

# The Northwest Miller and American Baker

LIBRARY,  
THE BAKERS ASSOCIATION  
OF  
BRITISH FLOUR-MILLERS

7 APL 1931

Hot cross buns,  
Hot cross buns,  
If you have no daughters,  
Buy them for your sons.



Water Color by E. Maria Gordon

MARCH 25, 1931



## Recipe For Making Men

### Ingredients

One Red Blooded Boy	Some Study (not too much)
Parents' Loving Care	Reasonable Amount of Work
Outdoor Exercise	Nourishing Food (plenty of good bread)

### Method

Mix work and play with study. Combine wisely under direction of loving parents. Add muscle building foods—plenty of nourishing bread. Rear with patience and understanding. Turn out at 21, a credit to parents. This recipe makes one man.

Only a mother knows the painstaking care required to raise a boy right. Good bread and plenty of it is a great help. Is it any wonder that smart mothers patronize bakers who make good bread?

INTERNATIONAL MILLING COMPANY  
 Minneapolis, Minnesota                      Buffalo, New York



# SEAL OF MINNESOTA

FLOUR      MILLED      FROM      TESTED      WHEAT



# Does Your Dough Squeak?

*A small sound with a big meaning*

**W**HEN you press your dough with your hand, does it squeak? If so, according to some well-informed men, you'll have good bread.

If, on the other hand, your dough slips easily through your fingers, you're in for trouble.

Squeaky dough has a good strong cell structure, which holds the gas firmly. When you press it, it resists. Finally, as you press harder, it breaks, and the gas escapes with a squeak. Such a dough is enjoying a lively fermentation, and contains a strong, well-developed gluten.

It's easy to understand what happens when these two doughs reach the oven. The squeaky dough, which resisted your pressure in the trough, will also resist the rapidly expanding gases in the oven. It will give you a large, well-risen loaf, with a good grain and texture. The other dough will allow the gas to escape as easily in the oven as it did between your fingers in the trough. The result is a small loaf, with an open grain and a poor structure.

Good strong gluten in the dough cannot be developed from a flour

which did not contain good gluten at the start. Neither can it be developed unless the flour is uniform, and responds uniformly in the mix and during fermentation. Either condition produces an expensive loaf, and a poor one.

That's one of many reasons why you can afford to pay a few cents a barrel more for a uniform, dependable, strong flour like Pillsbury's. In the first place, you know that every sack contains a high percentage of quality gluten. In the second place, you know that every sack of Pillsbury's is exactly like every other sack. These two things will improve the quality of your loaf and lower the cost of producing it. That means satisfied customers, increased sales, lowered costs, greater profits.

# 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.*

# “...one of the most important factors in present high standard...”

The Burdette Brothers started business in what was already a highly competitive market.

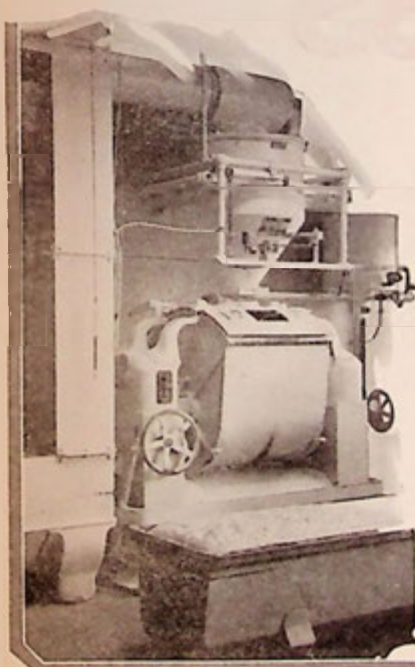
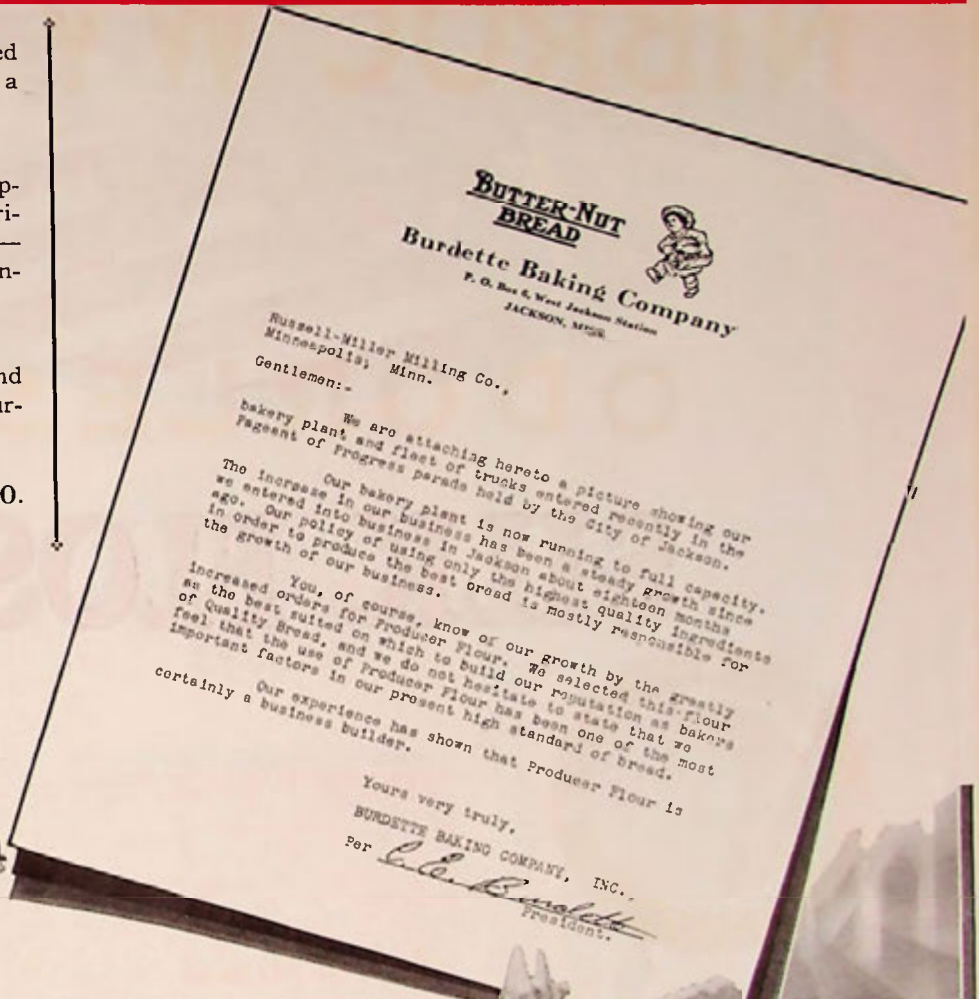
\* \* \*

From “scratch” to full time operation—leaders in a wide territory in less than two years—suggests unusual ability and unusual products.

\* \* \*

Read carefully the third and fourth paragraphs of Mr. Burdette’s letter.

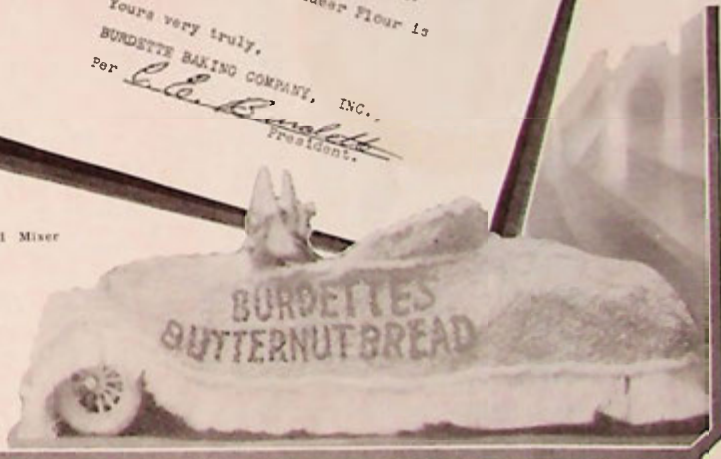
**RUSSELL-MILLER MILLING CO.**  
MINNEAPOLIS, MINN.



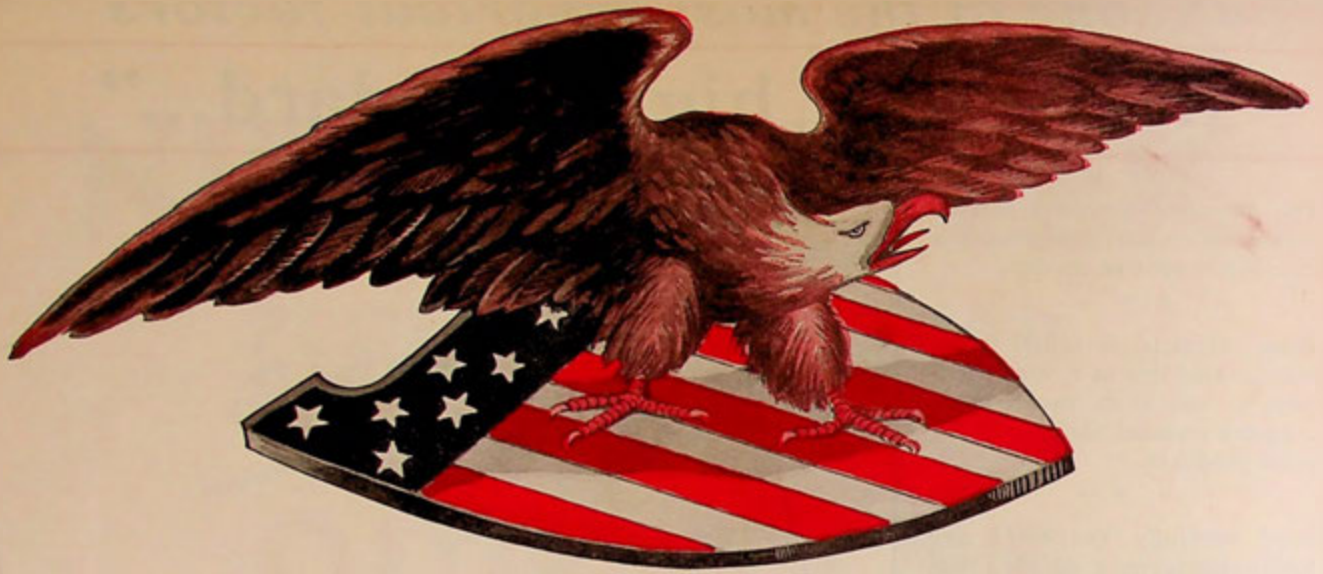
Left—Automatic High Speed Mixer of Burdette Baking Co.

Right — Decorated auto—advertising Burdette’s Butternut Bread—featured in city pageant.

Below — Fleet of eight trucks used for delivery of Burdette’s Butternut Bread



# PRODUCER FLOUR



# SILK FLOSS

No baker can possibly save a thing by buying a cheap flour when he can get a flour of the long-proved high quality of "SILK FLOSS" for so little money.

*Defeat "hard times" by making better bread.*

*Also*

## "SANTA FE TRAIL"

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

The Kansas Milling Co.  
*Wichita, Kans*





*In Fifty Years  
of Milling*

We have passed through many periods of depression in trade, but we never yet have met a situation by reducing the quality of our products. Count on "KELLY'S FAMOUS"

*Daily Capacity 2,500 Barrels...*

*Grain Storage Capacity, 1,000,000 Bushels*

*The*  
**WILLIAM KELLY MILLING CO.**

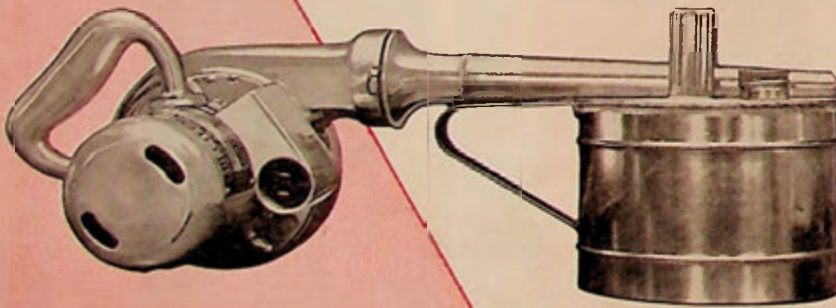
**HUTCHINSON, KANSAS**

*William Kelly, President*

# SPRAY WITH MIDLAND MILL-O-CIDE

## IT KILLS INSECT PESTS

Insect Pests can only be controlled by constant and systematic effort. Unchecked, the hungry horde will cut into profits at an appalling rate. Midland Mill-O-Cide is easy and safe to use. It kills by vapor and contact and attacks all forms of insect life in all stages of its development. It is far more economical to be free of insects than to feed them—start now—spray regularly with MIDLAND MILL-O-CIDE.



**MIDLAND  
ELECTRIC  
SPRAYER**

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

The Midland Electric Gun is standard in every respect. Heavy cast aluminum shell, 1-3 h. p. G. E. Motor mounted on Norma Precision Ball Bearings. Well balanced and easily carried. This sprayer will be given outright to the buyer of two 65-gallon drums of Midland Mill-O-Cide.

**MIDLAND CHEMICAL LABORATORIES** INC.  
DUBUQUE, IOWA U. S. A.



*Bread Is the Best and Cheapest Food*



The  
**ADMIRAL**  
FLOUR

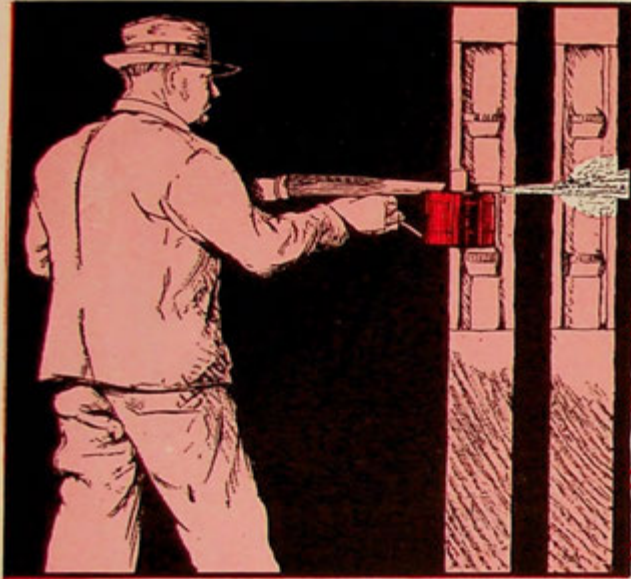
"THE ADMIRAL" will help you to solve the difficult price-of-bread problem by insuring you a quality loaf that will be head and shoulders above your cheap bread competition.

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

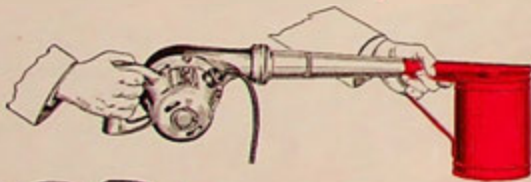
CAPACITY 2500 BARRELS DAILY

Made  
in Kansas

# DR. LOEBEL'S » INSECTICIDE «



## ELECTRIC SPRAYER FREE!



We furnish electric and compressed air sprayers like those shown here free with initial order. The type of sprayer depends upon the quantity ordered.

### Use the Coupon!

Use the coupon to get the booklet below in which you will find an exceedingly interesting story proving the effectiveness of Dr. Loebel's Insecticide.



Insecticide Dept.  
Huntington Laboratories, Inc.  
Huntington, Indiana

We would like to know more about Dr. Loebel's insecticide. Please send us your booklet "Anywhere but here!" and prices.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

# GUARDS YOUR PROFIT!



ARE insects cutting down your income and depriving your customers of a clean, healthful, fit-to-eat package of food? You can stop them quickly, easily, positively.

Dr. Loebel's Insecticide will control insect pests without danger of fire or poisoning, without costly fumigations or shut-downs. We will gladly demonstrate its effectiveness in your plant and show you how a definite program of regular spraying with Dr. Loebel's Insecticide will completely eliminate the insect pests which are now costing you so much in profits and good will. Dr. Loebel's is economical in use, non-explosive, non-inflammable and can be applied while the mill is in operation. Use the coupon to get complete information.

Canadian Office and Warehouse,  
36 Yonge Street, Toronto, Ontario

HUNTINGTON  
LABORATORIES

# The HUNTINGTON LABORATORIES Inc. HUNTINGTON, INDIANA



# "Polar Bear" FLOUR IS KING

This fine flour may cost you one fifteenth of one cent more per loaf than an ordinary or "medium good" flour. But we are regularly supplying it to bakers who get from one half to one cent per loaf *better sale value* out of their bread,—and the difference is absolutely clear profit.

Don't try to *save* on flour. It is easier to *make* on bread.



*The* NEW ERA MILLING CO.  
ARKANSAS CITY KANSAS



## One-way Commander-Larabee Flours are kept uniform

LOCATED at strategic points throughout every section of the great American wheat belt, stand 83 storage terminals of the Commander-Larabee Corporation — 83 “reservoirs of quality” through which we command the finest wheat at all times.

As you well know, it takes more than a perfected milling process to produce uniform flour month after month.

A constant, unending supply of fine wheat, the particular wheat demanded for the milling of particular flours, is also needed. Absolute uniformity can be achieved only by the use of the same standard of quality wheat month after month.

On the map above is tangible evidence why Commander-Larabee Flours are always uniform. Each dot on the map indicates wheat storage facilities.

Over 20,000,000 bushels may be stored in these facilities. Think of it—20,000,000 bushels of wheat!

Throughout the great wheat producing districts of America, these 83 “reservoirs of quality” enable us to buy—for your protection



—the finest, choicest wheat, at favorable prices, when the wheat movement is on; and thus have at our command, at all times, under all conditions, “the pick of the crop.”

Because we have these gigantic reserve capacities, because we buy only the finest wheat to put in them, the baker using Commander-Larabee Flour is always certain that uniformity will actually prove itself in his ovens month after month.

Shreve M. Archer, President

**Commander-Larabee Corp.**

Minneapolis, Minnesota



Shreve M. Archer, President of the Commander-Larabee Corporation. Mr. Archer's activities extend into many fields—exemplifying the broad experience at his disposal. As President of the Archer-Daniels-Midland Company, he heads the largest linseed oil company in the world. In addition to many other activities, he is a director of the Northwest Bancorporation; The Northwestern National Bank, Minneapolis; The St. Paul Fire and Marine Insurance Company; and the Strutwear Knitting Company; all of which bring him into close contact with business management and present day merchandising.

**COMMANDER  
LARABEE**

# THE UCCESSFUL AKER

pays careful attention to the quality of his raw materials.

HIGH QUALITY FLOUR is essential to HIGH QUALITY BREAD.

Beat competition by improving your loaf.

## *DANIEL WEBSTER*

Short Patent

## *GOLD COIN*

Standard Patent

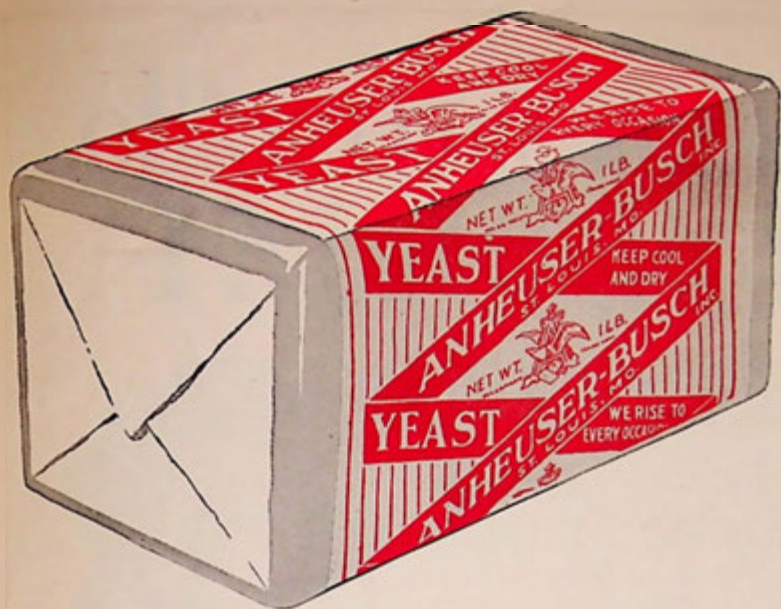
will help you solve your problem of meeting or beating competition.

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

# EAGLE ROLLER MILL CO.

NEW ULM, MINNESOTA

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



**Every day *thousands* of *Bakers* tell us they are getting far better results with Anheuser-Busch Yeast . . . . obviously, it's better.**

IT'S BETTER

IT'S BETTER

IT'S BETTER

IT'S BETTER

IT'S BETTER

IT'S BETTER

IT'S BETTER

**Anheuser-Busch**

**YEAST**

**ANHEUSER-BUSCH - - ST. LOUIS**

# 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



# AN IMPORTANT ANNOUNCEMENT

*to the Bakers of America*

*By Gus Papendick*

Until now the use of the Papendick tray has been restricted in some territories.

Today, that restriction is off. Any baker—in any state (with the single exception of Baltimore and environs)—can package and market sliced bread in the famous Papendick tray.

*Don't be misled by poorly grounded rumors.* Today, the Papendick tray is yours. Simply write us for complete information and we will make it possible for you to secure all the advantages of the tray which hundreds of other bakers are now enjoying.

Manufacturers, located at many strategic points, will be licensed to make these trays. They will assure you lowest possible prices and quick delivery from their large stocks of standard size trays.

Remember that no other way of selling sliced bread has been proved practical. The tray keeps the slices firmly together, so that they reach the consumer intact—keeps them fresh longer—allows of convenient table serving.

Don't miss this opportunity to cash in on the biggest advance in the baking industry since wrapped bread.

*Write today.*

**PAPENDICK, INC.**

3500 N. Florissant Avenue

ST. LOUIS



# 300 PERFECT BOWLING



The subject of the March bulletin will be "Yeast Foods." These bulletins, written in clear understandable language, are constantly gaining in popularity. Your free copy will be mailed for the asking. Just send your name and address.

STRICTLY INDEPENDENT  
---SINCE 1882---



12 strikes—12 times the ball speeds down the alley into the pocket—12 times absolute accuracy is required—an accuracy dependent upon the uniformity and reliability of the bowler's eye, hand and body.

Consistent production of high quality baked goods requires accuracy—an accuracy dependent upon the uniformity and reliability of every ingredient in the dough. The real work

falls upon the yeast, for yeast is relied upon to raise and condition the dough for the divider, the rounder and then give the proper amount of oven spring to the loaf.

Red Star Yeast has built a reputation for its dependability, its strength and its sturdiness. it is uniform and can be depended upon to do its full share in raising and conditioning the dough, finally giving the loaf ample oven spring.

## RED STAR YEAST

RED STAR YEAST  
AND PRODUCTS  
COMPANY

Milwaukee, Wisconsin



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



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

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

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

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

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

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

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

*Flour  
Facts*  
THE TRUTH ABOUT  
BLEACHING

SANDS, TAYLOR & WOOD CO.,  
28 Fitchburg St., Somerville, Mass.  
New York Offices, 787 First Ave.

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

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

**MISS SARAH BENTON  
CONSULTANT  
ST. BERNARD, OHIO**

Dear Madam:

I have been asked to do something by a big baking company I am working for, and I never guess at anything. They were awfully amused when they came to me and I told them that my opinion wasn't worth a penny, but that I knew how to get opinions that would be worth something to them. So I am coming to you.

What I want to know is very simple. You can put it down on the enclosed post-card in about two seconds, and I would say that I appreciate it very much, but that doesn't mean anything either. I will do more than that. I will send you a little present in the mail as soon as I get your card back.

You probably know as well as I that all good bakers, when they make a cake, use butter. You also know that the best cakes are made by using part butter and part shortening. What I want to know is what shortening you would like your baker to use with butter when he makes a cake.

I hope you haven't the least suspicion about me, for I am not an agent and don't employ agents. I have nothing to sell and I don't want to use your name in advertising or take any advantage of it at all. I wouldn't even ask for your name on the card except that in return for your kindness I am allowed to make you a little present. You deserve something and you will like what I have to send you.

Sincerely yours,  
*Sarah Benton*

**CAKE SHORTENING PREFERENCES**

	4-CITY TOTAL	CITY A	CITY B	CITY C	CITY D
CRISCO	79%	89%	85%	79%	63%
Brand A	9%	3%	6%	4%	25%
"Lard"	3%	4%	5%	4%	*
Brand B	2%	3%	*	1%	3%
C	2%	*	*	*	6%
"All butter"	1%	*	2%	1%	1%
Brand D	1%	*	*	3%	*
E	1%	*	*	3%	*
F	1%	*	*	2%	1%
G	1%	*	*	2%	*
H	*	*	1%	*	*
I	*	*	1%	*	*
J	*	*	*	*	1%
"Cottonseed oil"	*	1%	*	*	*
"Oleomargarine"	*	*	*	1%	*

\* Less than 1%

### The query:

We asked women in four cities: "What shortening do you prefer a baker to use with butter in cakes?"

### The reply:

79% answered: "We prefer to buy cakes made with butter and CRISCO." 9% mentioned another branded shortening. Only 1% said: "All butter."

# A blunt message to Crisco users:

**V**ISITORS to the Atlantic City Convention last September saw this sign in Neon lights over the Crisco booth:

"Mr. Baker—your cake sales will double in the next three years."

Hard-headed bakers and members of the allied trades agree that our prophecy is not over-optimistic . . . if (and it's a big IF).

. . . IF you bake the home-made taste into your cakes . . . and . . . IF you convince women that you use the same choice ingredients they use themselves.

You must not only tell your customer of the fine things you put into your cakes—you must make her believe you.



How?

If you say simply that you use a "high-grade pastry flour"—without giving it brand or label—does that mean as much as if you were to tell them you use the same flour they use at home (mentioning the brand)?

Does a woman expect you to use all high-score butter in your cakes? Or, when she thinks a baker infers that he does, is she apt to put tongue in cheek and say to herself, "There ain't no such animal"?

#### Here's the answer!

You want to know—and so did we. So through an independent investigator, we asked a number of women this question, "What brand of shortening do

## Women want to know just what goes into your cakes

you prefer a baker to use with butter in his cakes?"

79% said "Crisco." 9% voted for another branded shortening. Only 1% said, "All butter."

Here's definite evidence that, in telling women you use Crisco in your cakes, you are using one of the strongest weapons you can in fighting for increased cake sales.

Over 4,000,000 particular housewives use Crisco in their own kitchens. They know, as you do, that Crisco's uniformly creamy consistency makes cakes that are light and tender. They know that Crisco's sweet, neutral taste allows the full, delicate flavor of a cake to assert itself.

Put this good will to work.

**PROCTER & GAMBLE [Bulk Crisco Dept.]**

1113-C Gwynne Bldg., Cincinnati, O.

# Refrigeration for Dough Mixers

By *F. P. Siebel, Jr.*

Manager Siebel Institute of Technology

**U**NDoubtedly, the greatest refrigeration problem in the bakery, and the unit requiring the greatest tonnage of refrigeration, is the high-speed dough mixer. It is necessary to hold the dough close to 80 degrees Fahrenheit in the mixer, removing the heat imparted by the friction of the dough, the heat of hydration and the heat entering the mixer through the materials and in some cases by radiation

into the mixer. The higher the speed of the mixer, the greater will be the frictional heat created, and thus we get to the fact that the frictional heat is really a function of the mixer motor power. The frictional heat is by far the greatest item when the mixer runs at more than 30 r.p.m. The refrigeration problem at the mixer is considerably enhanced by high ingredient temperatures.

It has been estimated that the heat

introduced by the materials alone at incorrect temperatures amounts to approximately 5,000 B.T.U. per bbl of bread dough, assuming that the initial temperatures of the ingredients are of average value. The flour, for example, may enter at from 75 to 80 degrees; the ingredient water as taken from the tap will run from 50 to 65; sugar and shortening at 80 degrees, etc. It will be seen that the average entering temperature of these ingredients is very nearly the desired temperature of the dough, and it does not take much added heat to increase the dough temperature to a dangerous point.

Second comes the matter of the heat of hydration, or the heat produced by the addition of water to the flour. This effect is similar to the heat produced by

adding water to quicklime, and amounts to about 6.5 B.T.U. per pound of flour. While this at first glance may seem to be a small amount of heat, yet it amounts to about one half ton of refrigeration in a 200-lb dough batch, in addition to the heat admitted from other sources.

Third, but not least, is the frictional heat produced by the agitation of the dough, by which the mechanical power supplied by the motor is converted into heat within the body of the dough. On the well-known basis that every horse power produces 42.42 B.T.U. of heat per minute, then it is evident that the total heat is comparatively easy to compute. Thus, if 5 horse power is being expended upon the dough for one minute, then the heat produced during this time is equal to  $5 \times 42.42 = 212.1$  B.T.U. If the mixing time is 12 minutes, then the heat produced is 2,545.2 B.T.U., or enough to raise 2,545.2 lbs of water 1 degree.

To compute the refrigeration requirements in terms of tons of refrigeration, or the melting equivalent of 2,000 lbs of ice per 24 hours, we find that this standard rating corresponds to 12,000 B.T.U. per hour or 200 B.T.U. per minute. To supply all this refrigeration directly by the condensing unit would require equipment of a size all out of proportion to the job at hand, because all of the refrigeration would necessarily have to be applied in the very short time of mixing, which averages about 10 minutes. Therefore, to avoid an excessively large compressor, we shall require a considerable refrigeration storage capacity, either in the form of cold ingredient water, brine, or both.

A simple, practical formula developed at the institute can be used to calculate the desired temperature of the ingredient water. That is, the temperature of the ingredient water is equal to five times the corrected dough temperature, minus two times the flour temperature divided by three, or:

$$T_w = \frac{5T_d - 2T_f}{3}$$

Where  $T_d$  = corrected dough temperature  
= desired dough temperature—the mixer rise.

To illustrate, supposing the temperature of the flour is 70 degrees and we want the dough to come out of the mixer at 80 degrees. Supposing also that the total temperature rise in the mixer is 20 degrees, this being due to the heat produced by friction and the heat of hydration of the flour. All of this heat is to be removed by the ingredient water.

Then the corrected dough temperature,  
 $T_d = 80 - 20 = 51^\circ \text{ F.}$

Substituting in the formula, we have:  
 $T_w = \frac{5 \times 51 - 2 \times 70}{3} = \frac{115}{3} = 88.3^\circ \text{ F.}$

If the calculated water temperature falls below 34 degrees, then some other means of cooling will also have to be provided for, such as ice or circulating cold water or brine through the jacket of the mixer.

The formula just explained applies only to the sponge stage of the sponge dough method, and also the straight dough method.

For the second mix, or the dough stage of the sponge dough method, the following formula will apply:

$$T_w = 5T_d - T_f - 3T_r$$

In other words, the temperature of the ingredient water added in the dough

(Continued on page 871.)



## TEN to ONE

*IS volume going down—and profits too? Are dealers pressing you for discounts, rebates, and cheap bread? Are prices and weights changing all around you? Stale returns are excessively high, aren't they?*

For months bakers have been on the defensive, reeling under the blows of Congressmen and a misinformed public. Now it's high time that they began offensive operations.

Wouldn't you like a trained headquarters staff which is familiar with all these conditions, to point the way?

The W. E. Long Company are helping many bakers to do correct planning in these times when troubles break so fast that clear thinking seems most difficult.

Probably what you need most just now is the detached viewpoint of a trained observer. Most likely you are too close to your own troubles, too deep in your own market to see the way out.

Send for The W. E. Long Company. Ten to one they will win for you.

# The W. E. LONG COMPANY

155 N. Clark Street, Chicago, Ill.

ADVERTISING  
ACCOUNTING  
ENGINEERING  
LABORATORY  
PRODUCTION

**PAPER SACKS  
FOR MILLERS**

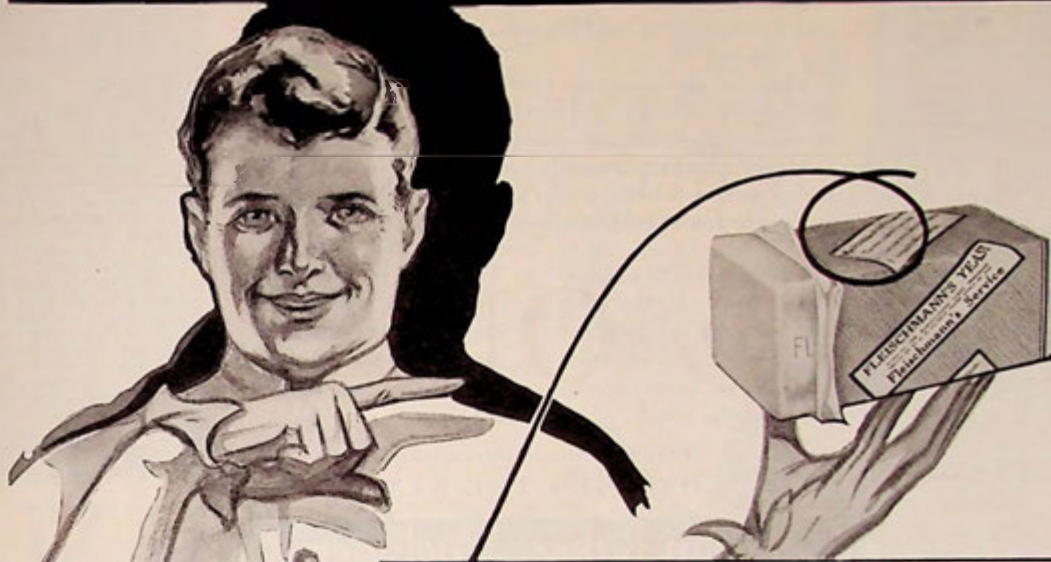
The Chatfield & Woods Sack Co.  
CINCINNATI, O.

**ERNST & ERNST**

ACCOUNTANTS AND AUDITORS  
SYSTEM SERVICE

OFFICES IN ST. PAUL, MINNEAPOLIS, KANSAS  
CITY, CHICAGO, ST. LOUIS, DALLAS AND  
FIFTY-ONE OTHER CITIES

**OVER 30,000 BAKERS PREFER FLEISCHMANN'S YEAST**



**THAT'S FLEISCHMANN'S SERVICE**

Look at the wrapper of any pound of Fleischmann's Yeast. There you will find printed "Six Reasons Why 30,000 Bakers Prefer Fleischmann's Yeast."

These six reasons are not mere meaningless phrases. They are six pledges to the baking industry from the makers of Fleischmann's Yeast. They represent the service that is behind every pound of Fleischmann's Yeast.

Year in and year out that Service has gone on, increasing in scope and efficiency. Today Fleischmann Service is better and more efficient than ever. Why not take advantage of it? It's for you!

**FLEISCHMANN'S YEAST » » » SERVICE**

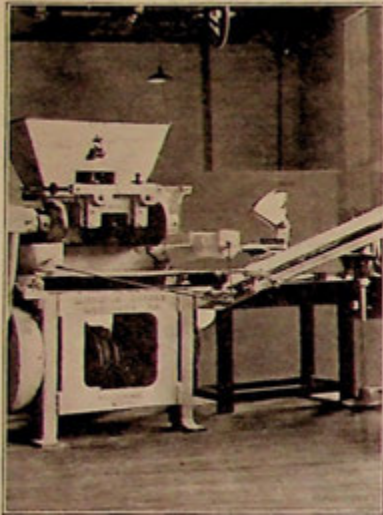


**SIX REASONS WHY BAKERS PREFER FLEISCHMANN'S YEAST**

- 1. You get the most uniform yeast with a strength that always gives the greatest oven spring.
- 2. Not one, but twelve factories which insure a supply of yeast to every section of the country.
- 3. An unequalled delivery system that gets fresh yeast to you and 30,000 other bakers on time.
- 4. Personal contact with you through a local organization backed by a national concern.
- 5. Laboratories, schools and demonstrating experts to help solve your baking problems.
- 6. Sales Promotion Service to help you sell more quality products.

**OVER 30,000 BAKERS APPRECIATE FLEISCHMANN'S SERVICE**

# CLOSE TO THE LINE



**I**T'S a thin line these days between profit and loss in the baking business.

Scaling weights *must* be accurate—for any size or weight of loaf—because small errors mean big losses.

The divider *must* be easily and quickly adjustable—to take care of a variety of sizes and weights of loaves in steady production.

Many a baker depends on his American Divider today as never before—to keep his scaling weights accurate for loaves of every size.

The two-pocket Standard model, shown at the left, has been on the job for years—saving money for one of the best known bakers of the South.

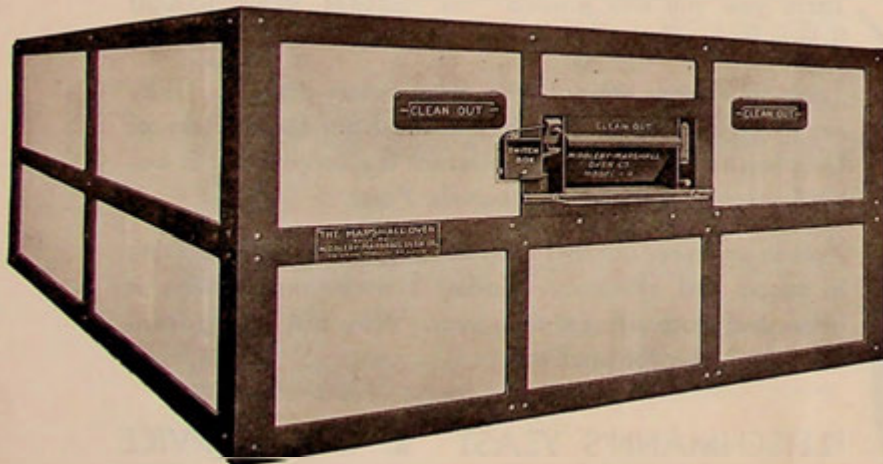
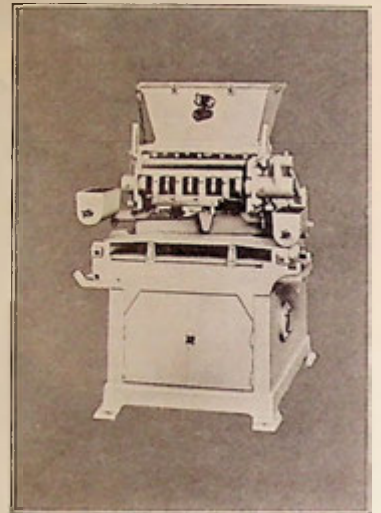
When bakers want a new divider—of larger size and even greater accuracy—they install the American Master Divider shown on the right.

*Write for more particulars*

**CONSIDER THE NAME**

## American Bakers Machinery Co.

1600 S. Kingshighway Blvd., St. Louis, Mo.



## Oven Confidence

The OVEN is the most important piece of equipment in any bakeshop. A quality oven is absolutely necessary in turning out a quality product, the only thing on which a successful business can be established.

For nearly forty years Middleby-Marshall Ovens have been producing quality goods for the American public. Go into any community in the United States. Pick out the bakery displaying the highest class of

goods in the neighborhood, and invariably there you will find a Middleby-Marshall Oven in use—and why? Because these practical bakers recognize the need of dependable oven equipment and are content only with the best.

A Middleby-Marshall Oven in your shop will give you that greatest of all advantages called OVEN CONFIDENCE—the assurance of uniformly perfect baking every day, the smallest possible fuel consumption, and almost lifelong durability. These are the features which have merited for Middleby-Marshall Ovens the slogan—*Ovens that Satisfy*. These are the features which have won for Middleby-Marshall Ovens that great popularity which is the best mark of merit.

We will gladly quote you prices and give full particulars on any oven requirement. We manufacture a full line of ovens to meet every baking need. Write us today. You incur no obligation.

## MIDDLEBY-MARSHALL OVEN CO.

*The Largest Manufacturers of Bake Ovens in the World*

765 W. Adams Street  
CHICAGO, ILL.



Branch Office and Factory  
at St. Louis, Mo.

E. J. Chubbuck Co., San Francisco, Cal.  
Pacific Coast Manufacturers

Address all correspondence to  
main office at Chicago



*"After all  
it takes  
a Baker"*

**Swift's**  
**VREAM**  
*for cakes, pies*

A hydrogenated shortening of proved merit. Its consistency is just right for creaming. Creamed with sugar, it produces a light, fluffy mix which does not break down when milk and eggs are added. Gives good volume. Mixes well with butter. In 50 and 60 pound cans, 110 pound drums, and tierces.

Swift & Company

- Swift & Company's famous list of TESTED bakery supplies*
- BROOKFIELD FROZEN EGGS . .
  - FRYENE . . BAKERS PASTRY . .
  - PREMIUM OLEOMARGARINE . .
  - "SILVERLEAF" BRAND PURE LARD . .
  - JEWEL SHORTENING . .
  - PYAC . . BAKEALL . . KAKEBAKE . .
  - BROOKFIELD BUTTER . .
  - VREAM . . U. B. MARGARINE

**Vream**  
**Shortening**  
A Hydrogenated  
Vegetable Oil for Cakes,  
Baking, Frying, and  
All Cooking Purposes  
50 POUNDS NET

# Celebrating the Pancake

By Mildred Boie

THE pancake in England is quite a different thing from the one in America. In the States the pancake, or wheat or griddle cake, is a staple item of the breakfast menu; it has spread in a limited way to the luncheon, and at certain white-tabled restaurants is popular as a midnight feast. But in England the pancake is raised to the rank of puddings and sweets, and is served only

rarely, and then as a dessert, after the meat and before the cheese.

In America we have many special kinds of pancake flour, so that even the youngest bride can mix a little flour and water or milk and make a credible pancake. In England no special flours are made for pancakes, and batters must be concocted out of self-rising flour, eggs, milk, spices and salt. In the States the

ordinary pancake is small and raised to an agreeable, fluffy thickness; in England it is as large as a plate and very thin. We eat it spread with butter, jelly or sirup; the English serve it only with lemon juice and sugar.

This to us strange and limited use of the sturdy pancake makes the one day in the year when it is eaten by every one in England a source of great interest. We have many "days" in America—Candy Day, Mother's Day, Labor Day, and so on—but England has a Pancake Day which has come down in her annals of history.

Otherwise known as Shrove Tuesday, this holiday celebrating the pancake dates back to pre-Reformation time. It gets its name from an ancient practice

in the Church of Rome of confessing sins and being shrived or shrove: the people obtained absolution on this day. As it occurred the day prior to the beginning of Lent, it was a period of feasting and merriment. Meat and flesh being forbidden, resort was made to this special "production," and it was regarded as a great delicacy.

## THE PANCAKE IN LITERATURE

The pancake and Shrove Tuesday are inextricably associated in the popular mind and in old literature. Shakespeare makes his clown in "All's Well That Ends Well" speak of something being "as fit as a pancake for Shrove Tuesday." In "The Vicar of Wakefield" the parishioners "religiously ate pancakes at Shrovetide." Taylor, the Water Poet, speaks scornfully of Shrove Tuesday, "at the entrance of which in the morning all the whole kingdom is in quiet, but by the time the clock strikes 11—which (by the help of a knavish sexton) is commonly before 9—there is a bell rung called Pancake Bell, the sound whereof makes thousands of people distracted, and forgetful either of manners or humanity. Then there is a thing called wheaten flour, which the cooks do mingle with water, eggs, spice and other tragical, magical enchantments, and then they put it by little and little into a frying pan of boiling suet, where it makes a confused, dismal hissing (like the Lernian snakes in the reeds of Acheron), until at last, by the skill of the cook, it is transformed into the form of a flipjack, called a pancake, which ominous incantation the ignorant people do devour very greedily."

In the north of England, Shrove Tuesday is observed much more than in London. I met an elderly lady whose grandmother had reported that when she was a child her family and neighbors ate nothing but pancakes all Shrove Tuesday. It is still gravely unorthodox among the working classes not to have substantial pancakes for the midday meal.

The following pancake custom is observed at Westminster and other schools to this day: At about 11 o'clock a verger of the abbey emerges from the college kitchen, followed by the cook of the school carrying a pancake. On arriving at the schoolroom door, he announces himself "the cook," and entering the room he advances to the bar which separates the upper school from the lower one, twirls the pancake in the pan, and then tosses it over the bar into the upper school, among a crowd of boys, who scramble for its possession. The one who gets it unbroken carries it to the deanery and demands the honorarium of a golden guinea.

According to the Westminster Gazette, John Dryden, in the days of Queen Elizabeth, "struggled on the floor with young Christopher Wren; and from the crowd of pancake snatchers in 1713 you might have picked out William Cowper, Warren Hastings and Charles Churchill, all very small boys, to whom the pancake loomed much larger than the laurels they won."

Until recently, Pancake Day was signalized by the ringing of a bell. Poor Robin's Almanac for 1684 has the following verse for February that shows that the bell began the pancake festivities:

"But hark, I hear the Pancake bell,  
And fritters make a gallant smell."  
Singing from door to door on Shrove Tuesday was a custom formerly observed in some of the Midland counties. At Purley, for example, the following ditty was sung:

"Knick, knock, pan's hot,  
I'm come a-shroving;  
Bit of bread and a bit of cheese,  
That's better than nothing.  
"Last year's flour's dear,  
That's what makes poor Purley chil-  
dren  
Come shroving here.  
Hip, hip, hurrah!  
"Up with the pitcher and down with the  
pan.  
Give me a penny and I'll be gone."  
If they didn't get the penny they ex-  
hibited their displeasure by throwing  
stones at the door, singing,  
"Skit-scat, skit-scat,  
Take this, and take that."

The London apprentices considered  
(Continued on page 867.)

## IT MAKES A DIFFERENCE

**W**HY handicap your salesmen today by giving them ordinary bread—just another baker's loaf? Goodness knows, it is hard enough now to sell the best of bread.

Today there must be a difference in bread—because every market has loaves selling for 5 cents and less. You must have the quality—with full, rich wheaty flavor—to make your loaf preferred.

Get that flavor—that full, rich wheaty flavor which everybody likes. Get that uniformity which keeps up the salesmen's morale. Enjoy the reputation for the outstanding bread in your community.

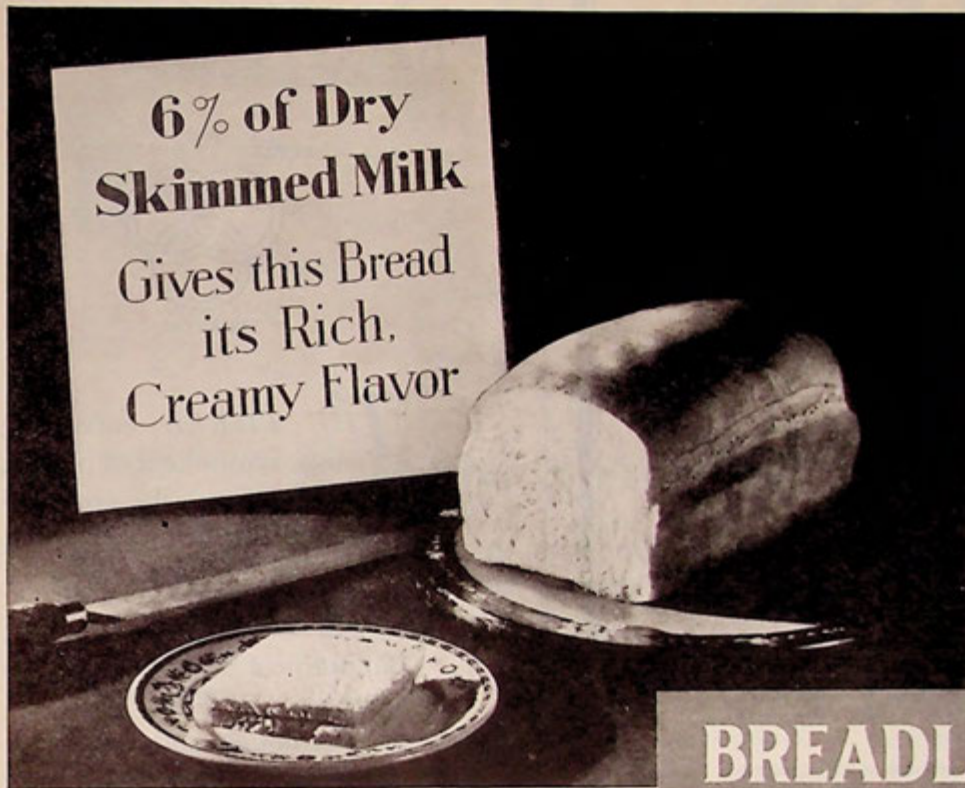
To do that, you need only order unbleached flour and Wytase. Let us show you and your foreman the merits of this matchless combination.

**J. R. SHORT MILLING CO.**  
38th and WALL STS., CHICAGO, ILL.

WRITE  
FOR OUR  
FREE BOOKLET  
"FOUND"

# Wytase





**BREADLAC**  
POWDERED SKIMMED MILK

• **DELICIOUS FLAVOR GUARANTEES** the ready sale of your bread. Almost everybody eats bread, even if it's tasteless and un nourishing. But how much more they'll eat if it's "dairy bread"—relished for its own delicious taste! Feature "dairy bread" and you attract new customers—and increase the amount you sell to your regular trade. • "Dairy bread" is easiest made with powdered skimmed milk—Breadlac. Breadlac is always uniform, fast-dissolving, pure, sweet. It keeps without refrigeration—safely. And, with it, you always know that your bread will score high in every way.

• **YET THERE IS PRACTICALLY NO ADDED COST!** The cost of the Breadlac used is practically offset by the increased yield and by the reduced baking and cooling losses. The Borden Sales Company, Inc., 350 Madison Avenue, New York.



*BREADLAC is packed in 200-pound barrels, 85-pound drums, and 50-pound boxes.*

THE BORDEN SALES CO., INC., 350 Madison Ave., New York

Gentlemen: Please send me:

- "Milk for Bread Baking"
- "Soft Pies Easy to Make"
- "The Basic Sweet Dough"

Name.....

Address.....

