

The Northwest Miller

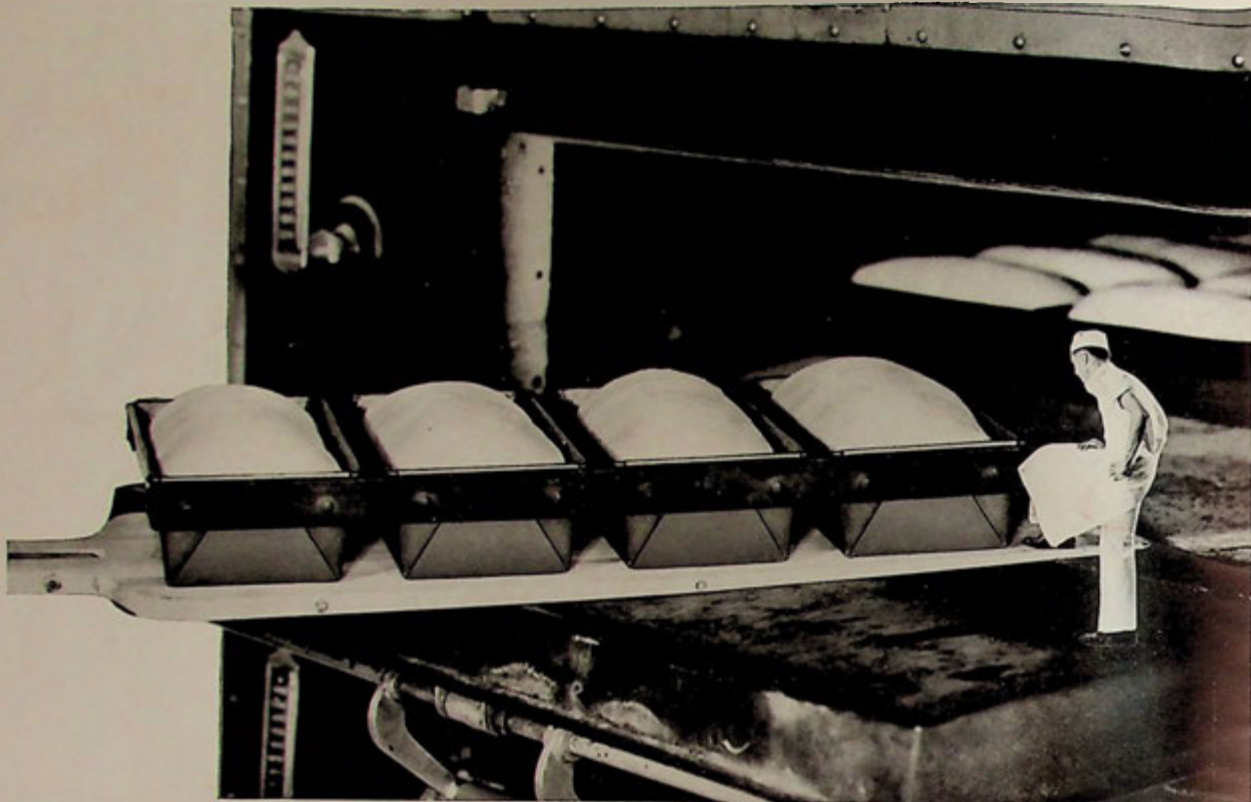
and American Baker

LIBRARY
THE RESEARCH ASSOCIATION
OF
THE FEDERAL MILLERS

- 3 JUL 1931



SEPTEMBER 23, 1931



What Happens To Bread In The Oven?

FOUR loaves going into the oven. They look good to this expert baker, but he knows they must stand one more test—the heat of the oven.

The behavior of dough during all stages depends upon the strength and reserve power in the flour. The dough must recover repeatedly from the punishment of machinery. In the oven it is called upon to withstand the strain of expansion under heat—the final test of flour strength.

Seal of Minnesota is a strong flour with plenty of reserve power. You can depend upon it to meet the stress at every stage of production. You need not do without Seal's extra strength and reserve power when prices are so attractive. Every baker can afford Seal of Minnesota flour this year.



INTERNATIONAL MILLING COMPANY
Minneapolis, Minnesota Buffalo, New York



SEAL OF MINNESOTA

FLOUR MILLED FROM TESTED WHEAT

RED STAR



*Kansas Grows the Best
Wheat in the World*



WORLD'S FINEST
FLOUR MILL

The RED STAR MILLING CO.
WICHITA, KANSAS

R. S. HURD, PRESIDENT

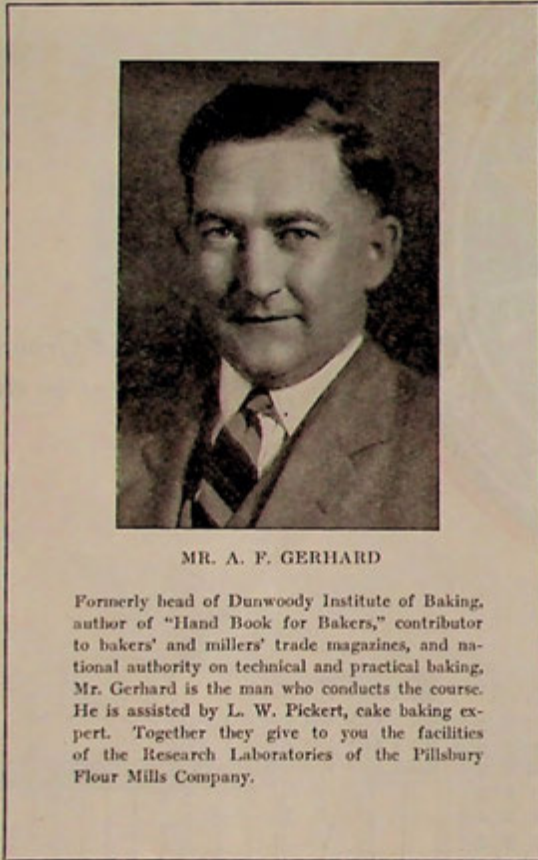
*Elevator Capacity,
4,500,000 Bushels*

*Total Capacity
4700 Barrels*

"RED STAR"
The guiding star
to
Better Profits

Hearty Response Greets Next Step in Nation-wide Program—

Flood of Requests Brings Pillsbury Course of Lectures on Technical Cake Baking to Chicago, Cleveland, Pittsburgh and Buffalo



SEVERAL months ago the Pillsbury Course of Lectures on Technical Cake Baking under the direction of Mr. A. F. Gerhard was offered at Minneapolis as the first step in a nation-wide program of education in the field of sweets baking. The response was instant. Bakers and their employees came many miles to hear the lectures. Word of the course spread rapidly and aroused the interest of bakers in all parts of the country—and the first announcement that the lectures would be made available to bakers in other cities was greeted by a flood of requests. The first cities to secure the next series of lectures under Mr. Gerhard are Chicago, Cleveland, Pittsburgh and Buffalo. Schools will be scheduled in other centrally located cities as quickly as time will permit.

This is not merely a demonstration class. It is a complete lecture course. Mr. Gerhard wastes no time with doughs and mixes. He gets right down to cases and gives valuable information about ingredients, variations in formulæ, cost of mixture, leavens, temperatures, yield, the baking process, correction of troubles and what the finished product should be like. Angel food, sponge goods, layer cake, loaf cake, bar cake, cup cakes, pie crust—he tells how to make them so good that it is no trouble at all to sell them, at a good profit! The lectures are followed by questions and answers. Each minute is packed with information which you can take back to your own shop and use. A certificate will be given to all who satisfactorily complete the course.

This is an extension course, open only to active bakers and their employees. Admission is by card only. If you are in or near any of the four cities scheduled, fill in the application blank and mail it. If you live in some other section, write to Mr. O. S. Otting, Pillsbury Flour Mills Company, Minneapolis. He will tell you the dates when Mr. Gerhard will conduct the course in the city nearest you. Applications will be acknowledged in the order of their receipt. There is no admission charge.

SCHEDULE OF LECTURE COURSES

Following are the dates and places where the first of the Pillsbury Course of Lectures on Technical Cake Baking will be conducted by Mr. Gerhard this fall:

- Chicago**—North Side, Sept. 28, 29, 30, Oct. 1—Hotel Belmont, Sheridan Road at Belmont.
South Side, Oct. 5 to 8, inclusive—Hotel Windermere, 1642 East Fifty-sixth Street.
West Side, Oct. 12 to 15, inclusive—Hotel Graemere, 113 North Homan Boulevard.
- Pittsburgh**—Oct. 26, meeting place to be announced later.
- Cleveland**—Nov. 9, meeting place to be announced later.
- Buffalo**—Nov. 30, meeting place to be announced later.

Mr. O. S. Otting,
Cake Flour Department
Pillsbury Flour Mills Co.,
Minneapolis, Minn.

Dear Mr. Otting:
I wish to attend the Pillsbury Course of Lectures on Technical
Cake Baking to be offered at (City).....
Please send me an admission card.

Name

Firm Name

Address

PILLSBURY FLOUR MILLS COMPANY
America's Leading Independent Millers

ANNOUNCEMENT

We have added to our line a SUPER-FLOUR of heretofore unparalleled quality. It is our ambition to offer the baking trade of America the finest flour ever produced of Kansas wheat, and we believe we have realized our ambition. We shall call this flour

"Gibraltar Special"

REPORT OF FLOUR ANALYSIS

FROM

ST. JOSEPH TESTING LABORATORIES

CHEMICAL ANALYSIS

BAKING ANALYSIS

Service Number	STANDARD	330	Service Number	STANDARD	330
Sample Marks	1931-32 Crop Kansas Patent	"GIBRALTAR SPECIAL"	Sample Marks	1931-32 Crop Kansas Patent	"GIBRALTAR SPECIAL"
Moisture as Received	15.00	13.36	Absorption (Flour as Received)	61.0	63.7
Ash as Received	0.40	0.393	Dough (Lbs. per Bbl.)	315.5	321.1
Protein as Received (Nx. 5.7)	11.00	12.73	Fermentation (Full Time)	3	3
Ash 15% Moisture	0.40	0.385	Fermentation Tolerance (Maximum)	0	34
Protein 15% Moisture(Nx.5.7)	11.00	12.49	Fermentation Tolerance (Minimum)	0	24
Acidity (As Lactic Acid)	N	N	Gluten Quality	G	G
Color Flour	100c	100w	Gluten Characteristics	E1	E1
Viscosity	0	152°	Oven Spring	G	E
Gluten (Dry)	0	0	Loaf Volume (By Measurement)	100	101.6
Gluten (Wet)	0	0	Crumb Color	100c	101w
	D-Dark C-Cream	C. W. Cream White	Crust Color	GB	GB
W-White N-Normal	B-W Blue White	B Brown	General Appearance of Loaf	S	S
		G Gray	Break from Side	S	S
			Diastatic Activity	G	E
				E. Excellent T. Tough	G. Good Fi. Firm
				F. Fair El. Elastic	P. Poor S. Smooth
				G. B. Golden Brown B. Broken	Fl. Flat M. Mellow

Respectfully Submitted,
ST. JOSEPH TESTING LABORATORIES
By R. L. PATTERSON

THE CONSOLIDATED FLOUR MILLS CO.

WICHITA, KANSAS

FRED F. BURNS, GENERAL MANAGER

4350 BARRELS DAILY

Bread Is the Best and Cheapest Food



The
ADMIRAL
 FLOUR

When the cost of flour is so very small an item of expense in your loaf, why not make sure of having the very best bread in your whole trade field? You can do it with THE ADMIRAL flour.

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

CAPACITY 2500 BARRELS DAILY

*Made
 in Kansas*



The Most
Particular Bakers
in the country
use THIS FLOUR

We could tell you
some of them—some
whose quality leader-
ship is known to you.
Perhaps some of them
are your own quality-
bread competition.

Daily Capacity 2,500 Barrels...

Grain Storage Capacity, 1,000,000 Bushels

The
WILLIAM KELLY MILLING CO.

HUTCHINSON, KANSAS

William Kelly, President

"...Occident does a better job for us..."

THERE has probably never been a time when a quality standard would pay better dividends to bakers. Occident Flour, as a foundation for quality baked products, will help you "corner the market" in the face of low quality price competition.

The high absorption of Occident Flour increases production per barrel. This means a definite saving in cost.

The uniformity of Occident Flour eliminates shop worries. Constant production means lower overhead costs and increased profits.

RUSSELL-MILLER MILLING CO.
General Offices: - MINNEAPOLIS

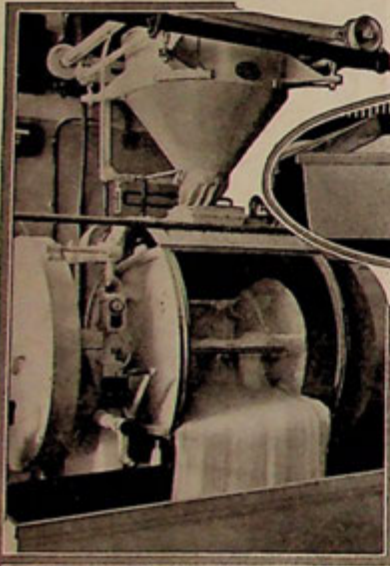
H. & A. BAKING COMPANY
E. F. HANSEN, President
WHOLESALE AND RETAIL
WASHINGTON, IOWA

Russell-Miller Milling Co.,
Minneapolis, Minn.
Gentlemen:

Our flour purchase records indicate that we have experimented with just about every type of good flour obtainable. Careful comparison of flours has shown us that Occident does a better baking job for us -- and saves us money in the process.

The biggest advantage is in the sales end of our business -- where we find that Occident insures a constantly uniform flavor that cannot be obtained with any other flour.

Yours very truly,
H. & A. BAKING CO.
E. F. Hansen



Above: Dough troughs in the H. & A. Bakery showing the doughs in their progressive stages of rising.
Left: New mixer used in the H. & A. Bakery.
Right: The clean, well arranged retail store with its tempting display of appetizing baked products.
Below: The building of the H. & A. Baking Co. This is one of the best equipped and most modern bakeries in the state.



OCCIDENT FLOUR

A NATIONAL MILLING INSTITUTION



OKLAHOMA CITY MILL & ELEVATOR CO.
Oklahoma City, Oklahoma

EL RENO MILL & ELEVATOR CO.
El Reno, Oklahoma

GOLD MEDAL FLOUR COMPANY OF OKLAHOMA
Oklahoma City

UNITS OF GENERAL MILLS

GENERAL MILLS, INC.



GRASSHOPPERS get the HEADLINES

THEIR attacks are spectacular and infrequent—they are “News”—but the lowly unheralded mill insect keeps right on plugging away day in and day out eating up the Millers’ profits. The fight is a hard one, you can’t fill the place with arsenic, you can’t shoot them down with airplanes and gas bombs, you can’t use flame throwers, but you can get rid of them just the same—used regularly—a little often MIDLAND

MILLO-CIDE

will free your mill of insect pests

A spray harmless to humans, stored products and raw materials,
deadly to every creeping, crawling and flying insect.

START NOW

MIDLAND CHEMICAL LABORATORIES, Inc.
DUBUQUE, IOWA



"Polar Bear" FLOUR IS KING

POLAR BEAR almost certainly will give you something new in the fine flavor of your bread. It is a real patent, milled from uniformly strong wheat—a flour that cannot possibly compete in price with get-by-some-way straights, but that is fairly priced on the cost of the finest wheat and a fair earning for the miller.



The NEW ERA MILLING CO.
ARKANSAS CITY KANSAS

How Commander - Select and Blend Wheat

*"He that will have a cake out of wheat must needs tarry the grinding.
Have I not tarried?
Ay, the grinding, but you must tarry the bolting.
Have I not tarried?
Ay, the bolting; but you must tarry the leavening.
Still have I tarried.
Ay, to the leavening; but here's yet in the word "hereafter" the kneading, the making of the cake, the heating of the oven and the baking; nay, you must stay the cooling too, or you may chance to burn your lips."
—Shakespeare*

IN Shakespeare's time as in our own, the need for care in milling was recognized. While no milling laboratories existed, it was the custom for good millers to "tarry" each step in the milling process in order to make sure of the result.

One reason for the traditional care in milling is the fact that for centuries mill and bakery products have headed the list of foods from an economic, nutritional and palatability standpoint.

Bread is one of the most nutritious and economical of all food products. It contains 63% more food value per pound than beefsteak, yet costs only one-eighth as much per thousand calories. Lamb chops, the principal meat in modern "reducing" diets, cost five times as much per thousand calories as does white bread.

The following table gives good reason for the historic importance of mill and bakery products.

Comparative Economic Food Values

FOOD	MOISTURE PERCENTAGE	FOOD VALUE PER LB.	APPROXIMATE COST IN CENTS PER 1000 CALORIES
Flour	12.5	1600	1.7
Rice	12.0	1720	5.0
White Bread	35.3*	1215	6.0
Navy Beans	12.6	1600	6.2
Soda Crackers	5.0	1925	6.7
Whole Wheat Bread	35.0*	1140	7.1
Potatoes	78.3	385	8.0
Macaroni (Uncooked)	10.0	1665	10.0
Macaroni (Cooked)	78.4	415	10.0
Ginger Snaps	6.3	1895	11.0
Graham Crackers	5.4	1955	15.0
Vanilla Wafers	5.9	2020	17.0
Sugar Wafers	2.4	2260	17.0
Bacon	18.8	3030	16.0
Cottage Cheese	72.0	510	19.6
Cream Cheese	34.2	1885	21.0
Candy (Stick)	3.0	1745	22.0
Lamb Chops	53.1	1540	31.0
Mackerel	73.4	645	39.0
Apples	84.6	290	41.5
Beefsteak	61.9	745	52.0
Beans (Green String)	89.2	195	\$2.02

This table is arranged in order of cost per 1000 calories. Moisture content has an important bearing on cost per calorie. *A large part of the moisture content in bread consists of milk. In many foods the consumer pays for water. In bakery products the consumer pays principally for Food Value and in the case of bread the higher moisture content is largely due to the use of a large percentage of milk in making bread doughs.

COMMANDER

Larabee Laboratories

Before any wheat is purchased or milled we "tarry" until our laboratories have made their analysis and report. Through wheat selection, wheat blending, control during milling, inspection of the finished product, and actual service work, our Laboratories insure uniformity in the baking characteristics and high food value of Commander-Larabee Flour.

Crop Testing Before Buying—Just before each new crop begins to move into grain centers we secure samples of wheat from each and all sections, mill, analyze, and bake each one individually. Closely our wheat buyers work with our technical staff, making their notations. Thus they secure the choicest wheat.

Wheat Mixes Made Eight Days Before Milling—By this thorough survey over a large territory, wheat of highly different baking characteristics is obtained. Each classification is binned separately. From many bins, flours of different baking characteristics to suit any specific baking requirements can be made.

These mixes are made with great care, *eight days* in advance of milling. This permits careful checking of analytical and baking values. Should they not meet our exacting requirements, ample time is available to blend another mix and another until these requirements are fulfilled.

Control During Milling—To further insure uniformity and quality every step from tempering the wheat to checking granulation, color, flavor, protein, and baking qualities is constantly analyzed. Our staff hourly checks the finished flour and semolina products going to our customers. Our Laboratory Service Department sees to it that each bake shop receives flour suited to its particular requirements.

"August, September and October are poor months for speculation; equally bad are November, December, January, February, March, April, May, June and July."

—Mark Twain

Don't speculate. Commander-Larabee insures quality and uniformity.

C. G. Harrel

C. G. Harrel, Director of Laboratories, Commander-Larabee Corporation. Mr. Harrel has been actively engaged in bakery production, laboratory, and research work in the baking industry for fifteen years. He understands the baker's problems both from the technical and the practical viewpoint.



LARABEE

THE GREAT FLOUR MILL OF THE GREAT SOUTHWEST

Superior Quality Always Is the Best Value



Milled in the Southwest's Premier Mill

THE SOUTHWESTERN MILLING CO., INC.

KANSAS CITY, U. S. A.

AT THE GATEWAY OF THE WORLD'S FINEST WHEATFIELD



SILK FLOSS

*If Your Customers
Want the Best...*

If you can afford to supply customers with a cheaply baked loaf, you can afford to buy a cheaper flour than "Silk Floss." But if your customers want the best in bread, as most do, then you need "Silk Floss Quality" in flour.

Also

"SANTA FE TRAIL"

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

The Kansas Milling Co.

Wichita, Kans



A Newcomer in the Sugar Family

By A. Adams Lund

THE way progress is applied to industry often reminds one of a new driver seated behind the wheel of an expensive car. In his impatience to get under way, he neglects to release the emergency brake. Subconsciously, we resist change. We tell ourselves that we are a progressive people, that we must keep our minds constantly open for new things. But

just let some really new and revolutionary thing come along and we will think up every conceivable reason for getting along without it. I know of one man who, as recently as a year ago, told his family that he wouldn't buy a radio because they hadn't "perfected" them yet. In 1919 the corn products industry gave birth to a new world staple—a white refined sugar from corn. A high government official hailed it as a devel-

opment "of first importance to mankind." Twelve years later we find some of the trades just beginning to take the interest in it that they should have taken during post-war days. They have been so busy advancing reasons why they shouldn't use it that they have passed up the more obvious reasons why they should. The new sugar came into the world under a very definite handicap. For 200

years sugar chemistry has been interpreted to the artisan in terms of sucrose (cane sugar). The common expressions of sugar boiling—"string," "thread," "hard ball," "crack," etc., have all been given exact temperature equivalents in terms of sucrose. They don't work for dextrose. The thousands of formula and recipe books in use throughout the country call for "sugar" as though it were a single entity. Now the cook, the baker and the candy maker must be taught that there are not one, but many, sugars—all differing in physical properties one from the other, and each by its nature specifically adapted to particular uses. Only in rare instances can he use these sugars interchangeably in his formulas without getting into difficulties of one sort or another.

