"Kansas Diamond"

Kansas Mill & Elevator Co.
Arkansas City,
Kansas

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

Millers of Hard and Soft Wheat Flour
DAILY CAPACITY 2,100 BARRELS

Pure Soft Wheat Flour
FOR
CRACKER BAKERS
EISENMAYER MILLING CO.
SPRINGFIELD, MO.

ESTABLISHED 1880

EXPORTERS

Hard and Soft Wheat Flour

Our thorough experience in exporting both hard and soft wheat flours is being utilized by numerous importers. If you do not happen to be one of them, let us tell you what we have to offer.



SHIPPERS

Good Milling Wheat

Every miller realizes the value of good milling wheat. St. Louis is a leading milling wheat market, and the services of our organization will assure you the best the market has to offer.


ANNAN-BURG GRAIN & MILLING CO.

ST. LOUIS, MO.

HUMRENO
bakers bank on it!

When the cheaper flour turns out not to be good enough come back to
"HUMRENO"

EL RENO MILL & ELEVATOR CO.
EL RENO, OKLA.



"KANSAS SEAL"

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

Washington Flour Mill

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

THE ACME FLOUR MILLS CO.

OKLAHOMA CITY, OKLA.
BESTOVAL and GOLD DRIFT,
BAKERS FLOURS OF QUALITY

"SLOGAN"

A strong flour made from the finest Oklahoma Hard Turkey Wheat
Canadian Mill & Elevator Co.
El Reno, Okla.

Bowersock Mills & Power Co.

LAWRENCE, KANSAS
ZEPHYR FLOUR
AS FINE A BAKING FLOUR AS A BAKER CAN BUY AT ANY PRICE
1,500 BARRELS DAILY

Chickasha Milling Co.

Capacity CHICKASHA Cable Address
800 lbs. OKLA. "Washita"
Manufacturers of High-Grade Hard Wheat Flour
Foreign and Domestic Trade Solicited
Member Millers' National Federation

"That Good Flour"

Heliotrope

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



Oklahoma City Mill & Elevator Co.
OKLAHOMA CITY, OKLAHOMA

CONTEMPORARY COMMENT

Signs That the Business Drouth Nears an End

WE see a cloud no bigger than a man's hand—an indication that right soon the business drouth will be over.

In the land of Gilead there had been a prolonged drouth and the people were sore distressed. One morning Elijah said unto Ahab, "Get thee up, eat and drink for there is a sound of abundance of rain."

Elijah was so sure that the drouth was to be broken by a plentiful downpour of rain that after his servant had made six trips to the top of the mountain and reported that there was no cloud in sight, Elijah told him to go up again and so it was that the seventh time he came down and reported that he had discovered a cloud no bigger than a man's hand.

Well, we have had a business drouth. No one, we think, will deny that, but right in our own business we have discovered a something, no bigger than a man's hand it is true, but to us and based on our experience back through the years it is an indication that the business drouth will soon be broken by a plentiful downpour of orders.

Like all other purchasing agents, or buyers of raw materials, ours is what is termed "hard boiled." For the past year or more when a man would come in trying to sell some material we use in our business, and no matter how low was the price he named, our man would say, "No, you're too high," and then after haggling for a time in order to save his face, the seller would meet the price our man named.

Now this is all changed. A dozen times within the past week different material representatives have said, "That is our

price today, but we do not guarantee it. We will be glad to sell you, but we are through doing business in the 'red' and at the price named we are not anxious for an order."

This, to our mind, is not only the first, but the surest indication that business is on its way back to normalcy.—J. Kindberger, president Kalamazoo Vegetable Parchment Co.

An Editor Advises White Bread Missionaries

THERE are signs that the world is going back on white bread. It had its greatest per capita consumption in this country before the dieting fad became popular. Its consumption here is not increasing. In Germany, Chancellor Brüning has ordered restaurants not to serve it. The reason is that Germany has a surplus of rye and a shortage of wheat. The Germans are practically bidden to eat black bread and like it, just as there was some prospect of developing a more or less cultivated taste for wheat bread.

In Germany rye bread is rye bread. It is a thing quite different from the thing we call rye bread in this country. It is especially devised to nourish those who do an active day's work. The English appetite for white bread is a development of the last 200 years. The Russian peasant eats black bread of heavy texture. He has no taste for white bread.

White bread, made from wheat flour, has long been the basic motif of the American table. Upon the taste for it and the consumption of it have been built up several great industries. It is vital to their welfare and to the national welfare that its consumption continue on a normal level. As the most wholesome of

(Continued on page 321.)

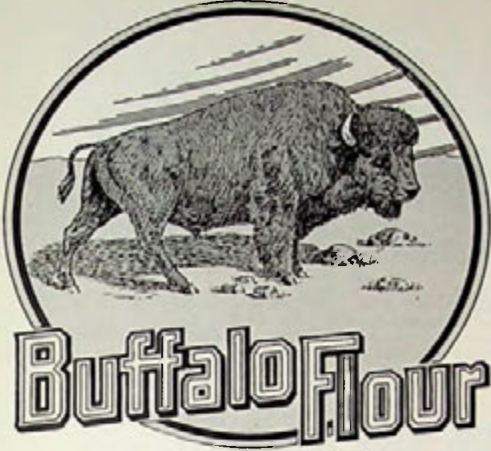
Established 1877—Fifty-three Years in Business

Velvet

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

VELVET


The Walnut Creek Milling Co.
1,000 Barrels Daily GREAT BEND, KANSAS



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*



ROBIN'S BEST FLOUR

The ROBINSON MILLING COMPANY
 SALINA, KANSAS

ROBIN'S BEST

Will help you to carry your flour trade over a thin season. If you are stocking it you are safe. If you are not stocking it, now is the time to begin.

ROBINSON MILLING CO.
 SALINA, KANSAS



THORO-BREAD FLOUR

MADE FROM KANSAS HARD WHEAT

THORO-BREAD

THE PERFECT FLOUR

We invite smaller flour jobbers to ask us for names of successful larger jobbers who will testify as to how well "THORO-BREAD" has served them in building a bigger flour business.

THE ARNOLD MILLING CO.
 STERLING, KANSAS

New York Representative—Ansel S. Leo, 204 Produce Exchange, New York City
 Territorial Representatives—B. T. Lannon Sons Co., 115 Broad Blvd., Pawtucket, R. I., and J. V. & A. W. Godfrey, 177 Milk Street, Boston, Mass.

W. H. Keckler, Manager




"Polar Bear" FLOUR IS KING

"POLAR BEAR" is a great brand name for flour. Yet it would be worth nothing had not the flour under the brand been of the very highest quality for the more than thirty years since it first invited the trade's favor.

The NEW ERA MILLING CO.
ARKANSAS CITY, KANSAS

Founded by
ANDREW J. HUNT
1899



White Crest

The Perfect Flour

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

J. C. LYSLE MILLING COMPANY
LEAVENWORTH, KANSAS



"LASSEN'S PERFECTION" always is as fine a patent flour as can be milled from as fine wheat as can be bought.

The Kansas Milling Company
WICHITA, KANSAS



Daily Capacity
4,000 Barrels
Eleven Storage
2,000,000 Bushels

Contemporary Comment

(Continued from page 314.)

foods it is more taken for granted than appreciated for its nutritive worth. There are some signs that its future is in jeopardy.

The current German regulation is in some respects equivalent to prohibition of its use. Perhaps the German people will like it better as a result and the gesture will finally result in gaining more ground than is lost. There are still entire nations that eat no white bread. The taste for it must be cultivated. It is hard to realize that, but it is as true at home as abroad. It would be a fine thing if we had bread missionaries carrying the gospel of this wholesome food to the world's far corners.—*Minneapolis Tribune.*

Chairman Legge's Losing Game

CHAIRMAN LEGGE of the farm board, having failed by every other means to improve the prices of farm products—having dumped hundreds of millions into a rat hole in the futile effort to increase the price of wheat—now comes forward with a pronouncement in favor of the elimination of short selling by law.

Such nonsense is not confined to Mr. Legge. There has been a good deal of it in Congressional circles since the disintegration of the exchange markets which began in 1929. Several bills have been introduced in the present Congress to prohibit short selling, one, by Senator Brookhart, making short selling a felony.

This sort of foolishness has been going on ever since traders were hit by stock exchange slumps. Several state legislatures have made short sales illegal, but the laws were never enforced. More than a hundred years ago New York enacted such a law, but found it so unsatisfactory that it later enacted another law legalizing short selling. Twenty-five years ago Germany prohibited short sales of wheat, as well as long sales of it, together with short sales of mining and industrial stocks, but repealed the law,

finding that it did more harm than good.

If Mr. Legge will look into the history of attempting to make the government prohibit short selling he will note that the custom has been strongly defended. A committee appointed by Governor Hughes of New York to investigate the question reported that "short selling tends to produce steadiness of prices, which is an advantage to the community." A committee of the House of Representatives reported about fifteen years ago that "there seems no greater reason for prohibiting speculation by way of selling securities than by way of purchasing them." According to President Whitney of the New York Stock Exchange, "a contract to deliver something in the future which a person does not own is common to many types of business. When a builder contracts to build a skyscraper he is literally short of every bit of material and the labor that must go into the building."

A former president of the exchange, Mr. Simmons, testified a year ago that "a short," as soon as he has sold, becomes a compulsory buyer of stock at some time in the future. 'Shorts' are, in times of financial distress, the backbone of the market. When prices decline sharply, and most investors and margin speculators delay buying it is the short sellers who become the buyers. Some economists believe that one of the reasons why the break last autumn was so severe was the absence of a short interest adequate to absorb the great torrent of liquidation. The amount of total short interest at the close of one of the worst days of the panic was found to be extraordinarily small, constituting only about one seventh of 1 per cent of the total listed shares."

Mr. Legge has discovered, at great cost, that the federal government cannot nullify economic law. But, like a loser at poker, he seems bent on setting in another stack of government chips in his losing game.—*Editorial in the Louisville Courier-Journal.*

AMERICAN BEAUTY



THE FLOUR that blooms in your oven. STANARD TILTON MILLING CO. ST. LOUIS - ALTON - DALLAS. DAILY CAPACITY 5000 BARRELS EST. 1857



"KANSAS BEST"

Millions of bushels of fine wheat pass the doors of our five country mills because they are not quite good enough for "KANSAS BEST." To be suitable for "KANSAS BEST" requirements, wheat has to be the very last word in high and fine milling quality. Every distributor of "KANSAS BEST" knows this. Many other flour distributors could benefit themselves by finding out about "KANSAS BEST."

4,350 Barrels Daily

THE CONSOLIDATED FLOUR MILLS CO.

FRED F. BURNS, Vice President and Manager

WICHITA, KANSAS



Boss Patent

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

LUKENS MILLING CO.
CAPACITY 1000 BARRELS
ATCHISON, KANSAS

"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 bbls capacity
COFFEYVILLE, KANSAS

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

Page's BEST

HIGH PROTEIN SPECIAL SHORT PATENT

THOMAS PAGE MILL COMPANY
NORTH TOPEKA, KANSAS
Mills: 1200 Barrels Capacity at Topeka and Manhattan

GINGHAM GIRL

The World's Finest Flour



Gingham Girl

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

Established 1849

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

"GOLDEN EAGLE"

Short Patent

The Lindsborg Milling & Elevator Co.
LINDSBORG, KANSAS

"Betsy's Best"

Milled to Make the Bread Better

ROSS MILLING COMPANY
Ottawa, Kansas

"Whitewater Flour"

Ground Where the Best Wheat Is Grown

WHITEWATER FLOUR MILLS CO.
Whitewater, Kansas

KEYSTONE MILLING COMPANY

Capacity, 750 Barrels
LARNED - KANSAS

"Heart of America"

FLOUR

The Rodney Milling Co.
KANSAS CITY, MO.
Eastern Representatives
Seaboard Flour Corporation
BOSTON, MASS.

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

WHEAT STABILIZATION IS TURNING TRADERS TO CORN

CHICAGO, ILL.—The question, often raised during the time when the Agricultural Marketing Act was first put into effect, as to just what extent the actual stabilization operations of the Federal Farm Board would tend to narrow the volume of trade in the particular commodity in which they were operating, appears to be coming much closer to an answer than at any time since its passage.

A study of the figures released by the United States Grain Futures Administration, showing the volume of trade during this period and the apparent effect of the operations of the government subsidized agency in causing a switch in interest from wheat to corn, is a very interesting one. During the month of November, 1930, trade in all wheat futures at Chicago aggregated 887,796,000 bus and in corn 381,025,000, or approximately a ratio of 2 1/4 to 1 in favor of wheat. In all United States markets, the wheat trade during that same month aggregated 1,094,053,000 bus and in corn 417,866,000, or a ratio of about 2 1/2 to 1 in favor of the bread cereal.

Turning next to the figures for the month of December, 1930, during which the "pegged" level of 81c was maintained so successfully, a startling condition is revealed. Trade in all wheat futures in Chicago was virtually cut in two as compared with the previous month. Volume of wheat trade was only 418,660,000 bus while the volume of trade in corn showed a surprising pick-up, totaling 588,129,000 bus. In other words, within the confines of one month, the former ratio of 2 1/4 to 1 in favor of wheat at Chicago was switched to one of about 1 1/2 to 1 in favor of corn. And, despite the fact that two of the largest contract markets in this country, Minneapolis and Duluth, do not trade in corn futures whatever, the volume of wheat trade at all of the domestic markets shows the same identical trend as at Chicago with a total of 529,274,000 bus of wheat traded in during December and 649,552,000 bus of corn. A year ago, the wheat trade throughout the country aggregated 1,608,330,000 bus and corn, only 199,407,000, or a ratio of approximately 8 to 1 in favor of wheat.

FARM BANKRUPTCY RECORD DECLINES IN FISCAL YEAR

Farm bankruptcies during the fiscal year ended June 30, 1930, declined 10 per cent from the number reported for 1929, according to figures compiled by the Bureau of Agricultural Economics. Farmer bankruptcies for the 12 months ended June 30, 1930, numbered 4,464 as compared with 4,939 for 1929 and 5,679 for 1928. The number for 1930 comprises 7.4 per cent of all bankruptcies as compared with 8.7 per cent in 1929. Farmers having recourse to bankruptcy proceedings during the fiscal year of 1930 represent the smallest number for any year since 1922, when 3,236 cases were reported.

The concluding date of farmer bankruptcy cases usually has shown a considerable lag behind the date of the economic condition which gave rise to them, the bureau reports. The fact that the peak of farm income during post-war years occurred in 1925 is doubtless reflected in the reduced number of farmer bankruptcy cases concluded last year. Effects of the drought and price decline in the latter part of 1930 are, of course, not reflected in the 1929-30 results.

The figures for farm bankruptcies cover voluntary bankruptcies only as the national bankruptcy act provides that farmers and wage earners may not be made subject to involuntary proceedings. Only a small percentage of farm failures are brought into the bankruptcy courts.

Farmer bankrupts are third in numerical importance among the six occupational classes. The total of 60,353 bankruptcy cases reported for the fiscal year ending June 30, 1930, are divided as follows: farmers, 4,464; wage earners, 28,989; merchants, 13,479; manufacturers, 1,383; professional, 1,378; other classes, 10,662.



**WOLF'S
PREMIUM
FLOUR**

As fine a flour as you will find, milled from the finest Turkey wheat in the heart of Kansas in

An Independent Mill

**WOLF MILLING CO.
ELLINWOOD, KANSAS**

Better Flour for Baker, Jobber and Grocer
"HAVASAK"

Security Flour Mills Co.
Operating SECURITY and MID-WEST mills
W. A. CHAIN, Mgr. ABILENE, KANSAS

"Sasnak Flour"

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

Majestic Milling Co.

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

**Blackburn's Best—Elko—
Golden Glory**

Three flours of pre-dominating quality.
High Class connections solicited.
BLACKBURN MILLING CO.
Mills at Elkhorn, Neb. Omaha, Neb.

"PLAINSMAN"

WHOLE WHEAT FLOUR
is sterilized and will keep indefinitely
HOYLAND FLOUR MILLS CO.
KANSAS CITY, MO.

"ARCHER"

the Finest Short Patent
THE CAIN BROS. MILLING CO.
LEAVENWORTH, KANSAS
Open for connection in some markets

"SUNKIST"

FLOUR

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

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

The Maney Milling Co.
OMAHA, NEBRASKA

JOHN H. MOORE
PRESIDENT



G. M. LOWRY
SECRETARY

**Old Squire
FLOUR**

Old Squire Says:

Sometimes I have a dream in which I picture myself making a flour 100 per cent better than any other flour—so good that it utterly destroys competition. But that is only in dreams, and, meanwhile, the best that I can do is to make flour as good as it can possibly be made through grinding the best wheat that I can buy and milling it as well as anybody in the world knows how to mill.

The MOORE-LOWRY
FLOUR MILLS CO.

KANSAS CITY, U.S.A.

ADDRESS MAIL TO ROSEDALE STATION, KANSAS CITY, KANSAS

An Excellent Flour at a Fair Price Is

"WESTERN STAR"

Milled in the Heart of
the Best Wheat Country

The Western Star Mill Co.
SALINA, KANSAS

J. J. VANIER, Manager

"DRINKWATER"

Texas High Protein Flour from
High Land Western Wheat
MORTEN MILLING CO.
DALLAS, TEXAS

Strong Flours From
TEXAS

2,000 bbls daily
Burrus Mill & Elevator Co.
Ft. Worth, Texas

"GOLD BOND"

Central Kansas Milling Co.
LYONS, KANSAS

"Wichita's Imperial"

A flour for particular bakers made from
Strong Kansas Turkey Wheat.
THE IMPERIAL FLOUR MILLS CO.
GENERAL OFFICES: WICHITA, KANSAS

Blair's FOR JOBBERS
FOR BAKERS
The Blair Milling Co.,
Atchison, Kansas
Certified FLOUR

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

"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

BLACK BROS. FLOUR MILLS, BEATRICE, NEBRASKA
FLOUR 1,000 BBLs. 1863-1929 STOCK FEED 240 TONS

Scott County Milling Co., Sikeston, Missouri
Manufacturers of Hard and Soft Winter Wheat Flour

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

Lee Flour
Worthy of Its Famous Name

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

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

Topeka Flour Mills Corp.
Topeka, Kansas

AROMA FLOUR

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

Hinrichs Laboratories

Standardized Protein
Tests

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HALSTEAD BOSS

Cream of Kansas Halstead's Bakers
Halstead Milling & Elevator Co.
(Mill at Halstead)
Export Sales Office, 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-raising "Pike's Peak" is a trade builder.
Representatives wanted. Write us.
THE CRESCENT FLOUR MILLS, Denver, Colo.
Daily Capacity, 1,500 Barrels.

Frank M. Cole, Gen'l Mgr.
FLOUR STORAGE

Costs little more than in your own warehouse
RADIAL WAREHOUSE CO.
Refer to any banker KANSAS CITY,
or miller in Kansas City MO.

Strategic Location

One of many reasons why your interest can be served better by us.

ACME-EVANS COMPANY, Indianapolis

100 Years of Progressive Milling

You Can't Afford to Take a Chance!

Extraordinarily good flours are selling lower now than "price" flours have sold in recent years—a wonderful opportunity is offered to you now to build your business with better flours at extremely reasonable prices.

Let us quote you on better flours for your every need!

Lawrenceburg Roller Mills Co.

Daily Capacity 2,500 barrels LAWRENCEBURG, IND. Elevator Capacity 750,000 bushels

J. ALLEN SMITH & COMPANY, Inc.

KNOXVILLE : TENN.

MILLERS OF
Soft Wheat Flour
Hard Wheat Flour (for Bakers)
White Corn Meal

Domestic and Export Ask for Prices

Garland Milling Co.

Pure Soft Winter Wheat Flour
GREENSBURG, IND.

Mixed Cars

of Spring and Winter Wheat Flour and Feed
MAYFLOWER MILLS
FT. WAYNE, IND.

The Protein Test

By Ed. Gannon
Mill Chemist, Walla Walla, Wash.

THE method of arriving at the protein content of flour and feeds was formulated years ago. It was not until recent years that it became an established commercial test. A short time ago, protein was at a high premium, and during this time wheats were sold at prices figured to tenths of 1 per cent.

The late Professor Harry Snyder, in the book, "Bread," made this brief but very accurate statement: "It is a fairly accurate test that stops at the interesting point." In other words, the large matter of character in wheats is omitted.

Undoubtedly the test is of importance in connection with other laboratory appliances. However, it is likely that too much stress has been placed on it. It is a fairly accurate test when chemists can get identical results on the same sample. The sampling of cars is a different matter. Should several samples be taken from a car and tested, perhaps a variation would be found. This is of no consequence excepting when the prices are figured to tenths of 1 per cent, and at such time confusion takes place.

The state of Washington produces scores of varieties of wheat, and in addition to this, wheats come from other states either to be milled into flour or exported.

Mill operators are acquainted with the character of these wheats, and while we probably hold different opinions, the point is that character is of great importance. In many cases the amount of protein is no indicator, in suggesting the proper use of the varieties, while at times it tends to mislead.

It is very evident that uniform protein helps to produce uniform flour. However, if proper character is present, 1 or 2 per cent variation in protein will cause less fermentation difficulties than ununiform character whose protein con-

tent is exact. However, if protein percentages fluctuate, it certainly must take place within described figures.

In the case of Montana, producer of Marquis, character probably varies even in this individual wheat. Different soil in different sections, and climatic conditions, bring this about. Marquis from irrigated ground will produce character from the nitrogen crop which has preceded it. The nonirrigated ground will derive its character from the kind of a season under which it is produced. This variation is automatically taken care of by Montana millers by means of large bulk storage and through mixing. A terminal miller who, perhaps, is blending this wheat is more subject to this ununiform condition.

It is more difficult to produce uniform character in soft wheat flour than in hard wheat flour. Some of the country's largest buyers of soft wheat flour specify viscosity. To arrive at the figure stipulated, it is necessary to use certain wheats; in other words, they get what they want.

Take the case of comparing an eastern soft wheat cake flour with a western flour of equal protein. The angel food cake test puts the characteristics on display, and considerable difference is noted. Should these flours be made similar, it would be necessary to use the viscosimeter along with granulation and other tests. Then the proteins would be entirely different.

Crackers demand character, and purchasers of this flour make it very evident. When we note what is going on and what is coming off, it is like selecting a dozen eggs. We naturally expect 12, but they must be good.

Evans Milling Co.

INDIANAPOLIS, IND., U. S. A.
Manufacture Kilm Dried
WHITE CORN PRODUCTS
Capacity, 5,000 Bushels

Lyon & Greenleaf Co.

MILLERS OF
High Grade Soft Winter Wheat Flour
LIGONIER, IND.
WAUSEON, OHIO NORFOLK, VA.

BLISH MILLING CO.

Fancy Soft
Wheat Flours
SEYMOUR, IND.

Minneapolis—Flour Output and Exports

Minneapolis flour output by months and calendar years, in barrels:

	1930	1929	1928	1927
Jan.	874,512	929,695	1,110,726	837,618
Feb.	875,888	925,380	1,079,216	774,111
March	875,888	865,530	1,221,780	912,520
April	792,755	825,010	1,076,945	859,687
May	854,317	932,205	968,826	805,633
June	771,906	842,095	860,957	745,338
July	846,193	791,790	835,305	922,808
Aug.	910,162	1,085,185	1,050,644	958,878
Sept.	1,167,049	952,040	1,010,415	1,190,531
Oct.	1,062,342	978,530	1,179,098	1,269,209
Nov.	879,742	911,960	910,749	1,103,869
Dec.	707,935	767,310	939,094	1,135,221
Tot.	10,797,194	10,796,630	12,243,755	11,540,013

Minneapolis foreign shipments, by months and calendar years, in barrels:

	1930	1929	1928	1927
January	2,881	1,735	3,875	6,444
February	2,947	1,397	3,499	6,876
March	1,649	1,772	4,460	11,842
April	3,356	3,469	9,336	8,432
May	3,173	2,785	9,727	3,425
June	2,147	370	12,429	6,445
July	3,491	941	5,316	6,037
August	3,142	3,270	5,523	3,265
September	5,060	4,914	1,375	3,529
October	140	1,010	2,797	9,676
November	4,150	4,432	5,181	3,219
December	2,214	2,523	3,219	
Totals	27,986	28,028	60,322	73,456

Straight for the Cup-to Win!

The thrill of the putt that wins—that's the feeling you have when you use

KISMET SUPER-PATENT FLOUR

FOR CAKES

It runs true and straight—super-fine in quality—and wins, with the most delicious cakes that baker ever baked.

Let us tell you more about it.

NOBLESVILLE MILLING COMPANY - NOBLESVILLE, INDIANA
Elevator Capacity, 750,000 Bushels Mill Capacity, 1,200 Barrels Daily

SPRING WHEAT FLOUR

In buying flour it is important to consider not only the reputation of the mill and its flour, but also the advantages which may accrue to its location as a shipping point.

We are giving particular attention to the milling of strong Spring Wheat Flour as a result of the exceptionally favorable location of our mill.

Osota
Mainspring
Doughboy
Brands

We have all the advantages of either ex-lake or milling-in-transit rates.

Another advantage is our nearness to the important consuming markets, and consequent efficient service to both the baking and jobbing trades.

The Mennel Milling Co. TOLEDO, OHIO

MELLOW CREAM CAKE FLOUR

Made from SELECTED PURE SOFT WHEATS

NORTHWESTERN ELEVATOR & MILL COMPANY
TOLEDO, OHIO

Giving Satisfaction Where Others Fail

NORTHEAST FLOUR

A Spring Wheat Patent for Discriminating Bakers and Housewives

BLAINE-MACKAY-LEE CO.
NORTH EAST PENNSYLVANIA

Bakers—

When comparing Spring Wheat Flour use

“BULL DOG”

for your standard

Made by
The Fairchild Milling Company
CLEVELAND, OHIO

The Ansted & Burk Co.

MILLERS SINCE 1816,
BUT UP TO THE MINUTE IN IDEAS
SPRINGFIELD, OHIO

William Tell's

Master Bread Flour
Master Pie Crust Flour
Master Cake Flour

Each specially milled for its purpose

LIBERTY FLOUR

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



FEDERAL MILL INC.

FLOUR MILLERS
Lockport, N. Y.

Ohio Soft Wheat Flour

OF HIGHEST QUALITY

THE
ALLEN & WHEELER CO.
Domestic and Export
TROY OHIO

Hardesty Milling Co.

Quality Millers for
Over Half a Century
Domestic and Export DOVER, OHIO

The Toledo Grain & Milling Co.

TOLEDO, OHIO
MIXED CARS
SOFT WINTER WHEAT FLOUR
Red Ball Patent Old Homestead

MOSELEY & MOTLEY MILLING CO.

FLOUR MILLERS
ROCHESTER NEW YORK

Capacity 1600 bbls.

QUAKER CITY FLOUR MILLS CO.

3042 Market St.
PHILADELPHIA, PA. KEYSTONE
Soft Winter Short Patent Fancy Pastry

The Williams Bros. Co.

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

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

The Buckeye Cereal Co.

MASSILLON, OHIO



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

F. & R.'s
GENUINE
GLUTEN FLOUR

Guaranteed to comply in all respects to standard requirements of the U. S. Department of Agriculture

Manufactured by
The Farwell & Rhines Co
Watertown, N. Y., U. S. A.

Atlantic Seaboard Flour Mills Co.

PHILADELPHIA, U. S. A.
EXPORTERS
All grades of Wheat Flour, Rye Flour & Semolina
SOFT WHEAT FLOUR A SPECIALTY
(Cable address: "SEAFLOUR," Philadelphia All Codes)

The Walter Milling Co., Inc.

High Quality Flour
Dependable Service
BUFFALO, N. Y.

Founded 1795

Buckwheat Flour



Before the steam engine was made,
Before a railroad track was laid,
We ground the grain by waterpower
And our carts hauled our Buckwheat Flour.
In 1795.
Miner-Hillard Milling Co.
WILKES BARRE, PA.

MILLER BILL
RECOMMENDS
REGENT
PHOSPHATE

Miller Bill Says
Self rising flour
made with Regent
Phosphate keeps
well... bakes well
... and sells well.

RECENT PHOSPHATE
Victor Chemical Works
243 So. Dearborn St.
CHICAGO, ILL.

THE WARWICK CO.

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

We Are Large Buyers of Purified Middlings
THE CREAM OF WHEAT CORPORATION, Minneapolis, Minn.

It may pay you to correspond with us



SO MUCH depends upon the flour! That's why Quaker makes special flours for bakers; makes them with a thorough knowledge of what bakers want in a flour. These brands are your assurance of a dependable product. Write today for information.



The Quaker Oats Company - CHICAGO, U. S. A.

Leading Soft Wheat Millers Since 1855

Pure Soft Red Wheat Flours
Milled Exclusively from Illinois and Missouri Soft Wheat
Ringleader Specialized Types

We are experiencing a rapidly increasing demand for l. c. l. shipments from all states east of the Mississippi River, due to the outstanding quality and value of our soft wheat flours. We desire to establish jobbing connections in all principal distributing centers, to whom this business will be diverted. Write for information and exclusive territory to

SPARKS MILLING CO.

Daily Capacity 3,000 Barrels

ALTON, ILL.

Pfeffer Milling Company

Manufacturers of Pure High-Grade Winter Wheat Flour
Brands: Lebanon Bell, LEBANON, ILL.
Ethereal, Jewel Member Millers'
Capacity: 1,000 bbls National Federation

Hezel Milling Company

EAST ST. LOUIS, ILL.
Established 1861
Manufacturers of hard and soft
Wheat Flour

GILSTER MILLING CO.
CHESTER, ILLINOIS

Manufacturers of
Gilster's Best and Featherlite
Plain and Self-Rising Flour

DECATUR MILLING CO.

DECATUR, ILLINOIS
MANUFACTURERS OF
WHITE CORN PRODUCTS
H. H. CORMAN, Pres. and Gen. Mgr.
E. NATTKEMPER, Sales Manager

REICHERT MILLING CO.

FREEBURG, ILLINOIS
Millers of High Grade Soft Winter Wheat
Flour, Plain and Self-Rising
POND LILY FLOUR
Always Good

Hanover Star Milling Co.

GERMANTOWN, ILL.
Manufacturers of High Grade
Soft Winter Wheat Flour

Riverside Code FIVE LETTER REVISION Per Copy \$12.50
Issued in 1923
For sale by all its branches and THE NORTHWESTERN MILLER, Minneapolis, Minn., U. S. A.