City..... State..... N.M.&A.B.



## The Leader

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

There is no secret about the answer.

Because OP. is a perfect Cereal Food.

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

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

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

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

Soluble protein is the carrier of Diastase.

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

Our OP. is and will remain Diastasic.

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

## Malt-Diastase Company

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

New York Office: 79 Wall Street

Chicago Office (C. S. Jacobsen, Manager)  
Room 211, Engineering Building, 205 Wacker Drive

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

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

# BALLANTINE'S MALT SYRUP

PURITY      STRENGTH



FLAVOR

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

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

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

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

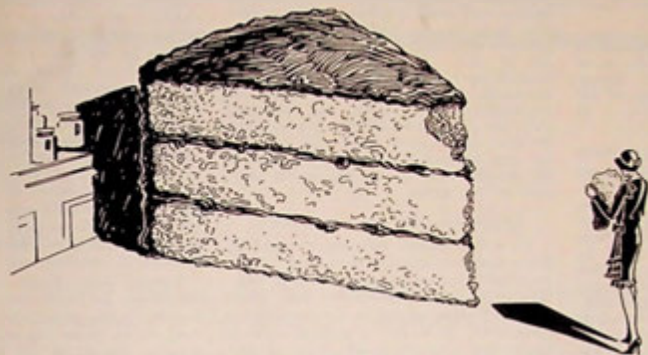
*Prompt shipment from nearest depot in United States, Canada or Europe. Baking samples sent—no obligation.*

## P. BALLANTINE & SONS

NEWARK, N. J.

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

# CAKES that *taste* home-made



ARE CAKES  
THAT  
*Sell...*

**C**OMMERCIALLY made cakes that *They also must have keeping quality....*

have the real home-made flavor are sure to find a market. To match the housewife's cake, however, the baker must consider certain factors which are only of minor importance to the housewife. One of these is keeping quality.

To keep cake moist and fresh, the baker must use proportionately more sugar and shortening than home-made cake requires. For best results he needs a balanced flour—soft and white enough to produce the proper color and grain and of the correct protein

quality and quantity to permit the proper development of the desired type of mix.

Commercial Milling Company cake flours are milled entirely from Michigan Soft Winter Wheats. These are known for their wonderful flavor. Cake Flour Specialists since 1855, we know how to blend and mix them to produce a balanced flour.

Day in, day out, baking and laboratory tests insure uniformity. Tell us the formula you want to use and we can supply you with the flour that fits it. For fine texture, featheriness, flavor and keeping quality depend on Henkel Soft Wheat Brands.

*Prompt delivery of any-sized order.... For greatest economy let us quote you our prices for mixed car lots.*

*Write or wire collect to the Commercial Milling Company, Detroit.*



## FLOURS

MADE GOOD SINCE 1855

FOR EVERY TYPE OF CAKE AND PASTRY

### SEAL of PURITY...

An all round high grade cake flour milled entirely from selected Michigan Soft Winter Wheat. Recommended specially for sponge and yellow cakes. (May be used for pie-crust, fried cakes and cookies.)

### BAKER'S VELVET...

This soft white flour for the finest white cakes and Angel Food.

### ROYAL STAR...

Gives wonderful results in pie-crust, fried cakes and cookies.

### FLAKY CRUST PIE FLOUR...

This special pie-crust blend is extra rich in starch—economical to use because it requires less shortening than heavier Hard Wheat Brands to produce a tender, flaky crust.

**COMMERCIAL MILLING CO.** *Detroit - Cleveland - Pittsburgh*

# Various Types of Water in Breadmaking

From Shellabarger's Baker's Service

**W**E hardly consider water as being one of the basic ingredients in the dough, yet it is very necessary for the formation of the gluten and the growth of the yeast in the dough. We also know there is a wide variation in the different kinds of water that have been used in making doughs. The different sources from which the water is drawn account for the variation.

### CLASSES OF WATER

The two main classes of water are hard and soft. Hard water is that which contains the soluble salts of calcium and magnesium, and possibly some iron. The mineral salts which cause the hardness of water are dissolved from the soil and the rock through which the water flows. Thus, river water is usually classed as hard, and also water from deep wells.

There are two classes of hardness in water, namely, temporary and permanent. If by boiling the water the greater part of the hardness can be removed, this is called temporary hardness. During the boiling of the water the soluble calcium and magnesium bicarbonates are converted into the insoluble carbonate compounds. The hardness which remains after the water is boiled is known as permanent. Hard water is likely to be very alkaline, and it is the alkali in the water which no doubt affects the fermentation of the dough.

### SOFT WATER

Rain or snow as it falls is naturally soft water, as it does not contain any of the mineral salts which usually cause hardness. Soft water, therefore, quite frequently comes from springs, or lakes

which have been fed by springs, and in the mountain regions, where the snow melts, the water is usually soft. Therefore, if the source of the supply of the water is known, its character may be very readily determined.

### EFFECT OF HARD WATER ON FERMENTATION

The calcium salts present in the hard water have a beneficial effect upon fermentation, in that the yeast requires them for rapid growth. However, in order to overcome the deficiency in certain water, yeast foods have been used by bakers for the past few years, so that the yeast may have a sufficient supply of calcium salts for its growth. The alkalinity usually present in hard water is rather detrimental to dough development, in that it must be neutralized by the acid formed by fermentation, before any of the acid which is formed can be of any effect in the development of the gluten. Thus it can be seen that, when very alkaline waters are used, it is usually necessary to ferment the dough much longer than when a neutral water is employed.

There is likewise present in the yeast food a substance known as ammonium chloride. The yeast uses the ammonia for its growth, which leaves hydrochloric acid as a residue. The acid thus formed neutralizes the alkalinity in hard water. This is one of the reasons for using yeast food in hard water, although there is no softening of the water until the yeast has started fermentation.

### DETERMINATION OF HARDNESS OF WATER

Hardness of the water supply may be roughly determined by the amount of

soap necessary to use before a lather is formed. This may be done by adding a little soap solution to the water, and determining roughly how much is used before a lather is obtained. When soap is used in hard water, the calcium and magnesium salts form insoluble compounds with the soap. Thus, before any lather can be formed the soap is used up in proportion to the amount of calcium and magnesium salts present in the water. The hardness of water is usually expressed in terms of parts per 1,000,000 (P. P. M.). Natural soft water may contain up to 150 parts per 1,000,000 of hardness. From 150 to 300 is considered moderately hard water, and anything over 350 parts per 1,000,000 is very hard. So far, we have not been able to work out any method for the fermentation of the doughs with various degrees of hardness of the water.

### FERMENTATION AND SOFT WATER

As stated before, soft water would require less fermentation than hard. However, with the use of yeast food it practically brings all the water into about the same class, so far as fermentation is concerned. However, in general we have found that, where very soft water is used, slightly less fermentation may be given the doughs under the same conditions.

Under this heading may come water

which contains high quantities of iron, or acid, such as sometimes comes from mines or districts where there is considerable chemical manufacturing. This, no doubt, would require special handling, and the chances are less fermentation, as iron present in the water usually indicates that the water is not very alkaline.

Also, under this class may be considered water which has been treated with chlorine in order to kill the bacteria. When chlorine is added, some of it is absorbed by the water and various bodies in the water. When an excess is added over the amount absorbed, it is known as free chlorine. Chlorine treated water usually does not contain over one half part of free chlorine per 1,000,000 parts of water. When the free chlorine is much greater than that, it can readily be detected in the water. At certain times of the year, especially when the water supply is low and contains a large quantity of bacteria, it is necessary to increase the amount of chlorine used.

Baking tests have shown that good bread can be made from water containing five parts per 1,000,000 of free chlorine, or 10 times the amount of chlorine usually found in the water. There is likewise little change in the fermentation of the dough with this amount of chlorine in the water.



Earl Randall  
Superintendent

## NO BETTER TIME THAN NOW

REGISTER for the next class in fine baking and cake decorating, which starts Monday, April 20th. Invest a little time and a few dollars here where you will receive the kind of training which will help you to make progress in the baking business.

Full information free on request

**BAKERY ART SCHOOL**  
537 South Dearborn Street CHICAGO, ILLINOIS

Number Three in a series of institutional messages to the Baking Industry

# MERCHANDISING

*..stepping  
stone to  
sales  
volume*

**MERCHANDISING** is a live, vital force. It is the direct, definite road to increased sales volume.

The Merchandising Division of the Doughnut Machine Corporation is comprised of trained bakery merchandisers—men well-seasoned in actual practice and keenly aware of its modern trends. It builds and maintains doughnut volume for the users of D. M. C. products.

Merchandising, with these experts, is a "shirt-sleeve" job. It means surveying the baker's territory; advising where to add or cut down to produce greater profit or eliminate loss. It means coaching the route men—contacting the housewife. It means planning, furnishing and intelligently distributing advertising material. It means laying a sound foundation for doughnut sales, and calling back regularly to see that the business won is being held.

This is real merchandising—not vague theory. It moves goods and brings in dollars. Its purpose, frankly, is to help D. M. C. customers sell more doughnuts—so that D. M. C. can sell more fully-prepared doughnut flour. For, years ago, we realized that our success depended directly upon the success of our customers.

D. M. C. merchandising service is available to all D. M. C. customers. It is part of our service policy. It completes the trinity which assures a profitable doughnut business—a good doughnut machine—a quality doughnut mixture—sound doughnut merchandising.

We shall be glad to tell you about any phase of the doughnut business. The coupon will bring you the facts.

**DOUGHNUT MACHINE CORPORATION**  
1170 BROADWAY, NEW YORK, N. Y.

BOSTON • PHILADELPHIA • CHICAGO • SAN FRANCISCO • LOS ANGELES • PORTLAND

DOUGHNUT MACHINE CORPORATION,  
1170 Broadway, New York, N. Y.

Please send me your 32-page booklet, "The DOUGHNUT—A Profitable Bakery Business." Of course, I assume no obligation.

Name .....

Address .....

City..... State.....

NM 3-31

# IF you don't use a Malt Syrup, CONSIDER ...



In CANADA  
It's PANOMALT

Why? You know there must be a good reason for such an overwhelming preference, so you naturally ask, Why?

The reason is—can only be—this: Diamalt definitely increases sales of baked goods. It gives a superior quality to bread, rolls, sweet goods and cookies. It gives a rich bloom that wins sales through eye appeal. It yields a fuller flavor that entices to repeat sales. It helps to improve texture and grain, and lengthens the period of freshness. No wonder people buy and buy again when Diamalt is used!

The 19,000 bakers and more who have swung to Diamalt have done so as a result of the evidence in their own cash registers. One fair test in your own bakeshop will convince you, too, that "It Pays to Use Diamalt."

Some bakers favor one or another malt syrup. Some still use sugar alone as a sugary agent. But let us consider what most bakers prefer.

**OVER 19,000**  
*—a majority of the bakers in the United States and Canada*

*choose*

# DIAMALT

• *Service* •

## FLEISCHMANN'S DIAMALT

M  
A  
T  
U  
R  
O

*Just a Thought*

**Drier Doughs**  
AND  
**Fresher Bread**

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

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

*Allow us to co-operate with suggestions and samples*

M  
A  
T  
U  
R  
O

**AMERICAN BAKERY MATERIALS CO.**  
MENOMONIE

WISCONSIN

## KOHMAN'S SALT-RISING YEAST

*Will help you satisfy your customers' desire for variety*

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

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

---

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

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

Name.....

Address.....

.....

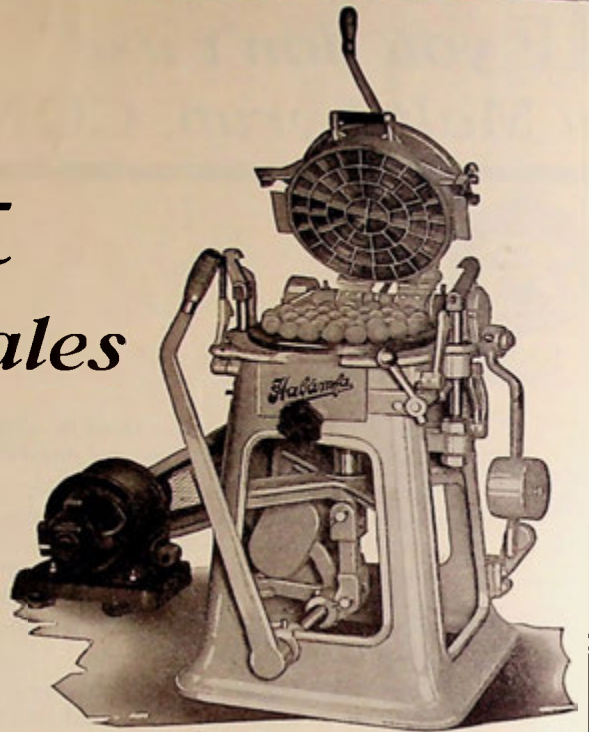
# Start a roll department

*for extra sales and profits*

By simply adding a Habamfa Roll Dividing and Rounding Machine—you can start a roll department that will bring you new profits and sales beyond your greatest expectations.

Producing rolls with this machine requires no new ingredients, no increase in overhead, no extra sales force, and only a small investment for the Habamfa. Labor costs to produce rolls with this machine are negligible, one unskilled hand is all that is needed to fully operate it.

Your customers want rolls—you want profit—why delay longer in getting full details about this profit-building machine.



Habamfa 50-part machine

**American Machine & Foundry Company**  
 Sales Office: 511 Fifth Avenue New York City

## THE NEW COLBORNE



SPECIAL ♦ ♦ ♦ ♦  
DOUGH ROLLER

Conveyor Any Length Desired

**T**HIS MACHINE will roll your doughs and carry them to a point most convenient for your use. You can place this conveyor down the center of the table and assemble pies on each side.

**E**VERY BAKER should have this machine. Does away with slow and expensive hand rolling.

**COLBORNE MFG. CO.**  
 161 W. Division Street  
 CHICAGO, ILL.

Colborne Mfg. Co., 165 W. Division Street, Chicago  
 Gentlemen: Without obligation to me, please send further information about your new Bench Special Roller.

Name .....

City..... State.....

## A PRODUCTION HINT for . . . ROLL BAKERS

**W**HATEVER type of rolls you make, you will make no mistake in using CERELOSE as the fermentable constituent. You will find that it gives to rolls the improved qualities that it gives to bread. You can use it the same as you would any other wholesome sugar. The method of using it remains unchanged, while grain, texture and volume are definitely and noticeably improved. You will find that rolls made with CERELOSE sell easier and bring customers back again for more. The superiority of the CERELOSE

product is based upon a fact which is well known to the scientific world: namely, that the quality of all yeast dough products is dependent upon the proper action of the yeast. CERELOSE insures maximum efficiency of the yeast action. It is directly fermentable.

A brief period of trial will convince you of the marked improvement in quality that results from using CERELOSE in all yeast doughs.

**CORN PRODUCTS REFINING COMPANY**  
 17 Battery Place New York, N. Y.

# CERELOSE

A PURE WHITE SUGAR FROM CORN

## Mural Painting the Newest Feature of Bakeshop Selling Art

By F. H. Fullerton

ONE of the most attractive and successful independent bakeries in Vancouver, B. C., is the Golden Rule. Both the exterior and interior of the retail portion are finished very attractively. Frank Hunter, head of the bakery, says it has built up its business almost entirely on its pastry and delicatessen trade. It specializes in catering to restaurants, dances, and entertainments of all kinds, but also has a large trade over the counter in its retail establishment.

Mr. Hunter discovered that many persons come into the store with no idea of exactly what they want, being only desirous of securing something which will be so inviting that it will encourage their appetite. As a result, he has had some very attractive mural painting done around the sides of the store as a suggestion to customers. For example, one scene shows rolls, another depicts tea twists, while cakes of various descriptions appear in others. Also there are paintings of percolators, tea cups, etc. He declares that these are simply enlarged displays of products which are actually handled in the store, and has found them very effective in creating a desire for his merchandise.

These paintings are toned down at the edges until they blend perfectly with the general color scheme of the interior of the store, and the tones and shades on the walls blend in with the rich brown of the buns and the deeper shades of the cakes displayed on shelves around the lower portion of the store.

There is a sloped front on all the glass cases which form the counters, and which run around the three sides of the store. These cases rest on marble bases. The floor is covered with black and white tile pattern inlaid linoleum. A ledge has been built around the three walls behind

the counter, and these are used for storing trays of merchandise. There are wide windows on both sides of the entrance door, and a special feature is a narrow corridor which runs right into the window space and practically up to the glass at the front. It is thus possible to walk into the window and reach all articles which are displayed, without the necessity of leaning over other trays. When the window is dressed the corridor is filled in with a number of specially provided boards.

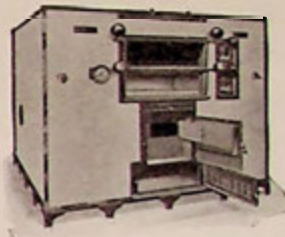
All lines of cakes, confectionery, loaves, buns, biscuits, etc., are produced in this bakery, including 17 kinds of bread daily, and an enormous variety of cakes. One line of slab cakes alone attains an output of over 1,000 per week. In the bakeshop, activity is carried on day and night, 15 employees being on the regular shift staff, while two extra girls are taken on during rush periods. A Ross electric oven is used and a Hobart mixer, while the bun cutter was manufactured by Pendrill.

Mr. Hunter is a firm believer in educational methods, and has endeavored in various ways to convince the general public that it is very much more economical to buy from the baker than to do their baking at home.

The largest percentage of the Golden Rule retail business is on a cash-and-carry basis. However, deliveries of orders of \$2 and over are made twice daily free of charge within the city limits.

During recent months a novelty has been introduced, and proved very successful—colored bread, simply plain white bread colored with a harmless vegetable material. This is supplied either in loaf form, cut into dainty shapes, or made up into sandwiches in the shape of clubs, spades, hearts and diamonds, for bridge and other parties.

## Fuel Economy ▼ Simplicity of Operation ▼ Adaptability to All Types of Baking ▼ with a HUBBARD OVEN



Hubbard Portable Ovens are built in several types and sizes and for use with coal, coke or gas as fuel. Write now for literature which gives in detail Hubbard Oven features—types—sizes.

HUBBARD PORTABLE OVEN CO.

1149

Belden

Ave.

CHICAGO



205

American

Thread Bldg.

NEW YORK

**Schulze**  
ADVERTISING SERVICE  
BAKERY ADVERTISING

25 E. 54th Street CHICAGO

**GOOD BAKED GOODS**  
DESERVE  
QUALITY BANDS & SEALS

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

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



COLLIS Cake Cooling Rack. 2-section, 26 galvanized steel trays



COLLIS Sanitary Wk. Table, angle iron steel frame, not galvanized; top, ends and back smooth dressed poplar; 8½ ft. long.



COLLIS Pan Truck, hot galvanized, angle iron steel frame, 24x48 in. galvanized steel and wire.

## More than an efficient box storage Cake Rack

this COLLIS Equipment Also Serves as a Salesman's Loading Rack

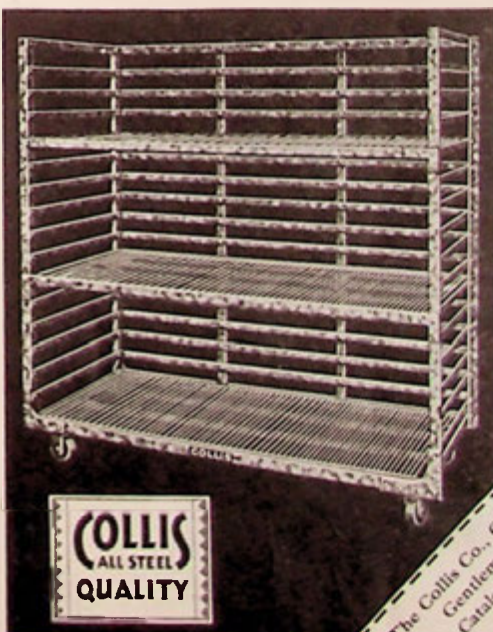
THE Baker who compares before he buys...who checks feature for feature...will choose the Collis Box-Storage Cake Rack, because it offers unmatched value.

Designed primarily to handle boxed cakes, it may be used for unboxed iced cakes by substituting sheet metal shelves which may be purchased at only a slight additional cost.

Its sturdy construction and wide spacing between shelves also makes it ideal for checking-to and preparing salesmen's loads.

It is built to Collis standards throughout, which means that it will give trouble-free service for years. Investigate the COLLIS before you buy any Box Storage Rack.

**THE COLLIS CO.**  
MANUFACTURERS OF QUALITY STEEL  
AND WIRE EQUIPMENT FOR 27 YEARS  
CLINTON, IOWA



**COLLIS**  
ALL STEEL  
QUALITY

MAIL This Coupon NOW

And you will receive the Collis Want Book and Catalog... which gives complete details and prices of the Collis Box-Storage Cake Rack and all other Collis Bakery Equipment. If your jobber cannot supply Collis equipment, we will ship direct.



The Collis Co., Clinton, Ia., Dept. M-3-A  
Gentlemen—Please send Free Copy of  
Catalogue and Want Book.  
Name.....  
Address.....

# WHY YOU SHOULD HAVE A DUHRKOP OVEN



Duhrkop Oven Installation and Plant of the Campbell Baking Co. in St. Cloud, Minn.

"...we are very well satisfied. We installed our first Oven in 1915, our second in 1919, our third in 1923, and our fourth in 1930. And as far as we have used our fourth oven it appears to us it will prove even more satisfactory than the others...."

Campbell Baking Company, St. Cloud, Minn.

## An Oven with Absolutely Even Heat

There is nothing more aggravating in the bakeshop than an oven with an uneven heat distribution. No matter how closely the baker watches this oven, there will be burned loaves every day—and loss of material and labor with every batch of baked goods. Hot spots on the oven hearth are the danger points on the way to success. To eliminate these the builders of Duhrkop Ovens have paid special attention to assure absolutely even heat in the baking chamber.

There are no hot spots on the chamber hearth—uniform bottom heat is safeguarded by a dead-air space underneath the chamber. The chamber crown is turtle-back in shape to help secure an even distribution of heat. Every nook and corner of the spacious chamber receives the same amount of heat, resulting in evenly baked quality goods which will hold your trade and bring new customers.

Duhrkop Ovens are known for their uniformity of baking—but there are other reasons why you should own a Duhrkop—just ask us.



15 Park Row  
New York

THE DUHRKOP OVEN CO.

716 Ashland Block Bldg.  
Chicago

## PROPER PROOFING in the Union Met-L-Wood Proof Box

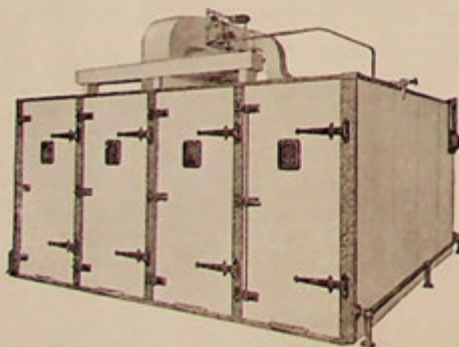
The cause for a ruined dough, or a soggy loaf of bread, may lie in fluctuating temperatures within the box, in sweating, excess humidity, or too great dryness. Any one of these merely emphasizes the need, in proofing, of a completely isolated air space under perfect control.

The Union Met-L-Wood Proof Box provides just that. Insulite insulation, equivalent to many inches of brick, is sealed in the Met-L-Wood panels. Thus condensation (sweating) is prevented. Outside temperature is kept out and inside temperature is kept in. The temperature does not fluctuate.

Semi-portable construction permits moving from one location to another. Standardized sections permit enlarging size of box as required.

Quotations based on individual requirements.

Write us.



## UNION STEEL PRODUCTS BAKERY EQUIPMENT OF EXCELLENCE

580 Berrien Street

Ablion, Michigan

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

it takes the  
to make the } BEST  
WORCESTER  
SALT

HT PHOSPHATE  
80 STRENGTH  
Uniformly 88% Purity  
PROVIDENT CHEMICAL  
WORKS  
Established 1876—St. Louis  
Division of the SWANN Corporation

## Better Bread

Builds Better Business

POWDERED MILK in your bakery products improves the flavor and keeping quality and saves you expense and trouble. Our POWDERED WHOLE MILK and POWDERED SKIMMED MILK come to you freshly made and packed, direct from producing plants. Wire, write or phone for prices, samples and full particulars.

S. T. Edwards & Co., Inc.  
110 N. Franklin St. CHICAGO, ILL.  
Dried Milk Products

## FLAVOR-OLL—

RICH COFFEE-CAKE DOUGH

1½ lbs honey	1 lb ground citron
1½ lbs sugar	1 gal water
2 lbs compound	5 oz salt
1 lb Flavor-Oil	1 oz nutmeg
1½ qts eggs	1½ lbs yeast
1 lb milk powder	18 lbs bread flour

(Add raisins and nuts if desired.)

Punch 1½ times—make soft dough—see that the temperature is 78 degrees.

Why not try some of our fine new mixes? Our bakery service department can help you and the service is free for the asking.

W. H. SZEMORE FOOD CORP.  
537 S. Dearborn, Chicago, Ill.  
(Distributor)

T. A. FAULDS CO., INC.,  
196 State St., Boston, Mass.  
(Manufacturer)





Your Trade will **STAY-**

**PUT**

WHEN YOU USE



**STAY ~ PUT ~ SELF ~ SEALING BREAD WRAPPERS**

Stop and think how much that means—a bread wrapper that, actually, **stays put!** It means three sources of profit—

FIRST—you sell more bread through the health appeal to the customer in a well-sealed shining, **protected** loaf.

SECOND—the sure repeat-sales value in a loaf which retains freshness and flavor all the way to the table.

THIRD—the saving in time and paper because, with KVP Wrappers your machines seal better and neater.

KVP "Stay-Put" Self-Sealing Bread Wrappers are tough and strong, yet pliable and easy to handle. And when printed by our new process will instill new life in your present design so that it will have direct, eye-catching appeal.

We shall also be glad to furnish you with beautiful new designs from our stock items—or have our Art Department work out your own ideas in brilliant color combinations.

**KALAMAZOO VEGETABLE PARCHMENT CO.**  
KALAMAZOO - - MICHIGAN

**BULLETIN OF NEW ADVERTISERS**

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

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

Page

Societe D'Advances Commerciales, Importers and Exporters, Alexandria, Egypt..... 881

## David Stott Flour Mills

DETROIT, MICH.

*Shipments to the East "On Time"*

*Delivered Quickly*

*Quality—"Always Satisfactory"*

*Assortment—Varied and Complete*

Spring Wheat Flour . . . . .	} <i>In grades to suit Baker or Jobber.</i>
Soft Winter Wheat Flour . . . . .	
Rye Flour . . . . .	} <i>All milled to laboratory controlled standards.</i>
Rye Meal . . . . .	
Corn Meal . . . . .	
Corn Flour . . . . .	

*Write or wire us your requirements so we can quote you.*

*Enjoy the benefits of Independent Engineering by having the*

**A. E. BAXTER ENGINEERING CO.**  
BUFFALO NEW YORK

*prepare your plans and specifications for Flour and Feed Mills, Elevators and Warehouses. Thirty Years' Experience.*

*We are not Contractors or Machinery Salesmen!*

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

# Town Crier

## FLOUR

When these trying days are over  
 And we look back upon  
 The mistakes we made,  
 Many will regret  
 Their trying to make poor flour  
 Take the place of good flour.  
 No doubt we are making  
 Our share of mistakes,  
 But reducing the quality of  
**TOWN CRIER FLOUR**  
 Or trying to sell  
 A cheaper flour in its place  
 Is not one of them.



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

*J. L. Beddoes - 1840*

**THE MIDLAND FLOUR MILLING CO.**  
 KANSAS CITY

# The Northwestern Miller and American Baker

Volume 8

MINNEAPOLIS, MINN., U. S. A., MARCH 25, 1931

Number 3

## Fluffy Bread "on the Carpet"

**FLUFFY BREAD**, as might have been expected from the airing it has had throughout the industry in recent months, will have a significant place on the program of the Bakery Sales Promotion Association's annual conference, which is to be held in Pittsburgh, April 13-14. A special committee which has been studying this question will report its conclusions. Fluffy bread also is involved in two of the major topics for discussion, and doubtless will be incidental to many others.

Along with price maintenance and development of variety as a means of meeting cheap competition, the question of fluffy versus compact bread has been given a prominent place in the industry's recent interest and activity. A survey of the principal centers of population by representatives and correspondents of THE NORTHWESTERN MILLER AND AMERICAN BAKER indicates widespread discussion of the fluffy loaf and a tendency to extend the initial experiments with a compact loaf that were begun last fall by Charles R. McGill, president of the Bakery Sales Promotion Association.

No definite findings have, of course, been reached as yet, and the testimony points to varying experience. In some localities fluffy bread is losing its popularity, and compact bread is taking its place; in others there is no indication that fluffy bread offers a problem affecting volume of consumption. Ex-

amination of the claims of the compact loaf's proponents, however, has developed a wholesome and general inquiry into the state of the bread business, often with important conclusions leading to activities along other lines.

Chief among these other activities is a definite trend toward greater variety in bakeshop products, particularly among the smaller shops. Great interest attaches to the question of what the coming vogue will be in bread. Last year it was the twist loaf, if anything; the year before it was sliced bread; what will it be in 1931?

As for bread prices—well, we prefer not to say much about them in this large-faced type! Read 'em and weep—the details follow:

### Compact Loaf a Big Seller in New York

NEW YORK, N. Y.—Prices on bread made in this market by the large bakeries, including house-to-house, chain stores, those operating their own stores, and those selling the grocer, show average reductions of 1¢ to 2¢ in the 20-oz loaf from the prices asked a year ago. In some cases there have been no reductions, but on other types they run to 25 per cent. The demand for a compact loaf in comparison with a fluffy one differs in various sections of this city, and although bakers generally could not say definitely which was preferred, one of the biggest sellers here is a compact loaf. Sliced bread seems to be growing in popularity, and is being added in other breads than white.

### Fluffy Loaf Still Popular in Kansas City

KANSAS CITY, MO.—All bakeries here put out a compact loaf for the customer who desires it. The light, fluffy loaf is still popular, since it is competitive with the chain store bakery product.

Price changes have been few. There have been none at all in the last month, the tendency being more toward increasing weight of the loaf rather than reducing prices. The General Baking Co.,

here, states that there were no price changes last month, but that it did increase the weights of one or two varieties as much as 1@1½ oz.

Bakers are not attempting to meet competition by offering more than the usual number of varieties. The General Baking Co. says the same are being offered as has been the case during the last six months.

### St. Louis Bakers Resist Cut-Price Temptation

ST. LOUIS, MO.—St. Louis bakers, generally speaking, have held up well under the trying times that have faced them within recent months. Most of them are giving their trade a larger loaf for the old price, but there has been no attempt at cutting prices to revive business which undoubtedly has been slower than for many years. It is estimated that bakers' volume is off at least 20 per cent. The temptation to fall into the old trap of cutting prices in order to attract business must have been great, and bakers are to be congratulated for their steadfastness and common sense in avoiding it.

There are numerous places in St. Louis where a 5¢ loaf can be bought: the chain grocery stores with their own bakeries have been selling one for some time; the ones without their own bakeries, and for the most part really independent grocers organized so as to do group buying, are selling a 5¢ loaf baked for them by certain wholesale bakers who are careful to see that the grocers', and not their own, brand, is on the loaf. Then there are a number of independent bakers who are making a 5¢ loaf, of admittedly poorer quality, for those who must have it, as well as a 5¢ loaf of much lighter weight for the small family. This latter type is probably here to stay. It may grow smaller and smaller as bakers' costs increase, but the housekeeper in a family of two likes it because it enables her to buy fresh bread almost daily, whereas the old larger loaf either had to be thrown away at the end of two or three days or else eaten when semistale.

It can be safely said that in St. Louis none of the recognized brands of bread are being sold at cut prices, although in one or two cases special types, such as whole wheat, have been reduced in line with national policy. Any bread being made by the larger bakers which is be-

I have, of course, followed the study which Mr. McGill conducted relative to the effect of a bulky loaf on consumption. I think it is a meritorious experiment and we hope it will cause more bakers to consider its many angles.—Robert E. Sullivan, secretary Bakery Sales Promotion Association.

ing sold at lower figures is of a quality or weight that is justified by the prices, and therefore the bakers will not sell it under their own brands or have it known that they are baking this bread, for fear that it would hurt the reputation of their established brands.

The bakers' business suffered tremendously from the nickel loaf sold at all chain grocery stores and for the most part baked by those chains, but another damaging factor is the cheapness of flour, which has encouraged housewives to do more baking. Flour consumption, according to a recent statement by a milling authority, is up for the year, and yet the bakers' business is at least 20 per cent less.

Local bakers say that there is some tendency noticeable among the larger ones to make a more compact loaf, but this is somewhat upset by slicing, which is very prevalent in this city. It is considered necessary for a sliced loaf to be fluffy, and this defeats the preference many bakers show for the compact one. The small independent bakers in St. Louis have always made a much more compact loaf than the large wholesalers, and they continue to do so, with the wholesalers trying to increase the compactness of their bread as far as slicing will permit.

### Ohio Consumers Prefer the Compact Loaf

COLUMBUS, OHIO.—It seems to the writer that a great majority in this section prefer the more compact, finer grain loaf of bread. There are a few places where the fluffy or large balloon type is in demand, but I believe this is only preferred by a small number of people.

It also seems that a great many, according to bakers, prefer a loaf which isn't well done. Numerous bakers claim they cannot sell bread which has been well baked, strange as this may seem.

A loaf which has not been properly baked would hardly seem to be good for any one's stomach or constitution, and this may have something to do with so many doctors' and dietitians' agitation against white bread. It would seem that a quality loaf, well baked and compact, of good color and flavor, should be the one to succeed. However, the cutting of prices and the using of so much cheap flour and ingredients will never make a quality loaf of bread, and that leaves the doctor and dietitian quite an argument against white bread.

There is no such thing as a standard of prices for bread in Ohio. They range from 5¢ retail for the 1-lb loaf to 8¢. The 1½-lb loaf retails at from 8¢ to 12¢. The chain stores are largely selling the 1-lb loaf at 5¢. Whole wheat bread is retailing at 7¢ for the 1-lb loaf by the chain stores, but a great many retail bakeries are still getting 10¢. This makes quite a spread in the retail price of bread, and bakers throughout the territory are in a turmoil as to just what they should get.

The standard weight law in Ohio has





## INTENDED WITHDRAWAL OF PEG CAUSES SHARP DECLINE IN WHEAT

Federal Farm Board Announces That Stabilization Operations Will Not Be Continued on 1931 Crop—Statement Results in Heavy Selling in United States Markets—Milling Wheat Costs May Go Higher

WASHINGTON, D. C.—Although the action has been anticipated for months, official announcement that the farm board will cease its stabilization purchases of wheat was followed by a sharp break in prices in all of the principal markets of the United States. July wheat dropped under 60c in Chicago for the first time since 1895. September wheat declined almost to the 60c level in Chicago, while June wheat, an off-month delivery, crashed 10@12c bu. Corn followed wheat, going to within a fraction of a cent of the season's low.

The announcement stimulated trade in wheat futures on most markets for the first time in many months. Buying and selling of wheat options in Chicago had dropped to 5,131,000 bus on March 21, compared with 30,269,000 bus on the corresponding day a year ago. Upon the assurance that the farm board would make no attempt to peg prices of the next wheat crop, many operators sold heavily in the United States and bought corresponding amounts at Winnipeg in the belief that United States prices would reach an export parity with those of Canada. One or two farm leaders predicted in the daily newspapers that wheat in this country would sell at 50c bu on the 1931 crop.

### WOULD FORCE ACREAGE REDUCTION

According to James C. Stone, chairman of the Federal Farm Board, the announcement was made at this time because he thought the farmer was entitled to know of this change in policy before beginning his spring planting, and it was prompted by a desire on the part of the farm board to force the farmer to reduce acreage.

The full text of the announcement follows:

"For many months the Federal Farm Board and the Department of Agriculture have been urging wheat farmers to reduce acreage as a means of correcting the disastrously low prices that have resulted from increased acreage and overproduction. It has been pointed out that if we continue to raise a large surplus of wheat beyond domestic requirements, growers in the United States will be obliged to take prices that largely are determined by what our exportable surplus will bring on world markets.

"Since last November, the Grain Stabilization Corporation has been purchasing sufficient wheat to maintain prices in this country. Because of this, our prices have ranged from 20 to 35c above their usual relationship to world market prices.

"This policy was adopted to meet a most acute emergency. It has made wheat growers many millions of dollars, and a large additional amount for growers of other grains. Farmers have also gained by prevention of a threatened additional shock to business in general.

"Stabilization operations are emergency measures and entail a heavy cost. The Grain Stabilization Corporation has acquired and is acquiring very large stocks of wheat. It cannot indefinitely buy more than it sells, or indefinitely hold what it has bought. It cannot follow a regular policy of buying at prices above the market, paying heavy storage charges and selling below cost. Farmers know this and would not ask that it be done. It would not be, in the long run, in the farmers' own interest.

"It is too early now to set forth in detail what the sales policy of the Grain Stabilization Corporation will be in the new crop year, except to say that stabilization supplies of wheat will be handled in such a way as to impose the minimum of burden upon domestic and world prices.

"It should be stated now, however, that the Federal Farm Board will not authorize the Grain Stabilization Corporation to make stabilization purchase from the 1931 wheat crop. There will be no

alteration or change in the policy of the Grain Stabilization Corporation with reference to the 1930 crop.

"In the light of the foregoing facts, growers must recognize the responsibility that rests upon them. The Federal Farm Board is encouraged by reports from the principal wheat producing regions that growers are organizing to reduce acreage and market co-operatively. These and efficient production are the surest means of permanent relief. Some progress has been made, but it is only a beginning. The movement must be carried to all farmers in all regions.

"Spring planting of wheat is at hand. Let farmers in that region heed the warning to reduce acreage, and as planting time in other regions rolls around, farmers there should do the same."

### DISPOSAL PLANS VAGUE

Upon plans for the disposal of the some 200,000,000 bus of wheat now held by the Stabilization Corporation either in cash or in futures, Chairman Stone was very vague. The sales policy to be adopted will have to be drawn up when the corporation starts unloading its holdings and not before, Mr. Stone said. It will be disposed of, however, "in such a way as to impose a minimum of burden upon domestic and world prices."

As a result of this move on the part of the board, Mr. Stone said he expects a reduction of between 20 and 25 per cent in the total wheat acreage this year despite reports that in some states where the spring crop is already planted an actual increase in acreage is shown.

The opinion is prevalent that the board is now engaged in an effort to force the farmer to reduce acreage, whereas in the past the acreage reduction problem was merely educational. There is a feeling here also that if as a result of this change in policy there is a substantial reduction in acreage the board will hang on to its holdings through 1931 in an effort to lend further aid to the wheat grower. There is every indication here that this action on the part of the board will stir up a new legislative row and will lead, in all probability, to the introduction at least of new farm relief legislation in the next congress. Some expect the debenture plan or the equalization fee system to be revived again.

### EQUALIZATION FEE DEVIATED

Senator James E. Watson, of Indiana, Republican floor leader, was the first legislator to demand the equalization fee, following the board's announcement. He said, "We have got to take the equalization fee. That appears to be the only remedy." He expressed himself as being opposed to the idea of debentures.

The farm board holdings, he contended, constitute a "menace" to the market for the reason that they have been responsible for driving the speculators out of the wheat market. He expressed a desire for the return of the speculator with the statement, "The speculator helps largely to make the price of wheat."

Senator Watson said he was informed

### FLOUR BUSINESS IS "AVERAGE," BUT STILL QUIET

THE flour-business in the Southwest was "just average," last week. Reports from a group of 62 representative mills in that section to The Northwestern Miller, with a total weekly capacity of 325,650 bbls of flour, showed that production averaged 54 per cent of capacity. In the preceding week, operations had also been 54 per cent of capacity, while records show that both the five- and ten-year averages for the same group and for the corresponding weeks in previous years also placed running time at 54 per cent of capacity.

that one third of the farm board's holdings have deteriorated to such an extent it is not fit for human consumption. This was flatly denied by Chairman Stone, who said the holdings were in "excellent condition."

Senator James Couzens, of Michigan, expressed the belief that neither the equalization fee nor a system of debentures would solve the problem. He said he thought the farmer should be able to spread his sales over a long period instead of dumping his crop on the market immediately after the harvest for any price he can get. He thought also that the farmer should be able to sell more directly.

Senator Gerald P. Nye, of North Dakota, said if the board puts its announcement into effect the result might be a "serious calamity." Senator William E. Borah, of Idaho, who has long felt that the present farm relief system is worthless, indicated that he would have something to say on the subject later. His view will be important for the reason that he is chairman of a special committee of progressives appointed by that group to study the farm situation.

### CASH WHEAT MAY BE HIGH MILLERS' FEDERATION SAYS

The officers of the Millers' National Federation, Chicago, issued a recent bulletin discussing various phases of the problems involved in the May wheat situation and in the "jump-off" at the end of May. The points brought out were:

"1. Although this view is disputed in certain quarters, it is our belief that before the end of May, farm board agencies will own practically the entire supply of cash wheat. The chief exceptions will be storage stocks out of position, small lots in mills, and scattered supplies on farms. Nor do we question the ability of these agencies to take delivery on all outstanding contracts.

"2. With most of the cash wheat owned by one group, it follows logically that this group will name the price at which supplies will be sold until new wheat moves in volume. In some quarters this is interpreted to mean that the May price will continue through June, in others that a stiff carrying charge will be added.

"3. Because the situation described is almost inevitable, some mills are now accumulating stocks of wheat to run through June on the theory that they can secure these supplies on better terms now than later. Others are getting ready to deliver all May contracts, even though this involves sacrificing premiums and stocks of fine wheat, because of the uncertain situation.

"4. We are informed that it is too early to discuss the question of delivering on contract right in mill storage, with the option of repurchase as the wheat is needed for grinding. It is stated that such arrangements may be made later.

"5. While the assurance has been made that there will be 'no squeeze,' there is considerable concern on this point, both as to the May and on cash wheat premiums. It is to be hoped that a sound and conservative policy will prevail."

The federation emphasizes that these are merely observations by its officers, and are not to be interpreted as statements of policy by the farm board or its agencies.

### FLOUR MAN LOSES SON

CHICAGO, ILL.—Harry Korzeniewski, of J. Korzeniewski & Co., flour jobbers of Chicago, suffered a great loss when his three-year-old son died the morning of March 22. The boy was taken down with scarlet fever and then developed double pneumonia. Funeral services were held March 24 from the home. Harry Korzeniewski is a past president of the Chicago Flour Club. His many friends in the trade extend their sympathy to him in the death of his only boy.

Sugar is outstanding in the history of staple foodstuffs in that it is the only one which has consistently declined in price while the prices of others, in spite of temporary fluctuations, have shown a definite upward trend. This despite the fact that the refined product now is better and purer than it ever has been.

## CUBAN FLOUR IMPORTS CONTINUE TO DECLINE

February Arrivals Are Smallest for That Month in Several Years—Drop of 8,000 Bags in Month

Cuba's financial and political troubles were further reflected in February imports of flour into that country, which were the smallest for any February in several years, according to figures compiled by Agencias Unidas. The total was 81,813 bags of 203 lbs each. Imports in January, 1931, were 90,017 bags, and those for February, 1930, were 93,003 bags.

Practically all of the flour received in the republic in February 1931, came from United States mills. Companies generally regarded as spring wheat millers, although many of them have southwestern connections, supplied 57,978 bags of the total. Strictly hard winter wheat mills shipped 12,267 bags during the month and soft winter wheat mills 2,210 bags. The remainder of the arrivals could not readily be identified as to their source.

New Orleans was the port of shipment for 18,113 bags, New York for 16,843 and Key West for 800. Havana received 35,756 bags of the total, while 46,057 went to other points in Cuba. The largest arrivals, aside from Havana, were in Santiago de Cuba, Cienfuegos, Nuevitas, Sagua la Grande, and Caibarien. Altogether, the month's receipts were destined to 24 markets.

In Havana, the largest buyers were Tous Solis & Co., 5,750 bags; Pinan & Co., 4,450; V. Ezquerro, 3,955; Isla Gutierrez & Co., 2,901; Galban Lobo Co., 2,760; Mestre Machado & Co., 1,856; Gonzalez & Suarez, 1,800; S. F. Guerra & Co., 1,500; Barraque Macin & Co., 1,500; Aguilera Marganon & Co., 1,500; F. Ezquerro, 1,300; Echavarri & Co., 1,300; Elias Suardiaz, 1,080. A total of 35 buyers in Havana received flour shipments.

## GOTHAM FLOUR INSTITUTE MAKES STEADY PROGRESS

New York, N. Y.—The Flour Institute of New York, Inc., has been making steady progress since its organization last January. On March 19, the board of directors, which is composed of Charles F. Shirk, George Silver, M. S. Brownold, S. R. Strisk, C. H. Morris, J. N. Claybrook, George R. Flach, Gus Fleischmann and H. J. Greenbank, held a meeting in the new office, F-4 Produce Exchange, and in view of the readiness of the association to function actively, sent out the following bulletin:

"This is to advise you that the flour mill representatives of New York and the metropolitan area have organized and secured their charter under the name, 'Flour Institute of New York, Inc.' Offices have been secured in the New York Produce Exchange, with a competent staff to handle all trade matters.

"In asking you to join with us, please be assured that our purpose, as we go along, among other things is to better trade conditions, reckless methods of distribution and loose credits as they develop within our jurisdiction.

"The Flour Institute of New York, Inc., is, and will remain, a separate and distinct institution and is in no way affiliated with any other organization. "Signed, Flour Institute of New York, Inc."

### ELEVATOR FIRM IN RECEIVERSHIP

TOLEDO, OHIO.—Chaterton & Sons, Lansing, Mich., with a branch elevator at Toledo, are reported to have been granted a temporary receivership on their petition by Judge Leland W. Carr. The company is the largest handler of beans in Michigan. A hearing to decide whether the receivership should be made permanent will be held on April 22. It is reported that the insistence of a Toledo creditor precipitated the action and that the total turnover of the company last year was \$15,000,000. Inability to finance the business in the face of present conditions was a contributing cause.

## MEETING CONCLUDED BY BAKERY ENGINEERS

Eighth Annual Convention Attracts More Than 500—Ross E. Anderson, of Los Angeles, Elected President

CHICAGO, ILL.—Ross E. Anderson, of Los Angeles, was elected president of the American Society of Bakery Engineers, at the annual convention in Chicago, March 16-19, succeeding Louis E. Caster, of Rockford, Ill. Earl A. Cox, of Jamaica, N. Y., was elected first vice president, and Peter G. Pirrie, of New York, was chosen second vice president. Victor E. Marx, of Chicago, again was named secretary-treasurer.

Over 500 attended the meeting of the society, and displayed a great deal of interest in the program, the first part of which was reported in *The Northwestern Miller* of March 18. After a discussion of pan breads, on the third day, the convention turned its attention to ingredients. H. C. Teller, of Chicago, pointed out the fallacy of attempting to make a superior quality product out of cheap materials. The baker, by following this policy, gains a penny, but loses a pound, Mr. Teller said, pointing out that the few cents saved in flour and other materials were soon swamped by shop losses, oven cripples and smaller sales.

The afternoon session on March 18 was devoted to cookies, doughnuts and cake specialties. Speakers at this session were Arthur Blank and J. H. Friedel, of New York, John Godston, who outlined icing essentials; Charles P. Oliver, speaking on leavening agents, and A. G. Shreck, talking on cocoa and chocolate.

### CAKE INGREDIENTS EXAMINED

The last day of the convention was reserved entirely for discussions on cake. The various ingredients came in for considerable attention. Clifford C. Webster, of New York, described the types of butter and the part played by butter in cake production. A. K. Epstein, of Chicago, devoted his talk to the subject of eggs, particularly recommending the use of frozen eggs in cakes. Dr. M. B. Graff, of Cincinnati, read a paper prepared by Washington Platt, of New York, dealing with milk.

Cake flours were discussed by M. A. Gray, of the Pillsbury Flour Mills Co., Minneapolis, who said that much research work was yet necessary to find the best flour for cakes. In the discussion which followed, it was brought out that bakers, more and more, are discarding the practice of using strong flours for cakes and substituting cake flours. High grade cake flour was suggested for layer and sponge cakes, a strong flour for cream puff shells, and a fairly long extraction, bleached, low protein flour for cookies.

Dr. C. B. Morrison, of Chicago, gave an instructive talk on sugars, and P. E. Minton, of Chicago, outlined various kinds and uses of shortening. Fruit cake was a subject handled by William Buckle, of New York, and sponge cake by Mrs. Mary M. Brooke, of Chicago. The final speaker on the program was W. E. Doty, of General Mills, Inc., Minneapolis, who pointed out that the housewife was the ultimate judge of all materials, methods, and the like, and that if they did not find favor with her, they were doomed. He declared that quality and not price is keeping the housewife from buying more bakers' cakes.

### CEREAL CHEMISTS' LUNCHEON

Members of the American Association of Cereal Chemists held a luncheon, at noon, March 17. There were 26 present, including four past presidents. President C. G. Harrel called upon Leslie R. Olsen to introduce those present. Each of the past presidents had a few words to say, and Mr. Harrel gave out a little advance information on the annual convention to be held in Louisville, Ky., in May.

### THE "ASK ME" BOYS

The Chicago Bakers' Courtesy Club rendered excellent services during the convention. The boys with the "Ask Me" buttons were on the job early and late making the visitors comfortable. They

looked after the ushering at all business sessions, served on reception committees, helped to get the meetings started on time, and in general made themselves useful. President A. W. Fosdyke acted as chairman of the club's registration committee, and he was generally the first one on the job in the morning. P. E. Minton, of the Wesson Oil and Snowdrift Sales Co., looked after the reception work, and Frank J. Bergenthal, of the Red Star Yeast & Products Co., saw to it that the ushers were at their stations promptly before each session. The Bakers' Courtesy Club recently took steps to become a permanent organization, with membership limited to 40 active persons. It is composed of allied men in Chicago and formed for the purpose of rendering assistance at major meetings of the industry in this city. Plans have been adopted to hold a few social functions each year, and it has been proposed that a golf tournament be held next summer.