If he attempts to use the new product without listening to what the manufacturers are willing to tell him about it, he is very likely to encounter a few surprises. If he decides that it is not worth all the time and trouble to find out how it can be used properly, lo, and behold! his competitor gets the jump on him by capitalizing on some physical property of the new sugar to improve his product and increase sales. There is no short cut for the production man. If he wishes to keep abreast of the times, he must learn his particular chemistry of sugars all over again, and this time from a more cosmopolitan standpoint.

It follows as a corollary that for a new sugar to merit this time and attention on the part of a particular industry, it must be something more than just as good or just as cheap. If it merely takes the place of ordinary sugar, pound for pound, without offering any tangible superiority in the quality or consumer appeal of the finished product, or in the speed and facility with which this product can be made, then it must be cheaper than ordinary sugar to be worth changing formulas for. If it is offered on a price parity with ordinary sugar, then the physical qualities of the new sugar must be such as to compensate for the lack of price advantage. It is a hard law on the newcomer in the raw material field because it places upon it the burden of proof to show wherein it is superior. The economic code differs from the legal code in this respect, in that it refuses to "adjudge the prisoner innocent until he is proved guilty."

The fact that refined corn sugar has attained the volume and status of a major food product in so short a period of time may be taken as evidence that the product has had less to fear in this respect than a host of less worthy products which have gone the way to oblivion in even less time.

Something of a realization of the Spartan philosophy inspired the corn states in their 10-year fight for official recognition of commercially pure hydrate and anhydrous dextrose on a parity with refined cane and beet sugars. The logic of their case was plainly apparent. On Jan. 2 of this year the restrictions requiring that the presence of refined corn sugar in certain classes of product be stated on the label were withdrawn in one of the most sweeping food decisions of our times. Subsequently, the standards and definitions of food products in general were changed to conform to this new ruling. Today breads, sweet doughs, prepared flours and all other products except the sugar itself may not only contain refined corn sugar without its presence being expressly indicated on label; but even though the label actually states that the product contains "sugar" or "granulated sugar," these terms henceforth understood to mean either ordinary sugar or refined dextrose.

One might reasonably ask what protection was afforded to the purchaser to prevent refiners making inferior and semirefined grades of corn sugar from marketing their products under the names "hydrated dextrose" and "anhy-

(Continued on PAGE 881.)

When LEADERS get together

A satisfied baker told us recently: "I'm making money in spite of present market conditions, because the new bakery you designed for me is so efficient that I can control my product and my costs." He echoed the experience of those who sought The W. E. Long Company first, when they had an engineering or building problem before them.

When the Engineering Division announced its new design of humidified, controlled, economical bread cooler, a dozen leading bakers contracted at once for installation. Now they enjoy the added economies of low cost operation, with the satisfaction of completely controlled cooling.

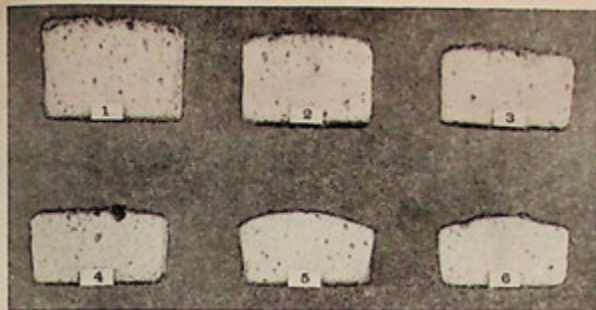
That's why they are leaders—they seek those qualities of leadership in others that insure efficiency—economy—and profitable operation.

Bring your problems to The W. E. Long Company, whether they are Engineering, Production, Accounting, or Merchandising, and you will profit thereby.

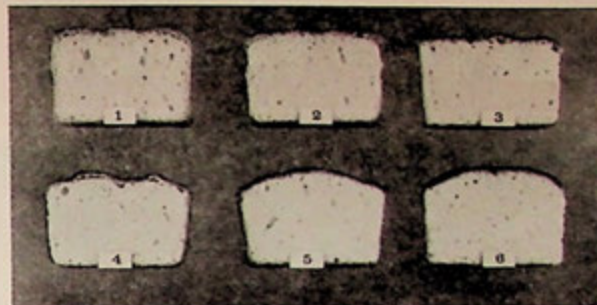
The W. E. LONG COMPANY
155 North Clark Street / / / Chicago

ADVERTISING · ACCOUNTING · ENGINEERING · LABORATORY · PRODUCTION





THE SPONGE-CAKE SERIES ALL SCALED ALIKE (note difference in volume). Cost per cake: No. 1, 6.6c; No. 2, 5.6c; No. 3, 5.1c; No. 4, 4.7c; No. 5, 4.3c; No. 6, 4.5c.



THE SPONGE-CAKE SERIES SCALED TO GIVE EQUAL VOLUMES. Cost per cake: No. 1, 6.55c; No. 2, 6.31c; No. 3, 6.31c; No. 4, 6.36c; No. 5, 6.48c; No. 6, 6.66c.

Here's the way to improve sponge-cakes

- give them better eating qualities
- keep them fresh and salable longer

MANY bakers have found that a straight sponge-cake, made without shortening, dries out quickly and becomes unsalable much sooner than other types of cakes.

The so-called "short" sponge-cake, on the other hand, is a cake that's more palatable, more tender—a cake which remains fresh longer.

Our free book, "Better Cakes — Bigger Profits," gives 7 sponge-cake formulas, from the old-style straight sponge through others with varying degrees of richness. Because we have had so many requests (both from bakers and from members of the allied trades in behalf of their customers) for suggestions that will improve sponge-cakes, we are reprinting the formulas on this page.

These cakes vary considerably in cost. But among them there is doubtless at least

SPONGE-CAKE SERIES

Beat together at 110° F. until of proper lightness.*

	(1)	(2)	(3)	(4)	(5)	(6)
Eggs	10 lbs.	10 lbs.	10 lbs.	10 lbs.	10 lbs.	10 lbs.
Sugar	8 lbs.	10 lbs.	10 lbs.	10 lbs.	10 lbs.	10 lbs.
Salt	2½ ozs.	3 ozs.	3½ ozs.	4 ozs.	4½ ozs.	5 ozs.

Mix together and heat to 110° F. to melt the Crisco and dissolve the sugar. Add gradually to the beaten mixture, stirring in at second speed (about 5 revolutions).

Sugar		2 lbs.	4 lbs.	6 lbs.	8 lbs.
Milk	2 lbs.	4 lbs.	6 lbs.	8 lbs.	10 lbs.
Crisco	1 lb.	1½ lbs.	2 lbs.	2½ lbs.	3 lbs.

Sift the flour and baking powder together and add. Incorporate on low speed with the least amount of mixing possible.

Flour	6 lbs.	8 lbs.	10 lbs.	12 lbs.	14 lbs.	16 lbs.
Baking powder		1 oz.	2 ozs.	3 ozs.	4 ozs.	5 ozs.

Approximate cost of mix per pound:

	.13½	.12	.10½	.10	.09	.08½
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*Heat carefully to avoid coagulating the eggs. Heat small batches by placing mixing bowl in a water bath (not higher than 130° F.). Large batches may be heated carefully over a low fire. A jacketed mixing bowl is ideal for these mixes.

one which squarely meets the requirements of any baker—not only for his boxed



sponge-cakes, but for shortcake layers and jelly rolls, too.

If you are a baker, we suggest that you turn to pages 73 to 76 of "Better Cakes—Bigger Profits," and read again the discussion of the "short sponge" mixes. You'll find there much practical information that will help you to improve your sponge-cakes and increase your cake profits.

If you sell to bakers, bring this chapter to the attention of your customers. Over 18,000 bakers already have received our book, "Better Cakes." We will be glad to send copies to any one in the allied trades, or—at their suggestion—to any of their baker-customers.

CRISCO BAKERY SERVICE

available to Bakers

and Members of the Allied Trades

SERVICE BOOKLETS: The Crisco Bakery Research Department publishes booklets on various baking topics. The booklets already issued are on

CAKES COOKIES PIES
ICINGS DANISH PASTRY

RESEARCH: In its work during the past eight years, the Crisco Research Bakery has gathered together a mass of data and practical experience on almost every baking topic. This experience and information is at the call of bakers, and those who sell to bakers, to help in solving baking problems.

ADVERTISING and PROMOTION: The "Dessert isn't complete without cake" campaign is Procter & Gamble's contribution to the promotion of the bakers' sweet goods business. Double pages in full color appear from time to time in leading national magazines. Write us for details.

The facilities of Crisco Bakery Service are available at all times to bakers and to members of the allied trades and to their salesmen. Address inquiries to

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

A Big Week for Bakers



© Kaufmann & Fabry

Come to CHICAGO

THE 1931 American Bakers' Association Convention beginning September 21st for one week at the Sherman Hotel in Chicago will solve many problems confronting the baker.

This meeting will be of great importance to every baker in the country. They are going to get down to "brass tacks" and to the bottom of the ills and troubles of the entire industry.

It promises to be a real educational week, and every baker will profit by attending—so come to Chicago.

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

Anheuser-Busch YEAST



Field Museum and Soldiers' Field—largest stadium in the world.



Chicago Headquarters of Anheuser-Busch, 750 S. Clinton Street.



*"After all it
takes a Baker"*

Swift's

JEWEL Shortening

*Swift & Company's famous
list of TESTED bakery supplies*

BROOKFIELD FROZEN EGGS . .
 FRYENE . . BAKER'S PASTRY . .
 PREMIUM OLEOMARGARINE . .
 "SILVERLEAF" BRAND PURE
 LARD . . JEWEL SHORTENING . .
 PYAC . . BAKEALL . . KAKEBAKE
 . . BROOKFIELD BUTTER . .
 VREAM . . U. B. MARGARINE

Jewel is a rich, wholesome, neutral shortening. It is ideal for pies and general bakery uses. Smooth textured, bland in flavor and creamy white. Supplied in 45 pound cans, 60 pound tubs, 110 pound drums, and tierces.

Swift & Company

North Carolina's Inspiring Meeting

By R. S. Hancock

"WE do not need the bakers that are not present here this morning half as much as they need us," President A. J. Salley said, in opening the annual convention of the North Carolina Bakers' Association held at the Villa Hotel, Morehead City, N. C., Aug. 17 and 18.

Let the bakers of the country who are inclined to sweat under the condition of

5c bread take heart at the messages delivered at this convention; also members who are lukewarm to their associations should be inspired by the enthusiasm manifested in this young association.

In calling the convention to order, President Salley told of the work the association had accomplished in its two years of life. He looked forward to the many invaluable services which the or-

ganization can render its members in the future.

"We can get along without the members of our trade who are not present here this morning," President Salley continued, "but can they get along without us? That is a question for them to decide." In impressing this statement, he reverted to that time-tested maxim, "United we stand; divided we fall."

In delivering the opening address, President Salley clearly defined "Co-operation." He gave the different phases of this word and told the bakers they could choose the phase that best suited their individual needs.

THE SUCCESSFUL BAKER

An instructive address on "Creating Dealer Good Will" was presented by Miss Alice Dowling, of Standard Brands, Inc., New York City. She pictured a successful baker in the handling of his advertising; the handling of his salesmen, and last but not least the handling of the bakery itself.

Analyzing successful salesmen, Miss Dowling outlined worth while facts for the bakery proprietor. He should look for these qualities: personality, cleanliness, courtesy and knowledge of product.

"The housewife of today is as much interested in vitamins as she is in any vital factor of life," Miss Dowling said.

Mr. Robinson, in his address on trade associations, likened them to the states of the Union. He read quotations from some of the leading men of today on the value of trade associations to their members and the public.

Called to order by O. C. Jones, Tuesday's meeting was given over to a business problem forum. Members had the floor for a frank discussion.

The first question, and one that seemed to be very popular, was: "Can a baker make a nickel loaf of bread profitably?" The unanimous consensus was that it could not be made at a fair profit, if the product was to maintain its high quality.

Mr. Streb, of Raleigh, said his method of getting around the 5c loaf was to impress upon his salesmen that if they pushed the nickel loaf it meant a decrease in salary. If they pushed the dime loaf it meant, of necessity, an increase. Therefore his trouble along this line had been very small.

President Salley expressed the opinion that the public was turning to quality more than ever before, and that the baker who failed to push and advertise high quality would be left holding the bag. He said his bakery had suffered no loss of business because he did not push the nickel loaf. He also expressed the idea that a nickel loaf ruined other products the quality of which was conscientiously maintained by the baker.

"Once a housewife is stung on a piece of goods," he explained, "she will be inclined to refuse other articles from the same bakery."

Mr. Graeber expressed the opinion that if a baker was going to make a nickel loaf, his best recourse was to change his wrapper and use something entirely foreign to anything he ever used before.

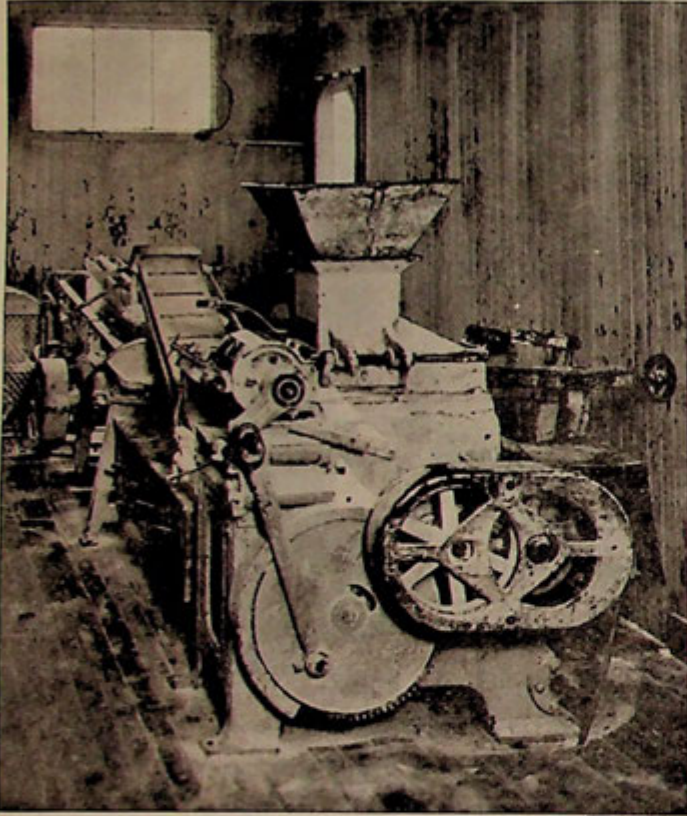
All officers and committees were elected to succeed themselves, with the addition of two new members on the executive committee. They follow: president, A. J. Salley, Statesville; vice president, O. C. Jones, Greensboro; secretary, E. B. Graeber, Charlotte; treasurer, W. B. Neal, Chapel Hill. To serve on the executive committee with Roger Grant, western North Carolina, were elected A. A. Kafer, Sr., and J. B. Fox, Sr., eastern Carolina.

Wheat Stands First

By Dr. E. V. McCollum

Johns Hopkins University

AMONG cereal grains, wheat easily stands first in the quality of its proteins. It is by no means essential that bread be made an absolutely complete food. It would run counter to human instincts and desires to restrict the diet solely to bread. We do not require bread to supply everything that is necessary and in optimum amounts for satisfactory nutrition, but only that it be excellent from the standpoint of nutrition.



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

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

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

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

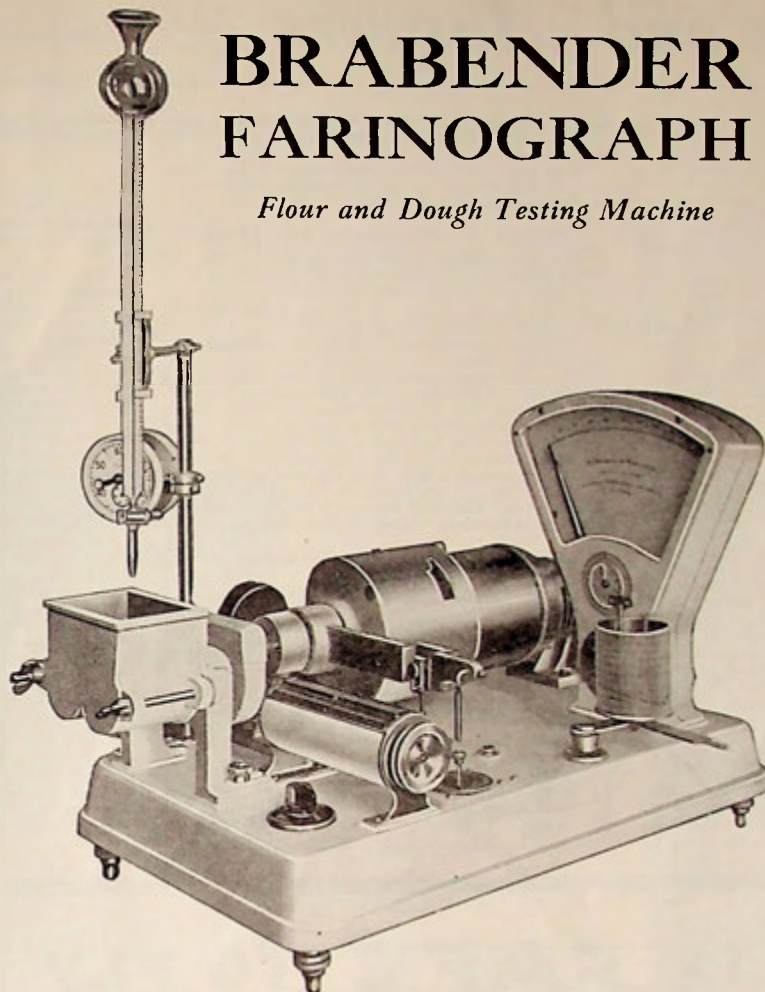


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ST. LOUIS, MISSOURI

1600 S. KINGSHIGHWAY BLVD.

BRABENDER FARINOGRAPH

Flour and Dough Testing Machine



THE STORY OF A FLOUR

is told in the changes in consistency of a dough in its progress from the mixer to the oven. That is a well-known fact—nobody disputes it. Every variation introduced during the milling process, every modification of the flour blend, will vary the consistency of the dough at some stage of the production process in the bakeshop.

The accurate, speedy measurement of the consistency of a dough, with an exactness of one-fifth of one per cent, is but one of the many applications of the FARINOGRAPH. It also depicts the fermentation tolerance of a flour, its maximum water absorption capacity, the elasticity and strength of its gluten, the ability of its gluten to withstand mechanical abuse, etc.

The instrument may be operated by an intelligent employee. Yet it enables you, from the data brought to your desk, to control the entire production procedure.

Complete information is available to Milling and Bakery Executives.

BRABENDER CORPORATION

MINNEAPOLIS

FLOUR EXCHANGE BLDG.

MINNESOTA

Questions and Answers

Conducted by A. F. Gerhard

Sliced Bread

We are having some trouble with our sliced bread. Under separate cover we mailed you a sample loaf. You will notice that the crust is badly chipped. We changed flour recently, and then our trouble began. The reason we think it is due to the flour is because our other bread also has a crust that chips very easily. C. J. Y., California.

Upon examining the loaf you submitted I have come to the conclusion that the dough is somewhat over-fermented. Perhaps the flour you are using now is not of the same strength as that you previously used. I suggest that you set the dough one or two degrees cooler, and ferment it a little less. When these suggestions are applied, I am sure that the age of the dough will be reduced enough to produce a loaf with a soft crust, which will eliminate your difficulty of chipping.

Potato Bread

Can you send us a good recipe for potato bread? The leading baker in this community started to make it recently, and we understand that he uses potato flour. We have some of this flour, but cannot make a good loaf from it. J. A. C., Indiana.

Potato bread, when made with potato flour, is produced in the same manner as ordinary white bread. The formula differs very little, and the percentage of potato flour used should be very small. Usually the make-up of the loaf is a little different. It should be rolled in flour, or part wheat and part potato flour. The baking should be done entirely without steam, so that the loaf has a dull, homemade finish. The following formula will make an ideal potato loaf:

200 lbs hard wheat flour	5 lbs dry milk
120 lbs water (approximately)	3 1/2 lbs salt
5 lbs granulated sugar	4 1/2 lbs yeast
2 lbs malt extract	1 lb yeast food
5 1/2 lbs shortening	8 lbs potato flour

Mix this in the same manner as an ordinary white bread dough. Dissolve the potato flour with the sugar and salt. Dough temperature should be about 78 de-

grees. The first punch should come in 90 minutes after mixing, 75 before the second punch, and 15 to 20 minutes before making up.

This bread can also be made with the sponge method. In that case the potato flour should not be added until the sponge is mixed into a dough.

Dough Temperature Too High

We are mailing under separate cover a loaf of bread baked today, which we would be glad to have you score and give us your comments. I. C. M., Indiana.