ELEGANT EXTRA, EDNA and
POSTEL'S SELF-RISING
Pure, Soft Red Winter Wheat Flours

PH. H. POSTEL MILLING Co., Mascoutah, Illinois

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.

Industrial Appliance Corporation

BETA CHLORA
for Flour Maturing

Newark, New Jersey

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Specializing in TRADEMARKS and Patent
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Practice Exclusively before
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COTTON BAGS BURLAP

Specialty Manufactured for
**MIXED FEED MANUFACTURERS
and FLOUR MILLERS**

CENTRAL BAG & BURLAP CO.

Importers and Manufacturers

Office and Factory: 4513-4525 South Western Avenue Blvd.
CHICAGO

He Banished the Robot in His Business

By W. H. Wiggin

TOLEDO, Ohio.—B. W. Marr, formerly chairman of the board of directors of the Millers' National Federation, stepped from the milling business into another job, when he became general manager of the Columbus (Ohio) Railway, Power & Light Co., and was later made president. According to a story carried in a Columbus newspaper, Mr. Marr has ousted and kicked out bodily what is described as the "robot" in this business and has instituted a program of "humanization." He might not describe the process in these terms. The company was known, it is said, as being "hard boiled, uncompromising in its dealings with the public and its employees," resulting in public ill will, insurgency and lack of loyalty among those who worked for it. Probably one of the reasons for the selection of Mr. Marr for this job was his known success in dealing with the public. He had shown no end of public spirit, had figured prominently in Liberty Loan drives during the war, in the raising of the Community Chest, and other activities, until he was recognized as a leading citizen. To few men is given the opportunity and capacity for such sound and enduring service.

Soon after assuming his new duties, he called his 1,800 subordinates together from highest to lowest and addressed them in effect as follows: "The time has passed when there were two factions in this organization—the bosses and the bossed. Beginning today, we are one great unit, working for the common good. The walls that separated the offices of the general manager from the rank and file of the employees have been torn away. Doors that have been closed for years are now open to all. There will be no more cracking of the whip."

It worked like magic and brought about an "amazing metamorphosis."

"As a striking example of the way Ben W. Marr's system works, there is now the spectacle of a switch greaser standing on his feet before a meeting of several scores of his fellow workers and his superiors expressing his ideas of how the efficiency of his department might be improved and receiving credit for his suggestions."

"Platform men by the hundreds come voluntarily to the semimonthly meetings of their departments and help thresh out intricate problems of operation and maintenance, while the executives of their company lend an attentive ear. Clerks, foremen, department managers and even office boys, muzzled for years by the iron hand of management, suddenly reveal unexpected ability to grasp the intricacy of the company's problems, and take their ideas boldly to the office of the general manager whose door is always open to them. Veteran employees, whose ambition and initiative have been crushed and belittled, who never before have so much as dared to suggest methods of management, now speak their minds freely and receive the gratitude of their superiors."

The story is worth telling because it may carry a suggestion to others in responsible positions, as well as giving credit where credit is due. Perhaps he did the obvious thing, but it had not been done previously.

NEW ORLEANS WHEAT EXPORTS UP

NEW ORLEANS, La.—The annual report of S. P. Fears, chief grain inspector for the New Orleans Board of Trade, Ltd., just issued, shows a total clearance of 9,703,084 bus wheat through this port during the calendar year ended Dec. 31, 1930, against 6,286,698 bus during 1929. The corn movement in 1930, the report shows, was 156,788 bus, while in 1929 corn exports reached 8,466,647 bus. In 1930 a total of 286,962 bus of oats was sent through this port, contrasted with 761,660 bus in 1929. The barley movement during the year amounted to 68,336 bus, compared with 925,921 bus in the previous year, while rye shipments in 1930 reached 1,572 bus, against 71,146 bus in 1929.

Analyze Your Business

THE FUTURE of Business depends on the soundness and the rightness of the individual organization *now*. A complete analysis of your business is most desirable—an expert study, *in detail*, of all operations in all departments, quite like a physician's examination and diagnosis to guard your health.

Analysis *proves* whether the business is sick or well; determines any weakness, making possible the prompt application of the proper remedy.

Safe and steady progress, unrestrained by doubt or fear, is assured only when the enterprise is in a condition of *proven* health—when the management has a clear consciousness of strength, with the safe confidence and sane courage inspired by facts.

Good Management considers Modern Accountancy as the experienced diagnostician of business, because it analyzes and interprets conditions—and helps to lay the safe and sane foundation for the future health of business.

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BOSTON	DETROIT	KANSAS CITY	PORTLAND, ME.	TULSA
BUFFALO	ERIE	LOS ANGELES	PROVIDENCE	WACO
CANTON	FORT WAYNE	LOUISVILLE	READING	WASHINGTON
CHICAGO	FORT WORTH	MEMPHIS	RICHMOND	WHEELING
CINCINNATI	GRAND RAPIDS	MIAMI	ROCHESTER	WILMINGTON, DEL.
CLEVELAND	HARTFORD	MILWAUKEE	ST. LOUIS	WINSTON-SALEM
COLUMBUS	HUNTINGTON, W. VA.	MINNEAPOLIS	ST. PAUL	YOUNGSTOWN
		NEW ORLEANS	SAN ANTONIO	

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

The A. H. Randall Mill Co.

Millers of Michigan Quality
SOFT WHEAT FLOUR
New up-to-date mill just completed.
Open for a few additional connections.
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Specifications furnished on request—Guaranteed for uniformity.

COMMERCIAL MILLING CO.
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Quality Michigan Flour

Plain and Self-Rising

Made exclusively from Michigan wheat—we grind nothing else. Open for connections
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Positive eradication of flour moths, weevils and all other insect pests
SAFE AND EASY TO USE
MIDLAND CHEMICAL LABORATORIES, Inc.
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"A BAKER CANNOT RAISE THE STANDARD OF HIS LOAF ABOVE THE STANDARD OF THE FLOUR HE USES"

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FLOUR

TOWN CRIER FLOUR

Is no more disturbed
By the deceptive popularity
Of poor and cheap flours
Than is the Packard car market
By the trading in used
Model T's.

The TOWN CRIER FLOUR
quality

Does not vary,
Its price is undisturbed,
Its popularity steadily growing.

Ask

The man who distributes
TOWN CRIER FLOUR.



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

J. L. Beddoes - 1840

THE MIDLAND FLOUR MILLING CO.
KANSAS CITY

EDITORIAL

FACING THE FACTS

MR. JAMES F. BELL, president of General Mills, Inc., in a letter addressed to the editor of this publication, printed on page 333 of this issue, indorses the survey of milling conditions which recently appeared in these columns and restates with characteristic emphasis the need for every flour mill, as for every other business establishment, being operated at a profit. This, he says, can be accomplished only by making every sale of product at a safe margin over known costs, since what are known as "invisible" items of profit have disappeared "absolutely and completely."

Mr. Bell's letter has particular significance because of the general view that some sort of conflict, real or imaginary according to the point of view, exists between the larger and smaller units of milling. It is, of course, impossible not to have competitive strife between large and small units, just as one constantly is being waged among larger units, one with another, and among the smaller units, one with another. That is in itself a part of the competitive system, and milling, because almost every individual enterprise is seeking an outlet in almost every part of the country, is widely and intensely competitive.

It is not so long ago that competition, especially price competition, was laid almost wholly at the door of lack of knowledge of costs. Now that most millers know their costs, it necessarily is blamed to the pursuit of volume operation and this, in time of greatest stress, is normally blamed by the big miller to the little miller and by the little miller to his larger and more powerful neighbor. The truth is that both suffer equally, in proportion to their size, and that each is more than a little disposed to alibi for its own weaknesses by attributing the trouble to the other.

What the industry needs and what, when it has learned the futility of a prolonged test of endurance, it will have is a sound consciousness that, no matter what its effect upon a competitor, there is neither economic merit nor moral satisfaction in any order for any product taken at less than a sound margin over known cost. While this knowledge is being gained in the terribly expensive school of experience, neither the larger units nor the smaller ones are going to be wholly defeated. Both have infinite capacity for hanging on, both are going to survive, but both are putting themselves to needless tests of strength because, primarily, of fear.

At heart, every miller, whatever his size, believes as Mr. Bell believes. Every miller wants, if he can find the way, to do the things which he emphasizes should be done and which he, as head of his own company, must do and no doubt, within the limits permitted by competition, tries his best to do. "The question is," he says, "are we going to be overwhelmed by false promises or are we going to FACE THE FACTS, take command of ourselves and, in an attitude of good judgment and common horse sense, perform the service we are obligated to do?" The factor of size has nothing to do with the reply to this question.

CONTRIBUTING TO DELINQUENCY

MOST millers are regularly, if unwittingly, making current sales of flour to buyers who are deferring acceptance of flour under contract to them by other millers. In some instances the earlier purchases



will be ordered out some time. In many other cases, they never will be ordered out but ultimately compromised, evaded or repudiated.

It is difficult, probably impossible, to estimate just how much blame attaches to the miller who thus gives aid and comfort to buyers who are wiggling out of contract obligations. We occasionally see an item in the police court news about some one being charged with "contributing to the delinquency" of some one else, and, without knowing just what one does to make such a contribution, always have felt that it was a particularly reprehensible infraction of the law. Perhaps this business of supplying flour to a buyer so he can make trouble for some other miller constitutes such a contribution "to delinquency."

In any event, it is an evil practice. Probably in most cases the contributing miller is innocent, at least, of intent. In a good many other cases, he doubtless knows perfectly well that he is going to the back door for his order and does not care if he is aiding the buyer to make trouble and loss for a competitor. He has had it happen to him; so why not help it happen to somebody else?

Just now there is more than a normal amount of contract winking going on. It is not relatively as great as it would have been a half dozen or a dozen years ago under a like decline in prices. There are not, broadly speaking, as many "woodland kitties" as there used to be. But the tribe still exists and, if it does not actually multiply and increase, at least it manages to continue in the flour trade picture.

THE NORTHWESTERN MILLER has been urged to inaugurate a new "Down with the Repudiator" campaign to reinforce the trade body in the lessons learned in past years. It doubts the necessity of such a campaign just now. Yet, now and at all times, it stands ready and willing to publish the story of every contract enforcement suit and of the evil deeds and conviction therefor of every "kittie" buyer. It does this, not for the protection of millers alone, but also for the protection of distributors and users of flour, every one of whom is disadvantaged when a competitor gets by cheating what he himself has to pay for with honest money.

* * * * *

"We must not undermine initiative. There should be no fee or tax imposed upon the farmer. No governmental agency should engage in the buying and selling and price fixing of products, for such courses can lead only to bureaucracy and domination."—President Hoover in message to special "farm relief" session of Congress, 1929.

IN RECOMMENDATION OF HONESTY

THE Federal Farm Board is under definite obligation to maintain the present arbitrarily pegged price of wheat through the present crop year, or, at least, through the month of May. There are those who, recalling the disaster to the 1929 valorization effort, doubt the sincerity of that pledge. Yet the obligation to hold the price, although pegged for "the benefit of the grower" after the grower had sold most of his wheat, is clear and to break it would result in enormous loss not only to those engaged in the trade but to the country. Having set up a controlled market in place of a free market, the board must go through to the end.

So far, Mr. Legge and his associates have made no commitment as to new crop prices. They have, indeed, admitted to committees of Congress and in public

statements their inability to foresee the end of the present operation or forecast the price future. Mr. Legge himself, now placing upon the obstinate grower the blame formerly attributed to "pink ticket" speculators, says the board cannot go on supporting prices unless growers reduce their acreage. The majority of the wheat acreage having been sown months ago, the ex post facto declaration can only be accepted as forecasting the end of stabilization.

This can result only in the prompt return of wheat prices to the world level, with the present price of July an index of that level. The new market will also have to carry the burden of the two hundred or more millions of bushels of wheat in government controlled stocks. Speculation, always the chief sustaining force of the price structure, will fear to take over this weight, suspended, as it is, by the thin thread of political good faith. Even the hoped-for crop calamity somewhere in the world will have less than normal price influence.

What, in this situation, is the obligation of the Federal Farm Board if further great disaster is to be avoided? Those without political bias, those willing to face the truth in preference to going on with a disproved theory, will declare the board's first duty is to confess that the valorization campaign, so far as the wheat price itself is concerned, has been and is a colossal mistake; that the equation of supply and demand cannot be disregarded; that the government cannot put novices in command of a great industry and, with no tools but politics and money, reconstitute that industry; that, having failed, the experiment should be ended and the loss charged off.

If the President would join Mr. Legge and his fellow members of the Federal Farm Board in making this perfectly honest confession and would follow it up by calling to the public service the men who have practical knowledge and experience of grain marketing, they could do much by way of salvaging both market losses and the country's confidence. Public opinion undoubtedly wanted "farm relief" and politics indisputably demanded valorization. There can be no disgrace attached to the men who tried, according to their lights, to give it what it wanted.

But now that the scheme has failed, even in the eyes of radicals who already are looking about for something else, the administration could do nothing wiser than to admit failure, arrange to charge off the loss and set up to account of experience new proof of the old law that too little means higher prices and too much means lower. Mr. Legge himself, with his liking for picturesque language, could redeem, even enhance, his place in public esteem by telling the country that "it's a damn fool scheme but I, with all of my business experience, fell for it; let's get back to first and proved principles."

A NON-PARTISAN LEAGUE IN ENGLAND

LONDON news dispatches tell of proposals being advanced by the Labor government to set up nine huge trusts for the purpose of displacing distributive machinery and providing direct marketing of milk, potatoes, grain, live stock, eggs, hops, wool, cheese and fruit. Government loans (free of interest for the first two years) are to provide capital for the trusts.

"Proponents of the measure," says the news story, "argue that instead of thousands of farmers engaged in cut-throat competition against each other and allowing wholesalers to beat down their prices, the bill will enable them to present a united front and get the price to which they feel they are entitled. Thus, without raising the prices to the consumer, it is predicted that the farmers will get a profitable return on their labor, and the depression which has held British agriculture in its grip since the war will, it is hoped, be lifted."

How familiar the argument. We commend proponents of the British scheme for perpetual motion in marketing to a study of the progress of this country's Agricultural Marketing Act; better still to the experience of ten or fifteen years ago of the people of the Northwest with the non-partisan league.

FARM BOARD POLICY REMAINS UNCERTAIN

Chairman Legge Declines to Discuss 1931 Plans or Possible Changes in Personnel—No Canadian Negotiations

Reports in the general press, Feb. 3, declared that sources close to the administration state that Alexander Legge will retire from the chairmanship of the Federal Farm Board shortly after Congress adjourns, March 4, and be succeeded by James C. Stone, present vice chairman. C. C. Teague also will retire, it is stated, and it is thought that S. R. McKelvie and William F. Schilling may refuse to serve for another year.

WASHINGTON, D. C.—Asked to confirm or deny the persisting rumor that he may resign from the Federal Farm Board within the next 90 days, Alexander Legge, chairman, has flatly declined to discuss the possibility of changes in the personnel of the board.

Samuel R. McKelvie, the grain representative on the board, and William F. Schilling, dairy representative, were appointed, originally, for two years. Their terms expire in June. Mr. McKelvie several times has intimated an intention of withdrawing and there are those who assert that Mr. Schilling will not be re-appointed, although he was one of the appointees whose confirmation met no opposition in the United States Senate.

Asked if these two members were likely to step out in June, Mr. Legge again declined to comment on matters touching on the tenure of office of the present personnel.

Chairman Legge was not so cautious when dealing with a rumor that the Hon. R. B. Bennett, Canadian prime minister, recently in Washington, had conferred with him regarding the wheat situation. "I have not talked with the Canadian prime minister," Mr. Legge said, and indicated that there have been no recent conversations or negotiations along the line of co-operation between Canada and the United States in handling the wheat problem.

But the chairman relapsed into a reticent mood when asked again if the farm board would undertake stabilization operations in connection with the 1931 crop.

UP TO THE LORD

"It is up to the Lord and the wheat man as to what is done on the next wheat crop," he said.

"If producers got their acreage down we might feel like continuing stabilization."

Mr. Legge would not say that the board would refrain from stabilization even if there was no reduction in acreage. He pointed out that the board undertook stabilization only in the face of a disastrous emergency. The obvious inference in his comment was that in the face of another such emergency it might decide again to undertake stabilization. In the absence of such emergency, however, the board will not be disposed to continue stabilization activities on the new crop if there is not a substantial reduction in acreage—say as much as 10 per cent under last year's acreage.

The chairman expressed the belief that storage conditions in July and August will be no worse than last year and probably better.

"There is no more wheat here than last year," he said, "and storage space has been increased about 40,000,000 bus." He added that while there would be no more wheat than last year, there would be more "in the show window."

IMPORTS OFFER PROBLEM

Asked if there was anything that Congress might do to help the agricultural situation, Mr. Legge said it could stop the imports that are coming in spite of the tariff. He admitted that embargo action might, in a few instances, interfere with commercial treaties now existing between the United States and some foreign countries. Legislation to boost the tariff rates, however, would be helpful, he said, and added:

"Whatever Congress does it ought to do it now. It will be no use to the farm-

HEAVY RAINFALL IN NORTHERN ARGENTINA (By Special Cable to The Northwestern Miller)

Buenos Aires, Argentina, Feb. 3.

HEAVY rains have fallen in the north, but wheat harvesting is mostly completed there. Weather is clear in the south, where harvesting is proceeding. Receipts are increasing, but export demand is slow and very little forward business has been done.

* *

A cable from Bombay states that heavy rains are needed in the north.

ers to do it a year from now or even six months."

Asked if he would favor a special session of Congress to consider further legislation on the agricultural situation, the chairman remarked, "We might recommend that instead of an extra session they hold one night session and clean the thing up."

Representative August H. Andresen, of Minnesota, has introduced a bill proposing a 50 per cent increase in tariff rates in schedule 7, which carries most of the agricultural commodities. The bill goes to the House ways and means committee and at this time no information is available as to the likelihood of early hearings on the measure. A similar bill has been introduced in the Senate by Senator John Thomas, of Idaho.

MILLING IN BOND OUTPUT ALMOST SETS NEW RECORD

After a record breaking fourth quarter, milling in bond activity for 1930 practically equaled the previous high mark set in 1928. During the past year approximately 19,817,000 bus of wheat were withdrawn for milling in bond, compared with 14,157,300 in 1929 and 18,842,000 in 1928. Flour exported from bonded wheat grindings in 1930 totaled 3,927,000 blbls, compared with 3,018,000 in 1929 and 3,932,000 in 1928.

More millfeed was produced as a result of milling in bond in 1930 than in any previous year, the total being 179,734 tons, compared with 130,108 in 1929 and 175,621 in 1928. More domestic wheat was ground and more domestic flour used in connection with milling in bond activities during 1930 than in most previous years. Native wheat grindings

were 3,177,000 bus in 1930, compared with 4,134,000 in 1929 and 1,330,000 in 1928. Domestic flour fed amounted to 21,285,000 lbs in 1930, compared with 8,862,000 in 1929 and 12,185,000 in 1928.

From these figures, it appears that exports of flour made exclusively from domestic wheat amounted to 9,133,000 blbls in 1930, compared with 10,582,000 in 1929 and 7,920,000 in 1928. Total flour exports in 1930 were 13,060,000; 1929, 13,663,000; 1928, 11,852,000.

CUSHMAN'S SONS, INC., SHOWS SUBSTANTIAL EARNINGS GAIN

NEW YORK, N. Y.—For the year ended Dec. 27, 1930, Cushman's Sons, Inc., New York, showed earnings equivalent to \$59.17 on \$7 preferred stock, as against \$39.25 the previous year. Net profit, after interest, depreciation and taxes, totaled \$1,446,000, a gain of nearly 50 per cent over 1929. The better earnings are attributed to more efficient operation of Cushman's retail units under Purity Bakeries management.

ATLANTA BAKERS MEET

ATLANTA, GA.—Optimism for 1931 characterized the report which E. J. Cox, outgoing secretary-treasurer of the Atlanta Bakers' Club, read for Frank I. Stewart, retiring president of the club, at its annual meeting in the Henry Grady Hotel, Jan. 28. Mr. Stewart predicted a gradual upturn for the industry in the current year.

Thomas C. Hull was elected president of the club to succeed Mr. Stewart. A. B. Lee was elected vice president and J. R. Henderson secretary-treasurer.

The meeting was featured by an elaborate banquet at which Mr. Stewart presided.

Food Stocks Dull

VERY little net change occurred in the general level of stock prices during the past week, the market showing intermittent periods of strength and weakness. Trading continued to be almost entirely professional, and bearish pressure had only small effect on prices. Food stocks acted much the same as the general list, and net movement was the smallest in some time. Action of Ward Baking stocks was a feature, substantial gains being made as a result of the change of management, setting new highs for the year. Nine other stocks moved sufficiently to make new high marks for the year, while two others dropped to new lows. Continental Baking issues showed moderate strength.

The highest and lowest prices for food stocks listed on the New York Stock Exchange registered in 1931 and the close on Feb. 3, Jan. 27 and 20, 1931, are here shown (quotations by courtesy of Chas. E. Lewis & Co., Minneapolis):

Table with columns: 1931 (High, Low), Dividend in dollars, and Close (Feb. 3, Jan. 27, Jan. 20). Lists various food stocks like Allied Mills, American Stores Co., Continental Baking A, etc.

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

COPELAND HITS FARM ACT AT CONVENTION

Potomac Bakers Hear Senator Health Expert Call Law Attempt to Do Impossible—Cries Bread Advertising

BALTIMORE, Md.—United States Senator Royal S. Copeland, of New York, former health commissioner of New York City and a nationally known writer on health topics, speaking before the Potomac States Bakers' Association, in Baltimore, Feb. 2, took the opportunity to declare that the farm relief bill (Agricultural Marketing Act) had entirely upset the proper channels of wheat merchandising, and that millers and others suffering from its effects deserved sympathy. Senator Copeland emphasized that under the law a half billion dollars were being spent "in an attempt to do the impossible."

Speaking on "The Doctor's Viewpoint on Bakery Products," the senator called upon bakery advertising managers to urge the public to use a large amount of starchy food in the diet. As a means to offset a decline in its consumption it should be advocated that bread is as necessary now in the well-balanced diet as in primitive times when it first became known as the staff of life. Senator Copeland was of the opinion that the bread made by modern bakers was far superior to that of olden times, largely due to improved machinery and the use of milk and other ingredients combined with methods of production control.

CONSTRUCTIVE ADDRESSES GIVEN

Constructive addresses and discussions on bakery engineering problems, quality products and sales co-operation formed the program of the meeting, Feb. 2-3, which was the annual midwinter convention of the association. All sessions took place at the Rennett Hotel, under the direction of President Emory C. Rice, of Baltimore.

Speakers and their subjects included: Peter G. Pirrie, of Bakers Weekly, on "Bakery Engineering Problems"; R. C. Herman, of the products control department of Washburn Crosby Co., Inc., of Buffalo, on "The Background of Quality"; Joseph D. Noonan, of the City Baking Co., of Baltimore, on "Sales," and Thomas Syms, of Monumental Radio, Inc., on "Co-operation."

The technical program of the meeting was held Feb. 3, in charge of Vice President Carl Hauswald, of Baltimore, assisted by C. D. Keeney, of the Procter & Gamble Distributing Co., R. B. Morris, of Swift & Co., and I. A. Berg, of the Portsmouth Cottonseed Oil Co.

EXPORT MILLERS, MILNOR CONFER, WITHOUT RESULTS

SEATTLE, WASH.—A representative gathering of the export millers of the Pacific Northwest, under the auspices of the Pacific Millers' Export Co., met George S. Milnor, of the Grain Stabilization Corporation, at Seattle, Jan. 31, but after an all-day discussion of various plans by which the stabilization corporation might help the export trade the meeting adjourned without any workable plan being evolved. Mr. Milnor, however, is considering, and will later submit to the Pacific flour export company a new plan to further export sales and move the present huge wheat stocks in the Pacific Northwest.

BUFFALO FLOUR CLUB MEETS

BUFFALO, N. Y.—Professor S. I. Krieger was the principal speaker at the weekly meeting of the Buffalo Flour Club, Jan. 27, giving an instructive talk on mathematics and describing his method for solving problems. The club is planning to hold a midwinter party, Feb. 11.

J. H. FAIR WITH LARABEE

KANSAS CITY, MO.—J. H. Fair has resigned as Arkansas representative for the Kansas Mill & Elevator Co., Arkansas City, Kansas, and will in the future travel in Arkansas and northern Louisiana for the Larabee Flour Mills Co., Kansas City.

Michigan Millers Oppose Use of Board Wheat for Relief

By William H. Wiggin

THE accompanying resolution was passed by the Michigan millers at their annual meeting at the Hotel Olds, Lansing, Jan. 27-28, in a closed session for millers only the evening of Jan. 27. Speakers at this session were: Herman Steen, secretary of the Millers' National Federation, and C. B. Jenkins, of the Noblesville (Ind.) Milling Co., who was in Lansing for the annual meeting of the Michigan Millers' Mutual Fire Insurance Co., of which he is a director.

The meeting was well attended by a group of millers representing all the more important mills of the state. Notable addresses were made by Arthur D. Baker, president of the Michigan Millers' Mutual Fire Insurance Co., who delivered a eulogy of the late Robert Henkel; by Mr. Jenkins and by Kenneth Templeton, of James S. Templeton's Sons, grain, Chicago, on "Problems of Commodity Markets."

President Henry Hagens reviewed briefly the activities of the year, speaking particularly of efforts to secure the building of a large elevator in Michigan, so located that it could serve the interests of all the mills, by some one of the agencies of the Federal Farm Board. This effort was not successful, although it was indicated that 60 per cent of its cost would be advanced if co-operatives would build while it was offered a guarantee of a certain amount of storage. An attempt was also made to interest some one of the railroads and there the matter hung fire.

Attention also was called to the summer meeting at the Michigan State Agricultural College and emphasis was laid on the fact that Michigan millers want at least 50 per cent of the wheat grown in the state to be red wheat, as there has been a strong drift to the growing of white wheat.

ROBERT HENKEL EULOGIZED

A. D. Baker, in his eulogy of Robert Henkel, said that he first met him when he was 30 years old, that in 1899 both were elected to the directorate of the Michigan Millers' Mutual Fire Insurance Co., of which Mr. Henkel was either president or chairman of the board for many years, that their association had been continuous all these years, and he ascribed to it the formation of habits and principles which had contributed to his personal success and that of his company.

He reviewed the business life of Mr. Henkel, from his entry into milling as a young man, when his father, Peter Henkel, in the wholesale grocery business, put him in charge of a small mill in which he had become interested and from which the present Commercial Milling Co. has developed. He said that Mr. Henkel was bold and daring in business, as was evidenced by his taking over the Cleveland Milling Co., which had a record of failure, and building it up into a successful concern. He pointed out that his business sagacity had been recognized by the large banks in Detroit with which he was connected.

Mr. Henkel's artistic temperament was not overlooked by Mr. Baker, who brought out his love of music and the fact that he was a musician of no mean ability, loved to play the flute and the pipe organ, while he had also become much interested in astronomy and had had an observatory built in Florida. As a man of varied interests he would about everything else be remembered, Mr. Baker said, for his fine personal qualities, his genial and kindly nature, which, after all, take rank above all other achievements.

Mr. Jenkins likewise paid tribute to the memory of Robert Henkel. Then he

started on what he called a "rambling" talk on the subject: "Yesterday and Today in Milling," which was to cover a period of 50 years in order to get the right kind of a background. He talked for about an hour, while the millers were eager for him to go on. Mr. Jenkins gave interesting statistics showing that in the last 50 years only in 12 years on Dec. 1, had wheat sold above \$1. In 38 of these years the average price was

Mr. Templeton traced the history of various radical movements headed by glib-tongued promoters, who have preyed upon farmers since the post-war depression set in, declaring that the farmers have been maled of millions of dollars. He cited greenbackism, free silver, the Non-Partisan League, the U. S. Grain Growers, Inc., and McNary-Haugenism, out of which has come the Agricultural Marketing Act. None of these, he de-

bakeshops of England began to appear small cards saying: 'We Use No American Wheat.'

"France, Germany, Italy and other countries started retaliation by erecting tariffs, using substitutes, and expanding their home acreage devoted to wheat growing.

"Our attempt to appease the exponents of radical farm legislation, therefore, has largely destroyed the thing that has helped to give our farmers what measure of prosperity they have enjoyed—the foreign markets that have consumed our surplus wheat.

"A terrific blow, of which agriculture has begun to feel the full force, has been struck. The grain and cotton trades, processors, exporters and others are suffering in like measure. Other industries are beginning to feel the pinch."

RESULTS OF ELECTION

The millers elected C. D. McKenzie, of the McKenzie Milling Co., of Quincy, as president, and Fred G. Emmons, of the Commercial Milling Co., Detroit, vice president. Frank B. Drees, of Lansing, was re-elected secretary, and W. B. Thoman, also of Lansing, was re-elected treasurer. Luncheon was served to the 35 present with the compliments of the association. Some consideration was given to the holding of a joint meeting with Ohio and Indiana millers at Toledo, for a conference on the wheat situation early this summer in advance of the movement of wheat. It was agreed that such a meeting would be constructive and informative.

CHEAP BREAD HURTS BUSINESS

Peter Derlien, field representative of the New Era Milling Co., Arkansas City, Kansas, who makes his headquarters in St. Louis, returned recently from a business trip in Texas. Mr. Derlien reported that cheap bread and cheap flour going into family consumption is hurting the average baker's business, with the result that their shipping directions are not coming in as well as might be expected. He said that he found other bakers who were in need of flour, since they had not anticipated their requirements beyond the beginning of 1931.

TO MANAGE GRAIN DEPARTMENT

Waldo O. Felling has taken charge of the feed and grain department of Ezekiel Dunwoody & Co., one of the oldest feed, grain and flour firms in Philadelphia, and a member of the Commercial Exchange since 1854. Mr. Felling has been for many years in charge of the feed department of Samuel Bell & Sons.

DISTRICT BAKERS ELECT OFFICERS

OKLAHOMA CITY, OKLA.—E. B. Johnson, of Ada, was elected president of the Southeast Oklahoma Bakers' Association at the annual meeting held in Shawnee recently. Glen Boyd of Shawnee was chosen vice president and Jack Coffee, of Quinton, secretary and treasurer.

Miss Edith A. Schuler, sales manager for the Cannon Valley Milling Co., Minneapolis, who is visiting eastern flour markets, drove to Bridgeport, Conn., last week with Mr. and Mrs. S. R. Strisk, of New York, then went on to Boston.

Regular memberships in the New York Produce Exchange have been rising steadily in price, and last week were quoted at \$4,350 as against \$3,600 the previous week.