## GEORGE P. SHOEMAKER DIES

Death Comes to Vice President of Garland Milling Co. in Arizona, Where He Sought Health

TOLEDO, OHIO.—George P. Shoemaker, 70, vice president of the Garland Milling Co., Greensburg, Ind., died on March 20 in a hospital at Phoenix, Ariz., where he had gone early in the winter for the benefit of his health.

Mr. Shoemaker was born in Brookville, Ind., and moved to Greensburg with his parents when he was eight years old. He became identified with the Garland Milling Co. in July, 1898, following several other business connections. He was an important factor in making the milling firm one of the outstanding industries of its community.

Among his other activities, Mr. Shoemaker had served as treasurer of Decatur county, director of the Third National Bank at Greensburg, and director and vice president of the Greensburg Building & Loan Association. He is survived by his wife.

## NATIONAL BISCUIT CO. TO EXPAND ATLANTA BAKERY

ATLANTA, GA.—Elaborate expansion plans, including large additions to the Atlanta plant of the National Biscuit Co., at a cost of \$500,000 were revealed this week with the announcement that construction bids are being asked. Work will start as soon as contracts can be let.

It is estimated that the construction work will be completed within four months' time.

The new Atlanta plant is to supply the requirements of all the National Biscuit Co. sales agencies in Georgia, Florida, Alabama, Tennessee and the Carolinas. The Atlanta bakery supplies only half this number at present, as its oven capacity is not great enough to provide all the varieties of goods which these sales branches need.

## AUSTRALIAN WHEAT BOUNTY CLOSELY WATCHED BY U. S.

WASHINGTON, D. C.—Officials in the Department of Agriculture as well as the Federal Farm Board are watching the Australian wheat situation with unusual interest because of the pending proposal in Australia to establish the export bounty system. In its current report on crop and market prospects, the Department of Agriculture makes the following comment on the Australian situation:

"Uncertainty again appeared in the market situation in February as a result of renewed legislation to assist wheat growers. After the wheat advances act which guaranteed a fixed price to farmers was announced as inoperative on Jan. 20, dealers regained confidence in the market. Early in February, however, the market was again disturbed by legislation introduced into the Australian parliament providing for a government loan for the purpose of paying a bounty to farmers for wheat exported from the 1930-31 crop and making loans to farm-

ers in case of need for planting the new crop.

"Considerable doubt is expressed in Australia that the proposed bounty can be financed by the government. In addition there is available no satisfactory explanation of just why domestic values would automatically advance 6c bu as proposed in the pending legislation, and also how to determine, when a farmer sells wheat, whether it will go for home consumption or export."

The department also states that reports from the agricultural commissioner at Sydney indicate firm conviction that the final outcome of the total Australian wheat crop will not exceed 190,000,000 bus. It is conceded that 140,000,000 bus of this crop will be available for export. However, export wheat of F.A.Q. grade for the Commonwealth is estimated at 127,000,000 bus, or 13,000,000 bus less than the total exportable surplus.

Though it is possible that an export market may be found for this low grade wheat at some price it is believed that much of it will be eventually utilized for purposes other than export wheat or flour. Of the lower grade export wheat the New South Wales crop accounts for at least 8,000,000 bus and the Victoria crop for possibly 5,000,000.

### A. MILLER McDOUGALL RESIGNS

MINNEAPOLIS, MINN.—A. Miller McDougall, of Duluth, has resigned as president of the Minnesota Atlantic Transit Co., effective April 1. He plans to spend two months resting on the Brule, in northern Wisconsin, before re-entering active business. His withdrawal, it is said, will have no effect upon the operations of the steamship company, and there will be no immediate change in that organization.

## DEATH OF LOUIS J. ELSAS

Vice President of Fulton Bag & Cotton Mills and Son of Firm's Founder Dies March 23

MINNEAPOLIS, MINN.—Word was received in Minneapolis of the death on March 23, of Louis J. Elsas, vice president of the Fulton Bag & Cotton Mills, Atlanta, Ga. The funeral was held on March 25. All the plants of the company remained closed until after the funeral. Mr. Elsas, who was 50 years of age, studied at Harvard, expecting to take up the medical profession, but yielded to his father's wishes and became associated with the latter in the Fulton company, of which he was the founder. Mr. Elsas was a man of charming personality, and a great favorite with the employees of the company.



LOUIS E. CASTER, retiring president of the American Society of Bakery Engineers, was presented with a wrist watch by the organization, in appreciation of his splendid work during the past year. Mr. Caster is president of the Kiegs-Stevens Baking Co., Rockford, Ill.

## BULLISH NEWS FAILS TO HOLD UP COTTON

Selling Pressure from South and Lack of Support Let Market Down After Good Start

Bemis Bro. Bag Co.'s cotton goods index, a composite figure reflecting wholesale prices of principal cotton cloths used in bag making, expressed in cents per yard of cloth, is 4.25, as compared with 5.37 a year ago. The Bemis composite figure reflecting duty paid early shipment prices of heavy and lightweight Calcutta bur-lap, expressed in cents per pound of cloth, is 8.69, as compared with 9.38 a year ago.

New York, N. Y.—Despite a bullish report from the Bureau of the Census concerning the amount of cotton ginned so far this crop year, prices generally worked lower last week, and the volume of trading was very limited. At the outset of the week, however, prices moved forward on price fixing by mill interests, buying by Wall Street and short covering. This movement could not be sustained, primarily due to an utter lack of interest in the market.

Selling pressure from the South became exceedingly heavy at certain times during the week, which was taken to mean that co-operatives were releasing contracts. Reports of beneficial rains also were influential in lowering prices, but primarily the bearish trend was attributable to a complete lack of supporting interests, with the exception of the very early part of the week.

The report of the Bureau of the Census clearly indicated that the ginnings of the 1930 crop will not be as high as previously anticipated. The bureau reported ginnings of 13,753,000 bales, although the final report of the crop reporting board, issued in December, was 500,000 bales higher. For some time the trade has realized that ginnings were not running as high as they should, but the report was lower than expected.

So far this season, exports are 284,000 bales behind those of the corresponding date last year, compared with 392,000 bales behind on March 1, thus indicating some improvement in this class of trade. Domestic mills have consumed 926,000 bales less American grown cotton than in the first seven months of last season, and have used 83,000 bales less imported cotton. Improved reports from dry goods quarters during recent weeks, with every indication that this improvement will be sustained, will probably rectify this situation.

### BURLAP

Reports of the closing of some mills in Calcutta on account of strikes lent some strength to the burlap market last week, but other than this the market was absolutely without interest. Prices were nominally unchanged before the receipt of this report, and the volume of trading in both spot and futures was restricted. Dealers anticipate a further improvement in trade, if the strike develops serious consequences.

## JAPANESE FLOUR MARKET RULED BY SMALL DEMAND

WASHINGTON, D. C.—Reporting from Tokyo as of March 18, the American consul general noted a weak wholesale flour market. Only a small percentage of the mills were operating, owing to seasonable poor demand in the domestic market. Stocks on hand were normal with export mills' prospects reported good, due to the increased demand in North China. Wheat prices, at the mill, March 2, were: Western White No. 2, \$1.04 bu; Canadian No. 5, 98c; Australian, 93c; domestic standard grade, \$1.01, duty and landing charges included. The wholesale price of flour at Tokyo was \$1.16 per bag of 49 lbs.

### BAKERS' SON WITH MORRIS & SMITH

New York, N. Y.—Fred W. Frazier, son of Frederic W. Frazier, chairman of the board of the General Baking Co., is now associated with Morris & Smith, as manager of their branch office in the Lincoln Building, New York City.





THE SOUTHWEST
ROBERT E. STERLING, SOUTHWESTERN MANAGER
612-614 Board of Trade, Kansas City, Mo.
Correspondents at Atchison, Hutchinson, Oklahoma City, Omaha, Salina and Wichita
Cable Address: "Palming"

Slight Improvement in Southwestern Sales

BAKERS again purchased in very limited amounts from mills in the Southwest, generally for shipment during the next 30 days. Independent bakers bought less than 1,000 bbls on each order...

Sales Still Light.—Although there was a gain of about 4 per cent in sales for the Southwest, only about one fourth of capacity was sold. The family trade had somewhat of an edge over bakeries in the volume of flour purchased...

Output Down.—One Kansas City mill was down all week for belt repairs, which made a decidedly smaller output. Directions, as a whole, were unchanged, although one or two mills reported they were a little easier to get.

Export Light.—Kansas City mills are still about 80@80c out of line with continental bids. Interior mills are doing some scattered business with Holland and Scandinavia...

Prices 10c Easier.—The strong advance in millfeeds was the cause of a 10c decline in flour prices. Quotations, March 21, f.o.b., Kansas City, in cotton 98's or jute 140's, basis dark hard winter wheat...

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

FLOUR PRODUCTION

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

Table with 4 columns: Date, Weekly capacity bbls, Flour output bbls, Pct. of activity. Rows for March 15-21, Previous week, Year ago, Two years ago, Five-year average, Ten-year average.

KANSAS CITY

Table with 4 columns: Date, Weekly capacity bbls, Flour output bbls, Pct. of activity. Rows for March 15-21, Previous week, Year ago, Two years ago, Five-year average, Ten-year average.

WICHITA

Table with 4 columns: Date, Weekly capacity bbls, Flour output bbls, Pct. of activity. Rows for March 15-21, Previous week, Year ago, Two years ago.

SALINA

Table with 4 columns: Date, Weekly capacity bbls, Flour output bbls, Pct. of activity. Rows for March 15-21, Previous week, Year ago, Two years ago.

ST. JOSEPH
March 15-21 ... 47,400 ... 6,720 ... 14
Previous week ... 47,400 ... 6,720 ... 12
Year ago ... 47,400 ... 6,720 ... 54
Two years ago ... 47,400 ... 24,299 ... 51

ATCHISON
March 15-21 ... 31,500 ... 25,194 ... 80
Previous week ... 31,500 ... 27,437 ... 87
Year ago ... 31,500 ... 28,252 ... 90
Two years ago ... 31,500 ... 29,091 ... 89

OMAHA
March 15-21 ... 27,300 ... 21,717 ... 88
Previous week ... 27,300 ... 22,255 ... 82
Year ago ... 27,300 ... 24,427 ... 89
Two years ago ... 27,300 ... 19,668 ... 73

Reports of about 70 mills to THE NORTHWESTERN MILLER showed sales represented per cent of capacity as follows: March 15-21, 35; previous week, 36; year ago, 58.

Of the mills reporting, 2 reported domestic business fair, 13 quiet, 9 slow and 19 dull.

Direct export shipments by all reporting mills outside of Kansas City were 9,154 bbls last week, 8,962 in the previous week, 15,874 a year ago, and 8,211 two years ago.

Low Prices Fail to Stimulate Trade

ATCHISON, KANSAS.—Despite the advance in millfeed prices, which permitted millers to renew quotations of the pre-

NEWS CRIST in BRIEF

J. Perry Burrus, president of the Tex-O-Kan Flour Mills, Dallas, was a visitor in Amarillo, Texas, recently.

Roger S. Hurd, president of the Red Star Milling Co., Wichita, spent most of last week visiting the trade in Texas.

W. W. Blair, of the sales department of the Blair Milling Co., Atchison, recently made a short business trip to Oklahoma.

R. T. Howle, Wichita Falls, Texas, has succeeded V. E. Thorne, as sales manager for the El Reno (Okla.) Mill & Elevator Co.

E. J. Kelly, Omaha representative of the Larabee Flour Mills Co., Kansas City, visited recently at the home office of the company.

A. L. Jacobson, general manager of the Arnold Milling Co., Sterling, is making a trip to Chicago and other points in the central states.

J. W. Wiese, manager of the jobbing department of the Red Star Milling Co., Wichita, has been calling on the trade in Arkansas and Texas.

Victor Hinojosa, export manager for the Robinson Milling Co., Salina, Kansas, and his family, are spending a fortnight's vacation in Kansas City.

B. E. Caldwell, vice president and general manager of the American Maid Flour Mills, Houston, Texas, was a recent visitor in Fort Worth and Dallas.

J. H. Moore, president of the Wichita Flour Mills Co., has returned to Wichita from Oklahoma City where he had been visiting the plant of the Acme Flour Mills Co.

C. B. Moore, vice president, and Andrew Smith, sales manager, of the Wichita (Kansas) Flour Mills Co., were confined to their homes last week on account of illness.

vous week in face of premium advances, and in some instances, even lower prices around 5@10c bbl on certain grades, flour bookings were far from satisfactory. Sales average around 25@45 per cent of capacity. However, shipping directions on old contracts and new sales were about equally divided, and there is only a slight curtailment of mill capacity. Millers are deploring the fact that the advance in millfeed prices catches them at a low ebb on flour sales. Export business continues hopeless. Quotations: hard wheat, short patent, \$4.40@4.50; straight, \$4.10@4.20; first clear, \$3.10@3.20.

Wichita Trade Is Quiet

WICHITA, TEXAS.—Some of the mills here report lower prices on the better grade flour. Booking is a little more active. Shipping instructions are steady with recent weeks. The only activity along export lines is the movement of flour on old contracts. Quotations, f.o.b., Kansas City, basis cotton 48's, in car lots, for best hard wheat, short patent, \$4.80 bbl.

Fair Buying in Texas

DALLAS, TEXAS.—Flour demand is fairly good, and with shipping directions fair, mill production is steady. A gradual increase in business is noted in the short patent family field. Buyers are very cautious and do not wish to make purchases except in small lots for current needs. Continued strong demand for bran and shorts enables salesmen to obtain minimum weight for pool cars without urging retail merchants to buy large quantities of flour.

Bakers are more inclined to clear old bookings than to contract new ones, and there is a general tendency to even up old trades by furnishing specifications against old contracts. Several bakers in the larger Texas cities gave directions for scattered delivery of flour sold them

by mills several months ago. Bread prices are being cut sharply, and some retailers are offering standard 16-oz loaves at 4c. Most of the larger bakeries are now selling bread at 4c to the retail merchants.

Export sales are few, and with the exception of a few small lots worked to the West Indies, no business is consummated. Flour prices are unsettled, quotations ranging as follows, basis delivered consuming territory of Texas and western Louisiana: hard winter, short patent, in cotton 48's, \$4.50@4.70 bbl; standard patent, \$4.20@4.40.

Oklahoma Bookings Are Small

OKLAHOMA CITY, OKLA.—New bookings are of small volume and mills are continuing to seek better shipping instructions to clean up old contracts. Sales average 40 per cent of capacity. Exports are light, not amounting to more than 5 per cent of the total bookings. Operating schedules of mills range from 50 to 70 per cent of capacity. Prices have declined somewhat. Quotations: hard wheat, short patent, \$4.40 bbl; soft wheat, short patent, \$4.30; standard patent, \$4.

No Improvement at Hutchinson

HUTCHINSON, KANSAS.—No improvement was noted in flour business last week. Buying was confined to single car lots for immediate shipment and no interest was exhibited by the trade in anything beyond current needs. Shipping directions were increasingly difficult to obtain. Export business was at a standstill. Quotations, basis cotton 98's, Kansas City: short patent, \$4.95 bbl; straight, \$4.45; first clear, \$3.15.

Quiet Flour Demand Continues

SALINA, KANSAS.—Prices for flour are steady. Shipping directions have slowed down a little and demand is quiet. Export business is very light. Quotations, March 19, basis Kansas City, cotton 98's: fancy short patent, \$4.20@4.30 bbl; 95 per cent, \$3.90@4.10; straight, \$3.80@3.90, all in car lots, sacked, f.o.b., Salina.

Nebraska Mills Sell Little

OMAHA, NEB.—While demand for feeds was very active at higher prices at the close of the week ending March 21, flour prices were unchanged and demand for flour extremely slow.

All mills reported bookings light. Shipping directions, however, continued to come in fairly well and mills to run on good time.

Flour business was somewhat smaller perhaps than for the previous week and most of the contracts made were written for fairly prompt delivery. Because of a fear that wheat price pegging may cease at the end of the present crop year, millers are not desirous of making many sales for long deferred shipment, nor do buyers in general seem to be at all desirous of having open trades.

KANSAS MILLS BUY WHEAT

HUTCHINSON, KANSAS.—Decreased wheat receipts in the cash wheat market here have resulted in much better mill buying. The farm board continues to absorb quite a bit of wheat, which is filling the last cranies in Hutchinson elevators.

Exhibiting at the Kansas City food show in convention hall last week were the Washburn Crosby Co., Town Crier Food Products, Inc., the Southwestern Milling Co., Inc., the Jenny Wren Flour Co., Pillsbury Flour Mills Co., the Rosedale Milling Co., and the Hoyland Flour Mills Co.

District meeting of the Association of Operative Millers, covering the states of Oklahoma and Texas, was held in Oklahoma City on March 14. Hugo Roos, of Kansas City, secretary of the association, was one of the speakers. The round table discussion was followed by a banquet.

Stanton Thatcher, Oklahoma City, vice president and general manager of the General Grain Co., a subsidiary of General Mills, Inc., and Mrs. Thatcher, are receiving the congratulations of their friends upon the arrival of a daughter March 16.

Albert P. Ripper, of the J. C. Shaffer Grain Co., St. Louis, Mo., is spending a fortnight calling on the trade in Kansas and Oklahoma in the interest of the St. Louis millfeed option market. Mr. Ripper came to Kansas City last week from the East, where he spent several weeks calling on the trade.

**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"

**Abnormal Situation Restricts Business**

THERE is not much that can be said about the condition that obtains in the grain and milling business of the central and southern sections as a result of the governmental interference in the market except to note its disastrous effect. Conditions are abnormal and such as have never been known before. As the end of the "pegged" price period approaches, conditions seem to get worse. It is becoming more and more difficult to sell flour, and when it is sold to get a fair price for it. Buyers are going more than ever to a hand-to-mouth, almost a day-to-day, basis, in the purchase of flour. Millers can hardly close down their plants and decline to operate them, and yet that would seem to be the logical thing to do. They feel that they must own and have some wheat, and yet are reluctant to take the chances of owning it. Strictly speaking, they should own only what wheat they can immediately sell into flour, yet on that basis they might find themselves presently without any wheat at all. So any constructive influence which might emanate from this quarter in working out of a bad situation has been made impossible by the action of the government in the grain business.

The one bright spot has been the recent improvement in millfeed, both in demand and prices. This is due, no doubt, to the depressing influences having been overdone and to the reduced output. Everybody let his stock of millfeed run down to nothing, which was quite proper under the circumstances, and then everybody had to come back into the market at about the same time.

**Flour Prices.**—Soft winter wheat standard patent flour was quoted, March 20, at \$4.15@4.25 bbl, local springs \$4.25 and local hard winters \$4.20, in 98's, f.o.b., Ohio or mill.

**CENTRAL STATES MILLS**

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

	Weekly capacity	Flour output of ac-bbla	Pct. tivity
March 15-21	125,850	73,464	58
Previous week	131,550	77,370	59
Year ago	125,250	83,582	68
Two years ago	143,100	91,279	64
Three years ago	121,350	82,709	68

**Trade Improvement at Evansville**

**EVANSVILLE, IND.**—There is a general improvement in flour and millfeed trade. Though there is not considerable large lot buying the orders are steady and shipping instructions good. Prices are unchanged. Quotations, March 14, in 98-lb sacks, car lots, f.o.b., Evansville: soft winter wheat short patent, \$5.50@6 bbl; 95 per cent patent, \$5; Kansas hard winter short patent, \$6; first clear, \$4.50 @1.75; second clear, \$4.25@1.50.

**Indiana Sales Poor to Fair**

**INDIANAPOLIS, IND.**—Flour prices are unchanged and sales range from poor to fair with mills and brokers. Directions and specifications on old contracts are coming in better, with reports that there are few orders behind on the books. It is believed that future buying will come a little later, but there is no present evidence of it. Buying in general is from hand to mouth, and most of the bookings are for single car lots.

The demand from family trade continues good, and this accounts for the decreasing demand for bakery products. In some instances bakers have lessened their production.

There is some export demand and one small lot was booked for the United Kingdom. Operations are normal. Quotations, March 21, f.o.b., Indianapolis, basis car lots, 98-lb cottons: soft

winter short patent \$5.30@5.70 bbl, 95 per cent \$4.90@5.30, straight \$4.50@4.90, first clear \$4@4.05; hard winter short patent \$5.15@5.55, 95 per cent patent \$4.75@5.15, standard patent \$4.35@4.75, first clear \$4@4.10; spring wheat short patent, \$5.30@5.75, standard patent \$5.30 @5.40, first clear \$4.25@4.30.

**Demand from Southeast Is Improved**

**NASHVILLE, TENN.**—Demand for flour from the Southeast showed some increase last week. Current sales remained about the same, slightly more than 40 per cent of capacity of mills, while shipments on contracts increased. With running time expanding at the soft wheat mills, the entire output was being shipped. The policy of buyers remains unchanged, their disposition being to make purchases for current needs. Most of the sales have been lots of a few hundred barrels and less, and chiefly for prompt shipment. Sales at times run as high as 1,000 bbls, though the larger orders are scattering.

Cheaper grades of flour continue to lead in demand, while some improvement is reported in the high priced brands, which have moved in fair volume. Stocks remain moderate, the situation not encouraging bakers and other consumers to carry the usual supplies. Blending trade has been reported satisfactory in volume.

The wheat market has remained steady, and prices have not been changed. There has been fairly active movement of wheat, as mills have not carried large stocks. Quotations, March 21: best soft winter wheat short patent, 98-lb cottons, f.o.b., Ohio River stations, \$5.75@6.25 bbl, first clears \$3.75@4.25.

Business has been fairly active with handlers of Minnesota and western flours, with sales in moderate amounts. Quotations, March 21: spring wheat first patents, 98-lb cottons, at Nashville, \$5.25@5.75 bbl, standard patent \$4.90@5.25; hard winter wheat short patent \$4.50@5, straights \$4.25@4.50.

**FLOUR OUTPUT**

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

	Weekly capacity	Flour output of ac-bbla	Pct. tivity
March 15-21	115,320	80,325	70
Previous week	115,620	71,377	62
Year ago	124,020	84,923	68
Two years ago	122,520	79,253	65
Three years ago	142,320	94,673	66

**Southeastern Bakery Trade Increasing**

**ATLANTA, GA.**—The flour market is slightly weaker in Atlanta and throughout Georgia, owing to the recent advance in the price of millfeed. While flour quotations have remained unchanged since the preceding week, mills are making slight concessions and are accepting bids below the prices quoted. Small lot purchases are being made, both by jobbers and bakers, for prompt delivery. The flour purchases by bakers, however, still represent hand-to-mouth buying, although a gratifying increase in bread sales is being reported by some of the leading Atlanta bakeries. The rise in bread sales is generally attributed by bakers to a decrease in home baking by housewives.

On the whole now, Atlanta bakers are taking a more optimistic view on the business outlook than ever before. Two of the leading concerns, the American Bakeries Co. and the Lee Baking Co., are pushing the sale of their products with a vigorous advertising campaign, with gratifying results. The American Bakeries Co. is on the air over WSB radio station twice a week, and the Lee Baking Co. is popularizing its new Colo-

nial twisted loaf (a compact loaf) by a forceful advertising and sales campaign. Quotations: hard winter wheat, standard patents \$4.80 bbl, short patents \$4.75, low protein straights \$4.20@4.30; soft winter wheat, short patents \$5.25@5.50, standard patents \$4.75, all in car lots, f.o.b., Atlanta, in 98-lb cottons.

**Virginia Demand Is Quiet**

**NORFOLK, VA.**—The flour market is somewhat weaker, and trade is dull. Expectations are for lower flour prices before new wheat comes into the market. Quotations, March 20: northwestern springs, top patents \$5.45@5.90 bbl, second patents \$5.10@5.50; Kansas top patents \$4.90@5.15, second patents \$4.25@4.60; top winters, \$4.80@5.15; second patents, \$4.25@4.60; Virginia and Maryland straights, \$3.90@4.25.

**DRY MILK INSTITUTE PLANS ANNUAL MEETING APRIL 22**

The sixth annual meeting of the American Dry Milk Institute will be held at the Bismarck Hotel, Chicago, April 22. All manufacturers, distributors, and representatives of allied industries are invited to attend.

The first part of the program will be devoted to human food uses of dry skim milk. Bakery uses and nutritional aspects will be the primary topics and arrangements have been completed for addresses by leaders in these fields. Some of the best known authorities in the country will appear on the program which is now being completed and which will soon be released.

Farm uses of dry skim milk will be another subject of discussion. Animal feed sales increased practically 100 per cent in 1930 and the same trend is being continued into this year. Almost a third of all dry skim milk sold is used for feeding live stock and the product is an important milk concentrate in the feed field. Plans for further development of this market will be an important part of the proceedings.

**SHARP DROP IN FEBRUARY ALFALFA MEAL PRODUCTION**

**WASHINGTON, D. C.**—Alfalfa meal production in the United States during February, 1931, totaled only 15,403 short tons, according to reports received from local grinders by the market news service of the United States Bureau of Agricultural Economics. This output was a reduction of 17,913 tons or 54 per cent from the previous month and 26,250 tons or 62 per cent from February a year ago. Production this season from June, 1930, through February, 1931, aggregated 250,904 tons, or 51,208 tons less than in the same months last season and was 78,018 tons under the grindings in these months two seasons ago.

**IGLEHEART ESTATE LARGE**

**EVANSVILLE, IND.**—Inventory of the holdings of Mrs. Lizzie Igleheart, wife of the late Leslie T. Igleheart, of Igleheart Brothers, Inc., Evansville millers, revealing an estate totaling more than \$1,500,000, has been filed in probate court here. The major portion of the estate consists of stocks and bonds, while a bequest made to Mrs. Igleheart in the will of her husband, contributed nearly one third of the estate's value. Her estate is willed in equal shares to her son, John Giltner Igleheart, and his wife, Mabel.

**J. R. BACKMAN RECOVERING**

**ATLANTA, GA.**—James R. Backman, secretary and treasurer of the Atlanta (Ga.) Milling Co. for the past 35 years, who has been seriously ill during the last three weeks, is very much improved and is expected to be back at his office shortly.

**BROKER INSPECTS NEW MILL**

**ATLANTA, GA.**—Moses Laff, secretary to Theodore W. Martin, prominent Atlanta flour and feed broker, motored to Rome, Ga., last week, to inspect the new plant of the Stivers Milling Co., recently completed at a cost of more than \$500,000.

**S. H. THOMPSON GETS POST ON FARM BOARD**

Resigns as Head of American Farm Bureau Federation to Fill Vacancy Created by Legge Resignation

Samuel H. Thompson, of Quincy, Ill., president of the American Farm Bureau Federation, has been appointed a member of the Federal Farm Board to fill the place created by the resignation of Alexander Legge, former chairman. Mr. Thompson has been an active farmer for many years and is president of the Broadway Bank, Quincy, a director of the Farmers' National Grain Corporation, and a director of the National Live Stock and Meat Board.

The appointment of Mr. Thompson completes the farm board personnel for the present, but two vacancies are expected soon. The terms of Samuel R. McKelvie and William F. Schilling expire June 15. Mr. McKelvie has said he will not accept reappointment. Another member, C. C. Teague, also has announced his intention of leaving the board in June.

Directors of the American Farm Bureau Federation have accepted Mr. Thompson's resignation and elected Edward O'Neal, of Montgomery, Ala., to the presidency.

**MANITOBA POOL'S FUTURE DEPENDS ON NEW INQUIRY**

**WINNIPEG, MAN.**—The future of the wheat pool in Manitoba will depend largely on the report of the commission which has been set up to investigate charges against the operations of the Manitoba Pool Elevators, Ltd., according to a statement made by Premier Bracken in the Manitoba legislature last week. The commission's report is expected to be ready within six weeks, and in the light of its findings, it would be necessary, the premier stated, to reach a decision as to possible alternative changes in the working system of the pool and management.

Three alternatives have been named by the government, these being as follows: whether to continue the present pool under the present management; whether to continue the present pool under new management; whether to reorganize the elevator policy along the line of the Saskatchewan Co-operative Elevator Co. of a few years ago.

With reference to the 100 per cent pool in Manitoba, the premier has decided that the government will not bring down legislation at the present session for a compulsory 100 per cent pool. Explaining the difficulties of such legislation at this time, Mr. Bracken said:

"A system, however desirable, to which any considerable section of the people affected takes violent exception, would be not only difficult to establish, but when established would contain the seeds of future disruption."

The Williams commission which will investigate the charges made by J. R. Murray, general manager of the Alberta Pacific Grain Co., Ltd., against the Manitoba Pool Elevators, Ltd., will open its sessions in Winnipeg this week.

**CANADIAN WHEAT EXPORTS**

**TORONTO, ONT.**—The following table shows exports of wheat and wheat flour from Canada in the seven months from August, 1930, to February, 1931, inclusive, compared with the average for the five years, 1925-26 to 1929-30, in bushels:

	1930-31	Average, 1925-26 to 1929-30
August	19,129,223	20,199,323
September	20,461,776	22,550,017
October	31,121,623	15,970,697
November	33,445,884	15,409,445
December	34,782,813	15,627,523
January	24,938,920	16,319,523
February	11,374,004	16,821,619
March	12,163,682	16,816,720
April	11,562,472	15,528,426
May	11,562,472	15,528,426
June	11,562,472	15,528,426
July	11,562,472	15,528,426
Totals	211,163,682	161,821,619



**Inquiries Better at St. Louis**

**I**NQUIRIES from bakers have been better recently, indicating that their supplies of flour, which were probably bought to last until the beginning of March, are beginning to run low. Most bakers undoubtedly overestimated their needs when they last bought flour, as they could not foresee the falling off in their business which has been evidenced almost everywhere. Bakers here are probably using 25 per cent less flour than they did at this time last year, cheap chain store bread and increased family baking cutting into their sales. Purchases now being made by bakers are for actual and imperative needs, and are based on the most pessimistic view of the future, nor do they take into account any possibility that sales volume may increase. Bakers who will have flour on hand at the end of this crop have too much to lose to encourage them to book freely. The slow, hand-to-mouth buying which they have been practicing during recent months will, and probably should, continue until it can be known, with some degree of certainty, what is going to happen to the price of wheat when the new crop starts to move.

The family trade is equally cautious, or more so, in buying and although a good volume of flour is moving into family channels, there is no snap to the business and millers have to be content with a few barrels here and a few there, all of which contributes to higher costs of selling, now becoming a serious problem. One welcome feature in the family business is that the demand for cheap flour seems to have abated somewhat, although it is by no means dead.

**Directions.**—Shipping directions are better, although there are still a number of bakers who are slow in ordering out their flour. Some millers are becoming apprehensive about these buyers, because they believe that their tactics indicate that they are going to try to "welsh" their contracts and buy from other sources until the new cheap flour is on the market. Although millers have not much flour on their books, there probably are very few of them who have not high priced contracts which they are experiencing difficulty with, and it is to be hoped that they are adopting a firm attitude with these contract holders and making them live up to their agreements.

The flurry in millfeed prices has been a windfall for millers, but so far they have not been able to change their flour prices much on this account. Quotations, March 21, were about unchanged, basis jute 140's, St. Louis: soft winter short patent \$4.40@4.90 bbl, straight \$1@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 \$3.40@3.50.

**FLOUR OUTPUT**

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

	Output bbls	Pct. of activity
March 15-21	31,800	46
Previous week	32,900	47
Year ago	37,100	61
Two years ago	39,000	64

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

	Output bbls	Pct. of activity
March 15-21	30,600	47
Previous week	29,700	46
Year ago	43,600	50
Two years ago	43,600	50

**Exports.**—Export still is slow. A few small lot sales to South America, with occasional car to some European destination form the only business that is reported. Some millers believe that this

farm board's apparent inability to dispose of its 35,000,000 bus wheat as easily as it expected may force it to consider a reasonable plan to enable flour millers to export some of the surplus wheat in the form of flour, but if this is the case it will have to be done soon or foreign buyers will forget that such a thing as American flour ever existed.

**Market Is Sans New Features**

**MEMPHIS, TENN.**—Flour business continues without new features and movement is just about what the trade has expected. Buying is being done in small lots and only as needed, but stocks are low in all hands, so orders are being received steadily. No interest is manifest in forward shipments.

Quotations remain about the same, and the trade sees no reason for expecting them to be much different until the new crop season opens, unless there be some genuine crop scares. Weather conditions have been favorable for farming operations and improvement in credits has made possible a little increase in buying by the furnishing trade. It is still uncertain how much cotton acreage will be reduced.

Quotations, March 21, basis 98's, car lots, f.o.b., Memphis: spring wheat short patent \$5.65@5.80, standard patent \$4.85@5.35; hard winter short patent \$4.70@5.20, standard patent \$4.25@4.60; soft winter short patent \$5@5.75, standard patent \$4.40@4.75; western soft patent \$4.40@4.50, low proteins \$3.90@4.25, blended 95 per cent \$4.25@4.35.

**Hand-to-Mouth Buying a Habit**

**NEW ORLEANS, LA.**—Flour buyers are still holding out as long as their stocks will last, continuing to buy for day-to-day requirements, and it seems probable that even if prices sink to new low levels they will not change their tactics, as hand-to-mouth buying has tended to become a habit in this territory.

Prices changed very little during the week. The consuming demand continued fair and sales of flour by some retailers were reported as brisk. Country buyers are only slightly interested in local offerings at the present prices and are buying in very small lots. This condition will probably continue for another month or so.

Flour quotations, March 20, basis cotton 98's: spring wheat short patent \$5.10 bbl, 95 per cent \$4.80, 100 per cent \$4.65, cut \$4.45; hard winter short patent \$4.40, 95 per cent \$4.10, 100 per cent \$3.90, cut \$3.65, first clear \$3.40, second clear \$3; soft winter short patent \$3, 95 per cent \$4.60, 100 per cent \$4.45, cut \$4.20, first clear \$3.90, second clear \$3.50.

The demand for semolinias is steady. Prices remain unchanged at the lowest level seen in many years. Macaroni

manufacturers are showing a little more interest. Evidently they believe that prices are due for an advance. No. 2 semolina was quoted, March 20, at 27/8c lb, bulk.

Foreign demand for flour continued fair, most of the inquiry coming from Latin America. European buyers apparently are taking advantage of better prices elsewhere and are purchasing from this market only in comparatively small quantities. Most of the shipments to Latin American ports are also made up of small quantities.

During the seven days ended March 20, a total of 26,280 200-lb bags of flour was shipped through this port, of which Latin America took 23,707 and Europe 2,573 as follows: Amsterdam 1,244, Rotterdam 729, Antwerp 400, Bremen-Hamburg 200.

**EXTRA INTEREST PAID**

**NEW YORK, N. Y.**—The board of directors of the Bakers' Finance Corporation of New York has authorized payment of 5 per cent extra interest in cash or additional bonds, on all 6 per cent bonds expiring Jan. 1, 1932, in exchange for the new series maturing 1940. In view of general economic conditions and the failure of many investment trusts and finance corporations to declare their regular dividends, it is felt by this company that the extra interest is of outstanding importance. On Jan. 30, 1931, every holder of a 6 per cent bond, expiring Jan. 1, 1932, was requested to deposit it in exchange for the new issue. The premium is paid in cash immediately or in a new bond, as the holder desires.

**EUROPE'S VIEW OF BELATED HARVEST**

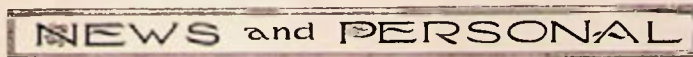
**LONDON, ENG.**—Everybody on the London market was under the impression that the 1930 Canadian harvest had been completed long ago, and much interest was shown in a paragraph that appeared in the Alberta Farmer, of Calgary, Feb. 5, which stated that owing to improved weather conditions harvest and threshing had once more been resumed, and that a farmer had completed the cutting of a 65-acre crop of wheat. Most people regarded it as a joke. It was generally concluded that this news item was a decided "bear" feature, for if the Canadian harvest of 1930 is not yet completed, still larger crop estimates may be expected.

**GENERAL BAKING READJUSTMENT**

**NEW YORK, N. Y.**—The final step in completing the plan for capital readjustment between the General Baking Corporation and the General Baking Co. was made, March 16, when the General Baking Corporation, a Maryland corporation, was dissolved by order of the court. It is expected that distribution of the new securities of the General Baking Co. will be made to former stockholders of the corporation on or after April 1, in accordance with the plan submitted to stockholders last January.

**J. C. STONE A KANSAS SPEAKER**

**HUTCHINSON, KANSAS.**—James C. Stone, recently appointed chairman of the Federal Farm Board, has accepted an invitation to deliver the main address at a meeting of the Kansas Co-operative Grain Dealers' Association Wednesday, March 25, in Hutchinson. More than 500 grain dealers will attend.



J. D. Journee, of the Weber Flour Mills Co., at Salina, Kansas, was a recent visitor in New Orleans.

Charles B. Stout, of Memphis, president of the Dixie-Portland Flour Co., was in Arkansas on business during the past week.

Adolph Gilster, of the Gilster Milling Co., at Chester, Ill., visited New Orleans last week and called on J. S. Waterman & Co.

E. P. Camiade, of the Texas Star Flour Mills, of Galveston, Texas, called

recently on the Orleans Flour Co., of New Orleans.

The Gallatin (Tenn.) Milling Co. plant has been sold to the R. C. Owen Tobacco Co., of Hartsville, Tenn., and will be converted into a tobacco factory.

Stocks at Nashville, and comparison with the week before shown in parentheses, as reported through the Nashville Grain Exchange, March 21: flour, 35,600 bbls (35,000); wheat, 755,000 bus (870,000); corn, 51,000 bus (53,000); oats, 159,000 bus (185,000). Receipts of grain for the week, 189 cars. Wheat stocks continue to diminish steadily.

**CANADIAN WHEAT SURPLUS, FEB. 28, 232,000,000 BUS**

**WINNIPEG, MAN.**—In its monthly report of the grain situation, the Dominion bureau of statistics estimates the wheat surplus in Canada at the end of February, at 232,000,000 bus, that of the United States at 325,000,000, Australia 126,000,000 and Argentina 141,000,000, making a total surplus of wheat in these major exporting countries of 824,000,000 bus.

Dealing with the marketing of the Canadian crop, the report states that the demand for the Dominion's wheat has been curtailed by relatively high spreads which have been established as the result of superior quality in Canadian wheat and a higher rate of currency exchange, compared with either Argentina or Australia.

Receipts of wheat in western Canada from the beginning of the crop year to the end of the first week in March are as follows, by provinces: Manitoba, 31,823,000 bus; Saskatchewan, 146,529,000; Alberta, 93,007,000; total 271,359,000. A feature of the deliveries during February was the larger amounts emanating from northern Alberta where yields were high last fall and deliveries have been slow compared with other sections of the country.

Reference is made to the government report due to be issued on April 10, which will indicate the amount of wheat still held on farms. This is expected to show a total of between 65,000,000 and 70,000,000 bus, which includes quantities that will be required for seeding the 1931 crop.

The remaining surplus of 232,000,000 bus is arrived at in the following manner. Estimated carry-over of 1929 wheat on July 31, 1930, was 112,000,000 bus in Canada. Added to this was the 1930 crop finally estimated by the government at 398,000,000, making a total of 510,000,000. Allowance of 110,000,000 is made for home consumption, seed and feed, leaving a balance of 400,000,000 available for export in the current season, or 100,000,000 more than the year previous.

Exports to date this season exceeded those of the last crop year by 64,000,000 bus up to the end of February, and the total deducted from the available supply as shown above leaves 232,000,000 bus available on March 1. It should be noted that no provision has been made for carry-over in these figures, and private calculations are that at least 100,000,000 bus will be carried over at the end of July this year.

**PIE FIRM IN ANNUAL REPORT**

**NEW YORK, N. Y.**—The annual report of Pie Bakeries of America, Inc., and subsidiaries for 1930 shows net earnings of \$409,334 after depreciation and federal taxes, equal after preferred dividends to \$3.07 a share on class A stock. This compares with \$502,483 earned in the fiscal year ended Dec. 28, 1929, equal after preferred and class A dividends and class A participation, to \$1.36 a share on class B stock.

**BROADCAST ON FEED SITUATION**

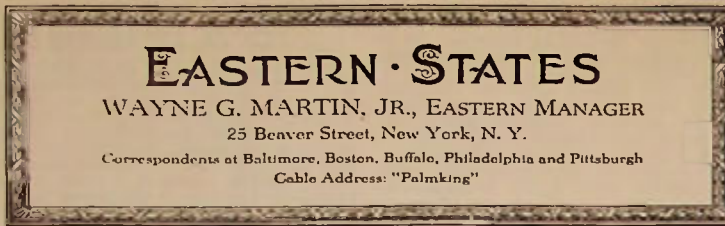
The current feed situation will be discussed by F. J. Hosking, economist with the Bureau of Agricultural Economics, in a radio address scheduled for April 5, between 11:30 a.m. and 12:30 p.m., Central Standard time. The talk will be broadcast through a network of stations associated with the National Broadcasting Co.

**FEDERAL BAKE SHOPS' EARNINGS**

**NEW YORK, N. Y.**—Federal Bake Shops, Inc., and subsidiaries report for 1930 net profit of \$202,374, after federal taxes and all charges, equal after preferred dividends to 61c a share on 216,000 shares of common stock, against \$240,000, or 71c a common share, earned in 1929.

**NEW JERSEY BAKERY LEASED**

**NEW YORK, N. Y.**—The plant of the Hexter Baking Co., at Flemington, N. J., has been leased to Kassehartz-Jones & Co., operated by Marty Kassehartz, who has been manager of the plant for many years, M. L. Jones, who will be business manager, and G. Kassehartz.



### New York Business Moderate

WITH no incentive for buying, and no unusual feature of any sort to the New York market, business continued to be of very moderate proportions. Buyers could see no reason in favor of taking on anything beyond their immediate requirements, and the continued steadiness of the markets does not induce speculative buying.

**Large Buyers Indifferent.**—The larger bakers are indifferent toward taking on anything in the immediate future. Early orders have covered them satisfactorily, and they are not expected to do any purchasing, while so much uncertainty clouds the future and while their supplies cover existing needs. The small local Jewish trade is preparing for the holidays and the shop cleanup that will be made in a short time, and their buying, therefore, still is further restricted. The medium sized bakers are indicating a moderate interest but only at their own figures.

**Rumors Discussed.**—Lacking new business to discuss, the trade has had a fine crop of rumors to talk over during the past week. The one heard most frequently concerned a sale of new crop Texas flour, said to be for July to January shipment, to one of the good sized bakers, at \$3.50 or \$3.75 bbl. At such a figure the baker could lose little, while the uncertainty of the wheat market made many brokers feel that this might not be a bad gamble for the mill. In other offices, it was reported that new crop Texas prices were held firmly at \$3.90. Old crop southwestern flours, whether from Kansas or Texas, commanded little interest, as some spring wheat prices were quoted as low, or lower, than the better hard winter wheat flours.

**Prices Softer.**—In spite of slightly higher cash wheat premiums, flour prices on the whole seemed softer, as if mills had wearied of the monotony of holding to one price, and had given in to the steady pounding of their representatives and reduced their figures slightly. Such reductions were not easily brought about, and even sales of a single car involved almost endless argument by wire and by long distance telephone.

**Clears Lower.**—The range on clears was lower with sales reported at \$3.85, while other mills held at \$4.25. Cake flours from Pennsylvania on the whole were firmer than Pacific Coast grades, with an exception here and there, where a brand was well established and capable of commanding a premium. All business on these flours was moderate, however, and cake and cracker buyers paralleled bread bakers in the degree of their interest.

**Flour Prices.**—Quotations, March 21, all in jutes, spring fancy patents \$4.50 @4.80, standard patents \$4.35 @4.50, clears \$3.85 @4.25; high gluters, both Pacific Coast and Minnesota, \$4.60 @4.80; hard winter short patents \$4.40 @4.60, 95's \$4.10 @4.40; soft winter straights \$3.75 @4.20.

#### Sales Scarce at Buffalo

**BUFFALO, N. Y.**—New flour orders were scarce in the Buffalo vicinity last week, and the aggregate of sales was small. Buyers who usually purchase large amounts apparently are waiting until the new crop year before making any extensive purchases. Meanwhile, they fill their requirements from day to day. Shipping directions are disappointingly small, in both the domestic and export trade, and the rate of mill operation declined further last week. Millers say they have never experienced a season like this, wherein shipping directions and

new orders were received at such an erratic rate. Unfilled orders on mill books at present are substantially smaller than normal.

**Quotations, March 21, 98-lb cottons:** spring fancy patent \$5.75 @5.85 bbl, standard patent \$4.75 @4.85; first clear \$3.90 @4, second clear \$2.75 @2.90; 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 bbls	Flour output of activity	Pct.
March 15-21	291,000	201,420	69
Previous week	291,000	206,252	71
Year ago	276,000	249,916	90
Two years ago	255,500	175,512	69
Three years ago	238,000	192,250	80
Four years ago	238,000	153,733	64
Five years ago	238,000	184,790	77

#### Continued Slowness at Pittsburgh

**PITTSBURGH, PA.**—Continued slowness characterized the Pittsburgh flour market last week. Sales were light, with the bulk of the business going to mills of the Northwest. Prices of hard winters were almost on the same basis as those of springs. Demand from larger consumers was practically nil, so that the flour seller had to concentrate activity on the moderate sized and smaller bakers whose purchases were on the usual hand-to-

mouth basis that has been a dominant feature for some time. Shipping directions were fair.

Established brands of flour were given preference by buyers. The market for clears was slightly improved, with prices holding firm. Demand for soft winter wheat flour continued slow, even in the face of low prices.

Semolina was quoted at 2½c lb, f.o.b., Pittsburgh. Sales were light. Bakers report sales of their products as slow for this season of the year. Lack of employment of many bread consumers is a vital factor in the sales decline.

Quotations, March 21, 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.

#### Boston Flour Demand Quiet

**BOSTON, MASS.**—Demand for flour continues very moderate. There is nearly a normal demand for immediate consumption, but buyers are finding little incentive for anticipating their requirements. On the contrary, they are inclined to be little any efforts to talk up forward purchases, on the theory that the Federal Farm Board situation warrants the utmost caution on the part of the purchasers of flour.

Spring short patents are moving around \$4.75 @4.90 for the most part. There is some business at \$5 for choice flour, and occasionally higher, with specials quoted up to \$5.40, and standard patents at about \$4.50 @4.60.

For standard patent hard winters, around \$4.40 @4.50 is the current price at which most of the sales are being made. Short patents are usually selling at \$4.60 @4.70, and occasionally a little more.

Soft winter patents have been slow of sale, and prices are nominally unchanged. Straights have been selling at around \$4.20 @4.25. One sizable line of Pennsylvania straights is reported to have been sold at \$4, bulk. Pacific Coast flours are

## NEWS CRIST in BRIEF

H. E. Tweeden, of the Cargill Grain Co., Buffalo, was a Boston visitor last week.

L. S. Risford, of the Beacon Milling Co., Cayuga, N. Y., was a recent Buffalo visitor.

A. E. Mallon, export manager for the Pillsbury Flour Mills Co., Minneapolis, was in Buffalo last week.

Frank J. Ludwig, of the C. M. Cox Co., feedstuffs, Boston, with Mrs. Ludwig, is on a month's vacation in Bermuda.

Arthur Reimer, Albany representative, and J. A. Burns, Utica representative, of the Russell-Miller Milling Co., Minneapolis, were in Buffalo last week.

C. Herbert Bell, of the Quaker City Flour Mills Co., Philadelphia, has been appointed a member of the executive committee of the Philadelphia Chamber of Commerce.

S. M. Sivertson, secretary-treasurer of the Crookston (Minn.) Milling Co., made his headquarters with Clarence Smith, the mill's New York representative, part of last week.

E. S. Thompson, of New York, eastern manager of the Gooch Milling & Elevator Co., Lincoln, Neb., accompanied by Mrs. Thompson, is spending a couple of weeks at the mill.

Leopold Gross, president, and Daniel Richter, general manager, of the Associated Flour Jobbers, Inc., have left for the North and Middle West, where they will call upon several mills.

Joseph J. Kelly, of the Kelly Flour Co., Chicago, and Otto Bresky, president of the Seaboard Flour Corporation, Bos-

ton, were two out-of-town flour men who made brief visits to New York last week.

Edward Knighton, of New York, president of the National Federated Flour Clubs, Inc., will be one of the principal speakers at the annual dinner of the Baltimore Flour Club, to be held March 25.

Clearances of wheat and flour from the port of New York for the week ending March 14 amounted to 811,000 bus and 280,215 bbls. Flour shipments showed a decided improvement over the past few weeks.

E. G. Broenniman, vice president of the Northwestern Consolidated Milling Co., Minneapolis, and of the Southwestern Milling Co., Kansas City, left New York March 18, for Watertown, Wis. He will be gone about a week.

Dwight K. Yerxa, vice president and Buffalo manager of the Pillsbury Flour Mills Co., Minneapolis, has been elected a director of the New York, Lackawanna & Western Railroad, a subsidiary of the Delaware, Lackawanna & Western Railroad.

Joseph Thompson, vice president of the G. B. R. Smith Milling Co., Sherman, Texas, spent about a week in the New York market calling on the trade with S. R. Strisik, and leaving at the close of the week for Buffalo, Chicago, Minneapolis and other middle western cities.

As a mark of respect to his memory, the grain elevator of the Western Maryland Railway at Port Covington, Baltimore, was completely shut down for 15 minutes on the day of the funeral, in Excelsior Springs, Mo., of its late manager, J. A. Peterson, whose remains were taken to that city for burial.

being sold at about \$3.80, ex-dock. Clears have been fairly steady, with demand moderate.