This loaf has been examined and the following suggestions are offered for its improvement:

Since I do not have the formula or baking data, I gather my conclusions from the appearance of the loaf. This indicates that the dough temperature is too high or the dough is allowed to warm up too much during fermentation. The loaf had a very open grain structure, and several large holes. The holes can be eliminated by proofing a little longer before molding, and the grain can be improved by lowering the dough temperature. The crust color and the taste were not quite up to standard. However, the lower dough tem-

perature will automatically bring about a better taste and a better color of the crust.

Hard Rolls

We have always had difficulty with our hard rolls. Invariably they will become soft shortly after baking. The crust is tough and hard to chew. Kindly send us a formula at your convenience. A. F. P., New York.

The secret in making a good hard roll is in the selection of a good short patent flour and in exercising care regarding the amount of salt used. Salt is hygroscopic; consequently, when too much is used the retention of moisture in the rolls causes them to become soft. A fairly high protein short patent flour should be used, and just enough salt to stabilize the dough fermentation. The average is between 1 and 1 1/2 per cent.

In addition to the above, it is also necessary to ferment the dough slightly longer than for ordinary pan bread. The formula given here will produce a nice, crisp roll if the above suggestions are applied:

20 lbs short patent hard wheat flour	2 oz malt extract
12 lbs water (approximately)	3 oz shortening
3 oz granulated sugar	3 oz salt
2 oz dry milk	6 oz yeast
	1/2 oz yeast food

Assemble these ingredients in the same manner as when mixing white bread. The dough temperature should be about 79 degrees. Ferment to a point where the dough will recede when lightly touched. This should require about two hours. Punch and allow to rest 15 to 20 minutes before making up.

Dark Sour Rye Bread

Will you kindly publish a formula for dark rye bread in which some sour dough is used? O. G. R., Colorado.

Sour rye bread can be made with two methods. The first is by adding a piece of old and sour rye dough to newly mixed dough. This is usually a straight

(Continued on page 822.)

A SERVICE FOR BAKERS

SOLUTION of baker's problems is gladly undertaken through this department for subscribers of The Northwestern Miller and American Baker. Mr. Gerhard is well known to the industry, and his former position as head of the baking department of Dunwoody Institute gives him exceptional qualifications for dealing with day to day perplexities that trouble the baker. Communications and samples of baked goods should be addressed to The Northwestern Miller and American Baker, 118 South Sixth Street, Minneapolis, Minn.

IT IS SAFE TO FLY

Flying is a great sport, a wonderful time saver and above all safe, if you pick a responsible company that hires properly trained, licensed pilots and whose planes are licensed and always kept in first class condition.

Licensed pilots must take a thorough course of training and pass rigorous examinations not only on their knowledge of flying but on their intelligence.

Licensed planes are government-tested and proven to be far stronger than necessary to withstand the greatest strains that will ever be put upon them. By taking proper precautions before going up you avoid and discourage needless incompetency and negli-

gence which has been responsible for the vast majority of aeronautical disasters. Responsible carriers by air take greater care to transport you safely and comfortably than you will find taken in any other mode of travel.

There is safety for the bakers in a well tried yeast... Red Star Yeast... which has undergone the most severe tests over a long period of years under the most trying conditions. Red Star is manufactured under the rigid inspection of men thoroughly trained and conscientious in their effort to insure safety in the bake shop so far as that may hang on the dependability of the yeast used there.



The plane pictured is a single-engine monoplane. This type aircraft has gained an enviable record for its speed and safety.

RED STAR YEAST

RED STAR YEAST & PRODUCTS COMPANY
Milwaukee, Wis. STRICTLY INDEPENDENT SINCE 1892



Read the monthly Red Star Yeast Educational Bakery Bulletins. They discuss timely subjects of great value concerning bake shop practice. Sent free to anyone interested. Just send us your name and address.

FRIENDLY INTERVIEWS WITH FLEISCHMANN MEN

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

HENRY NEWCOMB.

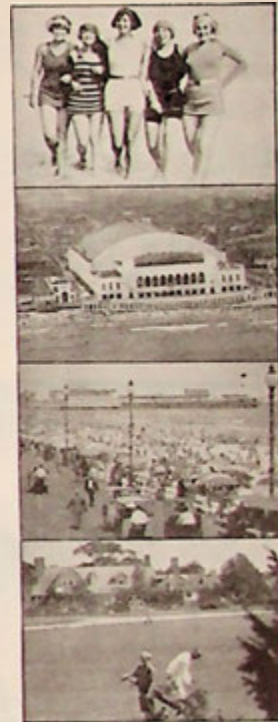


HENRY R. NEWCOMB
Vice President
STANDARD BRANDS INCORPORATED

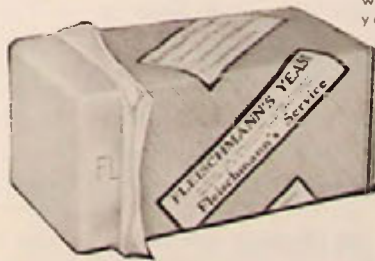
"I know of no industry other than the baking industry," remarks Henry Newcomb, "where there is such whole-souled good fellowship among all its members. Particularly, I appreciate this as a member of the Fleischmann organization. I always feel that if I or any other Fleischmann man were stranded in a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

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

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



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



FLEISCHMANN'S YEAST SERVICE

Questions and Answers

(Continued from page 820.)

dough process. In the second method a sponge is set with sour dough and rye flour. The character of the finished loaves from these two doughs is different. The sour sponge method produces the most pleasing flavor. For your convenience I am giving here a formula for each kind.

Straight Dough Sour Rye Bread

- | | |
|-------------------------------|--------------------------|
| 120 lbs first clear flour | 3 lbs yeast |
| 60 lbs dark rye flour | 8 lbs molasses |
| 112 lbs water (approximately) | 1 lb ground caraway seed |
| 4 lbs salt | 20 lbs sour rye dough |

The sour rye dough is a piece held over from the previous day. It is placed in the mixer with the water and other ingredients. The dough is mixed like any straight dough. Mixing time should be about 10 to 12 minutes in high speed. Temperature, 79 degrees. First punch in about 120 minutes, second in about 75, and to the bench or machine in about 20 minutes.

Sour Sponge Rye Bread

- | | |
|------------------------------|-------------------------|
| 45 lbs dark rye flour | 10 lbs hard wheat flour |
| 65 lbs water (approximately) | 20 lbs sour rye dough |
| | 1 lb yeast |

Mix about 5 to 6 minutes at medium speed. Temperature about 80 degrees. Ferment 4 to 4½ hours. It should drop thoroughly.

DOUGH

- | | |
|------------------------------|----------------|
| 120 lbs first clear flour | ¾ lb yeast |
| 60 lbs water (approximately) | 2 lbs salt |
| | 3 lbs molasses |

Mix into a medium stiff dough. Temperature about 82 to 83 degrees. Allow to stand 30 minutes, then make up. If a caraway flavor is desired, add 8 oz ground caraway seed.

Jelly Roll from Sponge Mix

We are making a jelly roll from a sponge mix which contains egg yolks instead of whole eggs. While this mix is excellent for sheets and layers, we always have trouble with the jelly rolls. Invariably they will crack. Please send us a recipe for a sponge mix that can be used satisfactorily for a jelly roll.

B. C. B., Michigan.

It is very difficult to make a good jelly roll from a sponge mix in which only egg yolks are used. Some whole eggs are necessary in order to obtain flexibility. The following hot milk sponge will produce excellent layers, sheets and jelly rolls. In fact, it is not neces-

sary to roll them hot, as the sheets will be flexible enough after they are cool.

HOT MILK SPONGE CAKE

- | | |
|------------------------|----------------------|
| 2 lbs granulated sugar | ¾ oz baking powder |
| 4 oz invert sugar | ½ oz salt |
| 1 qt eggs (¾ yolks) | ¾ oz vanilla extract |
| 2 lbs soft wheat flour | 1 pt milk (hot) |

Place the eggs and granulated sugar in a kettle, and heat to 100 degrees while beating. When firm, add the flavoring and hot milk. Dissolve the invert sugar in the hot milk. Lastly, fold in the flour. Bake in a medium oven.

Coconut Butter Macaroon

Am sending you a sample of a cookie that I would like to make. This cookie is made by machine, and is a very good seller in this locality. Please send me a formula. A. K., Michigan.

The sample which you submitted is a coconut butter macaroon, a very rich drop cookie that can be run on the wire cutting machine. The following formula will duplicate your sample:

- | | |
|-------------------------|-------------------|
| 75 lbs granulated sugar | 3 oz butter color |
| 1 lb salt | ¾ lb vanilla |
| 55 lbs shortening | 3 lbs dry milk |
| 20 lbs butter | |

Cream 7 minutes:

12 lbs eggs

Cream 5 minutes:

4½ galn water

Mix 3 minutes:

- | | |
|--------------------------|----------------------|
| 160 lbs soft wheat flour | 2 oz soda |
| 80 lbs fine coconut | 4 oz cream of tartar |

Run through a small star die on a wire cutting machine. The pans should not be greased. Bake in a medium hot oven.

Box Buttermilk Biscuits

Please send me a recipe for ice box buttermilk biscuits. Have had several calls from customers for oven ready biscuits, and should like to get some on the market soon. O. S., Tennessee.

Oven ready biscuits are prepared in somewhat the same manner as baking powder biscuits. Care should be taken that all the ingredients are very cool when mixing. When the dough is finished and the biscuits cut out, they should be kept cool until ready for the oven.

It is better to use cultured buttermilk, because

churned buttermilk is not always uniform in acid content. The following is a formula that will produce a light and fluffy biscuit:

- | | |
|-------------------------|-----------------------|
| 3¼ lbs soft wheat flour | ¾ oz salt |
| 1 oz soda | 1 qt buttermilk |
| 12 oz shortening | 2 oz granulated sugar |

Rub the shortening into the flour as for pie dough. Prior to this, sift the soda thoroughly with the flour. Add the milk and sugar and mix, being careful not to mix too strenuously. Roll out one half inch thick, cut with a small, plain cutter, set on pans and place in icebox until thoroughly chilled. Remove and pack in containers, ready for sale. Then keep cool until sold. It is advisable to wash the tops of these biscuits with milk or egg before baking.

English Crumpets

Could you kindly give me a recipe for English crumpets, the hot plate variety? Please state also if an electric hot plate can be used instead of gas. I am going into this on a large scale, starting with about 100 dozen daily. Please give me the approximate measurements that would be satisfactory for this output. H. F., Manitoba, Canada.

Very delicious English crumpets can be made from the following typical formula:

Set a sponge with:

- | | |
|------------------------|----------------------|
| 6 lbs hard wheat flour | 3¼ lbs water or milk |
| 4 oz yeast | |

Sponge temperature should be about 82 degrees. When the sponge drops thoroughly, add 2 oz salt and a pinch of soda. Mix this into a smooth batter. The dough should be soft enough so that it can be dropped out like cup cakes.

Heat a hot plate to baking temperature, and grease the top lightly. Place on it metal rings about 3 to 3½ inches in diameter and ¼ to ½ inches deep. These rings should also be slightly greased on the inside. Fill each ring with the above batter. Let this bake thoroughly and slowly; when the bottom becomes an even brown, turn on the other side. The rings can be removed before the biscuits are turned over.

The best equipment you could obtain for this work would be electric hot plates. The temperature can be controlled in this way much better than with gas. If you intend going into this on a large scale, I advise that you get two hot plates 30x36 inches. This will cook six dozen three-inch crumpets at a time. I am sure that you can obtain these plates from a restaurant supply house in your vicinity.

Insures the QUALITY Housewives demand



EVERY baker knows the importance of quality ingredients. The great majority of bakers in this country and Canada have found that Diamalt in their bread and yeast-raised goods insures the quality modern housewives demand.

Baked goods containing Diamalt sell faster and bring repeat orders, because Diamalt adds both eye and taste appeal. It brings

out an inviting golden-brown bloom, and develops appetizing, palate-pleasing flavor—two features that make for bigger sales. In addition, Diamalt produces a more tender crumb, a better texture and longer lasting freshness.

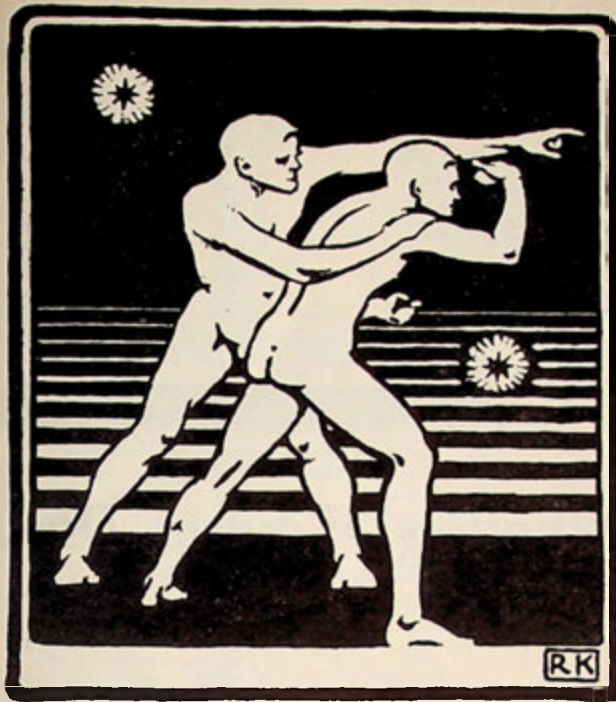
You can't afford to overlook the value of Diamalt. You, too, will find that it pays to use this super-quality ingredient.

FLEISCHMANN'S DIAMALT Service

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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 Diastatic.

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

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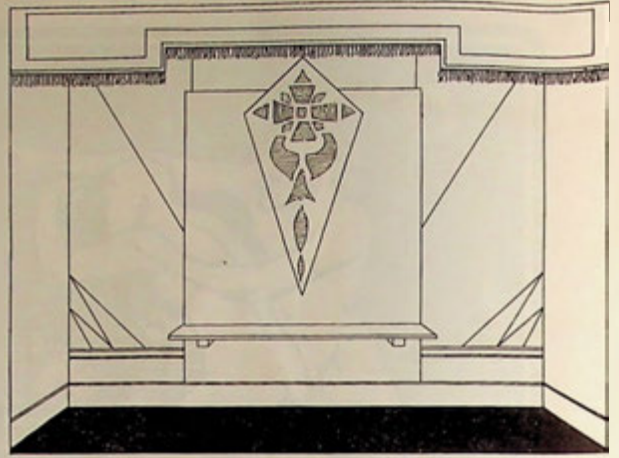


Fig. 1. An Effective Semi-permanent Background

Inviting Window Displays

IN Fig. 1 is a background that can be installed in the window without a backing of any kind, or in the window with a permanent back. It is made in three sections, a center panel unit and two outer panel units. These are so constructed that it is easy to get into the

is often the case, the panel units may be set flush, one with the other.

For the purpose of having these panels strong and sturdy enough to keep their position without warping or sagging, it will be necessary to make frames of wooden strips and nail the panels to them. If there is no back to the window, or if it is composed of glass, a curtain of some cheap fabric may be hung against the back of this background so that it will not have an unsightly appearance from the interior of the store.

The easiest material to apply as a finish is wall paper. It is also the easiest to procure in the smaller towns and cities, and is the least expensive. Therefore it is suggested that wall paper be used to finish the panels.

The center panel should be covered with a paper slightly darker than that used for the side panels. Mottled papers are suggested, or papers of the oatmeal type. These are pasted to the panels in exactly the same manner as the paper is applied to a wall in a house. At the same time paper should be pasted to the back of the panels to prevent the latter from bending out of shape by the shrinkage of the paper when drying. If the same kind of paper is used on both sides of the panels the pull of the shrinking paper during the drying process will be equalized, and no difficulty will be encountered through shrinkage. In applying the paper it is necessary to allow for overlapping at the edges in order that they may be neatly finished.

After the ground paper is applied the baker may add any further decorations he desires. He may use the borders ac-

(Continued on page 864.)

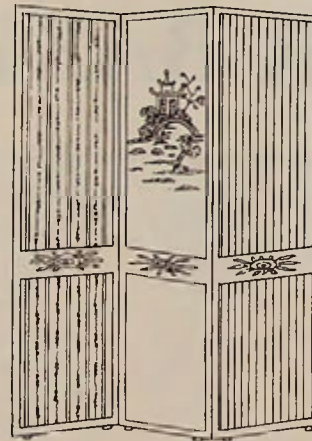


Fig. 2. A Three-Leaf Screen Makes a Good Background

window by merely removing one of the panels. In fact, all three could be set up in the window so that each could be removed without interfering with the others. Where possible, however, the center panel should be permanently installed, and an entrance to the window should be provided by means of the removal of an outer one.

This background will serve the purposes of a permanent back for the window, which has none. That is, it may be used permanently until it is desirable to install another. In the window with a back it is purely temporary, even though it is used for a considerable period of time.

The center panel has a shelf attached at a suitable height from the floor. It is also decorated with a diamond shaped plaque, or additional panel. The entire background is constructed of wall board, except the shelf, which may be of wood or glass, supported by wooden brackets. A baseboard runs across the back and the two adjoining sides.

The two side panels, it will be noted, overlap the center panel, the lapping being at the back. This is the best way to install the three units when one of them has to be removed to provide an entrance into the window. If the entrance is at the side of the window, as

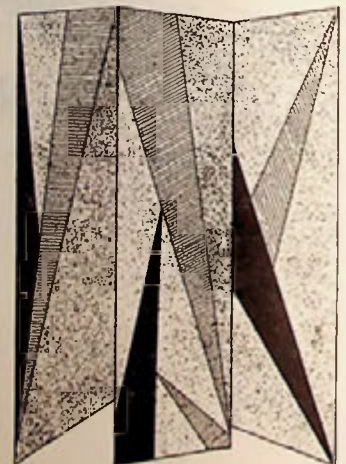


Fig. 3. Modern Art Screen

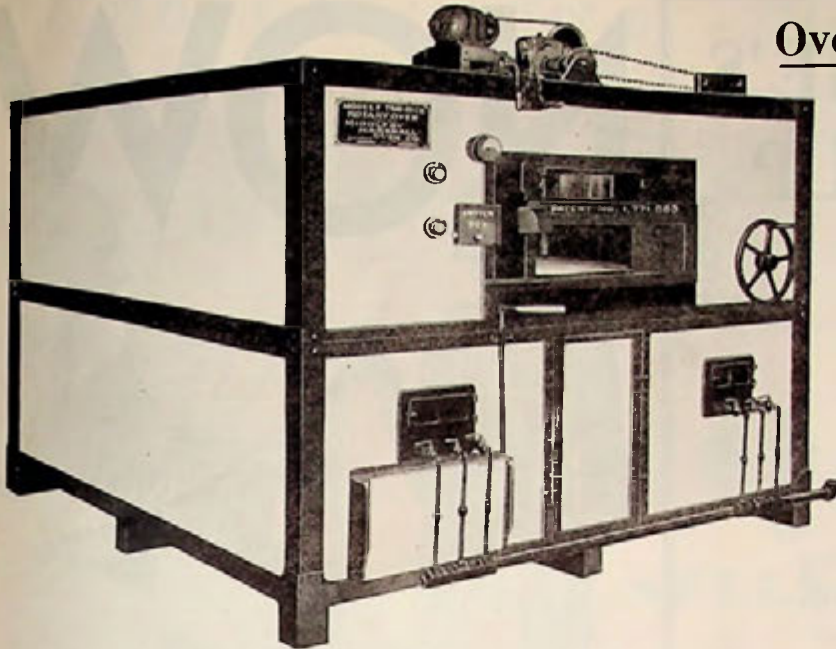
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any baking need*

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"THE ROUND OVEN THAT IS ON 'THE SQUARE'"

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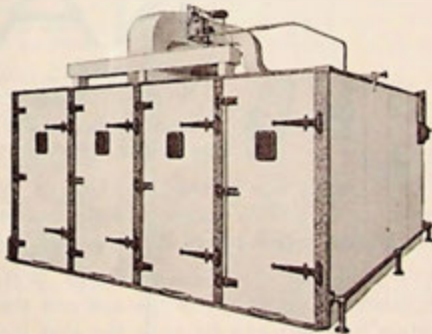
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Strong "Met-L-Wood" panels cored with Insulite, poplar and fabric. Strong as steel. Nineteen times the insulating value of an equivalent brick or concrete wall. No condensation or "raining" inside your box. Accurate temperature and humidity control assured.

Now, at low cost, you can have dependable uniform proofing—the same tomorrow as today, and every day thereafter.

Write for full description.

*Automatic
air conditioning
unit (optional)
makes proofing
as easy to control
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Shown above
on a 3-rack box.*

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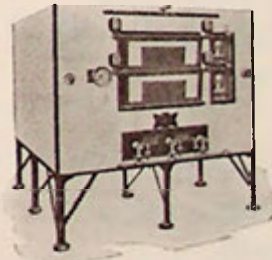
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*Hubbard Ovens are made in
a wide variety of types and
sizes. For use with coal,
coke or gas as fuel.*

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

These are important questions.

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



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PURITY STRENGTH



FLAVOR

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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

NOW



She asks for Bread *by* NAME

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

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

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

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

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

KALAMAZOO VEGETABLE PARCHMENT COMPANY
Kalamazoo - - Michigan

KVP

STAY-PUT
SELF SEALING
BREAD
WRAPPERS

The Fine Art of Making Change

By Henry Frommes

If the cash register is truly the "heart of the retail bakery" it is entitled to a square deal on the part of the clerks who operate it. Not all of the retail bakers of the country can afford cashiers and thereby center their cash handling responsibilities. The great majority of necessity must intrust this work to those who wait on trade.