Andrew Smith, sales manager for the Wichita (Kansas) Flour Mills Co., was in Boston and New York recently.

WHEREAS, we, the Michigan State Millers' Association, in annual meeting assembled this 28th day of January, 1931, fully realize the amount of suffering caused by the drouth and general unemployment of vast numbers of our people because of present economic conditions, and

Whereas, We are fully in accord with both governmental and private efforts to relieve such suffering and distress, be it

Resolved, That we commend the proposed action of Congress in endeavoring to give relief to the distressed areas—but that we view with alarm the proposal to use Federal Farm Board wheat for these purposes, fully believing that the effect on the cash wheat market would be disastrous to economic conditions and would tend to further depress the price of cash wheat and nullify, to a certain extent, the efforts of the Federal Farm Board to stabilize wheat at around present wheat prices; be it also

Resolved, That we earnestly protest against the purchase or use of any part of the present farm board holdings of wheat for relief purposes, and recommend the purchasing of such wheat and other commodities through regular channels of the trade; be it further

Resolved, That copies of this resolution be sent to President Hoover and to our senators and representatives in Congress.

49.1c, from 1880 to 1916 the average price was 98.6c, while wheat was above \$1 only once in this period, in 1881.

What about the miller in this 50 years? he asked. Only five times in 50 years has the export of flour equaled that of wheat. The population in 50 years has increased 250 per cent. With that increase there would not have been cheap wheat except for the fact that the production increased over 250 per cent, and so that there was a surplus. He gave consideration to interference with the milling business by the new laws of the country and discussed the present situation under the Federal Farm Board, as well as how the Agricultural Marketing Act came to be passed and some of its implications.

CAUSES OF DEPRESSION

Kenneth Templeton, in his address, declared that the time has arrived for the holders of public office to lay aside politics, factionalism and personal ambition in a concerted effort to improve the present economic condition of the country.

clared, by any stretch of the imagination, has contributed to the prosperity of the farmer.

The speaker said that present conditions are the result of legislation enacted in Congress which interferes with the normal transaction of business. He cited the Agricultural Marketing Act, and added: "To the average business man it is beginning to become apparent that unless some improvement is brought about, there is likely to be a tremendous economic upheaval which, of course, would be a catastrophe for the nation.

"Canada," he said, "had tried to dictate wheat prices to the world. Foreign nations in time felt a white heat of resentment. Argentina, India, Australia, and other wheat-producing countries began expanding acreage.

"WHEAT" AND FOREIGN MARKETS

"Our own country's experimental attempt to lift the price of wheat to outside buyers followed. Importing countries construed this as a veritable hold-up. They would not submit. In the

Facing the Facts

James F. Bell, Head of the World's Largest Milling Company, Emphasizes the Need of Service at a Sound and Reasonable Profit as a National Duty

Editor, THE NORTHWESTERN MILLER:

My sincere congratulations upon the very splendid analysis of the present situation in the milling industry as set forth in your editorial in THE NORTHWESTERN MILLER as of Jan. 7 under the title, "Facing the Facts."

This is excellently prepared and presents the fundamentals in the clearest possible way. No miller can deny the soundness of the premise, but I can only hope that he sees eye to eye with you as to the necessities of immediate and specific measures to meet the issue.

Your words must strike a responsive chord and I have no doubt that your mail is filled with commendatory expressions. It is, of course, one thing to say something and another thing to do it.

The question is, what is the milling industry going to do about this? Are we going to let the word die in its expression, or are we going to take up an active program in accordance with the self-evident necessities which it depicts?

I am particularly interested because I feel, despite the many rumors of unsatisfactory conditions, that under a sane, prudent course of action during the remaining months of the present crop year, the milling industry can and will emerge with success.

Milling profits at best are small and arise from accessory operations of wheat, hedging, by-products, sacks, transit, etc., rather than from the service of milling per se. The trouble with the milling industry is that it has not the courage to make a profit on the service it renders and relies upon these extraneous factors, which are becoming more speculative in character and less in opportunity.

I am told the world's price for wheat is the lowest since the days of Cromwell, and correspondingly the prices of flour have shrunk to a point so low that the difference between a price at a profit and a price at a loss is so small it does not constitute a sales problem.

You have pointed out very positively that the possibilities of recoveries from wheat by-products and other extraneous sources do not exist, and in this I fully concur.

There is no profit to be had in the milling business except through sales made on the basis of a real cost card erected with due consideration to the cost of raw material, lowered feed prices, reduced runs and increased costs. The invisibles have disappeared absolutely and completely. Any one who entertains the idea of volume operations as a means of reducing costs is flying in the

face of facts and will not only get licked himself but will help to lick the other members of his industry and to place the whole industry at a discount. Better to figure a reduced output at increased cost in the cost card than the reverse.

We talk about patriotism in time of war. Why don't we talk a little about patriotism in times like the present? There never was a greater demand for it. The country needs that the wheels of industry should be kept running and they can be kept running only through the maintenance of profitable operation. We need to keep men employed, but we cannot keep them employed unless we have the means of paying for their services out of earnings or income that arise from the business. An unsuccessful concern is an added menace to the situation in which we find ourselves today. Each one of us holds his position in the industry as a privilege and not as a right. We retain that privilege by reason of an essential service performed in a sound, economical and efficient way, which includes a profitable operation. If we fail to contribute our quota toward maintaining employment, we have been disloyal to our privileges and unfaithful to the national obligations laid upon us.

The question is, are we going to be overwhelmed by false promises, or are we going to FACE THE FACTS, take command of ourselves, and in an attitude of good judgment and common horse sense, perform the service we are obligated to do? Are we going to continue the policy of trying to grab all the business for the sake of keeping our wheels running, or are we going to be content with the volume of business we can secure at a price that will keep us in a profitable state over this period of temporary distress and strain?

You have pointed the way; it is now up to the industry to take action, before the favorable reactions to your pronouncements have dissipated themselves in the thin mists of destructive competition.

The difference in the purchase of a barrel of flour at a profit and one at a loss is not going to impede the purchase of flour, but a losing price is a blow at the national structure of this country at a time when it needs the confidence that comes through successful and profitable operation of its industries.

Yours very truly,

JAMES F. BELL.

Minneapolis, Minn.

LOW WHEAT PRICES TO CONTINUE, U. S. SAYS

Annual Outlook Report of Department of Agriculture Contains Little to Indicate Material Advance in 1931

WASHINGTON, D. C.—Another year of low prices for wheat is in prospect, according to the United States Department of Agriculture's outlook report made public Feb. 2. The carry-over of wheat July 1 again will be abnormally large, and at present there is no indication that the total world acreage of wheat will be reduced in any material degree.

"Prices in the United States now average in the vicinity of 30@35c bu above an export parity," the department states in its discussion of wheat prospects. "If prices in the United States are on a normal export basis next summer, it would mean that world prices would have to rise about 30@35c bu in order for the United States prices to remain at their present levels. Looking further ahead, substantial adjustments may be expected through forced contraction of high-cost acreage, through checking the expansion in low-cost acreage, through increased purchasing power, and through modification of import and milling restrictions which are now tending to reduce consumption. A better balance between production and consumption is likely eventually to be reached at price levels which will average above those now prevailing in world markets, but lower than have prevailed in most of the past 10 years. Any surplus of wheat which the United States may have for export will continue to face severe competition from other low-cost producing countries."

PRODUCTION BLAMED

The general downward trend in wheat prices during the last four years, according to the department, most importantly has been influenced by the expansion of production at a rate faster than world consumption has increased. On this, the department forecast makes the following comment:

"World wheat acreage has been expanding since 1924. In that year the total wheat acreage, outside of Russia and China, is estimated to have been 224,000,000 acres; by 1930 it had reached 250,000,000 acres, an increase of about 12 per cent. In addition Russia's acreage has been increasing rapidly, having risen from 52,700,000 acres in 1924 to 84,100,000 in 1930, the present area being nearly 10,000,000 acres in excess of the pre-war average for the years 1909-13. The increase of nearly 60 per cent, or over 31,000,000 acres since 1924, was over 5,000,000 acres more than the increase in the rest of the world combined during this period. Furthermore, average yields per acre in the world outside of Russia and China, especially during 1927 and 1928, were considerably higher than during the early years after the war."

HIGH PRICES MAY NOT RETURN

In the department's study is found an intimation that wheat prices may have found a permanently lower level. "The increased acreage of recent years," quoting the department report, "has apparently been due in part to the encouragement of high prices received for the crops of 1924 and 1925 and in part to the lowering of costs of production and the increasing of acreages which can be sown by farmers in the subhumid regions through the use of improved machinery. The extent to which lower production costs and the lower general price level may result in a more or less permanently lower level of wheat prices is uncertain. Only to the extent that there is a long-run tendency for wheat production costs to be reduced more rapidly than the cost of producing other commodities can wheat be expected permanently to fall in price as compared with other commodities."

"The world carry-over (accounted for as of July 1, 1930) of 537,000,000 bus, the 1930 world wheat crop, excluding Russia and China, of about 3,777,000,000 bus, and about 100,000,000 bus estimated as the probable total shipments from Russia, amount to 4,414,000,000 bus. This is an increase of 320,000,000 over the preceding year. World consumption during

1930-31 will be larger than in 1929-30. The greatest part of this increase will be due to increased feeding of wheat in the United States, but in addition wheat feeding has probably increased slightly in Canada and a few other countries, and some increase in the use of wheat for food by non-European importers is also probable. These point to an increase in the disappearance of wheat in the world outside Russia and China about equal to the increase of supplies.

MUCH WHEAT TO SELL

"Supplies available for export and carry-over as of Jan. 1, 1931, in the four principal exporting countries were from 90,000,000 to 140,000,000 bus larger than they were a year earlier. In addition, it is likely that there will be material shipments from Russia during the next six months, so that supplies available to fill importers' requirements will exceed those of the corresponding period last year by about 150,000,000 bus or more. Altogether, indications are that the world carry-over, outside Russia and China, as of July 1, 1931, will again be abnormally large and perhaps not materially different from that of July 1, 1930."

The department points out that maintaining the United States wheat price 30@35c above the world market is restricting exports of both wheat and flour. "Under present circumstances no prediction as to the precise level of prices during the coming year can be safely ventured," the department concludes, "but present indications are that it will again be low."

ELLIS BAUM NEW PRESIDENT OF NEW YORK BAKERS' CLUB

NEW YORK, N. Y.—Ellis C. Baum, director of cake sales for the Continental Baking Corporation, was elected president of the Bakers Club, Inc., of New York, at the club's annual meeting, Jan. 28. Other officers elected at the meeting, which took place at the Commodore Hotel, were: Harvey J. Owens and Charles P. Oliver, vice presidents; Frank A. Lyon and E. B. Keirstend, re-elected secretary and treasurer respectively; Earl A. Cox, Robert S. Swanson, Fredric H. Frazier, Ralph D. Ward, William J. Morris, Jr., William P. Duff, Edward G. Brocniman, and Louis A. Schilling as directors for three years.



Ellis C. Baum

The meeting was well attended. The retiring president, C. Everett Casto, presided. Elwood M. Rabenold, chairman of the auditing and finance committee, showed in the club's annual report that its finances were in good condition, with the cash balance in the building fund still increasing and nearing the \$50,000 mark. Resident members of the club now number 96, while nonresident members total 82.

The report of the club's special housing committee, proposing new quarters at the Fraternities Club Building at Thirty-eighth Street and Madison Ave-

nue, was read and discussed at length. The report is subject to final action by the board of directors. It is proposed that the club occupy the entire fifteenth floor of this building, available May 1. These quarters include sleeping and living rooms, gymnasium and full club facilities.

Other business of the annual meeting included election of Frank McDaid, of the General Tire Co., of New York, to membership, and announcement of the club's annual dinner dance, to be held at the Biltmore Hotel some time soon after the middle of March.

A. D. ACHESON, BROKER, DEAD

Head of Philadelphia Flour Firm Succumbs After Several Months' Illness—Represented Midland Milling Co.

PHILADELPHIA, PA.—Atrion D. Acheson, president of the Acheson Flour Co., Inc., Philadelphia, died at his home at Torresdale, Pa., a suburb of Philadelphia, Jan. 30 at the age of 66 years. Mr. Acheson had been in ill health for several months and in a serious condition for several weeks preceding his death. He is survived by his wife and by two sisters, Isabel Acheson and Mrs. Flora Crawford.

Mr. Acheson was one of the most widely known flour salesmen in the entire eastern territory. He first entered the employ of Samuel Bell & Sons, and later was with the Shane Bros. & Wilson Co., which he left to become a flour broker on his own account. In 1921, with T. Marshall Holt and C. H. Bollinger, he organized the Acheson Flour Co., representing chiefly the Midland Flour Milling Co., of Kansas City. The remaining members of the firm will carry on the business.

Mr. Acheson was at one time a director of the Philadelphia Commercial Exchange and for two years served as president of the Philadelphia Flour Club. Carl B. Warkentin, president of the Midland Flour Milling Co., and John D. Cain, vice president and manager, came east to attend the funeral.

GENERAL BAKING EARNINGS SHOW DECLINE DURING 1930

NEW YORK, N. Y.—The consolidated balance sheet of the General Baking Corporation and its subsidiary, the General Baking Co., as of Dec. 27, showed for the 62-week fiscal year of 1930 net earnings amounting to \$5,109,410, or \$4.41 per share on the 86 preferred stock, as compared with \$7,170,361, or \$6.49 per share for 1929. Current assets amounted to \$8,153,923, of which \$5,574,151 were cash, and the balance inventory and receivables; the previous year current assets were \$5,715,153. The report points out that the physical properties of the company are in excellent condition, and it is expected that construction during the coming year will be limited to minor items. Moreover, while improved plant facilities have resulted in more efficient operation, the effects of this and of lower cost of raw materials were more than offset by a somewhat lower volume of sales and reduced prices received for the company's products.

TEXAS BAKERS MAKE PLANS FOR ANNUAL CONVENTION

OKLAHOMA CITY, OKLA.—The executive committee of the Texas Bakers' Association met in San Antonio, Jan. 19, to make plans for the annual convention of the association at Galveston May 3-6 and to map out an advertising program to justify the current price of bread.

R. A. Daniel, Beaumont, president of the state association, presided at the meeting.

STOCKS AT NASHVILLE

NASHVILLE, TENN.—Stocks at Nashville, with comparisons with the week before shown in parentheses, as reported by the Grain Exchange, Jan. 31: flour, 39,800 bbls (33,500); wheat, 1,170,000 bus (1,220,000); corn, 66,000 bus (63,000); oats, 317,000 bus (359,000). Total receipts for week, 75 cars.

CUBAN FLOUR IMPORTS FOR 1930 IN DECLINE

Loss Compared with 1929 Is Over 200,000 Bbls—December Arrivals Increase About 7,000 Bbls

Cuba's imports of flour from the United States were more than 200,000 bbls smaller in 1930 than in 1929, figures compiled by Agencias Unidas, Havana, show. The total imports last year were 1,033,186 bags of 200 lbs each, compared with 1,269,319 in 1929. In 1919, the United States sold 1,409,000 bbls flour to Cuba.

March and July were the months during which flour arrivals were heaviest in Cuba last year, over 103,000 bags being received in each. December imports into the island were 85,330 bags, compared with 78,974 in the preceding month and 95,110 in December, 1929. Of the December, 1930, arrivals, 47,355 bags were received in Havana and 37,974 in other markets.

About 61,000 bags of the December receipts originated at spring wheat mills in the United States, most of the companies having Buffalo connections. About 15,000 bags came from the hard winter wheat mills of the Southwest and 5,900 bags were soft wheat flour. Sources of the remainder could not be identified. Of the 47,356 bags arriving in Havana, 26,326 were shipped through New Orleans, 17,030 through New York, 3,750 through Key West, 200 through Baltimore and 50 through Norfolk.

An indication of the keen competition in the Cuban flour market is shown by the fact that more than 60 mills shared in the December business.

PROFITS OF WARD BAKING FIRM 34 PER CENT LOWER

NEW YORK, N. Y.—Report of Ward Baking Corporation and subsidiaries for year ended Dec. 27, 1930, shows net profit of \$2,058,546 after interest, depreciation and federal taxes, equivalent, after deduction of \$2,035,809 paid in dividends on 7 per cent preferred stock, to 26c a share on 86,275 no-par shares of class A common stock. This compares with net profit of \$3,124,418 in the year ended Dec. 28, 1929, equal, after deduction of \$2,156,057 paid in dividends on 7 per cent preferred stock, to \$8.47 a share on 86,275 class A shares and 47c a share on 500,000 class B shares.

CHILE RAISES FLOUR DUTY

WASHINGTON, D. C.—As soon as a decree just signed by the President of Chile has been published, that country's import duties on flour will be increased from 15 to 45 centavos per gross kilo, according to cablegrams received by the Department of Commerce from Ralph H. Ackerman, American commercial attaché at Santiago. The new duty will be in addition to the usual surtax of 10 centavos per 100 gross kilos.

BOSTON EXCHANGE ELECTS

BOSTON, MASS.—At its annual election, Feb. 3, the Boston Grain & Flour Exchange elected the following officers: Henry P. Smith, president; Paul Rothwell, first vice president; Edward H. Day, second vice president. The following directors were re-elected for four-year terms: E. S. Benedict, J. E. Sullivan, Henry Taylor, and Fred Whaley.

MILLERS CONTRIBUTE FLOUR

Salina, Kansas.

AT the outset of the Red Cross campaign for relief in Arkansas the four Salina mills agreed to donate \$400 worth of flour for the cause. Not only have they done this but milled \$600 worth additional on a cost basis. Hence a carload of flour left Salina Jan. 28, for the drought area, which represented \$1,000 worth of food. The car was loaded with 2,400 sacks of 24-lb size. The mills' gift was a challenge to Saline County. It proved, the \$1,000 quota for this county being easily subscribed.

BAKERS COMMENT ON BREAD PRICE PROBE

Resolutions of Chicago Meeting III House-to-House Competition—Price and Consumption Relation Stressed

CHICAGO, ILL.—What bakers think about the Senate's investigation of bread prices, as well as their opinion of the competition now being offered by the so-called "house-to-house bakers," was reflected in resolutions adopted during the closing sessions of the meeting of the Associated Bakers of America, in Chicago, Jan. 27-29, at the Sherman Hotel. The association also approved a plan to organize a retail baking council and endorsed a change in the constitution of the organization.

The resolution on the bread price probe reads as follows:

"We, the Associated Bakers of America, in convention assembled, take notice that in the Senate of the United States and other legislative bodies steps are taken to investigate the conduct and practices of bakers, especially in relation to bread prices.

"While we fully appreciate the efforts of legislators and public officials to protect the bread buying public against excessive bread prices, we feel that such investigations should be undertaken and conducted with due regard to the rights and good repute of bakers and so as not to create undeserved prejudice to them.

"We express the hope that a most thorough but fair investigation may be made, so as to bring out the actual facts as to prices at which wholesome bread may be had in our communities.

"We also hope that the investigations will disclose and focus attention upon unfair and destructive competition and wasteful practices if any exist in the baking industry, so that the industry may be on an absolutely sound basis and contribute its full share toward the public welfare as evinced by the general prosperity and progress in our economic life."

HOUSE-TO-HOUSE BAKERS

The resolution in regard to "house-to-house bakers" was:

"Whereas, The welfare and business life of many of our members are jeopardized by concerns selling from house to house; and,

"Whereas, Such concerns use the streets and highways for retail selling without materially contributing to their construction and upkeep and to the detriment of resident concerns which have been taxed for construction and are being taxed for the maintenance of such highways; and,

"Whereas, Trucks and salesmen of such concerns only appear at favorable times or seasons, leaving the neighborhood baker the burden of maintaining his establishments during unfavorable seasons, thereby undermining the stability of community or neighborhood enterprise, which can be brought about only by averaging good seasons with bad seasons; and,

"Whereas, Such method of distribution, namely, carrying bakery products unwrapped into houses and having them examined therein is difficult of adequate sanitary control; therefore, be it

"Resolved, That we believe such house-to-house concerns should be required to obtain a license and that a fee should be charged adequate as compensation for use of streets for store purposes and sufficient so that proper sanitary control can be devised and maintained."

BAKING COUNCIL DISCUSSED

There was considerable discussion from the floor about reviving the National Council of the Baking and Allied Industries. Sentiment seemed to be very much in favor of it, and the following resolution was unanimously adopted:

"Resolved, That our executive board confer with the officials of the National Association of Bakers' Supply Houses for the purpose of discussing the formation of a Retail Bakers' Council, and that these two associations may call in other groups that in their judgment may round out the council for full influence."

Among the speakers of the closing sessions were: T. F. Naughtin, of Omaha,

president of the National Association of Bakers' Supply Houses; E. C. Johnson, of Boston, past president and director of the same organization; S. E. Haas, secretary of the Kentucky Food Distributors' Association, and Henry Stude, president of the American Bakers Association. A message was read from Harry Lockwood, of Cincinnati, president of the Bakery Equipment Manufacturers' Association, who was unable to be present.

Mr. Naughtin discussed briefly the results of a survey made by his organization among a large number of retail bakers. It is likely that as a result of this survey and the information derived therefrom, plans will be made for the associations of retail bakers and bakers' supply houses to conduct another survey on a larger scale.

E. C. Johnson emphasized the fact that modernizing and merchandising were the two important subjects to consider now. He said that retail bakers have a great future, but must turn out products of superior quality and variety; that the retailer's cake must be more like the housewife's; that there is a distinct trend away from jobbing cakes. He stated that during the past two years 35,000 retail grocers have modernized their stores and thereby enjoyed an increase of 15 per cent in their business. Following Mr. Johnson's talk he showed pictures of old and modern stores.

PRICES AND CONSUMPTION

Henry Stude, president of the American Bakers Association, discussed an organized industry and briefly reviewed the work of 1930. He stated that the best way to handle problems was by organization, adding that one of the major problems at the present time was decreased consumption of wheat. Mr. Stude then read a wire that had been sent to Washington regarding the proposed bread price investigation. Stating that there had been a drop in prices, he declared that any further reduction would only be accompanied by decreased consumption. The use of wheat products cannot be increased by lowering prices, he declared, and cited a recent case in which an order of 10,000 bbls of short patent flour had been changed to a straight grade, due to a price war. Because of this 1,100 bus less wheat were used.

Mr. Stude was of the opinion that the baking industry had done well in 1930. There was no stampeding, and the industry is now in a good position, perhaps in much better shape than other food industries. Mr. Stude said 1931 should be a good year, not due to any great improvement in conditions, but to bakers' own acts. They should be able to profit from their experience in 1930.

MILLERS' YEAR END WHEAT SUPPLIES SHOW DECREASE

Total stocks of wheat and flour held by the mills of the United States on Dec. 31, 1930, amounted to 137,194,165 bus, according to the Bureau of the Census. This compares with 154,111,817 bus held at the close of the third quarter, a decrease of 16,917,652 for the last quarter. Stocks on Dec. 31, 1929, were 150,047,818. Distribution of the stocks was as

follows: in country elevators, 9,057,553 bus; in public terminal elevators, 8,760,862; in private terminal elevators not attached to mills, 17,774,891; in transit and bought to arrive, 12,122,989, and in mills and elevators attached to mills, 89,477,870. Wheat flour stocks held by mills on Dec. 31 were 4,016,276 bbls, compared with 4,724,151 on Dec. 31, 1929.

BALTIMORE FLOUR CLUB MEETS

BALTIMORE, Md.—The Baltimore Flour Club held its monthly meeting in the directors' room of the Baltimore Chamber of Commerce, Jan. 28. The attendance was small. President Erdman oc-



Frederick K. Morrow, New President of the Ward Baking Corporation

cupied the chair, and read a letter from President Edward Knighton, of the National Federated Flour Clubs, inquiring as to when it would best suit the Baltimore Flour Club to have him make his annual visit. The local club replied to the effect that it would be happy to have him at any time. Walter A. Frey, vice president, invited the club to hold its February meeting at his home in the suburbs of Baltimore, which invitation was promptly accepted.

W. S. BRASHEAR HEADS BARNARD & LEAS MFG. CO.

CHICAGO, ILL.—The board of directors of the Barnard & Leas Mfg. Co., Moline, Ill., at a recent meeting elected W. S. Brashear president and general manager, succeeding A. R. Weigel.

Mr. Brashear had several years' actual experience in milling as miller and superintendent. Later he entered the employ of the southwestern agent for the Barnard & Leas Mfg. Co., and in 1908 this company's agency in the Southwest was turned over to Mr. Brashear. In 1915 he was called to Moline to act as milling engineer and sales manager. He is well known in milling circles and has traveled all over the United States and many foreign countries.

MISSOURI WILL CONTINUE INQUIRY INTO BREAD PRICE

KANSAS CITY, Mo.—The state's inquiry into the retail price of bread will not be dropped because of the reduction in the price of loaves made by several bakery concerns, Stratton Shartel, Missouri attorney general, has declared. Mr. Shartel announced the inquiry last December to determine whether the prevailing prices had responded to the lower wheat figures. Since that announcement several bakery concerns dropped the price on 12-oz loaves to 4c, while other concerns selling 16-oz loaves are selling the product at from 8c to 10c.

HUTCHINSON, KANSAS.—District No. 1 of the Association of Operative Millers will meet in Hutchinson on Feb. 10. A. H. Hildebrand, of the Kansas Milling Co., Wichita, is president.

MORROW GROUP GAINS WARD BAKING CONTROL

George K. Morrow Elected Chairman by New Board of Directors—Frederick Morrow New President

NEW YORK, N. Y.—As a result of the successful fight to oust the management of the Ward Baking Corporation, culminating in the election of a new board of directors, George K. Morrow, chairman of the Gold Dust Corporation, has been named chairman of the board of the Ward company, and his brother, Frederick K. Morrow, chosen president. John M. Barber, secretary, and George Zacharias, treasurer, were retained in their positions.

Members of the executive committee elected were George and Frederick Morrow, Charles Hayden, Edgar Palmer, T. H. McInerney, P. W. Jameson and W. L. Cummings. The members of the executive committee and Randolph Caplin, L. H. Haldemund, Perry Sturgis, George W. Davison, E. E. Stetson, Walter Chalaire, C. B. Comstock and E. W. Gwinner compose the new board of directors. Mr. Comstock and Mr. Gwinner were members of the former board.

Control passed into the hands of the Morrow group after a special stockholders' meeting at Baltimore, which had been called to vote for a new board. At that time, Ralph S. Kent, president, and William C. Evans, chairman of the board, were removed from office. Then the existing management attempted to have the meeting stopped by injunction, on the grounds that the stockholders had not had sufficient time to acquaint themselves with conditions of the corporation, but the appeal was denied.

Further plans of the new management will be announced after a meeting, Feb. 14. Net earnings of the Ward company fell from \$6,532,961 in 1927 to \$2,936,350 in 1930, with a corresponding decline in net profits.

INVESTIGATOR APPOINTED BY BREAD PRICE COMMITTEE

WASHINGTON, D. C.—As chief investigator in the nation-wide inquiry, the Capper committee has obtained the services of Cecil Veal Maudlin, director of the Bureau of Applied Economics.

Mr. Maudlin came to Washington in 1922 from Elwood, Ind. During the war he was senior inspector of wooden airplane parts and is the author of a book on the "Flow of Water Through 1½" in Pipe and Valves." In recent years he has been engaged in economic investigations and studies such as might be sought by private clients.

At the instance of Senator John B. Kendrick, of Wyoming, Senate action has enlarged the scope of the inquiry so as to include meats. Senator Kendrick insists that the spread between producer prices of meats and retail prices is more spectacular than that said to exist between producer prices of wheat and retail prices of bread.

The bread prices will be first in the series of investigations. Senator Capper as chairman of the committee says that inquiry into flour prices logically comes early in the procedure. An effort will be made to ascertain the costs of each step in the manufacturing process and establish the extent to which these costs influence the price of flour.

Of course, the final objective in this phase of the investigation is to find out whether or not bread prices are out of line with prices of wheat and flour, and if they are out of line, the explanation.

EUGENE BLACKFORD AGAIN CHOSEN HEAD OF EXCHANGE

BALTIMORE, Md.—The new board of the Baltimore Chamber of Commerce organized, Jan. 28, by re-electing Eugene Blackford president, and by electing J. Adam Manger vice president. The following executive committee was chosen: Edward Netze, chairman; Gustav Herzer, Jr., vice chairman; John Merryman, T. Wilson Johnston and Thomas G. Hope, James B. Hesson, was reappointed secretary-treasurer, and Edward Bittick assistant secretary.

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

Sales Pick Up in Southwest

IF it had not been for sales of good sized amounts to an eastern baker last week the week's flour business in the Southwest would have been negligible. As it was, sales averaged about 40 per cent of capacity, a considerable improvement over the previous week. Some 50,000 bbls in 25,000-, 15,000- and 10,000-bbl lots were sold to one baking concern by several Kansas City mills. Those mills that did not share in this order found restricted sales outlet among the smaller bakers and jobbers. Hand-to-mouth business was again the case with shipment required immediately or within 30 days.

Good Mixed Car Business.—Cars of flour and feed were in fair demand, particularly at country mills. Throughout Oklahoma and Kansas mixed cars furnished the principal outlet for flour, while even in Kansas City the demand was better than for some weeks past. It is rather hard to account for it in view of the light demand for feed in straight cars.

Fair Shipping Directions.—Kansas City mills operated at 80 per cent of capacity, an improvement of 4 per cent over the previous week. Shipping directions are coming in fair volume and contracts generally are in fair shape. Interior mills are complaining somewhat about instructions, but they doubtless did not use as much care in making their contracts.

Bulge in Clears.—Both first and second clears were in rather urgent demand for a couple of days last week and for a while no second clear was obtainable. Millers cannot explain the sudden demand for clear other than the good market existing for it in the South, particularly in Arkansas and parts of Oklahoma and Texas.

Limited Export Sales.—Only small scattered sales were made to continental Europe; it still is almost impossible to touch bids from that side even under the new stabilization corporation set-up. A few sales of less than 1,000 bbls were made to one or two Latin American countries, but stocks are in good shape in most of those countries and in view of the unsettled political and financial conditions mills are not pushing hard for much new business.

Prices Unchanged.—No change was made in prices last week, although mills are getting about \$1 less for their mill-feed than they were a week ago. Quotations, Jan. 31, f.o.b., Kansas City, in cotton 98's or jute 140's, basis dark hard winter wheat: short patent \$4.55@5 bbl, 95 per cent \$4.15@4.50, straight \$3.95@4.20, first clear \$2.95@3.30, second clear \$2.90, low grade \$2.60.