#### Little Buying at Philadelphia

**PHILADELPHIA, PA.**—There was not much inquiry for flour last week, and the market was no more than steady. Local jobbers and bakers are generally amply supplied for current needs, and show no disposition to anticipate requirements. Practically no business was noted in volume deliveries more than 30 days deferred. There was a rumored sale of hard winter short patent for new crop shipment at \$4.

Quotations, March 21: spring wheat short patent \$4.80 @5.05 bbl, standard patent \$4.40 @4.60, first clear \$1.10 @1.30; hard winter short patent \$4.40 @4.75, 95 per cent \$4.25 @4.40; soft winter straight, \$3.50 @4.40; semolina per lb No. 2, 2½c; No. 3, 2¼c.

## VITAMIN D TO BE NEW INGREDIENT IN BREAD

General Baking Co. Acquires Exclusive Right Under Steenbock Patents to Incorporate Nutritional Element in Its Products

**NEW YORK, N. Y.**—Ordinary white bread will now supply vitamin D, known as the sunshine vitamin, according to a joint announcement made by the Paediatric Research Foundation, of Toronto, and Frederic H. Frazier, of New York. The Paediatric Research Foundation is composed of a group of university scientists working on nutritional problems, while Mr. Frazier is chairman of the board of the General Baking Co. This company has recently been licensed under the Steenbock patents to incorporate vitamin D in bread. No increase in price is involved, it was stated.

Although the basic patents are owned by the Wisconsin Alumni Research Foundation, the process by which this principle has been applied to bread has been developed by the Toronto foundation under arrangement with the Wisconsin foundation. Both foundations are parties to the contract by which the exclusive right for the United States has been awarded to the General Baking Co. to make the bread available throughout the nation.

#### VALUE OF VITAMIN D

According to the Paediatric Research Foundation and the nutritional scientists with whom it has collaborated both here and in Canada, vitamin D is as scarce as it is valuable. Innumerable biological tests have proved its need for sound bone and tooth construction. Moreover, according to the Toronto scientists, the human system is better able to resist disease when it has a regular adequate intake of vitamin D. They further state that the consensus of scientific opinion agrees with the laboratory proof on these points.

Dr. E. V. McCollum, of Johns Hopkins, is recognized as the man who discovered vitamin D in 1922. Since then it has been determined that, under modern living conditions, the human race definitely lacks this element. Its main source is sunshine. But the smoke pall over all centers of population, and the apparel which people wear, have prevented the average modern from getting the vitamin D he needs. It has also been proved by biologic tests that there are only certain hours of the day when the sun is potent in this regard.

The main way of compensating for this deficiency has been through medicines such as cod liver oil. Whereas foods supply plenty of practically all other vitamins, no food has provided enough of vitamin D. Of all ordinary foods, eggs come nearest, but modern scientific tests prove that it would take more than a dozen eggs a day to supply the additional vitamin D nearly everybody needs. Opposed to this, the laboratories of the Paediatric Research Foundation have already authorized the statement in regard to the improved bread that two slices a meal will supply the additional vitamin D needed, and yet 200 slices a meal would not supply too much.

Mr. Frazier said that the General Baking Co. will start immediately to make

the new vitamin D element available through its leading brand of bread. He pointed out that this will involve no change whatsoever either in taste or appearance. Starting in with the company's two bakeries in Boston, the plan is to spread the improvement as quickly as feasible into the other 48 bakeries throughout the country. In those parts of the nation which the company does not cover, it is planned ultimately to sublicense a bakery in each such territory.

A small royalty on each loaf will be paid under the terms of the contract. Although impossible to calculate, it is held probable that these royalties may amount to hundreds of thousands of dollars per year. The two beneficiaries, Wisconsin and Toronto, are both non-profit institutions. Therefore, such profits under the agreements as made, will be devoted to child welfare and further nutritional research throughout the country.

"From the standpoint of public health, this is regarded as a development of major importance," stated the Toronto scientists, "and this opinion is shared by leading authorities in America. Incidentally, our own laboratories have assumed the responsibility continuously to analyze the bread to insure and guarantee that it shall supply vitamin D to the degree that our research has proved to be adequate and efficacious."

**ELEVATOR, STABILIZATION MEN CONFER ON DELIVERIES**

CHICAGO, ILL.—Members of the Terminal Elevator Association here and elsewhere have been in conference with officials of the Grain Stabilization Corporation relative to the matter of arranging for delivery of wheat on March and May futures contracts. While nothing of an official nature has been given out relative to the various propositions which were advanced during the discussions, there was some talk to the effect that elevator operators who are short the futures against their cash holdings, had offered the Grain Stabilization Corporation, which is popularly supposed to be on the other end of the trade, May, 1932, contracts in exchange, with an allowance of 18c per bu, or a full carrying charge for the 12-month period.

With the "old" May delivery well pegged somewhere between the 81c and 82c level at Chicago, this would mean a price of from 99c to \$1 per bu. It was said that the Grain Stabilization Corporation officials did not seem willing to entertain this proposal, for the reason that it would virtually mean that they were becoming involved in the new crop as well as the old.

Local elevator space continues to become more scarce, but up to date no definite move has been made relative to the declaration of an emergency by the directors of the local grain exchange. Such an action would permit the delivery in cars on track on futures contracts, instead of the customary tendering of public warehouse receipts.

**PILLSBURY TO MOVE OFFICES**

NEW YORK, N. Y.—The New York headquarters of the Pillsbury Flour Mills Co., Minneapolis, will soon be moved to 21 West Street. Shortly after April 15, the company will take over the entire twenty-ninth floor of this new building (situated just behind the Cunard Building), after being located in the New York Produce Exchange ever since it was opened in 1884. At that time George W. Smith had this account; later George A. Zabriskie, who was in his office, succeeded him, and now W. V. Dickinson is New York manager, with Mr. Zabriskie the resident director.

**EASTERN FEED FIRM TO MOVE**

NEW YORK, N. Y.—Effective April 1, the Atlantic Trading Corporation, Inc., Arlington, N. J., will move its headquarters to Somerville, in the same state, where it will occupy a 14-car warehouse on the Central Railroad of New Jersey. This firm is a prominent handler of imported bran, beet pulp, California alfalfa meals, and also represents the Flower City Charcoal Co.

## CHICAGO DISTRICT

SIGURD O. WERNER, CHICAGO MANAGER

166 W. Jackson Boulevard, Chicago, Ill.

Cable Address: "Falmking"      Correspondent at Milwaukee

**Larger Bakers Still Marking Time**

THERE has been practically no change in local flour market conditions. Buyers are reluctant to enter into contracts for future deliveries, and mills are also hesitant about selling ahead. The larger bakers are marking time. They are only taking on supplies as needed. The local bread situation is unsatisfactory, with all kinds of prices and qualities. Some independent grocery chain groups are putting out a special 5c loaf for Saturday sales; other independent stores are offering bread at a reduced price with certain purchases, so that bread is being used more than ever as a leader. The larger chains are selling bread at 5c and up, and are also offering rolls at 5c doz. All of this has created a most unsettled condition, and the volume of the independent bakers has fallen off considerably. Consequently, consumption of flour by bakers has also fallen off. Family flour business has picked up, especially with chain stores, but local flour agents and brokers are complaining about lack of business.

**Spring Wheat Flour.**—Single cars for immediate shipment are all that the larger buyers are taking now. A few will contract for about 60 days' supplies, but orders of this kind are extremely scarce. Scattered single cars and a fairly steady small lot business are reported. Some mills are offering very low prices, but these do not seem to stimulate interest to any great extent. Shipping directions are only fair at the best, having slowed down a little during the past week.

**Hard Winter Flour.**—Demand for southwestern brands continues very quiet. Brokers and agents say it is extremely difficult to make a sale, as buyers not only are looking for bargains, but they also expect other considerations, even when buying small amounts. No one is inclined to buy ahead. Buyers say there is no good reason for loading up, and consequently are interested only in single cars or so. Shipping directions are slower, although orders so far have been reduced quite satisfactorily.

**Soft Winter Flour.**—Only hand-to-mouth buying is reported. A few weeks ago some of the larger pie bakers entered

the market for 60 days' supplies, but others are merely taking on for current needs. No immediate improvement is looked for, unless market conditions should change for the better.

**Flour Prices.**—Nominal quotations, basis Chicago, patents in cotton 95's and clears in jutes, March 21: spring top patents \$4.25@4.60 bbl, standard patent \$4 @ 4.35, first clear \$3.25@3.60, second clear \$2.25@2.75; hard winter short patent \$3.85@4.25, 95 per cent patent \$3.65 @ 4.10, straight \$3.50@3.95, first clear \$3.25@3.45; soft winter short patent \$4.20@4.60, standard patent \$3.80@4.15, straight \$3.60@3.95, first clear \$3.35@ 3.50.

**Durum.**—No activity in semolinas. New business is negligible, and shipping directions are only fair at the best. Quotations, March 21: No. 2 semolina, 2½c lb, bulk; standard semolina, 2½c; No. 3 semolina, 2½c; durum patent, 2½c; special grade, 2½c.

**FLOUR OUTPUT**

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

	Output	Pct. of
	lbs	activity
March 15-21 .....	28,762	79
Previous week .....	24,151	69
Year ago .....	30,278	78
Two years ago .....	29,769	76

**Milwaukee Reports at Variance**

MILWAUKEE, Wis.—Reports vary regarding the Milwaukee flour market for the current period ending March 21. Some state that business is about as bad as it has ever been, and that no hope for recovery is expected until the new wheat takes the interest of the buyers. Others indicate that business has remained unchanged the past week, with small hand-to-mouth orders coming in in fair numbers, all calling for shipments within the next 30 days. Still others report that business is running about even with that done for the same period a year ago, while one flour man stated that he noticed an increase the past week. All, however, report that shipping directions are fair, calling for short delivery, and that practically all old bookings have been taken out. Prices for this period,

**NOTES ON THE TRADE**

Perry Hayden, of the Hayden Milling Co., at Tecumseh, Mich., was a Chicago visitor March 16-17.

C. B. and Don Jenkins, of the Noblesville (Ind.) Milling Co., were visitors at the millers' federation Chicago offices last week.

W. M. Steinke, general sales manager for the King Midas Mill Co., of Minneapolis, stopped in Chicago en route east on a business trip.

L. F. Smith, general superintendent for the International Milling Co., of Minneapolis, passed through Chicago, March 18, on his way to Buffalo.

E. R. Dickman, manager of the Milwaukee Bay State Milling Co. branch, visited the home office at Winona, Minn., on a business trip, March 20-21.

Ray S. Knowlton, manager of the Milwaukee branch of the Nebraska Consolidated Mills Co., attended a directors' meeting of the company at Omaha, Neb.

A. L. Jacobson, general manager of

with the exception of one report, remain unchanged.

Quotations, March 21, basis Milwaukee, patents in cotton 95's and clears in jutes: spring top patents \$4.30@4.95 bbl, standard patents \$4.05@4.40, first clear \$3.30@3.95, second clear \$2.10@3.25; fancy pastry flour, in 100-lb packages, \$4@4.75 per 100 lbs; soft winter wheat, 95 per cent standard patent, \$4.20.

Southwestern reports run in the same vein as do those for northwestern offerings, with the outstanding thing being the lack of large bookings for deferred shipment. All orders call for immediate shipment. Old bookings are nearly all cleaned up. Prices for the period ending March 21 remain unchanged. Quotations, March 21, basis Milwaukee, patents in cotton 95's: short patents \$4.30@4.50 bbl, standard patents \$4.15@4.25, first clear \$3.55@3.95, second clear \$3.20@3.35. The current range between the northwestern and southwestern offerings in cotton 95's has become 45c, compared with 5@45c the previous week.

**FIGHT WITH FUTURES BODY CONTINUES WITH NEW PLEA**

CHICAGO, ILL.—The fight against certain rulings of the United States Grain Futures Administration, led by the Bartlett Frazier Co., members of the Chicago Board of Trade, came into the limelight once more during the current week. Some time ago, this firm asked for a federal injunction, restraining the Grain Futures Administration from requiring the reporting of names, etc., involved in futures trading operations. When their plea was denied they filed an amended plea and it was the latter which came up for hearing before Judge Wilkerson in federal court this week. Briefs were filed by the Bartlett Frazier Co. and the Grain Futures Administration office. Some testimony was heard and the case was taken under advisement.

**FLOUR CLUB PLANS OUTING**

CHICAGO, ILL.—C. A. Bunnell, president of the Chicago Flour Club, has called a meeting of the board of directors and president's committee at the Bismarck Hotel, March 27. At this time plans for the next meeting of the club will be discussed. The annual outing and golf tournament of the club will be held June 24, with all arrangements to be made by the entertainment committee, consisting of L. R. Merrill, chairman, C. M. Yager, Jr., J. A. Heibstrom, and the special golf committee, consisting of M. E. Gifford, Roy C. Walker, M. J. Tanzer and H. E. Burgess.

**BEMIS BRANCH MANAGERS CONFER**

CHICAGO, ILL.—The Bemis Bro. Bag Co. held its regular annual branch managers' conference at the Drake Hotel, Chicago, March 18-20. Officers of the company and branch managers from all over the country were in attendance. Among the officers attending were: J. S. Bemis, president, of St. Louis; G. N. Roberts, vice president, Boston; H. H. Allen, vice president, New York; A. C. Carpenter, vice president, St. Louis; A. V. Phillips, vice president, Boston; F. M. Ewer, treasurer, Boston; E. C. Earle, secretary, St. Louis.

**NEW GRAIN COMMISSIONER NAMED**

MILWAUKEE, Wis.—Governor Philip La Follette has appointed W. R. McCabe, of Superior, Wis., to the grain and warehouse commission, to succeed Joseph W. Conner, of Brule, whose term expired recently. The new commissioner will hold office for three years. He has been identified with the Brotherhood of Locomotive Firemen and Engineemen, having completed 29 years of continuous service with the Great Northern Railroad last October.

**MEMBERSHIPS UP \$500**

CHICAGO, ILL.—Memberships in the Chicago Board of Trade continue to recover from their recent slump in value, once changing hands here with a consideration of \$11,000 involved, or \$500 over the previous transfer.

# EUROPEAN DEPARTMENT

C. F. G. RAIKES, EUROPEAN MANAGER

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

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

## Imported Flour Blamed for Decline in Wheat Values

**I**N a recent article in the London Times, discussing the advantages and disadvantages of the Wheat Quota system, from the agriculturist's and the miller's point of view, it is stated that "at the moment, English farmers are finding the utmost difficulty in obtaining any bid for their wheat." This is not surprising when millers can obtain Russian wheat, which is strong and mostly of excellent quality, at nominally 21s per 480 lbs (but often at considerably less than this) landed, while English wheat is 23s to 25s per 480 lbs, with high moisture content, rendering it uneconomical from the miller's standpoint. It is stated unofficially that the port millers' grist these days consists of 80 per cent Russian wheat. Anyway 7,000,000 bus of Russian wheat arrived in the Port of London during the last three months of 1930, and the only conclusion is that it has been absorbed by the London mills.

The writer of the article in the Times rightly concludes that the demand for English wheat is limited for the above reasons but when he goes on to say that "flour imports have contributed to force wheat values in this country down to an uneconomic level" it is evident that he is talking through his hat, or has been inspired to put forward this view by those who are working for an embargo on flour imports into Great Britain. It is laughable to think that the imports of foreign flour, not amounting to more than 10 per cent of the total consumption of flour in this country, have forced down wheat values even to an infinitesimal degree, when the market is flooded with cheap wheat from every quarter of the globe. It is indeed a matter of "straining at a gnat and swallowing a camel."

Another point, unfairly made in the Times article, is that an embargo on imported flour would be advantageous because flour milling employs labor and provides valuable by-products in bran and sharps, which the farmer wants cheaply for stock feeding.

In the matter of "providing labor" imported flour brings down the scale, for far more labor is employed in handling a sack of imported flour than in making a sack of flour in a flour mill. Therefore this argument does not hold water.

Then in regard to providing cheap millfeed for the farmer, this could be done easily at the present time, with wheat cheaper than has ever been known in history, if the home miller so wished, but he prefers to make large profits over millfeed and to cut the price of flour to the finest point, thus proving a formidable competitor to the flour importer, underselling him all along the line. Imported flour can only be a very indirect cause of high priced millfeed if at all. The reason for high priced millfeed is to be found nearer home.

It is very doubtful whether the much discussed "Wheat Quota" will ever be adopted in this country. It is not popular with the millers. "The milling industry in this country is now organized," says the writer in the Times, "to a degree which should afford every economy in wheat buying and flour production. Such efficiency would not be assisted by arbitrary regulations requiring each mill to use fixed proportions of homegrown and Empire wheat. For it has to be remembered that these wheats are not interchangeable. If the Canadian crop is short, Australian or Indian wheat does not provide a substitute. In such years it would still be necessary to turn to other countries, such as Argentina, for

a supply of hard wheat to provide the flour that the British public demands. Under an Empire quota system our necessity might be turned to great advantage by other countries."

The writer concludes by saying that it is the guaranteed price of wheat, proposed under the Quota system, that is the crux of the whole matter. The argument is that a guaranteed price is necessary if arable agriculture is to be maintained and restored, but it means that the public would be required to pay a subsidy in the form of dearer bread. At best, British farmers could only furnish a very small proportion of the wheat required by the mills of this country and of a quality unsuitable for breadmaking flour. The failure of employing artificial means of helping agriculture is only too apparent in the United States and some of the countries of Europe. Unfettered trading is the only true economic basis.

C. F. G. RAIKES.

### FLOUR IMPROVERS IN FRANCE

**LONDON, ENG.**—It is reported that the French supreme council of hygiene, which is a branch of the government, has decided to prohibit the use of flour improvers in the making of bread in France. The report does not state whether millers will be prohibited from using flour improvers in the manufacture of their flours, although it is generally understood that the French millers do not make use of improvers to the same extent as do British millers.

### GREEK SACK IMPORT RULES

**WASHINGTON, D. C.**—After March 31, flour sacks may be imported into Greece only in four types, the capacities of which have been fixed as follows: sev-

enty okes (198 lbs); 49½ okes (140 lbs); five kilos (11 lbs) for luxury flour; 63 okes (160 lbs), this type being established exclusively for Australian flour. It was originally planned to have this decree made effective, Sept. 30, 1930, but three postponements were ordered, the last out of consideration for the practice of American companies in shipping in 57-kilo sacks (126 lbs), and to allow time for them to prepare for the change.

## BAN ON IMPORTS OF FLOUR CAUSES MADEIRA UPRISING

**LONDON, ENG.**—A revolution broke out recently in Madeira of the Canary Islands, when the government issued a decree prohibiting the importation of flour, so long as local or Portuguese mills, which supply the market, had sufficient supplies to meet the requirements of the islands. When this source failed, the importation of foreign flour was to be permitted, upon payment of a duty of approximately \$3 per 100 kilos. This duty was to be applied also to any foreign flour that was lying in bond and on parcels on passage. The import tax on Portuguese flour, on the other hand, was to be approximately \$1.25 per 100 kilos.

As all these extra charges would fall upon the buyers in Madeira, a revolution—typically Portuguese in character—was staged, with the result that the government offered to suspend the offending decree for the time being. The revolutionists, however, have expressed their determination to have the decree revoked absolutely. A new governor and high commissioner have arrived from Portugal, and it remains to be seen whether the decree will be revoked as demanded.

British millers supply a large proportion of the requirements of the Canary Islands, but from time to time American and Canadian flour is imported and secures a share of the trade.

## Wheat and Flour Conditions in Czechoslovakia

By Beno Schwarz

**P**REVIOUS to the imposition of higher duties on wheat and flour, Dec. 16, 1930, large purchases of imported wheat and flour were made in Czechoslovakia. The quantity of wheat imported between August and December, 1930, is estimated at 4,697,000 bus. Thus, the mills of Czechoslovakia are provided with foreign wheats for at least nine months, and if the regulations regarding the compulsory mixing of foreign wheat with homegrown are followed, existing supplies will cover consumptive requirements for several years.

Some authorities consider this estimate of supplies exaggerated, arguing that mills have not the requisite financial means for acquiring such large stocks, but it is an undeniable fact that imports were so large. In the first half of December, when the lower duty was still in force, 2,644,000 bus were imported against 539,000 in December, 1929.

The performance of the regulations for the compulsory blending of domestic and foreign wheat and flour is an absolute impossibility, because large quantities of homegrown wheat would be required to comply with the regulations.

Supplies of foreign flour, on the other hand, are much smaller than those of wheat. Imports of Hungarian flour, for instance, in December, did not exceed normal proportions, amounting to 76,000 bbls, while stocks are estimated at around 174,000 bbls. However, imports

of American and Canadian flours during December attained the record figure of 206,000 bbls, against 95,000 in December, 1929. Existing stocks of American and Canadian flours in Czechoslovakia are estimated at 266,000 bbls. Total supplies of foreign flour will be sufficient for consumptive requirements until the middle of April.

As it is, mills alone benefit from the prohibitory measures which have led to the present tariff war with Hungary, for long after the supplies of foreign flour are exhausted, mills will still have plenty of foreign wheat. The farmers will only profit from the higher duty on their next crop, unless some means are found of putting the compulsory blending regulations into actual practice. Even if the financial resources of mills and importers were sufficient for them to accumulate large stocks of imported wheats, it is scarcely likely that they will be in a position to acquire the necessary homegrown wheat to follow out the blending regulations strictly to the letter.

### London Flour Arrivals

The arrivals of flour in London by weeks, in sacks of 280 lbs, showing countries of origin:			
From—	Feb. 27	Feb. 20	Feb. 28
United States—	1831	1931	1936
Atlantic .....	180	4,700	2,525
Canada—Atlantic .....	6,685	11,931	4,350
Australia .....	6,375	11,832	—
Argentina .....	800	—	3,083
Continent .....	3,505	1,825	11,305
COASTWISE .....	3,800	1,440	1,540

## HALF U. K. WHEAT IMPORTS FROM RUSSIA THIS SEASON

**GLASGOW, SCOTLAND.**—Even grain traders have been surprised at the figures revealed in recent returns showing the very heavy volume of Soviet wheat that has been landed on British markets. There is no separate figure for September, but the total for that month must have been relatively small. Accordingly it may be assumed that practically all the Russian wheat came in the last three months of 1930. The figure for that period was 34,639,000 bus out of a total supply for that period from all sources of 66,593,700 bus. So that for the last quarter of the year the Soviet had the lion's share of the British market.

Adding the January figures now available, it is evident that the Soviet shipped more than 50 per cent of our total wheat during that period. The Russian contribution for January was 5,432,900 bus, out of the month's total of 13,441,000, or about 40 per cent. Adding January to the previous three months we have a total Russian supply of 40,072,000 bus, out of the total British imports from all sources of 80,038,000. As Russia sent us no wheat at all in the corresponding months of last year, all this is entirely new business for Russia, at least new post-war business. It is even far larger business in wheat than the pre-war Russia was accustomed to enjoy. In the space of four months, the Soviet government has shipped to us more than the old regime ever sent us in the space of 12 months.

These are certainly arresting figures for the other world exporters of wheat to face. No one knows, of course, if Russia is paying her way in grain or whether she is shipping below costs in order to earn world credits. But even if she sold all this wheat to Great Britain at an average price of about 25s per quarter it will be seen that she has received fully \$29,300,000. Obviously, she has won this place in the wheat markets at the expense of other large exporters. For the whole of 1930, only one of these sources, Canada, shipped to the United Kingdom a larger supply than Russia has sent in the space of four months. Here are the 1930 supplies from these other sources: Canada 18,896,000 bus, United States 39,314,000, Argentina 28,381,000, and Australia 23,744,000.

## FRENCH MINISTER FAVORS FURTHER FARM PROTECTION

**PARIS, FRANCE.**—M. Tardieu, minister of agriculture in the new French government, favors further tariff protection for the French farmer and plans to secure, if possible, higher tariffs to keep out Russian and Danubian wheat, Argentine and Danish butter, Spanish and Argentine wines, South American live stock, and Greek continental and Cuban beet and sugar. His plan consists of nine leading points, which are as follows:

- (1) An inventory of French farm resources and needs.
- (2) High tariffs to prevent dumping, and the control of food imports by import licenses.
- (3) Help the French farmer to retain his crops untiling better credit facilities through existing banking structures.
- (4) Regulate the movement of foreign labor.
- (5) Encourage the age co-operative buying and selling, and possibly by export premiums, the latter to encourage agriculture by facilitating purchases of machinery.
- (6) Encourage co-

operative grain storage plants. (8) Reduce taxes on farm products and profits. (9) Help the farmer market his products by improving roads and transportation.

An interesting fact which he brought forward is that for 60 years France has not known exactly how much wheat, wine or other crops was grown annually. The government could only estimate and often an expected bumper production was found in reality to be insufficient.

Quite a flutter was created in France by the government's proposal to set aside 20,000,000 francs (\$800,000) for unemployment relief. One of the deputies urged that the sum should be increased to 100,000,000 francs (\$4,000,000), which is less than half the sum spent weekly on unemployment relief in Great Britain. The suggestion as to the larger sum was much criticized, as it was claimed that it would give an exaggerated idea of the unemployment in France, which was not very serious as yet. The need of economy in public services has been much pressed in parliamentary discussions.

**BULGARIA BEGINS STATE BUYING**

LONDON, ENG.—According to a report from Sofia, the Bulgarian government grain purchasing has started activities. The bureau intends to spend 800,000,000 lewa (\$5,776,000) for the purchase of 60,000 tons of wheat and 150,000 tons of corn, destined for export. Part of the purchase price will be paid in cash and part in certificates, which may be used for the payment of taxes. As previously reported, the bureau is authorized to make purchases until June 30, 1931, but this period may be extended by as much as four months. The grain bought will be exported. No monopoly is granted the bureau in handling cereals, but the bureau may purchase at prices higher than those prevailing in foreign markets.

**SPRING SEEDING IN RUSSIA**

LONDON, ENG.—Preparatory measures in connection with the Russian spring seeding campaign this year are going more quickly than in 1930 the Soviet government announces. Collective farms had received, up to Jan. 20, 1931, more than 2,000,000 tons of seed, compared with 400,000 a year ago. The number of tractors has increased from 5,300 to about 10,000. Notwithstanding these facts, seed procurements in the spring campaign have not reached the figures planned. On Jan. 15, the five-year plan was fulfilled up to 75 per cent in North Caucasus, but in all other districts procurements are considerably behind the plan.

**WESTERN CANADA MOISTURE SUPPLY IS BELOW NORMAL**

TORONTO, ONT.—In its February report of the wheat situation, the Dominion Bureau of Statistics, Ottawa, states that when the 1930 crop of western Canada was harvested soil moisture conditions were fairly satisfactory throughout Manitoba and central and northern Saskatchewan and Alberta. The region south of the Canadian Pacific Railway main line in both Saskatchewan and Alberta and in a considerable wheat area running north of Regina had very dry soil conditions.

In the 1930 fall season up to freeze-up, heavier than normal precipitation fell over this whole deficit area, with the exception of the district immediately surrounding Calgary, Alberta. The autumn snowfall and rainfall which preceded the freeze-up were also bounteous over practically all the remaining area of the three provinces. From the middle of November to the end of February, however, the snowfall throughout the wheat-growing districts of the west was practically negligible. The small amounts which fell were melted in subsequent mild weather.

Scattered reports since March 1 indicate that there have been some beneficial snowfalls in the prairie regions. While the precipitation of the winter period from Dec. 1 to Feb. 28 has been only about 37 per cent of normal in the west, the precipitation of the whole period from Sept. 1 to Feb. 28 has been only about 10 per cent below normal.

**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"

**Buyers Await Lower Prices**

WITH uncontrolled wheat prices only a few months away, and lower flour costs becoming more and more certain, buyers are more steadfastly than ever adhering to a policy of going into the new crop months with minimum supplies of flour, and of being in a position to take full advantage of the lower prices.

Bakers' flour stocks have seldom, if ever, been as low at this season of the year, and forward obligations as light. As bread sales are about normal, and flour purchases in small lots, day to day and week to week buying is necessarily frequent, and as bakers have no, or very light, speculative obligations, they have at least the advantage of knowing more accurately than usual how they stand financially.

**Flour Prices.**—Washington flour quotations, car lots, coast, March 20: blue-stem family short patents \$4.60@5.20 bbl, 49's; standard patents \$3.80@4.25, 98's; pastry flour \$3.50@3.80, 98's; blends, made from spring and Pacific hard wheats, \$4@4.75, 98's. Montana first patents, car lots, coast, arrival draft terms, \$4.40@5.50.

**Export Trade.**—No business can be worked with China, even with farm-broad wheat available at the world's price basis. With silver weaker again, inquiry is almost entirely lacking.

**FLOUR OUTPUT**

Output of Seattle mills, with weekly aggregate capacities of 46,300 bbls, as reported to The Northwestern Miller:

	Output bbls	Pct. of activity
March 8-11	23,736	51
Previous week	23,223	49
Year ago	29,124	62
Two years ago	31,685	68
Three years ago	30,915	66
Four years ago	22,977	49
Five years ago	12,506	27

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

	Output bbls	Pct. of activity
March 8-11	27,969	49
Previous week	31,152	54
Year ago	36,920	64
Two years ago	19,975	34
Three years ago	34,775	61
Four years ago	31,356	56
Five years ago	19,862	35

**Activity on Even Basis**

LOS ANGELES, CAL.—Milling activities have continued on a fairly level basis for the past week, with operations at about 75 per cent of capacity. While family flour represented a considerable portion of this volume, business with bakers was also important. There is very little new in the way of deliveries on old contracts or on current sales. Quotations, car lots, sight draft basis: first family patents, \$5.20@5.40; Montana spring wheat patents, \$4.70@4.90; Utah-Idaho blended patents \$4.30@4.50, pastry \$4@4.20; Oregon-Washington blue-stem patents, \$4.50@4.80; hard wheat patents, \$4@4.20; California blue-stem patents, \$4.50@4.70; pastry, \$4.50@4.70.

**Ogden Mills More Active**

OGDEN, UTAH.—Heavier shipping to the southeastern states and California, combined with active buying of mixed car lots throughout intermountain states, brought greater activity for Ogden mills during the past week, resulting in operations of large plants increasing to 85 per cent of capacity, with the smaller mills of Utah and Idaho running at 50 per cent of capacity. Few new orders came from the Pacific coast area, most shipping being on contracts. Intermountain trade was limited largely to 60- and 30-day supplies. Warehouse stocks remain low. Prices are unchanged. Quotations, to southeastern dealers: first patents \$4.90@5.30 bbl, straights \$4.40@4.80

and second grade \$4.10, car lots, f.o.b. Memphis and other lower Mississippi river common points; to California dealers: fancy patents \$4.15@4.85, second patents \$4.05@4.45, straights \$3.65@3.95 and second grades \$3.45@3.85, car lots, f.o.b., San Francisco and other California common points; to Utah and Idaho dealers: fancy patents \$4.80@5.10, second patents \$4.50@4.80, straights \$4@4.60 and stuffed straights \$3.20@3.50, car lots, f.o.b., Ogden.

**Flour Trade Remains Quiet**

PORTLAND, OREGON.—City flour trade remains quiet. Listed prices are unchanged, but the market is irregular. Bakers are still buying to cover only their immediate needs. Family patents are quoted at \$5.10, hard wheat patents at \$4.65 and blue-stem patents at \$4.40 in straight cars.

A much better feeling prevails in the export flour trade and while selling at present is restricted, the mills are looking forward to a larger movement in the near future, largely as a consequence of the improvement in the exchange situation in China.

**FLOUR OUTPUT**

Output of Portland mills, with a weekly capacity of 36,930 bbls, as reported to The Northwestern Miller:

	Output bbls	Pct. of activity
March 8-11	19,561	53
Previous week	12,152	32
Year ago	14,764	40
Two years ago	30,022	81
Three years ago	23,036	62
Four years ago	23,250	63
Five years ago	14,203	38

**San Francisco Market Unchanged**

SAN FRANCISCO, CAL.—Prices remain about unchanged, with local mills holding lists firm and generally higher than northern and intermountain mills. Northern blue-stem and hard wheat blends continue to dominate what little demand there is. Deliveries and current sales are fairly active but there is no interest in contracting for future requirements. Quotations, car lots, San Francisco, draft terms: Idaho family patents \$4.80@5.10; Montana standard patents \$4.70@4.90; Idaho hard wheat patents \$4.10@4.40; Oregon-Washington blue-stem blends \$4@4.20; northern straight grades \$3.50@3.70; Dakota standard patents \$5.40@5.60; California pastry \$4@4.20; blue-stem patents \$4.10@4.60.

**ONTARIO WATCHES POOL PLAN**

TORONTO, ONT.—Interest is being taken by Ontario grain merchants in the progress of movement for a compulsory pool in the West. Reports from the three prairie provinces indicate that petitions for and against such a pool have been in circulation with varying results. Nobody believes that the movement will ever result in a compulsory pool, but the idea is considered to be worth testing, and accordingly there may be a referendum in Saskatchewan, and possibly in the other two provinces.

**MOVING TO PORTLAND**

PORTLAND, OREGON.—Offices of the Grain Stabilization Corporation will be moved from Pendleton, Oregon, in the coming month to this city, owing to the large volume of wheat business being transacted here. The office of Henry W. Collins, Pacific Coast manager of the Farmers' National Grain Corporation, will remain at Pendleton.

**PLAN DRIVE FOR BARLEY MARKET**

TORONTO, ONT.—The government of Ontario is making plans to capture as much as possible of the market in Great

Britain for brewing and malting barleys. This province has not been growing the right kind of barley for that trade, but its lands are adapted for the purpose, and with cultivation considerable business ought to be worked. The government is informed that there is a market for something like 21,000,000 bus of six-rowed bright barley in Britain.

**COST OF MOVING WHEAT SAME**

WINNIPEG, MAN.—The approximate average charges on wheat between the producer in western Canada, and the arrival of the steamer at Liverpool have been calculated by A. E. Ursell, statistician for the board of grain commissioners for Canada, at 34.7c bu in 1930, the same figure as in the previous year. Total charges for all services between the producer and f.o.b., steamer at Montreal, were 30c, 1c higher than in the previous year, but the average cost of freight and insurance from Montreal to Liverpool was 1c lower.

**PIONEER WINNIPEG BAKER DEAD**

WINNIPEG, MAN.—James Taylor, who established a bakery business in Winnipeg nearly half a century ago, died in Winnipeg last week at the age of 78 years. He was for several years bread inspector in Winnipeg.

The Dominion Bureau of Statistics, Ottawa, reports that Canada's exports of wheat during February amounted to 19,732,826 bus. This did not include shipments of Canadian wheat from United States ports. The latter reached 6,935,000 bus bringing the total quantity of Canadian wheat exported in the month to 17,667,826 bus.

James F. Bell, of Minneapolis, president of General Mills, Inc. and F. B. Burke, of San Francisco, president of the Sperry Flour Co., were Portland visitors during the week. Mr. Bell proceeded from Portland to Seattle and Tacoma, while Mr. Burke returned to San Francisco.

David Eaves, Portland grain broker, who suffered a complete nervous breakdown a few weeks ago, is still at the United States Veterans' Hospital, where he has shown little improvement.

Ralph Boone has announced his affiliation with the C. C. Stafford Grain & Milling Co., of El Monte, Cal., where he will act as grain buyer.

**INTER-CITY BAKING MAKES FAVORABLE 1930 SHOWING**

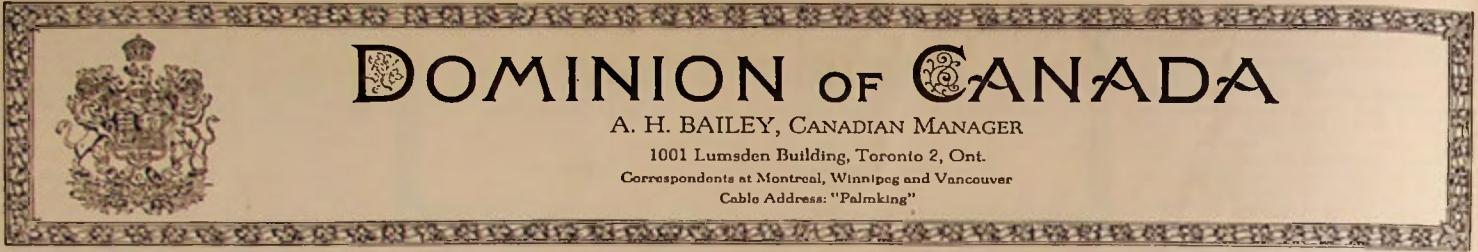
TORONTO, ONT.—The 1930 report of the Inter-City Baking Co., controlled by the Lake of the Woods Milling Co., Ltd., Montreal, shows earnings of \$6.02 per share on common, compared with \$4.67 in 1929.

Net profits for the year amounted to \$116,254 as against \$287,575 in the preceding year. Deduction of bond interest at \$88,000 and depreciation at \$100,000 left a balance available for common dividends of \$128,254, as against \$99,575 in the preceding report. Common dividends at the rate of 4 per cent absorbed \$85,180, leaving a net surplus on the year of \$43,074, which with the previous balance of \$79,355 left a net profit and loss balance of \$122,429 to be carried forward.

Working capital stands at \$150,553, as against \$131,181 at the end of the previous year. Depreciation and renewals reserve is now \$398,169.

The report of the president, F. S. Meighen, to the shareholders, follows in part:

"The year has been a difficult one for the baking industry, owing to keen competition, cutting in bread prices, and fluctuations in the price of flour, and it is gratifying that under these conditions a favorable result has been shown. The company is in good condition in every way, and in a position to benefit by improved general business in its territory. There are encouraging signs of such improvement."



# DOMINION OF CANADA

A. H. BAILEY, CANADIAN MANAGER  
1001 Lumsden Building, Toronto 2, Ont.  
Correspondents at Montreal, Winnipeg and Vancouver  
Cable Address: "Palmking"

## Canadian Consumption Steady

SPRING wheat flour in the Toronto district is moving into consumption more freely as spring advances and country roads improve. Mill bookings maintain a normal rate, and in most cases represent about half capacity. Prices are uneven, and mostly below lists, so far as bakers' accounts are concerned. Quotations, March 21: top patent, \$5.20; patent, \$4.95; second, \$4.60; export patent, \$4.30; first clear, \$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.—Winter wheat flour is becoming scarce. Most mills have little to offer. Reduced deliveries of wheat are the reason. Prices are unchanged. Quotations, March 21: fancy patent winters, in mixed cars to the trade, \$5.30 bbl. jute; 90 per cent patents, in buyers' bags, basis seaboard freights, \$3.15; in secondhand jute bags, car lots, Montreal or Toronto rate points, \$3.30.

Exporting.—Springs for export are doing better. The improvement is mostly in United Kingdom, while the smaller non-European markets are also doing a little buying. A good deal more business could be done on a basis of 18s 6d, but mills cannot touch that figure. The lowest prices they can make are 18s 9d@19s for export patents, per 280 lbs, jute, c.i.f., London or Liverpool, March-April seaboard, Glasgow 6d over.

Sales of winter wheat flour for export are at a low ebb, and mostly represent special accounts where better prices are obtainable. Quotations, March 21: 21s 9d@22s per 280 lbs, jute, c.i.f., London basis, March-April seaboard.

### Oriental Sales Still Small

VANCOUVER, B. C.—Despite low-priced offers by Canadian mills, oriental flour sales continue very small. Chinese stocks are low, but the weak silver situation continues to bar any sizable orders. Silver has been holding fairly steady during the past two weeks, fluctuations being of a minor character, and foreign traders here are looking for a continued small gain in values, for the immediate future.

No great amount of Australian flour has arrived in the Orient so far. The Australian product was sold in fair quantities some weeks ago, when the Australian exchange was favorable. Antipodes exporters, however, did a good stroke of business during the past week, when they closed with Chinese buyers for 10 full cargoes of wheat, sold at a figure even under the Federal Farm Board offerings, which flooded the oriental market as a result of the board's decision to sell 35,000,000 bus of wheat. The Australian wheat sales are reported to have been around 9c bu under the best Canadian offers. Canadian millers are finding it fairly hard to do much business in the way of established brands in the Shanghai and Hongkong market.

Freight rates for flour continue steady, and despite the fact that the rates have been "open" for some time, no cuts have been made by the many lines operating from this coast to the Far East. To Shanghai and Japan the rate is \$4, with \$4.25 quoted to North China and \$4.50 to Hongkong. The rate to the United Kingdom is up about two shillings to 27s 6d, with April space also available at this rate. This trade continues fairly regular.

Domestic millers cut their price on pastry flour during the past week by 40c bbl, the first cut for three months. It was made in order to hold the business, which American distributors in this

territory have been taking by offering at 70c under local prices. The new prices are now \$5.60 for local flour, and \$5.30 for American. Other domestic brands remain unchanged, with sales average and transactions not being made farther than 30 days ahead. First patents are \$5.45 bbl, cash, car lots, in 98-lb jutes; second patents, \$5.15; straights, \$4.85; and export patents, \$4.45.

### Winnipeg Sales Moderate

WINNIPEG, MAN.—Domestic sales of flour by western mills were moderate last week, but bookings for export were small, and business generally showed little improvement from the dullness of the past several weeks. For delivery between Fort William and the Alberta boundary, top patent springs were quoted, March 21, at \$5.15 bbl. jute, and seconds at \$4.55; cottons 15c more; Pacific Coast points 50c more. Second patents to bakers were quoted at \$4.55, car lots, basis jute 98's.

Sir Herbert T. Robson, London, Eng., will represent the Winnipeg Grain Exchange at the coming conference on agriculture at Rome. Sir Herbert is a mem-

ber of the Winnipeg Grain Exchange and partner in grain firms with offices in many parts of the world. He was a member of the Royal Commission on wheat supplies, and chairman of the Wheat Export Co., during the war.

### ONTARIO MILL BURNS

TORONTO, ONT.—The idle flour mill at Chatham, Ont., formerly known as Kent Mills, was burned, March 17, with an estimated loss of \$100,000. This plant has not been operated as a flour mill in a number of years, but was used for storage and other purposes. The F. B. Stevens Co., dealers in seeds and grains, were occupants.

## MAPLE LEAF MILLING FIRM MAKES SEMIANNUAL REPORT

TORONTO, ONT.—In accordance with an announcement made at its annual meeting of shareholders in July, 1930, Maple Leaf Milling Co., Ltd., has issued a report of its financial position at the end of the first six months of its fiscal year. The date to which this statement carries

the accounts is Jan. 31, 1931. The report follows:

HALF YEAR RESULTS	
Profit and loss account for the six months ending Jan. 31, shows:	
Operating profits .....	\$164,779
From investments .....	71,039
.....	\$235,818
Bond Interest .....	\$138,164
Depreciation .....	125,526
Extension expenses .....	20,000
Balance .....	248,828
.....	\$535,818
Consolidated surplus account shows:	
Balance forward .....	\$103,886
Profits for half year .....	248,828
.....	\$352,714
Less: charges to period prior to July 31, 1930, less reserves provided therefor .....	\$138,916
Balance .....	\$213,797
.....	\$352,714

### CONSOLIDATED BALANCE SHEET

The consolidated balance sheet for the six months is as follows:

ASSETS—	
Cash, etc. ....	\$147,459
Receivables .....	1,791,027
Inventory .....	3,336,752
Investments—	
Controlled companies .....	\$2,114,850
Others .....	265,353
Due by former officers less amounts reserved .....	656,699
Fixed assets—	
Real estate .....	\$6,783,857
Leases, contracts .....	1,794,699
.....	8,578,556
Deferred charges—	
1929 bond dis. expenses .....	\$379,367
Deferred operating expenses .....	312,164
Extension expense, less amounts written off .....	100,000
Good-will, etc. ....	\$959,401
.....	\$18,571,733
Liabilities—	
Bankers' advances .....	\$6,591,793
Accounts payable .....	\$326,697
Bonds, accrued interest .....	\$5,076,423
Reserves—	
Accounts receivable .....	\$367,677
Depreciation .....	473,839
Contingencies .....	200,000
Capital—	
Preferred .....	\$2,930,000
"B" preferred .....	504,000
Common .....	2,000,000
Less held by subsidiaries .....	492,360
.....	\$4,941,640
Surplus .....	\$213,797
.....	\$18,571,733

Note.—The company has agreed to purchase during the next 15 years \$450,000 additional shares in subsidiaries.  
Liabilities—  
Bankers' advances .....

Canadian markets are advised that Australian wheat of the new crop is showing low gluten content. This means that greater quantities of Canadian wheat will be needed for mixing.

A recent official estimate placed the surplus stocks of wheat in exporting countries at the following figures: United States 325,000,000 bus, Canada 232,000,000, Argentina 141,000,000 and Australia 126,000,000.

Australian flour is being consigned to United Kingdom in cargo lots to be sold for what it will bring. This means 16s or less as against 25s for the same class of flour still on hand from earlier shipments at normal exchange.

J. J. Page, general manager of the Western Canada Flour Mills Co., Ltd., Toronto, returned at the beginning of last week from a trip to Winnipeg where he looked over the interests of his company in that part of Canada.

The February monthly average price of Manitoba No. 1 northern cash wheat, Fort William and Port Arthur basis, was 59.3c bu, as compared with 53.9 in January, marking the first advance this average has made since April 1930.

## NOTES on the TRADE

Exchange on London is now against Australia at the rate of £30 in £100.

Australian wheat was lately quoted at 58c bu, f.o.b., steamers at principal ports of shipment.

The Ontario winter wheat crop has been greatly benefited by the heavy snow, March 8-9.

Norman P. Lambert, general manager of the Maple Leaf Milling Co., Ltd., Toronto, was a visitor in Winnipeg last week.

George Weston, Ltd., bread and cake bakers, Toronto, have purchased the Regal Bakeries, which include plants in Toronto and Oshawa, Ont.

The movement of wheat into consumption throughout the world shows a tendency to increase, which suggests to Canadian observers that low prices are stimulating demand.

The superior quality of Canadian wheat from the 1930 crop is having its effect on prices to the extent that premiums over competing wheats are quite marked in most of the larger markets.

## Canadian Mill Situation

TORONTO, ONT.  
CANADIAN daily papers followed up the idea embodied in a recent article in this department of THE NORTHWESTERN MILLER on the subject of present conditions in the Canadian milling industry with commendable journalistic zeal. Unfortunately, some of their statements gave an impression that a merger of milling companies is pending. Nothing could be further from the truth. There was nothing in what THE NORTHWESTERN MILLER said that could be so construed. The writer had at that time no knowledge of any negotiations actual or impending between Canadian mills, nor has he now. No one in the milling business inspired what was said, nor was any one in the business aware that anything of that nature would be said. The motive of the writer was purely a detached desire to be helpful in the field where he serves. Sometimes a little appropriate publicity will crystallize an idea and provoke practical discussion by the parties concerned when nothing else has the power to do so.

A. H. BAILEY.

Contingent liabilities:  
1. Guarantee of preferred dividend of Eastern Bakeries, Ltd.  
2. Customers' bills under discount, \$234,538.  
3. As guarantor, \$7,000.  
For the prior 12-month period, in which heavy withdrawals from surplus were necessary to recoup losses through unauthorized expenditures by former officials, surplus account was reduced to \$103,887. The surplus for the six months up to Jan. 31, 1931, brings the total of consolidated account up to \$352,714.

In an accompanying statement to the shareholders, C. W. Band, president, remarks: "The board has not relaxed its efforts in connection with the responsibility of and recoveries from former officers." It is said in Mr. Band's statement that the increases in bank loans and inventories "reflect the purchase of wheat for winter requirements."

At the end of the last full fiscal period the company's net working capital was \$83,736, while the current semiannual balance sheet indicates an increase of this amount to \$980,124.

Producing an article for sale is only part of the job. If adequate returns are to be received, efficient marketing should go hand in hand with production.



# Fluffy Bread "on the Carpet"

(Continued from page 830.)

ting 7c. Raisin bread remains generally at 12c for the 16-oz loaf. Whole wheat bread also remains generally unchanged at 10c for the 24-oz loaf. High grade pastry shops have varied in some cases in their reductions. One or two of the largest have dropped the price of white bread from 14c to 12c for the 24-oz loaf, and from 14c to 12c on the same size of whole wheat. Rye bread continues at 14c for the large loaf and 10c for the small, with raisin at 14c large and 12c small.

There has been little or no effort to substitute a more compact loaf for the present fluffy type of bread, although slight current changes have been made to better the local products. There is no evidence of increased varieties of bread in the Cleveland district. However, a continued production of a wide range of breads is being carried along from the past year.

## Downward Trend in Bread Prices at Philadelphia

PHILADELPHIA, PA.—There is a downward trend to bread prices here, the 5c loaf again being in evidence. The chain stores have been selling a 15½@16-oz unwrapped loaf for this price for the last two years, but within the last few weeks some of the larger bakers have started to put out a wrapped loaf retailing for 5c, and weighing 13@14 oz. Most of the larger bakers are selling a 16@19-oz loaf, wrapped, for 7c wholesale, which retails at 8c. The general price of sliced is 8c wholesale and 10c retail. The chain stores sell a 20@21-oz loaf, wrapped, for 7c retail. There is no indication of any change toward a more compact loaf, nor have any new varieties been introduced recently.

## Birmingham Bakers Will Discuss Fluffy Bread

BIRMINGHAM, ALA.—Compact versus fluffy bread will be a topic for discussion at the next meeting of the Birmingham Retail Bakers' Club, the date to be announced. At the last meeting it was agreed to start an advertising campaign in two Birmingham newspapers to appeal to the housewives to trade with the retail baker. Three prizes, totaling \$40 in cash, will be given for the three best letters received by the member bakers on "Why I Prefer to Buy My Baked Goods from a Retail Baker."

The advertisements will stress the importance of quality instead of price.

## Both Fluffy and Compact Popular in Detroit

DETROIT, MICH.—The chain stores are retailing their standard loaf at 7c, having dropped by degrees from 10c. Pan rolls, one dozen, now retail for 5c, dropping from 8c. The standard 1½-lb loaf of the individual bakers is retailing at 12@13c.