The cash register has done much to simplify cash handling in the bakery field. But there still is the human factor with which to contend. No cash register will absolutely protect the shop from the results of carelessness or lack of knowledge in the matter of making cash transactions. And the annual loss from this source is perhaps much greater than the average baker realizes.

The baker comes to expect occasional errors and losses in this respect from time to time when, as a matter of fact, a little system in the handling of money would eliminate many, if not all, of these losses. A large insurance exchange recently investigated this matter and offered some worth while ideas.

Errors in handling cash at the counter work one of two ways. They result in a loss to the store or a loss to the customer. In either case, the store suffers the damage—or most of it. Hence, the necessity to reduce such errors.

MATTER OF HABIT

What is termed "good change making habits" appears to be the answer to this problem; that is, a series of minor habits in taking money from the customer, in making the change and in returning the change soon become so natural to the sales person that losses almost never occur.

These little "habits" are summed up by the insurance investigator as follows, (abbreviated):

- (a) Always examine the money handed you by a customer and state, aloud, what it is, so that the customer hears you.
- (b) If it is currency, open out the bills before the customer at once as you speak.
- (c) Do not lay down the money on the counter or on the register ledge while you do something else.
- (d) Keep the money in your left hand while you work the register with your right.
- (e) Count the change at least twice, (a) as you take it from the drawer and, (b) as you count it out to the customer.
- (f) Give the customer change in the largest units possible. This tends to ward off error.
- (g) Where a coin looks doubtful, give it a bounce on the register ledge and not within earshot of the customer if you can help it.
- (h) Always count the silver into the customer's hand.
- (i) Don't accept cash from the customer until the complete order is filled.
- (j) Do not let cash lie about on counters during a sale.
- (k) Ring up your own cash—don't intrust it to some one else.

WHERE LOSSES OCCUR

According to this information, losses occur as follows in the order of their importance:

1. Carelessness in making change—failure to count properly or repeated counting.
2. Leaving money about on the counters during a sale.
3. Accepting counterfeit.

It would be hard to judge the annual losses of the average retail store in the trade which result from careless or faulty cash transactions. A store may have cash shortages every day for a month without any certainty as to their cause;

so that only a conjecture can be made as to what percentage is due to faulty or careless change making. Seven typical stores in the trade reported their estimates as follows:

Store	Loss per year
A	\$110
B	200
C	100
D	250
E	90
F	100
G	275

At best, these are fair opinions. But they do give a rough idea of what may be expected.

There are two essential things to making change—*speed* and *accuracy*. Accuracy, of course, comes first. But the trouble is that clerks as a rule handle money any old way; they fail to recognize that greater facility comes with movements which are logical and which have been used for years by bank tellers.

The banks have the "two count" rule, which has been likewise adopted in many retail stores. Under this rule, every clerk is required to count money twice upon every occasion; one count at the register (change) and another when the change is passed over to the waiting customer. This double count is a fair check on accuracy.

In this connection, a good many dealers (Continued on page 886.)

IT'S **Q**uality THAT SELLS YOUR CAKES

"Bakers are among the last of the manufacturers of food to package their goods. They've made a good beginning, but some of them have depended upon the beauty of the package, rather than the quality of the contents, for sales."

—Northwestern Miller,
February 25th, 1931

IT'S the fresh and appetizing taste of your cakes that makes the housewife buy and buy again. Eye-appeal is important, but it is dearly bought if size and quality suffer, or if your margin of profit is shattered by over-expensive wrapping.

RIEGEL'S WAXED GLASSINE

Offers you all the advantages of a transparent, grease-proof, and moistureproof wrap at a remarkably low cost.

Made by

RIEGEL PAPER CORPORATION
342 MADISON AVENUE • NEW YORK

**SEND
THIS
COUPON
TODAY**

RIEGEL PAPER CORP.
342 Madison Avenue, New York

Without obligation, send me a liberal trial supply of Riegel's Waxed Glassine, suitable for cakes cookies

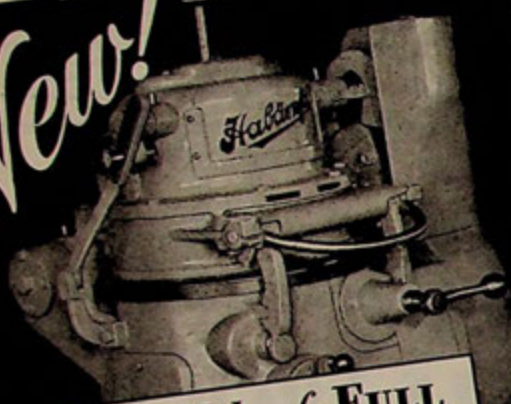
NAME.....

ADDRESS.....

American Machine & Foundry Company

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The Habamfa FULL AUTOMATIC Roll Divider and Rounder

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THE HABAMFA Semi-Automatic Roll Divider and Rounder

SEND FOR INTERESTING BOOKLET ON ROLL PRODUCTION >

AMERICAN MACHINE & FOUNDRY CO.
511 Fifth Avenue, New York

Please send me your new booklet on roll production and the two new Habamfa models.

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



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

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

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

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

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

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

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

Flour Facts

THE TRUTH ABOUT BLEACHING

SANDS, TAYLOR & WOOD CO.,
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New York Offices, 787 First Ave.

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

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

Effect of Additional Ingredients on Bread

By J. Percy Bryant

NOWADAYS we take pride in the progress made by the baking trade, and a part thereof has been the betterment of bread in so far as necessary ingredients are concerned; that is, these have been brought up to a higher state of perfection. There is another side of the matter, however, which includes the addition of unnecessary ingredients, as shortening, sugar, and milk. I do not reckon malt extract, malt flour and similar cereal ingredients because, if of high quality and employed with discretion, they do improve bread without materially altering its composition and without making it rich and cakelike. Therefore, being made from similar cereals, as flour and yeast they can be counted as necessary ingredients, and so will say no more about them but will go on to deal with shortening, sugar, and milk, these being the usual additional and enriching ingredients.

The purpose of this article is not to seek to disprove that these ingredients promote the general qualities of bread, but to examine their effect upon the necessary ingredients and constituents, and their influence on bread.

SHORTENING

This is used as fat, oil or emulsion from either the animal or the vegetable kingdom. In regard to the nutritive value, an authority states that there is little to choose between animal and vegetable shortening, although the medical profession seems to prefer the animal. However, whether animal or vegetable shortenings be employed, the first requirement is that these must be highly suitable, be used in accurate quantities, and be added in the right way.

With regard to suitability, most bakers give foremost consideration to moistness production and retention. This is an important matter, but other needs should also be considered, as flavor, texture, color of crumb, bloom and crispness of crust. Naturally, a flavory fat will yield a flavory crumb, while from good fat the texture should be finer, softer, silkier and smoother. Color of crumb ought to be cleaner and clearer, and therefore of brighter and better sheen. Bloom of crust also should be brighter and of richer appearance, the crust being mellow, shorter and more crisp.

The shortening, again, must be of such quality that volume is improved. If, however, the baker uses too much fat, volume will not be so good as where none was used, for the globules will cling so thickly along the gluten strands and on and around the starch granules and other solids that the yeast cells, enzymes and other operators will be clogged in their functions, while obstruction will occur to the free evolution and performance of the gas and alcohol. The motive, then, must be to employ that much shortening as so distributes itself among the other ingredients and their constituents that these become thinly filmed. This film of fat will act like a lubricant, and insure the general constituents being kept apart so that the workers of fermentation can carry on their task in freedom. This indicates that the effect on a dough holding the proper percentage of shortening will be that this ferments faster than one containing none. All things considered, this is an advantage, for in reason, and according to the process, a dough cannot ferment too vigorously. Moreover, it is from the fact of these fat films being evenly distributed that the crumb becomes and is kept soft, silky and moist, and the crust thin, moist, short and crisp.

Here we come up against the query as to how the shortening should be added to secure the best benefits from even distribution of the films and generally. There are various ways such as (A) putting the fat into the dough mixer with the other ingredients; (B) rubbing it into some of the flour, then blending and sifting the whole; (C) in melted form; and (D) as an emulsion.

Method A is very crude, and is therefore not to be recommended, although some resort to this practice, notably when the fat is very tough, for if the mixer be 100 per cent efficient it cannot correctly distribute the fat globules, with the issue of the dough being imperfectly made, with fermentation irregular from this irregular distribution, and the fat

appearing in the bread in patches and streaks.

Method B, though very good, is rather laborious. The drawback here, however, is that the fat globules go into the mixer in the dry form, and that, though evenly distributed, they do not so well disperse into film form as when method C is employed. When working C, however, pro-

cedure must be correct. Say, for instance, that the flour only is in the mixer and the shortening poured in. The latter will absorb itself into the first particles it comes in contact with, therefore there is the same danger as where the unmelted fat is dumped in in the lump. A good plan is to let the mixer run a

(Continued on page 831.)



THE WYTASE WAY

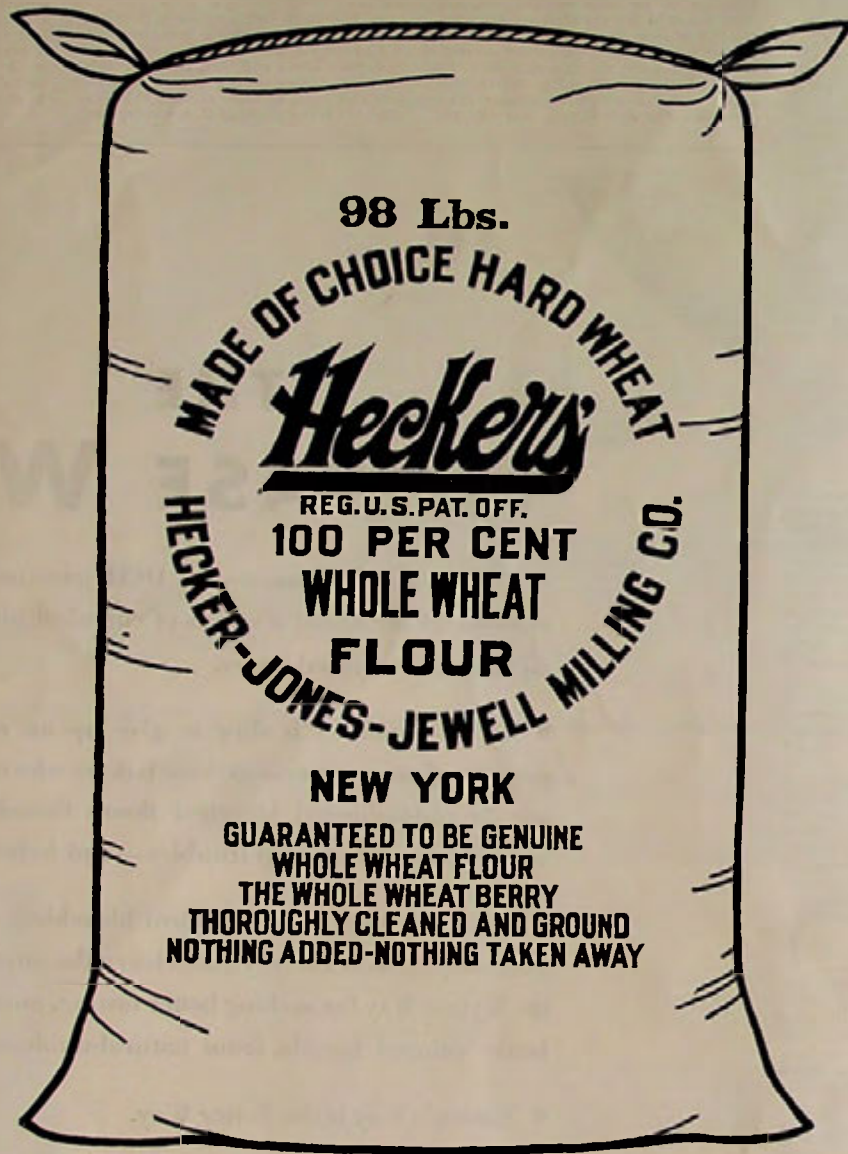
- The Spring and Summer of 1931 gave indisputable evidence of the harmful effects of chemical bleaching—on already weakened flours.
- But the industry is slow to give up an established practice of many years—so those bakers who continue to use the old-fashioned bleached flours flounder around with all manner of shop troubles—and holes in bread.
- Soon the practice of chemical bleaching will be unnecessary, as bakers everywhere learn the satisfactions of the Wytase Way for making better tasting, more uniform, better colored breads, from natural-unbleached flour.
- Nature's Way is the Better Way.

Wytase

J. R. SHORT
MILLING CO.

3739 WALL ST.
CHICAGO, ILL.





Selected wheat, finely ground to produce a product of full strength and flavor for the baker who desires to supply "honest-to-goodness" whole wheat bread.

HECKER - JONES - JEWELL MILLING CO.
NEW YORK CITY

BUFFALO, N. Y.

Effect of Additional Ingredients on Bread

(Continued from page 829.)

short while with only the flour and shortening in it, so that the latter shall become thoroughly blended with the former. Or to add the melted fat with the bulk water, and lastly the yeast liquor, then to start the mixer immediately. This idea makes sure of the water and oil becoming blended and mixed with the mass before the latter is properly mixed. Now, as mixing proceeds, so the whole of the ingredients will become correctly amalgamated. Furthermore, this method does not give the oil time to envelop the yeast cells. Under no consideration should such envelopment occur, or these cells will be seriously hampered in their function by the clogging influence.

I prefer Method D, because an emulsion means that the fat, being emulsified with so much water, also the milk powder as used, will easily incorporate with the solids, especially if a generous percentage of water is used in the emulsion. In the latter case the emulsion is very thin, thus insuring that the fat globules will be easily and evenly dispersed, and the emulsion, mixing successfully with the bulk water into a united whole, will become evenly distributed as the dough gets mixed.

For best results the shortening should be warmed to the same temperature as that of the doughing water. This will mean good blending, and will not interfere with the accurate temperature of the finished dough.

In regard to quantity, a practical and expert baker recommends 8 lbs shortening to the 280-lb sack of flour. Personally I think this too much; in any case, this quantity ought not to be exceeded. Quantity, however, is really dependent upon the quality of the shortening, the character of the flour, and the dough process. Thus a lesser quantity of the best shortening will be more effective than a larger quantity of moderate quality or inferior fat. Again, if the flour is very strong more can be used than with weak flour. The gluten of the

strong flour will put up greater resistance than that of a weak one. Moreover, due to the dough from the strong flour being much tougher as a whole, the larger amount of fat will be helpful in shedding the toughness and producing a softening and mellowing influence. More fat can be used with a short system dough than with a long process, inasmuch as there is not the danger of the dough fermenting too fast and of the gluten and dough becoming unduly softened. Besides, as bread from short system doughs goes dry quicker than that from long-time doughs, and as fat acts as a moistening agent, the extra quantity will counteract the drying tendency.

SUGAR

At the outset of remarks under this heading I cannot do better than to quote John Kirkland: "Refined cane sugar is probably the purest chemical substance met with in commerce, the solid matter consisting, as it does, of 99 per cent sucrose. It contains practically no nitrogen and, consequently, is neither a true food nor a stimulant. It is, in fact, a gas producer pure and simple. Cane sugar is a disaccharide, and is not directly fermentable by yeast. It must first be changed into a monosaccharide, and this is accomplished by yeast through the agency of its enzyme, invertase. When working with cane sugar, not more than 2 lbs per sack (280 lbs flour) are necessary, this quantity being more than sufficient to yield all the gas required, and at the same time still leave a residue which will give the bread a sweet flavor and a rich bloom. It is, in fact, for the purpose of giving the bread this bloom that sugar is generally used."

Unquestionably, cane sugar is the best to use, but it should be noted, as above stated, that sugar is neither a true food nor a stimulant, but simply a gas producer.

What purpose, then, does added sugar

(Continued on page 830.)

Yeast Raised Doughnuts

... more popular than ever when you vary the topping

WHENEVER a good formula has been backed by a little extra sales effort, raised doughnuts have earned a steady, profitable demand. Offer them to your own customers in interesting variety—plain, glazed, chocolate-coated and with other toppings. Making them not only attractive *but different* is one of the secrets of successful selling.

We'll be glad to send you a formula for yeast-raised doughnuts—one that has proved its sales value in many bakeries.

CORN PRODUCTS REFINING CO.
17 Battery Place NEW YORK CITY

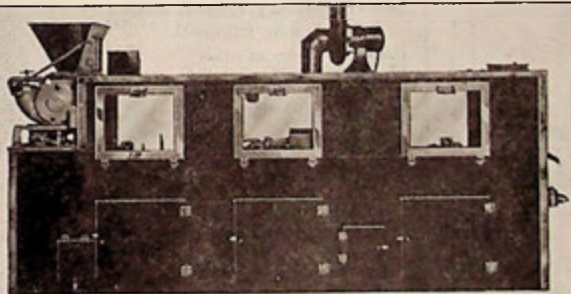
For better grain, texture, volume

Any sweet dough run—doughnuts, for example—offers an excellent opportunity to check the improvements effected by Cerelose. Make a test of this kind, using Cerelose exactly as any other sugar would be used. Compare grain, texture, volume, with your regular product. The results of such tests are fast making Cerelose the standard sugar for all bread and sweet dough products.

CERELOSE

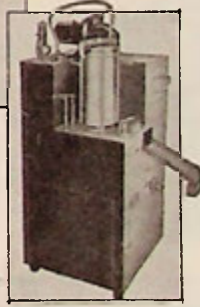
A PURE WHITE SUGAR FROM CORN

The LINCOLN Automatic Doughnut Machine cuts, fries and ejects 10 dozen doughnuts an hour



The PRODUCER Automatic Doughnut Machine cuts, fries and ejects 160 dozen doughnuts an hour

The STANDARD Automatic Doughnut Machine cuts, fries and ejects 80 dozen doughnuts an hour



The foundation of a profitable doughnut business

THE first requisite for a profitable doughnut business is a good, dependable doughnut machine. Thousands of bakers throughout the country have met this important requirement by installing a D.M.C. automatic doughnut machine.

Eleven years of constant study has perfected these "miniature doughnut factories." They are designed to meet every production requirement from 40 dozen to 160 dozen an hour—and in combinations which produce over 2,000 dozen. Investment in any D.M.C. machine is quickly repaid in the great savings in fat, labor and time, and in the consequent increase in plant efficiency and quality of product.

The service extended to the users of D.M.C. machines is as notable as the equipment itself. The installation of an automatic doughnut machine marks the beginning of continued assistance toward the profitable operation of the machine and the improvement of the product it turns out.

The quality of the machines and the comprehensive service extended their users have helped over two thousand bakers realize new volume and greater profits. This year the importance of sound, profitable bakery methods is emphasized. And the coupon below might bring you the very facts you seek.

DOUGHNUT MACHINE CORPORATION

1170 BROADWAY, NEW YORK, N. Y.

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

NM 9-31

Doughnut Machine Corporation,
1170 Broadway, New York, N. Y.

Please send me detailed information about:

PRODUCER Automatic Doughnut Machine.

STANDARD Automatic Doughnut Machine.

LINCOLN Automatic Doughnut Machine.

Name _____

Address _____

City _____

M
A
T
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Just a Thought

M
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Making doughs tight so that they may be handled is only a makeshift.

Condition the dough with MATURO and get a good dough that handles well and yields a loaf with a tender crust and improved keeping qualities.

Allow us to co-operate with suggestions and samples.

AMERICAN BAKERY MATERIALS CO.
MENOMONIE WISCONSIN





An Attractive Special for Halloween

TICE the cake with a white cream stock icing. Take a piece of paper 12 inches square, fold it in half, then in quarters. Fold the lefthand edge on a bias to the center, and crease. Fold the righthand edge underneath, and crease so that all edges are uniform. Take a pair of scissors and cut off the top edge at a 45-degree angle, making a six-point star. Make a pin hole at the high and low points of the star all the way around. Take a plain paper tube filled with

brown royal icing; cut off the end so as to leave an opening about one sixteenth of an inch in diameter. Make a series of cats around the outline, alternating them as shown in the picture. The cats are made by holding the tube straight up and down, making a dot for the head, drawing it down a little, keeping the pressure on the bag and drawing the tube upward and around to make the body.

Take another paper tube, filled with brown royal icing; cut off the end, leaving an opening about the size of a pin head, hold the tube straight up and down, and draw down with pressure, making the legs and feet on the cat.

The cat in the sitting position is made with a tube that has the same opening as the first one, making a dot for the head, drawing down a little, making a large dot for the body, letting up on the pressure, drawing down around and up to a point for the tail. Make the ears by placing a very small dot on top of each side of the head, drawing it to a point. Take a plain paper tube filled with white royal icing; cut off the end of the tube so as to leave an opening about the size of a pin head.

Outline the pumpkins in the open sections around the top edge of the cake. Take a plain paper tube filled with orange colored royal icing soft enough so that it will flow when the outline of the pumpkins is filled in.

Take a small paper tube filled with brown royal icing, and outline skulls and crossed bones, alternating them all the way around the side of the cake.

Dunwoody Institute

Minneapolis, Minnesota

Dunwoody offers instruction in Scientific Baking (4 months) and Sweet Goods (4 months).