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 22 representative northwestern 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
Jan. 25-31	325,660	193,102	59
Previous week	325,650	191,579	59
Year ago	327,460	186,454	57
Two years ago	316,800	229,955	72
Five-year average			60
Ten-year average			60

KANSAS CITY			
	Weekly capacity bbls	Flour output bbls	Pct. of activity
Jan. 25-31	188,700	150,991	80
Previous week	188,700	143,980	76
Year ago	188,700	136,523	72
Two years ago	197,700	155,986	79
Five-year average			73
Ten-year average			72

WICHITA			
	Weekly capacity bbls	Flour output bbls	Pct. of activity
Jan. 25-31	62,400	26,227	42
Previous week	62,400	26,979	43
Year ago	62,400	37,451	60
Two years ago	62,400	43,675	70

SALINA			
	Weekly capacity bbls	Flour output bbls	Pct. of activity
Jan. 25-31	48,000	40,224	84
Previous week	48,000	45,242	94
Year ago	48,000	30,253	63
Two years ago	46,500	40,386	86

ST JOSEPH			
	Weekly capacity bbls	Flour output bbls	Pct. of activity
Jan. 25-31	47,400	6,197	13
Previous week	47,400	6,000	13
Year ago	47,400	10,111	21
Two years ago	47,400	29,180	61

ATCHISON			
	Weekly capacity bbls	Flour output bbls	Pct. of activity
Jan. 25-31	31,500	29,493	94
Previous week	31,500	32,283	103
Year ago	31,500	30,015	95
Two years ago	30,900	31,163	100

OMAHA			
	Weekly capacity bbls	Flour output bbls	Pct. of activity
Jan. 25-31	27,300	23,010	84
Previous week	27,300	23,023	84
Year ago	27,300	20,989	77
Two years ago	27,300	25,576	94

PERCENTAGE OF CAPACITY SOLD
Reports of about 70 mills to THE NORTHWESTERN MILLER showed sales represented per cent of capacity as follows:

Jan. 25-31, 41; previous week, 40; year ago, 93.

Of the mills reporting, 7 reported domestic business fair, 12 quiet, 9 slow, and 19 dull.

Direct export shipments by all reporting mills outside of Kansas City were 9,176 bbls last week, 11,589 in the previous week, 8,344 a year ago, and 12,780 two years ago.

Flour Buying Is Scattered

SALINA, KANSAS.—Flour business is still a featureless affair, although scattered buying is of sufficient proportions to bring the total slightly above a week ago. Sales of family flour were confined almost wholly to the mixed car trade and orders were widely distributed. Stocks in dealers' hands are light and jobbers are supplying many of the smaller retailers with fill-in requirements for immediate needs. Quotations are unchanged.

Texas Bookings Are Larger

DALLAS, TEXAS.—With few exceptions, sales continue relatively small. Mill operations range near 60 per cent of capacity. Some improvement was registered in the family patent trade. Light stocks are in evidence at most trade centers, and a steady flow of orders is expected for the time being at least.

Bakers are in many instances disposed to buy moderate sized lots for 30@60-day shipment. Several of the larger chain interests contracted round lots of flour for scattered 60-day shipment to their bakeries in Texas and western Louisiana. Relatively low prices have attracted some

investment buying, mostly to replace bookings that have recently expired. Recent sharp breaks in wheat premiums enabled millers to accept bids on several round lots from New York and Pennsylvania bakers, the first real business in weeks.

A few small lots worked to Holland summed up the European business, but the West Indies group yielded a fair amount of business, mostly for February-March shipment.

Flour prices worked lower due to softness of wheat premiums. Quotations, basis delivered consuming territory of Texas and western Louisiana: hard winter, short patent, in 48's, cottons, \$4.45 @ 4.80 bbl; standard patent, \$4.20 @ 4.35.

Atchison Sales Limited

ATCHISON, KANSAS.—Flour sales were limited last week, and mills only averaged around 50 per cent of capacity. There are some reports of large sales having been made, but as far as could be known none of the Atchison mills shared in this business. Most of the business continues to be of the hand-to-mouth variety. This keeps the mills in a somewhat disorganized frame of mind, and if contracts are cut down materially from now until May 1 with no change in the July option, millers are wondering just how they are going to carry a wheat stock to be protected and still be able to make quick shipment. Shipping directions are very slow. Millfeeds continue to decline; fortunately millers have only limited flour contracts on their books. Quotations, basis cotton 98's, Missouri River points: hard wheat, short patent, \$4.70 @ 4.90 bbl; straight, \$4.40 @ 4.60; first clear, \$3.15 @ 3.35.

Demand for Low Grades

WICHITA, KANSAS.—Shipping directions on flour showed some improvement last week. The market generally is quiet with the mills running at about 60 per cent of capacity. Probably more low grade flour is being sold at the present time than at any other time in the history of the milling business here. There is no improvement in the export business. Quotations, f.o.b. Kansas City, basis 48's, hard wheat, short patent, \$4.90 @ 5.10 bbl.

Quiet Week in Oklahoma

OKLAHOMA CITY, OKLA.—Another quiet week is reported by mills, with sales somewhat less than the previous week. Total sales are considerably below 50 per cent of capacity and only 5 per cent of the total sales are exports. Shipping instructions are fairly satisfactory. Operation of mills will average about two thirds of capacity. Quotations: hard wheat, short patent, \$4.70 bbl; soft wheat, short patent, \$4.80; standard patent, \$4.30.

NEWS AND PERSONAL

C. H. Blanke, manager of the Blair Elevator Corporation, Atchison, Kansas, was in Oklahoma last week.

Joseph Moskowitz, New York flour broker, spent a few days recently in Galveston, Fort Worth and Dallas.

The plant of the Enid (Okla.) Milling Co., was badly damaged by fire on Jan. 29. The loss was estimated at \$100,000.

H. T. Shaeffer, treasurer and sales manager of the Blair Milling Co., Atchison, Kansas, returned home from Chicago last week.

Robert Peck, of the Peck Bros. Milling Co., Little Rock, Ark., visited the plant of the Red Star Milling Co. at Wichita last week.

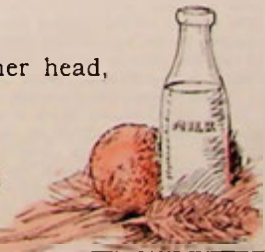
Fred F. Burns, general manager of the Consolidated Flour Mills Co., Wichita, has returned home from an extensive business trip in the East.

R. H. Wagenfuhr, manager of the H. Dittlinger Roller Mills Co., New Braunfels, Texas, recently attended a rate meeting in Fort Worth.

H. K. Driscoll, Tulsa rate counsel, represented the Oklahoma Millers' Association at the Chicago hearing of the Interstate Commerce Commission on Jan. 26.



Old Mother Hubbard,
Went to her cupboard,
To get her children some lunch;
They must have vim,
For they wanted to swim,
This rollicking hungry bunch.
So Old Mother Hubbard
Stood at her cupboard,
Pondering, her hands at her head,
If they must have vim
To go out to swim—
Why, butter she'd serve
on white bread!



From the National Food Bureau's "Mother Goose" Book

CENTRAL AND SOUTHERN STATES

WILLIAM H. WIGGIN, MANAGER

545-545 Board of Trade Building, Toledo, Ohio

Correspondents at Atlanta, Evansville, Indianapolis, Nashville
and Norfolk

Cable Address: "Palmking"

Liquidation Progressing in Milling

HAROLD ANDERSON, president of the National Milling Co., Toledo, Ohio, and of the Toledo Board of Trade, came in for considerable free publicity through the press of the country a few days past on account of a casual discussion of the wheat situation. This came about not merely on account of the standing of this company but also because of the character of the views expressed. His point of view, while quite remarkable, is, in effect, identical with that held by many millers everywhere, and there has been frequent reference to it in this department for several weeks.

The National Milling Co. is a subsidiary of, and is owned by, the National Biscuit Co. The mill is of approximately 6,600 bbls daily capacity, has elevator capacity of about 4,000,000 bus, and operates rather steadily 24 hours a day, with production averaging close to 36,000 bbls per week. Hence it is a large purchaser and consumer of wheat, both soft and hard,—probably the largest purchaser of soft wheat for its own use in the country.

Millers face a situation the like of which has never been known in this country. Owing to the sheer drop of 16c between Chicago May wheat (old crop) and July (new crop), on account of the May price being pegged, millers are approaching a precipice with no way in sight to ease themselves down its perpendicular decline. A while ago this difference was as much as 22c.

When Mr. Anderson announced that it was the intention of his company to have no wheat on hand at the end of May, he was but echoing the decision that had already been arrived at by hundreds of millers, and confirmation of it came from all parts of the country, notably from the Northwest and Southwest. It is manifestly impossible to contemplate the carrying over of higher priced wheat into such a lower priced period.

The Only Way Out.—There is no telling what may happen, and as millers have no way of protecting themselves and their holdings beyond the May future, the only obvious path out is through liquidation of supplies. Presumably May wheat will be maintained at the pegged price, and there have been repeated assurances of that from official sources. July wheat might, conceivably, work up to the May price, although there is nothing now in sight to indicate that this is likely to occur. On the other hand, the spread between May and July might widen.

All present indications are that the government will own practically all the available wheat in the country by the end of May and will have run a successful corner in the market, so far as control of supplies goes. As to the price of wheat between the end of May and the coming of a new crop—nobody knows what it will be. It looks as if the price would be fixed by the federal agencies. Millers' wheat bins will presumably be bare, flour stocks all over the country will probably be at the vanishing point, and the milling and flour trades will then go even more rigorously on a hand-to-mouth basis than has already been the case.

The price of wheat and flour may be higher, temporarily. There has been no intimation of what the federal agencies will ask for the wheat which has probably cost them over \$1 on the average, exclusive of carrying charges. With carrying charges this may run as high as \$1.45 bu. Mr. Anderson says that after May his company will have to get its wheat from federal agencies. Other mill-

ers will have to do the same. So far as soft wheat is concerned, there is no definite information as to the amount or location of federal holdings and their availability for milling.

Future Uncertain.—Liquidation of supplies by millers has been in progress for some months in anticipation of this eventuality. The price that some mills are now asking for flour suggests that this is one method being used to liquidate wheat stocks aside from the sale of the wheat itself. Every miller appears to be putting his house in order to stand the shock of the transition from the old to the new crop, and the indicated precipitate decline in values.

The sad part of the situation is the uncertainty as to what is the right thing to do. A number of things might happen to change the complexion of the situation suddenly. There might be a crop failure. Inasmuch as there is no telling in advance what may happen, millers are obliged to follow what seems to be the obvious course,—liquidate their stocks, get all the flour on their books delivered, and be free and clear of everything, so far as possible, except their milling property—which they couldn't get rid of if they wanted to. It looks too hazardous to do otherwise.

Such is the effect of the governmental activities in the wheat market. Even those who have no love for the Federal Farm Board will have to admit that if it had not done what it has done, it would probably have been criticized by Congress for not having done it—and having done it and failed, making a horrible and impossible mess of the thing, it will almost surely be criticized by Congress for what it has done. Perhaps it will have its appropriations stopped and its head cut off—a "consummation devoutly to be wished."

The soundest criticism is the one which will probably not be made by those responsible for this situation and the Federal Farm Board—that it undertook an impossible job, was licked before it started and should have had sense enough not to tackle the thing in the beginning. It has been guilty of the worst judgment possible, and has shown want of intelligence. But, as a matter of fact, if there had been any intelligence and sound judgment displayed by those responsible, the Agricultural Marketing Act would never have been passed.

The Soldiers' Bonus.—Now comes a proposed payment in cash of the soldiers' bonus to further complicate matters and create a hopeless situation. This is of the same stripe and color and off the same piece of cloth as the Agricultural Marketing Act. It is unbelievable that it should be done, but it was also unbelievable that the Agricultural Marketing Act could be passed. That it is seriously considered, under present conditions, fills one with dismay and despair. Every miller, and every other American citizen, should read and ponder what Andrew W. Mellon says about this. He understands finance.

The Senate of the United States was conceived by the founders of the country and by the authors of its constitution to be of a higher order, more deliberative and conservative than the House of Representatives, on which it was designed to act as a check to impulsive measures. These two bodies have changed places. The Senate has become a disgrace to the country and the only hope of safety and sanity now seems to lie in the House of Representatives.

If prosperity can be restored by governmental fiat or action, by the simple

process of issuing bonds to grant money to some group of citizens, then the expedient should work in any emergency and without regard to whom the money is issued, provided only that it carries the stipulation that the money shall be spent. It might be bestowed upon school boys, for instance. The money is not taken out of the air, created by magic, but must come from the sale of bonds which must be redeemed by taxes. Congress seems determined to wreck the country.

So far as can be learned very little flour, if any, has been worked for export through the new arrangement with the Grain Stabilization Corporation. There are risks involved in such an arrangement that do not appeal to some millers.

Toledo Flour Prices.—Soft winter wheat standard patent flour was quoted, Jan. 30, at \$4.25@4.40 bbl, local springs \$4.50 and local hard winters \$4.45, in 98's, f.o.b., Toledo or mill.

FLOUR OUTPUT

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

	Weekly capacity bbls	Flour output bbls	Pct. activity
Jan. 26-31	121,250	93,085	76
Previous week	134,250	90,798	69
Year ago	112,350	81,657	72
Two years ago	141,000	102,125	72
Three years ago	154,800	106,223	68

Fair Small Lot Trade Continues

INDIANAPOLIS, IND.—Flour business continues just fair, with purchases in moderate quantities of 500 bbls and less.

Orders are usually for mixed cars, with an occasional solid car. Inquiries are fair from the smaller consumers, but large consumers are very indifferent and display no interest whatever. Bakers continue to buy in small lots for immediate needs, although there is an increased demand from industrial centers where employment has resumed. Round lot sales are very few and have been all during the present crop.

Shipping instructions are some better, and old contracts are being cleaned up, with very few cancellations so far. There is no response to foreign cables and export business is very dull. Operations continue just normal.

The market is firm, with prices steady to unchanged. Quotations, Jan. 31, f.o.b., Indianapolis, basis 98-lb cottons: soft winter special short patent \$5.30@5.70 bbl, fancy patent \$4.90@5.30, straight \$4.50@4.90, first clear \$4.40@4.85; hard winter short patent \$5.15@5.55, fancy patent \$4.75@5.15, standard patent \$4.35@4.75, first clear \$4.10; spring wheat short patent \$5.30@5.75, standard patent \$5.30@5.40, first clear \$4.25@4.30.

Main Demand for Low Grades

ATLANTA, GA.—Activity in the flour market has been static here, the main demand being for the low grades. Very few sales in short patent flours are reported, although an increased demand is anticipated within the next month. Most of the buying during the past week has been in small lots, which is attributed to the annual post-holiday depression. Quotations, Jan. 31, in 98-lb cottons: soft



"Mary! Mary! My pretty Mary,
What makes your red cheeks glow?"
"I've a bedroom airy, and a fairy
To teach me all I should know
Of food that's good for children small,
There are many kinds," she said,
"But I think the supper that's best of all
Is milk and some nice white bread."

From the National Food Bureau's "Mother Goose" Book

winter short patent \$4.80@4.95 bbl, standard patent \$4.80@4.50; spring first patent \$5.25@5.40, standard patent \$4.95@5.10; hard winter short patent \$4.80@5, standard patent \$4.40@4.70, first clear \$3.80@3.50, low grade \$3.10@3.20.

Fair Business in Southeast

NASHVILLE, TENN.—Flour trade in the Southeast made a fairly good showing in the volume of sales for the month of January, aggregate shipments being about the same as for last year. There was continued improvement in new business hooked last week, orders being close to 60 per cent of capacity at soft wheat mills. Mills also continued to receive specifications on contracts, and with running time well sustained, the output of flour was being practically absorbed.

Buyers continue to follow a conservative policy, and have been making purchases only sufficient for few weeks' requirements. Buying has been chiefly in lots of 500 bbls and less for prompt and 60-day delivery. Activity continues in demand for the low grades and mediums, due to the economic pressure on the consumers. General business conditions improve slowly, and are expected to make greater gains as spring approaches.

With the wheat market decidedly firm, flour prices continued on steady basis again last week, with practically no change. Quotations, Jan. 31: soft winter wheat short patent, 98-lb cottons, f.o.b., Ohio River stations, \$5.75@6.25 bbl; first clears, \$3.75@4.25.

There was little change in business with rehandlers of Minnesota and west-

ern flours, sales being moderate, but increasing. Blending trade has been only fair. Stocks are smaller. Quotations, Jan. 31: Spring wheat first patent, 98-lb cottons, delivered at Nashville, \$5.25@5.75 bbl; standard patent, \$5.10@5.35; hard winter wheat short patent, \$4.50@5; straights, \$4.35@4.60.

FLOUR OUTPUT

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

	Weekly capacity	Flour output	Pct. of activity
Jan. 25-31	109,520	75,955	69
Previous week	105,720	80,946	77
Year ago	119,520	77,192	65
Two years ago	118,120	91,928	67
Three years ago	157,920	107,507	68

No Change at Norfolk

NORFOLK, VA.—The local flour market is little changed, with prices steady and demand fair. Quotations, Jan. 31: northwestern springs, top patents \$5.50@5.60, second patents \$5.10@5.30; top winters \$5.10@5.20, second patents \$5@5.10; Kansas top patents \$5@5.10, second patents \$4.90@5; Virginia and Maryland straights \$4.50@4.60.

Evansville Demand Is Brisk

EVANSVILLE, IND.—Flour demand brisk and top speed operation is necessary to take care of the trade. Inquiry continues good. Export business, however, remains practically at a standstill. Prices are unchanged. Quotations, Jan. 31, in 98-lb sacks, car lots, f.o.b., Evansville: soft winter wheat best patent \$6 bbl, first patent \$5.50, 95 per cent \$5; Kansas hard winter short patent \$6, first clear \$4.50@4.75, second clear \$4.25@4.50.

ST. LOUIS DISTRICT

ARTHUR F. G. RAIKES, MANAGER

517 Merchants Exchange, St. Louis, Mo.

Correspondents at Memphis and New Orleans

Cable Address: "Palming"

South Continues to Buy Clears

NEW flour business is still quiet in the St. Louis territory with the volume of actual sales only slightly better than in the very poor month of December. Millers also complain that the prices which are being obtained are exceedingly disappointing. With buyers extremely hesitant, the sellers are becoming alarmed and adopting the age-old fallacy of lowering prices below economic levels in an attempt to stimulate business. One miller, who has a trade divided between the large bakery buyers and the small jobbing trade, says that if anything there is more competition to get the one-car orders from the latter source than there is to obtain the large bakers' bookings, with the result that even the family trade's conversion is far too low to show any profit. The same is true of the small bakery buyer; he is so hombarbed with mill offers that he cannot name a price low enough without standing the chance of being hooked. There is grave need of concerted action by millers to prevent the desire for bookings overshadowing their better sense and the possibility of making the slightest bit of profit out of their milling operations.

Low Grades in Demand.—The demand still is for low grades of flour. Millers say that if the demand for all grades was as good as it is for clears, they would be enjoying the best run of business that has been known for some time. Unfortunately, the amount of clear available is limited and it appears that the only thing that can lessen the demand is to raise its price to the level of better grades.

Directions Active.—Shipping directions are coming in well, probably the result of low stocks in the hands of buyers and the insistence of millers on prompt specifications. One miller is writing to all his contract holders a fortnight before the expiration of their contracts and telling them of the extreme importance of getting their flour out into consuming channels as soon as possible, as there is no knowing what flour may sell at if the government does not support the July option. Many buyers who have flour booked and expect to take it out in June would be well advised to do their utmost to order it out as soon as possible, as there is always the possibility that by June flour may be 81 hb under present levels.

Under these conditions it is not surprising that buyers are not booking more than their immediate needs call for.

Exports Small.—A little flour for export was sold under the new plan of the farm board but exporting millers, on the whole, say that there is not much hope of definitely enlarged volume under the new offer. Home mills and Canadian competition are still too keen to enable American millers to compete in most foreign countries.

Prices.—Quotations, Jan. 31, basis June 140's, St. Louis: soft winter short patent \$4.40@4.90 bbl, straight \$4@4.20, first clear \$3.40@3.60; hard winter short patent \$4@4.50, 95 per cent \$3.70@3.90, first clear \$3.20@3.40; spring wheat top patent \$4.40@4.75, standard \$4.20@4.30, first clear \$3.10@3.50.

FLOUR OUTPUT

Output of St. Louis mills, with a weekly capacity of 63,400 bbls, as reported to The Northwestern Miller:

	Output	Pct. of activity
Jan. 25-31	35,700	56
Previous week	37,900	54
Year ago	38,500	43
Two years ago	43,700	72

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

	Output	Pct. of activity
Jan. 25-31	33,100	51
Previous week	35,500	52
Year ago	51,900	59
Two years ago	45,400	56

Memphis Trade Slow

MEMPHIS, TENN.—With no particular change in quotations or prospect of any, buyers are taking only their current needs of flour. Some few mills have shaded their prices on higher grades because of the growing disposition to take the medium and lower grades, but quotations as a whole remain where they have been for several weeks.

Reopening of more banks in the territory and functioning of government aid agencies for the new crop, together with increase in preparations, is causing better feeling, but business continues almost entirely on a cash basis. Cotton sells slowly and prices are no better. While acreage is expected to be sharply reduced, the outlook for improvement is regarded as poor.

Flour prices, Jan. 31, basis 98's, f.o.b., car lots, Memphis, are: spring wheat short patent \$5.90@6.10 bbl; standard patent \$5@5.40; hard winter short patent \$4.75@5.40; standard patent \$4.35@4.65; soft winter short patent \$3.30@6; standard patent \$4.50@4.75; western soft patent \$4.50@4.60; low proteins, \$4@4.40; blended 95 per cent patent \$4.35@4.45.



A diller, a dollar,
You'll be a bright scholar,
If you'll study hard and long,
Endurance you'll need,
And a bit of speed,
And a body that's well and strong.
Good food you should eat,
Fruit, vegetables, meat,
If you'll have a clear thinking head;
Eggs, cheese, fowl and fish,
Cereal with cream if you wish,
Milk, butter and lots of white bread.

From the National Food Bureau's "Mother Goose" Book

NEWS GRIST in BRIEF

Charles T. Johnson, of the Home Mill & Grain Co., Mt. Vernon, Ind., was a recent visitor to Nashville.

H. T. Bell, sales manager for the southeastern division of the Larabee Flour Mills Co., Kansas City, was a visitor in Memphis last week.

Mrs. Helen Ross Graves, whose late husband, Nat S. Graves, was secretary of the Memphis Merchants Exchange for more than 25 years, died Jan. 29.

George Biggs, chief engineer for the Flour Mills of America, Inc., Kansas City, Mo., was in St. Louis last week visiting his company's subsidiary, the Valier & Spies Milling Corporation.

Paul Marshall, president of the Commonwealth Flour Mills, Inc., St. Louis,

was confined to his home most of last week by illness. It is believed that Mr. Marshall has an attack of the very prevalent influenza.

F. A. Daugherty, sales manager for the Arnold Milling Co., Sterling, Kansas, spent last week in St. Louis. His company is represented in St. Louis and surrounding territory by Albert F. Muechow & Son who recently went into the brokerage business.

R. H. Leonhardt, president of the Saxony Mills, St. Louis, is spending most of the month of February on a vacation trip to Panama. Mr. Leonhardt is accompanied by his daughter and has wanted to make the trip ever since his son, A. H. Leonhardt, also with the milling company, returned recently from a visit to Panama.

How to Arouse Millers Is National Food Bureau's Greatest Problem

(Continued from page 315.)
of Everett, Aughenbaugh & Co., Minneapolis:

"Inasmuch as the constant stressing of whole wheat has been going on for a number of years unchallenged, we cannot find undue criticism of people and writers still using it. We think it would be best to handle this question by asking state superintendents of schools to write to the publishers of school textbooks calling their attention to misinformation which ought to be corrected. The Macmillan Co. has already agreed to change the text in one of its books. Others will no doubt be willing to follow suit."

(Mr. Corson made this statement in connection with a report on a survey of books used in Minnesota schools, which appeared in the Sept. 10, 1930, issue of THE NORTHWESTERN MILLER.)

CORRECTING THE DAMAGE

Inducing publishers to revise textbooks containing faddist ideas and antiwhite bread propaganda, though all-important, is not the only line of attack which the bureau is following in this connection.

Not only must the incorrect information be kept from the children in the schools, but the correct facts must be supplied. Efforts in this direction, aiming to put the truth in an attractive form, resulted, during 1930, in the distribution of two health playlets for school use, prepared by the bureau staff. "Health Playmates," the first of these, is for children of the lower grades, while "Rip Van Winkle's Health Sleep" is adapted to use by grades five to eight. In these little dramas sound ideas of diet and health are carried to the children through the medium of amusing dialogue and songs set to familiar tunes. Either of these plays may be "produced" in any school-room.

Just off the press is another attractive booklet for children, a "Mother Goose" book with the old familiar rhymes refashioned by Ethel T. Wolverton, to point the moral of white bread. Some of the rhymes, handsomely illustrated and in color, are reproduced in this issue of THE NORTHWESTERN MILLER.

Another step of vital importance undertaken by the bureau during the year was

the beginning of a new propaganda effort on its own account for the dissemination of truth on dietary matters. "Food Facts," a monthly bulletin, was inaugurated with a mailing of 3,000 copies to public health associations, nurses, dietitians and health publications which as contacts of the bureau had reached such large numbers that it was no longer possible to give individual attention in all cases. "Food Facts" is of particular use to publications which make frequent requests for material suitable for use in their columns.

The first issue of the new bulletin featured an article entitled "The World's Oldest Industry," adapted from a radio talk by Robert E. Sterling, editor of THE NORTHWESTERN MILLER. Other shorter articles dealt with the place of bread, particularly white bread, in the diet.

STARTING THE BUREAU

An account of the activities of the National Food Bureau gives an impression of current problems which this organization was created to undertake for solu-

tion. The problems, it is agreed, are of ancient, rather than current, origin. There is little doubt, however, as to the accomplishments of the National Food Bureau in the short years of its life.

In 1927 H. T. Corson was conducting a campaign in Wichita, Kansas, financed by the dairy interests. The theme of this campaign was bread and milk as an ideal food, especially for growing children.

This campaign was brought to the attention of the millers and bakers in south central Kansas in September of that year. A meeting was called at Wichita, Kansas, to discuss the possibility of some kind of a program to be inaugurated by the millers to overcome some of the insidious propaganda against white flour and its manufactured products.

The majority of the millers, and two bakers present, were desirous of starting some kind of a program which could be sold to the millers and bakers of the United States. Being millers and not newspaper men, the plan was submitted to Mr. Sterling, with the idea that if his approval was procured, the fund would then be subscribed to start the work.





Higgledy, piggledy my
black hen
Lays fresh eggs for little
men.
Mother takes one, boils it
quickly,
Gets some butter, spreads it thickly
On a slice of toast or two,
Made from bread that's white and
new
I always like my supper
light—
Then dreamless sleep
all through the
night.



Jack and Jill went up the hill
To get a pail of water,
Jack fell down and Jill did frown
That Jack could go no farther.
Then up the hill alone went Jill—
For she had vim and vigor,
She ate all kinds of wholesome foods.
Had stronger grown, and bigger—
Then Jill went down into the town,
And got white bread and butter,
Milk in a cup, to carry up
To Jack, too tired to utter
Even his thanks; he ate and drank,
And vowed that come what may,
In every mood he'd eat his food
Like Jill, who'd saved the day.



The following milling and baking companies were the original members of the organization:

- The Red Star Milling Co., Wichita, Kansas.
- The New Era Milling Co., Arkansas City, Kansas.
- Goetz Flour Mills Co., Newton, Kansas.
- The William Kelly Milling Co., Hutchinson, Kansas.
- Wichita Home Baking Co., Wichita, Kansas.
- The Hunter Milling Co., Wellington, Kansas.
- Wichita Flour Mills Co., Wichita, Kansas.
- The Kansas Milling Co., Wichita, Kansas.
- The Consolidated Flour Mills Co., Hutchinson, Kansas.
- The Midland Flour Milling Co., Kansas City, Mo.
- The Larabee Flour Mills Co., Kansas City, Mo.

FIRST REGULAR MEETING

Oct. 22, 1927, the first regular meeting was held at Wichita, Kansas. It was decided to call the organization the "National Food Bureau." The first officers were: R. S. Hurd president, George M. Lowry secretary, D. S. Jackman treasurer.

An executive committee was then appointed to supervise the work of the bureau. This committee consisted of A. B. Anderson, Red Star Milling Co., Wichita, Kansas; J. H. Carr, Hunter Milling Co., Wellington, Kansas; C. C. Kelly, The William Kelly Milling Co., Hutchinson, Kansas; L. L. Maxey, Continental Baking Co., Wichita, Kansas.

H. T. Corson was elected manager, and the little organization was on its way. The press of south central Kansas was very friendly to the movement, and gave it much publicity.

The doctors were appealed to, to assist in the work of disseminating food facts and to put white flour and its manufactured products in their true light before the public. Nov. 25, 1927, the Reno County Medical Society indorsed the first resolution ever passed by a medical society in favor of a trade organization program. This was followed by five other county medical societies in south central Kansas.

Jan. 14, 1928, the Kansas Press Association held its convention at Wichita, Kansas. Mr. Corson was one of the speakers before this convention. He explained the work of the new bureau, with the result that the Kansas Press Association went on record indorsing the work of the bureau and pledging support in furthering the scheme.

The various schools in the section helped in the program by putting on pageants demonstrating common sense in diet and giving white bread the place it deserves. The press and civic organizations gave aid in making these pageants successful.

FEDERATION BECOMES INTERESTED

The work of the new bureau reached the attention of the Millers' National Federation, and Mr. Corson appeared on the federation program in May, 1928, with the result that a resolution was passed indorsing the work of the bureau, and a committee of seven was appointed to help further it.

On May 28, 1928, the Kansas State Medical Society passed the first resolution by a state medical society in the interest of white flour.

July 1, 1928, it was decided to expand

the work to cover the state. The response from the millers in the rest of Kansas was very gratifying, and by the first of the year it had as its members the majority of the mills in Kansas and Kansas City, Mo.

At the November, 1928, meeting of the Millers' National Federation, the work of the bureau was again indorsed and a permanent committee of seven, with Frank J. Allen as chairman, was appointed to assist the bureau in furthering its plans.