The fluffy loaf, according to some Detroit bakers, is their popular product. Others find the well-baked compact loaf in greater demand. Generally there does not seem to be much difference between the two.

## Indianapolis Housewives Ask for Fluffy Loaf

INDIANAPOLIS, IND.—There is practically no change here in bread prices. Chain stores continue to sell a 5c loaf, weighing 1 lb. This is of the fluffy type. Wholesale prices have been reduced as follows: 1-lb loaf, 6c; 1½-lb, 7½@8c. Retail prices average about 1c over the wholesale price. Some of the small neighborhood bakers are cutting the price, but not very many.

Aside from the chain stores, none of

the bakers make the fluffy loaf. In some parts of the state it is desired, but most housewives want the more compact one. There are some 35 varieties of bread offered here, about as always. Some bakers offer more crusty hearth breads than others, but there is about an even break in the demand for oven breads.

Recently what is called a corn top bread has been put on the market for 5c, but the loaf is small and has not gone over very well. One of the large bakers has put out a new rye bread; however, the price is prohibitive, 10c for a 1-lb loaf. It is more like graham than rye, sweet and somewhat soft; not as

vation. Rye bread is well advertised by all the leading bakers, and the National Bread Co. is offering it sliced.

At present the compact loaf leads here. Only one large bakery is putting out a fluffy one.

## Nashville Still Clings to the Fluffy Loaf

NASHVILLE, TENN.—There has been considerable demoralization in the bread trade during recent months. Changes in conditions were started some time ago, when large chain interests reduced the

tried limiting the number of loaves of second grade bread in proportion to the amount of sweet goods purchased. Grocery stores, outside of the chain organizations, made comparatively little effort to push the cheap bread. Many refused to stock it.

There is still some 5c bread, and even 4c, at cut rate markets and stores which do not cater to the highest class of trade, and one-day specials at 5c are continuing, although not as general as a year ago.

Some additional varieties of bread were put on the market here during the winter as the result of the Sunlight Bakery being purchased by Horn & Colin. The new owners are specializing in dark breads and have added several varieties, the one meeting with greatest favor being a Russian rye bread selling at 20c for a large, round loaf and 10c for a small one.

Several bakeries have cut their lowest priced quality bread, unwrapped, to 7c. The type of round French, round cottage bread, etc., that has been selling at 15c has been generally cut to 12@12½c. Good quality wrapped bread continues at 10c with several bakeries offering it at 9c retail.

## No Downward Price Trend Shown in Duluth

DULUTH, MINN.—Some agitation for a cut in bread prices developed during the winter, but with little effect. The talk of lower values shortly died out. Here and there a baker may have shaded his price, but no general downward revision occurred or, so far as known, is contemplated.

Present prices are considered the minimum to allow the producer a fair profit, figuring cost of keeping up standard, quality and overhead. Further reduction would cause loss to bakers. The public is offered a large assortment of loaves, size, weight and price, to fit any one's pocket book.

Chain and grocery stores with bakery connected retail a 1-lb loaf at 5c, larger ones at 10c. The regular 1-lb bakery loaf for grocery trade retails at 10c, the 1½-lb varying from 12c to 15c, the outside price being for special high quality. The tendency is to reduce the number of varieties baked. The public has its choice of sliced or unsliced bread.

Larger and higher priced loaves have been and continue to be of the more compact type; also some of the small and cheaper kinds, although these run more to the fluffy order.

## Varying Preferences in the Los Angeles Trade

LOS ANGELES, CAL.—Theo J. Van de Kamp, first vice president and treasurer of the Van de Kamp Baking Co., says: "We are baking 20 varieties of bread and 19 of rolls, but find that our principal sale is on the 1-lb compact 10c loaf. About a year ago we started making bread that is more compact than the usual balloon type, which was readily received by the public. We believe the buyer wants quality and not quantity. The 10c loaf has been very popular, because it is about the right size for the average family, and there is usually little waste. This waste is usually not noticed during normal times, but buyers are discriminating at present. In about 60 days we plan to specialize on a new 100 per cent milk loaf bread which will be a typical Dutch type family loaf. Sales have decreased on fancy goods, while they have increased on staple varieties. On the whole there does not seem to be any increase in the total consumption of bakery products."

The Western Bakeries Corporation, Ltd., states: "We cater to the wholesale trade only, and operate about 300 delivery trucks in southern California. There does not seem to be any increase

## COMPACT VS. FLUFFY PROBLEM IN THE RESTAURANT

RESTAURANT folk have interested themselves in the problem of the fluffy loaf versus the compact loaf, as indicated by inquires for further information upon the question recently raised by Charles R. McGill, president of the Bakery Sales Promotion Association, through his communications to The Northwestern Miller and American Baker. The National Restaurant Journal, in its current issue, has taken up the problem, and devotes several pages of various comment to it. "The restaurant man," states the editor, "is told that bakers are divided on the merits of the large, light loaf as opposed to the small, solid loaf. One produces more slices than the other; one is said to be more flavorful than the other. Which offers him greater economy, and which is best suited to his purpose?" No attempt is made by this editor to solve the problem, but restaurant people are advised to investigate the matter thoroughly, since it appears to be intimately involved with successful operating policy in the restaurant.

firm as the old-fashioned rye bread. Some milk and double milk breads also are being offered.

## North Pacific Chains Make Fluffy Bread

SEATTLE, WASH.—There is a very wide variety of bread prices on the north Pacific Coast, varying from the low ones asked by chain stores to standard prices for quality bread. Competition has become largely a matter of price versus quality.

There has been no particular development in this section toward a more compact loaf, the largely advertised quality brands being, as heretofore, of compact texture. More light, fluffy loaves are sold than formerly, on account of the pronounced increase in bread sales by chain stores, which aim to display as large a loaf as possible for a small price, so as to make the buyer think that he is getting more for his money.

## Conservative Attitude Among Evansville Trade

EVANSVILLE, IND.—Although the movement to substitute a more compact loaf for the present fluffy one has been introduced here, it has not as yet caught the interest of local bakers, though they admit that such a loaf would be an incentive for greater bread consumption. There is no evidence of a greater variety of bakery breads offered here. Evansville people are conservative, taking to new offerings slowly. Nuts and raisin breads are not popular. Swedish rye, introduced here about three months ago, has not caught on, and seems not likely to become popular.

## Compact Loaf and More Variety at Birmingham

BIRMINGHAM, ALA.—The bread market in Birmingham has grown very erratic in the past three months. Price cutting is very much in evidence, with the Atlantic & Pacific Tea Co. selling a 16-oz loaf of compact bread for 5c. This company first introduced 8c bread here, and every month since then has made a slight reduction. Some of the wholesalers are following the cut, but the smaller bakeries in the suburbs are maintaining their regular price of 10c.

There is a tendency toward wider variety. Bakers are finding that customers are willing to pay more for variety, and that is the remedy for the cut price in-

price. This action was followed by the small bakers, and now the low values are general. The general wholesale price for 12-oz loaves has been on the basis of 4c, while rolls have been selling at 1c dozen. Retail prices have been 5c.

Since the price has been reduced on bread, there is no tendency to quit the fluffy loaves for the compact ones, so far as learned. According to some of the large manufacturers, the fluffy loaf appears to prove very satisfactory to the consumer, and so long as this prevails there is not much disposition to adopt new styles. The movement is concentrated more on low price bread and meeting the chain store interests.

## Cut Rates on Fluffy Bread Types in Texas

DALLAS, TEXAS.—Within the past 10 to 15 days at least three of the larger bakeries have cut their wholesale price of bread to 4c, and retailers are getting 5c. The chain grocery stores of Dallas, Fort Worth and other Texas cities have within the past year gone into the baking business, and for five or six months have sold bread at 5c retail. All above prices are for the standard 16-oz fluffy type wrapped white loaf. One baker is offering a "twisted" loaf, and another a "split" loaf. There seems to be no definite indication of a trend toward a more compact loaf.

## Five-Cent Loaf Proves a Failure in Spokane

SPOKANE, WASH.—Five-cent bread has proved a failure in Spokane. During the winter practically all wholesale bakeries excepting the Continental Baking Corporation put a 5c loaf on the market. There had been specials offered at this price by certain chain organizations on one or two days a week for some time. The movement started when the chains made arrangements for 5c bread daily. The price to the store was reported 4c loaf, the chains' delivery equipment picking up the bread at the bakery. Shortly thereafter the other wholesalers met the competition. The delivered price was generally 4½c loaf.

All of this 5c bread was admittedly a second grade. Water instead of milk, less shortening and less sugar, were used. None of the bakeries trying the experiment could make the nickel bread pay, in spite of cutting the cost of ingredients to the bone by substituting the cheapest obtainable in place of the quality materials generally used. One bakery even

in the consumption of bread. The trade demand at present seems to be for a 1-lb balloon type loaf. Buyers seem to want quantity and a large appearing loaf. We have not found it practical to enlarge on the varieties of bread offered.

R. R. Bemich, president of the Davis Standard Bread Co., states: "We are operating over 200 delivery trucks, catering principally to the retail door-to-door housewife trade. Our customers continue to ask for and buy the fluffy type loaf. While we speak of the fluffy type, we have not carried this to the extreme, neither is the grain so fine that it could be called a compact loaf. Our biggest demand is for the 1-lb loaf. Our experiments do not indicate that it is wise to offer additional varieties of bread under present buying conditions. The demand seems to be for plain, wholesome, nutritious bread, having a pleasing volume to the eye. From my observation there does not seem to be any increase in bread consumption, and the lowering of prices seems to have curtailed sales."

The Safeway Bakery reports: "Bread from our bakery is distributed in approximately 800 chain store branches. Our 1-lb loaf is all sliced, the 1½-lb unsliced. Retail stores are offering two loaves for 15c. Quantity and price seem to be the principal factors, although we watch our quality and all ingredients very carefully. The trade seems to prefer the fluffy, balloon type loaf."

A cross section of medium size and small wholesale and retail bakeries seems to indicate a wide and varied opinion as to what the buying public wants. Unquestionably, more quality than ever before has gone into the making of bread. The 1-lb loaf in general seems to be the most popular market type. The demand for the fluffy, or balloon type, loaf varies with localities and types of buyers. European and oriental races prefer a heavy type loaf, while the demand from the American trade runs to the large, fluffy loaf. There is a new demand for bread suitable for breakfast toast, and a very close-grained loaf is desired for this purpose. A new "full flavor" loaf is being offered by some bakers, being made entirely from the first clear taken from family patents. The color is dark, the grain close and the flavor excellent. Another new bread type is the white cracked wheat loaf, to which has been added about 2 per cent sesame seed, which imparts a very rich and nuttylike flavor. Many retail shops indicate that a close-grained, old-fashioned family type loaf is increasing in popularity. Practically without exception, there has been no increase, in the last six months, in the consumption of bakery products.

### Compact Loaf a Failure in Oklahoma City

OKLAHOMA CITY, Okla.—The more reputable baking concerns, instead of lowering the price, have substantially increased the weight, the average price of first-class bread being approximately 8c for an 18@20-oz loaf. The trend is decidedly toward the sponge type loaf, with a decreasing patronage for the compact one. In fact, some bakers admit that their experiments with the compact type of loaf are a failure. Within the past two years there has been a much greater variety of breads placed on the market, particularly by the small bakers.

### Compact, Quality Loaf in the Nation's Capital

WASHINGTON, D. C.—According to the more important local bakers in the national capital, it is a "quality bread" city in which the fluffy types of bread have not been popular. The more compact loaf dominates the bread trade here, with the fluffy type only occasionally encountered in some of the small, neighborhood bakeries which are not much of a factor.

Because Washington insists on quality bread, the prevailing prices are slightly higher than in other cities where the fluffy loaf figures more in the total output.

Notwithstanding the recent investigation by a subcommittee of the Senate

committee on agriculture and forestry, which announced that bread prices in Washington were too high, there has been no reduction in those of the quality loaves demanded by this trade.

The one reduction, that made by the Great Atlantic & Pacific Tea Co. chain of stores which, following the hearings, came into the market with a 5c loaf, has precipitated a campaign of protest on the part of the Bakers' Union and the Bakery Salesmen's Union. They assert that importing bread into Washington from outside bakeries is costing the Washington bakery business \$1,000 a day and is depriving 1,500 workers of employment.

The two unions have raised a fund of \$20,000 to be spent in informing the Washington public as to conditions in the bakery industry and to educate it to the desirability of buying bread made here.

Advertisements to be used in this educational campaign were scheduled to appear in Washington papers during the current week. It is charged that some of the imported bread is made in non-union bakeries. The bread industry in Washington is said to be more thoroughly unionized than in any other city in the United States.

### Jacksonville Bakers Give Attention to Variety

JACKSONVILLE, Fla.—So far, with only one exception, none of our wholesale bakers have put out a 5c loaf. Several of the smaller shops, doing mostly retail business, have tried this, and one chain store is shipping 7c bread into the edge of what is commonly known as the Jacksonville territory.

So far we have heard very little comment as to substituting a more compact loaf for the present type of bread.

We feel that all shops, both wholesale and retail, are giving lots of thought to more variety, and in some instances shops in this territory seem to be putting up every approved variety of baked goods. They are wrapping and packing several varieties of rolls, and the different types of bread.

### Greater Variety Apparent in the Pittsburgh Market

PITTSBURGH, Pa.—Bread is being sold by the leading wholesale bakers at 8c per 20-oz loaf, which retails at 10c. Chain stores and a few retail bakers are selling a 16-oz loaf for 5c. Consumers here prefer the fluffy type, and not the solid, compact loaf. There appear to be more varieties of bread on this market than a year ago.

### SECURITIES MARKET OPENED

MILWAUKEE, Wis.—Appropriate ceremonies marked the official opening of Milwaukee's new securities exchange in the Chamber of Commerce Building, March 16. Open house was held, enabling the general public to visit and inspect the quarters and facilities. Forty-five stocks and 65 bonds were on the list the opening day at the new exchange.

### DRIVE AGAINST WHEAT SMUT STARTED ON COUNTY BASIS

WASHINGTON, D. C.—As part of a concerted effort to reduce losses from stinking smut of wheat which last year amounted to \$5,000,000 in the spring wheat area alone, a strenuous attempt to clean up the infection in a single county is being made this year in Minnesota, through the co-operation of the State College of Agriculture, the Northwest Crop Improvement Association, and the United States Department of Agriculture.

Agricultural workers in other states in the spring wheat belt are prepared to watch closely for results from this Minnesota county with the idea of attempting this means of combating smut should it prove successful. By showing what can be done in a single county, it is thought that similar efforts for eradicating the disease can be organized over a wider area.

From 1925 on, stinking smut in spring

wheat increased rather alarmingly, cutting down yields and lowering quality, according to Dr. Royal J. Haskell, extension plant pathologist of the United States Department of Agriculture. The number of cars grading "smutty" at terminal markets during the fall of 1930 broke all records. The heaviest part of the bill for smut falls on the farmer. In some cases the discount for smutty wheat is as much as 20c bu.

Raw sugar today is selling lower than it ever has in the history of the industry. Refined sugar, once a food which only kings and the very wealthy could afford, and which the average man of several centuries ago seldom ate except when a physician prescribed it, now sells for less by the pound than once was asked for a pound of bread.

## CORN PRODUCTS

Evansville.—Demand for meal is increasing and mills are rushed to supply it on day shift; call for hominy slackening; supplies adequate; prices steady. Quotations, per 100 lbs, basis car lots, f.o.b., Evansville: cream meal, \$1.80; flake hominy, \$2.90; pearl, cracked and grits, \$1.95.

Minneapolis.—On March 24, yellow and white corn meals were quoted at \$3.50@3.60 per 200 lbs.

Pittsburgh.—Demand fair; supplies adequate; trend steady. Quotation, per 100-lb sack, basis car lots, Pittsburgh: yellow or white meal, fancy, \$2@2.05.

Philadelphia.—Trading quiet, and altogether for small lots. Quotations, per 100-lb sack, basis car lots, f.o.b., Philadelphia: fancy kiln-dried meal, yellow \$2.03½, white \$2.06½; pearl hominy and grits, \$2.06½.

Buffalo.—Good seasonal demand for yellow, with some call for white. Quotations, basis car lots, Buffalo: white, \$1.95 per 100 lbs; yellow, \$1.90.

Toronto.—White flour is in fair demand at unchanged prices. Supplies are ample. Quotation, per bbl, in mixed cars, delivered, \$6@7.40.

Memphis.—Furnishing trade taking little more meal, causing better demand, but sales only few scattering cars; firmness of offer caused shading of prices of meal. Quotation, basis car lots, Memphis: cream, basis 2½'s, \$3@3.80.

Indianapolis.—Demand fair; supplies sufficient; prices firm. Quotation, per 100 lbs, basis car lots, f.o.b., mills, Indianapolis: cream meal, \$2.15@2.25.

Nashville.—Demand moderate; trend narrow, and some easier. Quotations, basis car lots, Nashville: degerminated cream meal, 96-lb bags, \$1.70@1.80; hominy feed, ton, \$23@25.

## COTTONSEED MEAL

Memphis.—Cash demand only moderate, but prices influenced by rapid rise in options, which was influenced by bullish final ginning report and advance in other feeds; mills offering little. Quotations, per ton, basis car lots, Memphis: 41 per cent protein, \$27; 43 per cent, \$28.

## BUCKWHEAT

Buffalo.—Several cars offered, but no demand here, and no sales put through.

## BUCKWHEAT FLOUR

Pittsburgh.—Demand fair; supplies moderate; trend steady. Per 100 lbs, basis car lots, f.o.b., Pittsburgh, \$3.50@4.

## SCREENINGS

Minneapolis.—Screenings thus far have not been affected by the advance in mill-feed, and offerings still go begging. Prices are abnormally low. Flaxseed, \$6@8 ton; 30- to 40-lb screenings, \$3@5; refuse, \$4, and elevator dust nothing to \$1 ton. Mill oats, however, are strong and scarce, with a decided short interest. These are quoted at 22@24c bu.

## RYE PRODUCTS

Chicago.—There is nothing new developing in rye flour. Buying is steady, but confined to scattered single cars and smaller amounts. Shipping directions are fair. The local output totaled 5,601 bbls, against 5,601 the previous week. Mill asking prices, March 21: patent white, \$3.20@3.40 bbl, jute; medium, \$3@3.20; dark, \$2.50@2.85.

Duluth.—Buying light and mostly for immediate shipment. Quotations, per bbl, basis car lots, f.o.b., mill, Duluth, in 98-lb cottons: pure white, \$3.36; No. 2 straight, \$3.15; No. 3 dark, \$2.95; No. 3 blend, \$3.50; No. 8 rye, \$2.80.

St. Louis.—Demand for flour only fair, with unchanged prices; buyers are only taking their immediate needs. Quotations, per bbl, basis cotton 98's, f.o.b., St. Louis: pure white patent, \$3.66; medium, \$3.45; pure dark, \$3.25; rye meal, \$3.20.

Minneapolis.—The bulk of the rye flour users are supplying their needs from warehouse stocks, according to local millers. Car lots orders are very uncommon. Pure white rye flour, \$3.05@3.20 bbl, in 98-lb cottons, f.o.b. Minneapolis; pure medium, \$2.85@3; pure dark, \$2.65@2.80. Four northwestern mills last week made 10,694 bbls, compared with 9,207 in the previous week.

Pittsburgh.—Demand light; supplies ample; trend unsettled. Quotations, per bbl, basis car lots, Pittsburgh: pure white flour, \$3.50@3.75; medium, \$3.25@3.50; dark, \$3@3.25.

New York.—Sales of medium flour are moderate, with a quiet demand for white patent. Quotation, per bbl, basis car lots, New York, in jutes: white, \$3.50@3.90.

Boston.—Demand for flour moderate; no buying far beyond current requirements. Quotations, per bbl, car lots, Boston, in 98-lb cottons: choice white patents \$4@4.10, standard \$3.90@4; medium light straights \$3.80@3.90, medium dark \$3.65@3.75; pure dark rye, \$3.50@3.60; rye meal, \$3.40@3.50.

Buffalo.—Better demand for flour. Quotations, basis car lots, f.o.b., mills, in 98-lb cottons: white, \$3.70@3.90; medium \$3.50@3.60; dark, \$3.10@3.20.

Philadelphia.—Demand for flour dull; what business is accomplished is practically for small lots; prices favor buyers. Quotations, per bbl, basis car lots, f.o.b., Philadelphia, in 98-lb cotton sacks: white, \$3.75@4; medium, \$3.50@3.65; dark, \$3.25@3.40.

Milwaukee.—Buying limited; prices unchanged. Quotations, per bbl, basis car lots, Milwaukee: pure white flour, light \$3.80@3.45, medium \$3.10@3.25, dark \$2.90@3.05; meal, \$2.75@3.90.

Indianapolis.—Demand for flour somewhat improved; prices steady to higher. Quotations, per bbl, basis car lots, Indianapolis: pure white, \$4.05@4.15; medium, \$3.90@4.05; dark, \$3.65@3.75.

## OTMEAL

Winnipeg.—Domestic business in rolled oats and oatmeal is keeping up, and mills in the prairie provinces are enjoying a fair run; there is some export inquiry, but resulting trade has been very limited. Quotations, basis car lots, Winnipeg: rolled oats in 80-lb bags, \$2.65 in all three prairie provinces; oatmeal in 98-lb bags, 25 per cent over rolled oats.

Toronto.—Cereal millers report inquiry light; prices have been reduced 20c. Quotations, basis car lots, Toronto: rolled oats \$4.50 bbl of 180 lbs in 90-lb jute bags, \$5 in mixed cars, with discount of 10c bbl for cash; oatmeal, in 98-lb jutes, 10 per cent over.

Minneapolis.—Rolled oats were quoted on March 24 at \$1.67½ per 90 lbs.

Philadelphia.—Demand fair and market firmer. Quotation, per 100 lbs, basis car lots, f.o.b., Philadelphia, in jute, \$2.36.

Buffalo.—Fair demand for rolled oats, with ample supply. Quotation, per 90-lb sack, basis car lots, Buffalo, \$2.

CURRENT FLOUR, FEED AND GRAIN STATISTICS

Bradstreet's Weekly Visible Grain Supply

Following are Bradstreet's returns of stocks of wheat held on March 14, in the United States, Canada and the United Kingdom, and the supply on passage for Europe...

Table with columns for Wheat, United States, United States\*, Canada, and various sub-totals for week ending and totals.

GORN—United States and Canada—Totals... OATS—United States and Canada—Totals... \*East of Rocky Mountains, †West of Rocky Mountains. ‡Continent excluded.

Table showing United States—East of Rockies, United States—Pacific Coast, and United States—Total for various months from 1930 to 1931.

Total American, Canadian and British visible supply for week ending: 1931—June 1... July 1... Aug. 1... Sept. 1... Oct. 1... Nov. 1... Dec. 1...

Table for United States—Grain Stocks, showing Commercial stocks of grain in store and afloat at principal markets of the United States at the close of the week ending March 21, 1931, and March 22, 1930.

Stocks of United States grain in store and afloat at the principal markets of the United States at the close of the week ending March 21, 1931, and March 22, 1930.

Imports of Canadian Wheat: The United States Department of Commerce reports imports of Canadian wheat at the principal northern border ports as follows: Imports for consumption, duty paid, bus: (Week ending) Mch. 14, 1931... Mch. 7, 1931...

Russell's Flour Production and Movement: Russell's Commercial News estimates United States flour production and movement as follows, in barrels (000's omitted): Production—1930-31 1929-30 1928-29...

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 (CONTINUED), OATS, RYE, and FLAXSEED, listing prices for Chicago, Minneapolis, and Kansas City across various months.

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 March 21, and corresponding date of a year ago:

Table showing United States Visible Grain Supply for Wheat, Corn, Oats, Rye, and Barley, comparing 1931 and 1930 data across various markets.

WEEKLY GRAIN AND FLOUR EXPORTS

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

Table of Weekly Grain and Flour Exports, showing United States grain exports for March 14, 1931, and July 1 to 15, 1930.

Canadian grains in transit cleared from U. S. Atlantic ports: Barley... Oats... Rye... Wheat... Total Canadian grains... 1,615... 1,325... 1,275... 37,790... 37,390

Flour and Grain—Receipts and Shipments

Receipts and shipments of flour and grain at the principal distributing centers for the week ending March 21, as compiled by the Daily Trade Bulletin, flour given in barrels, grain in bushels (000's omitted throughout):

Table of Flour and Grain Receipts and Shipments for various cities including Chicago, Detroit, Duluth, Indianapolis, Kansas City, Milwaukee, Minneapolis, Peoria, St. Joseph, St. Louis, Toledo, and Wichita.

Totals... 399 6,821 3,672 1,754... Grand totals... 397 8,075 3,750 1,854... Last week... 749 9,469 3,437 1,454... Last year... 815 4,581 3,391 2,137

SHIPMENTS

Table of Shipments for various cities including Chicago, Duluth, Indianapolis, Kansas City, Milwaukee, Minneapolis, Peoria, St. Joseph, St. Louis, Toledo, and Wichita.

Totals... 615 4,316 2,506 1,928... Grand totals... 584 6,111 2,506 1,928... Last week... 596 6,137 2,422 2,339... Last year... 707 3,849 3,018 2,350

\*Some allowance should be made for duplication. †Includes 1,727,000 bus bonded. ‡Includes 15,000 bus bonded.

Western Canada—Visible Grain Supply

Visible supply of grain in the western inspection division, March 20, 1931, and receipts and shipments during the past week, in bushels (000's omitted):

Table of Western Canada Visible Grain Supply, showing Wheat, Oats, Barley, and Flax for various locations like Fort William, Port Arthur, Public terminals, and Semi-public terminals.

Totals... 49,521 3,674 14,693 1,153... Int. term. elevat... 4,761 243 32 ... Int. pri. and mfg. elevators... 4,160 1,229 1,941 48... Country elevators... 74,434 7,227 3,654 364... Vancouver... 12,748 184 8 ... Prince Rupert... 1,156 ... Victoria... 933 1 ...

Receipts during week: Ft. Wm.-Pt. Arth... 1,206 307 50 13... Int. term. elevat... 8 44 18 ... Int. pri. and mfg. elevators... 759 252 85 11... Country elevators... 1,671 771 125 34... Vancouver... 852 13 ...

Shipments during week: Ft. Wm.-Pt. Arth... 50 72 4 10... Int. term. elevat... 167 38 13 ... Int. pri. and mfg. elevators... 767 268 78 5... Country elevators... 2,325 513 83 16... Vancouver... 1,711 ...

TOTAL RECEIPTS

Aug. 1, 1930-March 20, 1931: Ft. Wm.-Pt. Arth... 129,223 8,890 12,004 2,960... Vancouver... 55,249 512 11 1... Prince Rupert... 276 ... Victoria... 936 1 ...

TOTAL SHIPMENTS

Aug. 1, 1930-March 20, 1931: Ft. Wm.-Pt. Arth... 174,624 9,012 10,843 2,194... Vancouver... 49,950 365 11 ...

Flaxseed—Receipts, Shipments and Stocks

Receipts, shipments and stocks of flaxseed at principal primary points for the week ending March 21, in thousand bushels, with comparisons:

Table of Flaxseed Receipts, Shipments and Stocks for Minneapolis and Duluth.



Readers who are interested in markets for feeds, feeding grains and hay, and in information about the manufacture and distribution of feeds beyond the necessarily condensed market summaries given in this department, are invited to subscribe to FEEDSTUFFS, a feed newspaper issued every Saturday by the publishers of The Northwestern Miller. The subscription price is \$1.00 per year, or 50 cents per year to regular subscribers to The Northwestern Miller. Sample copy on request.

### Feed Prices Show Strength

**D**ESPITE a weaker tone in wheat and other grains, prices of feedstuffs averaged higher this week, influenced by a broadening demand for light supplies. Snows and colder weather over a large part of the feeding belt were helpful to the natural increase in demand at this time of the year. Once the upward cycle has started, its momentum carries it along, and this is especially true of millfeeds. Millfeed and linseed meal are sharply higher, while cottonseed meal and gluten feed average about the same as a week ago, with a stronger price tone apparent. Alfalfa meal is unchanged to slightly lower.

#### MILLFEED

Sharp price advances featured the millfeed market this week, with the increasing demand meeting with light offerings. Bran is \$2@2.50 ton higher in most important markets, while other grades are up \$1@2. Mixed car demand is heavy and is taking most of the available mill output in some sections, leaving the bulk of the offerings to resellers. Mixers in the central and eastern states were in the market, while car lot distributors also purchased freely. Demand was confined largely to spot and prompt shipment, and bran was in the most active request. There was little interest in deferred deliveries. Considerable millfeed has been sold from the Pacific Coast to eastern points and this helped the market in the Far West. The light mill operations and the prospects for very little improvement in this respect until the end of the crop year are an important factor. It has been estimated that unfilled flour orders on mill books this year are between 3,000,000 and 4,000,000 bbls less than a year ago, which is equivalent to 120,000 to 160,000 tons of millfeed.

#### LINSEED MEAL

Improved demand for linseed meal resulted in price increases in most markets this week, the gain averaging about \$1 ton. Production is light, and mills have little to offer at midwestern points, while eastern offerings are fairly liberal, although less than a week ago. Export demand is not very good, but the higher prices of oriental concentrates have been a help to linseed meal at some parts of the country.

#### COTTONSEED MEAL

The cottonseed meal market declined about 50c per ton, but offerings were curtailed at the lower levels and prices held there despite extremely light demand. Firmness in millfeed and corn also helped cottonseed meal to regain a steadier tone. A few crushers in the Southeast offered fairly freely even at the full decline, but made the prices available only on large lots. This did not result in much actual business, inasmuch as only small lots could find an outlet. Buying of cake for fertilizer increased somewhat. Supplies of seed as well as cake and meal are considerably heavier in the Southeast and Southwest than in the central part of the cotton belt, and the market, consequently, is weaker in those areas. Trade reports indicate that northern feed manufacturers are substituting soy bean meal and gluten feed and meal for cottonseed meal in their formulas to some extent, as they are able to buy these commodities at lower prices, delivered, than can be quoted for the southern product.

#### ALFALFA MEAL

Quiet demand prevails for alfalfa meal, and prices generally are unchanged to slightly lower than a week ago. Production is smaller than usual, however, and in most sections there is little selling pressure. Production of alfalfa meal during February totaled only 15,403 short tons, the Department of Agriculture reports, a reduction of 54 per cent from the January output and 63 per cent lower than the output in February a year ago.

#### CORN BY-PRODUCT FEEDS

Corn gluten feed and meal and hominy feed all show more firmness than they have for several weeks. Hominy feed advanced slightly at some markets, but prices for all of the corn by-products were generally steady with a stronger undertone. Buying broadened materially both in the East and the Middle West. Mixed feed manufacturers increased their purchases and furnished a fairly good outlet for the rather liberal offerings, although many of them still have ample stocks and did not join in the buying. The smaller distributors took moderate lots for near-by shipment.

### Wheat Breaks on Board Announcement

**O**FFICIAL announcement that the Federal Farm Board would not permit stabilization operations in the 1931 crop broke the impasse into which wheat price action had fallen, and resulted in general selling, sending prices of new crop options to the lowest point since 1895. There was little change in the May delivery, which will receive continued support from the board, it was announced. Beneficial moisture in the spring wheat area and lower foreign prices added to the bearish feeling, as did the fact that the farm board did not make any definite statement as to the disposition of the very heavy supplies of old wheat it will have at the end of the crop year.

With the threat of further stabilization removed for a year at least, the new crop months are now subject to greater influence by development in the new crop and in foreign news. In order to enter the world market in any substantial way, it will be necessary for domestic prices to decline to the world basis, and on this assumption, it is freely predicted that Chicago new crop futures will sell at about

50c on the basis of present crop prospects. However, a great many things can happen to new crops, not only here but in foreign countries, before next harvest.

As a result of the May pegged price being so far above later deliveries, it is believed that there will be an immense carry-over at the end of the season, which will not only be a menace to prices of new wheat but will congest elevator space in all the central markets. The farm board recently predicted a 275,000,000-bu carry-over, but statistics indicate that the figure probably will be nearer 350,000,000.

World shipments last week totaled 16,097,000 bus, of which North America shipped only 4,654,000. Stocks on ocean passage also declined 2,920,000. A good share of the shipments have been going to ex-European countries of late. Stocks in Europe are low, but with such heavy supplies in exporting countries, there is little incentive to increase consumptive holdings.

Meanwhile, movement to terminal markets in this country continues at a good rate, and the visible supply increased 2,019,000 bus last week, making the total 201,733,000, compared with 151,252,000 a year ago. There was a small decrease in the Canadian visible, and the decline apparently did nothing to stimulate export sales there.

With May futures stabilized and heavy buying of cash wheat by the farm board agencies, cash prices were not affected by the drop in new crop futures, and in some instances prices advanced. Buying of light weight wheat for mixing at Minneapolis by mills and elevators and the Farmers' National Grain Corporation has advanced the market for these varieties, the gain being about 2c. About a week ago, the farm board pegged price also was advanced at Kansas City on hard winters. Soft winters at St. Louis remain unchanged. Millers are buying only enough for current needs, planning to finish the season with small stocks as possible.

#### CORN

The break in wheat futures had an adverse effect on corn prices, which, however, did not decline as far as wheat, although setting a new low on the crop for May delivery. Speculative feeling is that there has been too much attention paid to small supplies and not enough to the slow demand. There was practically no improvement in the cash demand last week, while movement to market was larger. Primary receipts were 3,672,000 bus, compared with 3,278,000 a year ago. The visible supply declined 487,000, making the total 20,695,000, compared with 21,197,000 a year ago.

#### OATS

Futures prices of oats declined with other grains, but the price less was not large. There was some liquidation of long holdings. Cash demand is fairly good, but the lack of elevator space is having a depressing effect. Offerings are moderate. Primary receipts last week were 1,754,000 bus, compared with 2,068,000 a year ago. The visible supply declined 935,000 bus, making the total 18,740,000, compared with 18,777,000 a year ago.

#### RYE

New low points for the crop year were touched by rye futures, following the sharp break in wheat. Trading increased on the downward movement, but it was mostly liquidation by discouraged longs. None of the expected help has come from an improvement in the export situation, while crop conditions are better as a result of recent rainfall. Cash demand is fairly good, with millers buying a little more freely. The visible supply declined 377,000 bus, making the total 12,666,000, compared with 14,069,000 a year ago.

#### BARLEY

In the face of weakness in other grains, barley futures held the recent gains fairly well. Export demand for Canadian barley fell off again, but holders are hopeful. Cash demand for malting barley is very good, and little of this type is offered, but feed grades generally are only in moderate call. The total amount of daily offerings is not much larger than current demand. The visible supply declined 663,000 bus, making the total 8,105,000, compared with 7,948,000.

#### FLAXSEED

The tone of the flaxseed market was easy with other grains, but there was not much change in prices. Cash demand is fairly good. Receipts at Minneapolis and Duluth-Superior totaled 127,000 bus, compared with 145,000 in the previous week and 55,000 a year ago. Shipments were 59,000 bus, compared with 17,000 in the previous week and 19,000 a year ago. Stocks at the two markets declined 32,000 bus, making the total 1,225,000, compared with 725,000 a year ago. Good European demand has absorbed a large part of the Argentine surplus, but buying from that source is somewhat smaller now.

### Millfeed Markets in Detail

#### CENTRAL WEST

**Chicago.**—Demand active; supplies are very tight; trend firmer. Quotations, per ton, basis car lots, Chicago, in 100-lb jutes: spring bran \$21.50@21.75, hard winter \$21.75@22; standard middlings \$21, flour \$22@22.50; red dog, \$22.50@23.

**Milwaukee.**—Prices have advanced; bran is selling at approximately \$6 over the low point, and standard middlings approximately on the same basis; the trade is not interested in any feed beyond possible quick shipment; prompt shipment is offered at approximately 50c under spot; feed manufacturers are active buyers; flour middlings in quite active demand; red dog still dragging, as are linseed meal and brewers' dried grains. Quotations, per ton, basis car lots, Milwaukee, in 100-lb jutes: standard bran \$20.50@21, pure \$21@21.50; standard fine middlings \$20@20.50, flour \$21@21.50; red dog flour, \$21.50@22.50; rye middlings, \$14@14.50.

**St. Louis.**—Demand excellent, especially for immediate; supplies light; mills keeping sold out for at least a week ahead, and the tight situation may cause prices to go higher. Quotations, per ton, basis car lots, St. Louis, in 100-lb jutes: bran, \$20.50; standard middlings \$20.25@20.50, flour \$22@22.50; gray shorts, \$22@22.50.

#### THE NORTHWEST

**Minneapolis.**—Bran, standard middlings and flour middlings are all very scarce for immediate shipment, and are strong at \$1.50@2 ton over last week's

basis. Mills are doing a big mixed car business, so that, with production curtailed, there is not much of a surplus available for delivery against contracts. Prospects for increased production are not very bright. Meantime, all classes of buyers are in the market, including mixers. Even the eastern brokers are more in evidence than formerly. This makes a strong market. In the absence of offerings for March shipment, buyers are paying more attention to feed for April delivery, and are bidding within 50c ton of spot price for first half of April shipment. Red dog is perhaps the weakest item on the list. Bran is held at \$19@19.50 ton; standard middlings, \$18.50@19; flour middlings, \$20; red dog, \$20.50@21; wheat mixed feed, \$19.50@20, and rye middlings, \$14@14.50, in 100-lb sacks, f.o.b., Minneapolis.

**Duluth.**—Demand increased; supplies light; trend higher; buyers ask prompt shipment; mills sold what they had to offer at improved prices. Quotations, per ton, basis car lots, Duluth, in 100-lb jutes: bran, \$18; standard middlings \$19, flour \$20; red dog, \$21.

**Des Moines.**—Demand somewhat better; supplies moderate; trend up \$2 on bran, \$4.50 on flour middlings, \$3 on standard, \$2.50 on gray shorts, \$3 on red dog; some dealers, already quoting at higher levels, not making changes. Quotations, per ton, basis car lots, Des Moines, in 100-lb jutes: bran, \$21; flour middlings \$24.50@30, standard \$20; gray shorts, \$22.50@26; red dog, \$25@30.

THE SOUTHWEST

Kansas City.—Good demand for bran and shorts, and prices are up about \$2@2.50; interest is confined almost entirely to immediate and near-by shipment, although bran is offered for April at \$17@19; shorts firmer, but the call is not so great as that for the lighter feed. Quotations, per ton, basis car lots, Kansas City: bran \$19@19.50, spot and immediate shipment; gray shorts \$21@21.50; brown shorts, \$20.

Atchison.—Prices have advanced sharply, with a scramble for quick shipment stuff, as buyers were unable to fill their quick shipment needs, prices advanced sharply on deferred deliveries. Quotations, per ton, basis car lots, Atchison: shorts, \$20.50; mill run, \$19.50; bran, \$18.50. These prices are being bid freely for shipment up to any time within two weeks. Mills are offering very little future feed. Buyers are rather anxious to cover their feed requirements, as they are worried on account of the small volume of orders on mill books.

Oklahoma City.—Mills report a brisk movement in all millfeeds, particularly bran; production is hardly equal to the demand; prices have increased. Quotations, per 100 lbs, basis car lots, Oklahoma City: bran, 95c; mill run, \$1.05; shorts, \$1.15.

Omaha.—Demand very good; supplies light; trend upward. Quotations, per ton, basis car lots, Omaha, in 100-lb jutes: standard bran \$19@19.50, pure \$19.50@20; wheat shorts \$20@20.50, gray \$21@21.50; flour middlings, \$22@22.50; red dog, \$23.

Denver.—Demand somewhat steadier; supplies plentiful; trend upward. Quotations, per ton, basis car lots, Denver, in 100-lb jutes: red mill run bran \$19, white \$23; gray shorts \$26, white \$28@30.

Wichita.—Demand is much improved; price trends higher; supplies becoming limited. Quotations, per ton, basis car lots, Kansas City: bran, \$18@20; mill run, \$20@22; shorts, \$22@24.

Hutchinson.—Demand is widespread; supplies exhausted; trend stronger; buyers in many sections were willing to meet sharply advanced prices, but mills have little to offer. Quotations, per ton, basis car lots, Kansas City: bran, \$18@20; mill run, \$20@22; shorts, \$22@24.

Salina.—Demand brisk; supplies are scarce; bran and shorts prices have advanced about \$2; mills are slow to offer for deferred delivery; some are having difficulty in supplying the mixed car trade. Quotations, per ton, basis car lots, Kansas City, in 100-lb jutes: bran, \$17.50@18; shorts, \$19@19.25.

Fort Worth.—Demand fair for bran, good for shorts; supplies light; trend steady. Quotations, basis car lots, in jutes: wheat bran \$1.05@1.07 per 100 lbs, gray shorts \$1.15@1.17, white \$1.25@1.30, delivered, Texas common points.

Dallas.—Demand improving; supplies ample; trend slightly higher. Quotations, basis car lots, in 100-lb jutes, delivered, Texas common points: bran, \$1@1.02; gray shorts \$1.13@1.17, white \$1.33@1.36.

THE EAST

Buffalo.—Demand excellent for bran and steady on heavy feeds. Quotations, per ton, basis car lots, Buffalo, in 100-lb jutes: standard bran \$22, middlings \$21; second clear flour, \$23.50; flour middlings, \$22; red dog, \$22.50.

New York.—Demand quiet; supplies not heavy with less pressure of Argentine feed; trend sharply upward. Quotations, per ton, basis car lots, New York, in 100-lb jutes: bran, \$25.80@25.85; standard middlings, \$24.80@25.85; red dog, \$27.30@27.35.

Boston.—Demand improved; supplies moderate; trend firmer. Quotations, per ton, basis car lots, Boston, in 100-lb jutes: spring bran \$27.50@28.50, winter \$27.50@28.50; middlings, \$27@27.50; mixed feeds (light), \$26@26.50; red dog, \$26@26.50.

Baltimore.—Demand improved for immediate; supplies lighter; trend upward; offerings smaller; foreign offer no longer a factor. Quotations, per ton, basis car lots, Baltimore, in 100-lb jutes: spring wheat bran \$23.50, winter \$24; standard

middlings \$22.50, flour \$24.50; red dog, \$25.50.

Philadelphia.—Demand limited; supplies light; trend higher. Quotations, per ton, basis car lots, Philadelphia, in 100-lb jutes: spring wheat bran \$25.50@26, pure hard winter \$26@26.50, soft winter \$26.50@27; standard middlings \$21@25, flour \$24@26.50; red dog, \$26.50@27.

Pittsburgh.—Demand improved; supplies ample; trend firmer; prices higher. Quotations, per ton, basis car lots, Pittsburgh, in 100-lb jutes: spring bran, \$22@23; standard middlings \$21@22.50, flour \$23@24; red dog, \$23.50@24.

CENTRAL STATES

Toledo.—There has been a complete change about face in the millfeed situation, accompanied by considerable activity. Both demand and prices are materially improved; prices are up \$2 or more, with further advances threatened. Quotations, per ton, basis car lots, Toledo: soft winter wheat bran \$22@23, mixed feed \$21.50@22, flour middlings \$21@22, standard middlings \$20.

Cleveland.—Demand more active; supplies ample; trend upward; farm supplies running low. Quotations, per ton, basis car lots, Cleveland, in 100-lb jutes: hard winter wheat bran \$25, soft winter \$25, spring wheat \$24.80@25.30; standard middlings \$22.55@23.50, flour \$24.80@25.50; red dog, \$26@26.30.

Cincinnati.—Demand very good, especially for bran; supplies limited; trend upward; offerings light. Quotations, per ton, basis car lots, Cincinnati, in 100-lb jutes: bran, soft winter wheat \$23@23.50, hard winter \$22.50@23; middlings, standard spring wheat \$22@22.50, soft winter \$23.50@24; gray shorts, \$23@23.50; red dog, \$23@23.50; wheat mixed feed, \$23@23.50.

Louisville.—Demand fair to good; supplies moderate; trend easy; mixed feed selling for less than bran. Quotations, per ton, basis car lots, Louisville, in 100-lb jutes: bran, \$21; brown shorts \$22, gray \$25.50; mixed wheat feed, \$20.50; red dog, \$21.

Columbus.—Demand fair; supplies ample; trend upward. Quotations, per ton, basis car lots, Columbus, in 100-lb jutes: spring bran \$25@25.50, hard winter bran \$24.50@25, soft winter bran \$25@25.50; standard middlings \$24.50@25, flour middlings \$26@26.50, red dog \$27@27.50.

Indianapolis.—Demand active; prices

very strong and higher; offerings very light. Quotations, per ton, basis car lots, Indianapolis, in 100-lb jutes: soft winter wheat bran \$24.50@24.75, mixed feed \$25.50@25.75, flour middlings \$26.25@26.75; spring wheat bran \$24.50@24.75, standard middlings \$22@22.50, mixed feed \$25.50@25.75, flour middlings \$26@26.50, red dog \$24.75@25.

THE SOUTH

New Orleans.—Demand fair; supplies ample; trend steady. Quotations, basis car lots, New Orleans, in jutes: Texas wheat bran \$1.10@1.12 per 100 lbs, gray shorts \$1.25; red dog, \$1.40; standard middlings, \$1.20.

Atlanta.—Demand good; supplies satisfactory; trend steady. Quotations, per ton, basis car lots, Atlanta, in 100-lb jutes: bran, \$26.50; wheat mixed feed, \$27.50; standard middlings, \$28.50; gray shorts, \$29; red dog, \$31.

Memphis.—Prices soaring; offerings scarce; buyers taking only what they are compelled to have; mixed feed mills buying little more, as better demand for their product. Quotations, per ton, basis car lots, Memphis: wheat bran, \$23; gray shorts, \$25.

Norfolk.—Demand very light; supplies plentiful; trend strong. Quotations, per ton, basis car lots, Norfolk, in 100-lb jutes: red dog, \$26@27.50; winter bran \$25@25.50, middlings \$24@26; standard bran \$24.50@25, middlings \$24@25.

Birmingham.—Demand improved; inquiry heavy; trend upward; prices higher. Quotations, per ton, basis car lots, Birmingham, in 100-lb jutes: standard grade bran \$26@26.50, pure wheat \$26.25@26.75; gray shorts in burlaps, unstamped, \$28.

Nashville.—Demand brisk and increasing; supplies fair; trend \$1@2 higher. Quotations, per ton, basis car lots: soft winter bran, f.o.b., Ohio River stations, \$18@22; standard middlings, \$19@23; Nashville, wheat bran \$23, middlings \$24.

PACIFIC COAST

Seattle.—Millfeed is stronger, attributed to large shipments by water to the Atlantic states. Quotation, per ton, basis car lots, coast: Washington standard mill run, \$12.50@13.

Portland.—Demand light; supplies are large; trend weak; offerings free; feeding at country points restricted. Quotations, per ton, basis car lots, Portland,

in 100-lb jutes: standard mill run, \$14.50; middlings, \$21.

San Francisco.—Market steady; interest very dull; offerings light, and limited to prompt shipment. Quotations, per ton, basis car lots, draft terms, San Francisco: Kansas bran, \$26.50@27.50; Ogden white mill run \$18.25@18.75, blended \$16.75@17.25, red \$16.25@16.75; northern red and standard mill run, \$16@16.50, white \$17.50@18, shorts \$19@20, middlings \$24@25; Montana bran and mill run \$19.50@20, low grade flour \$26@27.

Los Angeles.—Demand steady; supplies ample; trend firm. Buyers' immediate requirements well taken care of, shipments again moving more freely from Utah-Idaho. Quotations, per ton, basis car lots: Montana bran \$20@21, Kansas \$23@25; Utah-Idaho red mill run \$15@16, blended \$17@18, white \$19@20; northern standard mill run \$15@16, dock, Wilmington; local red or blended mill run \$16@17, white \$20.

Ogden.—Prices firm; inquiries from California indicated that Utah prices were being held above coast offers. Quotations, per ton, basis car lots: to California, red bran and mill run \$18, blended \$19, white \$20@21, middlings \$28@29, f.o.b., San Francisco and other California common points; to Utah and Idaho, red bran and mill run \$17, blended \$18, white \$20, middlings \$27, f.o.b., Ogden.

CANADA

Toronto.—Demand steady, and mostly for domestic account; mills give mixed cars a preference; prices unchanged. Quotations, per ton: bran \$22, shorts \$23, middlings \$27, bags included, delivered, Ontario points.

Winnipeg.—Demand moderate; supplies plentiful; trend firm; oats and barley being substituted. Quotations, per ton, basis car lots, Winnipeg, in 100-lb jutes: Manitoba and Saskatchewan, bran \$17, shorts \$18, middlings \$23; Alberta, bran \$18, shorts \$19, middlings \$26.

Vancouver.—Demand fair to good; supplies ample; trend steady; independent mills are showing a tendency to take less money, especially for straight cars of shorts. Quotations, per ton, basis car lots, Vancouver, in 100-lb jutes: bran, \$21; shorts, \$22; middlings, \$29.

It is estimated that 7@8 lbs feed per pound of chicken are required to develop the average bird to maturity, providing it is kept under sanitary normal condition and matures in about six months.