Training is carried on in large bake shops, a smaller experimental bake shop, an experimental chemical laboratory, and class rooms on large and small batches.

Special study and shop work is given on variable control factors.

Rates: Non Minnesota residents \$145 either course.

Write for catalog and description of courses.

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.....

DU PONT Cellophane

(Moisture Proof)

PLAIN and PRINTED
Also Cellophane Bags and
Tubes for Cookies and Cakes

Brooks Paper Co.
St. Louis, Mo.

*it takes the
to make the* **BEST**

**WORCESTER
SALT**

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.



LAYER CAKE



CHOCOLATE BAR



COOKIE

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



DEVILSFOOD SQUARE



JELLY ROLL



BEEDEE'S
CINNAMON ROLLS



WOOL SUN
COOKIE

*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!

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:

Maurits Wolff, Millers' Agent and Flour Importer, Rotterdam, Holland 869

**FOR YOUR
BANKING
NEEDS....**

EVERY department is fully equipped to render complete, efficient banking service to the grain and flour industries of the Northwest.



**NORTHWESTERN
NATIONAL BANK**

MINNEAPOLIS, MINNESOTA
Affiliated with
Northwest Bancorporation

**FOR THOSE EXTRA FINE CAKES
TRY**

**WHITE CHIEF
CAKE FLOUR**

**EXTRA SOFT
EXTRA WHITE
EXTRA FINE**

MILLED FROM
WHITE MICHIGAN SOFT WHEAT
BY
DAVID STOTT FLOUR MILLS
DETROIT, MICH.

Also These Flours for Your Other Cake Requirements—
PEERLESS *A Superior Soft Wheat Short Patent*
FANCY *Patent Soft Wheat*
SNOWFLAKE *Soft Wheat Pastry*
Let Us Quote You on Straight or Assorted Cans



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

OCCIDENT TERMINAL
GRAIN ELEVATOR LOCATED AT DULUTH, MINN.

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

Town Crier

FLOUR

Every day adds to the list
Of bakers
Who found their
Quality bread on
The sure foundation of
Quality flour.
TOWN CRIER
Has rebuilt and
Revivified
Many a declining bread trade.
If your business
Needs PEP
TOWN CRIER
Will supply it.

*Prices and profits take care of themselves.
What they all say: "It's the best bread in town."*



*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., SEPTEMBER 23, 1931

Number 9

The Modern Retail Bakery

By A. R. MacPherson

THE function, purpose and importance of the retail baker in the business world today and his vital relation to the great systems of distribution is gaining more and more the serious consideration and study which the subject so justly deserves, particularly among the retail bakers themselves. They need to realize more clearly the fact that millions of people are dependent directly and indirectly for a most necessary part of their food supply upon his services and knowledge as a retail baker. And as the quality of his services, knowledge and products improves, just in proportion will the consuming public increase its demands for his goods.

The vital part which retailers of all kinds play in the great arteries of distribution was demonstrated in an experiment by the Russian government, which attempted for two years to keep all the retail stores closed and their windows barred. The results were disastrous in the extremes of suffering and starvation which followed until the government was forced to reopen the stores and to recognize their essential and inevitable place in the established systems of distribution whereby the great masses of people may readily obtain the necessities of life.

Bakery Census Report of 1929

The retail bakeries comprise by far the largest number of establishments engaged in the baking industry, although the value of the products produced by them is greatly exceeded by the wholesale establishments. The Bureau of the Census Report for 1929 shows 2,375 wholesale bakeries as producing 46.5 per cent of all the bakery products manufactured, although they comprise only 14.7 per cent of the total number of bakery establishments. While complete data on the retail bakeries were not available, there were 11,068 concerns reported, which represents 54 per cent of all classes of bakery firms concerned in the report. These retailers, however, produced only 19.8 per cent in dollars and cents value of all bakery products manufactured, or an annual average per plant of \$22,500, against \$236,214 for the average wholesale plant.

Compared with the 1920 census report, there is a slight decrease of about 5 per cent in the number of retail bakeries, which indicates a most encouraging situation. Apparently, the huge growth of the chain and the large bakery mergers has but little affected the general retail

situation as yet. The small retail bakery has its needful place in the scheme of distribution, but its progress and success in gaining a much larger share of the business available depends entirely upon the individual initiative of each retail baker.

The Function of the Retail Baker

What is the function of the retail baker? We can best answer this by referring to the report issued by the Joint Commission of Agricultural Inquiry appointed by Congress to investigate and present a comprehensive survey of the systems of distribution.

"The retailer's true function is that of serving as a purchasing agent for his community; as such he selects and carries a reserve supply of merchandise to meet the requirements of the individual consumer.

"When the retailer enters business he assumes the responsibility of performing a public function, that of providing commodities and services to his community economically and conveniently, and maintaining such environment as is necessary and desirable to the consumer who supports him. If he fails in his responsibility and performs only as a distributing agent, he ceases to be an economic factor in the community which he serves."

While Herbert Hoover was Secretary of the Department of Commerce some very helpful subject matter was issued on the various functions of the retail merchant. "Evidence is beginning to accumulate to show that the answer to some of our gravest problems of distribution lies in the performance of the retail merchant's function. Our studies have demonstrated that in many cases the profits in his field, which is the last and often the most crucial stage in our distribution process, are being lost through wasteful and unnecessary practices, such as the accumulation of dead stock (stale goods for the baker), the soliciting of unprofitable customers and the striving for volume of business without regard to costs. . . . Our nation is built upon the individualism of our people,—upon their initiative and their service to the community, and there is a recognized place in the community for the independent business man who conscientiously strives to meet this need."

Baker Both Manufacturer and Retailer

Since the retail baker is both a manufacturer and a retailer, he performs a double service for his community, and as such he should possess a thorough knowledge both of the art of baking and of the science of retailing. It may be truthfully stated and agreed upon that the majority of retail bakers are well versed and experienced in the art of baking, but woefully deficient in the knowledge and practice of the science of retailing which is so essential to their complete success as retail bakers. The chapters following will be devoted entirely to a presentation of the science of retailing as applied to bakers, assuming, as stated, that the average baker is already trained and experienced in his particular art.

As shown in the census report of 1929, many bakery establishments com-

THE SELLING AGE OF BAKING

MOST bakers know how to bake; how many know how to sell? We would hate to say, for it might not look pretty in print. But this is exactly what Mr. MacPherson had in mind when he began preparing his series of articles on "The Modern Retail Bakery," the first of which appears in this issue.

It is needless to assure readers of THE NORTHWESTERN MILLER AND AMERICAN BAKER that Mr. MacPherson "knows his onions." He is widely acquainted in the baking trade as a member of a Pacific Coast family that has been in the business for half a century, some forty of those years in Tacoma, Wash., where he is associated with his brother, Wallace, in one of the most outstanding baking enterprises in the country.

As A. R. MacPherson puts it, he has been in the business since he was first able to walk as a tot, some thirty years ago. To quote further from his autobiography: "At present we operate the Federal Bakeries, comprising six retail stores and a dozen house-to-house routes. During the past forty years in this city we have seen scores of bakeries come and go, most of them bankrupt, and quite a number we bought, but we still manage to continue in business without a failure chalked against us. My father opened about the first retail bakery in Tacoma some forty years ago, and still continues with us in the business. My brother, Wallace, is the present head of the business. He has also served as president of the Washington State Bakers' Association for the past six or seven years, as well as being a governor for the western district on the board of the American Bakers Association. While most of my time and energy are taken up by my bakery work, I have a hobby of writing for the magazines. You know what that urge to write is; when it gets you, and you think that you can write a little, you have to get out the old typewriter and work it out of your system."

Readers of THE NORTHWESTERN MILLER AND AMERICAN BAKER will consider it fortunate that Mr. MacPherson has that urge! His articles will appear monthly. The October installment is an optimistic picture of the retail baker's opportunities.

hine the retail business with the wholesale, retail, and house-to-house, or a combination of the three classes. About 40 per cent of all bakeries make up this mixed class, which produces about 80 per cent of all products manufactured. While each different class has its individual problems peculiar to its character, the merchandising problems of the retailer remain practically the same, although his shop problems may become increasingly complicated and difficult if he is operating on other than a wholly retail store basis. No attempt will be made in this series to deal with the problems of the wholesaler or house-to-house baker, since another two or three volumes would be required to adequately handle the subjects involved.

Any good retail baker can turn out products that are desirable and salable, but to create and maintain a consumer demand for these same goods with profitable results to the baker requires a thorough knowledge and acquaintance with efficient, scientific methods of doing business. It is not enough that he be a good manufacturer. He must also be a modern, up-to-date merchant, well versed in the science of retailing.

Retail Baker's Difficult Position

The retail baker occupies a most unique and, at the same time, a most difficult position among all of the retail concerns that go to make up the average business community. In carrying on his industry he must successfully perform in one day, so to speak, all of the various processes which most other types of retail concerns carry out in days, weeks and even months before the particular transaction is completed and the consumer satisfied. The retail baker must purchase his raw materials, assemble his shop force and methods of production, manufacture his great variety of bakery products, advertise these goods, merchandise and market them and get his customer's cash all in the course of a single day.

In actual operation all of these various activities may not be performed together on the same day, but they represent the average day's work of the average retail baker, and woe to the one who does not carry out successfully each day this course of routine. If he fails in any one or more of them for a period of time, he must sooner or later close his doors.

In no other type of retail business must the merchant carry on such a varied and concentrated daily activity in order to succeed. The grocer, the butcher, the candy maker, the jeweler, the druggist, the shoe dealer, the dry goods merchant, the hardware merchant and such retailers can one and all spread their various processes of retailing over days and weeks of operation, and still succeed.

Retail Failures in the Majority

That there is a staggering percentage of failures among all types of retail concerns, statistics continue to prove, and the baker, with his more highly complicated processes of doing business, is more sensitive to business failures than many other types of retailers. Roger Babson, an eminent retail authority and statistician, maintains that only 7 per cent of all retailers are doing a profitable business; 26 per cent more are doing a fair business, but 67 per cent of these retailers are barely struggling along, a large proportion of them operating at a loss if their books were kept properly. He states, further, that "those who are not operating at a loss are merely getting day's wages, and small wages at best."

Here we have a most serious situation facing the American business man, and that means the retail baker. Statistics from every source uphold the assertion that over 90 per cent of all retail concerns eventually fail, the average life of a retail business being placed at seven years. The figures are startling, and reflect in no uncertain manner upon the acclaimed abilities of the average American to successfully conduct a retail business. As successful merchants the majority of Americans appear to be lacking in the qualifications, training and knowledge so essential to the profitable operation of a retail store. Ignorance, inefficiency, antiquated methods, unfair competition and gross carelessness are some of the evils responsible for this deplorable condition.

That the retail baker is no exception to the host of retail failures is proven in a statement from a congressional report of the Federal Trade Commission investigating the baking industry in 1927. "No figures

are presented showing the results for the over-the-counter retailer, though efforts were made to procure financial results from this type of baker. A careful survey in two cities proved that it was impossible to procure results from a representative group of these bakers, except at a prohibitive cost. In practically all the establishments visited the cost, investment, or profit data were defective in some one or more par-



A. R. MacPherson

ticulars, and frequently the cash register furnished the only records of the business. . . . Because of these conditions, therefore, it became necessary to discard the idea of presenting the financial results of the retail bakers."

Thus we see that the Federal Trade Commission experts did not even consider the average retail baker sufficiently awake and capable in his methods of doing business to warrant a practical and comprehensive report of his activities.

How long, it may be asked, is this discouraging situation to exist, and what is the ultimate solution? Some may object that the use of the word "science" as

"THE retail baker must awaken to a realization that the science of retailing, or merchandising products to the consumer, is an exact science, the rules and regulations of which must be adhered to if the baker is to achieve success. . . . And even as hosts of old-fashioned, inefficient groceries were wiped out by that Juggernaut destroyer of the retailer, the chain store systems, so countless retail bakeries are threatened with the same fate unless they awaken to the vital necessity of learning and applying more efficient methods and practices of merchandising."

applied to retailing is not altogether appropriate. Yet the past record of retailing in the United States would indicate that retailing is either a science about which we have learned little as yet, or it is a temporary school in the great scheme of business education, ultimately to be abolished and superseded by a more practical and ideal system of distribution.

The retail baker must awaken to a realization that the science of retailing, or merchandising products to the consumer, is an exact science the rules and regulations of which must be adhered to if the baker is to achieve success. A retail baker, for instance, cannot go into any community and acquire success simply through spending a few hundred dollars in setting up a second-hand shop, two or three second-hand cases in a cheap, bare store room, using dilapidated window fronts, turn out cheap quality bakery goods and expect the customers to come flocking into his store. Yet this is precisely what many retail bakers still insist upon doing, and they continue to fail in business, or to eke out a mere existence in the community which, if properly studied, rightly appealed to, and intelligently exploited, would eventually yield this same baker a comfortable fortune.

Success in a retail bakery consists of much more than simply turning out bakery products, good or bad, and sitting back on the bench waiting for customers to come in. The successful retail baker studies his location carefully beforehand, applying the same efficient methods of analysis as are used by his competitor, the great chain retail store systems. He investigates the type, characteristics and desires of the community he aims to serve, and note that word, *serve*. He chooses or builds his shop, store and window fronts, remodeling them if necessary to make the most attractive appeal in appearance to that all-important person who is to pay his bills and a fair profit,—the modern housewife. He borrows money, if necessary, to attain the proper setting for his business. Then he employs cheerful, pleasing clerks to meet and hold his customers, teaching them definite rules of conduct and salesmanship.

He establishes his selling policies,—the all-important attitudes and relationships which he shall maintain between his customers and his business. He works out the most effective advertising methods to reach his particular community, realizing first and last the inestimable value of intelligently directed advertising, whether he is a small baker doing only \$5,000 annually, or \$100,000. He studies his costs, his purchases, his materials, maintains a simple set of books that tell him quickly whether he is failing or going steadily ahead. And last, but not least, he is willing to take advantage of new methods and new developments in the baking industry, studies the trade magazines, and actively associates with the particular bakery activities of the trade, with eyes and ears ever alert to secure and adopt better methods and practices of merchandising his products.

Chains and Mergers Threaten Retailers

The day of huge combines and mergers in the baking industry has fully arrived, and the heads of these great concerns are spending millions of dollars and employing the most efficient and highly intelligent methods of merchandising to reach their employer,—that same humble housewife that the retail baker caters to. And even as hosts of old-fashioned, inefficient groceries were wiped out by that Juggernaut destroyer of the retailer, the chain store systems, so countless retail bakeries are threatened with the same fate unless they awaken to the vital necessity of learning and applying more efficient methods and practices of merchandising.

The independent retail baker has his rightful place in the channels of distribution, but it seems that he must be lashed by the overwhelming pressure of the superior forces of intelligence and aggressive business methods as used by these ever-growing chain combines before he will awaken from his fatal contentment of being just another baker, instead of a modern, aggressive business getter. The modern grocer has passed through just such an experience, and has awakened to realize that the place of the independent retailer is still here, and those that have survived the bitter experience are rising nobly to fill that place. The retail baker must read the handwriting on the wall "and go and do likewise."

EDITORIAL

INVITATIONS TO GOSSIP

THE Millers' National Federation, in a bulletin recently addressed to members, preached an admirable sermon on the disaster which inevitably overtakes those who habitually sell their products at an insufficient margin of profit and cited, as object lessons, four milling concerns, one of which, it stated, "closed a few weeks ago, another went into receivership and the plant is now shut, the third is being frantically offered for sale at any price, and the fourth is in process of going into receiver's hands."

Chairman Stone, of the Federal Farm Board, at about the same time the federation circular was issued, replying to the charge of Governor Murray, of Oklahoma, that farm board wheat had been improperly "loaned" to millers, stated that but one miller had abused the trust placed in him, that he was caught in the act and had been made to pay the pre-harvest price for approximately one hundred thousand bushels of the board's wheat ground by him without authority or the formality of prior purchase. Chairman Stone did not identify the offending miller.

Since issuance of the federation bulletin and publication of Chairman Stone's statement, the names of several solvent and perfectly respectable milling institutions have been connected by gossip with the charges made. How many other mills have been gossiped about outside the hearing of THE NORTHWESTERN MILLER AND AMERICAN BAKER, it is, of course, impossible to say. Certainly the names of many milling companies, whose greatest offense is to be suffering their full share of the general misfortunes of business and industry, have been mistakenly identified as one of these five mills anonymously accused of being "broke" or of having violated the trust placed in them by an agency of the United States government.

It is not our purpose here to scold the federation for its well meant dissertation, and we are, of course, much too modest, not to say patriotic, to undertake to question the ethics of the puissant Federal Farm Board and its troubled chairman. We cannot, however, forego expressing the view that, in times such as these, statements about our neighbors should be made strictly in terms of yea and nay, with as little as possible left to the imagination and thoughtless or vicious tongues of gossipers. Many honest and courageous men just now are fighting bravely to save the fruits of long years of toil for themselves and their associates, employees and dependents. These men are entitled to the fullest possible protection against possibilities of tale bearing innuendo. None of us can render a more useful service to ourselves, our industry, our community and, in a large way, to our country than to exercise the last possible precaution against gossip. The thoughtlessly spoken word can travel far and injure many.

A BUSINESS CONSTITUTION

GERALD SWOPE, president of the General Electric Co., is author of a plan broadly described as a "business constitution," presented by him at the annual meeting of the National Electrical Manufacturers' Association, under the operation of which, he believes, many, if not all, the evils of the business cycle and recurring unemployment would be eradicated and the whole body of industry be made sounder, more wholesome and a contributor to the national well-being.

In its essence, Mr. Swope's plan proposes the self-government of industry under supervision of law. He would create within each industrial group associational control of production, but with the largest possible measure of freedom for individual initiative, all procedure in observance of standards of ethics, in collection of statistical data, in accounting and in orderly distribution to be supervised in the interest of the public by suitable agencies of government. As a part



Comment on subjects of current interest appearing on this page should be accepted as made on the sole responsibility of the publishers and, under no circumstances, should it be interpreted as purporting to reflect the views of flour millers, bakers, members of the grain trade or any organization, group or individual within these industries.—Editor THE NORTHWESTERN MILLER AND AMERICAN BAKER.

of this associational control, he would create means for regularizing employment by more orderly production against effective demand. He would create protection of employees through periods of enforced unemployment by reserves built up by both employer and employee. He would provide certain forms of insurance and pensions, all at the cost of industry and without government participation. He would, in a word, substitute the orderly processes of industrial management in the interest of all for the present efforts of industry to protect itself against the futile efforts of politics to regulate, or, as it sometimes appears, destroy it.

Mr. Swope points out that just now three courses are open. The first of these is the do-nothing course, accepting the advantages and disadvantages of the present system and letting intensified individualism continue its fight against its own evils with the unavoidable peaks and valleys of production and consequent employment. The second course is for industry to accept the full responsibility, both for more orderly production and for variations in employment. The third, and the one just now nearing ascendancy in popular esteem, is for the government to take over the whole job, including protection of the unemployed, and operate it at cost of the taxpayers. "This," says Mr. Swope, "carries only a political and not an economic check to such expenditures."

As things now stand, Mr. Swope's plan must be accepted as a dream of what might be but which, under our present government and in our present state of mind, is unlikely soon to be realized. Politics and economics, the authority of governments and the machinery of production and distribution, are just now in what appears to be a more or less permanent state of warfare everywhere in the world and very particularly in this country. The tendency to correct economic evils by new laws, backed always by unlimited power to tax, is stranger than at any time in the modern history of the nation. The farm board, waterways, power developments, bonuses, public works, all are instances of blundering attempts to attain economic Elysium through taxation and redistribution of the wealth thus seized.

The cost of government, largely represented by expenditures other than those required for protection of life, property and the freedom of the individual, now amounts to more than thirteen billion dollars per

year, a sum greater than the value of all of the crops produced in this, the greatest agricultural nation in the world. This next Congress threatens greatly to increase this sum and to add to the burdens and difficulties of orderly individual effort by setting up other superactivities of government designed to displace the private initiative by which the wealth of the nation was created and the payment of multiplied taxes made possible.

A "business constitution" such as that proposed by Mr. Swope could be so constructed that it would run true to the Constitution of the United States, differing in no important respect from the vision of the founders of the government. But such an instrument and such a plan could not be created out of the substance of present popular conception of the province and duty of government. Today, we are demanding that government not only right every wrong but that it fill every empty pocket, even if in the end it awakens to find its own emptiest of all.

THE POLITICAL MERRYMAKING BEGINS

GOVERNOR William H. (Cocklebur) Bill Murray, of Oklahoma, is entitled neither to credit nor censure for his endeavor to create a scandal out of the Federal Farm Board's arrangements to store a part of its stabilization wheat stocks with millers. It has all along been certain that sooner or later somebody would try to tar the milling industry and the grain trade with a profiteering charge as a result of use of their facilities to house the government's surplus grain. Milling, as a result of the largely futile "harrowing" for export plan, was in the more exposed position, and Governor Murray merely had the political acumen to heat the Senate investigating committee to the charge.

Fortunately, Chairman Stone was in better position to make a straightforward reply than he will be when other acts of the board and its subsidiaries are, in due course, used for political capital. He would, it is true, have been fully justified in making public the identity of the single miller, out of scores who rented their storage space to the board, who proved false to his trust. That he did not do so is to his credit as a generous and charitable act, even though the omission affords opportunity for the tongues of gossips to blackguard millers who respected both the spirit and the letter of their contracts.