The work of the bureau progressed far beyond the hopes of its original supporters, and while it was financed by only a few millers and bakers in south central Kansas, yet the work had extended beyond the confines of the state.

At a meeting of the officers and directors of the bureau in December, 1928, satisfaction was expressed at its progress, and it was decided to solicit the aid of the northwestern millers. It was suggested that the activities of the bureau be extended into that territory for a period of a few months to sell the idea to the millers of that section, hoping to get their financial support.

MOVE TO CHICAGO

Knowledge of the work had preceded Mr. Corson to that section and in the short space of three weeks the Hennepin County (Minn.) Medical Society had gone on record for white flour in the diet, and a majority of the millers in that section had become members of the bureau. It was then on its way for a national campaign, and pursuant to former agreement the headquarters were moved to Chicago, as that city was con-

sidered the best located for the carrying on of such a campaign, with the result that Mr. Corson landed in Chicago Feb. 6, 1929, and proceeded in a small way to open the national office of the bureau.

Much work was to be done, and with the small force then with the bureau it became a question of what to do first.

Dr. P. L. Clark, of "the whiter the bread, the sooner you are dead" fame, had introduced a bill in the Illinois legislature to legalize his school of "Sanatology," which bill, if passed, would permit the grinding out of doctors condemning white flour. This bill had passed the committee to which it had been referred by a vote of sixteen to seven. The bureau joined forces with the Illinois State Medical Society, with the result that the bill was defeated.

A survey of the newspaper syndicate writers on health was made, and those of questionable standing were found to far exceed the number of writers of sanity. A systematic campaign was carried on with the press, and at the present time syndicate articles by doctors of standing, who are sane on the question of diet, have advanced from the fourth place in circulation to first place.

WORK WITH MEDICAL SOCIETIES

Encouraged by his success with the medical society in Kansas, Mr. Corson visited Minnesota in May, 1929, met with the Minnesota State Medical Society, and on May 13 of that year procured the passage of a resolution by the society. This was followed by passage of similar resolutions in other states, as follows: California, Illinois, Indiana, Kentucky, Mary-

(Continued on page 354.)

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"

No Unusual Development in Eastern Markets

THERE was no unusual development of the New York flour market last week, and sales were of the limited, routine variety, as has been the case for the past few weeks. Buyers showed little interest in anything beyond immediate or near-by shipment, and their ideas on prices seemed better suited to distress flour than mill shipment. This bargain business attracted a few mills, and an urgent need for business caused them to drop below the general range, but although the trade bristled with reports of cheap prices, when run down, some of them proved to be only rumors. There was, however, genuine evidence of a sufficient number of low prices to show that millers are not any happier about the existing situation than is the New York trade. For the past couple of weeks they have not been pressing sales, and have contented themselves with the moderate business that was obtainable, but last week, they seemed increasingly anxious and fought very hard to induce buyers to take on all they could for near-by shipment.

Clears Freer.—The situation on clears was particularly soft. Mills that have been holding steadily at nearly standard patent levels came way down on price, and the whole range was about 25c lower, with no change in wheat. This range included only the flours that are usually offered here and have an established standing, and the very cheap offerings that were in the market about a week ago seem to be cleaned up. Millers seemed anxious not to get any accumulation on hand in the event of unexpected action by the Farm Board.

Range Still Narrow.—Asking prices on standard patents continued within a narrow range, and the majority of mills wanted \$4.50@4.65 for their flours. Some sales brought levels about 10c below this, and to balance these, other northwestern grades were kept firmly to even higher prices. An average price for northwestern high glutens was \$4.75, with Texas grades 15@25c lower. These, however, attracted no interest, as they shared the general apathy toward southwestern flours. As has been the case for some time, only where a baker was accustomed to a certain brand, was any real attention given them.

Cake Flour No Exception.—Business on cake flour was similar to that on other flours. Because of the weakness in feed, and higher premiums on cash wheat on the Pacific Coast, western flours were relatively firmer, but there was little change in eastern or mid-western grades.

Flour Prices.—Quotations, Jan. 30, all in jutes, spring fancy patents \$4.70@5.15 bbl, standard patents \$4.45@4.65, clears \$4@4.30; hard winter short patents \$4.50 @5, 95's \$4.15@4.60; soft winter straights, eastern \$3.90@4.10, western \$3.75@4.25.

Some Improvement at Pittsburgh

PITTSBURGH, Pa.—Some improvement in flour sales was noted last week in the

Pittsburgh district. While the increase in business was not heavy, some bakers were buying. The bulk of the sales handled were moderate in size and for early shipment. Shipping directions were good. All of the business was confined to narrow limits, and prices were practically unchanged.

The larger part of the bookings were handled by mills of the Northwest. Sales were not easily made. The market for clears showed some improvement, and fair-sized orders were booked. Soft winters continued slow and listless, even in the face of lower prices. Consumers of soft winters are apparently well stocked. Semolina was quoted at 2½c lb, l.c.h. Chicago. Sales were slow. Quotations, Jan. 31, basis Pittsburgh: spring wheat short patent \$4.75@5.25 bbl, standard patent \$4.25@4.75; hard winter short patent \$4.50@5.25, standard patent \$3.75 @4.25, low protein standard patent \$3.75 @4.25; clears \$3.75@4.25; soft winters \$3.50@3.75, bulk.

Philadelphia Trade Slow

PHILADELPHIA, Pa.—There was little business in flour last week, buyers taking only such small lots as were urgently needed to supply requirements. There were some withdrawals on previous contracts, but very little was done in the way of new buying. The unemployment situation is having a tendency to reduce sales of bread. Export business was practically at a standstill. Quotations, Jan. 31: spring wheat short patent \$4.90 @5.25 bbl, standard patent \$4.60@4.85, first clear \$4.20@4.40; hard winter short patent \$4.75@5, 95 per cent \$4.50@4.70; soft winter straight, \$3.75@4.45.

Buffalo Buyers Inactive

BUFFALO, N. Y.—Buyers of flour, who have not already filled their future requirements for some time, are afraid to make purchases for other than immediate needs. They profess to be fearful that flour prices may go lower, and say they have no confidence that the Federal Farm Board agencies will not dump their wheat holdings. On the other hand, they declare that they can see little, if any, possibility for higher prices before the end of the crop year.

Many mills are having a great deal of difficulty in procuring shipping directions on old contracts. Some millers state that, among their customers who are booked up to April or May, about 90 per cent will not have all their flour ordered out until July, judging by the present rate at which their contracts are being taken up.

Chain grocery store brands, because of their low price, are making difficult the sale of staple brands of flour, even though the quality is lower. First clears are in slow demand, even for this time of year, while second clears are dull. There has been little new buying of semolina, which is unchanged in price.

Quotations, Jan. 31, 96-lb cottons: spring fancy patents \$5.85@6 bbl, stand-

ard patent \$4.75@4.85; first clears \$4.25 @4.35, second clear \$3.70@3.75; hard winter standard patent \$4.50@4.60; soft winter family patent \$5.15, standard patent \$4.80@4.90. Semolina, 2½c lb, lake-and-rail shipment, New York.

FLOUR OUTPUT

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

	Weekly capacity	Flour output	Pct. of activity
	bbls	bbls	
Jan. 25-31	291,000	230,089	80
Previous week	281,000	238,112	82
Year ago	276,000	241,949	90
Two years ago	255,500	215,500	84
Three years ago	238,000	152,935	60
Four years ago	238,000	192,413	81

Moderate Sales at Boston

Boston, Mass.—Moderate trading still is the rule in flour in New England. The market seems to be flowing along rather smoothly, but there is no inspiring business in sight. Members of the trade declare it is very difficult to induce buyers to look with favor on a purchase in excess of actual near-by needs.

Short patent spring flours are being offered mostly around \$5@5.10, with buyers inclined to jockey on the \$5 basis as much as possible, although some holders are unwilling to even discuss so low a price. There is, now and then, some business around \$4.85 for less attractive flour and some sales as high as \$5.25. Standard patents have been moving mostly around \$4.75@4.80, occasionally a little more, and sometimes as much as 25c less. It is rare when business is done under the \$4.50 level. Spring first clears are moving chiefly in the range of \$4.40 @4.50.

Hard winter short patents are being

sold mostly in the range of \$1.80@4.50, with some business 10@15c higher and lower. Standard patents are selling chiefly in the range of \$4.60@4.65.

Soft winters have changed little in price. Mostly soft winter patents are selling in the range of \$4.75@5, with some very choice patents up to \$5.25. Straights have been moving at about \$4.25 for good flours, with some business down to \$4.15 and up to \$4.45. Clears are quoted at \$4.25@4.35.

Baltimore Market Quiet

BALTIMORE, Md.—Flour was barely steady and quiet last week. The only exception was near-by soft winter straight, which could be had as low as \$3.40 bbl, in secondhand cottons. However, demand was just around the corner waiting for higher wheat to take the initiative. It developed that a round lot of high protein Texas patent had recently been sold in this market under cover and on private terms. The trade generally is running close to shore on supplies, and with a little encouragement from wheat would quickly enter the market.

Closing prices, Jan. 31, car lots, bbl in 98-lb cottons: first spring patent \$4.90 @5.15, standard patent \$4.40@4.65; hard winter short patent \$4.75@5, hard winter standard grade \$4.25@4.50; soft winter short patent (near-by) \$4.05@4.30, straight (near-by) \$3.40@3.65.

Walter Ousdahl, sales manager for the Commander Milling Co., Minneapolis, made his headquarters with A. S. Leo, in New York, for about a week before leaving for New England.



Wee Willie Winkie, wanders through the town,
With his fingers inky from writing he's
put down.
Telling all the mothers, to feed a balanced diet
To girls and boys and others—and if they'll
only try it,
They needn't worry any more, for children grow
and thrive,
On vegetables and fruits galore, and honey
from the hive.
Milk, cheese and meat and fowl and fish,
And eggs just newly laid, and cereals, a great
big dish.
And butter freshly made
For heat and energy, he said,
It would be hard to beat
A slice of well baked
white bread
Made from grains
of wheat.

From the National Food Bureau's "Mother Goose" Book

NEWS CRIST in BRIEF

About 112 short tons of Argentine millfeed arrived in Boston last week.

S. P. F. Kline, of Kline Bros., Inc., millers, Boonsboro, Md., was in Baltimore, Jan. 29.

The Flour Club of Philadelphia will hold a luncheon meeting at the old Down Town Club, Feb. 6.

Clearances of wheat from the port of

New York for the week ended Jan. 24, amounted to 1,882,000 bus and flour shipments totaled 45,585 bbls.

John W. Cain, vice president of the Midland Flour Milling Co., Kansas City, visited in Boston last week.

O. L. Malo, former president of the Colorado Milling & Elevator Co., Denver, was in New York last week.

CHICAGO DISTRICT
 SIGURD O. WERNER, CHICAGO MANAGER
 166 W. Jackson Boulevard, Chicago, Ill.
 Cable Address: "Palming" Correspondent at Milwaukee

Small Lot Buying Improves

THE best that can be said about the Chicago flour market is that there is a slight improvement in small lot buying, and that shipping directions continue good. The larger buyers have not entered the market. Flour jobbers are watching the credit situation closely, as well as the contracts on their books. It is stated that some distributors have taken some fairly heavy losses, due to cancellations, although with the larger buyers repudiations have been very few.

Spring Wheat Flour.—There has been an improved demand from the smaller trade. Less than car lot business has picked up, but the larger buyers are still out of the market, and no doubt will continue their policy of only covering current needs, as long as grain price conditions remain as at present. Shipping directions are good.

Hard Winter Flour.—Scattered single cars are still being sold, and there has

been little change in the situation except for a slight improvement in the demand for smaller amounts. The retail trade is buying quite steadily, but larger buyers are pursuing a watchful waiting policy. Not much improvement is expected unless market conditions change.

Soft Wheat Flour.—Demand for soft wheat flours continues slow. This market has been inactive for some time, and mill agents do not look for much of a change in the immediate future, unless there is a firmer wheat market, and this is not anticipated. Current business consists only of small lots for immediate shipment. Directions are fair.

Flour Prices.—Nominal quotations, basis Chicago, patents in cotton 98's and clears in jutes, Jan. 31: spring top patent \$4.25@4.75 bbl, standard patent \$4.10@4.50, first clear \$3.45@3.85, second clear \$2.40@3; hard winter short patent \$4@4.45, 95 per cent patent \$3.80@4.20,

straight \$3.65@4.05, first clear \$3.30@3.50; soft winter short patent \$4.25@4.55, standard patent \$3.90@4.20, straight \$3.75@4, first clear \$3.50@3.65.

Durum.—The semolina market remains unchanged. Prices are the same, demand is dull, and directions are fair. Quotations, Jan. 31: No. 2 semolina, 2½c lb, bulk; standard semolina, 2½c; No. 3 semolina, 2½c; durum patent, 2½c; special grade, 2½c.

Output of Chicago mills, as reported to The Northwestern Miller

	Output bbls	Pct. of activity
Jan. 25-31	31,551	79
Previous week	25,915	72
Year ago	33,442	84
Two years ago	38,632	97

Milwaukee Market Unchanged

MILWAUKEE, Wis.—The Milwaukee flour market continued unchanged during the week ending Jan. 31. Orders from all classes of trade are still confined to the hand-to-mouth type, calling for shipment within 30 days. These orders are practically all old, some having been on the books for over a year, local flour men state. New business is extremely scarce. With prices at such low levels, and with such an excess of wheat to be had, Milwaukee flour men are dubious as to when a change for the better will take place. The prices which have prevailed at the local market for the past three weeks have shown very little change one way or the other, but even this condition has failed to stimulate business.

Quotations, Jan. 31, basis Milwaukee, patents in cotton 98's and clears in jutes: spring top patents \$4.30@5 bbl, standard patents \$4.05@4.55, first clear \$3.50@3.95, second clear \$2.25@3.75. Fancy pastry flour, in 100-lb packages, \$4.15@4.75 per 100 lbs; soft winter wheat, \$4.15.

Shipping directions have been quite active in the southwestern field, but only on old orders, some of which have been booked for over a year. New orders of southwestern flour are few and far between, and are all of the hand-to-mouth type. Shipping directions in general call for delivery within the next 30 days. All classes of trade are taking out flour, but the steady prices, which have prevailed for the past three weeks, have failed to stimulate a great deal of new buying.

The current range between northwestern and southwestern offerings has become 30@35c bbl, instead of the 5@10c a week ago. Quotations, Jan. 31, basis Milwaukee, patents in cotton 98's: short patents \$4@4.65, standard patents \$4.20@

1.65, first clear \$3.10@3.95, second clear \$3.10@3.35.

FRANK NEMETZ MARRIED

CHICAGO, Ill.—Announcement has just been made of the marriage of Frank J. Nemetz to Dortha Rice, which took place in Oak Park, Ill., on Dec. 20. Frank Nemetz is the efficient and popular secretary of the cake and retail section of the American Bakers Association. It is said the wedding took place unknown to the staff associates of Mr. Nemetz. He is well known in the baking industry, and has the best wishes of his many good friends.

CERERAL CHEMISTS MEET

CHICAGO, Ill.—The mid-western section of the American Association of Cereal Chemists held its regular monthly dinner meeting at the Steuben Club, in Chicago, the evening of Feb. 2. Dr. W. A. Price, of the General Research Laboratories, of Cleveland, Ohio, was the speaker. P. E. Minton, of the Wesson Oil and Snowdrift Sales Co., is chairman of this section.

COST COMPARISON REPORTS IN

CHICAGO, Ill.—The Millers' National Federation has received about 90 cost comparison reports from members, and expects to issue its Consolidated Cost Comparison Report sometime in the latter part of February.

A charter has been granted the Burrus Panhandle Elevators, Dallas, with a capital stock of \$200,000. The incorporators are J. Perry Burrus, Charles Newman and Jack Beard.

Charles L. Roos, formerly engaged in the milling business in Kansas City and at Wellington, Kansas, now residing at Los Angeles, Cal., is spending a month at Hot Springs, Ark.

D. J. Schumacker, president of the Larrowe Buckwheat Flour Corporation, Cohocton, N. Y., was a recent Buffalo visitor.

F. A. Bean, Jr., vice president and general manager of the International Milling Co., Minneapolis, was in Buffalo last week.

Carl Sims, of the Sims Milling Co., Frankfort, Ind., was in Indianapolis during the week on business.

BREVITIES in the NEWS

Greetings have been received from Walter S. Johnson, Chicago flour broker, who has been on the Pacific Coast the past month.

Torrance Eckerty, of New Albany, Ind., who recently purchased the Eureka Milling Co., at Corydon, Ind., has taken charge of the property.

Perry Hayden, president of the William Hayden Milling Co., of Tecumseh, Mich., spent a few days in the Chicago market recently visiting the trade.

Guy Thomas, chairman of the board of the Commander-Larabee Corporation, of Minneapolis, stopped in Chicago Jan. 29, en route home from an eastern trip.

W. R. Morris, a director of Washburn Crosby Co., Inc., of Buffalo, stopped in Chicago last week on his return from a visit to his company's main office at Minneapolis.

A. J. Oberg, sales director for the Valier & Spies Milling Corporation, of St. Louis, Mo., was a visitor at the Chicago office of THE NORTHWESTERN MILLER, Jan. 26.

Herman Steen, secretary of the Millers' National Federation, went from Chicago to the annual meeting of the Michigan State Millers' Association, in Lansing, Jan. 27.

H. I. Beecher, president of the Eagle

Roller Mill Co., New Ulm, Minn., visited in Chicago and at other points in the Middle West last week. He also attended the rate hearing in Chicago.

Ralph Missman, manager of the Sunnyside Milling Co., of Evansville, Ind., was especially honored at a recent banquet meeting of the Evansville Chamber of Commerce, celebrating the beginning of construction on a new Ohio River bridge. Mr. Missman worked for the bridge while he was president of the Evansville chamber four years ago.

The following millers were recent callers at the office of the Millers' National Federation in Chicago: S. R. Harrell, of the Acme-Evans Co., Indianapolis, Ind.; Fred F. Burns, of the Consolidated Flour Mills Co., Wichita, Kansas; George P. Urban, of the George Urban Milling Co., Buffalo, N. Y.; C. B. Warkentin, of the Midland Flour Milling Co., Kansas City; Joseph LeCompte, of the Lexington (Neb.) Roller Mills Co.

George P. Griffin, of the Union Steel Products Co., Albion, Mich., after attending the Associated Bakers of America convention in Chicago, Jan. 26-29, went to Minneapolis and St. Paul, from whence he left on an extensive trip to the Pacific Coast. Mr. Griffin expects to be away about three months and on his return will travel through the Southwest, and will meet his family in New Orleans. They will motor back to Albion from New Orleans.



Girls and boys, come out to play,
 Filled with vigor this lovely day.
 But finish your breakfast, chew it well,
 Your egg and fruit and cereal.
 For energy and also heat
 Come from the food you daily eat.
 So at each meal you'd better spread
 Some golden butter on white bread.



From the National Food Bureau's "Mother Goose" Book

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"

Consumption Appears Normal

NORTH Coast markets' flour demand is unchanged, being confined to small lot buying and fill-in orders, with an occasional larger sale to large buyers, but no tendency toward forward booking. Flour consumption, however, appears to be normal and most bakers report a satisfactory volume of business. Demand from the Atlantic seaboard has improved somewhat and some good sized orders have been placed for early shipment.

Flour Prices.—Seattle flour quotations, car lots, coast, Jan. 30: bluestem family short patent, \$4.70@5.20 bbl, 49's; standard patent, \$3.90@4.45, 98's; pastry flour, \$3.40@3.80, 98's; blends, made from spring and Pacific hard wheats, \$3.90@4.85, 98's; Montana first patents, car lots, arrival draft terms, \$4.50@5.60.

Export Trade.—The Orient, with the exception of the Philippines, where demand is about normal, is buying nothing. The United Kingdom takes an occasional established brand parcel, while South and Central American interest is quite limited.

FLOUR OUTPUT

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

	Output bbls	Pct. of activity
Jan. 18-24	25,056	53
Previous week	23,655	50
Year ago	25,602	54
Two years ago	32,257	69
Three years ago	22,408	48
Four years ago	22,735	49
Five years ago	24,120	46

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

	Output bbls	Pct. of activity
Jan. 18-24	36,591	64
Previous week	38,290	67
Year ago	46,493	80
Two years ago	49,682	88
Three years ago	47,885	83
Four years ago	31,127	57
Five years ago	20,493	36

Prices Remain Unchanged

SAN FRANCISCO, CAL.—Small lot trading continues to feature a generally dull market, with the larger buyers taking a carload when they need it. Prices remain unchanged.

Quotations, car lots, San Francisco, draft terms: Idaho family patents, \$4.80 @5 bbl; Montana standard patents, \$4.60 @4.80; Idaho hard wheat patents, \$4.20 @4.40; Oregon-Washington bluestem blends \$4@4.40; northern straight grades, \$3.70@4; Dakota standard patents \$5.40 @5.60; California pastry \$3.70@3.80, bluestem patents \$4@4.40.

Portland Trade Quiet

PORTLAND, OREGON.—There have been no new developments in the flour market. City trade continues as quiet as heretofore and list prices are unchanged at \$5.10 bbl for family patents, \$4.65 for hard wheat patents, and \$4.40 for bluestem in straight cars. A fair amount of business is passing with the Atlantic Coast, but there is only a small volume of trade with the Southeast.

Export market conditions are unchanged with wheat costs here out of line with oriental flour buyers' ideas.

Business Good at Ogden

OGDEN, UTAH.—Business was brisker at Ogden mills during the past week than at any previous period of the winter, with shipping instructions lowering warehouse stocks despite operation of larger mills at more than 80 per cent of capacity. Small orders swelled the volume of trade appreciably, though no large commitments were reported. Volume for southeastern states was larger in the shipping records, with California also taking considerable flour. Buyers in Utah, Idaho

and Wyoming also added to this increased business.

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

Stuffed Straights Are Active

LOS ANGELES, CAL.—Some types of milling wheat have declined slightly, with practically no effect on flour prices. Both family first patents and stuffed straights for the Spanish trade have been active. Several new brands of stuffed straights

have appeared on the market from the East, bidding for the large volume of second family flour business. Current deliveries on contracts have been moving out slowly, and there has been a small volume of new sales to bakery accounts which continue well scattered. Local mills have continued to operate on a normal production basis. Quotations, car lots, sight draft terms: Montana spring wheat patents \$5@5.20 bbl, straights \$4.80 @5; Utah-Idaho blended patents \$4.90@5.10, straights \$4.70@4.90, pastry \$4.40@4.60; Pacific Northwest bluestem \$4.60@4.80, pastry \$4@4.20; California blended straights \$4.60@4.80, pastry \$4.10@4.30; whole wheat and graham flours, \$4.50@4.70; family patents \$5@5.20, stuffed straights \$4.70@5.10.

GLOBE FIRM REPORTS LOSS

SAN FRANCISCO, CAL.—The Globe Grain & Milling Co. reports, for the six months ended Dec. 1, 1930, a net loss of \$117,803. The loss is ascribed entirely to the severe declines in commodity values and to the writing down of inventories to the

basis of values on Dec. 1. The financial condition of the company is reported as most satisfactory and the next quarterly dividend on the common stock at the rate of 8 per cent per annum, on the first preferred at 7 per cent and on the second preferred at 8 per cent, has been voted payable as of April 1, 1931, to stockholders of record March 20.

RECORD PORTLAND WHEAT SALES

PORTLAND, OREGON.—Trade in the Portland wheat market was increased in volume the week of Jan. 26-31, and on Jan. 29 record sales of 530,000 bus were posted, all May delivery. The Farmers' National Grain Corporation, acting for the Grain Stabilization Corporation, took all offerings at the pegged price of 68c. The corporation ceased buying January futures, confining its purchases to cash wheat on track at 67½c for white and 64½c for red. Government wheat holdings at Portland are large and little is being moved out, aside from limited amounts purchased by millers.

NOTES on the TRADE

The incorporation of the P. C. Richardson Grain Co., of Ogden, Utah, has been announced, with P. C. Richardson as president and treasurer.

Grover Hill, manager of the J. B. Hill Grain Co., of Fresno, Cal., is spending a few days in Los Angeles visiting his local representative and the trade.

C. E. Anderson, assistant secretary and assistant treasurer of the Sperry Flour Co., stopped in Ogden two days recently on his return from Minneapolis to San Francisco.

W. W. Percival, president and manager of the Hylton Flour Mills, Inc., of Ogden, Utah, accompanied by Mrs. Percival, has gone to California for a several weeks' visit.

The Portland commission of public docks has endorsed the move of the Portland Grain Exchange to have one switching charge eliminated in connection with sales made on the exchange.

E. O. Boyer, general sales manager for the Sperry Flour Co., left Ogden Jan. 30 to visit the Sperry plant in Los Angeles, after which he will return to the general offices in San Francisco.

A. C. Jargstorff has just returned from a visit to Ogden, Utah. He visited the Ogden live stock show, and as superintendent of the Globe feed yards, of Los Angeles, was much interested in northern feeding practices.

F. B. Burke, president of the Sperry Flour Co., made a brief stop in Ogden last week, when returning to San Francisco from an eastern trip. He conferred with P. M. Thompson, Ogden district manager of the Sperry company.

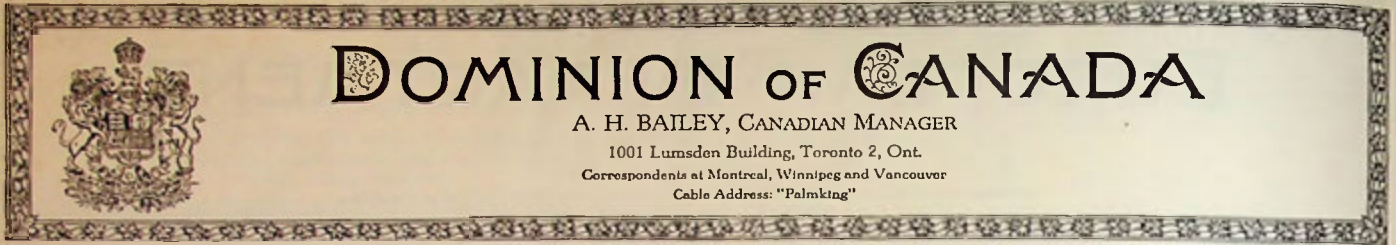
The grain committee of the San Francisco Grain Trade Association has appointed the following officers to serve during the ensuing year: F. A. Somers, chairman; L. B. Hart, vice chairman; James J. Sullivan, chief inspector; R. D. Joyce, flour inspector; D. Belknap, secretary.

The Utah Cereal Chemists' Club held a dinner meeting Jan. 27 at the Hotel Bigelow, in Ogden. With President George Buford presiding, a discussion of bread, with particular reference to diastatic and nondiastatic malts, was participated in by the chemists of Ogden and Salt Lake City.

Executives of the Farmers' National Grain Corporation conferred with Ogden, Utah, elevator operators during the week, when the intermountain offices of the corporation were visited by C. E. Huff, president; George S. Milnor, vice president and general manager, and Henry W. Collins, Pacific Coast division manager. In Ogden they met M. G. Pence, intermountain manager for the Farmers' National Grain Corporation; E. R. Alton, of the Globe Grain & Milling Co., and P. M. Thompson, of the Sperry Flour Co.

There was an old woman, and what do you think?
 She ate all her life the best food and drink.
 She ate very wisely, she ate very well,
 And very concisely her menu I'll tell.
 Each day vegetables, each day some fruit,
 Milk from the dairy—there's no substitute.
 Each day an egg, cheese or bit of meat,
 There was no wholesome food
 This woman didn't eat.
 With every meal she ate, she said,
 Her whole life long,
 Butter spread upon white
 bread had helped
 to make her
 strong.

From the National Food Bureau's "Mother Goose" Book



Domestic Sales Brisk in Canada

DOMESTIC sales of spring wheat flour at Toronto are quite brisk. A prolonged period of steadiness in values is encouraging to buyers, and they are now in the market regularly. Purchasing is of the hand-to-mouth variety, and no long-term contracts are being made. The last change in prices took effect Dec. 22, and they have held at the level then put into effect. Quotations, Jan. 31: top patent, \$5.20; patent, \$4.95; second, \$4.60; export patent, \$4.30; first clears, \$3.60; graham and whole wheat flour, \$4, all per bbl, in 98-lb jutes, freight paid, mixed cars, less 10c bbl discount for spot cash, plus cartage if delivered.

Ontario Winters.—Stocks of Ontario winter wheat flour are not heavy, partly on account of the scarcity of wheat. Ontario mills are finding outlet for their products in the retail and biscuit industries. They miss their old exporting trade, which does not now exist. Years ago, when there was a good exporting demand, they could run their mills at capacity without any worry about disposing of their surplus. Prices did not change during the week. Quotations, Jan. 31: fancy patent winters, in mixed cars to the trade, \$5.30 bbl, jute; 90 per cent patents, in buyers' bags, basis seaboard freights, \$3.10; in secondhand jute bags, car lots, Montreal or Toronto rate points, \$3.30.

Exporting.—While there has been no actual improvement in the volume of sales of spring wheat flour for export, there is a better feeling in the market. Inquiries from the United Kingdom are numerous, and the continent is also showing more interest. Millers feel that active trading will not be long delayed, and apparently buyers and sellers are getting closer together in the matter of values. Recent strength in wheat accounts for an increase of 6d in prices since a week ago. Quotations, Jan. 31: mills are asking 19s 9d per 280 lbs for export patent springs, jute, c.i.f., London or Liverpool, February-March seaboard loading; Glasgow 3d over.

Ontario winter wheat flour remains in the old stagnant position with regard to exports. Nominally, the quotation is 21s per 280 lbs, jute, c.i.f., London.

Oriental Business Impossible

VANCOUVER, B. C.—The past week failed to produce any signs of a possible renewal of export flour business with the Orient, and local brokers reported that not even a cable was dispatched to China or Japan during the week to ascertain at what price business was possible. The silver situation, while slightly improved, is still in a very precarious state, and prohibits any business for the time being, at least. Domestic flour sales continue on a purely hand-to-mouth basis, with very little forward booking being done. A new threat to local dealers in pastry flour has been presented by the arrival of a limited amount of pastry flour from Australia, which is selling here at 56c bbl under the best local figure. Sales, however, have been very limited so far. American flour is still offered at 30c under local prices, which remain at 86c bbl. Other grades of flour remain unchanged, with first patents at \$5.45 bbl, cash, car lots, in 98-lb jutes or cottons; second patents \$5.15, straights \$4.85, export patents \$4.45.