SUMMARY OF MILLFEED QUOTATIONS

Millfeed quotations reported by wire Tuesday, March 24, based on carload lots, prompt delivery, per ton, packed in 100-lb sacks:

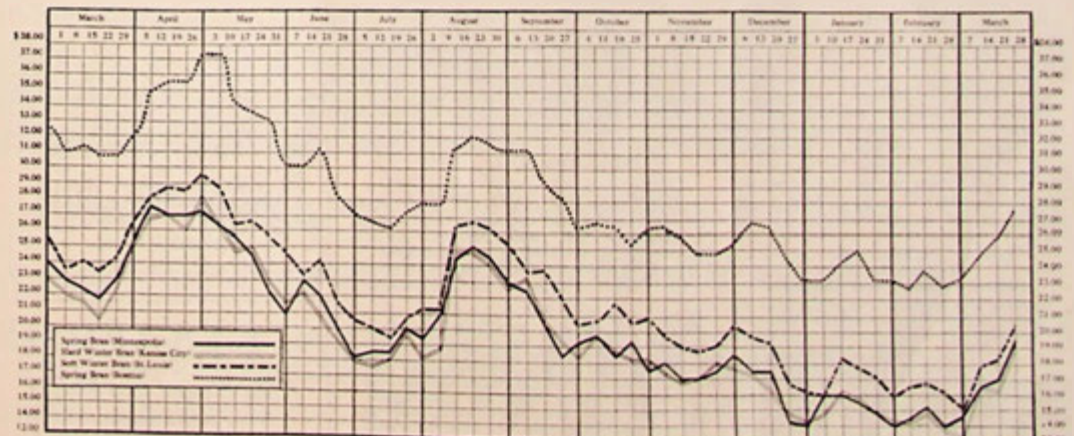
Table with columns for Chicago, Minneapolis, Kansas City, St. Louis, Baltimore, Buffalo, Philadelphia, Boston, Columbus, Nashville, Toronto, Winnipeg, and various grades of millfeed (Spring bran, Hard winter bran, Soft winter bran, Standard middlings, Flour middlings, Red dog).

Banded Grain in United States

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

Table with columns for Wheat, Oats, Rye, Barley and rows for Baltimore, Boston, Buffalo, Alton, Duluth, Philadelphia, New York, Toledo, and Totals.

Range of Bran Prices



**BREAK IN GRAIN ENDS  
RISE IN FEED OPTIONS**

**Feeling Remains Mostly Bullish—Shorts Relatively Stronger Than Bran—Near-by Months Are Most Wanted**

St. Louis, Mo.—The break in grain prices early this week put an abrupt stop to the advance in millfeed futures which characterized last week. Sentiment remains chiefly bullish, with a prevalent opinion that the decline is technical, the result of too rapid an advance.

Shorts are comparatively stronger than bran, and in the entire list the near-by months are most eagerly sought. The tight situation in the near-by cash market favors the belief that the probably light production of millfeed in April, May and June will drive options on those months considerably higher.

Closing prices of millfeed futures on the St. Louis Merchants' Exchange in dollars per ton, Tuesday, March 24:

	Bran	Shorts	Middlings
March	19.60*	21.00*	19.75*
April	17.70	19.25	18.00*
May	15.85*	17.40*	16.10*
June	14.75*	16.40*	15.30*
July	13.60*	15.75*	14.60*
August	13.15*	15.25*	14.00*

\*Bid.

**DEFEAT FOR WISCONSIN'S  
OPEN FORMULA FEED BILL**

An "open formula" feed bill, introduced into the Wisconsin legislature several weeks ago, was defeated on March 24 when it came up for a vote in the senate. The measure would have required the percentage of each ingredient in a bag of mixed feed to have been shown on a tag. The bill was fought aggressively by feed manufacturers and dealers.

**MINNEAPOLIS FIRM SELLS  
PLANT TO FARMERS' UNION**

MINNEAPOLIS, MINN.—Sale of the plant and business of the International Stock Feed Co., Minneapolis, to the Farmers' Union Terminal Association, St. Paul, has been announced here. The sale includes all of the line heretofore manufactured by the former company. T. C. Croll is manager of the feed department of the Farmers' Union Terminal Association.

**RESULTS OF WHEAT DRYING  
STUDIES ARE MADE PUBLIC**

WASHINGTON, D. C.—Tests have been completed and a report submitted to government authorities in Canada on the drying of damp wheat and its storage. The experiments, made at the University of Alberta chiefly, but also in other laboratories, with a view to determining the commercial potentialities of the practice, resulted in the following conclusions:

In drying wheat the injury to baking quality is affected more by the air temperature than by any other factor, and 180 degrees Fahrenheit must be regarded as the maximum safe air temperature.

The moisture content of the wheat before drying appeared to have little effect on possible resultant damage. Drying in cold weather when the air is excessively dry and cold seemed to increase slightly the risk of damage.

Drying very damp wheat in two stages appeared to possess no advantage over the single stage method in preventing injury. Wheat decreases in weight per bushel as moisture content increases and heat drying never brings it back to the original bushel weight.

**Millfeed—Receipts and Shipments**

Receipts and shipments of millfeed at the principal distributing centers for the week ending March 21, in tons, with comparisons:

	Receipts—		Shipments—	
	1931	1930	1931	1930
Minneapolis	671	714	12,503	17,156
Kansas City	640	1,260	3,460	2,140
Baltimore	587	148	181	...
Millwaukee	60	...	2,880	1,830
Philadelphia	180	140	...	...

**Ocean Rates**

Ocean rates on flour, all subject to confirmation, as quoted by Charles Andrews, of the United Kingdom and Continental Freight Conferences, and the F. C. Thompson Co., Ltd., Toronto, Ont., and by Irving H. Heller, St. Louis, in cents per 100 lbs:

To—	From New York	From Canadian ports	New Orleans
Aberdeen	21.00	25.00	27.00
Amsterdam	18.00	18.00	23.00
Antwerp	18.00	...	23.00
Avenmouth	20.00	17.00	27.00
Belfast	17.00	17.00	27.00
Bergen	30.00	30.00	37.00
Bordeaux	40.00	...	30.00
Bremen	18.00	18.00	23.00
Bristol	17.00	17.00	27.00
Cardiff	20.00	17.00	27.00
Copenhagen	30.00	30.00	37.00
Cork	23.00	27.00	27.00
Danzig	28.00	31.00	36.00
Dublin	17.00	17.00	27.00
Dundee	19.00	19.00	27.00
Genoa, Naples	42.00	...	45.00
Gibraltar	35.00	...	...
Glasgow	17.00	17.00	25.00
Gothenburg	30.00	30.00	37.00
Hamburg	18.00	18.00	23.00
Havre	40.00	...	30.00
Helsingfors	26.00	31.00	42.00
Hull	18.00	20.00	27.00
Leith	18.00	18.00	27.00
Liverpool	15.00	15.00	25.00
London	15.00	15.00	25.00
Londonderry	23.00	23.00	27.00
Malmo	33.00	33.00	38.00
Manchester	17.00	17.00	25.00
Marseilles	40.00	...	30.00
Newcastle	18.00	18.00	27.00
Oslo	30.00	30.00	37.00
Piræus	30.00	...	35.00
Rotterdam	18.00	18.00	23.00
Southampton	29.00	...	27.00
Stavanger	30.00	30.00	37.00
Stettin	28.00	35.00	44.00
Stockholm	33.00	33.00	40.00

†Rates also apply from Boston, Baltimore, Philadelphia and Hampton Roads.

‡Conference rates, applying also to Mobile, Galveston and other Gulf ports.

§Rates extend through April, 1931.

**Special Notices**

The rate for advertisements in this department is five cents per word; minimum charge, \$1.

For the benefit of those out of a position, advertisements of Situations Wanted will be accepted at one half the above rate, 2½ cents per word; minimum charge, 50 cents.

"Display" advertisements will not be inserted at these rates, but will be charged for at \$4 per column inch.

Advertisements under this heading are transient and the advertiser's responsibility is not necessarily vouched for by The Northwestern Miller.

Forms for advertisements in this department are open until Tuesday for the issue of the following day.

Cash should accompany all orders.

**SITUATIONS WANTED**

CHEMIST OR BAKERY SERVICE ENGINEER available; very well qualified in every respect as to education, years of experience and high type of services rendered; excellent references. Address 2445, care Northwestern Miller, Minneapolis.

**BUSINESS OPPORTUNITIES**

**BAKERY FOR SALE IN ALASKA**

Electrically equipped, good location; established five years; terms. For particulars write P. O. Box 337, Ketchikan, Alaska.

**MILL MACHINERY FOR SALE**

FINAL CLEAN-UP—40 10x36 ALLIS-Chalmers style A roller mills, metal housings; two 22-in bucket elevators, 100-ftx 50-ft centers; attrition mills, 18-inch to 26-inch, belt and motor. Address Consolidated Products Co., Inc., 20 Park Row, New York City.

**ZELNICKER IN ST. LOUIS**

Specializes in Oil Engines, Power Plant Machinery, Track Scales, Motors, Generators, Tanks, New & Used, etc. No use paying top prices for new Machinery, etc. when you can save perhaps ¼ or more on perfectly good used Bargains, located at various points in America.

FOR SALE—UNION SPECIAL, TYPE L, motor-driven bag-closing machine; one Nordyke & Marmor self-balancing sifter, 4-27; 3 Great Western self-balancing sifters, 34 sleeves deep; 7 Fraser ball-bearing centrifugal rolls, 32x8; 58 new Gaunt feeders, size 12-5, type 4-3. Address Standard Mill Supply Co., 1307 Waldheim Bldg., Kansas City, Mo.

*Let's Have No  
Regrets in 1931*

LOSS through declines in feed is a toll which it is no longer necessary to pay. Hedging establishes milling profits definitely, permits the distribution of millfeed economically, safely.

Don't lose this year. Protect your open position in millfeed through the St. Louis Millfeed Futures Market. Hedge your surplus as you sell your flour.

**J. C. Shaffer Grain Co.**

*C. H. Williamson, Manager*

405-406 Merchants Exchange  
St. Louis, Mo.

**A COMPLETE  
BANKING  
SERVICE**

that meets the requirements of the Millers of the Northwest.



**NORTHWESTERN  
NATIONAL BANK**

AFFILIATED WITH  
NORTHWEST BANCORPORATION  
Combined Resources over \$495,000,000

**DRAFT BONDS CREDIT RISKS**



Insurance & Bonds  
62 WILLIAM STREET, NEW YORK

**Riverside Code** *Five Letter Revision*

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

**TETRAFUME**

(Registered)  
**Kills Weevil and Moths**  
Also Kills Rats and Mice

Approved by Fire Insurance Companies  
Incorporated 1910

**Douglas Chemical & Supply Co.**  
Manufacturers and Direct Distributors  
933 and 935 Southwest Boulevard  
KANSAS CITY, MO.

FRED UHLMANN, PRESIDENT

PAUL UHLMANN, VICE PRESIDENT

RICHARD UHLMANN, SECT. AND TREAS.

# UHLMANN GRAIN COMPANY

CHICAGO, ILL. KANSAS CITY, MO.

Members of the following Exchanges:

- Chicago Board of Trade
- Kansas City Board of Trade
- Minneapolis Chamber of Commerce
- New York Produce Exchange
- Winnipeg Grain Exchange
- Duluth Board of Trade
- Fort Worth Grain and Cotton Exchange
- New York Rubber Exchange
- New York Coffee and Sugar Exchange
- Chicago Curb Exchange
- New York Cotton Exchange
- New York Cocoa Exchange
- National Metal Exchange

## Operating...KATY and...WABASH ELEVATORS

Total Capacity  
5,400,000 Bushels

OFFICES:

- New York City
- Chicago, Ill.
- Kansas City, Mo.
- Oklahoma City, Okla.
- Fort Worth, Texas
- Amarillo, Texas

# SIMONDS-SHIELDS-LONSDALE GRAIN CO.

KANSAS CITY MISSOURI

Our bins hold an exceptionally well chosen stock of both high protein and ordinary MILLING WHEAT on which we are able to make you fully competitive prices.

F. C. VINCENT, PRESIDENT  
 E. F. EMMONS, VICE PRESIDENT  
 F. A. THEIS, VICE PRESIDENT  
 F. L. ROSEBURY, SECT. & TREAS.  
 F. J. FITZPATRICK  
 B. J. O'DOWD  
 H. O. McVEY

America's Finest



Ferminal Elevator

## MILLING WHEAT

We can quote closely competitive prices exactly what you require,—now or later shipment. Also FEEDING WHEAT

## DAVIS-NOLAND-MERRILL GRAIN CO.

Operating Santa Fe Elevator "A"—6,000,000 Bushels Fireproof Storage

KANSAS CITY, MISSOURI

**CARGILL** · Handlers of Grain

MINNEAPOLIS MILWAUKEE BUFFALO  
DULUTH GREEN BAY NEW YORK

Marshall, Minn. Omaha, Nebraska  
Fairmont, Minn. Sioux Falls, S. D.  
Aberdeen, S. D. Grand Forks, N. D.  
Minot, N. D.

ESTABLISHED 1888

**Chas. E. Lewis & Co.**

Lewis Building, 2nd Ave. So. at 6th St.  
MINNEAPOLIS, MINN.

**Stocks, Bonds, Grain  
and.....Cotton**

Members  
New York Stock Exchange  
and all important grain exchanges

Cable "Atlantic" All Codes

**Gulf & Atlantic Trading Co.**

**Flour for Export**

Authorized Export Managers for  
Topeka Flour Mills Corp.  
Georg Flour Mills Co.  
Russell Milling Co.  
Montana Flour Mills Co.  
Red Wing Milling Co.  
Shellabarger Mill & Elevator Co.

MOBILE, ALA.

Reference: Merchants National Bank,  
Mobile, Ala.

Operating Alton Elevator Members Chicago and Kansas City Board of Trade

**WOLCOTT & LINCOLN, INC.**

A COMPLETE SERVICE IN

**MILLING WHEAT  
and All Grains**

Our own wires to Wichita, Salina, Hutchinson, Dodge City, Enid and Oklahoma City

**KANSAS CITY, MO.**

GEORGE A. AYLWORTH, President.

**Milling Wheat**

Ask us for our survey  
of cash wheat and  
premium conditions.

**Great Western Elevator Co.**  
KANSAS CITY, MO.

Capacity, 1,000,000 bushels

T. R. BOTTS, Manager

**Reynier Van Evera Company**

805 Victor Building  
KANSAS CITY, MISSOURI

**Flour—Semolina—Millfeeds**

**GRAHAM & BROWN  
FLOUR**

708 Dwight Building  
KANSAS CITY, MO.

**E. S. Woodworth & Co.**  
AND  
**Concrete Elevator Co.**

MINNEAPOLIS

Shippers of Corn, Oats, Barley, Rye,  
Flaxseed and Millfeed

*Offer Their Combined  
Facilities*

and nearly thirty years' experience to country mills, to buy wheat for their account in open market, or sell on Guaranteed protein content basis.

**MILLING WHEAT  
Direct to Mills**

**THE WESTERN TERMINAL  
ELEVATOR CO.**  
HUTCHINSON KANSAS

**MILLFEEDS**

NEWSOME MILLFEED COMPANY

Board of Trade Building  
Kansas City, Missouri

Low Protein Hard.....**MILLING WHEAT**.....Soft Wheat

**CHECKERBOARD ELEVATOR COMPANY**

Capacity, 2,000,000 Bushels

Merchants' Exchange ST. LOUIS, MO.

**Consolidations**

Harry Harper and his Associates are representing many firms in the United States who are consolidating.

Atlantic Harry Harper & Associates  
0401-2-3 Corporation Counselors  
814-32 Rosneke Bldg., Minneapolis

Hard and Soft Winter Wheat  
**FLOURS**

I invite correspondence with a few bakers and jobbers who will appreciate specialized brokerage representation.

L. R. JEWELL, Kansas City, Mo.  
201 Postal Building

We Are Large Buyers of Purified Middlings THE CREAM OF WHEAT CORPORATION, Minneapolis, Minn. It may pay you to correspond with us

**THE VAN DUSEN HARRINGTON CO.**

WHEAT RYE BARLEY  
FLAX OATS  
MINNEAPOLIS Business Founded 1858 DULUTH

*Export Flour Insured ALL RISKS by*

**The Sea Insurance Co., Ltd.**  
of LIVERPOOL

U. S. Branch Assets.....\$2,922,372  
Capital Deposited in U. S..... 200,000  
Surplus for Protection of Policyholders..... 883,109

**Rosenbaum Grain Corporation**

Grain Merchants — Exporters — Importers

332 So. LA SALLE STREET  
CHICAGO, ILLINOIS

Cash and Futures Private Wires

**ORIGINATORS OF ALL RISKS**  
Insurance on Flour  
Policies of this Company are held by all leading millers

**CHUBB & SON**  
United States Managers  
5 and 7 South William St., New York  
424 Insurance Exchange, Chicago

**Milling Wheat**

Selected from Current Offerings  
Out of Store or On Grade

Service Direct to Millers

**Moore-Seaver  
Grain Co.**  
KANSAS CITY, MO.

**Bartlett Frazier Co.**

**GRAIN MERCHANTS**

Receivers, Buyers, Shippers and Exporters

We Specialize in Milling Wheat

MEMBERS OF ALL LEADING GRAIN EXCHANGES

Cash and Future Business Solicited

111 W. Jackson Blvd., CHICAGO

*Dependable Service for Particular Millers*

Let us select your wheat requirements

Future Orders Solicited

**JAS. S. TEMPLETON'S SONS**  
4220 Board of Trade Bldg., CHICAGO, ILL.

**Comprehensive Service to Exporting Millers** Established 25 Years

Steamship Service—Marine Insurance—Including "All Risks" and Special Coverages—Routing and Supervision—Trade Information—A Complete Service for Every Miller Who Exports Flour

R. W. LIGHTBURN, JR.  
Board of Trade, KANSAS CITY, MO.

**MILL MUTUAL SERVICE**

For Policy Holders

**MUTUAL FIRE PREVENTION BUREAU**  
230 East Ohio St. Chicago, Ill.

**J. V. LANE & CO., Inc.** 25 Beaver Street NEW YORK

JOSEPH V. LANE, PRES.

**Insurance**

Policies arranged by us include the services of the Millers' Export Inspection Bureau

CORRESPONDENTS IN AMERICAN AND FOREIGN PORTS

**Hallet & Carey Co.** Futures . Receivers . Shippers  
MINNEAPOLIS **MILLING WHEAT**

**JONES-HETTELSATER CONSTRUCTION CO.**

Designers and Builders for Milling Companies

600 Mutual Building KANSAS CITY, MISSOURI



When in the market for **MILLFEED**  
 Write or wire **RELIANCE FEED CO.**, Minneapolis, Minn.

**THE FRANK R. PRINA CORPORATION**  
 DOMESTIC FLOUR EXPORT  
 PRODUCE EXCHANGE LIVE WIRES—CONNECT! NEW YORK

**Low Grades and Millfeed**  
**I. S. JOSEPH CO., INC.**  
 MINNEAPOLIS, MINN.

**A. H. BROWN & BROS.**  
**FLOUR**  
 MILLERS' AGENTS  
 Grain and Flour Exchange  
 BOSTON, MASS.

**JOHN L. BRAY FLOUR**  
*Specializing in Family Trade Eastern States*  
 Produce Exchange Bldg. NEW YORK

**J. RANDOLPH FRENCH FLOUR**  
*Domestic and Export*  
 Produce Ex. Phone Bowling Green 0382  
 NEW YORK CITY

**STRONG Spring Wheat Clears**  
*Ask for Samples—Prices*  
**BEMMELS FLOUR MILLS**  
 SECURITY BUILDING MINNEAPOLIS

Established 1891  
**David F. Silbert & Co., Inc.**  
**FLOUR**  
 300 Grain & Flour Exchange, Boston, Mass.  
 Bakers' Trade Our Specialty

**WILLIAM ROGERS FLOUR**  
 Send Samples and Quotations  
 212 E. Produce Exchange NEW YORK

**FLOUR**  
 Broker and Merchandiser  
**DAVID COLEMAN, Incorporated**  
 Members N. Y. Produce Exchange  
 Produce Ex. New York

Always in the market. All grades of  
**FLOUR - Wheat - Rye - Corn**  
**JOHN W. ECKHART & CO.**  
*Established for 40 Years*  
 Export. 312 N. Carpenter St. CHICAGO

**F. W. WISE & CO.**  
 Millers' Agents  
**Flour and Feed**  
 508B Grain & Flour Exchange BOSTON

**Flour Specialists** Quality and Price Flour  
**M. S. Brownold Company**  
 Successors to D. G. Van Dusen & Co.  
 Produce Exchange NEW YORK

**AREESE Co.**  
 Specializing in  
**RYE FLOUR**  
 Care Plaza Hotel, 50th & 5th Ave.,  
 NEW YORK, N. Y.

**ANALYSES**  
 FLOUR—CEREAL—GRAIN  
 Dependable, Prompt Service  
**Siebel Institute of Technology**  
 960 Montana CHICAGO, Ill.

ESTABLISHED 1891  
**DAWSON-DAVIS COMPANY**  
 Special Attention to Baking Industry  
 All Types of Bakery Flours  
 177 Milk Street BOSTON

**BOGERT GREENBANK FLOUR**  
 103 PRODUCE EXCHANGE  
 NEW YORK

**S. R. STRISIK CO.**  
*Flour Mill Agents*  
 Produce Exchange NEW YORK

**QUALITY FLOUR**  
**C. W. DILWORTH**  
 844 Rush St. CHICAGO  
*Chicago and Vicinity*

**HAYWARD & CO.**  
 Brokers and Agents  
**FLOUR—FEED—GRAIN**  
 312 Chamber of Commerce Building  
 BALTIMORE, MARYLAND

Exceptional Facilities  
**W. P. Tanner-Gross & Company, Inc.**  
 Domestic Export  
 Flour and Cereal Products  
 25 Beaver Street, NEW YORK

**FLOUR AND SEMOLINA**  
**PHILETUS SMITH**  
 Produce Exchange NEW YORK

**KELLY Flour Co.**  
 DOMESTIC Merchandisers EXPORT  
 AMERICAN FLOUR BLDG.  
 814 Rush St. CHICAGO

**JOHN F. KRIEG, Broker**  
 Grain—Flour—Feed  
 Independent Life Bldg. Nashville, Tenn.

**American Flour Corporation**  
 Produce Exchange NEW YORK  
 Cable Address: "AMFLOURCO"

**RAYMOND F. KILTHAU**  
 Produce Exchange NEW YORK  
**FLOUR AND CEREALS**

**PETERSEN BROS. & CO.**  
 112 West Adams Street CHICAGO  
**FLOUR**  
 Member—National Federated Flour Clubs  
 Chicago Flour Club

**JOHN E. KOERNER & CO.**  
 DOMESTIC EXPORT  
**FLOUR**  
 208-9 Louisiana Building  
 NEW ORLEANS, U. S. A.

**FLOUR BROKER**  
**JAMES HAFFENBERG**  
 Member N. Y. Produce Exchange  
 Produce Exchange NEW YORK

**COWING & ROBERTS**  
 Established 1887 Flour Winter Wheat  
 Correspondence and samples solicited. a specialty  
 416 Produce Exchange NEW YORK

We are always in the market for hard and soft wheat flours.  
**Habel, Armbruster & Larsen Co.**  
 410-420 N. Western Ave. CHICAGO, ILL

ROBERT M. PEEK W. G. PHILLIPS  
**PEEK BROS. FLOUR**  
 LITTLE ROCK, ARK.

We are always in the Market for Hard and Soft Wheat Flours  
**GENERAL BAKING COMPANY**  
 420 Lexington Ave. NEW YORK CITY

**William H. Oldach, Inc.**  
**FLOUR**  
 DISTRIBUTORS  
 432 The Bourse PHILADELPHIA, PA.

**W. S. Johnson & Co.**  
**FLOUR**  
 444 W. Grand Ave. CHICAGO

TRIPLE XXX FINE GROUND  
**ALFALFA MEAL**  
 Ideal for Poultry Mash  
**THE DENVER ALFALFA MILLING & PRODUCTS CO.** Pierre Building, Lamar, Colo. St. Louis, Mo.

**CHINSKI**  
 Trading Corporation  
**FLOUR**  
 Honest, Conscientious Service  
 Tel., Dighy 4-1585. One Broadway, New York

**HUBERT J. HORAN**  
**FOREIGN FLOUR DOMESTIC**  
 465 and 467 Bourse PHILADELPHIA, PA.

**Buyers and Shippers**  
 of all grades of  
 MILLFEEDS and SCREENINGS  
**DONAHUE-STRATTON CO.**  
 MILWAUKEE, WIS.

**FLOUR—FEED**  
**DREYER COMMISSION CO.**  
 ST. LOUIS, MO.

**WHITE & COMPANY**  
 117 Commerce St. BALTIMORE  
**Flour**  
**HARRY E. WHITE CO.**  
 303 Produce Exchange NEW YORK

**JAMES J. RODGERS**  
 Bourse Building  
 PHILADELPHIA, PA.  
 Broker in Flour, Feed and Grain

**We Buy** Wheat Bran and Middlings which are used in the manufacture of LARRO, the ready ration for dairy cows, and are always glad to have your offers.  
**THE LARROWE MILLING COMPANY**  
 DETROIT, MICHIGAN

**EDGAR O. CHALLENGER**  
**FLOUR**  
 Produce Exchange NEW YORK

**J. C. Consodine Company**  
 Millers' Agents  
 1503 Merchants Bank Bldg.  
 INDIANAPOLIS, IND.  
**SUPERIOR SERVICE**

**GUARANTEED  
ALWAYS  
ALL RIGHT**



EVERETT, AUGHENBAUGH & CO.,  
General Offices  
Minneapolis, Minn.


*Stands up under punishment*

**Mother Hubbard**

The flour of supreme satisfaction  
Worth the difference

**HUBBARD  
MILLING  
COMPANY**

Mankato, Minn.



## Bakeshop Notes

### NEW BAKERIES

Gillette Street Bakery, Anderson & Tappen, La Crosse, Wis.

Home Grocery and Bakery, Westling & Cooley, Huron, S. D.

Dixie Donut Co., 18 North Twenty-first Avenue West, Duluth, Minn.

Swissman's Bakery, 1137 St. Louis Avenue, East St. Louis, Ill.

St. Louis Cookie Co., 621 North Lef-fingwell, St. Louis, Mo.

Jones Doughnut Shop, 1475 Missouri Avenue, East St. Louis, Ill.

Elmer Monkman is operating the Red-by (Minn.) Bakery.

Morris Hoff, of Onalaska, has opened a bakery in Lewiston, Minn.

The Lincoln Bakery is a new whole-sale and retail concern at 562 Second Street South, Salt Lake City, Utah.

Joseph Pereira has opened the Portu-guese American Bakery at 831 East Main Street, Stockton, Cal.

E. Schmidt, of Hendricks, now has a bakery in Luverne, Minn.

Elmer Johnson has opened a bakery in Thorp, Wis.

The Sundt Bakery is a new concern in Fargo, N. D.

Browerville, Minn., has a new bakery, promoted by Albert Tremppe.

The De Luxe Doughnut Shop is a new venture at 2713 Marcus Avenue, St. Louis, Mo.

A bakery has been opened by G. Cesak at 4646 North Market Street, St. Louis, Mo.

T. Pieper, 3916 South Broadway, St. Louis, Mo., has opened a branch at 4557 Eichelberger.

Thomas Slaugh has launched the Hon-ey Cream Donut Co. at St. Cloud, Minn.

Lundeen Bakery, Lowry and Fremont avenues, Minneapolis, Minn.

C. A. King, of Hector, has opened a bakery at St. Peter, Minn.

Variety Home Bakery, 228 West Third Street, Duluth, Minn.

Eddie's Quality Bakery, Millville,

Wis., has been opened by E. J. Gustaf-son.

Iver Nelson has engaged in the bakery business at Clear Lake, Wis.

Golden Cream Doughnut Shop, Will-mar, Minn. Proprietor, C. V. Hedin.

The Leibowitz Bakery, Boston, Mass., with \$4,800 capital stock, to do general baking, has been incorporated by Ell, Edward and Daniel Leibowitz.

Kirk & Klesper, Inc., Springfield, Mass., with \$10,000 capital stock, to do general baking, has been incorporated by Elizabeth P. Kirk, Charles C. Klesper and William A. McBride.

Morris Lesser is president and trans-urer of the new Lesser's Bakery, Holy-oke, Mass.

The Diana Cake Co., Providence, R. I., has been incorporated by C. E. M. Lazza-reschi, Antonio Colardo and Albert d'Agencia.

The F. K. Hatfield Co., 131 State Street, Boston, Mass., with \$100,000 cap-ital stock, has been incorporated by F. K. Hatfield, Stanley H. Seabury and Mary P. Daly to manufacture and deal in flour and feed.

The Blewett Bread Co., Boston, Mass., with \$25,000 capital stock, has been in-corporated by Barbara Blewett, Mary L. Kelly and Margaret M. Broderick, to make and deal in bread, cake and pie.

The Mountain View Bakery, East-hampton, Mass., has been incorporated by Jan and Judwigs Saletnik, and Ignac Zamada, to manufacture and sell bread, cake and pies.

Marlow, Okla., has a new bakery, in-stalled by Luther Bradshaw.

Reiner's Bakery is a new concern in Dumas, Texas.

John Brink has opened a bakery at 122 Southwest Forty-fourth Street, Okla-homa City, Okla.

H. T. Lattimore, of Leachville, has opened a bakery in Tuckerman, Ark.

J. W. Leech has launched the Bakery-Dairy in Pine Bluff, Ark.

W. E. Sins, of El Reno, has opened a bakery in Yukon, Okla.

Roy Hooper has established a bakery in Purcell, Okla.

The Welch (Okla.) Bakery has been reopened by Mrs. William Leake.

Albert Baking Co., Reading, Pa., with \$10,000 capital stock.

Roy Rhea, Pittsburgh, Pa., has opened his fourth bakery, the last being in the Boggs & Buhl department store, North Side.

Lohberger's Home Bakery, Inc., has been incorporated in Milwaukee, Wis., by A. and M. Lohberger and J. Hofer.

Harry F. Nelson, of Ellsworth, Wis., has opened a bakery in Windom, Minn.

Hurt's Bakery has been opened at 131 Union Street, Salem, Va.

Carl Mueller has opened a bakery at 2752 Federal Street, Camden, N. J.

John Campo has installed a bakery at 365 Main Street, Danbury, Conn.

**CHANGES IN OWNERSHIP**

Evelyn V. Rice is now proprietor of the Maddock (N. D.) Bakery.

The Isabel (S. D.) Bakery has been purchased by J. W. Cofer.

Ray Roberts has bought the Truman (Minn.) Bakery.

The Rosedale Bakery, 4900½ Nicollet Avenue, Minneapolis, Minn., has been sold to Mrs. Rose Nutting.

G. Melerhoeffer, 1100 Salisbury, St. Louis, has sold his bakery to A. Steinert.

A. Langer has bought the Toensjost Bakery, 3641 Utah Street, St. Louis, Mo.

A. Fiola, 4801 Terrace, St. Louis, has sold his bakery to E. E. Deneen.

Leo Braun is now sole owner of the bakery at Fiftieth and France Avenue South, Minneapolis, Minn.

A. Ballrud, Eau Claire, Wis., has pur-chased the Quinn Bakery and renamed it Braun's.

E. Schmidt is now sole owner of the Bell Bakery, Huron, S. D.

The Warroad (Minn.) Bakery is now under management of Arthur Norman.

The Gary (S. D.) Bakery has been taken over by John Atwood.

O. Vieregge, of Clear Lake, has pur-chased the Westby (Wis.) Bakery.

(Continued on page 861.)

### CHRISTIAN MILLS Matchless Quality Flours

SEMOLINAS AND RYE

MINNEAPOLIS, MINN.

Capacity:

1,200 Barrels Spring

1,000 Barrels Durum

250 Barrels Rye

Cable Address:

"CURISMILLS"



**ATKINSON MILLING CO.**  
MINNEAPOLIS  
MINNESOTA

### Crown Milling Co.

Chamber of Commerce  
MINNEAPOLIS

Brokerage Connections Wanted

### Excelsior Milling Co.

MINNEAPOLIS, MINN.

High Grade Spring Wheat Flours  
and Fancy Semolinas



Successors to Sheffield-King Milling Co.



Special Patent




# STOKES MILLING COMPANY

For over 50 years these brands have stood for the best in Flour

Executive Offices: Minneapolis, Minn. Quality Standard Patent



## This Mill

at the wheat cross-roads of the West can fill your needs for any type of quality bread flour.

Our location permits the milling of choice Northern Spring Wheat or of strong Turkey Hard Wheat. There is none better obtainable.

### INLAND MILLING COMPANY

DES MOINES, IOWA



## Vanity Fair Flour

# CANNON VALLEY

is manufacturing one of the outstanding flours made in Minnesota. A perfect flour, laboratory controlled. Many of our old customers and some of our new connections have written us voluntarily that they have never had so many favorable comments. We can please the most exacting.

CANNON VALLEY MILLING CO.,  
Chamber of Commerce,  
Minneapolis.

*Leading Patents*  
VANITY FAIR  
TELEPHONE  
MARITIME } Laboratory Controlled.



## The Choice of the Finest Hard Wheats

Duluth Universal	Pride of Duluth
Duluth Reliable	Apex—Extra Fancy Clear

### DULUTH UNIVERSAL MILLING CO.

Duluth, Minnesota

# CAPITAL FLOUR MILLS

INCORPORATED



## HIGH GRADE DURUM WHEAT SEMOLINA

MINNEAPOLIS ~ ST. PAUL MINNESOTA

# SEARCHLIGHT FLOUR

AN EXCELLENT, ECONOMICAL BREAD PRODUCING FLOUR—only the highest grade Hard Spring Wheat used—always uniform—gives the bread a fine flavor.

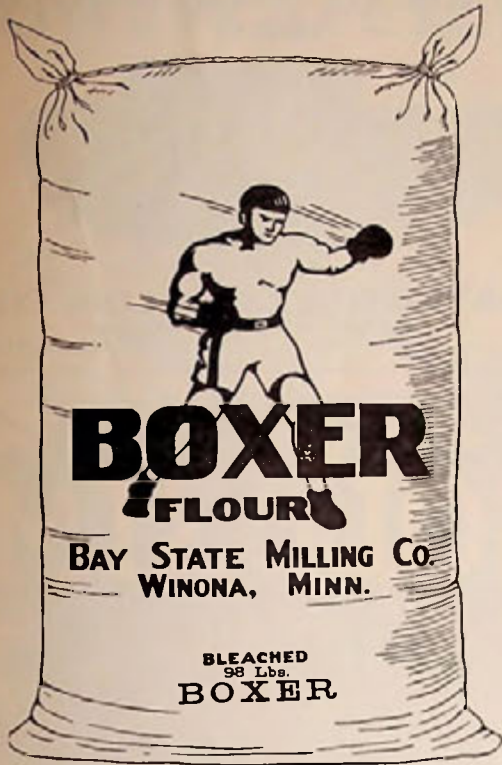
Milled Under Laboratory Control

WISCONSIN MILLING COMPANY  
MENOMONIE, WISCONSIN

Established 1881 "Flour Quality Our Pride" W. G. McLAUGHLIN, Mgr.

# GLOBE FLOUR MILLS CO.

BRANDS: "HEADLIGHT" PERHAM, MINNESOTA "GLOBE'S BEST" "HERCULES"



*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.



*Established 1886*

The standard  
 that others  
 strive to reach

## White Swan Flour

SPRINGFIELD MILLING CO.  
 SPRINGFIELD MINNESOTA

THE HIGHEST PRICED FLOUR IN AMERICA AND WORTH ALL IT COSTS

# King Midas Flour

Carries the assurance of success to the baker striving  
 to materialize his ideal in the quality of his product.



KING MIDAS MILL CO. MINNEAPOLIS

What "Big Jo" Is to  
the Family Flour Trade—

# "Diamond Jo"

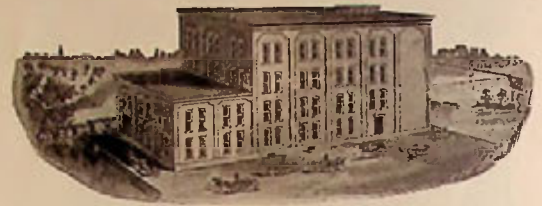
is to the Baker who is trying his utmost to make bread that will bring his customers back for more—bread that is outstanding in quality and flavor. After all is said with reference to bread ingredients, it is the flour that really determines the quality of the bread. Expensive improvers, shortenings, sugars, etc., have their place, but back of them all, and the foundation on which they must rest, is the flour. Start with "Diamond Jo" as your foundation and you will have uniformly good bread, repeating customers and good will that has its base in quality.

**WABASHA ROLLER MILL CO.**

W. B. WEBB, President and Manager  
WABASHA, MINN., U. S. A.

## "Pride of Minnesota"

FLOUR



1,000 BARRELS EVERY DAY

**NORTHWESTERN MILLING CO.**

General Offices: 814 CHAMBER OF COMMERCE BUILDING  
Mills at Little Falls, Minn. MINNEAPOLIS, MINN.

Use  
**GOLDRIM**  
Superlative Quality  
Spring Wheat Patent  
**WESTERN FLOUR MILLS**  
Davenport, Iowa



## ETHAN ALLEN FLOUR

A strong Spring Wheat flour commanding respect of better bakers. Named in honor of the indomitable Ethan Allen of the Revolution

**WELLS FLOUR MILLS**  
MINNEAPOLIS, MINNESOTA

## CORNER STONE

*A Short Patent*

The mainstay of home baking for over fifty years.

Now also the dependable flour from which the baker makes his best quality bread, the bread that meets the housewife's discriminating favor.

Milled at RED WING, MINNESOTA, by  
**LA GRANGE MILLS**

*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

# 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.

## WISCONSIN RYE FLOUR

Of Uniform and Highest Quality Made From Wisconsin Grown Rye

White Heather Blue Ribbon Rye Meal

Milled by exclusive rye millers to satisfy the demands  
of the most critical bakers

**GLOBE MILLING Co.**

WATERTOWN, WIS.

"WISCONSIN MAKES THE BEST RYE FLOUR"



## Cream of Wheat Flour

always uniform; always the best at a  
fair price. We want some live buyers  
who are willing to pay for quality.

**John H. Ebeling Milling Co.**  
GREEN BAY, WIS.

Since 1849 Wisconsin's Par Plus Product

## "ROCK RIVER RYE"

All Grades — from the Darkest Dark to the Whitest White

**FRANK H. BLODGETT, INCORPORATED, JANESVILLE, WIS.**

Successors to Blodgett-Holmes Co., Blodgett Milling Co., and Ford Milling Co.

The buyer purchasing our products pays no commission,  
no brokerage. Each sale is direct from mill to buyer.

### Pure Wisconsin Rye Flour

Samples and quotations  
sent on request

**THE PAGEL MILLING COMPANY**  
Stevens Point, Wis.

### Wisconsin Rye Flour

We Specialize in Dark Varieties

**FRANK JAEGER MILLING Co.**  
DANVILLE P. O. Astice WISCONSIN

### PURE RYE FLOUR

We make a high-grade pure  
winter rye flour  
Ask for sample and quotations.

**FISHER & FALGATTER**  
WAUPACA, WIS.



## ROBINHOOD and MYSTIC FLOUR

BLACKHAWK MIXED FEEDS

MYSTIC MILLS  
INTERNATIONAL MILLING COMPANY  
SIOUX CITY, IOWA



"SNOW WHITE" flour, a high quality  
spring patent.  
"PIONEER" Rye flour.  
"PIONEER" Whole Wheat flour.  
Split case a specialty  
**MINOT FLOUR MILL COMPANY**  
Minot, North Dakota

Choice  
No. 2 Semolina  
Fancy  
Durum Clears

**AMBER MILLING  
COMPANY**  
Flour Ex., Minneapolis, Minn.

### FARGO MILL COMPANY

Millers of Hard Spring Wheat  
Flour made from the famous  
Red River Valley Wheat.

FARGO, N. D.

### Wedding Invitations Announcements

Finest Hand Cut Engraved Plates

**BUSHNELL SOCIETY  
STATIONER**  
94 So. 11th Street MINNEAPOLIS

MARCUS JOHNSON, President J. J. PADDEN, Vice President S. M. SIVERTSON, Secretary

# "CREMO"

*Just the Cream of Hard Wheat*

ALSO SEMOLINAS

**Crookston Milling Company**  
CROOKSTON, MINN.

## Red River Milling Company

"CERES"  
Highest Quality  
Hard  
Spring Wheat  
Flour

Montana and North Dakota Wheat  
used exclusively

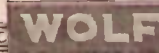
Daily Capacity 1,000 Barrels

FERGUS FALLS, MINNESOTA

"No. A1"  
Highest Quality  
Hard  
Spring Wheat  
Flour

## THE WOLF COMPANY

MACHINERY FOR FLOUR AND FEED



MANUFACTURERS & ENGINEERS

66 COMMERCE ST.

PENNSYLVANIA

CHAMBERSBURG,



**M**ORE than one hundred ships, led by such famous liners as the *Majestic* (world's largest ship), *Olympic*, *Homeric*, *Belgenland*, etc., in transatlantic service, and big NEW electric liners *Pennsylvania*, *Virginia* and *California* in Coast-to-Coast service.

Special facilities for the expeditious handling of flour.

**When You Travel**

Frequent sailings to England, Ireland, France and Belgium by steamers of the *White Star*, *Red Star* and *Atlantic Transport* Lines. Largest, fastest ships from Coast-to-Coast through Panama Canal. Attractive rates—luxurious accommodations.

**Principal Freight Offices**

A. C. Fetterolf, Vice-President, 1 Broadway, New York.  
 T. O. Nervig, W.F.T.M., 180 N. Michigan Ave., Chicago, Ill.  
 George P. Corfino, Mgr., 137 So. 7th St., Minneapolis, Minn.  
 R. J. Griffiths, S.W.M., 1100 Locust St., St. Louis, Mo.  
 J. D. Roth, Western Traffic Manager, Chicago, Ill.

For information regarding passenger accommodations, etc., apply to

**INTERNATIONAL MERCANTILE MARINE CO.**

No. 1 Broadway, New York City  
 Our offices elsewhere, or authorized agents

WHITE STAR LINE • • • RED STAR LINE  
 ATLANTIC TRANSPORT LINE • PANAMA PACIFIC LINE  
 WHITE STAR CANADIAN SERVICE • LEYLAND LINE

**SCANDINAVIAN-AMERICAN LINE**

REGULAR DIRECT SAILINGS FROM

**New York to Oslo, Copenhagen, and Baltic Ports**

For freight and particulars apply  
 At New York, to *Funch, Elds & Co., Inc.*  
 At Philadelphia, to *S. L. Burgess & Co., 928 Lafayette Building.*  
 At Baltimore, to *Hamsay, Scarlutt & Co., Inc., Keyser Building.*  
 At Boston, to *A. C. Lombard's Sons.*  
 At Galveston and Houston, *Wilkins & Bishl*  
 At Chicago, Messrs. *Johnson-Phelps, Inc., 367 No. Michigan Ave.*  
 At New Orleans, to *American Baltic Chartering & Shipping Co., 240 American Bank Bldg.*

Also from Boston, Philadelphia, Baltimore, New Orleans, Galveston and Houston to Copenhagen and Baltic Ports  
 Special attention given to prompt forwarding of Flour to all Scandinavian Ports

**FLOUR and FEED** routed via the Chicago & Illinois Midland Railway Co. goes forward to destination promptly

V. H. WILLIAMS, Traffic Manager, 405 Myers Building, Springfield, Ill.  
 ERNEST IRBER, N. W. Agent, 316 Corn Exchange, Minneapolis, Minn.

**HOLLAND-AMERICA LINE**

For Rates and other information apply to  
 New York: Holland-America Line, 21 State Street.  
 Chicago: Holland-America Line, 40 North Dearborn Street.  
 San Francisco: Holland-America Line, 120 Market Street.  
 Regular Service from NORTH PACIFIC COAST PORTS to Rotterdam, Amsterdam, London, Liverpool, Antwerp and Hamburg.

Regular Sailings from NEW YORK with fast passenger steamers also Regular Freight Service from Boston, Philadelphia, Baltimore, Newport News, Norfolk and Houston, Galveston, New Orleans to Rotterdam, Amsterdam.

**Fast Freight....**  
*The Modern Way*

E. Irber, Agent, 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.

**Chicago South Shore & South Bend Railroad**

**Feed, Flour, Wheat ANALYSES**

**The Columbus Laboratories**  
 31 North State St. Chicago

**CARTER**  
 DISC SEPARATOR

It's a highly profitable operation to reclaim wheat from screenings with disc separation.

Carter-Mayhew Mfg. Co. - Minneapolis, Minn.

**BREAD FLOUR  
 CAKE FLOUR  
 FAMILY FLOUR**

**The Mennel Milling Co.**  
 Toledo, Ohio, U. S. A.

**MELLOW CREAM CAKE FLOUR**  
*Made from SELECTED PURE SOFT WHEATS*  
 NORTHWESTERN ELEVATOR & MILL COMPANY  
 TOLEDO, OHIO

**Ohio Soft Wheat Flour**

OF HIGHEST QUALITY

THE ALLEN & WHEELER CO.  
*Domestic and Export*  
 TROY OHIO

*Bakers—*

When comparing Spring Wheat Flour use  
**"BULL DOG"**  
 for your standard

Made by  
 The Fairchild Milling Company  
 CLEVELAND, OHIO

**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  
*ECCO* Blended Patent Flour  
*ENERGY* Horse Feed  
*MALTO* Dairy Feed

Mixed Cans a Specialty

**The Buckeye Cereal Co.**  
 MASSILLON, OHIO

**Hardesty Milling Co.**

Quality Millers for Over Half a Century

Domestic and Export DOVER, OHIO

**THE WARWICK CO.**

Makers and Shippers of Flour from Choice Winter Wheat

MASSILLON, OHIO

Write for samples and prices

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

MANUFACTURERS OF

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

*Spring and Hard Wheat Flours*  
 MARK TWAIN  
 COLUMBIAN  
 PEP

**Quality Michigan Flour**  
*Plain and Self-Rising*

Made exclusively from Michigan wheat—we grind nothing else. Open for Connections

**CHELSEA MILLING CO. - CHELSEA, MICH.**

**THE A. H. RANDALL MILL CO.**

Millers of Michigan Quality SOFT WHEAT FLOUR

New up-to-date mill just completed. Open for a few additional connections.

TEKONSHA, MICH.

Michigan Soft Wheat Flour  
**SUNRAYS**  
 (REG. U. S. PAT. OFF.)  
 Straight and Self-Rising  
**UNION CITY MILLING CO.**  
 UNION CITY, MICH.

**FULTON BAG & COTTON MILLS**

Atlanta St. Louis Brooklyn Dallas Minneapolis New Orleans Kansas City, Kan.

**Watson-Higgins Milling Co.**

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



**Bakeshop Notes**

(Continued from page 851.)

L. A. Stucky has purchased the interest of his partner in the City Bakery, Pine Island, Minn.

The Leola (S. D.) Bakery is now owned by Alfred Flick.

Frank Fette has become owner of the Model Bakery, Bricelyn, Minn.

Leon Michal has purchased the bakery at Grand Avenue and Victoria Street, St. Paul, Minn., and renamed it the Lavender and Old Lace.

A. Swanson, formerly a baker at Clara City, has opened a shop at Slayton, Minn.

V. L. Strandberg, of Minneapolis, is running a bakery at Sacred Heart, Minn.

M. Ronning has taken over the Sherwood (N. D.) Bakery.

Carl Paulson, a former baker at Des Moines, has purchased the Dexter (Iowa) Bakery.

J. A. Lett, Baldwin, has moved his bakery to Burlingame, Kansas, where he has purchased the Swint Bakery, and will combine the two.

The Rathaus Bakery, 1958 Withnell, St. Louis, has been sold to William Glassman.

Andrew Loftis has taken over the White Front Bakery, International Falls, Minn.

Oscar Pearson is now sole owner of Pearson's Bakery, International Falls, Minn.

A. N. Moore has purchased the Onalaska (Wis.) Bakery.

The Kadoka (S. D.) Bakery has been sold to R. C. Aszmus.

H. D. Anderson, of Portland, has purchased the Ideal Bakery, Eugene, Oregon.

Arnold Naede has purchased the Hendricks (Minn.) Bakery.

Paul D. Graf and O. C. Dilleshaw have purchased the shop of the Barker Baking Co. at Hood River, Oregon, and will operate as the Apple City Baking Co.

M. R. Peterson has purchased the

Canby (Minn.) Bakery, and renamed it Peterson's Home Bakery.

H. E. Kløver has taken over the bakery at Clara City, Minn., and named it the Central.

William and E. Kefer have purchased the City Bakery, Ukiah, Cal.

The Holly Ideal Bakery, 1712 North Vernon Avenue, Los Angeles, Cal., has been sold to John Segel, of Jersey City, N. J.

L. V. A. Burton has purchased the Town Pump, Fairmont, Minn., and renamed it the Electric Maid Bake Shop.

Thomas Benjamin has purchased the Home Bakery, La Moure, N. D.

Axel Olsson has purchased a bakery at 773 Haight Street, San Francisco, Cal., and named it the Viking.

William Harde is now proprietor of the Mity Nice Bakery, 3396 Mission Street, San Francisco, Cal.

D. M. Clark has sold his bakery, 1433 East Seventh Street, Los Angeles, Cal., to Rich Bros.

Arnberg & Atwood are now owners of the Eastmont Bakery, 7503 Foothill Boulevard, Oakland, Cal.

The City Bakery, Nowata, Okla., has been sold to John W. Reiss, of Neodesha, Kansas.

Mrs. Ray Harden has purchased the City Bakery, Carnegie, Okla.

C. H. Wolfmueller & Son have purchased the Yentzen Bakery, Kerrville, Texas.

The Mead Baking Co., Abilene, Texas, has leased the plant formerly occupied by the Home Baking Co.

Miller Barstow, of Mondovi, has become owner of the Ellsworth (Wis.) Bakery.

Morris Sachs has purchased the bakery, 196 Main Street, Poughkeepsie, N. Y., operated by Whitman & Feigenbaum.

(Continued on page 862.)

JOHN H. MOORE  
PRESIDENT

G. M. LOWRY  
SECRETARY



**Old Squire  
FLOUR**

*Old Squire Says:*

If anybody working for me says anything about reducing the quality standard because prices are cheap, there is likely to be one more member added to the ranks of the great unemployed. That is one thing I will not stand for.

*The* **MOORE-LOWRY  
FLOUR MILLS CO.**

KANSAS CITY, U.S.A.

ADDRESS MAIL TO ROSEDALE STATION, KANSAS CITY, KANSAS



**WOLF'S  
PREMIUM  
FLOUR**

Does not meet indiscriminate price competition but gives sound baking value for a sound, fair price.