Since the beginning of the operations of the quasi-government grain trading monopoly, this publication has warned the trades that anything save the most open and aboveboard dealing with it contained the possibilities of appearance of scandal when partisan politics came to take a hand in the game. A large percentage of members of Congress, including those who were most ardent in the cause of farm relief, are eagerly awaiting the time when they can make a political holiday out of the board's misfortunes and alibi their own blunders of legislation by charges of mismanagement by the board's set-ups and advantages taken of them by the independent trades.

Governor Murray, hot-blooded from his military victories over the Red River toll bridges and the well valves of the Oklahoma oil pools, merely beat the rest of the political bell-ringers to the oratorical battleground. Today, despite the fact that his petard failed to hoist anything of moment, including the imperturbability of Chairman Stone, he doubtless is the envy of a generous half the politicians in the country. We do not like the Agricultural Marketing Act and we believe the board appointed to administer it has, with a maximum of good intentions and a minimum of ability, managed to get markets and prices into the worst possible mess; but we do feel a stirring of sympathy for it as the time approaches when it will be most cruelly and inhumanly misused to supply laughter and jeers for political merry-makings.



THE WEEK IN MILLING

Flour Demand Is Irregular

UNCERTAIN economic conditions affecting all stock and grain markets brought irregular changes in flour demand last week. Hard winter wheat mills sold less than in the preceding period, but spring wheat flour was in better demand. Mills in the Northwest sold about 120 per cent of their capacity, compared with 105 per cent in the preceding week and 100 per cent in the corresponding week a year ago. This was the third best week so far this season for the spring wheat companies. Much of the volume resulted from acceptance of resting orders when the wheat market broke sharply from previous high levels. Sales were evenly distributed between bakery and family trade. No particularly large lots were involved, and the business was mostly confined to near-by shipment. In the Southwest, millers found the market action adverse to bookings, and, while some companies maintained business in unchanged or better volume than a week ago, the average dropped, and was substantially below capacity. Unfilled orders are considerably larger in the Southwest than in the Northwest, however, as sales from the former territory have been consistently greater since July 1. St. Louis mills experienced much the same situation as those in the Southwest, while on the Pacific Coast millers found demand moderately active locally, but extremely quiet elsewhere. Soft wheat mills made moderate sales, and increased demand was reported generally from leading southeastern markets.

Export.—Latin American markets in some instances took increased quantities, mostly from the Southwest or Buffalo, but the export situation generally remains dull. A few small lots were worked to Europe early last week, and after the financial crisis in England brought a marked decline in sterling, inquiry increased from the United Kingdom. Not all of these offers were accepted, but advices from England indicate that many of them were.

Clears.—The South and East still are demanding clears, and prices for those grades continue strong. With production light, most mills have little or no clear flour to offer for near-by shipment, except in very small lots.

Prices.—Hard winter wheat flour is about 10c bbl higher than a week ago, while spring wheat quotations are 15c lower. This irregular trend was caused by advancing premiums for high protein wheat in the Southwest, while premiums narrowed somewhat in the northwestern markets. Despite the readjustment, spring wheat flour still is priced considerably higher than hard winter. Soft wheat flour is about 10c bbl lower than a week ago.

Production.—Milling operations show a substantial gain, partly as a result of the Labor Day holiday having reduced the output a week ago, but due also in a measure to more active shipping directions. Production of United States mills reporting to THE NORTHWESTERN MILLER for the week ending Sept. 19 totaled 1,532,700 bbls, compared with 1,319,518 in the preceding week, 1,799,105 in the corresponding week of last year and 1,779,850 two years ago. Every milling section shared in the increase, the central and southern group gaining 67,000 bbls, the Northwest 65,000, the Southwest 63,000, the Pacific Coast 10,000, Buffalo 5,000 and Chicago 3,000.

European Markets by Cable

LONDON, ENG., Sept. 22.—(Special Cable)—Suspension of the gold standard caused considerable excitement in London and other United Kingdom markets yesterday, resulting in some active buying, despite the unsettled conditions. Practically all offers were accepted. Due to rapid fluctuations, the quotations cannot be translated into United States currency. Today's quotations: Canadian top patents 21s 6d @ 22s per 280 lbs, Canadian export patents 19s 6d @ 19s 9d, Buffalo patents 12s 9d, home milled straight run 18s 6d, French flour 14 @ 15s.

Hamburg.—There is no trade in flour. A limited demand exists in Czechoslovakia for spot lots. Today's quotations: Canadian top patents \$3.80 per 100 kilos (\$3.35 bbl), Canadian export patents \$3.65 (\$3.21 bbl), Kansas patents \$3.90 (\$3.44 bbl).

Copenhagen.—Trade in imported flour is disappointing, being on hand-to-mouth basis only. Today's quotations: Canadian top patents \$4 @ \$4.15 per 100 kilos (\$3.53 @ \$3.66 bbl), Canadian export patents \$3.50 @ \$3.90 (\$3.08 @ \$3.44 bbl), Kansas and Oklahoma patents \$3.60 @ \$4 (\$3.17 @ \$3.53 bbl).

Wheat.—Markets are completely disorganized, on account of the abandonment of the gold standard, but the government action is generally regarded as helpful to commerce ultimately.

Millfeed.—The market is less active, with a downward price tendency apparent. Bran is quoted at \$4 5s ton.

Millfeed Production Increases

WITH the Labor Day holiday out of the way, and shipping directions for flour more active, milling operations have increased sharply in the Northwest and Southwest, and moderately in Buffalo. As a result, millfeed production in these three territories gained about 5,000 tons from a week ago, although it still is more than 10,000 tons less than in the corresponding week of last year, and about 9,000 tons under the five-year average for corresponding weeks. Since July 1, the Northwest has produced about 13,000 tons less millfeed than in the corresponding period of last year. Buffalo has produced 11,000 tons less and the Southwest about 7,000 less.

The following table shows the computed production of millfeeds for the current and prior two weeks, together with season totals of (1) all mills of Nebraska, Kansas and Oklahoma and the cities of Kansas City and St. Joseph; (2) all mills of Minnesota, North and South Dakota and Montana, including Minneapolis, St. Paul and Duluth-Superior; (3) mills of Buffalo, N. Y.:

	WEEKLY PRODUCTION (IN TONS)				Combined
	Southwest	Northwest	Buffalo		
Sept. 13-19	23,398	15,811	7,410		46,619
Previous week	20,801	13,311	7,226		41,338
Two weeks ago	22,269	15,393	7,119		44,781
1930	24,789	22,888	9,532		57,209
1929	23,318	21,076	8,660		53,054
1928	25,816	23,951	8,237		57,994
1927	25,881	26,598	9,269		61,748
Five-year average	25,034	21,630	8,622		55,286

	PRODUCTION JULY 1 TO DATE				
	Southwest	Northwest	Buffalo		
1931	313,196	190,247	95,919		599,362
1930	305,776	233,468	106,931		646,175
1929	311,026	233,204	89,102		633,332
1928	296,159	236,125	86,120		618,404
1927	357,826	228,025	94,237		679,888
Five-year average	316,756	224,354	94,468		635,574

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

UNITED KINGDOM FLOUR BUYING

WHILE reports from United States mills indicated that there were few export sales made to the United Kingdom as a result of the abandonment of the gold standard and the sharp drop in sterling exchange, the London office of THE NORTHWESTERN MILLER cables that active buying of flour occurred after the suspension, practically all offers made by importers being accepted. Some flour has been shipped recently to the United Kingdom on consignment, and may have been included in the sales.

Flour Production and Percentage of Mill Activity

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

NORTHWEST—				NORTHWEST—					
Sept. 19	Sept. 20	Sept. 21	Sept. 22	Sept. 19	Sept. 20	Sept. 21	Sept. 22		
Minneapolis	202,152	138,627	235,711	234,845	Minneapolis	51	35	70	19
Duluth-Superior	13,465	15,445	19,385	27,300	Duluth-Superior	36	52	62	33
Outside mills*	194,172	185,375	275,681	284,861	Outside mills*	11	42	63	66
Totals	409,829	344,417	580,807	536,866	Average	47	40	66	56

SOUTHWEST—				SOUTHWEST—					
Sept. 19	Sept. 20	Sept. 21	Sept. 22	Sept. 19	Sept. 20	Sept. 21	Sept. 22		
Kansas City	151,829	125,262	160,741	165,770	Kansas City	80	66	85	88
Atchison	31,273	27,268	35,991	31,043	Atchison	99	87	111	99
Wichita	37,399	27,742	38,087	40,760	Wichita	60	11	62	65
Salina	40,814	42,411	40,552	39,329	Salina	85	88	81	82
St. Joseph	51,171	31,318	53,600	30,884	St. Joseph	198	66	18	88
Omaha	23,159	20,789	24,831	24,908	Omaha	85	76	91	88
Outside millst	183,935	180,363	229,440	223,682	Outside millst	67	55	78	69
Totals	518,710	465,173	638,611	655,176	Average	72	62	71	76

CENTRAL AND SOUTHERN—				CENTRAL AND SOUTHERN—					
Sept. 19	Sept. 20	Sept. 21	Sept. 22	Sept. 19	Sept. 20	Sept. 21	Sept. 22		
St. Louis	31,700	25,900	45,000	45,600	St. Louis	61	50	65	67
Outsidet	36,800	34,200	42,100	49,700	Outsidet	67	63	65	77
Central States†	84,300	82,334	96,666	94,711	Central States†	72	67	78	79
Southeast	75,657	78,294	87,406	95,620	Southeast	69	79	74	82
Totals	288,187	221,958	271,672	288,701	Average	77	62	71	71

PACIFIC COAST—				PACIFIC COAST—					
Sept. 19	Sept. 20	Sept. 21	Sept. 22	Sept. 19	Sept. 20	Sept. 21	Sept. 22		
Portland	23,337	21,857	26,722	23,288	Portland	63	59	72	63
Seattle	23,805	20,394	36,301	34,334	Seattle	60	43	77	62
Tacoma	35,346	36,693	57,553	61,809	Tacoma	62	53	100	100
Totals	82,488	79,274	120,576	119,431	Average	59	52	86	82
Buffalo	197,601	192,681	264,185	236,282	Buffalo	74	71	93	88
Chicago	35,682	32,285	33,551	31,164	Chicago	89	81	84	88

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

SUMMARY OF FLOUR QUOTATIONS

Flour quotations reported to The Northwestern Miller as of Tuesday, Sept. 22. (Pacific Coast prices as of previous day.) Unless otherwise noted, flour per bbl of 196 lbs, packed in 95-lb cottons or 140-lb jutes. All quotations on basis of carload lots, prompt delivery.

	Chicago	Minneapolis	Kansas City	St. Louis	Buffalo	New York	Baltimore	Philadelphia	Boston	Columbus	Nashville
Spring first patent	\$4.10@4.60	\$4.35@4.80	\$4.00@4.30	\$4.65@4.85	\$4.50@4.85	\$4.50@4.85	\$4.50@4.90	\$4.50@5.25	\$4.50@4.60	\$4.50@5.00
Spring standard patent	3.85@4.25	4.10@4.40	3.75@4.00	4.25@4.45	4.15@4.50	4.00@4.25	4.25@4.50	4.50@4.90	4.15@4.35
Spring first clear	3.50@3.75	3.35@3.70	3.15@3.25	3.80@3.90	3.65@3.85	3.85@4.25
Hard winter short patent	3.50@3.80	3.45@4.15	3.30@3.70	4.80@5.25	3.45@3.70	3.60@3.96	3.75@4.00	3.40@3.70	3.50@4.00
Hard winter 95 per cent patent	2.90@3.30	3.00@3.40	3.00@3.20	3.50@3.55	4.25@4.70	3.15@3.35	3.40@3.60	3.50@3.75	3.10@3.30
Hard winter first clear	2.30@2.70	2.35@2.65	2.70@2.80
Soft winter short patent	3.15@3.60	3.25@3.75	3.25@3.50	3.50@3.75	3.15@3.40	1.30@1.80
Soft winter straight	2.65@3.00	2.75@3.05	2.55@3.35	2.75@3.45	*2.45@2.65	3.25@3.10	2.65@2.90
Soft winter first clear	2.50@2.75	2.60@2.70	3.20@3.30	2.10@3.00
Rye flour, white	3.10@3.30	3.15@3.25	3.60@3.80	3.45@3.85	3.75	3.50@3.75
Rye flour, dark	2.35@2.70	2.60@2.75	3.10@3.30	3.10@3.30	3.00	3.00@3.25	3.30@3.40

	Seattle (49¢)	San Francisco	Standard patent—	Seattle	San Francisco	Toronto	Winnipeg
Family patent	\$4.30@4.50	Kansas	\$4.75@4.85
Straight	2.25@3.00	Dakota	5.00@5.50	5.50@5.75	3.80@3.80
Cut-off	Montana	1.00@5.00	4.85@5.00	2.60@2.80

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

RAINS IMPROVE SOIL CONDITIONS IN KANSAS

Sowing Will Be Hastened as Conditions Turn More Favorable—Low Prices Big Deterrent

KANSAS CITY, Mo.—Substantial rains over a large section of Kansas in the past two days have greatly improved soil conditions, and sowing will be hastened and accomplished under much more favorable conditions than have prevailed for several weeks.

While estimates of the probable reduction in this year's wheat acreage in the Southwest are as yet little more than guesses, it appears reasonably sure that the low price will result in a material shrinkage in seeding. Present general opinion is that Kansas will sow 18 to 20 per cent fewer acres than a year ago.

Of even greater importance than the shrinkage in acreage is the very poor soil condition. Until this week rainfall had been exceedingly light over the entire western and central parts of the big wheat country for several weeks. Plowing had been accomplished under almost unprecedentedly poor conditions, and what seeding had been done has been in the dust. Some of this wheat is up, but the heat and drouth are giving it tough treatment, and some early sown probably will be lost. Some sections report an almost normal plowing done, but in other sections work is far behind schedule. It is believed that many farmers, discouraged and indifferent because of the low price of wheat, will merely disc seed into the stubble, paying out as little labor as possible against the chance of another crop to be sold at ruinous prices.

If by some chance the price of wheat should advance 10c bu or so by the middle of October, there undoubtedly would be a big spurt in seeding. Things being as they are, farmers must have some source of income, and little else can be successfully and profitably grown on a large part of the area of western Kansas, Nebraska and Oklahoma.

GEORGE V. DAYTON HEADS BUCKWHEAT ASSOCIATION

BUFFALO, N. Y.—Estimates made at a meeting of the Buckwheat Millers' and Shippers' Association in Elmira, N. Y., Sept. 18, placed acreage at 93.5 per cent and yield at 91.5 per cent of normal. These figures indicate a crop considerably larger than last year.

The price paid growers for cleaned buckwheat, delivered to mill or elevator, will average 80 3/4c per 100 lbs, and range 70c to \$1, according to a canvass of the membership.

The meeting was the largest ever held by the association. George V. Dayton, of Towanda, Pa., was elected president, and P. G. Schumacher, of Cohocton, N. Y., secretary. R. L. Gillette, agricultural statistician with the New York Department of farms and markets, and F. L. Lewis, of Theodore P. Huffman, New York City, delivered addresses.

MONTANA WHEAT CROP IS SMALLEST IN 12 YEARS

GREAT FALLS, MONT.—Three successive crop seasons of subnormal precipitation in Montana culminated this year in the lowest wheat production since 1919. September estimates of the state-federal crop reporting service placing the harvest at 16,175,000 bus. Likewise, the average yield per acre was the lowest since 1919, that being a year of extreme drouth.

The slump in production in Montana wheat from the large harvests of preceding years started with the dry season of 1929, when the total yield was but little more than half that of the bumper crop of the preceding year. A further drop was in 1930, due to shortage of moisture, and the 1931 crop, influenced by three seasons of moisture shortages, will amount to less than one half of 1930.

Montana's 1931 crop of wheat, 1,628,000 bus, averaged 7.5 bus an acre, and spring

FROST DAMAGES WHEAT IN ARGENTINA

(By Special Cable to THE NORTHWESTERN MILLER)

BUENOS AIRES, ARGENTINA, Sept. 22.

REPEATED frosts have done some damage to wheat in the Pampa, southern Cordoba and the province of Buenos Aires. Moisture is sufficient for the present, except in the north, where rains are needed. The cereal export business is temporarily dislocated because of exchange difficulties.

wheat produced 11,547,000 bus at an average of 4.5 bus, a total of 16,175,000 bus for all wheat, averaging 5.1 bus an acre.

Montana's wheat production and average acre yields for 13 years follow:

Table with 3 columns: Year, Average acre yield, bus; Production, 1000 bus. Rows from 1919 to 1931.

in connection with the 1930 convention of the American Bakers Association in Atlantic City. He also had charge of the session in Chicago last March at which the American Society of Bakery Engineers discussed rye and pumpernickel breads.

Since its inception, Mr. Paar was given charge of the production of dairy bakery products at the model dairy bakery established eight years ago by the Wisconsin Association of Master Bakers and the dairy and agricultural departments of Wisconsin.

Funeral services were held on Sept. 19 at St. Paul. Surviving the deceased are his widow, one daughter, three sons, three brothers and two sisters.

DEATH OF JOHN J. PAAR

Well-known Baker and Allied Tradesman Dead After Illness of Two Months—Buried in St. Paul

John J. Paar, for the past 10 years associated with the bakery service department of the Red Star Yeast & Products Co., Milwaukee, died at St. Joseph's Hospital, Chicago, on Sept. 16, following an illness of two months. He was 53 years old.

Mr. Paar was born at Stevens Point, Wis., and educated there and in Minneapolis, where he graduated from Dunwoody Institute with a degree in baking chemistry. He served an apprenticeship in baking under his father, later engaging in wholesale and retail baking enterprises in the Twin Cities and Iowa. For 10 years he owned and operated four shops in St. Paul. He spent five years as chief baker for the Northern Pacific dining car service.

With the Red Star Yeast & Products Co., Mr. Paar formed the acquaintance of hundreds of bakers in all parts of the United States. He engaged actively in association work, appearing on convention programs, at demonstrations and exhibits of the industry. He was in charge of the bread, rolls and variety of breads demonstration at the exhibition

COMMANDER-LARABEE WILL START HUTCHINSON MILL.

KANSAS CITY, Mo.—M. C. Belan, head miller of the Commander-Larabee Corporation, is spending several days at Hutchinson, Kansas, supervising the re-opening of the 2,000-bbl Larabee mill. The Hutchinson plant has been shut down for a considerable time, but its production now is needed to supplement the production of the Larabee company's other southwestern mills. Its mill at St. Joseph, Mo., with a capacity of 6,000 bbls, was started up this spring and now is on full production schedule.

I. V. SANDFORD PRESIDENT OF REA-PATTERSON FIRM

KANSAS CITY, Mo.—I. V. Sandford, formerly connected with the Hall-Baker Grain Co., Kansas City, has been elected president of the Rea-Patterson Milling Co., Coffeyville, Kansas, succeeding John C. Evans. Mr. Evans continues with the company in an executive capacity. H. F. Hall, prior to its sale to the Farmers' National Grain Corporation president and principal owner of the Hall-Baker Grain Co., is an important stockholder in the Rea-Patterson company.

CUBAN FLOUR IMPORTS SMALLEST ON RECORD

August Arrivals Total Less Than in Any Other Month for at Least Seven Years

Imports of flour into Cuba during August were the smallest in many years, according to information compiled by Agencias Unidas, Havana. The total arrivals for the month were only 63,511 bags of 200 lbs each, compared with 70,933 in the preceding month and 77,781 in the corresponding month of last year. Previously, the smallest total for any month for which records are available was 68,270 bags, established in May of this year. In every other month for the past seven years, at least, imports of flour into the republic have amounted to 70,000 bags or more, ranging from that figure up to 131,834 bags.

Since January, 1931, Cuba has received 626,616 bags of flour. This is far behind the records of former years. In the first seven months of 1930 the imports were 742,284 bags; in 1929, 872,623; in 1928, 789,388; in 1927, 744,410; in 1926, 766,232.

Most of the August, 1931, arrivals originated with United States mills having plants in the Southwest, the Northwest and Buffalo. Of the total, 47,134 bags came from companies with headquarters in the Northwest, but most of whom have mills in the other important milling sections. Strictly hard winter wheat mills furnished 9,275 bags, soft wheat mills 1,875 and Canadian mills 225. The source of the remainder could not be identified.

Of the 38,004 bags arriving in Havana, 20,950 were shipped through New Orleans, 12,934 through New York, 4,100 through Key West and 10 each through Norfolk and Baltimore.

Aside from Havana, the largest receipts were 7,200 bags in Santiago de Cuba, 3,218 in Nuevitas, 3,150 in Cienfuegos, 2,525 in Calbarien, 1,980 in Sagua la Grande, 1,480 in Matanzas, 1,200 in Manzanillo, 1,170 in Guantánamo, 1,100 in Gibara and 1,085 in Cardenas.

In Havana, Tons Solis & Co. took 7,000 bags of this month's arrivals; Pinan & Co., 5,300; Galban Lobo Co., 4,300; Gonzalez & Suarez, 3,770; V. Esquerro, 2,890; Isla Gutierrez Co., 2,720; Baraque Macia Co., 2,300; Mare Gonzalez & Co., 1,800; Echavarri & Co., 1,710; S. F. Guerra & Co., 1,350; Aguilera Marganon & Co., 1,000.