Western Mills' Exports Small

WINNIPEG, MAN.—Canadian millers do not appear to have benefited much from the broader export demand for Canadian wheat, which advanced prices sharply at Winnipeg last week. Western mills picked up a little new business, but for-

ward bookings are extremely light, and mills are not finding it easy to get their product into the European market. The domestic trade is reported to be as good as could be expected under present economic conditions. For delivery between Fort William and the Alberta boundary, top patent springs were quoted, Jan. 31, at \$4.95 bbl, jute, and seconds at \$4.35; cottons 15c more; Pacific Coast points 50c more. Second patents to bakers were quoted at \$4.35, car lots, basis jute 98's.

CANADIAN DECEMBER EXPORTS

Toronto, Ont.—Over 12,000,000 bus of Canadian wheat were imported into British markets in December. China, Japan, Italy, Belgium and the United States each took over 1,000,000 bus. Total exports for the month were over 22,000,000 bus. As always is the case, Great Britain far exceeded all other countries in purchases of Canadian flour in December. Exports to the United Kingdom totaled 254,520 hbbs. The West Indies came next with 72,460 hbbs. Newfoundland and Hongkong ran a close race for third place, each taking over 37,000 hbbs, with Newfoundland slightly in the lead. Denmark followed, buying 28,875 hbbs.

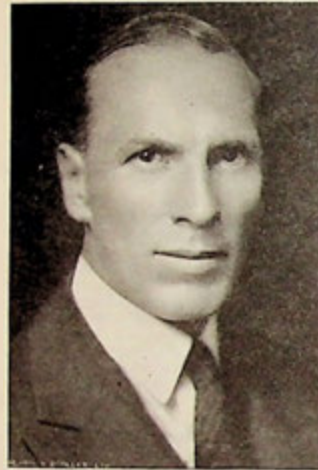
HARRY SELLERS SUCCEEDS

J. C. GAGE IN GRAIN FIRM

WINNIPEG, MAN.—Harry E. Sellers has been named president of the Federal Grain, Ltd., to succeed the late J. C. Gage. He will retain the position of managing director, which he held as vice president of the company, and will have as vice president, Alexander Thomson, well-known western grain man and for-

mer president of the Winnipeg Grain Exchange. The name of T. H. Rathjen has been added to the board of directors, while Russell Gage, elder son of the former president, was appointed assistant treasurer.

Mr. Sellers was associated with the late



Harry E. Sellers, Newly Elected Head of Federal Grain, Ltd., Winnipeg

Mr. Gage in his many grain interests for over 20 years, and in addition to his new appointment, is president of several other well-known grain companies, is on the directorate of others, and is a director of the Imperial Bank of Canada. Mr.

Thomson was general manager of the International Elevator Co., Ltd., prior to its passing into the Federal Grain, Ltd., in 1929.

The Federal Grain, Ltd., is one of the largest independent elevator companies in the Canadian trade, and operates some 338 country elevators and three terminals with a combined storage capacity of about 18,500,000 bus.

CIVIC BAKERY SUGGESTED TO VANCOUVER ALDERMEN

VANCOUVER, B. C.—A civic bakery is the latest suggestion offered to the city council in its search for a solution of the problem of feeding the unemployed. The suggestion was put forward by the organizer of the International Bakery Workers' Union at a meeting of the civic relief committee this week. It is proposed to have the city open up one of the empty bakeries, staff it with unemployed bakery workers, and produce enough bread at cost price to feed the unemployed. It was suggested that it would not amount to more than 1c a loaf for labor costs, while material costs would be another 2½c. This estimate was questioned by one of the aldermen, who stated that there were small bakers in his ward who were unable to make any profit on bread at 5c a loaf. In view of the fact that only about 6,000 loaves a week are used in feeding unemployed, it was pointed out that it would hardly be worth while, and at the same time would mean throwing more bakers, now employed, out of work.

CANADIAN FLOUR DOMINATES TURKISH IMPORTS DURING 1930

Toronto, Ont.—Regarding the flour trade of Turkey and Canada's share in it, the Canadian government trade commissioner for that country reports that monthly imports of flour during the past year averaged about 350 bags of 140 lbs. Approximately 60 per cent of this quantity was represented by a well-known Canadian brand, while the remainder originated almost exclusively in the United States. Of a better quality than the domestic product, Canadian and American flour coming to this market is used solely for pastry. When designed for breadmaking, foreign flour, owing to the fact that it is dutiable at about \$5.13 per 220 lbs, cannot compete with the local product. Imports of flour for pastry purposes are not excepted to show much improvement in the coming months.

SEED WHEAT RECEIVES ATTENTION

Toronto, Ont.—The provincial government, in conjunction with the Dominion government, is offering assistance to Ontario farmers in the installation and equipment of power seed cleaning plants. The proposal takes the form of grants of 50 per cent of the invoice cost of cleaning machines plus freight to the local station, the grant not to exceed \$500. One half is to be contributed by the Ontario government and the remainder by Ottawa. The grant will be made available to any individual or organization installing seed cleaning machinery providing it is shown that there is need for such equipment in the district. Much of the seed examined in the last two years showed heavy weed seed content. The government feels that in order to stimulate production and marketing of the wheat crop, it is necessary to improve the quality, thus giving it an advantage over other grains in the markets of the world.

NOTES on the TRADE

Exports of screenings from Canada to the United States in December were 282,827 cwt.

Joseph Stauble, flour buyer, Port of Spain, Trinidad, was a visitor in Toronto last week.

O. Z. Buchanan, of Calgary, western sales manager for the Canadian Wheat Pool, was a recent visitor in Vancouver.

Supplies of Ontario winter wheat are becoming increasingly difficult to get and mills are now paying 65¢/70c bu for good milling quality at their doors.

Stocks of Canadian wheat in store at all points, Jan. 16, amounted to 210,741,854 bus as against 227,956,165 on the same date last year and 223,593,936 in 1929.

D. W. Rennie, of the King Milling Co., Ltd., Sarnia, Ont., was in Toronto last week. He reports flour business in his locality satisfactory, although not quite up to former years.

The value of all field crops of Canada in 1930 is reported by the Dominion bureau of statistics to be \$631,592,900 as against \$948,981,400 in 1929 and \$1,125,003,000 in 1928. Wheat, oats, barley and rye suffered most.

Canadian shipments of flaxseed were quite heavy in December, the amount be-

ing 502,899 bus as against 128,531 bus last year. Total exports for the 12 months ending December were 1,396,818 bus as against 950,467 in 1929.

Thomas Morton, export manager for the Western Canada Flour Mills Co., Ltd., Toronto, recently addressed the Canadian Progress Club, Toronto, on the problem of selling Canadian wheat. Mr. Morton's remarks were of an optimistic nature.

Receipts of wheat at Fort William and Port Arthur in the five months of the crop year ending December totaled 116,937,256 bus, while shipments by lake and rail were 116,215,707 bus. Receipts in the corresponding period last year were 82,237,893 bus and shipments 82,105,752 bus.

In a recent crop bulletin issued by the Dominion bureau of statistics, it is estimated that the average price received by Canadian spring wheat growers at points of production so far on the 1930 wheat crop is 43c. This compares with \$1.04 for 1929 and \$1 for the previous five-year average.

Referring to the fluctuations of "B" preferred stock of Canada Bread Co., Ltd., Victor Loftus, manager of the company, states that the drastic decline of this stock on the Canadian exchanges recently is absolutely unwarranted and that the company's business outlook for the year is optimistic.

CONGRESS QUESTIONS FARM BOARD COSTS

Wisconsin Representative Snyder Present
Policies Are Continued Expenses Will
Have to Be Limited

WASHINGTON, D. C.—Another fusillade of criticism was fired into the Federal Farm Board while the independent offices appropriation bill was under consideration in the House of Representatives. The following day representatives of the American Cotton Shippers' Association appeared before the Senate appropriations committee, protesting against further allocation of funds to the farm board if the present policy as to cotton was to continue.

Foreign cotton is supplanting the American product in the foreign markets as a result of the farm board's interference with the free play of market and price factors, according to the cotton shippers. In the House sector, attack was renewed on the high salaries paid to the managerial talent employed by both the cotton marketing organization and the grain corporations organized by the co-operatives for marketing and stabilization purposes.

In the House, Representative William H. Stafford, of Milwaukee, led the assault. Pointing out that when Congress has authorized the \$100,000,000 carried in the independent offices bill, it will have appropriated the full \$500,000,000 provided in the agricultural marketing law, Mr. Stafford said:

"I question very much whether there is going to be any limit to the amount of money that the government will be called upon to appropriate in order to finance the farm board if conditions continue as they are and they intend to continue on the same program of extravagant advancement of money to all kinds of co-operatives, and also particularly to the grain and cotton stabilization corporations.

CALLED SOCIALISTIC

"Mr. Legge, chairman of the board, states that, in his opinion, if conditions improve they will not be called upon to raise the limit of \$500,000,000, but from my study of the hearings and my study of this question, I cannot see how it is humanly possible, with the farmers of this country producing a surplus of at least 200,000,000 or 250,000,000 bus of wheat every year more than can be consumed in this country, for the farm board to do other than they are doing today, in being compelled to buy up every bushel of wheat, speaking generally, that is put on the market so as to bolster up the price of wheat. If that is going to be the policy, we are launching into the greatest socialistic movement that has ever been witnessed by this government."

Referring to the matter of salaries paid to managers of the co-operatives' marketing agencies, Mr. Stafford said:

"Do not hereafter let any person from the farming sections criticize the \$25,000 or \$50,000 paid to railroad executives when you are paying \$50,000 to the head of your grain stabilization board, \$27,000 to the secretary, and more than \$25,000 to the treasurer. I do not say those salaries are beyond what they should be, but yet I think perhaps the \$50,000 salary is pretty large to any man for performing this work of gambling in wheat, buying futures, and selling wheat, even though it does run into hundreds of millions of dollars.

GOVERNMENT IN BUSINESS

"I say further that I think the subcommittee on appropriations is open to criticism, virtually occupying positions as members of a board of directors of a trust having in control more than \$300,000,000 authorization, with the extravagant expenditures this board is shown to have been making in the past year and a half, to have appropriated the remaining \$100,000,000. I think it would have been the course of wisdom and prudence if, instead of voting them \$100,000,000 limit, and taking of all restraint, they would have voted only \$25,000,000, because the farm board only the other day received an additional \$150,000,000. You are giving them carte blanche to the very limit to do what they please, and yet the

record shows there has been no restraint, no supervision, no let-up, in the outlandish policy of using government funds for the support of everything and anything pertaining to the farm."

INFORMATION DESIRED

Representative Charles O'Connor, of Oklahoma, vainly sought for information as to "what salaries these \$50,000 and \$25,000 men were drawing before they went on this board." He submitted that "it is all right to pay \$50,000 for a \$50,000 man, but we should not put a \$100 saddle on a \$25 horse."

Both representatives John W. Summers, of Washington, and Clifford Hope, of Kansas, replied briefly to the criticism of the farm board, insisting that it did not fix the salaries of the managers of marketing agencies or the stabilization corporations of the co-operatives.

In their protest to the Senate appropriations committee, the cotton shippers charged that the vast sums used by the Federal Farm Board in dealing with cotton were used for the benefit of only 160,000 growers out of a total of more than 2,000,000. C. W. Butler, of Memphis, as spokesman for the cotton shippers' committee, said that the farm board under the Agricultural Marketing Act "has created a situation that is rapidly destroying the world's market outlets upon which American producers depend for the sale of all cotton not required by consumers in the United States, and has also harmed the domestic market."

CHINESE MARKET DRAWING EYES OF WESTERN CANADA

WINNIPEG, MAN.—In the absence of details of the plans the Canadian government has for the establishing of a larger wheat export trade with China, speculation is rife as to how this can be accomplished. When Premier Bennett delivered his address at Regina, Dec. 30, he stated that the Canadian minister to Japan, Hon. H. M. Marler, had gone to China to conduct negotiations, and with power to discuss the matter of establishing credit facilities for the purchase of Canadian wheat. Interviewed at Shanghai on Jan. 9, Hon. Mr. Marler admitted that he was investigating a loan matter, but no further statement has been made by the Dominion authorities, except by Hon. H. H. Stevens, minister of trade and commerce, who said that Premier Bennett might give details on his return to Ottawa from the West.

It is understood, however, that the matter is one in which both Great Britain and the United States are interested and it is not unlikely that details will be withheld until such time as appreciable progress has been made in the discussions by the two governments. Mr. Bennett in his speech appeared confident that millions of bushels of Canadian wheat could be sold to China, if present plans mature, and the western farmer is naturally anxious to learn how much this market will assist in the disposal of his surplus

crop. The grain and milling trades of the Dominion also are following the situation closely, and millers in particular are hopeful that some plan will develop that will enable wheat flour to be shipped in larger quantities.

John M. Imrie, who headed a delegation from the Canadian Chamber of Commerce, which recently visited China and Japan, stated that China was a potential market for increasing quantities of Canadian wheat and wheat flour, and said that the Orient would repay very careful study, and promotion of the market. Max Steinkopf, of Winnipeg, who was on the grain committee of this delegation, has also indicated since his return that a remunerative trade with China can easily be increased.

WESTERN CANADIAN MILLERS' GROUP MEETS AT WINNIPEG

WINNIPEG, MAN.—George Carter, sales manager for the Robin Hood Mills, Ltd., at Moose Jaw, Sask., was appointed chairman of the western committee of the Canadian National Millers' Association at the annual meeting held in Winnipeg recently. He has since resigned on account of his health, but no successor has yet been named. The meeting discussed the present milling situation as it affects the west and other routine matters in connection with the trade. The gathering was very representative, including many out-of-town members.

The following were in attendance: George Carter and C. Grieves, Robin Hood Mills, Ltd., Moose Jaw, Sask.; W. H. White, A. J. Goulden and W. P. Noble, Quaker Oats Co., Saskatoon, Sask.; H. Sellers, E. B. Frost and H. Armitage, Ogilvie Flour Mills Co., Ltd., Winnipeg office; N. J. Breen, G. Booth, C. Wallace and C. Mair, Lake of the Woods Milling Co., Ltd., Winnipeg office; John W. Horn and J. Sangster, Western Canada Flour Mills Co., Ltd., Winnipeg office, and W. J. Smallcombe and D. P. Noel, Maple Leaf Milling Co., Ltd., Winnipeg office.

H. Armitage, of the Ogilvie Flour Mills Co., Ltd., was re-elected secretary of the western committee for another term.

MONTREAL EXPORT SALES SMALL

MONTREAL, QUE.—Canadian export business in flour was a shade better during the past week, millers report. It is still, however, of limited proportions. Domestic trade continued on a hand-to-mouth basis. Prices ruled steady. Spring wheat flour, per barrel, less 10¢ for cash, is now quoted at \$5.20 for first patent, \$4.60 for second patent, and \$4.30 for straight. Winter wheat flour is \$3.50 @ 3.70 hbl, ear loats, and \$1.90 @ 4, l.c.l.

ONTARIO MILL BURNS

TORONTO, ONT.—The 75-bbl flour mill of Parker & Wilson at Shelbourne, Ont., burned recently. The plant was completely destroyed along with its equipment and a stock of grain. The total loss is estimated at \$30,000, and is only partly covered by insurance.

COTTON FAIRLY FIRM ON SHORT COVERING

No Forward Buying of Importance Expected
—Interest Great in New Crop Areas—Burlap Easier

NEW YORK, N. Y.—The cotton market was fairly firm last week, within a narrow range, and spot prices stiffened on covering by early sellers. Domestic trading, however, was distinctly uneventful, and although a slight increase in mill activity was noted, it was not enough to alter the raw cotton situation materially. No forward buying is expected in a big way while the shadow of the farm board hangs over the futures markets. There is a decided interest in plans for acreage in the South and the probable amount of its reduction.

The Department of Commerce figures showed that exports of raw cotton, except linters, dropped nearly 1,000,000 bales last year from the 1929 total and fell off in value more than \$265,000,000.

BURLAP

Calcutta burlap prices were easier in view of the nearness of settlement dates on declared January demand. The spot market was also slightly softer with a moderate inquiry and light sales.

Total shipments from Calcutta to North America during 1930 equaled 1,012,800,000 yards, the lowest since 1926, although this amounted to 74 per cent of the total business as against about 70 per cent the previous year.

PHILADELPHIA BAKERS GIVE AWAY 6,000 LOAVES DAILY

PHILADELPHIA, PA.—Philadelphia bakers are giving 3,500 to 4,000 loaves of bread per day to help feed homeless men in that city, as well as 2,000 loaves per day to public schools to help provide breakfast for children in need of such nourishment, and also giving largely to various charitable organizations, it was brought out by former President Conly, of the Philadelphia Bakers' Club, at the club's monthly supper meeting recently. This information was given following an address on unemployment by Henry Tattall Brown, paper box manufacturer.

R. G. Wallower, of Erie, connected with the William Freiforher Baking Co., told what is being done along similar lines in his home city, and particularly by his own firm.

New members elected at the meeting, which was held at the Penn Athletic Club, included R. Newton Brey, flour broker; J. P. Matthews, of Mees Bakery, Inc., and Gordon J. Nertz.

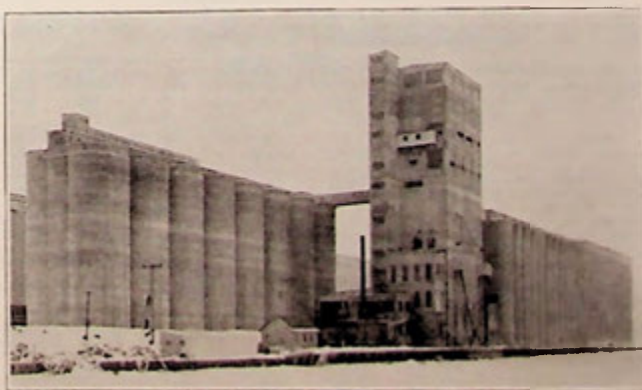
HUDSON BAY RATES

WINNIPEG, MAN.—To assist the Imperial shipping committee in negotiating a marine insurance rate for the Hudson Bay route, the Canadian government has forwarded to England all the meteorological data collected in recent years, together with the logs of all ships that have passed through the straits. It is expected that the committee will succeed in negotiating a rate before navigation opens next summer. Whether the rate obtainable from the insurance underwriters will be low enough to make the route economically possible for cargo vessels is a matter of conjecture. It may be necessary for the Dominion government to take a hand in fixing the rate, possibly absorbing a portion of the risk and thus lowering the whole rate structure. It has been promised by Premier R. B. Bennett that the new rail route to the sea will enjoy the same freight rates as prevail for the Pacific and Atlantic shipping routes.

MILL SALES MANAGER RESIGNS

WINNIPEG, MAN.—George Carter, general sales manager for the Robin Hood Mills, Ltd., at Moose Jaw, Sask., has resigned on account of ill health. No announcement has been made regarding the appointment of a successor to Mr. Carter.

S. M. Ditzel, secretary of the George Urban Milling Co., Buffalo, has returned to his desk after a serious illness.



THE recently completed 2,250,000-bu terminal elevator of the Union Terminal, Ltd., Winnipeg grain firm, is one of the several new terminals on which construction gangs have been working since last fall and which will add some 10,000,000 bus to the total storage capacity at the head of the lakes. It is of the latest type and design and equipped to unload 100,000 bus of grain per day and load out 30,000 bus per hour. The company is affiliated with the North Star Grain Co., Ltd., which operates country elevators.

CURRENT FLOUR, FEED AND GRAIN STATISTICS

Bradstreet's Weekly Visible Grain Supply

Following are Bradstreet's returns of stocks of wheat held on Jan. 24, in the United States, Canada and the United Kingdom, and the supply on passage for Europe; also the stocks of corn and of oats held in the United States and Canada, with comparisons, in bushels (000's omitted):

Table with columns for Wheat, United States, United Kingdom, American and United Kingdom supply, and Corn. Includes sub-tables for changes in ending stocks and combined aggregate wheat supplies.

Table showing United States and East of Rockies supply for 1930 and 1931, categorized by month and week ending.

Table showing Total American, Canadian and British visible supply for week ending, categorized by month and week ending.

Table showing Western Canada—Visible Grain Supply, including Fort William, Port Arthur, Public terminals, and other locations.

Table showing Receipts during week and Shipments during week, categorized by location and type of grain.

Table showing TOTAL RECEIPTS and TOTAL SHIPMENTS for 1930 and 1931, categorized by location.

Frank Morris has invented a motor drive moving picture camera for taking pictures from an airplane.

GRAIN FUTURES—CLOSING PRICES

Closing prices of grain futures at leading option markets, in cents per bushel:

Large table of grain futures closing prices for Wheat, Corn, Oats, Rye, and Flaxseed, listing prices for various months and locations like Chicago, Minneapolis, and St. Louis.

UNITED STATES VISIBLE GRAIN SUPPLY

Visible supply of grain in the United States, as compiled by the secretary of the Chicago Board of Trade, in bushels (000's omitted), of date Jan. 31, and corresponding date of a year ago:

Table showing United States visible grain supply for 1931 and 1930, categorized by grain type and location.

WEEKLY GRAIN AND FLOUR EXPORTS

Exports of grain from the principal ports of the United States to foreign countries, as reported by the Department of Commerce, in bushels in the case of grain and barrels in the case of flour (000's omitted throughout):

Table showing weekly grain and flour exports for 1931 and 1930, categorized by destination and grain type.

Table showing Total United States grain and Canadian grains in transit cleared from U. S. Atlantic ports, categorized by grain type.

Flour and Grain—Receipts and Shipments

Receipts and shipments of flour and grain at the principal distributing centers for the week ending Jan. 31, as compiled by the Daily Trade Bulletin, flour given in barrels, grain in bushels (000's omitted throughout):

Table showing Flour Receipts and Shipments for 1931 and 1930, categorized by location.

SHIPMENTS

Table showing primary and secondary shipments of flour and grain for 1931 and 1930, categorized by location.

United States—Grain Stocks

Commercial stocks of grain in store and afloat at the principal markets of the United States at the close of the week ending Jan. 31, 1931, and Feb. 1, 1930, as reported to the United States Bureau of Agricultural Economics, in bushels (000's omitted):

Table showing United States grain stocks for 1931 and 1930, categorized by grain type and location.

Russell's Flour Production and Movement

Russell's Commercial News estimates United States flour production and movement as follows, in barrels (000's omitted):

Table showing Russell's flour production and movement for 1931 and 1930, categorized by production and shipment.

Milled—Receipts and Shipments

Receipts and shipments of milled at the principal distributing centers for the week ending Jan. 31, in tons, with comparisons:

Table showing milled receipts and shipments for 1931 and 1930, categorized by location.

Flaxseed—Receipts, Shipments and Stocks

Receipts, shipments and stocks of flaxseed at principal primary points for the week ending Jan. 31, in thousand bushels, with comparisons:

Table showing flaxseed receipts, shipments and stocks for 1931 and 1930, categorized by location.

around \$14@15, mill run bran \$16@16.50, and shorts \$16.50@17.50. There is very little interest in deferred and practically the only sales made have been those through the St. Louis Exchange. Both buyers and sellers seem to prefer to do business through that market.

Oklahoma City.—Mild weather has caused a decline in demand. Prices have shown a decided downward trend. Quotations, Jan. 31: bran, 85c per 100 lbs; mill run, 95c; shorts, \$1.05.

Omaha.—Demand fair; supplies moderate; trend downward. Standard bran \$14, f.o.b. Omaha, pure \$14.50; wheat shorts \$16@15.50; gray \$16@16.50; flour middlings, \$18@18.50; red dog, \$19.50 @20.

Denver.—Demand steady; supplies ample; trend firm. Red mill run bran \$20, Denver basis; white \$24; gray shorts \$27, white \$29.

Wichita.—Some demand for mixed lots; bran slow; trend steady; supplies ample. Bran, Jan. 31, \$15@16; mill run, \$17@18; shorts, \$18@19.

Hutchinson.—Demand improving; supplies low; trend stronger; some mills are able to offer very little to straight car buyers; mixed car trade absorbing most of the current output. Bran \$16, mill run \$17.50, gray shorts \$19, Kansas City basis.

Dallas.—Demand slightly better; supplies sufficient; trend steady. Delivered. Texas common points, 100-lb bags: bran, \$1@1.04; gray shorts \$1.18@1.23, white \$1.66@1.68; wheat chops, \$1.65@1.68.

Salina.—Bran and shorts have declined \$1; sales are liberal; mixed car demand good; a liberal movement continues to the central states; there is very little activity in deferred shipment; production is at its peak, yet there is no accumulation by mills. Basis Kansas City: bran \$14.25@14.75; shorts, \$16.50.

Fort Worth.—Demand fair; supplies moderate; trend lower. Wheat bran 98c @ \$1 per 100 lbs, gray shorts \$1.10@1.12, white \$1.20@1.25, delivered, Texas common points; wheat bran 88c@ \$1, delivered, Fort Worth.

THE EAST

Buffalo.—Demand fair; supplies liberal; trend easy. Standard bran \$18.50 @19, Buffalo basis; hard winter bran \$19; standard middlings \$18, flour middlings \$21.50, red dog \$22.

New York.—Demand quiet; supplies moderate; trend lower. Bran, \$22.60, New York basis; middlings, \$19.80@20.30; red dog, \$25.60.

Boston.—Demand quiet; supplies fair; trend easier. Spring bran \$23@23.50, basis Boston, winter \$23; middlings \$21.50@22; mixed feeds (light) \$24@26; red dog \$24@25.

Baltimore.—Demand very quiet; supplies in excess of needs; trend weaker; cheaper Argentine offerings a depressing factor. Spring wheat bran \$22@22.50, basis Baltimore, winter \$23; standard middlings \$20@21.50, flour \$23.50; red dog, \$24.50.

Philadelphia.—Demand slow; supplies ample; trend downward. Spring bran \$23, Philadelphia basis, hard winter \$23 @23.50, pure \$23.50, soft winter \$25; standard middlings \$21.50, flour \$24@25; red dog, \$25.50.

Pittsburgh.—Demand light; supplies ample; trend unsettled; prices lower; plenty of resale stuff on market. Spring bran, \$20.50@21.50, Pittsburgh basis,

standard middlings, \$19@20; flour middlings, \$22@23; red dog, \$22@23.

CENTRAL STATES

Toledo.—Weak; middlings worse than bran, with no signs of recovery and prices tending lower. Soft winter wheat bran, Jan. 30, \$19@20.50; mixed feed, \$20; flour middlings, \$18@19.50; standard middlings, \$16.50.

Cleveland.—Demand very light; supplies ample; trend downward. Hard winter wheat bran \$21@22, basis Cleveland, soft winter \$20.80@21.50, spring \$20.80; standard middlings \$19.80@20, flour \$22@23; red dog, \$24.80.

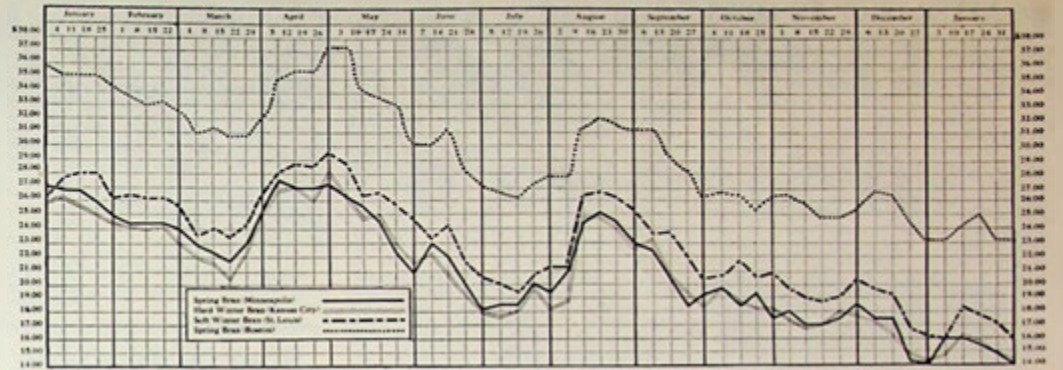
Cincinnati.—Demand for bran active, for middlings poor. Supplies of bran scarce, of middlings plentiful; trend is steady to low. Bran, soft winter wheat \$20.50@21, basis Cincinnati, hard winter \$20@20.50; middlings, standard spring wheat \$18@18.50, soft winter \$22@22.50; gray shorts, \$21.60@22; red dog, \$22@22.50; wheat mixed feed, \$21.50@22.

Indianapolis.—Demand is ordinary; prices weak and irregular; supplies sufficient. Jan. 31: soft winter wheat bran \$20@20.25, standard middlings \$19@19.50, mixed feed \$20.50@21, flour middlings \$22@22.50; spring wheat bran \$19 @20, standard middlings \$18@19.50, mixed feed \$21@22, flour middlings \$20 @20.50, red dog \$21.50@22.

Evansville.—Demand steady; supplies ample; trend stronger. Bran, \$21, basis Evansville; wheat mixed, \$22; shorts, \$23.

Columbus.—Demand only fair; supplies are low; trend unsteady. Spring bran \$21@21.50, hard winter bran \$22@22.50,

Range of Bran Prices



soft winter bran \$23.50@24; standard middlings \$20.50@23, flour middlings \$21 @21.50, red dog \$24@24.50.

Louisville.—Demand good; supplies ample; trend weak. Bran, \$19.50, basis Louisville; wheat mixed feed, \$19; gray shorts \$25, brown \$21; red dog, \$23@25.

THE SOUTH

New Orleans.—Demand fair; Texas wheat bran \$1 per 100 lbs, New Orleans basis; gray shorts \$1.15; Kansas wheat bran \$1.10, gray shorts \$1.20; red dog, \$1.30; standard middlings, \$1.15.

Memphis.—Business limited, as buyers are taking only actual requirements, which are smaller than usual because of unusually mild and open weather. Wheat bran, Jan. 31, \$18, and gray shorts \$20.

Birmingham.—Demand is unimproved; supplies sufficient; trend continues down. Standard grade bran \$22@22.50, basis Birmingham, pure wheat 25c more; gray shorts, in burlaps, \$24@24.50.

Nashville.—Demand active and broader; supplies fair; trend easy. Jan. 31, soft wheat bran, f.o.b. Ohio River stations, \$18@20; standard middlings, \$20 @21.

Norfolk.—Demand very light; supplies are plentiful; trend downward. Winter wheat middlings \$24@27, basis Norfolk, bran \$24@27, red dog \$24@25; standard bran \$21@22.50, middlings \$20 @22.