*An Independent Country Mill*

**WOLF MILLING CO.  
ELLINWOOD, KANSAS**

*"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 bush capacity  
COFFEYVILLE, KANSAS

*"Hunter's Flyer"*

A fine patent flour, invariably milled from the choicest selections of high protein "country run" wheat. In bakery performance, you can depend upon every car being like every other car.

**THE HUNTER MILLING CO.**  
WELLINGTON, KANSAS



## "THORO-BREAD"

This not-very-large mill, located in the very center of the world's largest-of-all wheat field, takes first choice of the finest bread wheat that grows and mills it into a flour that—if you, as a baker, do justice to it—will insure you the very best loaf of bread sold in your community.

### THE ARNOLD MILLING CO. STERLING, KANSAS

A. L. JACOBSON, Manager

New York Representative—J. H. Blake, 204 Produce Exchange, New York City.  
Territorial Representatives—B. T. Lennon Sons Co., 315 Read Bldg., Pawtucket, R. I., and J. V. & A. W. Godfrey, 177 Milk Street, Boston, Mass.



## Golden Eagle

A SUPERIOR country-milled flour for bakers who value absolute dependability in the flour they use.

*Lindy's Best* and *Viking* are two other premier flours for bakers who want the best.

....*The*....

**Lindsborg Milling & Elevator Co., Inc.**  
LINDSBORG, KANSAS

## Bakeshop Notes

(Continued from page 861.)

### OUT OF BUSINESS

A. & M. Bakery and Health Store, 106 West Lake Street, Minneapolis, Minn.

The Mel-O-Cream Donut Shop, Minot, N. D., has been closed.

Ace Bakery, Thirty-fifth and Fremont Avenue North, Minneapolis, Minn.

Buerke Bakery, 1400 Tower Grove Avenue, St. Louis, Mo.

Yankee Bakery, 1918 State Street, Granite City, Ill.

Eldridge Bakery, 2312 East Fifth Street, Duluth, Minn.

R. W. Wahl, baker, Appleton, Wis., is a voluntary bankrupt. Liabilities listed, \$63,658; assets \$1,635, with \$350 claimed exempt.

William Jung, Ladysmith, Wis., has closed his shop.

Midway Doughnut Shop, 806 University Avenue, St. Paul, Minn.

Freddie's Doughnut Shop, Virginia, Minn., has been discontinued.

The Lakeway Supply Co., Superior Wis., has discontinued its bakery department.

Wesley Stebbins, baker, Providence, R. I., is a voluntary bankrupt; liabilities, \$453; assets, \$50.

William A. Ott, Somerville, Mass., bankrupt; liabilities, \$1,841; no assets.

Ruol Desmarais, Central Falls, R. I., bankrupt; liabilities, \$3,725; assets, \$1,075.

The McCoy Bakery, Purcell, Okla., has been discontinued.

The New York Bakery, Atlanta, Ga., financed by Reuben Maltz and Abe Siegel, New York.

W. S. Watson, Salem, Ind., has closed his bakery.

The Swiss Oven Bakeries, Oklahoma City.

New York Bakery, 11 Nelson Street, Roanoke.

### IN GENERAL

Mrs. Earp, St. Louis, Mo., has moved her bakery to 4014 McPherson.

C. Birkenbach, St. Louis, Mo., has

moved his bakery to 2826 Indiana Avenue.

The Zurbriggen Bakery, St. Louis, Mo., is now located at 2715 North Fifteenth Street.

The Ross Baking Co., Oakland, Cal., has moved into its new plant at 1174 Seventy-third Avenue.

The Trausch Baking Co., Dubuque, Iowa, has absorbed the Dubuque Bread Co., and will close the plant of the latter.

Louie's Donut Co., Minneapolis, Minn., has moved to 1704 Lyndale Avenue North.

The Greg Bakery, Plainview, Texas, has installed a Superior oven.

The Jones Bread Co., Waco, Texas, has completed its \$100,000 bakery.

The Specialty Baking Co., McAllen, Texas, has installed a new oven.

The Mitchell Baking Co., Somerville, Mass., is erecting a \$15,000 addition.

Michael's Bakery, 317 Nelson Street, Roanoke, Va., has added new equipment and is being remodeled.

William Busam has purchased and reopened the Van Ostveen Bakery, Carmelton, Ind.

A. Secler, St. Louis, Mo., has moved his bakery to 1662 Wyoming Street.

The Calvert Bakery, St. Louis, Mo., has moved to 2600 Howard Street.

The Dixie Maud Fried Pie Co., Madison, Ill., has moved to 3728 Kossuth Street.

The Oberton Bakery, St. Paul, Minn., is now located at 1662 Grand Avenue.

Nielsen's Bakery, 1725 Chicago Avenue, Minneapolis, Minn., has opened Nielsen's No. 2 at 1728 Fourth Avenue South.

Walter Schnert, Plainview, Neb., has added a high-speed mixer.

It is rumored that the Fehr Baking Co., Houston, will establish a plant in Beaumont, Texas.

The Southwest Baking Co. of Texas, Dallas, has changed its name to Southwest Baking Co., and reduced its capital stock to \$231,000.

The Skirvin Pastry Shop, Oklahoma

(Continued on page 867.)



## 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



"I-H" FLOUR removes the uncertainty from your formulas and your methods. With even fair treatment, "I-H" will reflect its quality into the baked products, and with good treatment it will show you something new in baking results.

The other two flours named below are favored by some bakers.



*For Bakers*  
ORACLE  
*A Short Patent*  
THUNDERBOLT  
*A Reliable Flour*

*The* ISMERT HINCKE MILLING CO.  
KANSAS CITY, MO.



# "KANSAS EXPANSION"

Welcomes any laboratory or scientific test,  
but especially invites the test of the quality  
and flavor of baking results.

## The Wichita Flour Mills Co.

WICHITA, KANSAS

WHEAT STORAGE CAPACITY  
ONE MILLION BUSHELS

CAPACITY, 2,500 BBLs.

### HOGAN'S "BEST YET"

A fine family flour Under the same brand A strong baker's flour

The Hogan Milling Co.  
Junction City, Kansas

A genuine short patent, not just in name but in the liberal amount of clear taken out in milling. Better than most, equal to any.



HIGH PROTEIN  
SPECIAL  
SHORT PATENT

### THOMAS PAGE MILL COMPANY

NORTH TOPEKA, KANSAS

Mills: 1200 Barrels Capacity at Topeka and Manhattan

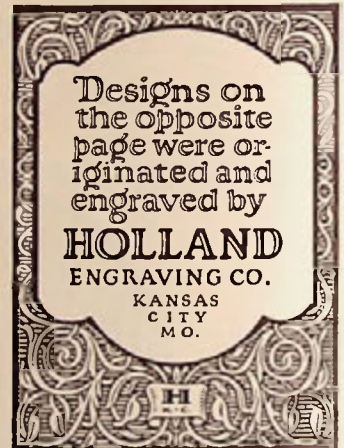
### AROMA FLOUR

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

### "Economy Special"

A High Protein Bakers' Patent from Central and Western Kansas Strong Wheat

Barton County Flour Mills Co.  
GREAT BEND, KANSAS



Designs on the opposite page were originated and engraved by

**HOLLAND**  
ENGRAVING CO.

KANSAS  
CITY  
MO.

### Saxony Mills

Established 1849

Hard and Soft Winter Wheat Flours  
ST. LOUIS, MO.

Correspondence Solicited  
Daily Capacity, 1,100 Bbls.

### Majestic Milling Co.

AURORA, MO.

Millers of Soft and Hard  
WINTER WHEAT FLOUR

Live connections wanted in all markets.  
Capacity, 1,000 Barrels

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

Three flours of predominating quality.  
High Class connections solicited.

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



# White Crest

*The Perfect Flour*

The Best Flour for the Best Trade....

WHITE CREST

## J. C. LYSLE MILLING COMPANY

LEAVENWORTH, KANSAS



The quality of  
**"VELVET"**  
 will reflect itself in your  
 loaf,—in the crumb, in  
 the crust, in the flavor.

WALNUT CREEK MILLING CO.  
 GREAT BEND, KANSAS

ESTABLISHED 1877  
 FIFTY YEARS IN BUSINESS



**"SHELLABARGER'S  
 SPECIAL"**

Will improve your bread,  
 your profits and your pride.

Also "BIG S" and  
 "PEACOCK"

The Shellabarger Mills  
 SALINA, KANSAS




**"LYONS' BEST"**

*This Flour Holds Up!*  
 The first car and every  
 car after it are always the  
 same, giving every day the  
 same dependable result in  
 your bakery.

*You can trust "LYONS' BEST"*

Lyons Flour Milling Co.  
 LYONS, KANSAS



# ROBIN'S BEST

The perfect product of a perfectly equipped and perfectly located mill.

ROBINSON MILLING CO.  
SALINA, KANSAS

## “OKOMA”

(Special Bakers' Patent)

Gives perfect satisfaction in stability, performance, volume; will aid any baker in increasing his volume and earnings.

Oklahoma City Mill & Elevator Co.  
OKLAHOMA CITY, OKLAHOMA



## “SLOGAN”

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

### Chickasha Milling Co.

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

*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

## “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

**HUMBRENO** *bakers bank on it!*

FROM THE FINEST STRONG WHEAT OF WESTERN OKLAHOMA IS MILLED THIS SUPERB FLOUR.

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

## Celebrating the Pancake

(Continued from page 812.)

Pancake Day a day of privileges for them. They took the license of assailing houses and breaking down doors for sport. Boys went around in small parties, headed by a leader who went up and knocked at a door, leaving his followers behind him with collected relics of broken dishes, pans, etc. Hanging his head, he pronounced the following lines:

"A-shrovin', a-shrovin',  
I be come a-shrovin';  
A piece of bread, a piece of cheese,  
A bit of your fat bacon,  
Or a dish of doughnuts,  
All of your own makin'!

"A-shrovin', a-shrovin',  
I be come a-shrovin';  
Nice meat in a pie,  
My mouth is very dry!  
I wish a wuz zoo well-a-wet  
I'd zing the louder for a nut!

Chorus—"A-shrovin', a-shrovin',  
We be come a-shrovin'!"

Sometimes he would get a bit of bread and cheese, and sometimes he was told to be gone, in which case he would call up his followers to send their missiles in a rattling broadside against the door.

### THE PANCAKE AND THE APPRENTICE

Even to the present time, in the north of England, Shrove Tuesday is the day from which apprenticeships are traditionally counted, and the newly enrolled and newly emerged youths are treated with good-humored roughness in the smaller manufacturing towns. In Manchester, Shrove Tuesday is taken as an excuse for the university students to descend on the town in carnival dress.

Among the other revels which marked the day in former years was football. London apprentices enjoyed it in Finsbury Fields, and at Teddington it was so vigorously played that housekeepers had to protect their windows with hurdles and bushes.

Not very long ago, the inhuman sport of throwing at cocks was also practiced

at Shrovetide, and nowhere was it more certain to be seen than at the grammar schools. Hens were also the subject of popular amusement at the festival, and lashing them to death was considered great sport.

But though the cock throwing and sports of Shrove Tuesday have disappeared, and most of the customary observances of the day have gone out of practice and almost out of memory, the eating of pancakes still retains its popularity. It is doubtful if the old religious meaning of the holiday holds any interest for people today, and even the sports are forgotten, but the good and important custom of eating pancakes will never be given up.

## Bakeshop Notes

(Continued from page 862.)

City, and the Henderson Bakery, Crescent, Okla., have installed modern ovens. The Fay Bakery, Pawnee City, Neb., has a new molder.

The Hubbard Bakery, Chickasha, Okla., has added a high-speed mixer.

The Aydelott Bakery, Carnegie, Okla., has a new revolving oven.

The plant of the Camden (Ark.) Bakery burned. Loss, \$20,000.

Plans are under way to rebuild the burned Franklin Bakery, Suffolk, Va.

The Betterkake Co., Philadelphia, Pa., has moved to its new bakery and retail store at 4825 Greenway Avenue.

The Bake-Rite Bakeries, Inc., Portland, Oregon, is erecting a \$10,000 addition.

The Jones Baking Co., Waco, Texas, has changed its name to Jones Fine Bread Co., and increased its capital stock to \$75,000. The plant is being enlarged and more machinery installed.

The Model Bakery, Barbourville, Ky., was damaged \$15,000 by fire.

Linker Bros., Louisville, Ky., have incorporated, with \$45,000 capital stock.

The Britton (Okla.) Bakery, recently opened, is under management of Harry Davis.

O. O. Snowden, Kadoka, S. D., has moved his bakery to Merriman, Neb.

# AMERICAN BEAUTY



THE FLOUR that blooms in your oven.

STANARD TILTON MILLING CO.

ST. LOUIS - ALTON - DALLAS.

DAILY CAPACITY 5000 BARRELS EST. 1857



Radium Flour  
growing rapidly  
in bakers' favor

Hall  
MILLING  
COMPANY  
ST. LOUIS

Capacity  
3,000 Barrels  
Daily

"BESTOVAL" invites comparison with any fine flour on the basis of the wheat it is milled from, the way it is milled and the kind of bread it makes. Its price is competitive on a quality basis.



Is Best of All

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

"Copy of Letter from Wholesale Baker"

BAUR FLOUR MILLS CO.  
St. Louis, Mo.

Dear friends:

"ROMEO Special is the best flour we ever used. Business is growing fast; evidence that our customers are buying more bread and appreciate quality. Your miller knows his stuff. Continue making my flour out of 12 $\frac{3}{4}$  protein Dark Hard Wheat. Am certainly willing to pay the extra cost.

Wire for prices; we employ no salesmen

ESTABLISHED 1864

MEYER'S MODEL FLOUR

ALWAYS RELIABLE

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

Established 1878

Eberle-Albrecht Flour Co.

Exporters

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

ANNAN-BURG GRAIN & MILLING CO.

ST. LOUIS, MO.

BLACK BROS. FLOUR MILLS, BEATRICE, NEBRASKA  
FLOUR 1,000 BBLs. 1868-1928 STOCK FEED 250 TONS

"MERIDIAN"

More and Better Loaves per Barrel

Newton Milling and Elevator Co.  
NEWTON, KANSAS



STRICTLY SOFT WHEAT FLOUR

Serving Commercial Bakers

BOONVILLE MILLS CO.

Boonville, Missouri

Washington Flour Mill

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



Daily Capacity 1200 Barrels

Superflour

Want a flour that stands up to its baking job? Fairly priced on basis of honest merit.

The WILLIS NORTON COMPANY

NORTH TOPEKA, KANSAS.

Quality Millers Since 1879



From February to July is the "danger season" in the life of the growing wheat crop. Our state, as you know, annually raises most of the hard winter wheat. More wheat is produced in Kansas than any other three states in the Union. What happens to the growing crop in Kansas and the near-by states has a very powerful influence on the price of flour, both immediately and for a year to come. Our company operates a line of country grain-buying elevators and flour mills out here in the heart of the state. We get authentic crop condition information.

Each year it is our pleasure to forward this class of information during this period of the year to our friends in the baking and flour distributing business throughout the country. We will be very glad indeed to put your name on the list if you so desire. No obligation or expense to you—of course, we frankly take advantage of the opportunity to mention the fact that "GIBRALTAR" flour is good flour.—The Consolidated Flour Mills Co., Wichita, Kansas.

## Millers of Hard and Soft Wheat Flour

Daily Capacity  
2,100 Barrels

*Location...Ideal*  
*Capacity...Ample*  
*Quality...Unexcelled*

These spell the service that brings the repeating orders from our satisfied bakery customers.

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

*More loaves to the Barrel Better Bread*

*Its Better Flour for Baker Grocer, Jobber*

Bakers who buy better flours will find this among the best of the better flours.

*W.A. Chain, Manager,*  
**SECURITY FLOUR MILLS CO.**  
OPERATING  
SECURITY MILLS & MIDWEST MILLS  
ABILENE, KANSAS

COMBINED DAILY CAPACITY 1700 BARRELS

WHEAT STORAGE 500,000 BUSHELS

1,500 Barrels Daily

# ZEPHYR FLOUR

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

BOWERSOCK MILLS & POWER CO.  
LAWRENCE, KANSAS

## GINGHAM GIRL



The  
World's  
Finest  
Flour

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

## Kansas Diamond

ONE OF THE VERY BEST  
FLOURS  
MADE ANYWHERE

**KANSAS MILL & ELEVATOR CO.**  
ARKANSAS CITY, KANSAS

## FOR FAMILY TRADE MOTHER'S BEST FLOUR

A MELLOW GLUTEN FLOUR  
DESIGNED for HOUSEWIFE

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

Nebraska Consolidated Mills  
Co.  
Catering to FAMILY TRADE  
1521 No. 16th St. OMAHA, NEBRASKA

## "Heart of America" FLOUR

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

## "GOLD BOND"

Central Kansas Milling Co.  
LYONS, KANSAS

## "PLAINSMAN"

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

## "DRINKWATER"

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

## "Sasnak Flour"

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

## "CHERRY BELL"

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

## "Wichita's Imperial"

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

## "SUNKIST" FLOUR

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

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

The Maney Milling Co.  
OMAHA, NEBRASKA

## "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

## Frank M. Cole, Gen'l Mgr. FLOUR and FEED STORAGE

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

## Strong Flours From TEXAS

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



NEBRASKA'S FINEST MILL

## "DAVID HARUM" FLOUR

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

## KANSAS MAID—

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

Hays City Flour Mills HAYS CITY KANSAS

**MINNESOTA ENGRAVING & COLORPLATE CO.**  
ENGRAVERS • DESIGNERS • ILLUSTRATORS  
DAILY NEWS BUILDING  
GENEVA 2651 MINNEAPOLIS

## "Gooch's Best"

Superior quality  
—to make all  
baked things  
better.

Gooch Milling & Elevator Co.  
LINCOLN, NEBRASKA

## FLOUR ANALYSES

40 Years of Service. Practical, reliable reports that show  
you the exact characteristics of flours and comparison with  
standard type averages. Know all the qualities of your flours.  
You can't afford to be without the HOWARD TESTS. HOWARD  
REPORTS are always unbiased and easily understood. Write  
for price list of tests. Consultation on mill, bakery and re-  
lated problems, laboratory control methods, etc.



The Howard Wheat & Flour Testing Laboratory  
Drawer 1, Commerce Station MINNEAPOLIS, MINNESOTA

### Refrigeration

(Continued from page 814.)

stage is equal to five times the corrected dough temperature, minus the flour temperature, minus three times the sponge temperature.

Now then, supposing we had the following known conditions and we want to determine the temperature rise in the mixer:

- Weight of flour=800 lbs.
- Weight of water=480 lbs.
- Weight of dough=1,280 lbs (approx.).
- Temperature of flour=70° F.
- Desired temperature of dough=80° F.
- Time of mixer operation=15 minutes.
- Energy expended on the dough=40 h-p
- Specific heat of dough=.644
- Heat of hydration=6.5 B.T.U./lb flour.

Heat due to friction=  
 $P \times T = 42.42 = 40 \times 15 \times 42.42 = 25,452$  b.t.u.  
 Heat due to hydration=  
 $800 \times 6.5 = 5,200$  b.t.u.

Total heat generated in mixing  
 =30,652 b.t.u.

The rise (R)=  
 $\frac{H}{S_d \times W_d} = \frac{30,652}{.644 \times 1280} = 37.2^\circ \text{F.}$

If the ingredient water is to be cooled to only take care of 15 degrees of this rise, then the circulating water will have to account for 37.2-15=22.2°. Then the heat to be removed by the circulating water is:

$H = 1280 \times .644 \times 22.2 = 18,300$  b.t.u.  
 Since this heat is equal to the weight of water circulated, multiplied by its temperature difference, we have:

$H = W (T_c - T_1)$   
 $\frac{H}{T_c - T_1} = \frac{18,300}{46 - 38} = 2,287$  lbs of water to be circulated in 15 minutes.

#### CONTROL IN FERMENTATION ROOM

It is absolutely imperative to have adequate control of temperature and humidity in the fermenting room in order to produce uniform products of the highest quality.

Higher temperature and humidity accelerate fermentation, while, under opposite conditions, fermentation will be retarded. If the humidity is too low, crusting of the dough takes place, due to the evaporation of water from the surface of the dough. In addition to the resulting loss in weight, the effects are also manifested in the finished product as hard lumps throughout its interior. To insure best results, the temperature of the fermenting room should be between 78 and 82 degrees, while the relative humidity should be about 75 per cent.

Temperature and humidity control in the pannery fermentation period, conducted in the proof box previous to baking proper, are also important. Here the dough undergoes final fermentation in the pan itself, before being baked in the oven. The proof box temperature should be about 92 degrees and the relative humidity 80 to 85 per cent.

There are no two bakeries operating under the same identical conditions. Therefore, in the absence of complete information of the conditions in each case, it is impossible to determine the refrigeration requirements. However, generally speaking, the bakery producing 75,000 to 100,000 lbs of bread per day will require 30 to 50 tons of refrigeration, while the medium-sized plant with a production of 10,000 to 50,000 lbs per day will need 10 to 30 tons. The small bakeries will require only 3 to 10.

Few foods have been as closely associated with the romance and economics of civilization and industry as sugar. Kings, explorers, scientists, conquerors, diplomats and military leaders have been caught by the lure of sugar as strongly as by the lure of gold, and in very definite ways have played their parts in the cultivation of sugar cane and the perfection of its refinement.

## 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

## "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

## "AMBASSADOR"

Western Kansas Turkey Wheat Patent. OUR MILL is learned in 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

## Self-Rising Flour

Milled from choicest wheat bought direct from farmers. Packed under our attractive brand—"OLD TRAIL"  
**QUALITY ECONOMY READY SALES**  
 The Wilson Flour Mills  
 Wilson, Kansas

## KEYSTONE MILLING COMPANY

Capacity, 750 Barrels  
 LARNED - KANSAS

## "JUBILEE"

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

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

## "ARCHER"

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

## HALSTEAD BOSS

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

## Scott County Milling Co.

Manufacturers of  
 Hard and Soft Winter Wheat Flour  
 SIKENTON, MISSOURI



# Good Flour Necessary For Good Bread!

IN a period of depression, real values may be temporarily overlooked in the effort to buy and sell flour on a price basis only.

Keen buyers, however, know that price must always be considered in relation to quality. Inferior, low grade flour is expensive at any price, for it cannot possibly have the nutritive value and the sales appeal that have earned for bread the name: "The Staff of Life."

For nearly 60 years, Blair's Certified Short Patent Flour has been a standard of quality. Always of uniform grade and providing perfect baking results with maximum bread-making capacity, it has deservedly earned the title: *The Whitest Bread Flour in America.*

Blair's Certified Flour is most economical because it makes bread with the greatest nutritive value and sales appeal.

## THE BLAIR MILLING COMPANY ATCHISON, KANSAS

MAKERS OF BLAIR'S ALGOMA FLOUR  
 BLAIR'S ACME FLOUR AND BLAIR'S  
 CERTIFIED WAFFLE AND PANCAKE FLOUR

Milling Capacity:  
 2000 Barrels Daily

Cereal Capacity:  
 3000 Cases Daily

## The Ansted & Burk Co.

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

Manufacturing a Complete Line of  
Flours for the Particular Baker

WILLIAM TELL'S

## Master Bread Flour Master Pie Crust Flour Master Cake Flour

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

Quality guaranteed and to run uniform.

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

# Announcing the Mixed Cars

Spring and  
Soft Winter Wheat  
Flour for

## Bakers' Trade

Our location is very favorable for grinding both soft winter and spring wheat flours, and unusually advantageous for making prompt shipments.

## Mayflower Mills

Ft. Wayne, Ind.

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

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

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

GILSTER MILLING CO.  
CHESTER, ILLINOIS  
Manufacturers of  
Gilster's Best and Featherlite  
Plain and Self-Rising Flour

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

Hanover Star Milling Co.  
GERMANTOWN, ILL.  
Manufacturers of High Grade  
Soft Winter Wheat Flour

Mason, Fenwick & Lawrence  
Patent and Trade-Mark Lawyers  
Practice before the United States Courts.  
Complete Files of Registered Flour Brands.  
Established 1861 Trade-Marks Registered  
600 F St. N. W. WASHINGTON, D. C.

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

  
Grain Cleaners  
Richmond Mfg. Co.  
LOCKPORT, N. Y.  
J. K. HOWE, Representative,  
20 Flour Exchange,  
Minneapolis, Minn.

  
W. S. NOTT CO., Minneapolis  
Mill Supply Headquarters



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 Wallon, 401 East Fifth Street, Oklahoma City, Okla., secretary.

April 13-14.—Rocky Mountain Bakers' Association, annual convention at Denver, Colo.; E. Roger Jones, P. O. Box 871, Denver, Colo., secretary-treasurer.

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 21-22.—Associated Bakers of Illinois, annual convention at Pierre Marquette Hotel, Peoria, Ill.; Roger Hartley, 360 North Michigan Avenue, Chicago, Ill., secretary.

May 3-6.—Texas Bakers' Association, annual convention at Duccaner Hotel, Galveston, Texas; Hubert H. Fischer, 1708 Austin Street, Houston, Texas, secretary.

May 5-6.—Indiana Bakers' Association, annual convention at Chamber of Commerce Building, Fort Wayne, Ind.; Charles P. Ehlers, 1508 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 12-14.—Associated Bakers of Minnesota, annual convention at the Hotel Nicolet, J. A. Janovec, 3724 Third Avenue South, Minneapolis, Minn., secretary.

May 12-13.—South Dakota Bakers' Unit, annual convention at the Alonzo-Ward Hotel, Aberdeen, S. D.; Mary A. Miller, Sioux Falls, S. D., secretary.

May 18-20.—Iowa Bakers' Association, annual convention at Waterloo, Iowa, Charles Schweickhardt, 1623 South Main Street, Burlington, Iowa, secretary.

May 21-26.—New England Bakers' Association, annual convention at New Ocean House, Swampscott, Mass.; Horace D. Likins, Stator Building, Boston, Mass., secretary.

May 25-26.—Missouri Master Bakers' Association, annual convention at Jofferson City, Mo.; Frank Jungewalter, St. Louis, Mo., secretary.

May 26-28.—Biscuit and Cracker Manufacturers' Association, annual convention at Hotel Sherman, Chicago, Ill.; R. T. Stokes, 36 West Broadway, New York, N. Y., secretary.

June 15-17.—Potomac States Bakers' Association, annual convention at the Cavalier Hotel, Virginia Beach, Va.; Leo Lamar Robinson, Woodward Building, Washington, D. C., secretary.

### TRADEMARKS

The following list of trade-marks, published by the Official Gazette of the United States Patent Office, prior to registration, is reported in The Northwestern Miller and American Baker by Mason, Fenwick & Lawrence, patent and trade-mark lawyers, Washington, D. C. Bakers who feel that they would be damaged by the registration of any of these marks are permitted by law to file, within 30 days after publication of the marks, a formal notice of opposition. This journal offers to readers an advance search free of charge on any trade-marks upon which they may desire information. Write direct to us or Mason, Fenwick & Lawrence.

A BIF OF PARIS IN NEW YORK: Peter E. Gorini, doing business as Henri, New York, N. Y.; cakes. Use claimed since Nov. 1, 1930.

MAC MARR and picture of grocer boy; MacMarr Stores, Ltd., Los Angeles, Cal.; bread, biscuits, cake. Use claimed since Sept. 1, 1929.

MENGELMEYER and angel; Morris Engelmeyer, New York, N. Y.; bread. Use claimed since January, 1924.

MUFFLETE; Mrs. Bain, Washington, D. C.; mixture containing flour and other ingredients for muffins, shortcake and the like. Use claimed since April, 1930.

FIFF-TEENS; Continental Baking Co., New York, N. Y.; rolls. Use claimed since June 20, 1930.

QUINLAN'S BUTTER PRETZEL and boy design; Quinlan Pretzel Co., Reading, Pa.; pretzels. Use claimed since August, 1923.

Boy design; Quinlan Pretzel Co., Reading, Pa.; pretzels. Use claimed since August, 1923.

DAVIDSONS; Davidson Baking Co., Inc., Portland, Oregon; bread, rolls, cake, pies, crackers, cookies, doughnuts. Use claimed since Sept. 2, 1929.

LENELL'S NEVER MISS TO PLEASE; Hans S. Lenell, doing business as H. S. Lenell, Chicago, Ill.; cookies. Use claimed since Nov. 15, 1930.

TOONERVILLE FOLKS; National Biscuit Co., New York, N. Y.; biscuit, crackers, cookies, wafers and cake. Use claimed since Oct. 1, 1930.

# "Singin' in the Rain!"

And that's just what they would do if they could sing and if they were set out in the rain. They're thirsty flours—they like the water and lots of it. They offer exceptional volume in production—plus real quality in texture and flavor. Result—more bread for the baker; better bread for the consumer.

## REXOTA

*Hard Winter Wheat*

## EARLY RISER

*Hard Spring Wheat*

Equally worthy of your favor are our four other special quality flours for bakers' use:

- For Crackers—KISMET—soft winter wheat.
- For Cakes—KISMET SUPER-PATENT—soft winter wheat.
- For Bread—COMPETITION—hard spring wheat.
- GOOD CATCH—hard winter wheat.

*Further information promptly supplied.*

### NOBLESVILLE MILLING COMPANY NOBLESVILLE, INDIANA

Elevator Capacity, 750,000 Bushels

Mill Capacity, 1,200 Barrels Daily



## 100 Years of Progressive Milling



New 2,000-Bbl Daylight Mill—One of Three Plants

### IDEAL FACILITIES ACME-EVANS COMPANY, Indianapolis



### J. ALLEN SMITH & COMPANY, Inc. KNOXVILLE : TENN.

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

Domestic and Export Ask for Prices

### EVANS MILLING CO. INDIANAPOLIS, IND., U. S. A.

Manufacture Kiln-Dried  
WHITE CORN PRODUCTS  
Capacity, 5,000 Bushels

## Sparks Milling Company

Established 1855

*Cake Flour—* RINGLEADER TYPES *Bread Flour—* ARROW BRAND  
*Specialized* HISPEED

Mills located at Alton, Illinois, and  
Terre Haute, Indiana

## 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

Write for  
Samples and  
Prices  
Cable Address  
"Teleheart"

*Spilheart Bros., Inc.*

Established  
1856

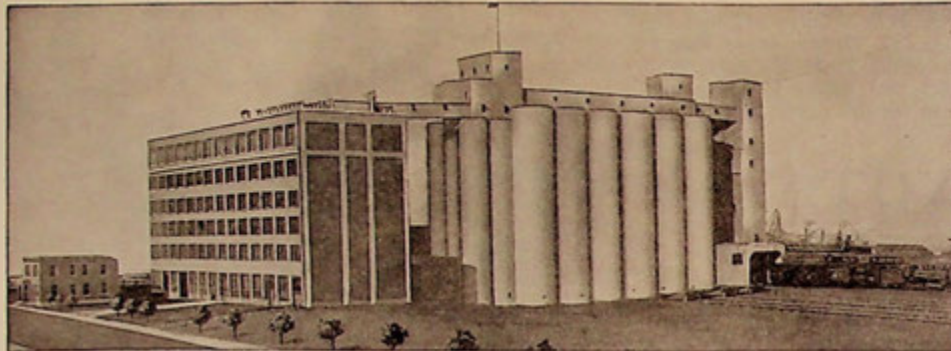
Soft Winter  
Wheat Flour

MERCHANT MILLERS—Evansville, Ind.

**LEADING MILLS OF CANADA**

COMPETITION ONLY STIMULATES OUR SALES

CHOICEST  
CANADIAN  
HARD SPRING  
WHEAT  
AND  
PERFECT  
MILLING  
FACILITIES  
HAVE  
PLACED  
OUR  
PRODUCTS  
IN THE  
VAN



BRANDS  
"Victory"  
"Prairie  
Blossom"  
"Woodland"  
"Homeland"

MILLS  
MONTREAL  
HAMILTON  
BRANTFORD

Capacity, 8,000 Bbls

Cable Address:  
"DOMFLOUR"  
Riverside Code

OUR SEABOARD MILL AT MONTREAL

**The Dominion Flour Mills, Ltd.**

Branch Offices at HALIFAX, QUEBEC and TORONTO

MONTREAL, CANADA

**The Canadian Bag Company, Ltd.**

Head Office, MONTREAL, QUE.



Cable Address: "DOMBAY"

Bags are the outward manifestation of the quality of the flour they contain. A clean, well printed and good looking package will satisfy the buyer that the contents are worthy of confidence. Bags of our manufacture fulfill all these requirements.



Factories: MONTREAL, TORONTO, WINNIPEG, VANCOUVER

**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: "LAKRON"



Winnipeg Plant (St. Boniface) Daily Capacity, 5,000 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**

# Robin Hood Mills LIMITED

*Millers of High Grade  
Western Canadian Spring Wheat Flour  
and Superlative Quality  
Rolled Oats and Oatmeal*

CABLE ADDRESS:  
"ROBINHOOD," Montreal

CODES:  
Riverside  
ABC 5th Edition



THE Provinces of Saskatchewan and Alberta in Western Canada produce the largest share of the world's supply of Hard Spring Wheat.

Robin Hood Mills Limited has three mills in Saskatchewan and one mill in Alberta. They are recognized as the leading millers in Western Canada, having greater capacity in Saskatchewan than any other flour miller in this important wheat producing Province.

*Mills and Western Offices:*

MOOSE JAW, SASK. CALGARY, ALTA. SASKATOON, SASK.

*Eastern Sales Office:* BOARD OF TRADE BUILDING.....MONTREAL



## Copeland Flour Mills, Ltd.

MIDLAND - CANADA

*Millers Selected Hard Spring  
Wheat Flour*



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

Cable Address: "MIDCOR"

Codes: Riverside, Bentley, A. B. C., Etc.

## LAKESIDE MILLING COMPANY Ltd.



*Flour Millers*  
TORONTO, CANADA

N. H. CAMPBELL, Pres. and Mgr.  
J. W. CORNISH, Supt.

CABLE ADDRESS: LAKESIDE, TORONTO  
CODES: RIVERSIDE-BENTLEY

## SPILLERS CANADIAN MILLING CO. Limited

## VANCOUVER MILLING and GRAIN CO. Limited

EXPORT AGENTS

Vancouver Milling and Grain Co. Limited  
Cable Address: "SPILCO," Vancouver, Canada

EUROPEAN AGENTS  
No. 1 Milling Group Export Company,  
40, St. Mary Axe, London, E. C. 2, England

Mills at CALGARY and  
VANCOUVER

## TORONTO ELEVATORS, Ltd.

Two Million  
Bushels  
Capacity



JAMES PLATFAIR,  
President  
GORDON C. LEITCH,  
General Manager

TORONTO, ONTARIO

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.

Total Daily Capacity  
24,500  
Barrels Flour



Cable Address—  
"Shawley,"  
Toronto,  
Canada



TORONTO MILLS



# Maple Leaf Milling Co. Limited.

HEAD OFFICE - TORONTO, CANADA

KENORA, ONTARIO                      MILLS AT                      TORONTO, ONTARIO  
BRANDON, MANITOBA                      THOROLD, ONTARIO

PETERBORO, ONTARIO

MEDICINE HAT, ALBERTA

PORT COLBORNE, ONTARIO



BY APPOINTMENT TO  
HIS MAJESTY THE KING

TELEGRAPHIC AND CABLE ADDRESS  
"OGILVIE, MONTREAL"

CODES USED—PRIVATE,  
A B C 4TH & 5TH, WESTERN UNION,  
RIVERSIDE, A1,  
BENTLEY'S



FORT WILLIAM MILLS

MILLS AT  
MONTREAL, FORT WILLIAM,  
WINNIPEG, EDMONTON AND  
MEDICINE HAT

DAILY MILL CAPACITY  
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"

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. E., HAMILTON, BRANTFORD, SUDBURY, LONDON,  
SAULT STE. MARIE, FORT WILLIAM, KEEWATIN, MEDICINE HAT, PORTAGE LA PRAIRIE,  
CALGARY, MOOSE JAW, REGINA, EDMONTON, VANCOUVER, VICTORIA

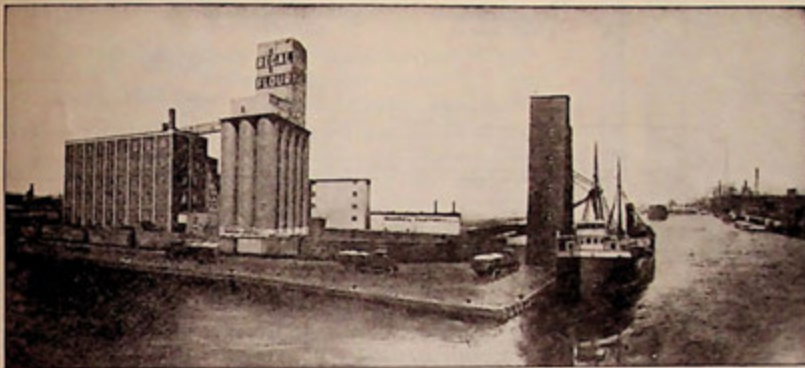


# The St. Lawrence Flour Mills Co., Limited

MONTREAL

CAPITAL, \$1,800,000

CAPACITY 3,000 BARRELS DAILY



*Brands:*

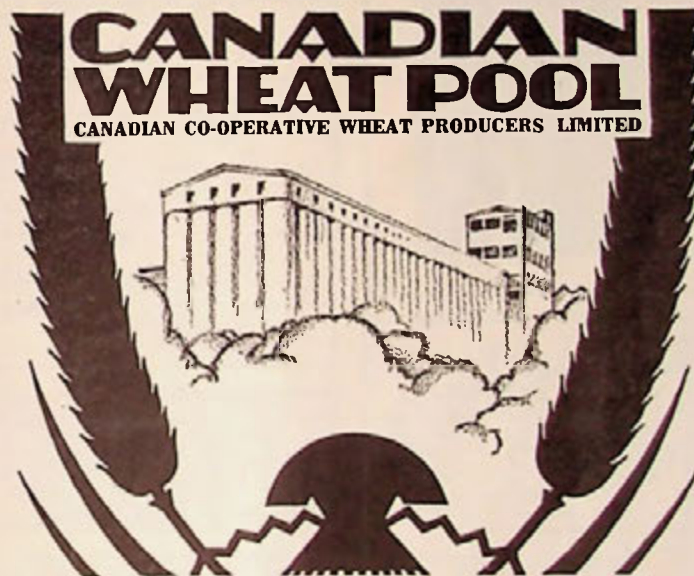
*Regal, Daily Bread,  
National, Citadel, Signal*

*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*

**WHEAT  
OATS  
BARLEY  
RYE  
FLAX**



Head Office:  
**WINNIPEG**  
Canada

Branch Offices:  
**NEW YORK  
BUFFALO  
MONTREAL  
TORONTO  
FORT WILLIAM  
CALGARY  
VANCOUVER**

Handling more  
than half of  
Canada's total  
wheat crop  
every year

**WOODS MFG. CO. LTD.**  
**COTTON AND JUTE**  
**BAGS**

CABLE ADDRESS  
"WOODSBAG"

MONTREAL-TORONTO-WINNIPEG-OTTAWA-WELLAND

**Fort Garry Flour Mills**  
*Company Limited*  
 MILL AT SASKATOON, SASK., CANADA  
 SALES OFFICE  
 MONTREAL, CANADA  
 Cable Address: "FORTGARRY" BOX 2190 Codes: Bentley's—Riverside

J. G. WOLVERTON,  
 President and General Manager

W. R. CLARKE,  
 Vice President and Manager of Sales

**Wolverton Flour Mills Co., Ltd.**  
 MILLERS OF  
 Select Hard Spring Wheat Flour  
 "SILVERKING" "GREAT STAR" "WOLF"  
 (BEST PATENT) (PATENT) (PATENT)  
 Choice Ontario Winter Wheat Flour  
 "KEYSTONE"  
 Mills at—New Hamburg, Seaforth, St. Mary's  
 Cable Address: "WOLMACS"  
 Address all correspondence to ST. MARY'S, ONTARIO, CANADA

**BEMIS BAGS**  
 JUTE, BURLAP, COTTON,  
 PAPER BAGS, TWINE

BEMIS BRO. BAG CO.  
 Winnipeg Manitoba

**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: Riversdale, Bentley, A B C 6th Edition

**James Cullen & Sons, Ltd.**  
 Established 1857  
 MILLERS OF  
 Manitoba Springs.....Ontario Winters  
 WOODSTOCK, ONTARIO, CANADA  
 Cable Address: OULLEN, Woodstock

**VANNATTER & CO., LTD.**  
 TORONTO, CANADA  
**GRAIN... FLOUR.....FEED**  
 Domestic and Export  
 Cable Address: "VANCO"

**Store Flour in Transit**  
 Avail Yourself of the Thru Freight Rate  
 Insure Prompt Deliveries  
 All Buildings Strictly Modern, Clean & Dry  
 Capacity over 1,200 Carloads  
 CROOKS TERMINAL WAREHOUSES  
 CHICAGO KANSAS CITY

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

**MOSELEY & MOTLEY MILLING CO.**  
 FLOUR MILLERS  
 ROCHESTER NEW YORK

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

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 speciality of Millers' Trade.

Head Office:  
 WINNIPEG, MANITOBA

Western Branches: Winnipeg  
 Fort Arthur  
 Calgary  
 Saskatoon

Eastern Branches: Toronto  
 Montreal

Export Offices:  
 MONTREAL

Private Wire Connections  
 From Coast to Coast

**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

**Canadian Hard Spring Wheat**  
 340 Elevators in Manitoba,  
 Saskatchewan and Alberta.

High Test United Grain Growers, Ltd.  
 Country Run Winnipeg, Manitoba

**JAMES WILSON & SONS**  
 FERGUS, ONTARIO, CANADA  
 MANUFACTURERS OF  
 Rolled Oats, Oatmeal, Pot Barley,  
 Pearl Barley and Feeds  
 Correspondence solicited.

**Canadian Flour Export Company**  
 G. D. BRUSHITT, Proprietor  
 Cable address: TORONTO,  
 CANADA  
 CANFLXCO

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.

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

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

Founded 1795

**Buckwheat Flour**

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

**R. C. PRATT**  
 FLOUR—Exporter—CEREALS  
 68 KING ST. EAST  
 TORONTO, CANADA  
 Cable Address: "PRAMILCO," Toronto.  
 Codes: A B C 6th Edition, Bentley, Riversdale

**COPELAND AND ELLIOTT**  
 Flour, Feed and Grain  
 Dominion Bank Building TORONTO, CANADA  
 Correspondence Invited  
 Cable Address: "COELL," Toronto

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

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

# FLAVOR

**SAPPHIRE FLOUR**

The *flavor* of bread is definitely influenced by the quantity of protein in flour from which it is baked.

**JUDITH FLOUR**

Minerals, especially phosphates, bring out in bread the flavor of the wheat from which the flour used is milled.

**GOLD CROSS FLOUR**

We mill but one type of wheat — pure Montana — which, like Canadian, excels in quality and quantity of protein and in mineral content. Other types of wheat are unobtainable at our mills.

**ISIS FLOUR**

## Montana Flour Mills Company

General Offices: Great Falls, Montana

Daily Capacity, 4,200 barrels      Grain Storage, 3,500,000 bushels

**Fisher's** THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

**FISHER FLOURING MILLS CO., SEATTLE, U.S.A.**  
Domestic and Export Millers  
CLIFF H. MORRIS, EASTERN REPRESENTATIVE, 431 Produce Ex., New York City

## 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.

August Schwachheim, President and Treasurer  
W. C. Bokke, Secretary and Sales Manager

**Cascade Milling & Elevator Co.**  
MILLERS OF HIGH GRADE HARD WHEAT FLOUR AND SHIPPERS OF GRAIN  
CASCADE, MONTANA

**CASCADE and GIANT.....**  
always in the front rank of Montana quality products, again this year appeal to the discriminating baker on account of their superior bread producing qualities.

Daily Capacity, 600 Barrels  
Grain Storage Capacity, 600,000 Bushels  
Codes: Robinson, Riverside, Millers

**Hard-Soft-Blended and Self-Rising Flours**

MILLED BY  
**GLOBE MILLS**  
GENERAL OFFICES: LOS ANGELES, OGDEN, UTAH  
FIVE MILLS IN CALIFORNIA



## COLLINS FLOUR MILLS

PENDELTON, OREGON

Millers of Export and Domestic Flours  
Daily Capacity, 1,000 Barrels  
Correspondence Solicited

## "Diamond D"

A High Grade Baker's Spring Patent. Milled under Laboratory Control from Montana Spring Wheat.

**Sheridan Flouring Mills, Incorporated**

SHERIDAN, WYOMING

**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

**SPOKANE FLOUR MILLS, SPOKANE, WASHINGTON**  
Soft Winter and Blue-Stem Wheat Flours

**The Peacock Mill Co.** Millers of Hard Spring, Bluestem and Pacific Soft Wheat Flours.  
FREEWATER, OREGON

**Western Milling Company**  
Specializing High Grade Bakers' and Pastry Flours  
MILLS AT Pendleton, Oregon Salt Lake City, Utah

**STORAGE IN TRANSIT**  
THE KEYSTONE WAREHOUSE CO.  
Buffalo, N. Y.

**better engravings at the Weston Engraving Company**  
2932 Colfax Ave. S. Minneapolis Kenwood 4011-4012

# REPRESENTATIVE FLOUR IMPORTERS OF FOREIGN COUNTRIES

**A. GARNHAM & CO.**  
 FLOUR IMPORTERS

No. 6 Nave Stand, Old Corn Exchange  
 62 Crutched Friars  
 LONDON, E. C.

Cable Address: "FLAKY," London

Cable Address: "DORFRACH," London

**MARDORF, PEACH & CO.**

FLOUR IMPORTERS

Old Trinity House, Water Lane  
 LONDON, E. C.

Want Second Patents and First Bakers

**COVENTRY, SHEPPARD & CO.**

FLOUR IMPORTERS

LONDON

Cable Address: "COVENTRY," London

**HARRIS BROS. & CO.**  
 GRAIN AND FLOUR FACTORS AND  
 COMMISSION AGENTS

Always ready to make full advances against  
 consignments

OFFICES: THE BAL TIC, ST. MARY AXE  
 LONDON, E. C.

Telegraphic Address: "HARRIS," London

**C. E. FEAST & CO.**  
 (CHAS. E. FEAST)

FLOUR IMPORTERS

40 Gt. Tower Street, LONDON, E. C. 3  
 And at Old Corn Exchange, Granary Stand No. 7  
 Cable Address: "FEASTANCO," London

**THE A B C CODE**

In use by various foreign brokers  
 Sixth Edition . . . \$20.00

For sale at all its branches and by  
 THE NORTHWESTERN MILLER, MINNEAPOLIS,  
 MINN., U. S. A.

**W. P. WOOD & CO.**

FLOUR AND WHEAT IMPORTERS

5 Bury Court, LONDON, E. C.

FLOUR for London and Malta  
 WHEAT for London, Hull, Liverpool

Established 25 years Correspondence invited

**JOSEPH WILES & SON**

 17<sup>th</sup>  
 IMPORTERS OF GRAIN, FLOUR  
 AND FEEDINGSTUFFS

London House, Crutched Friars, E. C.  
 Clock Stand, Old Corn Exchange  
 LONDON

Cable Address: "MIDDLINGR," London

Cable Address: "TRONTOPRI," London

**SIDNEY SMITH**

47 Gt. Tower St. LONDON, E. C. 3  
 FLOUR, GRAIN, FEED, CORN AND  
 CEREAL PRODUCTS

Codes: Riverside, A B C 5th Ed., also Bentley  
 and Western Union 5 Letter Codes

**A. G. BUTTIFANT**

FLOUR, GRAIN AND FEEDINGSTUFFS

Office: 47 Mark Lane

LONDON, E. C. 3

Cable Address: "BUTTIFANT," London  
 Codes: Bentley's Phrase  
 Riverside, 1901 edition

**T. S. MEDILL & SONS, LTD.**

FLOUR IMPORTERS

CORN EXCHANGE,

LONDON, E. C. 3

Offices: 207, Bow Road, London, E. 3  
 Cable Address: "MEDILL," London

M. STANNARD

Established 1870

F. T. COLLINS

**STANNARD, COLLINS & CO.**

 FLOUR, GRAIN AND CEREAL PRODUCT  
 IMPORTERS

Cory Buildings, Fenchurch Street

LONDON, E. C. 3

**R. HUNTER CRAIG & CO., Ltd.**

GLASGOW—45 HOPE STREET

LIVERPOOL—17 BRUNSWICK STREET

LONDON—7 LONDON STREET, MARK LANE, E. C.