WET WEATHER HAMPERING WHEAT HARVEST IN CANADA

WENDELL, MAN.—Weather in western Canada during the past week has been unfavorable for harvest operations in practically all districts. Rains fell in most sections, with the greater part reported in the northern districts of Alberta and Saskatchewan, where considerable threshing remains to be done and where some late feeding grains are still to be cut. Light frosts have occurred in all three prairie provinces, but about the only damage reported was in the northern half of central Alberta where some of the late feed crops were affected. Despite the wet weather in the west the movement of new grain from the farms continues on a fairly good scale, and deliveries of wheat since Aug. 1 total 45,500,000 bus, compared to over 108,000,000 bus for the same period last year. Grading continues high, and of the 11,675 cars inspected so far, 2,483 cars graded No. 1 hard, 3,603 No. 1 northern, and 2,440 cars No. 2 northern.

TORONTO, Ont.—A preliminary estimate of yields of grain crops in Ontario gives the acreage of fall wheat as 631,500, as compared with 659,617 in 1930, and this year's yield as 18,976,000 bus, as against 17,612,000 in 1930, the yield per acre being 30 bus, as against 26.7 bus last year. A preliminary estimate of the spring wheat yield is 2,702,000 bus, as against 2,130,000 bus last year. The estimate for oats is 87,973,000 bus, against 97,322,000 a year ago, and for barley 14,950,000 bus, against 19,427,000.

Food Stocks Slump

AFTER a week of steady liquidation, the stock market was hit by the British gold standard suspension, and the general level of prices sagged to the lowest point since 1921. Seventeen food stocks made new lows, and practically without exception, food issues closed the week with net losses. Corn Products, Quaker Oats, Continental Baking A., National Biscuit, Purity Bakeries and General Foods were among the weakest. Considerable resistance was shown in Pillsbury Flour, Safeway Stores, Langendorf Baking B. and Loose Wiles preferred.

The highest and lowest prices for food stocks listed on the New York Stock Exchange registered in 1931 and the close on Sept. 22, 15 and 9, are here shown (quotations by courtesy of Chas. E. Lewis & Co., Minneapolis):

Table with 4 columns: High, Low, Dividend in dollars, and Close (Sept. 22, Sept. 15, Sept. 9). Lists various food stocks like Allied Mills, American Stores, Continental Baking, etc.

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

THE FARM BOARD'S DEFENSE

IN a belated attempt to find some justification for the Federal Farm Board's push cart sales methods in trading stabilization wheat for Brazilian coffee, the Farmers' National Grain Corporation, the board's tax financed ward, and blood brother to the board's other tax financed creation, the Grain Stabilization Corporation, has made a 'study' of the swap and concludes, publicly, that millers' protests against the obliteration of the fifth largest flour market of the United States are without much merit.

As its reasons, in brief, the corporation offers the following: Average exports of flour to Brazil are the equivalent of only 3,850,000 bus annually, while the barter supplies Brazil with five times as much wheat as is normally shipped in the form of flour and four times as much as wheat and flour taken together. The swap places United States wheat in a market to which it would otherwise not go. A very large part of the flour shipped to Brazil is milled in bond from Canadian wheat. The manufacture of this flour would require fewer than 200 mill workers, while the wheat traded represents employment of more than 25,000 farmers. The sooner stabilization stocks are disposed of, the quicker domestic markets will have a chance to work higher.

Such a consummate summary of the situation leads to the obvious conclusion that the farm board believes that the transaction has opened a new market for American wheat and that, once the present disgraceful conditions are removed, Brazil will continue to import annually 18,750,000 bus of United States wheat, or at least, more wheat than was imported before the trade. If it believes this, the board is not only exceedingly optimistic, but a trifle silly as well.

Brazil took the wheat because it could get it at a low price in exchange for a commodity which it is burning or dumping in the ocean at periodic intervals. When the farm board wheat is consumed, Brazil will buy nearly all its wheat where it has always been bought, on the cheapest market, probably Argentina. Meantime, the United States flour trade is disrupted, and normal trade will be difficult to re-establish.

It is probably true that a part of the flour shipped to Brazil was made from wheat grown in Canada, but not all of it was, by any means. Some came from the Pacific Coast, some from the Southwest and, perhaps, some from the Northwest. The question of the propriety of milling in bond in the United States is entirely outside the problem of the Brazil flour deal. The size of the Brazil

flour market is not as important as the precedent involved in the deal. If the farm board can destroy the Brazilian market by the methods used, then it can destroy every other export flour market by similar tactics.

Beautiful adroitness is shown in the neatly turned point about employment. Of course, the corporation has forgotten to count the cotton mill workers, cotton farmers, mill machinery manufacturers, steamship companies, sailors and all the rest who are deprived of an opportunity to share in what should be their business. The 25,000 farmers, which the wheat represents, were employed some two years ago. Their job is done, they have received their hire, and if the board's acreage reduction program is successful, a considerable portion of them are about to be discharged. The employment of men to handle the flour business would have occurred in 1931-32, not 1929-30.

Obviously, there is truth in the contention that the sooner the stabilization stocks are disposed of, the better. Some observers seem to disagree with the board when they contend that the manner in which the stocks are sold is as important as the time involved. The farmer, no doubt, is aware that the board is underselling him in foreign markets, and it is an extremely fine line that separates the board's present sales efforts from similar methods on the part of Russia, to which the board points with horror.

What of the other considerations? The farm board has appropriated, temporarily, one of Argentina's natural markets. The Argentine wheat, which will not go to Brazil this year, will not be hoarded against a brighter day. It will go to Europe at low prices to compete with more farm board wheat at low prices, as well as the farmer's 1931 crop. The trade with Brazil has not increased wheat consumption, it has merely shifted the normal flow of wheat from exporting to importing countries. Argentine ill will is the price paid for the capricious whim of a few individuals who apparently know more about politics than wheat marketing.

The irony lies in the fact that this attack on the good faith of the milling industry is being sent through the mails to newspapers and periodicals throughout the country, the expense being partly borne by the very individuals it ridicules. Every miller has helped to pay for this questionable "study" of his business. Every miller has been forced to support the specious arguments which hold him up to the public as a self-seeking traitor to the glorious cause of political wheat marketing.

BRAZIL DEAL UPHELD BY FARMERS' NATIONAL

Farm Board Creation Declares Millers' Protests Against Coffee-Wheat Trade Have Little Force

On the letterhead of the Farmers' National Grain Corporation, the following publicity material has been released to the press of the country:

"Protests of millers against the sale of wheat to Brazil by the Grain Stabilization Corporation, rather than flour, affords a basis for study of the situation with respect to grain and flour exports from this country to Brazil. The study discloses a number of facts that to a large degree remove the force of the protests.

"1. Average exports of flour from the United States to Brazil are less than 850,000 bbls annually, the equivalent of approximately 3,850,000 bus of wheat.

"2. The stabilization corporation's sale of 25,000,000 bus of wheat to Brazil, covering a period of 16 months, is equivalent to 18,750,000 bus for one year, or five times as much wheat as is normally shipped annually in the form of flour. Further, in view of the fact that wheat shipments to Brazil are less than 1,000,000 bus a year, the Brazil sale is equal to four times the normal exports of both wheat and flour, or an increase in normal wheat shipments from the United States to Brazil of more than 400 per cent for the next 12 months.

"3. A very large part of the 850,000 bbls of flour normally shipped to Brazil from the United States is not grown in the United States, but is milled in bond from wheat grown in Canada.

"4. To manufacture 850,000 bbls of flour a year requires the employment of

fewer than 200 mill workers; the Grain Stabilization Corporation's sale of wheat to Brazil represents the employment of more than 25,000 farmers.

"Sale of 25,000,000 bus of wheat to Brazil removes that much of the price depressing surplus from the country and places it in markets where it would not normally go. The sooner the surplus is disposed of, the more quickly domestic markets will have a chance to work to higher levels—provided the farmers cooperate to the extent of reducing production and thus preventing the continued piling up of new surplus supplies.

"Farmers' intentions-to-plant reports to the Department of Agriculture indicate a reduction in winter wheat acreage sown this fall from the 42,422,000 acres of 1930 to 37,344,000 acres, or 12 per cent. European countries, however, are taking additional steps to protect their growers from the disastrous effects of low world wheat prices. Italy has raised its tariff duties on wheat from 85.9c to \$1.07%. Other countries, already having high tariffs, are keeping out foreign wheat by reducing the quantity that may be milled or imported. The exporting countries of Europe have obtained preferential treatment for their wheat through commercial treaties with the importing countries. Russia continues to dump its low-priced wheat on the world market. During the first 10 weeks of the 1931 marketing season Russian exports of wheat amounted to 21,000,000 bus, compared to 9,000,000 bus during the corresponding period of 1930.

"World wheat carry-over shows great gains. Carry-over of domestic wheat in the United States, as of July 1, 1931, was 319,059,000 bus, compared with 290,530,000 a year before, and a large part of the latter is still in the visible supply. World carry-over now is indicated to be 659,000,000 bus as of July 1, this year,

compared to 569,000,000 bus, July 1, 1930.

"Over-supplies of any commodity hammer down prices."

CENSUS RETAIL SALES

New York, N. Y.—The United States Bureau of the Census has compiled figures showing the business of 162 different kinds of retail stores. With a total of \$50,033,850,792 aggregate net sales for the year 1929, the food group leads, doing \$11,310,627,359, or 22 per cent of the total net sales. Of this the stores selling dairy products sold \$139,832,962 worth of foods, bakeries, with 12,076 stores, sold \$198,851,173 worth, and the total net business done by restaurants and eating places amounted to \$2,097,175,528.

DAVID D. FRITCH, VETERAN EASTERN MILLER, IS DEAD

PITTSBURGH, PA.—Dr. David D. Fritch, 83 years old, head of the D. D. Fritch Milling Co., Macungie, Pa., died at his home recently after a long illness. After graduating from the University of Pennsylvania with a medical degree, Dr. Fritch entered the milling business with his brother in 1878 at Macungie. He was of a family of millers, and three preceding generations had been engaged in the industry, one of Dr. Fritch's ancestors being the first millers in his section of Pennsylvania, establishing a plant in 1764. Dr. Fritch is credited with milling the first rye flour by the roller process. Besides directing the mill, Dr. Fritch engaged in extensive farming operations, and won considerable praise for his experimental work with potatoes. He also was active in local government and was president of the Macungie silk mill for many years.

FARMERS LOSE FAITH IN FARMERS' NATIONAL

Pacific Northwest Wheat Growers Are Showing More Hostility to Farm Board Offspring—Sell to Independents

SEATTLE, WASH.—The sentiment of wheat growers in the Pacific Northwest toward the Farmers' National Grain Corporation is becoming more and more hostile. More or less skeptical from the first that the board's methods would result in any benefit to them, the ranks of those opposed to its activities have steadily increased as wheat declined and there now is apparent a widespread sentiment of unbelief that they can secure any help from that source. That this sentiment is not merely idle talk is demonstrated by the fact that the grain corporation has for some time been securing less and less of the farmers' wheat and independent dealers more and more of it, with the result that the board will handle a very substantially less volume of the present crop than it did of the previous one.

Regardless of what merit there may have been in the so-called Walla Walla plan, rejected by the farm board, this plan had the support of many Washington farmers, and its rejection added fuel to the fire of hostility to the board, materially increasing the number of growers who will turn from the board to the independent dealers for marketing their grain.

PENNSYLVANIA MILLER DEAD

PITTSBURGH, PA.—C. W. Yanquell died at Norwalk, Ohio, Sept. 12, aged 78 years. For the past 14 years he had been head miller for the Kerrtown Milling Co., near Meadville, Pa. His widow, two daughters and a son survive.

PENNSYLVANIA MILL AND FEED MEN MEET

Pioneer Association Deals With Current Trade Problems in Annual Gathering at Harrisburg

HARRISBURG, Pa.—The organization of Pennsylvania millers is the oldest among its kind in the United States. The trend of the times is clearly seen, however, in the fact that its structure has been changed to include members of the feed industry. It was as the Pennsylvania Millers' and Feed Dealers' Association, therefore, that this organization gathered in its fifty-fourth annual meeting at Harrisburg, Sept. 16-18. The program gave emphasis to the importance apparently placed by the officers upon the feed trade and its interests.

The first session of the convention was called to order on the evening of Sept. 16 by President W. B. Barnitz. George E. Foss, secretary of the Pennsylvania State Chamber of Commerce, delivered the address of welcome. He spoke of general business conditions, mentioning specifically previous periods of depression, and said that invariably when recovery started it was rapid, carrying the nation to a higher scale of living than it previously enjoyed.

The response was made by H. S. Appensellar, of the Lakeview Milling Co., Chambersburg, Pa. He spoke of the advantages of Harrisburg as a convention city, of the age of the organization and of the importance of flour milling in the life of the nation and state.

FEED REGISTRATION BILL

Two committees were called upon for reports at this session. H. V. White, reporting for the committee in charge of the feed registration bill in Pennsylvania, said that the bill to amend the license fee in Pennsylvania, which was introduced in the last session of the state legislature, was the result of many conferences. The bill passed both houses, after being amended so that any firm whose fee would equal \$25 or more would simply pay that amount without publicly declaring the volume handled. The governor vetoed the bill, however, on the grounds that it was improperly drawn. Mr. White declared that the committee will renew its attempts to get this legislation enacted into law at the next session of the legislature.

Julius E. Lentz, speaking for the committee appointed a year ago to confer with the Pennsylvania Bakers' Association in regard to the establishment of a milling and baking school by the state, said that the governor had told them that no money was available for such work at the present time. Mr. Lentz said, however, that the committee has plans under consideration, and is hopeful of favorable action.

Mr. Barnitz concluded the evening session with the appointment of the following committees: nominating, C. Y. Wagner, chairman, C. C. Gumbert, Robert C. Miner; auditing, Ross H. Rohrer, chairman, S. S. Sensenig, W. K. Harlacher; resolutions, George Dayton, chairman, A. T. Collins, Harry J. Lerch.

Thursday morning's session was opened by an address by Dr. J. A. LeClerc, of the United States Department of Agriculture, who told what the department is doing with flour and feed. The substance of his address will be published in an early issue. He was followed by John A. McSparran, secretary of agriculture of Pennsylvania.

WHEAT STORY POORLY TOLD

Mr. McSparran regretted the fact that bread is losing out as a food with the nation, and said it is largely due to the heavier consumption of oats and corn, although he did not think the use of wheat should be curtailed thereby. He declared that he is very much dissatisfied with the methods used in presenting the story of wheat to the nation.

Mr. McSparran particularly spoke of the increased use of certain types of breakfast cereals, and said that undoubtedly they have supplanted the consumption of a large amount of wheat flour products annually. He declared that bread has not been "boosted" sufficiently

and urged millers to present the true facts about this food to the nation's consumers. He also mentioned the value of Pennsylvania wheat and suggested that the millers should work more closely with the farmers of their communities.

Another address delivered at this session was that by Dr. J. E. Hunter, of the Pennsylvania State College, who spoke on "The Scientific Compounding of Poultry Feeds."

MILLING NEGLECTS COSTS

Mr. Barnitz, in making his annual address as president of the association, spoke of the revolutionary age in which we live. He said that milling has neglected to get a fair profit for its products at all times, and that it has neglected to consider its costs. He mentioned some of the activities engaged in by the organization during the past year, and expressed the hope that they would be enlarged during the coming year.

High compliment should be paid to the fine organization work that has been done by George A. Stuart, director of the Pennsylvania Bureau of Markets and secretary of the Pennsylvania millers' organization, who spoke, in part, as follows, in making his annual report:

"It must be agreed that price cutting of flour offers an opportunity for the consumers. There is no food produced or manufactured that is of greater value to mankind than bread. The more bread, butter and milk used, the better for the human race. It is far better to be bread fed than meat fed, or fed with other combinations and inventions. The lower the price to the consumer, the better for his pocketbook. However, there is not much satisfaction in one being benefited at another's cost. To strengthen and fatten ourselves while the miller starves, because he is at the mercy of speculators and combinations who are attempting to eliminate each other from business, and so plunge into a ruinous price warfare, is not a reasonable thing to do; nor is it calculated to help the prosperity of the country. It is far better not to sell at all than to cut prices below a profitable basis, and thus spoil the possible sale of a brother miller. If such a sense of justice cannot be developed among the members of our industry, then nature must take its course. As an illustration, I wish to bring to your attention a development which has taken place in one of your neighboring states which is spreading into other states and has reached into the state of Pennsylvania.

"A farmers' co-operative association has been organized in Maryland to handle grain, feed, flour and other products, and is already doing a successful business. I have been told that the latest enterprise of this association is to make contracts with mills to sell them their supply of wheat, and act either as a selling agency for the flour and offals, or pay to the mills 50¢ bbl for milling the wheat into flour and give them 85 lbs of bran and middlings. Many of the small mills should be glad of such an opportunity to keep the mill running on this basis. It keeps small lots of flour off the market, and should help to stabilize flour prices. Whether or not the large mills would care to enter into such an agreement is for them to decide, but you must agree that something must be done to stop price cutting.

"The flour milling industry covers such a wide territory that it is almost difficult to handle as farming, and I venture to say that unless the millers can organize and work together in a co-operative way, some other organization will be running the industry for them in the near future."

The treasurer's report was made by E. J. Eshelman, who has served the association in that capacity over a long period.

ALL OFFICERS RE-ELECTED

Committee reports were taken up the first thing at the final session of the convention. The report of the nominating committee, which was enthusiastically adopted, resulted in the re-election of all officers. They are W. B. Barnitz, Carlisle, president; W. K. Harlacher, Highspire, first vice president; A. R. Selby, Germantown, Md., second vice president; E. J. Eshelman, Lancaster, treasurer. Mr. Stuart continues as secretary.

Directors were elected as follows: A. T. Collins, chairman, Mount Pleasant; Robert C. Miner, Wilkes-Barre; C. Y. Wagner, Bellefonte; H. S. Appensellar, Chambersburg; J. E. Sentry.

NATIONAL FEED COUNCIL ENDORSED

National resolutions adopted at this time was one endorsing the National Feed Merchandising Council and urging the elimination of price guaranties and long-term bookings.

The first speaker on the morning program was David K. Steenberg, Milwaukee, who spoke on "The Chain Feed Store Problem."

A bookkeeping system for millers was outlined in detail by H. S. Appensellar.

When a Feller Needs a Friend



MAYBE IT'S WORTH IT?

WELL, the farm board says the country will not buy up any more wheat or cotton for the purpose of holding up the price and helping the farmer. The board says it has come to this decision because it has discovered that it is no use. This noble experiment has cost us only \$500,000,000, but the \$500,000,000 are well spent if it will convince us that a man cannot make himself taller by pulling up on his bootstraps.

Five hundred million seems a lot of money to spend to find that out, but it seems we did not know it before or we would not have done it. Of course, it seems reasonable enough that the more you pull up on anything the higher you raise it. But the farm board's experiment seems to prove that, when you are pulling up on your own bootstraps, you give a downward pressure with your body that equalizes the pull upward that you are giving on your bootstraps. A lot of people have suspected this before, but now the farm board proves it.

All we are afraid of now is that one of the many commissions down at Washington will shoot another five hundred million to prove that two and two, when properly added together, make four, or that it is colder in winter than in summer, or that what goes up must come down. Still, it is worth while to find these things out, even if it does cost five hundred million bucks.—Richard Henry Little in the Chicago Tribune.

An address of particular interest was that by F. B. Bomberger, assistant chief of the division of co-operative marketing of the Federal Farm Board.

It has been the intention of those in charge of the program to devote considerable time to a discussion of flour and feed milling equipment, but time became so short that this was, unfortunately, materially curtailed.

THE SOURCES OF PROFIT

H. M. Soars, of Sprout, Waldron & Co., Muncy, Pa., said that when millers or others are considering installing grinding equipment, they should give serious thought to the sources of profit for local mixing. A manufacturing profit must be made, and in connection with this must be considered the cost of ingredients, carrying charges, actual cost of mixing, and the investment in equipment. He spoke of the profit that is to be made on the sale of concentrates, and the profit in mixing. Another factor that must be considered, he said, is service to the community.

F. M. Walter, of the Robinson Mfg. Co., Muncy, Pa., explained briefly the different types of grinding equipment available, and urged serious consideration be given to all phases of it before purchases are made.

The entertainment features of the convention consisted of a golf tournament at the Colonial Country Club on Thursday afternoon, and a banquet at the Penn-Harris Hotel that evening.

NEW YORK PRODUCE EXCHANGE HOLDS ANNUAL GOLF MEETING

New York, N. Y.—At the annual golf tournament of New York Produce Exchange members, held at the Wheatley Hills Golf Club, Sept. 17, M. Kullman won the Barber Cup. The Murphy prize went to H. Fowler, with C. E. Halsted winning first prize and J. S. Kergon second. Other prizes were won by V. Sweeney, C. H. Kunz and T. J. Coulter. Raymond F. Kiltbau, one of the well-known Produce Exchange golfers, playing at the invitation tournament at the Sleepy Hollow Country Club, Sept. 8, turned in the enviable score of 71, two under par. This included three birdies and an eagle and meant sinking three 39-foot putts.