PACIFIC COAST

San Francisco.—Weaker, due to increased offerings from north coast. Utah-Idaho mills holding prices firm, account limited supplies and fair demand from

southern California. Quotations, Jan. 30, draft terms, San Francisco: Kansas bran, \$25.50@26.50; Ogden white mill run \$21.50 @22, blended \$19.50@20, red \$19@19.50; northern white bran and mill run \$19@20, red and standard \$18@18.50, middlings \$25@26, shorts \$22@23; Montana bran and mill run \$20@22, low grade flour \$27@28.

Los Angeles.—Demand slack; supplies adequate; trend steady. Local mills well sold for 30 to 45 days in advance; requirements of local mixers seem well covered for approximately the same period; scattered cars from Utah-Idaho points are offered at prices sufficient to move them. Jan. 30: local red mill run \$19 @20, blended \$20@21, white \$21@24; Kansas bran, \$22@24; Utah-Idaho red mill run \$18@19, blended \$19@20, white \$20@22; northern standard mill run \$19 @20, dock, Wilmington.

Seattle.—Market shows increased weakness, and prices have declined. Demand light, and the increased feeding by the poultry interests which usually develops in midwinter is absent on account of the low prices prevailing for poultry and eggs, the open winter with an abundance of green feeds, and the hand-to-mouth buying policy of all industries. Washington standard mill run, Jan. 30, \$15.50 @16, coast; Montana mixed feed, \$16@16.50.

Ogden.—Increased inquiries from California, with decreased supplies throughout the intermountain states; poultry feed manufacturers take practically all the output from the larger mills, and intermountain buyers are purchasing from smaller plants; prices remain firm. Quotations, Jan. 30: to California, red bran \$19, blended bran and mill run \$20, white \$21, middlings \$20, f.o.b., San Francisco and other California common points; to Utah and Idaho dealers, red bran and mill run \$19, blended \$17, white \$18@19, and middlings \$28, f.o.b., Ogden.

CANADA

Toronto.—Shorts and middlings plentiful, although production is light. Demand for these two lines has been limited, compared with bran. Offerings of the latter are inadequate. Prices steady. Quotations, Jan. 31: bran \$21, shorts \$21 and middlings \$27, bags included, mixed cars, delivered, Ontario points.

Winnipeg.—Demand fair; supplies ample; trend steady; farmers continue to feed oats and barley. Manitoba and Saskatchewan, bran \$16, Winnipeg basis, shorts \$17; Alberta, bran \$17, shorts \$18.

Vancouver.—Demand is fair; supplies ample; trend steady; mills have no surplus, but appear to be taking care of the needs of regular customers. Bran, \$18, Vancouver basis; shorts, \$19; middlings, \$32.

Montreal.—Demand fair; trend steady. Jan. 31, bran \$21.25, shorts \$21.25, middlings \$27.25, less 25c for cash.

Visitors at the New York offices of the Pillsbury Flour Mills Co., Minneapolis, last week included Dwight K. Yerxa, Buffalo manager, Alexander Parsons, of the specialty department, at Buffalo, and A. E. Grauwert, of Minneapolis, who was there for three or four days.

SUMMARY OF MILLFEED QUOTATIONS

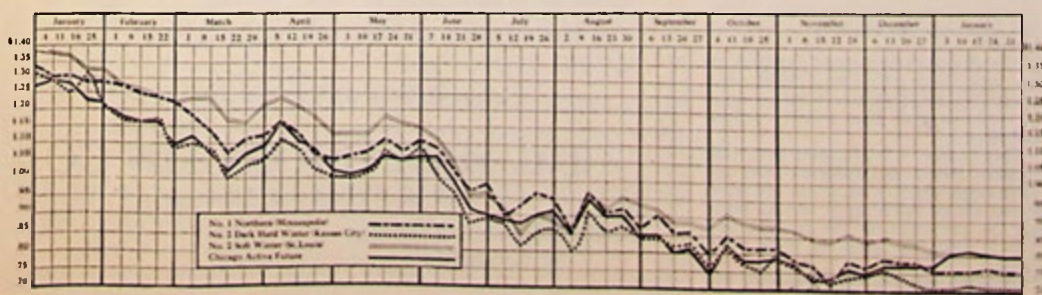
Millfeed quotations reported by wire Tuesday, Feb. 3, based on carload lots, prompt delivery, per ton, packed in 100-lb sacks:

Table with columns for Chicago, Minneapolis, Kansas City, St. Louis, Baltimore, Buffalo, Philadelphia, Boston, Columbus, Nashville, and rows for various feed types like Spring bran, Hard winter bran, etc.

Table with columns for Toronto, Winnipeg, and rows for Spring bran, Shorts, Middlings.

*Brown shorts. †Gray shorts. ‡Fort William, basis. ††Others' prices per ton less 2 1/2-bushels' prices \$1 1/2 per ton less.

Movement of Wheat Prices



EQUIPMENT NOTES

CARTER-MAYHEW SALES

Following are recent sales of equipment of the Carter-Mayhew Mfg. Co., Minneapolis:

CARTER SCALPERATORS

Cargill Elevator Co., Omaha, Neb. (three machines).

CARTER MILLERATORS

F. W. Stock & Sons, Hillsdale, Mich.; Bay State Milling Co., Winona, Minn.; Walton Flour Mills, Lansing, Mich.; Thomas Page Milling Co., Topeka, Kansas; Wabasha Roller Mill Co., Wabasha, Minn.; J. C. Lysle Milling Co., Leav-

enworth, Kansas; Commander Milling Co., Minneapolis; Mountain City Mill Co., Chattanooga, Tenn.

CARTER DUO-ASPIRATORS

Duluth-Superior Milling Co., Superior East End, Wis.; Wabasha (Minn.) Roller Mill Co.; Pillsbury Flour Mills Co., Astoria, Oregon; Sparks Milling Co., Alton, Ill.; Rice Growers' Association of California, Sacramento, Cal. (three machines).

CARTER AUTOMATIC WEIGHING FEEDER

Pillsbury Flour Mills Co., Atchison, Kansas (two machines).

EMERSON CYLINDER SEPARATORS

Farmers' Elevator & Mercantile Co., Boyd, Minn.; St. Anthony & Dakota Elevator Co., Churchs Ferry and Milton, N. D.; Geib's Elevator, Bowdle, S. D.

ENGINEERING FIRM HAS BOOKLET

In a booklet published, and now being distributed by the Carrier Engineering Corporation, Willis H. Carrier questions some of the generally accepted theories of heat and energy. The booklet is of particular interest to all who deal with problems of thermal engineering, whether in heating or in refrigeration. This publication, entitled "The Thermal Engineer," may be obtained from the Carrier Engineering Corporation, Newark, N. J.

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316 Corn Exchange, Minneapolis.

Special attention to flour and feed shipments. Connections with New York Central at South Bend, Ind.; Michigan Central, Monon and Nickel Plate at Michigan City, Ind.; Wabash Ry. at Gary, Ind.; E. J. & E. at Goff (Gary), Ind., and all principal belt railroads in Chicago. Through rates are published in principal tariffs.

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At Philadelphia, to S. L. Burgess & Co., 928
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At Baltimore, to Hamway, Scarlett & Co., Inc.,
Kryer Building.
At Boston, to A. C. Lombard's Sons.
At Galveston and Houston, Wilken & Black.
At Chicago, Messrs Johnson-Phelps, Inc., 39 N. Michigan Ave.
At New Orleans, to American Baltic Chartering & Shipping Co., 231 American Bank Bldg.

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For travel to Europe, we offer you a fleet of transatlantic liners which includes the *Majestic*, world's largest ship, *Olympic*, *Homeric*, etc. Three big NEW steamers—the largest ever built under the American flag—operate in fortnightly service between New York and California. Also special winter cruises, including World Cruise of the *Belgenland*, de luxe Mediterranean Cruises and short holiday trips to the West Indies and Mexico.

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Policies of this Company are
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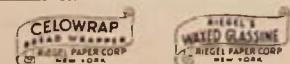


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Quick Eastern Shipment

Diamond Spring Patent Monogram Rye
Fancy Soft Winter Iron King Clear
Entire Wheat Flour Corn Meal

How to Arouse Millers Is National Food Bureau's Greatest Problem

(Continued from page 341.)

land, Michigan, Nebraska, Nevada, New York, Ohio, Oklahoma, Oregon, Pennsylvania and Virginia.

Needless to say, these resolutions, passed by so many medical societies, created a better feeling for white bread among the doctors of the United States, especially with those who had not had the study of foods in their medical course.

The work of the bureau increased so rapidly that its office space proved to be inadequate, and in July, 1929, the office was moved to larger quarters in the same building.

Every one is interested in the question of health. In June the staff of the bureau worked with the park commissioners of the city of Chicago, with a view toward putting on a mammoth health pageant. The commissioners offered the aid of the park officials, and all of the physical and musical directors were instructed to work under the direction of the bureau staff, with the result that, on July 25, 300 children participated in a health pageant staged out of doors in Garfield Park, where a beautiful setting and stage were built by the park department. Needless to say this gave the bureau a wonderful contact with the health workers of Chicago.

The various activities of the bureau are too numerous to mention in this story. Co-operation has been procured from such sources as the National Tuberculosis Association, Child Welfare Organization, United States Department of Agriculture, the Public Health Service, and many others.

A survey was made of the various state departments of health, as well as the government departments at Washington, which are putting out material on health, to be used by health workers over the country. Twenty-one state health societies and four bureaus in Washington were found to be putting out material none too friendly to white flour. In fact one called white bread a national calamity. Much of this, by efforts of the bureau, has been corrected.

A few years ago national educators issued a statement that the first thing which should be taught in the schools was health, and immediately a horde of textbooks were written by physical directors, school teachers, and a few doctors. These were introduced in the schools and it was up to the teachers of

arithmetic, geography and history to teach this paramount subject. The result can be imagined.

A survey of these school textbooks is being made, and to date 173 volumes have been purchased, of which 75 per cent are derogatory to white bread.

At first glance a miller or baker would be enraged at this condition, but if one will analyze the cause he will find that the millers and bakers are to a large extent responsible.

The question of diet, or what we shall eat, is rapidly changing. In fact, in recent years the question of foods has been studied by our doctors and scientists almost more than any other subject. Ideas about foods and their importance use are constantly changing. A few years ago the questions of mineral content, roughage and calories were the paramount ones, and as the whole grains contained more of these elements than white flour—presto, "Don't eat white flour!"

The point was very ably expressed by one leading scientist when he said in part that the nutritional workers are only human beings, and that they follow the lines of least resistance the same as other persons. The teaching of a few years ago was the necessity of roughage, but the newer thought of the kind of roughage, its digestibility, etc., will shift the emphasis away from the whole wheat to the refined. Under the natural trend, he declared, it would take years to accomplish this change. He blamed the millers and bakers for lack of organization to defend their product.

RESULTS OF ORGANIZED EFFORT

The dairy people, with a powerful organization, nip in the bud any charge against their product, and extol its virtues, with the result that the consumption of dairy products has gone forward by leaps and bounds the last few years.

Not many years ago the boy or girl who found an orange in his or her stocking on Christmas morning was fortunate. No magic wand has put oranges on our breakfast table as a necessity for health—instead a powerful organization of citrus growers has put before the American people the necessity for orange juice in the diet, and has made us all "orange conscious." We might go on indefinitely citing instances of various lines of industry which have brought their products from obscurity into public demand.

An almost universal consumption of a product may sometimes be a detriment rather than a blessing. The flour milling industry is one which enjoys the use of its product in some form in almost every household in the land. With an increase in the use of other food products, boosted by powerful trade organizations, some food product must be displaced. Naturally it is the product with the weaker organization defending it.

The constant decrease in the consumption of white flour and its manufactured products made necessary the organization and existence of the National Food Bureau. In view of this fact it is indeed surprising that Mr. Corson declares that his biggest problem is not the nutritional workers or the health educators in the public schools, but the flour millers. He says:

"All our teaching has been based on theory. The practical angle of the food question is just beginning to make its appearance, and this will undoubtedly show in the next few years that too much stress has been placed on roughage for the well being of humans. We do not have much trouble in getting enough information disseminated to make people see our side of the picture. Our biggest problem is to get the millers themselves to realize that they must unite in a powerful organization to defend their product and get the facts before the people."

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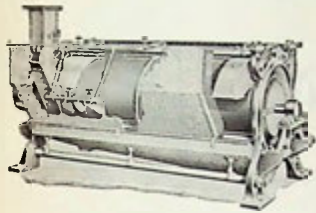
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THREE REASONS

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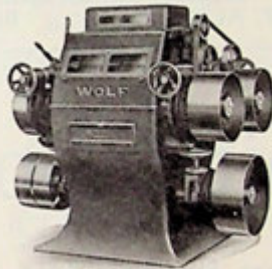


MILLS

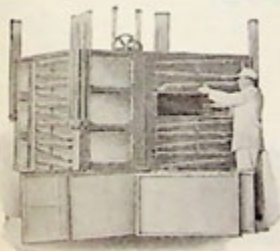


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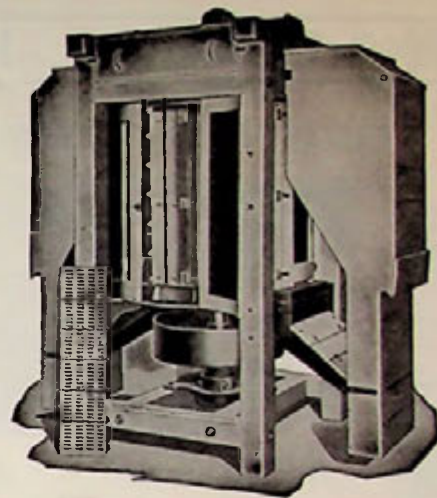
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Scours the grain without breakage, yet harsh enough to produce the desired results.

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The Howard Wheat & Flour Testing Laboratory

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It's a highly profitable operation to reclaim wheat from screenings with disc separation.
Carter-Mayhew Mfg. Co. - Minneapolis, Minn.

LEADING MILLS OF CANADA

Total Daily Capacity 24,500 Barrels Flour



Cable Address— "Shawley," Toronto, Canada



TORONTO MILLS



Maple Leaf Milling Co. Limited.

HEAD OFFICE - TORONTO, CANADA

KENORA, ONTARIO MILLS AT TORONTO, ONTARIO
 BRANDON, MANITOBA THOROLD, ONTARIO
 PETERBORO, ONTARIO MEDICINE HAT, ALBERTA PORT COLBORNE, ONTARIO

Robin Hood Mills

LIMITED

Western Canadian Spring Wheat Flour Rolled Oats and Oatmeal

Mills and Western Offices at
 MOOSE JAW, SASK. CALGARY, ALTA. SASKATOON, SASK.

Eastern Sales Office:
 BOARD OF TRADE BUILDING.....MONTREAL

Cable Address: "ROBINHOOD," Montreal.... Codes: Riverside and A B C 5th Edition

BY APPOINTMENT TO HIS MAJESTY THE KING
 TELEGRAPHIC AND CABLE ADDRESS "OGILVIE, MONTREAL"
 CODES USED—PRIVATE, A B C 4TH & 5TH, WESTERN UNION, RIVERSIDE, A1, BENTLEY'S

WINNIPEG MILLS

MILLS AT
 MONTREAL, FORT WILLIAM,
 WINNIPEG, EDMONTON AND
 MEDICINE HAT

DAILY MILL CAPACITY
 22,750 BARRELS

ELEVATOR CAPACITY
 10,335,000 BUSHELS

WAREHOUSE CAPACITY
 377,000 BARRELS

THE OGILVIE FLOUR MILLS CO., LIMITED

HEAD OFFICE: MONTREAL, CANADA

BRANCH OFFICES AT ST. JOHN, QUEBEC, OTTAWA, TORONTO, LONDON, HAMILTON, CALGARY, VANCOUVER

BRANDS — "ROYAL HOUSEHOLD," "GLENORA," "FAMOUS" AND "BUFFALO"

GRIST OF GRINS



MAYBE

The reason King Solomon had so many wives was because he figured at least one of them might be home when he came back from the office.

AIN'T IT SO

Can you ever recall getting any cheerful news out of one of those envelopes with the sun parlor in front?

CHECK GOODS INWARDS!

The new porter at the railway station had been assisting in the goods dispatch office, and the manager went to see how he was getting on.

"I had a difficulty just now," said the man. "Two people brought packages in and I mixed 'em up—I undercharged one big parcel and overcharged the small one."

"Oh, did you?" snorted the official. "Yes, but I put it right," said the man, "I just changed the labels over on the parcels."

IT WANTED FINDING

New Assistant: "No, Madam, we haven't had any for some time."

Zealous Manager: "Oh yes, we have it, Madam, I will just go into the warehouse and find it for you." (Aside) "Never refuse anything, send out for it."

As the lady goes out laughing, manager demands: "What did she say?"

Assistant: "She said we hadn't had any rain lately!"

DE-LIGHTFUL!

*In the parlor were three,
She, the parlor lamp, and he.
Two are company, no doubt,
So the little lamp went out.*

"Waiter, it's been half an hour since I ordered that turtle soup."

"Sorry, sir; but you know how turtles are."

WAR NEWS

Hodgson: "I hear they're starting a new campaign against malaria."

Turner (bored): "Really? What have the Malarians done now?"

SAD CASE

Op: "What choo cryin' about, guy?"
Beggar: "I jest found a good recipe for home brew, and I ain't got no home."

GOOD SALESMAN

First Barber: "What makes you so late?"

Second Barber: "I was shaving myself, and before I realized it I talked myself into a haircut and a shampoo."

DON'T BOTHER PAPA

A curious little boy was watching a car being loaded at the station, and later inquired: "Why do they call it a shipment when it goes in a car, and a cargo when it goes in a ship?"

GOOD ALIHI

"Sambo you are very late this morning. Any reason?"

"Well, suh, it was like dis. When Ah looked into de glass dis mornin', Ah couldn't see mahself dere, so Ah thought Ah must hab gone to work. It was two hours befoah Ah discovered de glass was dropped out ob de frame."

Y! Y!

Before marriage man yearns for a woman, and afterwards the "Y" becomes silent, and so does the man.

COPELAND FLOUR MILLS, LTD.

MIDLAND, CANADA

Millers Selected Hard Spring Wheat Flour

Cable Address: "Mincop"

Codes—
Riverside
Bentley
A. B. C.
Etc.



Ideally situated. The facilities at our disposal enable us to guarantee uniform quality and service.

BRANDS

FIVE CROWNS

GILT EDGE

CANADIAN MAID

GEORGIAN

Grain Storage Tributary to Our Mills 17,000,000 Bushels

Established 1857

James Richardson & Sons, Ltd.
GRAIN MERCHANTS

Owners and Operators of
Public Terminals, Private Terminals
and Country Line Elevators
Grain Receivers—Grain Shippers
Grain Exporters

If you are interested in Canadian Grain we would be glad to hear from you. We make a specialty of Millers' Trade.

Head Office:

WINNIPEG, MANITOBA

Western Branches: Winnipeg
Port Arthur
Calgary
Saskatoon

Eastern Branches: Toronto
Montreal

Export Offices:

MONTREAL

Private Wire Connections
From Coast to Coast



Uniformity in the strength and size of flour bags insures speed and economy in every bag-filling operation. Because Bemis Bags are unusually uniform they are preferred in many of Canada's leading mills.

BEMIS BRO. BAG CO.
JUTE, BURLAP, COTTON
and PAPER BAGS, TWINE
Winnipeg, Manitoba

LAKE SIDE MILLING COMPANY Ltd.

Flour Millers
TORONTO, CANADA



N. H. CAMPBELL, Pres. and Mgr.
J. W. CORNISH, Supt.

CABLE ADDRESS: LAKE SIDE, TORONTO
CODES RIVERSIDE—BENTLEY

Export Flour INSURANCE

"All Risks"

Special Service to Flour Mills on
Export and Domestic
Ocean and Lake Insurance
and Transportation

Twenty-Five Years' Experience in
Export Flour Handling

Western Assurance Company

701 Royal Bank Building, TORONTO

F. C. THOMPSON CO., LTD.
Canadian Agents
Royal Bank Bldg., Toronto, Canada

APPLETON & COX, INC.,
American Agents
8 South William St., New York

SPILLERS CANADIAN MILLING CO. Limited

VANCOUVER MILLING and GRAIN CO. Limited

EXPORT AGENTS

Vancouver Milling and Grain Co. Limited
Cable Address: "SPILLER," Vancouver, Canada

EUROPEAN AGENTS
No. 1 Milling Group Export Company,
10, St. Mary Axe, London, E. C. 2, England

Mills at CALGARY and
VANCOUVER

COPELAND AND ELLIOTT
Flour, Feed and Grain

Domestic Bank Building TORONTO, CANADA
Correspondence Invited
Cable Address: "COELL" TORONTO

B. H. MUIRHEAD
EXPORTER

Flour and Oatmeal
Cable Address: "HEADMUIR" TORONTO, CANADA

EDWIN DAVEY & SONS
FLOUR MILLERS


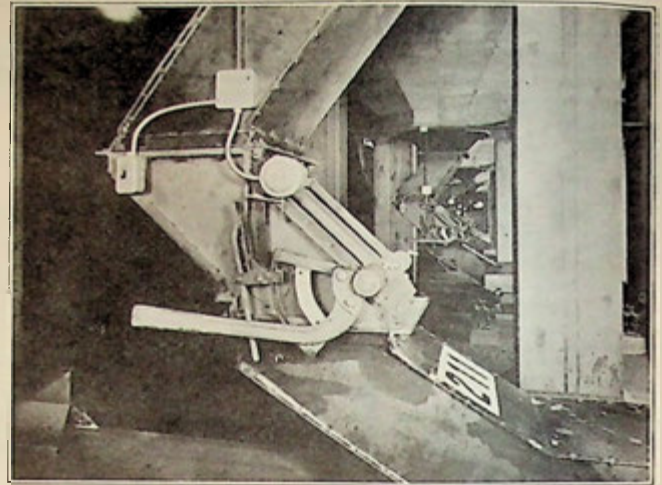
Cable Address: "EDANTICLER" Established 1865
PYRMONT, SYDNEY, N. S. W., AUSTRALIA

Fort Garry Flour Mills
Company Limited

MILL AT SASKATOON, SASK., CANADA

SALES OFFICE
MONTREAL, CANADA

Cable Address: "FORTGARRY" BOX 2190 Codes: Bentley's—Riverside

View Under Fisher Flouring Mills Co.'s Tanks, Showing Concrete Suspended Hopper Bottoms of Tanks and Type of Valve, Which is Held Open Electrically at Any Desired Position

KIPP-KELLY Rotary Granulator

SURPRISINGLY LARGE CAPACITY

For Production of Oatmeal, Cut-wheat, Barley or any other Small Grain for Breakfast Foods or Chick Feeds.

Will cut any small grain with negligible production of flour. Many patented improved features. Rugged design. Low upkeep. Excellently constructed. Capacity 400 to 800 pounds product per unit per hour, depending on size of grain and size of product. Six Unit machines producing 2,400 to 4,800 pounds per hour.



TWO UNIT CUTTER

Supplied in
1, 2, 4, 6 Unit Sizes

KIPP-KELLY LIMITED FLOUR CEREAL MILL
WINNIPEG, MANITOBA ENGINEERS

Automatic Control of Grain Handling Equipment

By *Ralph Walter*

Research Engineer, Fisher Flouring Mills Co., Seattle

THE modern elevator or flour mill handles large quantities of grain over an extensive network of conveyor belts, elevators, cleaning machines and spouts, sometimes extending from subbasement up 15 floors or more. In the handling of grain at the rate of eight tons a minute,—which is the rate in the new No. 3 elevator of the Fisher Flouring Mills Co., Seattle, Wash.—an interruption of the flow anywhere along the route means a large accumulation of grain in a very few seconds, an accumulation which, if not taken care of immediately, creates a very dangerous fire hazard and may cause serious damage to elevators and other machinery, not to

mention the laborious task of cleaning up the spilled grain.

When the No. 3 storage unit of 1,500,000 bus capacity was built last year by the Fisher Flouring Mills Co., and large capacity grain handling equipment installed, it was determined to do three things, which, as far as is known, have never before been attempted in elevator construction and operation.

1. To provide a visible indication of all operating set-ups so that supervision could be had at one point of all operations being performed.

2. To eliminate hazardous and costly choke-ups by providing automatic means of shutting off the grain flow immediately.

(Continued on page 261.)

TORONTO ELEVATORS, Ltd.

Two Million Bushels Capacity



Canadian and United States shippers will find our storage and service equal to the best on this continent.

We invite your letters or wires if interested.

JAMES PLAYFAIR,
President

GORDON C. LEITCH,
General Manager

TORONTO, ONTARIO

W. E. TRELEAVEN
MILLER
Established 1805
Canadian Spring and Winter Wheat Flour
Cable Address: Treleaven
LUCKNOW, ONTARIO, CANADA

JOHN KENNEDY
EXPORTER
FLOUR—OATMEAL—CEREALS
Royal Bank Building
Cable Address: "KENORAIN"
TORONTO, CANADA

VANNATTER & CO., LTD.
TORONTO, CANADA
GRAIN...FLOUR.....FEED
Domestic and Export
Cable Address: "VANCO"

Parrish & Heimbecker, Ltd.
GRAIN MERCHANTS
Receiving, Shipping and Exporting
Option Contracts Promptly Executed
Head Office: WINNIPEG
Branches: Toronto, Calgary, Lethbridge,
Edmonton, Regina
Members Winnipeg Grain Exchange,
Chicago Board of Trade

Frank B. Ham & Co., Ltd.
TORONTO, CANADA
MILLFEED, SCREENINGS, GRAIN
DOMESTIC AND EXPORT
Cable Address: "HAMCO"

**Canadian Hard Spring
Wheat** 310 Elevators in Manitoba,
Saskatchewan and Alberta.
High Test United Grain Growers, Ltd.
Country Run Winnipeg, Manitoba



**JUTE BAGS
COTTON**



TORONTO FACTORY



HEAD OFFICE AND FACTORY, MONTREAL



WINNIPEG FACTORY



**JUTE BAGS
COTTON**

THE CANADIAN BAG COMPANY LIMITED

MONTREAL, QUE.

Cable Address: "DOMBAY" Factories: MONTREAL—TORONTO—WINNIPEG—VANCOUVER

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,
Medicine Hat

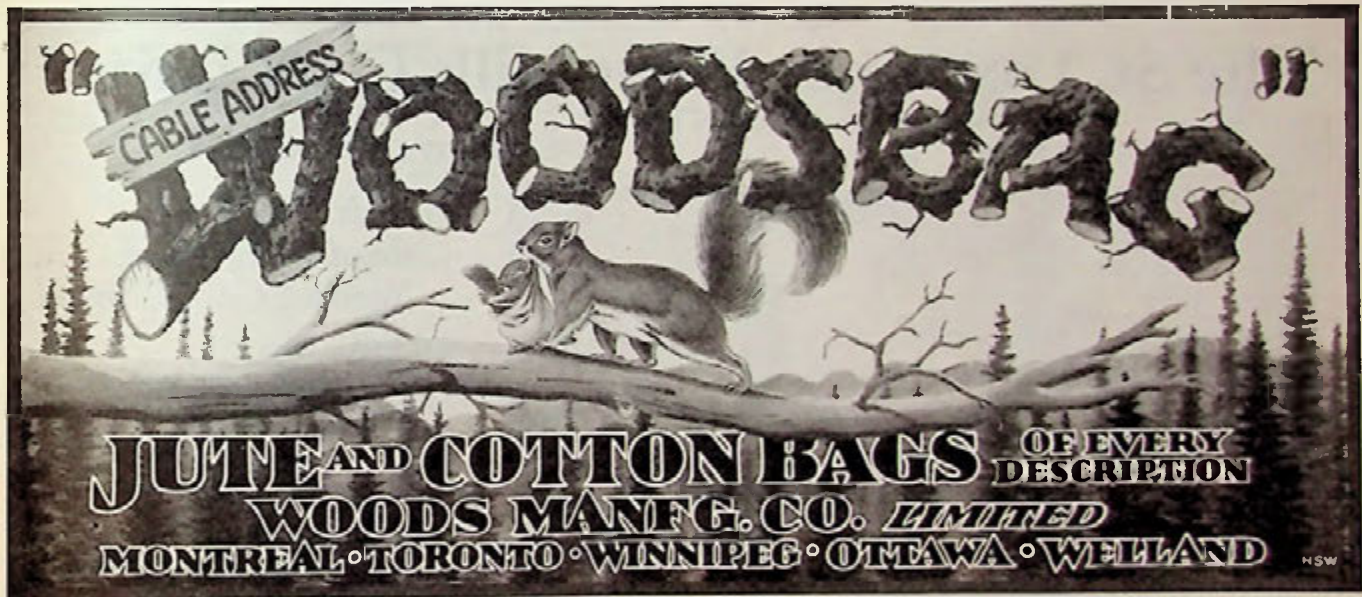
Daily Capacity, 40,000 Bags of 98 lbs.

HEAD OFFICE: MONTREAL

WESTERN OFFICE: WINNIPEG

Offices:

TORONTO, OTTAWA, QUEBEC, ST. JOHN, N. B., HAMILTON, BRANTFORD, SUDBURY, LONDON,
SAULT STE. MARIE, FORT WILLIAM, KEEWATIN, MEDICINE HAT, PORTAGE LA PRAIRIE,
CALGARY, MOOSE JAW, REGINA, EDMONTON, VANCOUVER, VICTORIA



COMPETITION ONLY STIMULATES OUR SALES

CHOICEST
CANADIAN
HARD SPRING
WHEAT
AND
PERFECT
MILLING
FACILITIES
HAVE
PLACED
OUR
PRODUCTS
IN THE
VAN



OUR SEABOARD MILL AT MONTREAL

BRANDS
"Victory"
"Prairie
Blossom"
"Woodland"
"Homeland"

MILLS
MONTREAL
HAMILTON
BRANTFORD
Capacity, 8,000 Bbls
Cable Address:
"DOMINION"
Riverside 1901

The Dominion Flour Mills, Ltd.