Also at BRISTOL, SOUTHAMPTON, HULL, BELFAST, DUBLIN and CORE

**D. T. RUSSELL & BAIRD, LTD.**

FLOUR, OATMEAL AND CEREALS

LIVERPOOL

45 Hope Street, GLASGOW, C. 2

Cable Address: "DELIGHT," Glasgow

Offices also at DUBLIN, LEITH and BELFAST

**BYRNE, MAHONY & CO.**

FLOUR IMPORTERS

LONDON DUBLIN  
 ABERDEEN AND BELFAST

Cable Address: "BYRNE," Dublin

**WILSON & DUNLOP**

FLOUR IMPORTERS AND  
 COMMISSION MERCHANTS  
 LEITH and GLASGOW  
 Also at Aberdeen

Cable Address: Correspondence solicited  
 "FLOUR," Leith Advances on consignments

**WILLIAM MORRISON & SON  
 LTD.**

FLOUR IMPORTERS

Corn Exchange Chambers GLASGOW

Cable Address: "WAVERLEY"

**M. KOSMACK & CO.**

FLOUR IMPORTERS

67 Hope Street, GLASGOW

Also at Belfast and Dublin

Cable Address: "KOSMACK," Glasgow

**ROBERT CARSON & CO.  
 LTD.**

FLOUR IMPORTERS

50 Wellington St. GLASGOW

Cable Address: "DIPLOMA," Glasgow

**FARQUHAR BROTHERS**

FLOUR MERCHANTS

67 Hope Street GLASGOW

C. I. F. business much preferred.

Cable Address: "GLENCAIRN," Glasgow

**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.

James Cochran

**COCHRANE & BLACK**

FLOUR AND CEREAL IMPORTERS

67 Hope Street, GLASGOW

And at Leith, Dundee and Aberdeen

Established 1885 Cable Address: "ROMA"

**WM. GILCHRIST & CO.**

FLOUR IMPORTERS

83 Hope Street, GLASGOW

Riverside Code

Cable Address: "EOMONT"

**ARCHD. HAMILTON & SONS**

 IMPORTERS OF FLOUR,  
 OATMEAL  
 AND FEEDINGSTUFFS

67 Hope Street GLASGOW, C. 2

Cable Address: "ROSLIN," Glasgow

**ANDREW TAYLOR & CO.  
 (GLASGOW) LTD.**

FLOUR IMPORTERS

103, Hope Street GLASGOW

Cable Address: "GOLDENGLD," Glasgow

**V. & A. DEVOTO**

FLOUR IMPORTERS

DUBLIN—Gainsboro House, 21 Suffolk St.  
 BELFAST—29 Rosemary Street

Cable Address: "Devoto," Dublin Codes:  
 Riversdale, Bentleys

**N. V. HANDELMAATSCHAPPY voorheen  
 (Trading Company late)**

BULSING &amp; HESLENFELD

 MILLERS' AGENTS AND FLOUR  
 IMPORTERS

Large Trade in Germany. AMSTERDAM  
 Czecho-Slovakia and Austria  
 Cable Address: "HESLENFELD," Amsterdam

**P. MEURS PZ.**

IMPORTERS OF FLOUR

AMSTERDAM

Cable Address: "MEURSMERZL"

Codes: Riversdale 1901, A B C 5th Edition

**THE A B C CODE**

In use by various foreign brokers  
 Sixth Edition . . . \$20.00

For sale at all its branches and by  
 THE NORTHWESTERN MILLER  
 MINNEAPOLIS, MINN., U. S. A.

**G. C. ROBYNS & CO.**

FLOUR IMPORTERS

Cables: 17 Rue des Tanneurs,  
 "FLORAMERIC" ANTWERP

**N/V Maalproducten Maatschappij**

(MILL PRODUCTS CO.)

Managing Director: Jacques Luchsinger

Kellersgracht 184, AMSTERDAM

Cable Address: "FLOURJACK"

Bankers: Amsterdamsche Bank, Amsterdam

**ALFRED RABL**

MILLERS' AGENT

Produce Exchange

Prague 2, CZECHOSLOVAKIA

Buyer for own account

Solicits accounts of first-class mills

Cable Address: "ALRABI, PRAG"

Established 1861

**VIUDA DE E. SERFATY  
 GIBRALTAR**

 FLOUR, GRAIN AND PRODUCE AGENT  
 for Gibraltar, Spain, Morocco and  
 Mediterranean Ports

Cable Address: "SERFATY," Gibraltar  
 Codes: Riverside, A B C 5th and 6th Edition

**McCONNELL & REID, LTD.**

FLOUR IMPORTERS

19 Waterloo St.

GLASGOW

Cable Address: "MARVEL," Glasgow

**JAMES ALLEN & CO.**

FLOUR IMPORTERS

Ulster Bank Chambers, May Street

BELFAST, IRELAND

Cable Address: "ANCHOR," Belfast

**ROSS T. SMYTH & CO., LTD.**

FLOUR AND GRAIN IMPORTERS

LIVERPOOL, LONDON, HULL,  
 GLASGOW and IRELAND

NEW YORK OFFICE:

PAUL, ROBSON &amp; CO., Produce Exchange

<p><b>Handel My. v/h OSIECK &amp; CO.</b> (Successor to H. F. Osieck) AMSTERDAM-ROTTERDAM Extensive trade in Germany, Czecho-Slovakia, Poland and Austria SPECIALLY REPRESENTED AT HAMBURG Cable Address: "OSIECK," Amsterdam Sole Agents for the Pillsbury Flour Mills Co., Minneapolis, Minn., for Holland, Belgium and Rhine territory</p>		<p>Established 1895 <b>OTTO MADSEN</b> IMPORTER OF WHEAT FLOURS, SEMOLINAS, RYE FLOURS ROLLED OATS, CORN PRODUCTS, FEEDINGSTUFFS AND PROVISIONS of all kinds to Scandinavia and the Baltic COPENHAGEN, DENMARK Cable Address: "OTTOMADSEN" Samples and offers solicited</p>	
<p><b>N. V.: M. WITSENBURG JR., Agentuur &amp; Commissiehandel</b> 60 years in business and still going stronger IMPORTERS AND BUYERS OF ALL KINDS OF CEREALS Established 1868 Reference: Twentsche Bank, Amsterdam</p>		<p><b>RUD. MADSEN</b> IMPORTER AND MILLERS' AGENT OF FLOUR, FEEDINGSTUFFS AND CORN PRODUCTS COPENHAGEN, DENMARK Cable Address: "RCMA"</p>	
<p><b>N. V. Continental Millers' Agency JOCHEMS &amp; LUCHSINGER</b> MILLERS' AGENTS Cable Address: "ELFINE," Amsterdam Reference: The Northwestern Miller, Minneapolis, Minn.</p>		<p><b>JØRGEN BRUUN</b> FLOUR, GRAIN AND FEED AARHUS and COPENHAGEN DENMARK Cable Address: "KORNMOD" Head Office: AARHUS</p>	
<p><b>N. V. Handelmaatschappij v/h GRIPPELING &amp; VERKLEY</b> IMPORTERS OF ALL KINDS OF FLOUR AND CEREALS Cable Address: "BURGH," Amsterdam All codes used Bankers: Twentsche Bank, Amsterdam Sole Agents of Washburn Crosby Co., Inc., Minneapolis</p>		<p><b>BALTIC COMPANY</b> COPENHAGEN FLOUR AND ROLLED OATS Cable Address: "GLADIATOR"</p>	
<p><b>HATENBOER &amp; VERHOEFF</b> IMPORTERS OF FLOUR, ROLLED OATS AND FEEDINGSTUFFS Postbox 122, ROTTERDAM, HOLLAND Cable Address: "SIRENE" References: Incasso Bank, Rotterdam; Guaranty Trust Co., New York</p>		<p><b>TROELS FODE</b> MILLERS' AGENT AND FLOUR IMPORTER ROLLED OATS, GRAIN PRODUCTS, FEED COPENHAGEN, DENMARK Cable Address: "TROFO"</p>	
<p><b>HANDELSVEREENIGING LE GUE &amp; BOLLE</b> FLOUR AND FEEDINGSTUFFS ROTTERDAM Telegraphic Address: "Legue," Rotterdam</p>		<p><b>RIVERSIDE CODE</b> FIVE LETTER REVISION Issued in 1923 For Copy - \$12.50 Discount for quantities For sale by all its branches and by THE NORTHWESTERN MILLER, MINNEAPOLIS, MINN., U. S. A.</p>	
<p><b>E. W. BOUWMAN</b>      C. E. KIRCHHEINER <b>E. &amp; W. BOUWMAN</b> FLOUR IMPORTERS ESTABLISHED 1833      ROTTERDAM Cable Address: "BOUWMAN," Rotterdam</p>		<p><b>N. V. GEBR. VAN DEN BERGH'S</b> Industrie en Handelmaatschappij ROTTERDAM, HOLLAND Biggest buyer for central Europe on own account Guaranteed payment of documents References: Twentsche Bank, Rotterdam Guaranty Trust Co., New York Cable Address: "LOCOMOTION," Rotterdam</p>	
<p><b>GEBROEDERS VREESWIJK</b> FLOUR IMPORTERS UTRECHT, HOLLAND Cable Address: "MEDIUM," Utrecht</p>		<p><b>N. V. DONZELMANN &amp; CO.'S GRAAN &amp; GRAANPRODUCTEN MAATSCHAPPIJ</b> ROTTERDAM IMPORTERS OF FLOUR, GRAIN, CORN PRODUCTS AND FEED Bankers: Nederlandsche Handel Maatschappij Agency, Rotterdam Cable Address: "SEMOLINA"</p>	
<p><b>RIVERSIDE CODE</b> 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.</p>		<p><b>GUSTAV B. THOMAS</b> HAMBURG IMPORTER OF FLOURS AND FEEDINGSTUFFS for Germany, Danzig and all Central European Countries Cable Address:      Codes: Riverside 1910 "MEHLTHOMAS"      Bentley's</p>	
<p><b>THE A B C CODE</b> In use by various foreign brokers Sixth Edition . . . \$20.00 For sale at all its branches and by THE NORTHWESTERN MILLER MINNEAPOLIS, MINN., U. S. A.</p>		<p><b>A. DE MIRANDA</b> IMPORTER OF FLOUR, ROLLED OATS, ETC. AMSTERDAM Cable Address: "PALISSADE," Amsterdam Bankers: Amsterdamsche Bank, Amsterdam</p>	
<p><b>THE A B C CODE</b> In use by various foreign brokers Sixth Edition . . . \$20.00 For sale at all its branches and by THE NORTHWESTERN MILLER MINNEAPOLIS, MINN., U. S. A.</p>		<p><b>Trading Company Stolp &amp; Co., Ltd.</b> FLOUR SPECIALISTS Cable Address: "CLEO" AMSTERDAM Branch Office: ROTTERDAM Importers of all kinds of Feedingstuffs. Exporters of Beans, etc. Prominent Exporters of American Wheat Flours to Germany and Czecho-Slovakia</p>	
<p><b>L. DUNBAR &amp; CO.</b> Successors to W. Dunbar      Established 1893 FLOUR BROKERS Exchange Building HONGKONG Codes: Acme, Bentley's, A B C 5th and 6th Cable Address: "DUNBAR," Hongkong</p>		<p><b>THOR SIGGERUD</b> OSLO, NORWAY DESIRES SOLE AGENCIES FOR MILLS AND GRAIN EXPORTERS References: Northwestern Miller Den Norske Creditbank, Oslo Cable Address: "TORSTU, OSLO"</p>	
<p><b>N. V. GEBR. VAN DEN BERGH'S</b> Industrie en Handelmaatschappij ROTTERDAM, HOLLAND Biggest buyer for central Europe on own account Guaranteed payment of documents References: Twentsche Bank, Rotterdam Guaranty Trust Co., New York Cable Address: "LOCOMOTION," Rotterdam</p>		<p><b>SKANDINAVISK MEL-IMPORT</b> (ANTON SORENSSEN) COPENHAGEN, DENMARK MILL AGENTS AND FLOUR IMPORTERS Cable Address: "FLOURIMPORT"</p>	
<p><b>SOCIÉTÉ D'AVANCES COMMERCIALES</b> PRODUCE IMPORTERS &amp; EXPORTERS ALEXANDRIA (P. O. B. 1287) EGYPT Cable Address: "PEREZANK ALEXANDRIE"</p>		<p><b>GEORG PETERSEN A/S</b> FLOUR AND GRAIN AGENTS Lille Strandgt. 5,      OSLO, NORWAY Over 30 years' experience in the trade Cable Address: "GROBUE," Oslo References: The Northwestern Miller, Minneapolis The Northwestern Miller, London</p>	
<p><b>LØKEN &amp; CO. A/S</b> Established 1871      OSLO References: The National City Bank of New York, New York Hambros Bank, Ltd., 41 Bishopsgate, London, E. C. 2 Midland Bank, Ltd., 5 Princess St., London</p>		<p><b>HENRIK HAFSTAD</b> IMPORTING AGENCY BERGEN, NORWAY</p>	



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

## BRANCH OFFICES

**EUROPEAN**—C. F. G. Raikes,  
59 Mark Lane, London, E. C. 3, England

**CANADA**—A. H. Bailey,  
1001 Lumsden Bldg., Toronto 2, Ontario

**EASTERN**—Wayne G. Martin, Jr.,  
23-25 Beaver Street, New York

**CHICAGO**—S. O. Werner,  
Room 719, 166 W. Jackson Blvd.,  
Chicago, Ill.

**SOUTHWEST**—Robert E. Sterling,  
614 Board of Trade, Kansas City, Mo.

**CENTRAL STATES**—W. H. Wiggin,  
543-545 Board of Trade Bldg., Toledo, O.

**PACIFIC COAST**—W. C. Tiffany,  
P. O. Box 726, Seattle, Wash.

**ST. LOUIS**—Arthur F. G. Raikes,  
517 Merchants' Exchange, St. Louis, Mo.

Copyright, 1931, by The Miller Publishing Co.

# The Northwestern Miller and American Baker

## THE MILLER PUBLISHING COMPANY

Main Office—118 South Sixth Street, Minneapolis, Minn., U. S. A.  
Cable Address: "PALMTRING, MINNEAPOLIS"

**H. J. PATTRIDGE**, President and  
Treasurer  
**W. C. NICHOLS**, Vice President and  
Business Manager  
**ARTHUR S. PURVIS**, General Field  
Representative  
**HARVEY E. YANTIS**, News Editor  
**THOMAS A. GRIFFIN**, Circulation Manager

**ROBERT E. STERLING**, Editor and Chair-  
man of the Board of Directors  
**ROBERT T. BEATTY**, Secretary and  
Northwestern Editor  
**CARROLL K. MICHENER**, Managing  
Editor  
**MARTIN E. NEWELL**, Assistant News Editor  
**L. C. WILTS**, Cashier

## SUBSCRIPTION PRICE

The Northwestern Miller and American Baker,  
published on the fourth Wednesday of each  
month—per year (12 issues):  
Domestic, \$1.00; 3 years \$2.00.  
Foreign, \$1.25

The Northwestern Miller and American Baker,  
in combination with The Northwestern  
Miller, published on the first, second, third  
and fifth Wednesdays of each month—per  
year (52 issues):  
Domestic, \$3.00; 2 years \$5.00  
Foreign, \$5 or £1.10.

Single Copies Ten Cents.

Entered at the Post Office at Minneapolis, Minn.,  
as mail matter of the second class.

## INDEX of ADVERTISERS

**A**

Acme-Evans Co., Indianapolis, Ind. 873  
Acme Flour Mills Co., Oklahoma City,  
Okla. 868  
Allen, James, & Co., Belfast, Ireland 880  
Allen & Wheeler Co., Troy, Ohio 860  
Allis-Chalmers Manufacturing Co., Mil-  
waukee, Wis. 874  
Amber Milling Co., Minneapolis 859  
American Bakers Mach. Co., St. Louis,  
Mo. 816  
American Bakery Materials Co., Menom-  
onisc, Wis. 823  
American Flour Corporation, New York 853  
American Machine & Foundry Co., New  
York, N. Y. 824  
Anheuser-Busch, St. Louis, Mo. 809  
Annau-Burg Grain & Mfg. Co., St. Louis 868  
Ansted & Burk Co., Springfield, Ohio 872  
Arcene Co., New York, N. Y. 853  
Arnold Milling Co., Sterling, Kansas 862  
Associated Flour Mills Co., Baltimore,  
Md. 824  
Atkinson Milling Co., Minneapolis 854  
Atlantic Seaboard Flour Mills Co., Phila-  
delphia, Pa. 824  
Attica Mills, Attica, Kansas 824  
Aurora Flour Mills Co., Junction City,  
Kansas 871  
Austin, Coward & Co., Minneapolis 824

**B**

Bakery Art School, Chicago, Ill. 822  
Ballantine, P., & Sons, Newark, N. J. 820  
Baltic Co., Copenhagen, Denmark 881  
Bang, Flemming, Copenhagen, Denmark  
Barnett & Record Co., Minneapolis 881  
Bartlett Frazier Co., Chicago, Ill. 852  
Barton County Flour Mills Co., Great  
Bend, Kansas 864  
Baur Flour Mills Co., St. Louis, Mo. 868  
Baxter, A. E., Eng. Co., Buffalo, N. Y. 827  
Bay State Milling Co., Winona, Minn. 857  
Bemis Bro. Bag Co., Minneapolis, St.  
Louis, etc. 854  
Bemis Bro. Bag Co., Winnipeg, Man. 878  
Bemmels Flour Mills, Minneapolis 853  
Bernet, Craft & Kauffman Milling Co.,  
St. Louis, Mo. 871  
Beygh Engraving Co., Minneapolis 871  
Bjornstad, Arthur P., Oslo, Norway 872  
Black Bros. Flour Mills, Beatrice, Neb. 868  
Blackburn Milling Co., Omaha, Neb. 864  
Blaine-Mackay-Lee Co., North East, Pa.  
Blair Milling Co., Atchison, Kansas 871  
Bliss Milling Co., Seymour, Ind. 871  
Blodgett, Frank H., Inc., Janesville,  
Wis. 859  
Bogert & Greenbank, New York, N. Y. 853  
Boonville Mills Co., Boonville, Mo. 808  
Borden Sales Co., Inc., New York, N. Y. 819  
Bour, J. M., & Co., Toledo, Ohio 851  
Bouwman, E. & W., Rotterdam, Holland  
Bowen Flour Mills Co., Independence,  
Kansas 871  
Bowersock Mills & Power Co., Law-  
rence, Kansas 870  
Bray, John L., New York, N. Y. 853  
Brey & Sharpless, Philadelphia, Pa. 871  
Broennliman Co., Inc., New York, N. Y.  
Brown, A. H., & Bros., Boston, Mass. 853  
Brown Co., Portland, Maine 798  
Brownell, M. S., Co., New York, N. Y. 853  
Bruce & Wilson, Glasgow, Scotland 851  
Bruno, Jorgen, Aarhus, Denmark 881  
Buckeye Cereal Co., Massillon, Ohio 860  
Buhler (Kansas) Mill & Elevator Co. 864  
Bulding & Heisenfeldt, Amsterdam 880  
Bureau of Engraving, Inc., Minneapolis 859  
Burrus Mill & Elevator Co., Fort Worth,  
Texas 870  
Bushnell-Dahlgren Press, Minneapolis 859  
Buttiffant, A. G., London, England 880  
Byrne, Mahony & Co., Dublin, Ireland 880

**C**

Cain Bros. Milling Co., Leavenworth,  
Kansas 871  
Cameron, John F., & Co., Aberdeen,  
Scotland 871  
Canadian Bag Co., Ltd., Montreal, Tor-  
onto, Winnipeg 874  
Canadian Co-operative Wheat Producers,  
Ltd., Winnipeg, Canada 877  
Canadian Flour Export Co., Toronto,  
Can. 878  
Canadian Mill & Elevator Co., El Reno,  
Okla. 866  
Cannon Valley Milling Co., Minneapolis 856  
Cape County Milling Co., Jackson, Mo. 878

**C**

Capital Flour Mills, Inc., St. Paul, Minn. 856  
Cargill Commission Co., Minneapolis 852  
Carponter, L. F., Co., Minneapolis 850  
Carson, Robert, & Co., Ltd., Glasgow 880  
Carter-Mayhew Mfg. Co., Minneapolis 860  
Cascade (Mont.) Milling & Elevator Co.,  
Centennial Mill Co., Seattle, Wash. 879  
Central Bag & Burlap Co., Chicago, Ill.  
Central Kansas Milling Co., Lyons, Kan-  
sas 870  
Challenger, Edgar O., New York, N. Y. 853  
Chambers-Mackay Co., Minneapolis 854  
Chase Bag Co., New York, Chicago, St.  
Louis, Kansas City, Buffalo, Cleveland,  
Milwaukee, Minneapolis, Memphis 874  
Chatsfeld & Woods Sack Co., Cincinnati,  
Ohio 812  
Checkerboard Elevator Co., St. Louis 854  
Chelsea Milling Co., Chelsea, Mich. 860  
Chicago & Illinois Midland Railway Co.,  
Springfield, Ill. 860  
Chicago and North Western Line  
Chicago, South Shore & South Bend  
Railroad, Chicago, Ill. 860  
Chickasha Milling Co., Chickasha, Okla. 866  
Chinski Trading Corporation, New York 853  
Christian Mills, Minneapolis 854  
Chubb & Son, New York, N. Y. 852  
Claro Milling Co., Minneapolis 859  
Cochrane & Black, Glasgow, Scotland 824  
Colborne Mfg. Co., Chicago, Ill. 820  
Coleman, David, Inc., New York 853  
Collins Flour Mills, Pendleton, Oregon 829  
Collis Co., Clinton, Iowa 875  
Columbus Laboratories, Chicago, Ill. 860  
Commander-Larabee Corporation, Min-  
neapolis, Minn. 800, 807  
Commercial Milling Co., Detroit, Mich. 821  
Concrete Elevator Co., Minneapolis 852  
Consoling, J. C., Co., Indianapolis, Ind. 853  
Consolidated Flour Mills Co., Wichita,  
Kansas 854  
Copeland & Elliott, Toronto, Can. 878  
Copeland Flour Mills, Ltd., Midland, Ont. 874  
Corn Products Refining Co., New York 825  
Conventry, Sheppard & Co., London 880  
Cowan, Wm., & Co., Chicago, Ill. 833  
Cowling & Roberts, New York, N. Y. 853  
Coykandall, S. A., & Co., New York,  
N. Y. 850  
Craig & Hunter, & Co., Ltd., Glasgow 880  
Crawford & Law, Glasgow, Scotland 880  
Cream of Wheat Corp., Minneapolis 852  
Crescent Flour Mills, Denver, Colo. 871  
Crooks Terminal Warehouses, Chicago 878  
Crookston Milling Co., Crookston, Minn. 859  
Crown Milling Co., Minneapolis 854  
Cullen, James, & Sons, Ltd., Woodstock,  
Ont., Canada 878

**D**

Davey, Edwin, & Sons, Pyrmont, Syd-  
ney, N. S. W., Australia 851  
Davis-Noland-Merrill Grain Co., Kansas  
City, Mo. 851  
Dawson-Davis Co., Boston, Mass. 853  
Deatur Milling Co., Decatur, Ill. 872  
Denver Alfalfa Milling & Products Co.,  
Lamar, Colo., St. Louis, Mo. 853  
Deutsch & Slickert Co., Milwaukee, Wis.  
Devoto, V. & A., Dublin, Ireland 880  
Diamond Crystal Salt Company (Inc.),  
St. Clair, Mich. 853  
Dilworth, O. W., Chicago, Ill. 853  
Dodge City (Kansas) Flour Mills 874  
Dominion Flour Mills, Ltd., Montreal 870  
Donahue-Stratton Co., Milwaukee, Wis. 853  
Dönszelmann & Co., Rotterdam, Holland  
Doughnut Machine Corp., New York 822  
Douglas Chemical & Supply Co., Kansas  
City, Mo. 850  
Dreyer Commission Co., St. Louis, Mo. 853  
Durhrop Oven Co., New York, N. Y. 826  
Duluth-Superior Milling Co., Duluth 810  
Duluth (Minn.) Universal Milling Co. 850  
Dunbar, L., & Co., Hongkong, China 881  
Dunlop Mills, Richmond, Va. 881  
Dunlop, Thomas, & Sons, Glasgow 878

**E**

Eagle Roller Mill Co., New Ulm, Minn. 808  
Ebeling, John H., Milling Co., Green  
Bay, Wis. 859  
Eberle-Albrecht Flour Co., St. Louis, Mo. 866  
Eckhart, B. A., Milling Co., Chicago, Ill. 883

**E**

Eckhart, John W., & Co., Chicago, Ill. 853  
Edwards, S. T., & Co., Inc., Chicago 826  
Edwards & Co., New York, N. Y.  
Eisenmayer Milling Co., Springfield, Mo.  
Electric Power Maintenance Co., Min-  
neapolis 860  
El Reno (Okla.) Mill & Elevator Co. 860  
Enns Milling Co., Irtan, Kansas 870  
Ernst & Ernst, Minneapolis 814  
Evans Milling Co., Indianapolis, Ind. 873  
Everett, Aughenbaugh & Co., Minneap-  
olis 854  
Excelcor Milling Co., Minneapolis 854

**F**

Fairchild Milling Co., Cleveland, Ohio 860  
Fargo Mill Co., Fargo, N. D. 859  
Farquhar Bros., Glasgow, Scotland 880  
Farwell & Rhines Co., Watertown, N. Y. 878  
Faust, T. A., Co., Inc., Boston, Mass.  
Fesat, O. E., & Co., London, England 880  
Federal Mill, Inc., Lockport, N. Y. 878  
Fisher & Fallgatter, Waupaca, Wis. 850  
Fisher Flouring Mills Co., Seattle, Wash. 870  
Fleischmann's Diamond, New York, N. Y. 823  
Fleischmann's Yeast, New York, N. Y. 815  
Flørellus & Ulateen, Oslo, Norway 824  
Fode, Troels, Copenhagen, Denmark 881  
Fort Garry Fl. M. Co., Ltd., Montreal 878  
French, J. Randolph, New York, N. Y. 853  
Friedler, R. L., New York, N. Y.  
Fulton Bag & Cotton Mills, Atlanta,  
Dallas, New York, New Orleans, St.  
Louis, Minneapolis 800

**G**

Gallatin Valley Milling Co., Belgrade,  
Mont. 860  
Garland Milling Co., Greensburg, Ind.  
Garnham, A., & Co., London, England 880  
Gelber's Handelsmaatschappij (N. Y.),  
Rotterdam, Holland 881  
General Baking Co., New York, N. Y. 853  
General Flour Co., Baltimore, Md.  
General Mills, Inc., Minneapolis 853  
Gibchrist, Wm., & Co., Glasgow, Scotland 880  
Glarier Milling Co., Chester, Ill. 872  
Gjertsen, H. H., Oslo, Norway 881  
Glaz & Co., Amsterdam, Holland 881  
Globe Flour Mills Co., Perham, Minn. 860  
Globe Milling Co., Watertown, Wis. 850  
Globe Mills, Los Angeles, Cal. 870  
Godfrey, J. V. & A. W., Boston, Mass.  
Goetz Flour Mills Co., Newton, Kansas 871  
Goeh Milling & Elevator Co., Lincoln,  
Neb. 870  
Goodhue Mill Co., Minneapolis 853  
Graham & Brown, Kansas City, Mo. 852  
Great Western Elev. Co., Kansas City 852  
Green & Gowlitt, London, England 881  
Griffing & Verkleij, Amsterdam 881  
Guif & Atlantic Trading Co., Mobile,  
Ala. 852

**H**

Habel, Armbruster & Larsen Co., Chi-  
cago 853  
Haffner, James, New York 853  
Hafstad, Henrik, Bergen, Norway 881  
Hain Milling Co., St. Louis, Mo. 887  
Hallett & Carey Co., Minneapolis 852  
Halstead Milling & Elevator Co., New-  
ton, Kansas 871  
Ham, Frank B., & Co., Ltd., Toronto 880  
Hamilton, Archibald, & Sons, Glasgow 880  
Hamilton, Wm., & Co., Glasgow 880  
Hamm, J. M., & C. M., London, England  
Hammond Bag & Paper Co., Wellsburg,  
W. Va. 872  
Hanover Star Mill Co., Germantown, Ill. 872  
Hansa Importagentur A/S, Oslo, Norway  
Hardesty Milling Co., Dover, Ohio 860  
Harding, W. T., Inc., New York, N. Y.  
Harper, Harry, & Associates, Minne-  
apolis 852  
Harris Bros. & Co., London, England 880  
Hatenboer & Verhooff, Rotterdam 881  
Hays City (Kansas) Flour Mills 870  
Hayward & Co., Baltimore, Md. 853  
Hocker-Jones-Jewell Mill Co., New York  
Hezel Milling Co., East St. Louis, Ill. 872  
Hiltunen, W. J., Helsinki, Finland 881

Hogan Mill Co., Junction City, Kansas 864  
Holboll, Torben, Copenhagen, Denmark  
Holland-America Line, New York, Chi-  
cago and San Francisco 880  
Holland Engraving Co., Kansas City 864  
Horan, Hubert J., Philadelphia, Pa. 853  
Howard Wheat & Flour Testing Lab-  
oratory, Minneapolis 870  
Hoyleland Fl. Mills Co., Kansas City, Mo. 870  
Hubbard Milling Co., Mankato, Minn. 854  
Hubbard Portable Oven Co., Chicago, Ill. 825  
Hunter Milling Co., Wellington, Kansas 881  
Huntington (Ind.) Laboratories, Inc. 894

**I**

Ighehoart Bros., Inc., Evansville, Ind. 873  
Imba, J. F., Milling Co., St. Louis, Mo. 860  
Imperial Fl. Mills Co., Wichita, Kansas 870  
Inland Milling Co., Des Moines, Iowa 856  
International Mercantile Marine Lines,  
New York, N. Y. 860  
International Milling Co., Minneapolis 871  
Ismort-Hinecke Milling Co., Kansas City 863

**J**

Jaeger, Frank, Milling Co., Danville (P.  
O., Astic), Wis. 859  
Jansen & Willema's Handolmst-  
schappij N.V., Amsterdam, Holland 852  
Jewell, L. R., Kansas City, Mo. 852  
Jochims & Luchinger, Amsterdam 881  
Johnson, Anth., & Co., Oslo, Norway  
Johnson, W. S., & Co., Chicago, Ill. 853  
Jones-Hottelstetter Construction Co., Kan-  
sas City, Mo. 852  
Joseph, I. S., Co., Inc., Minneapolis 853  
Justesen, Brodr., Copenhagen, Denmark

**K**

Kalamazoo (Mich.) Veg. Parchment Co. 827  
Kansas Mill & Elevator Co., Arkansas  
City, Kansas 870  
Kansas Milling Co., Wichita, Kansas 860  
Kelly Flour Co., Chicago, Ill. 853  
Kelly, Wm., Milling Co., Hutchinson, Kan. 801  
Kennedy, John, Toronto, Canada  
Keystone Milling Co., Larned, Kansas 871  
Keystone Warehouse Co., Buffalo, N. Y. 889  
Kilthau, Raymond F., New York, N. Y. 853  
King, H. H., Flour Mills Co., Minneap-  
olis 855  
King Midea Mill Co., Minneapolis 856  
Kipp-Kelly, Ltd., Winnipeg, Canada  
Knighton, Samuel, & Sons, Inc., New  
York, N. Y. 870  
Koerner, John E., & Co., New Orleans 853  
Kohman, H. A., Pittsburg, Pa. 881  
Kosmack, M. & Co., Glasgow, Scotland 880  
Krieg, John F., Nashville, Tenn. 853  
Kruuse, Hans, Copenhagen, Denmark 881

**L**

La Grange Mills, Red Wing, Minn. 885  
Lake of the Woods Milling Co., Ltd.,  
Montreal, Que. 876  
Lakeside Milling Co., Ltd., Toronto, Can. 875  
Lambloy Label & Wrapper Co., Kala-  
mazoo, Mich. 851  
Lane, J. V., & Co., Inc., New York 852  
Larowe Milling Co., Detroit, Mich. 853  
Lawrenceburg (Ind.) Roller Mills Co. 873  
Lee, H. D., Flour Mills Co., Salina, Kan.  
Le Guis & Bolle, Rotterdam, Holland 881  
Leo, Ansel S., New York, N. Y.  
Leonhard & Johansson, O. Y., Helsing-  
fors, Finland 870  
Lewis, Chas. E., & Co., Minneapolis 860  
Lexington (Neb.) Mill & Elevator Co. 872  
Lightburne, R. W., Jr., Kansas City, Mo. 852  
Lindsborg (Kansas) Milling & Elev. Co. 862  
Lüken & Co. A/S, Oslo, Norway 881  
Long, W. E., Co., Chicago, Ill. 881  
Lobevury, Fred J., Co., Columbus, Ohio  
Luchsinger, Meurs & Co., Amsterdam, Ohio  
Ludwigsen & Schejdelover Eft., Oslo  
Lukens Milling Co., Atchison, Kansas 882  
Lyon & Greenleaf Co., Ligonier, Ind. 882

In writing to an advertiser, write as you would be written to—in a spirit of fair play

DAILY CAPACITY—2,000 BBLs. SPRING—1200 BBLs. WINTER—800 BBLs. RYE

B. A. ECKHART MILLING CO.

CHICAGO, ILL.

MILLERS

OF

Hard Spring Wheat—Hard Winter Wheat
Soft Winter Wheat—Rye
Short & Standard Patents—Clears



SAMUEL KNIGHTON & SONS
PRODUCE EXCHANGE
NEW YORK, N. Y.

HUBERT J. HORAN
ROUSE BLDG.
PHILADELPHIA, PA.

GEO. A. DOROTHY
1903 DIVISION ST.
DETROIT, MICH.

R. S. THORPE
1475 PARK BLVD.
PITTSBURGH, PA.

SAMUEL KNIGHTON & SONS, INC
303 GRAIN & FLOUR EXCHANGE
BOSTON, MASS.

FRANCIS B. MILLER
P. O. BOX 1863
COLUMBUS, OHIO

EASTERN REPRESENTATIVES

Lyons Flour Milling Co., Lyons, Kansas. 865
Lysal, J. C. Milling Co., Leavenworth, Kansas 861

M

McCormick & Reid, Ltd., Glasgow. 850
McCormick Steamship Co., San Francisco, Cal.
McKinnon & McDonald, Ltd., Glasgow.
McLeod Milling Co., Ltd., Stratford, Ont. 878
McMahon, J. J. Co., New York, N. Y.
Maalproducenten Maatschappij, Amsterdam
MacReh Sales & Mfg. Co., Davenport, Ia.
Madsen, Otto, Copenhagen, Denmark. 881
Madsen, Rud., Copenhagen, Denmark. 881
Majestic Milling Co., Aurora, Mo. 861
Malt-Diastase Co., New York, N. Y. 820
Maney Milling Co., Omaha, Neb. 870
Maple Leaf Milling Co., Ltd., Toronto. 870
Mardorf, Peach & Co., London, England 880
Marsh & McLennan, Inc., New York.
Mason, Fenwick & Lawrence, Washington, D. C. 872
Mayflower Mills, Fort Wayne, Ind. 872
Medill, T. S. & Sons, Ltd., London. 880
Menzel Milling Co., Toledo, Ohio. 860
Mercator, A/S, Oslo, Norway.
Merchant & Kilgore, Minneapolis.
Meurs Pz., P., Amsterdam, Holland. 880
Meyer Milling Co., St. Louis, Mo. 863
Middleby-Marshall Oven Co., Chicago. 816
Midland Chemical Laboratories, Inc., Dubuque, Iowa. 802
Midland Flour Mfg. Co., Kansas City. 828
Mid-West Lab. Co., Columbus, Ohio. 860
Miller Publishing Co., Minneapolis.
Miner-Hillard M. Co., Wilkes-Barre, Pa. 878
Minnesota Engraving & Colorplate Co., Minneapolis. 870
Minnesota Specialty Co., Minneapolis. 826
Mlnot Flour Mill Co., Mlnot, N. D. 859
Miranda, A. de, Amsterdam, Holland. 881
Monarch Elevator Co., Minneapolis.
Monarch Milling Co., Kansas City, Mo.
Montana F. Mills Co., Great Falls, Mont. 870
Moore-Lowry Fl. Mills Co., Kansas City. 861
Moore-Seaver Grain Co., Kansas City. 852
Morrison, Wm., & Son, Ltd., Glasgow. 880
Morrisey, John F., & Co., St. Louis.
Morten Milling Co., Dallas, Texas. 870
Moseley & Motley Milling Co., Rochester, N. Y. 878
Moundridge (Kansas) Milling Co. 870
Munson Steamship Lines, New York.
Mutual Fire Prevention Bureau, Chicago 852
Mystic Mills, Sioux City, Iowa. 859

N

Naun, William E., New York, N. Y.
Nebraska Consolidated Mills Co., Omaha 870
Neill, Robert, Ltd., Glasgow, Scotland.
New Century Co., Chicago, Ill.
New Era Mfg. Co., Arkansas City, Kan. 805
New Jersey Flour Mills, Clifton, N. J. 878
New Richmond Roller Mills Co., New Richmond, Wis.
Newsome Millfeed Co., Kansas City, Mo. 852
Newton (Kansas) Milling & Elevator Co. 868
New Ulm (Minn.) Roller Mill Co.
Nobleville Milling Co., Nobleville, Ind. 873
Norenberg & Belshelm, Oslo, Norway. 881
Northern States Power Co., Minneapolis.
Northwestern Consolidated Milling Co., Minneapolis.
Northwestern Elevator & Mill Co., Toledo, Ohio. 880
Northwestern Milling Co., Little Falls, Minn. 858
Northwestern National Bank, Minneapolis. 850
Northon, Willis Co., Topeka, Kansas. 868
North, W. B. Co., Minneapolis. 872
Norvald - Agens Corporation, Newark, N. J. Cover 3

O

Ogilvie Flour Mills Co., Ltd., Montreal. 870
Oklahoma City (Okla.) Mill & El. Co. 866
Oldach, William H., Inc., Philadelphia, Pa. 853
Orth, Ph. Co., Milwaukee, Wis.
Osleck & Co., Amsterdam, Holland. 881

P

Pago, Thomas, Mill Co., North Topeka, Kansas. 861
Pagel Milling Co., Stevens Point, Wis. 859
Papendick, Inc., St. Louis, Mo. 811
Parish & Holmbecker, Ltd., Winnipeg, Canada.
Paul, Paul & Moore, Minneapolis. 872
Pearcock Mill Co., Freewater, Oregon. 879
Pearlstone, H. S., New York, N. Y.
Peck Bros., Little Rock, Ark. 853
Peterson Bros. & Co., Chicago, Ill. 853
Peterson, Georg, Oslo, Norway. 881
Pfeffer Milling Co., Lebanon, Ill. 872
Phelps & Co., Minneapolis.
Philadelphia Milling Co., Philadelphia, Pa. 878
Phillman & Phillips, London, England. 880
Pillsbury Flour Mills Co., Minneapolis. 797
Plant Flour Mills Co., St. Louis, Mo. 870
Pneumatic Process Corporation, Lawrenceburg, Ind.
Postel, Ph. H., Mfg. Co., Mascoutah, Ill.
Pratt, R. C., Toronto, Ont. 878
Preston-Shaffer Milling Co., Walsburg, Wash. 879
Prina, Frank R., Corp., New York. 853
Prinz & Rau Mfg. Co., Milwaukee, Wis.
Proctor & Gamble, Cincinnati, Ohio. 813
Provident Chemical Works, St. Louis. 826

Q

Quaker City Fl. Mills Co., Philadelphia. 878
Quaker Oats Co., Chicago, Ill.

R

Rabl, Alfred, Prague, Czechoslovakia. 880
Radial Warehouse Co., Kansas City, Mo. 870
Randall, A. H., Mill Co., Tokonaha, Mich. 860
Rea-Patterson Mfg. Co., Coffeyville, Kan. 861
Red River Mfg. Co., Fergus Falls, Minn. 859
Red Star Milling Co., Wichita, Kansas.
Red Star Yeast and Products Co., Milwaukee, Wis. 812
Red Wing (Minn.) Milling Co. 857
Reliance Feed Co., Minneapolis. 853
Richardson, James, & Sons, Ltd., Winnipeg, Man. 878
Richmond Mfg. Co., Lockport, N. Y. 872
Riverside Cods. 850
Robin Hood Mills, Ltd., Moose Jaw, Sask. 875
Robinson Milling Co., Salina, Kansas. 860
Robyns, G. C. & Co., Antwerp, Belgium. 880
Rodgers, James J., Philadelphia. 853
Rodney Milling Co., Kansas City, Mo. 879
Rogers, William, New York, N. Y. 853
Rosenbaum Grain Corp., Chicago, Ill. 852
Ross Milling Co., Ottawa, Kansas. 866
Ruoff, A. & Co., Rotterdam, Holland.
Russell, D. T., & Baird, Ltd., Glasgow. 880
Russell-Miller Milling Co., Minneapolis. 789

S

St. Lawrence Flour Mills Co., Ltd., Montreal, Que. 877
St. Paul Milling Co., St. Paul, Minn. 858

Sands, Taylor & Wood Co., New York, N. Y., and Boston, Mass. 812
Sauer, N., Mfg. Co., Cherryvale, Kan. 870
Saxony Mills, St. Louis, Mo. 864
Scandinavian-American Line, New York. 860
Schmidt, H. P., Milling Co., Inc., Oshkosh, Wis.
Schulze Adv. Services, Chicago, Ill. 825
Scott County Milling Co., Silkeston, Mo. 871
Security Flour Mills Co., Abilene, Kan. 860
Serfaty, Yisela De E., Gibraltar. 880
Shaffer, J. C., Grain Co., St. Louis, Mo. 850
Shaw, Pollock & Co., Ltd., Belfast, Ireland. 880
Shellabarger Mill & Elevator Co., Salina, Kansas. 865
Sheridan (Wyo.) Flouring Mills, Inc. 879
Shevelove, J. J., Newark, N. J.
Short, J. R., Milling Co., Chicago, Ill. 818
Siebel Inst. of Tech., Chicago, Ill. 853
Siggerud, Thor, Oslo, Norway. 881
Silbert, David F., & Co., Inc., Boston. 853
Simonds-Shields-Lonsdale Grain Co., Kansas City, Mo. 851
Sizemor, W. H., Food Corp., Chicago. 826
Skandinavisk Mel-Import, Copenhagen. 881
Smith, J. Allen, & Co., Inc., Knoxville, Tenn. 873
Smith, Philletus, New York, N. Y. 853
Smith, Sidney, London, England. 880
Smyth, Ross T. & Co., Ltd., London. 880
Societe D'Avances Commerciales, Alexandria, Egypt. 881
Southwestern Milling Co., Inc., Kansas City, Mo.
Sparks, Clark H., New York, N. Y.
Sparks Milling Co., Alton, Ill. 873
Spillers Canadian Milling Co., Ltd., Calgary, Alta. 879
Spillers, Limited, The No. 1 Milling Group Export Co., Branch, London.
Spindler, L. G., New York, N. Y.
Spokane Flour Mills, Spokane, Wash. 879
Springfield Milling Co., Springfield, Minn. 857
Stannard Tilton Milling Co., St. Louis. 897
Stannard, Collins & Co., London, Eng. 880
State Mill & Elevator, Grand Forks, N. D.
Stevens Brokerage Co., Detroit, Mich.
Stickell, Clarence M., Hagerstown, Md.
Stokes Milling Co., Watertown, S. D. 856
Stolp & Co., Ltd., Trading Co., Amsterdam, Hamburg. 881
Stott, David, Flour Mills, Detroit, Mich. 827
Strielik, S. R. Co., New York. 853
Stuhr-Seidl Co., Minneapolis.
Swift & Co., Chicago. 817

T

Tanner-Gross, W. P. & Co., Inc., New York, N. Y. 853
Taylor, Andrew, & Co. (Glasgow), Ltd., Glasgow, Scotland. 880
Templeton's Sons, Jaa. S., Chicago, Ill. 852
Tennant & Hoyt Co., Lake City, Minn. 859
Thomas, A. Vaughan, London, England.
Thomas, Gustav B., Hamburg, Germany 881
Topeka Flour Mills Corporation, Topeka, Kansas. 871
Toronto (Ont.) Elevators, Ltd. 875
Treleven, W. E., Lucknow, Ont., Can.

U

Uhlmann Grain Co., Kansas City, Mo., and Chicago, Ill. 851
Union City (Mich.) Milling Co. 860

Union Machinery Co., Joliet, Ill.
Union Steel Products, Albion, Mich. 826
United Grain Growers, Ltd., Winnipeg. 878
Urban, George, Milling Co., Buffalo. 878

V

Valtameri Osakoyhtis, Helsingfors.
Vancouver Milling & Grain Co., Ltd., Vancouver, B. C. 875
Van Den Bergh, Groebroeders, Rotterdam. 881
Van Dusen Harrington Co., Minneapolis and Duluth, Minn. 852
Van Evera, Reynier, Co., Kansas City. 852
Vannatter & Co., Ltd., Toronto, Canada. 878
Victor Chemical Works, Chicago. 853
Via, P. C. & Co., Amsterdam, Holland.
Voigt Milling Co., Grand Rapids, Mich. 860
Vos, M. J., Haarlem, Holland.
Vreeswijk, Groebroeders, Utrecht, Holland 881

W

Wabasha (Minn.) Roller Mill Co.
Wallace & Tiernan Co., Inc., Newark, N. J.
Wall-Rogalsky Milling Co., McPherson, Kansas. 866
Walnut Creek Milling Co., Great Bend, Kansas. 865
Walter Milling Co., Inc., Buffalo, N. Y.
Warwick Co., Massillon, Ohio. 860
Wasco Warehouse Milling Co., The Dalles, Oregon. 879
Washington Flour Mill, Washington, Mo. 858
Watson & Phillip, Ltd., Leith, Scotland. 880
Watson-Higgins Milling Co., Grand Rapids, Mich. 860
Wells Flour Mills, Minneapolis. 858
Western Assurance Co., Toronto, Ont. 878
Western Canada Flour Mills Co., Ltd., Toronto, Ont. 874
Western Flour Mills, Davenport, Iowa. 858
Western Milling Co., Pendleton, Oregon, and Salt Lake City, Utah. 870
Western Star Mill Co., Salina, Kansas. 866
Western Terminal Elevator Co., Hutchinson, Kansas. 852
Weston Engraving Co., Minneapolis. 879
Weyauwega Milling Co., Weyauwega, Wis.
Whites, Harry E., Co., New York, N. Y. 853
Whitewater Flour Mills Co., Whitewater, Kansas. 866
Wichita Flour Mills Co., Wichita, Kansas. 864
Wiles, Joseph, & Son, Ltd., London, England. 880
Williams Bros. Co., Kent, Ohio. 860
Williams, Cohen E., & Son, Nashville, Tenn. 880
Wilson & Dunlop, Leith, Scotland. 880
Wilson Flour Mills, Wilson, Kansas. 871
Wilson, James, & Sons, Fergus, Ont. 878
Wisconsin Milling Co., Menomonie, Wis. 856
Wise, F. W., & Co., Boston, Mass. 874
Witsenburg, M., Jr., Amsterdam. 881
Wolf Co., Chambersburg, Pa. 859
Wolf Milling Co., Ellinwood, Kansas. 861
Wolcott & Lincoln, Inc., Kansas City. 852
Wolverton Flour Mills Co., Ltd., St. Marys, Ont. 878
Wood, W. P., & Co., London, England. 880
Woods Mfg. Co., Ltd., Montreal, Que. 872
Woodworth, E. S. & Co., Minneapolis. 857
Worcester Salt Co., New York, N. Y. 826

that you saw his advertisement in The Northwestern Miller and American Baker

# BEMIS



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

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

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

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

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

**BEMIS BRO. BAG CO.**

# BAGS



N

A

# Speeding Up the Processes of Nature

Nature has unlimited time, but impatient man is always in a hurry.



Under natural conditions the rate of increase of game fish cannot keep pace with the sportsman's skill.

+

Today with the aid of scientifically managed hatcheries, the fish are once more multiplying faster than man can catch them.



A WISE government uses scientific methods to speed up the increase of its game and food fish.

A wise miller uses the scientific Novadel-Agene process to speed up the whitening and maturing of flour.



The N-A Mills  
are the  
Busy Mills

AGENE FOR MATURING—NOVADEL FOR COLOR

## NOVADEL-AGENE

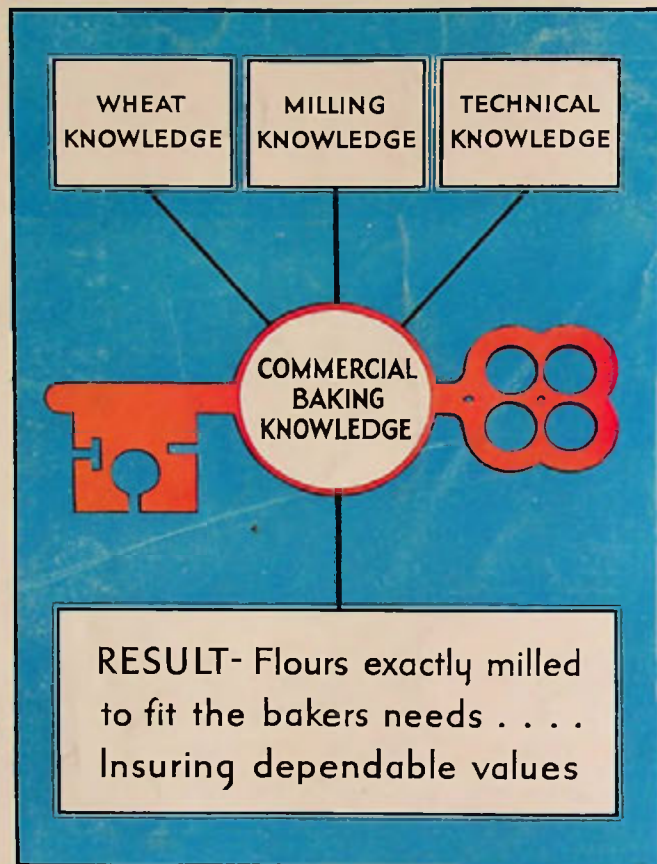
AGENTS: WALLACE & TIERNAN CO., INC.  
NEWARK, NEW JERSEY

NA 22

N

A

*"The Baker Wise  
— Will Merchandise."*



**C**ommercial  
Baking Knowledge  
is KEY FACTOR in

## Products Control Operation

Knowledge of wheat, technical skill and a thorough understanding of milling are necessary; but the key factor in producing flours fitted to the baker's needs is Commercial Baking Knowledge.

Commercial baking knowledge is essential in setting standards, in controlling wheat mixtures and regulating properly all of the various and intricate processes in the conversion of wheat into flour—the baker's basic ingredient—that will give the baker the maximum of service.



General Mills flours for bakers are produced under the supervision of the Products Control Department, from the selection of wheats to the finished flour; and the key factor in the Products Control Operation is comprehensive and practical knowledge of commercial baking . . . which insures the production of flour as nearly fitted to the baker's needs as is humanly possible from the wheats available in the crop.

"A Product of General Mills"  
is your assurance of performance.

**GENERAL MILLS, INC.**  
MINNEAPOLIS, MINNESOTA