Branch Offices at HALIFAX, QUEBEC and TORONTO

MONTREAL, CANADA

**WHEAT
OATS
BARLEY
RYE
FLAX**

*Handling more
than half of
Canada's total
wheat crop
every year*



Head Office:
WINNIPEG
Canada

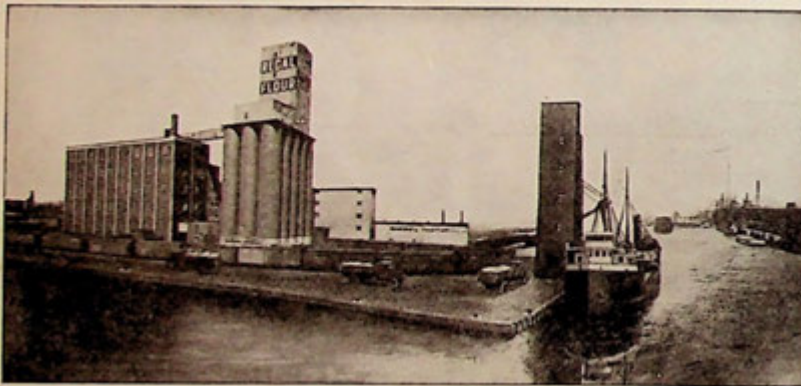
Branch Offices:
**NEW YORK
BUFFALO
MONTREAL
TORONTO
FORT WILLIAM
CALGARY
VANCOUVER**

The St. Lawrence Flour Mills Co., Limited

MONTREAL

CAPITAL, \$1,800,000

CAPACITY 3,000 BARRELS DAILY



Brands:

*Regal, Daily Bread,
National, Citadel, Signal*

TO IMPORTERS

We guarantee that our flours are not bleached, blended nor "improved" in any shape or form, but are the pure product of the best MANITOBA HARD WHEATS.

*A trial is all that is required
to make a contented customer*

WESTERN CANADA FLOUR MILLS CO., LIMITED

Head Office, TORONTO, CANADA

MILLS

WINNIPEG	CALGARY
GODERICH	EDMONTON
BRANDON	VICTORIA

Total Daily Flour Milling Capacity
10,000 Barrels

Rolled Oats and Oatmeal
800 Barrels

Cable Address: "LAKUBON"



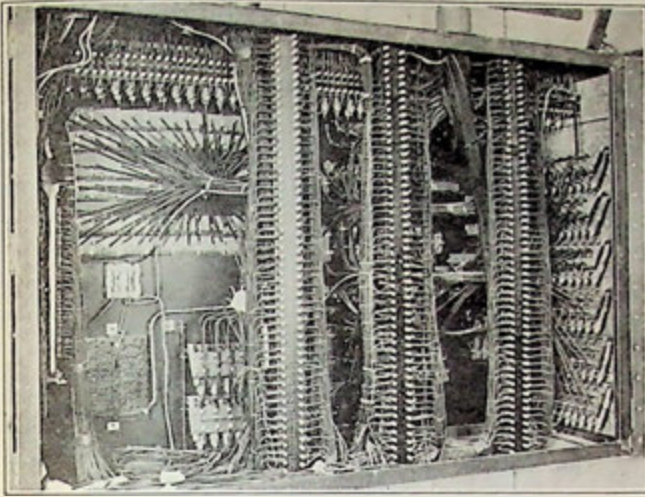
Winnipeg Plant (St. Boniface) Daily Capacity, 5,500 Bbls

Manufacturers
of
Manitoba Hard Wheat
Flours

100 Interior Elevators
throughout Western Canada's
famous Wheat Belt

NEW YORK AGENCY:
44 WHITEHALL STREET

PURITY - THREE STARS - BATTLE



Rear View of Main Indicating Board in Fisher Flouring Mills Co.'s Plant at Seattle, Wash., Showing Terminal Blocks, Test Switch and Resistors

Automatic Grain Handling

(Continued from page 358.)

ately at the source, should a choke-up occur anywhere in the system, or should any piece of equipment fail to function.
 3. To interlock the controls in such a manner that, unless all machinery to be used in a set-up was running and the slides and valves properly set, it would be impossible to start the flow of grain.
 To accomplish these results required the installation of a very elaborate interlocking control and signaling system. In the grain dispatcher's office is a signal board, which is really a flow diagram of

the No. 3 grain storage unit. An upper section of black squares and circles represents the top plan of the grain storage bins, showing the conveyor belts and spouts leading to them. A lower section of squares and circles represents the basement plan below the same bins, and shows the conveyor belts and spouts leading from them. The board shows the many different routes over which grain may be directed from the track hoppers, along conveyors, up elevators,

(Continued on page 362.)

Hard-Soft-Blended
 and
Self-Rising Flours
 MILLED BY
GLOBE MILLS
 GENERAL OFFICES - LOS ANGELES OGDEN - UTAH FIVE MILLS IN CALIFORNIA

WASCO WAREHOUSE MILLING CO.

MILLERS OF

*Bluestem Patents - Montana Hard Wheat Patents
 Pastry Flour - Cake Flour*

Cable Address: "Wasco." All Codes
 Daily Capacity, 2,000 Barrels

THE DALLES, OREGON, U. S. A.

Preston-Shaffer Milling Co.

*Soft White Winter Wheat Flour
 a Specialty*

Also Choice Blue-stem and Hard Spring Patents

Cable Address: "Preston." All Codes
 Capacity, 2,000 Barrels

WAITSBURG, WASH., U. S. A.

Fisher's FOR UNIFORM FLOURS
 The largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.
FISHER FLOURING MILLS CO., SEATTLE, U. S. A. Domestic and Export Millers
 Chief H. Morris, Eastern Representative, 411 Produce Ex., New York City

McLeod Milling Co., Ltd.
 Manitoba Springs, Ontario Winter Flour and Blends Our location guarantees quick service to Atlantic seaports.
STRATFORD, ONTARIO, CANADA
 Cable Address: McLeod, Stratford
 Codes: Riverside, Bentley, A B C 5th Edition

James Cullen & Sons, Ltd.
 Established 1887
 MILLERS OF
 Manitoba Springs.....Ontario Winters
WOODSTOCK, ONTARIO, CANADA
 Cable Address: CULLEN, Woodstock

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
"SILVERKING" (BEST PATENT) **"GREAT STAR"** (PATENT) **"WOLF"** (PATENT)
 Choice Ontario Winter Wheat Flour
"KEYSTONE"
 Mills at—Now Hamburg, Seaforth, St. Mary's
 Cable Address: "WOLMAUS"
 Address all correspondence to **ST. MARY'S, ONTARIO, CANADA**

CENTENNIAL MILL COMPANY

Head Office: 1730 Exchange Building SEATTLE, U. S. A.

Cables: "CENTENNIAL" All Codes

We have Mills in the Wheatfields and Mills on Tidewater



COLLINS FLOUR MILLS

PENDLETON, OREGON

Millers of Export and Domestic Flours

Daily Capacity, 1,000 Barrels
 Correspondence Solicited

SPOKANE FLOUR MILLS, SPOKANE, WASHINGTON

Soft Winter and Blue-Stem Wheat Flours

The Peacock Mill Co. Millers of Hard Spring, Bluestem and Pacific
 FREEWATER, OREGON Soft Wheat Flours.



DESIGNED AND BUILT BY

THE BARNETT & RECORD CO.

PIONEERS IN DESIGN AND CONSTRUCTION OF

*FIRE PROOF MILL BUILDINGS
 and GRAIN ELEVATORS*

OFFICES

FLOUR EXCHANGE, MINNEAPOLIS, MINNESOTA

LYCEUM BLDG., DULUTH, MINNESOTA

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.

Use
GOLDRIM
Superlative Quality
Spring Wheat Patent
WESTERN FLOUR MILLS
Davenport, Iowa

ROBINHOOD and MYSTIC FLOUR

BLACKHAWK MIXED FEEDS

MYSTIC MILLS
INTERNATIONAL MILLING COMPANY
SIOUX CITY, IOWA

FOUR GoodBreadMakers

From Selected Spring Wheat



DULUTH UNIVERSAL
PRIDE OF DULUTH
DULUTH RELIABLE
APEX
Extra Fancy Clear

Duluth Universal Milling Co.
DULUTH, MINN.

"Ethan Allen"

The Ideal Flour
Fancy Minnesota
Patent
Strong
Uniform
Reliable

Wells Flour Mills
MINNEAPOLIS, MINN.

CHRISTIAN MILLS Matchless Quality Flours

SEMOLINAS AND RYES
MINNEAPOLIS, MINN.

Capacity:
1,200 Barrels Spring
1,000 Barrels Durum
250 Barrels Rye
Cable Address:
"CHRISMILLS"

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 cereals a specialty
MINOT FLOUR MILL COMPANY
Minot, North Dakota

Wedding Invitations Announcements

Finest Hand Cut Engraved Plates
BUSHNELL SOCIETY
STATIONER
34 So. 11th Street MINNEAPOLIS

Riverside Code *Five Letter Revision*

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

Automatic Grain Handling

(Continued from page 361.)

through trolley spouts and ultimately into the various bins.

Small electric lamps of various colors indicate the position of a grain valve, belt tripper, or trolley spout, or show whether a conveyor or elevator is running, whether a bin or hopper is empty or occupied, or whether grain is flowing in the system. Thus the grain dispatcher can see at a glance from which track hopper grain is being drawn; he can see which bins are empty or occupied, whether certain elevators and belts are running, and in fact can trace the flow of grain completely from the unloading hopper through the system and see to just what bin the grain is being delivered.

In like manner the flow can be clearly followed when grain is being drawn from No. 3 storage unit and delivered to No. 1 or No. 2 storage units, to milling bins, to processing machines, to ships or railway cars, or is being returned to another bin in No. 3 storage unit.

With this visible indication, the grain dispatcher can check the set-up before he authorizes the movement of grain, and thus can prevent mistakes.

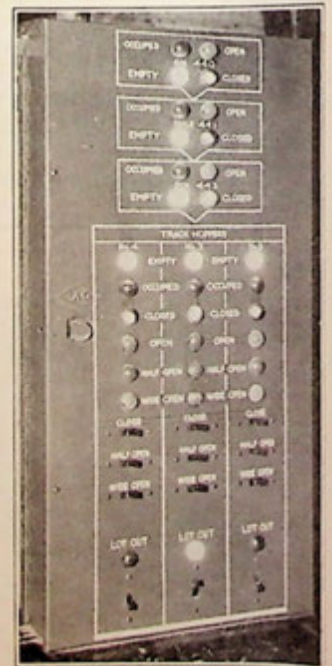
A smaller signal board, which gives all information needed by the state weigher, is located beside the receiving scales. Still another board is mounted near the unloading hoppers for the information of the unloading foreman. These signal boards supplement the telephones which connect all points in the grain department.

To operate the signal system, electric current is obtained from an individual 110-volt transformer with underground secondary. The signal lamps are five-volt, radio panel lamps, operating on 110 volts through a register. This voltage eliminates contact troubles. Two small "ground lamps," mounted on the board and wired in series across the line, give notice of a ground anywhere in the system, which can then be eliminated before causing trouble.

The control of the indicating lamps which show positions of valves, slides and belt trippers, is effected by momentary contact flush toggle switches, mounted in dust-tight boxes and actuated by plungers.

To develop a special switch to operate the lights which show grain levels in bins and hoppers required considerable study and experimenting. This device, which is called a "choke-up" switch, consists of

(Continued on page 364.)



Indicating Board at Receiving Scale for State Weigher, Fisher Flouring Mills Co., Seattle



After all,
 "There Is
 No Substitute
 for Quality"



BAY STATE MILLING CO.

HARD SPRING WHEAT & RYE FLOURS

WINONA, MINNESOTA

DAILY CAPACITY
 FIVE THOUSAND BARRELS

Red Wing Special

Choice Short Patent

Cream of West

Fancy Medium Patent

*Laboratory Controlled.
 Scientifically Milled.*

Bixota

Strong Standard Patent

The Red Wing Milling Co.

Millers of High Grade Flours
 RED WING, MINN.

Repeaters...

*Daily Capacity
 1,000 Bbls*

"KOMO" and

"PACEMAKER"

*Each a peer in its class....
 so why look further?*

SAINT PAUL MILLING COMPANY
 SAINT PAUL MINNESOTA

Buyers Are Discriminating Now-a-days!

When all flours are relatively low in price, and there is only a small spread between the best and second best, buyers question carefully all quality points, and are selecting

CORNER STONE

The Top Quality Short Patent

**THIS MEANS
 PROFITABLE
 BUSINESS**

Jobbers find their trade stops its roving and settles down to steady and consistent use, once Corner Stone is known and appreciated.
 Bakers find their bread customers sense the difference when Corner Stone is indicated in the recipe, and become daily repeaters.

Milled by...LA GRANGE MILLS, RED WING, MINNESOTA

The Family Flour Trade Is Discriminating—

It asks for the flour it wants by brand name—quality is recognized and demanded—price appeal is secondary.

"BIG JO"

is outstanding among good flours as the repeater—once used always wanted—hence the dealer knows it as a "moving item" and a sure profit producer.

WABASHA ROLLER MILL CO.

W. B. WEBB, President and Manager
WABASHA, MINN., U. S. A.

Mother Hubbard

FLOUR

Worth the Difference



HUBBARD MILLING COMPANY

Mankato, Minn.



ATKINSON MILLING CO.
MINNEAPOLIS
MINNESOTA

**COMMANDER
LARABEE**
QUALITY FLOURS
MINNEAPOLIS
Telephone - Atlantic 1521

Excelsior Milling Co.
MINNEAPOLIS, MINN.
High Grade Spring Wheat Flours
and Fancy Semolinas

HIGHEST GRADES OF HARD
WHEAT FLOURS—BRANDS
"New Gold" "Silver Leaf"
Correspondence Solicited
MORRIS CITY MILLS, INC.
MORRIS, MINN.



CLARO Milling Company
Minneapolis, Minn.

"PRIDE of MINNESOTA"
Fancy Short Patent
NORTHWESTERN MILLING CO.
General Offices: 814 Chamber of Commerce
Mills at Little Falls, Minn. MINNEAPOLIS, MINN.

Crown Milling Co.
Chamber of Commerce
MINNEAPOLIS
Brokerage Connections Wanted

**Choice
No. 2 Semolina
Fancy
Durum Clears**

**AMBER MILLING
COMPANY**
Flour Ex., Minneapolis, Minn.

"AMERICAN BAKER"
Choice of the wheat of the whole west—
a fine flour is the result.
INLAND MILLING CO.
Des Moines, Iowa

NewUlm Roller Mill Co.
RED JACKET PATENT
COMPASS WHITE RYE
NEW ULM MINNESOTA

Automatic Grain Handling

(Continued from page 362.)

a mercury tube contactor, mounted in a dusttight box and operated by grain pressure against a rubber diaphragm. The rubber allows sufficient movement to operate the switch, yet keeps the mechanism free from dust.

The lights which indicate running machinery are operated by relays connected in the motor control circuits.

Because of the ever-present fire and dust explosion hazard in grain elevators, it was necessary to design all switches and contactors to operate within dusttight boxes. Wherever possible, use was made of mercury tube contactors, which do not present this hazard; but even here, for added safety, all switches were fully inclosed in dusttight metal boxes.

THE AUTOMATIC CONTROL SYSTEM

To eliminate the fire hazard caused by choke-ups required the use of remote controlled, quick closing grain valves, operated by electric switches that would function whenever grain reached a dangerous level in any piece of equipment, spout, or bin, or when a choke-up occurred in the system from any cause. As there were no devices of this nature on the market, it was necessary to design and build them.

The outlets to all grain bins are equipped with this type of gravity closing valve, held in open position by an electric solenoid, which is released either by operation of a choke-up switch (previously described) or by a power failure.

Every elevator is protected by a choke-up switch mounted in the elevator head and another at the boot. All conveyors are protected in like manner, as also are all belt trippers. In fact, these choke-up switches are placed in every location where a choked condition might occur. On all branch valves, slides and trolley spouts, electric switches are so arranged that the control circuits are tied through them and connect the choke-up switches with the grain valves that are in use. In this way a choked condition anywhere will shut off the proper grain valve, but will not interfere with any other set-up that may be in use at the same time.

The interlocking system was designed to prevent the starting of any piece of machinery unless the equipment to which this machine delivers is properly set up and running. This system makes it impossible to start a flow of grain unless the set-up is complete and all machinery in operation.

For example, suppose the flow was as follows: from bin 412 through the separator, up elevator No. 2, through trolley spout No. 2, to belt No. 4 and to bin No. 212. With the trolley spout set to belt No. 4, it will be impossible to start the separator before the quick closing grain valve located between the separator and elevator No. 2 is open. To open this valve is impossible unless both elevator No. 2 and belt No. 4 are running. With trolley spout No. 2 properly set to belt No. 4, and both belt No. 4 and elevator No. 2 running, the grain valve below the separator may then be opened; with the grain valve open, the separator and the grain flow can be started.

Should a grain bin fill to the top, the choke-up switch on the belt tripper spout would open the control circuit which shuts down the conveyor belt. As soon as the power to the conveyor is cut off, all control which is tied through this belt immediately is shut off. The control circuit for each piece of equipment is wired through a relay, which in turn obtains its current from the motor control circuit on the machine to which the first piece of equipment delivers.

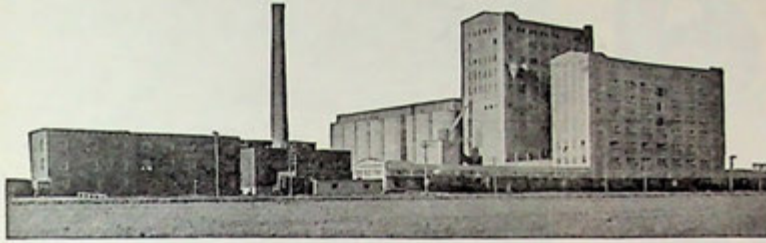
A power failure anywhere in the system will immediately shut off all equipment delivering to the point of failure, except the elevators. All elevators have been designed with sufficient capacity at the discharge end to hold the amount of grain already in the elevator cups when the flow is shut off. In this way it is never necessary to start an elevator that is loaded.

As was previously mentioned, all control circuits tie through the trolley spouts. Should a trolley spout be moved,

(Continued on page 366.)

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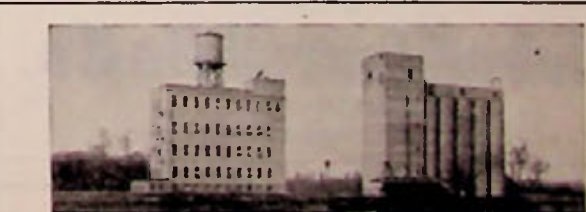
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Guaranteed
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FLOUR
98% Digestible

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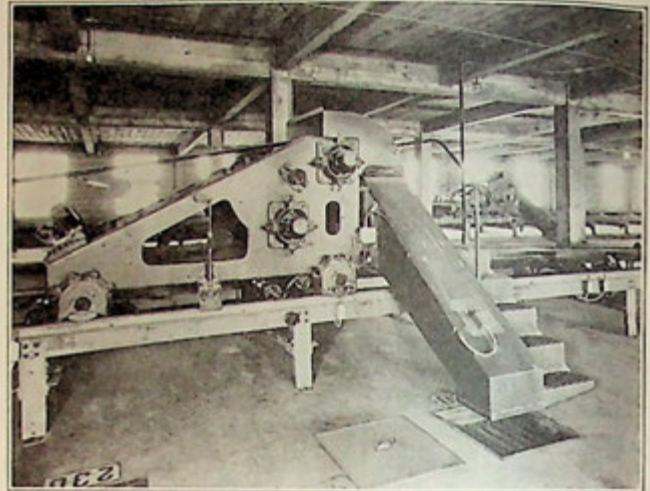
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<p>" CERES " Highest Quality Hard Spring Wheat Flour</p>	<p>Montana and North Dakota Wheat used exclusively</p> <p>Daily Capacity 1,000 Barrels</p> <p>FERGUS FALLS, MINNESOTA</p>	<p>"No. A1" Highest Quality Hard Spring Wheat Flour</p>
---	--	--



Tripper Floor Over Storage Bins in Fisher Flouring Mills Co. Plant, Seattle, Wash. Showing Switches on Tripper Rail Which Indicate Setting of Tripper; Also Choke-up Switch in Tripper Spout

Automatic Grain Handling

(Continued from page 364.)

from position, the control circuit would be broken, and all equipment feeding to this spout would automatically stop. To enable the operator to change the spout without stopping all machinery, a "tie through" switch has been installed beside the spout. When the operator wishes to change a trolley spout, he closes this switch, which ties the control through, while he changes to another location. A horn blows while this switch is on, to notify the operator that the control is by-passing the trolley spout.

Should the operator by mistake set two trolley spouts to deliver to the same location, a time delay functions in 30 seconds and shuts down all machinery affected. This delay is necessary to enable the operator to move a spout over a location then occupied by another spout without shutting down the equipment operating through the other spout.

The grain valves, both above and below the receiving scale, are so interlocked that it is impossible to mix two lots of grain. First, it is possible to open but one track hopper at a time. Then the valve above the scale cannot be opened to admit grain to the scale unless the scale hopper is empty and the valve below the scale is closed. Likewise, it is impossible to open the valve below the scale, unless the valve above is closed and the bin below is empty and its discharge valve closed. All opera-

tors, however careful, are human, and likely to err some time when handling grain. With these interlocking features, to make a mistake is practically impossible. No piece of apparatus will function unless operated in the proper sequence.

This interlocking control and indicating system has been in operation for several months and has given almost no trouble at all. Many times all the machinery has been shut down and could not be started; then the operator would call the electrician to fix the trouble, only to find a bin full to the top, a trolley spout set on the wrong belt, or some similar mistake or oversight which would have caused serious trouble had the machinery continued to run.

The operator need never give any thought to the system, for all switching and connecting are done automatically. If he sets a tripper or trolley spout in a location, it automatically connects through the interlocking system and indicators at the indicating board.

In eliminating unnecessary wear and tear on the machinery, in preventing possible mix-ups of grain, and in doing away with the dangerous fire hazard caused by choked elevators, not to mention the mental relief afforded all concerned, it is believed this installation marks a decided forward step in elevator design and operation.

**One and a half
Million**

NEARLY a million and a half people reside in the territory served by the Northern States Power Company throughout its system. To serve this army of human beings over a widely scattered area is quite a job; for each individual wants service exactly when he wants it.

We can never say, "Sorry, we're out of stock at present." Your demands are anticipated years beforehand so that you may rightly expect service without an instant's notice.



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COURAGE! The grit to spend beyond the bare necessities of the business—to push and fight, to advertise and sell—the bulldog determination to *urge* your prospects to buy. If they buy, others can buy. And that's the only way this dreary pall of gloom can be dispelled.

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Testing the Mill's Product

By E. D. Simon

THE ultimate test of flour is whether it can be baked into a good loaf. Every miller constantly uses the baking test to see whether his flour is satisfactory.

This test has, during recent years, been the subject of much investigation, with a view to arriving at standard methods. Unfortunately, however, the number of variables is again very great. It is usual to give points for:

1. Water absorption.
2. Spring of dough during proving.
3. Stability of dough at the end of fermentation.
4. Oven spring during actual baking.
5. Gassing power during the whole period.
6. Volume of the loaf.
7. Texture.
8. Color of the crumb of the cut loaf.
9. Color on crust.

Consideration of results of baking tests recorded in the above manner will give the skilled baker all the information he requires as to the characteristics of any flour. It does not, however, provide a numerical record of the results.

In America some attempts have been made to overcome this objection by attributing more or less arbitrary numbers to characteristics of the flour that cannot be measured, such as texture and color of crumb. For example, Fitz and Swanson, of the Kansas Agricultural Station, in a series of baking tests, recorded color, texture, and thinness of cell walls by assuming the perfect loaf to have a value of 100 in each of these qualities, and giving the test loaves values ranging from 80 upward, representing their comparative merit.

Any such method is, however, purely arbitrary, and it is extremely doubtful whether a figure of merit based on such methods would have any real value. It is noteworthy that none of the committees in America which have considered the standardization of the baking test have recommended the adoption of such a system.

THE ASH TEST

The ash test, although it has been known for many years, has only recently come into general use. Even now it is little used by millers in Europe, though in America the ash content of the flour is universally tested, and is regarded as a point of the first importance.

From the milling engineer's point of view, the great advantage of the ash test is that it is the only test which is just as applicable to the intermediate stocks in the mill as it is to the finished flour. The ash test depends on two facts:

1. That the mineral matter contained in the skin of the berry is very much higher than that contained in the endosperm, the figures being approximately 5.8 per cent in the former case and 32 per cent in the latter.

2. The different wheats are fairly constant in this matter; that is to say, the mineral matter in the skin is always approximately 5.8 per cent and in the endosperm approximately 32 per cent.

When the carbonaceous matter of a wheat product is burned away the mineral content is left in the form of ash, the weight of which can be determined with fair accuracy. The weight of ash produced from any given stock depends solely on the relative proportions of bran and endosperm present in the sample, and therefore affords a simple and reliable measure of the amount of bran therein.—From "The Physical Science of Flour Milling," published by the Northern Publishing Co., 16, Fenwick Street, Liverpool, Eng.

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DEVICE FOR SCOURING RICE

A rice scouring device that mechanically removes bran from small samples of brown rice and that may be used also to remove the hulls and bran from rough rice of good milling quality, has been developed by R. M. Gehl, grain marketing specialist for the Bureau of Agricultural Economics, United States Department of Agriculture.

Mr. Gehl reports, in a publication just issued by the Department of Agriculture and entitled "The Gehl Laboratory Rice Scouring Device," that scouring brown or rough rice reveals the color and the general appearance of the kernels, discloses the freedom from damage or the extent and nature of the damaged condition of individual kernels, and makes possible more accurate inspection, since the product becomes comparable in appearance to commercially milled rice.

The device was developed to aid federal and state rice inspectors, rough and brown rice dealers, rice millers, and sales managers and graders of rice selling organizations in making a quick and accurate determination of the quality of lots of rice based on small samples of rough and brown rice.

A motion picture theater at Lethbridge, Alta., announces that it will accept one bushel of wheat as price of admission to the show.

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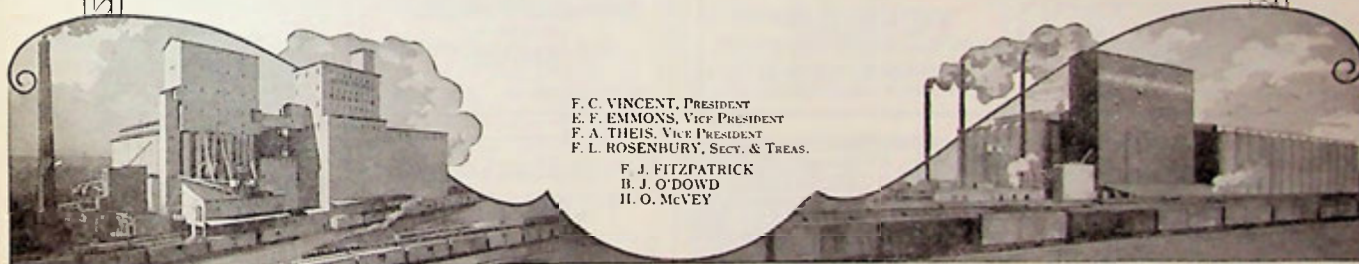
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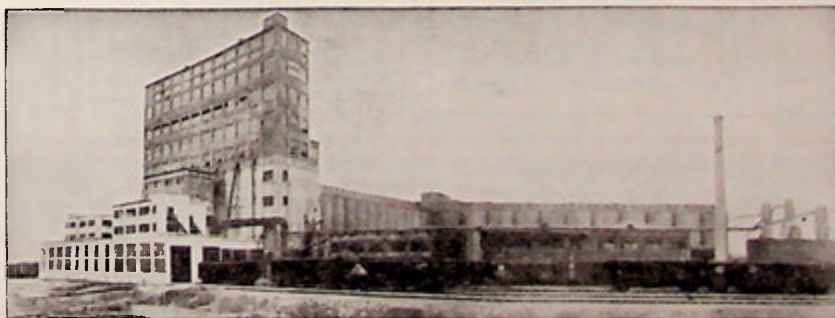
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Exceptional Facilities
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Flour and Cereal Products
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Feb. 19-20.—Eastern Federation of Feed Merchants, annual midwinter meeting at Hotel Onondaga, Syracuse, N. Y.; W. A. Stannard, 48 State Street, Albany, N. Y., secretary.
March 16-19.—American Society of Bakery Engineers, annual convention at the Edge water Beach Hotel, Chicago, Ill.; Victor E. Marx, 1541 Birchwood Avenue, Chicago, Ill., secretary.
March 24-25.—Kansas Bakers' Association, annual convention at the Allis Hotel, Wichita, Kansas; J. S. Chaso, Topeka, Kansas, secretary.
April 7-8.—Nebraska Bakers' Association, annual convention at the Rome Hotel, Omaha, Neb.; E. R. Newman, 1317 Leavenworth Street, Omaha, Neb., secretary.
April 7-9.—Oklahoma Bakers' Association, annual convention at Oklahoma City, Okla.; John Wallen, 401 East Fifth Street, Oklahoma City, secretary.
April 13-14.—Bakery Sales Promotion Association, annual convention at the Fort Pitt Hotel, Pittsburgh, Pa.; Robert E. Sullivan, 1135 Fullerton Avenue, Chicago, Ill., secretary.
April 16-17.—Ohio Millers' State Association, annual convention at Columbus, Ohio; W. W. Wickersham, Blanchester, Ohio, president.
April 21-22.—Associated Bakers of Illinois, annual convention at Pierre Marquette Hotel, Peoria, Ill.; Roger Hartley, 268 North Michigan Avenue, Chicago, Ill., secretary.
May 5-6.—Indiana Bakers' Association, annual convention at Chamber of Commerce Building, Fort Wayne, Ind.; Charles P. Ehlers, 1503 Merchants' Bank Building, Indianapolis, Ind., secretary.
May 11-13.—Southern Bakers' Association, annual convention at Chattanooga, Tenn.; Thomas Hull, 291 Ivy Street, Atlanta, Ga., secretary.
May 12-13.—South Dakota Bakers' Unit, annual convention at the Alonzo-Vard Hotel, Aberdeen, S. D.; Mary A. Miller, Sioux Falls, S. D., secretary.
May 18.—Iowa Bakers' Association, annual convention at Waterloo, Iowa; Charles Schwoelhardt, 1623 South Main Street, Burlington, Iowa, secretary.
May 25-27.—Missouri Master Bakers' Association, annual convention at Jefferson City, Mo.; Frank Jungewalter, St. Louis, Mo., secretary.
June 4-6.—American Feed Manufacturers' Association, annual convention at the French Lick Springs Hotel, French Lick, Ind.; L. F. Brown, 53 West Jackson Boulevard, Chicago, Ill., secretary.
Oct. 12-14.—Grain and Feed Dealers' National Association, annual convention at Rice Hotel, Houston, Texas; Charles Quin, 321 Gardener Building, Toledo, Ohio, secretary.

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