THE NORTHWEST

ROBERT T. BEATTY, NORTHWESTERN EDITOR

118 South 6th St., Minneapolis, Minn.

Correspondents at Duluth, Superior and Great Falls

Cable Address: "Palming"

Spring Wheat Sales Show Further Improvement

STRENGTH in spring wheat flour prices early last week induced considerable buying, and the break later on resulted in acceptances of many resting orders below the previous high prices, so that mill bookings for the week showed a moderately large total, amounting to about 120 per cent of capacity. In the previous week, sales amounted to around 105 per cent, while bookings a year ago totaled about 100 per cent.

Buying Well Distributed.—Since the beginning of the crop year, however, spring wheat mills have sold much less flour than in ordinary years, and last week's sales represented the third best on the crop, being considerably higher than the average this season. There was no change in the character of the buying. Sales were evenly distributed between bakery and family trade, and were mostly confined to near-by shipment. Few purchasers have contracted very far ahead on this crop, and every buying flurry finds all classes of consumers represented.

Clean Remain Scarce.—Choice clears remain scarce. Production is light, and most mills are unable to fill all the business offered on these grades. Mixed car demand absorbs a large share of the available supply. Prices are strong, fancy clear being as high as, and occasionally higher than, second patent.

Prices Lower.—The sharp break in spring wheat prices last week resulted in a decline in flour values, bringing them about 15c below the level of a week ago. There has been a considerable number of sales made substantially below the range of nominal quotations, and apparently some firms are willing to sell at a loss.

Directions Improved.—There was an improvement noted in shipping directions this week, reversing the trend of the two previous periods, but activity in ordering out flour is only moderate. Production during the past week showed a substantial gain, figures showing the largest weekly output since the last of August. Compared with previous years, however, the output last week was small.

Northwestern Exports Small.—Export business from the Northwest was nearly at a standstill last week, as spring wheat prices are too high. Some business was worked from Buffalo mills. The rapid fluctuations in the sterling exchange, as a result of the abandonment of the gold standard, was the feature of the week. Some acceptances of previous mill quotations were cabled after the drop in sterling. Not all such offers were accepted, but reports from London indicate that many were. Some of these acceptances may have been on some flour which had been consigned to the United Kingdom.

Quotations, Sept. 22, hard spring wheat flour, basis cotton 98's or in jute 140's, Minneapolis: short patents, \$4.35@4.80; standard patent, \$4.10@4.40; second patent, \$4@4.10; fancy clear, \$3.85@4.15; first clear, \$3.35@3.70; second clear, \$1.90@2.05; whole wheat, \$3.90@4.35; graham, standard, \$3.75@3.90.

Mills in Operation.—Of the 26 Minneapolis mills, the following 14 were in operation Sept. 22: Atkinson, Everett, Aughenbaugh & Co., King Midas, Minneapolis, Northwestern Consolidated A and F, Pillsbury A (one half), A South, Graham, Palisade and Phoenix, Washburn Crosby A, C (one half), rye and Gold Medal feed.

SEMOLINAS

No change has occurred in the semolina market since a week ago. Demand is slow, despite the fact that buyers have not covered requirements very far ahead.

Present high prices are curtailing purchasing, and any further advance may result in purchases of hard winters instead of semolinas. Mills are forced to pay about 25c bu over the option for good amber milling wheat, due to the short crop this year. Shipping directions have improved, and output this week is larger. No. 1 semolina is quoted at \$4.60 @4.75 bbl, bulk, f.o.b., Minneapolis, and No. 3 at \$4.20@4.30. In the week ended Sept. 19, eight Minneapolis and interior mills made 51,703 bbls durum products, compared with 47,370, made by nine mills, in the previous week.

CROP YEAR OUTPUT AND EXPORTS

Flour output and foreign shipments by mills of Minneapolis, St. Paul and Duluth-Superior, also by "outside" mills in Minnesota, North and South Dakota, Montana

and Iowa, from Sept. 1 to 12, 1931, with comparisons, in barrels (000's omitted):

	Output		Exports	
	1931	1930	1931	1930
Minneapolis	501	786	1	1
St. Paul	21	29	1	1
Duluth-Sup.	50	72	1	1
Outside	373	717	2	31

MINNEAPOLIS FLOUR OUTPUT

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

	Weekly capacity	Flour output of mills	Pct. activity
Sept. 13-19	395,100	202,192	51
Previous week	395,100	139,427	35
Year ago	438,450	258,425	59
Two years ago	432,150	284,861	66
Three years ago	428,700	291,659	68
Four years ago	440,700	288,013	65
Five years ago	423,840	254,227	60

OUTSIDE MILLS

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

	Weekly capacity	Flour output of mills	Pct. activity
Sept. 13-19	437,450	194,172	44
Previous week	437,250	185,375	42
Year ago	438,450	276,681	63
Two years ago	432,150	284,861	66
Three years ago	428,700	291,659	68
Four years ago	440,700	288,013	65
Five years ago	423,840	254,227	60

Light Buying at Duluth

DULUTH, MINN.—Inquiry was reported slightly broader by one mill last week, but evidenced no appreciable change, according to the other. The week's business was marked by light buying with demand routine in character. Sales

mostly were for part or a car or less with prompt shipping or near-by order given. Wheat premiums are mounting, and some buyers, becoming a little timid when mills put up prices, hurriedly send in wires asking to be taken on before the advance took effect. The wide difference existing between spring and winter flour quotations places northwestern mills at a great disadvantage when meeting competition from the Southwest. Mills have reduced asking prices 15c on patents and on clears 10c bid.

Clears are scarce and buyers inquiring for supplies without much success. The light production allows little or none to offer for sale. Present prices are out of line for export.

Semolina buyers are not disposed to follow price advances, except when necessity compels.

Quotations, Sept. 19, at Duluth-Superior, f.o.b., mills, in 98-lb cotton patent, \$4.55@4.70 bbl; second patent, \$4.25@4.40; first clear, \$3.90@4.15; second clear, \$2.35@2.60.

FLOUR OUTPUT

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

	Output	Pct. of bbls activity
Sept. 13-19	13,465	36
Previous week	19,145	52
Year ago	19,385	52
Two years ago	27,100	73

Small Movement of Montana Flour

GREAT FALLS, MONT.—A canvass of the situation does not reveal any change in the flour business. There is a good local demand and a fair run of business with the jobbers who cater to the small bakery trade; but, as a whole, business lacks the snap it usually has at this season of the year. The flour trade seems determined to play the game along the most conservative lines. With the rather difficult wheat situation, Montana mills are confining their sales to near-by shipment orders. Production is at approximately 50 per cent of capacity.

Quotations, f.o.b., mill, car lots, Sept. 19: short patent \$4.40@4.60 bbl, standard patent \$4.20@4.40, first clear \$3.80@4.10.

CHAMBER OF COMMERCE NOMINEES

MINNEAPOLIS, MINN.—Harrison G. Dickey, president of the Peavey Co., has been nominated president of the Minneapolis Chamber of Commerce, and A. F. Owen, of the Cargill Commission Co., vice president. For directors, Frank J. Seidl, J. C. Wyman, E. E. Mitchell, George K. Labatt and Henry J. Moreton. Board of arbitration, E. S. Ferguson, F. B. Carr and R. J. Healy. Board of appeals, C. G. Williams, R. C. Woodworth and P. C. Rutherford. Election will be held in three weeks.

DENIES MISBRANDING CHARGE

KANSAS CITY, MO.—A formal charge of feed misbranding was last week filed in United States court here against the Hoyland Flour Mills Co. as a result of the alleged finding of a shipment of pulverized oats containing calcium carbonate at Jacksonville, Fla., several months ago.

George W. Hoyland, president of the company, states and will testify when the case comes to hearing that his company at no time ever has added calcium carbonate or any other mineral to its ground feed products.

KEEN COMPETITION FOR PROTEIN

DULUTH, MINN.—In the cash wheat market at Duluth competition for top quality high protein wheat at diversion points is keen, with flour mills absorbing everything, due to the short crop. Eastern mills are buying for their plants, but the shipments are not active enough to keep the boat trade at all busy. Choice offerings command premiums above the going basis. Lower proteins and off grades are slower and easier.

GALVESTON GRAIN EXPORTS

Grain exports through the port of Galveston during August totaled 4,657,923 bus, of which 15,000 were barley and the remainder wheat. This compared with 4,400,000 bus in July. Figures covering clearances and bookings for September indicate that total clearances for the month will approximate 2,000,000 bus.

BREVITIES in the NEWS

A. E. Mallon, export manager for the Pillsbury Flour Mills Co., Minneapolis, is in New York.

Siebel C. Harris, of Scott, Burrows & Christie, Chicago, spent two days of last week in Duluth.

W. B. Webb, president of the Wabasha (Minn.) Roller Mill Co., left last week for an extended eastern trip.

John H. Ball, of Chicago, of the merchandising department of the Farmers' National Grain Corporation, visited the Duluth exchange Sept. 15.

Deliveries on September contracts in Duluth market up to Sept. 19 have aggregated as follows: durum wheat, 1,019,000 bus; rye, 600,000; flaxseed, 30,000.

Landis Barley, until recently superintendent for the St. Paul (Minn.) Milling Co., left this week for Hollywood, Cal., where his family is at present residing.

As an example of the blight of government interference, grain men in the Minneapolis market are pointing to the fact that barley is selling for more per pound than wheat.

Karl E. Humphrey, treasurer and director of General Mills, Inc., Minneapolis, has purchased the L. H. Piper home at 2520 Park Avenue, and will move into it with his family, Oct. 1.

John D. Cain, of the Nebraska Consolidated Mills Co., Omaha, was a Minneapolis visitor, Sept. 17. Earle Roth, of the Gooch Milling & Elevator Co., of Lincoln, Neb., was in Minneapolis, Sept. 16.

Flour and feed arriving at Duluth-Superior from interior points for lake shipment is moving out about as fast as it comes in and stocks in the railroad warehouses are showing no accumulations.

The referee in bankruptcy has arranged for the sale of the milling property of the Judith Milling Co., at Hobson, Mont., and four of its country elevators, for \$8,500, to the Montana Elevator Co., and a meeting will be held at Lewistown, Sept. 25, to confirm the sale.

The short crop in parts of the Northwest will undoubtedly result in the dis-

ing of many interior elevators. At several stations in southwestern Minnesota and South Dakota, the receipts of grain during August were less than 200 bus each, as compared with 10,000 to 14,000 bus each in the same month last year.

Howard Keyes, of Ohio, has brought suit against the Interlake Steamship Co., owner of the steamer E. A. S. Clarke, on a claim assigned to him by the Pillsbury Flour Mills Co., to recover \$84,761 for damages alleged to have been sustained while the boat was wintering with a cargo of wheat in Buffalo harbor during 1927-28.

The water rate on wheat, Duluth to Buffalo, has stiffened somewhat, advancing from 3/8c from the low point of 1 1/2c bu to 1 3/4c. The development of a brisk demand would probably force the rate somewhat higher. Some of the boats are being laid up for the season owing to the poor business. The Montreal rate is nominally 6c.

The general extension division of the University of Minnesota will conduct classes again this fall and winter in railway traffic and rates. Lee Kuempel, assistant director of the Minneapolis Traffic Association, and C. C. Crellin, formerly with the Washburn Crosby Co., Inc., but now with the Minneapolis & St. Louis Railroad, will be among the instructors.

A mild sensation was caused here last week when Victor A. Johnston, editor of the official publication of the Northwest Grain Association, Minneapolis, in tendering his resignation, said he could no longer support the program of the farm board, and that the Farmers' National Grain Corporation had used coercive methods to bring about the absorption of the Northwest association.

Among the Minneapolis millers attending the convention of the American Bakers Association at Chicago this week are G. Cullen Thomas and W. E. Doty, of General Mills, Inc.; Martin Luther and C. G. Harrel, of the Commander-Larahee Corporation; M. A. Gray and W. E. Derrick, of the Pillsbury Flour Mills Co.; Leslie Olsen and W. J. O'Keefe, of the International Milling Co.; M. P. Fuller, of Everett, Aughenbaugh & Co. H. L. Beecher and J. F. Armstrong, of the Eagle Roller Mill Co., New Ulm, Minn., also went to the convention.

THE SOUTHWEST

ROBERT E. STERLING, SOUTHWESTERN MANAGER

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

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

Small Lots Feature Trade in Hard Winters

SALES in the Southwest showed a declining tendency last week. Approximately 95 per cent of capacity was sold, in comparison to 185 per cent the previous week. The absence of large bookings accounts for the decrease. Large eastern buyers were using more caution than ever in their booking. The decline in wheat on Sept. 19 would seem to back up their distrust of the market, but millers are paying little heed to the option market and are basing prices on the extremely high premiums, making it difficult to convince buyers that prices should hold to present levels. Millers felt fairly secure in their position and predicted that the low point in high protein bookings had been reached, but with options touching a new low at the close of the week it begins to look as if further recessions are highly probable.

Bookings in Small Amounts.—Nearly all forward business was booked in small amounts for shipments during the remainder of the calendar year. Orders specifying spring shipment were scarce. One or two orders for 15,000 bbls were received, but the bulk of sales was for 5,000 bbls and less. Millers say family trade is improving from week to week, while most bakery sales continue on a hand-to-mouth basis.

Improvement in Directions.—Production increased 25,000 bbls from the previous week at Kansas City. Directions are in more liberal volume and contracts are in satisfactory shape. Mills have been getting exceptionally good directions from their mixed car trade, but sales of this nature have shown a declining tendency lately.

Meager Export Sales.—The fore part of the week saw two sales to Latin American countries of 2,000 bbls each, but on succeeding days exports dropped off to about 400 bbls per day for the entire Southwest. Kansas City mills report their prices about 45c out of line with continental countries, giving little hope of sales. The drop in wheat will doubtless create a good deal of interest in continental markets, but sales are improbable.

Prices Somewhat Firmer.—Lower mill-fed prices and strong premiums on high protein wheat have held prices to high levels, particularly in the upper grades. Quotations, Sept. 19, f.o.b., Kansas City, in cotton 98's or jute 110's, basis dark hard winter wheat: short patent, \$3.50@4.15 bbl; 95 per cent, \$3@3.10; straight, \$2.90@3.25; first clear, \$2.25@2.65; second clear, \$2; low grade, \$1.85.

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 61 representative southwestern mills, exclusive of Kansas City, Wichita, Omaha, St. Joseph, Salina and Atchison. Additional tables give the production and activity of principal milling centers in the territory.

	Weekly capacity bbls	Flour output bbls	Per cent activity
Sept. 13-19	319,650	153,035	48
Previous week	325,650	150,363	46
Year ago	325,650	229,410	70
Two years ago	326,250	223,682	69
Five-year average			54
Ten-year average			50

KANSAS CITY			
	Weekly capacity bbls	Flour output bbls	Per cent activity
Sept. 13-19	188,700	151,829	80
Previous week	188,700	125,822	66
Year ago	188,700	150,714	79
Two years ago	188,700	148,778	79
Five-year average			75
Ten-year average			73

WICHITA			
	Weekly capacity bbls	Flour output bbls	Per cent activity
Sept. 13-19	62,400	37,299	60
Previous week	62,400	27,742	44
Year ago	62,400	38,687	62
Two years ago	62,400	40,750	65

WALINA			
	Weekly capacity bbls	Flour output bbls	Per cent activity
Sept. 13-19	48,000	10,811	22
Previous week	48,000	12,111	25
Year ago	48,000	19,252	40
Two years ago	48,000	39,229	82

ST. JOSEPH			
	Weekly capacity bbls	Flour output bbls	Per cent activity
Sept. 13-19	47,400	11,171	23
Previous week	47,400	11,315	24
Year ago	47,400	8,360	17
Two years ago	47,400	30,881	65

ATCHISON			
	Weekly capacity bbls	Flour output bbls	Per cent activity
Sept. 13-19	31,500	11,273	35
Previous week	31,500	7,268	23
Year ago	31,500	35,991	113
Two years ago	31,500	31,913	99

OMAHA			
	Weekly capacity bbls	Flour output bbls	Per cent activity
Sept. 13-19	27,300	23,159	84
Previous week	27,300	20,789	76
Year ago	27,300	21,531	79
Two years ago	27,300	21,900	80

NEWS CRIST in BRIEF

W. H. Hinkle, feed sales manager for the Pillsbury Flour Mills Co., Atchison, was in western Kansas last week.

J. D. Fleckenstein, Kansas City manager for the Livingston Economic Service, spent the week-end in Minneapolis.

Harvey L. Williamson, sales manager for the Goerz Flour Mills Co., Newton, Kansas, is visiting connections in the southern states.

Charles H. Newman, executive vice president of the Tex-O-Kan Flour Mills Co., Dallas, Texas, was a recent visitor in Kansas City.

Adolph Mayer, Dallas, Texas, representing the Fulton Bag & Cotton Mills, visited recently in Oklahoma City and adjacent territory.

Laurence B. Chapman, president of the Walnut Creek Milling Co., Great Bend, Kansas, was in Kansas City recently on business.

John E. Novak, export manager and assistant sales manager for the Kansas Milling Co., Wichita, was calling on the Oklahoma trade last week.

Don C. Graham, Kansas City flour broker, has returned from a two months' motor trip to the eastern and northern states. Mrs. Graham accompanied him.

C. Y. Partain, representative in Texas for the Wichita (Kansas) Flour Mills Co., accompanied by Mr. Rhem, of the Rhem Baking Co., Abilene, visited his home office Sept. 16.

J. C. Regier, president and manager of the Buhler (Kansas) Mill & Elevator Co., recently escaped injury in a collision of his car with a truck near Salina. The car was badly damaged.

R. W. Van Brocklin, Memphis, Tenn., flour broker, visited for two days at the plants of the Buhler (Kansas) Mill & Elevator Co. and the Walnut Creek Milling Co., Great Bend, which he represents.

The Hutchinson, Kansas, Board of Trade has appointed a committee to investigate the possibility of building a new home. Leaders in the movement have in mind utilization of the top half of an eight-story building. Inability to get space is preventing expansion of the

Reports of about 70 mills to THE NORTHWESTERN MILLER showed sales represented per cent of capacity as follows: Sept. 13-19, 67; previous week, 66; year ago, 83.

Of the mills reporting, 1 described domestic business as active, 11 fair, 11 quiet, 10 slow and 10 dull.

Direct export shipments by all reporting mills outside of Kansas City were 4,165 bbls last week, 5,110 in the previous week, 23,688 a year ago, and 32,577 two years ago.

Oklahoma Business Is Light

OKLAHOMA CITY, OKLA.—Flour trade is very light, with sales limited to the family class and very little exporting. Average sales are approximately 60 per cent of capacity and mill operation is about 60@75 per cent of capacity. Buyers continue to use extreme caution, due to a lack of confidence. Shipping directions are dull. Prices are firm. Quotations, basis 18-lb cottons, Oklahoma delivery: hard wheat, short patent, \$3.10; soft wheat, short patent, \$3.10; standard patent, \$3.20.

Nebraska Trade Moderately Active

OMAHA, NEB.—The flour trade shows only moderate activity. Most sales are for small lots and early shipment. No export business was done.

Movement of wheat to Omaha continued in rather small volume. A good deal of the wheat arriving here was from northern Kansas. Nebraska growers con-

market. The Mensendieck Grain Co., of Kansas City, opened an office in Hutchinson last week after trying for months to get space in the building now occupied by the board and grain offices.

Albert H. Morrill, president of the Kroger Grocery and Baking Co., stopped off in Kansas City last week on a tour of several middle western cities where the Kroger company has extensive holdings.

E. B. Hackney, president, H. T. Shaeffer, treasurer, and A. W. Shelley, superintendent of the Blair Milling Co., Atchison, were in central Missouri last week calling on some of their trade connections.

The Pioneer Flour Mills, San Antonio, Texas, created considerable interest in the annual Gillespie County Fair at Fredericksburg, Texas, with a replica of a mill built in 1851 by the late C. H. Guenther, pioneer miller.

C. C. Kelly, vice president of the William Kelly Milling Co., Hutchinson, Kansas, passed through Kansas City early last week with his daughter, Miss Elizabeth Kelly, en route to St. Charles, Mo., where Miss Kelly will attend Lindenwood College.

Horatio V. Nye, formerly prominent in the milling industry of the Southwest, but now engaged in the insurance business in New York, accompanied by Mrs. Nye, is spending several days in Kansas City. Mr. and Mrs. Nye motored west with friends and plan to fly back this week.

William J. Williams, Latin American export manager for the Robinson Milling Co., Salina, Kansas, stopped off last week in Kansas City on his way to St. Louis for his marriage on Sept. 19 to Miss Virginia Henslee, of St. Louis, daughter of Mr. and Mrs. Claude E. Henslee. The ceremony took place at St. Roche church.

Several Kansas City millers are attending the convention of the American Bakers Association in Chicago this week. Among them are Carl B. Warkentin, president, and Gordon B. Wood, sales manager, of the Midland Flour Milling Co.; J. B. M. Wilcox, Isniert-Hincke Milling Co.; L. S. Myers, of the Rodney Milling Co.; J. Juul, president, and E. J. Long, sales manager, of the Southwestern Milling Co., Inc.

A PROFIT IN WHEAT

Wichita, Kansas

IN western Kansas a wheat farmer piled his wheat on the ground in six heaps of various sizes. A young man who was out collecting for the General Motors Co. inquired of the farmer why he piled his wheat up in this manner. The young man got this reply: "There's a reason, son. See that largest pile? That goes to the International Harvester Co., to pay for my combine; the second to the John Deere Flour Co., to pay for my tractor; the next to the General Motors to pay for my truck; the next, to one of the hardware men for supplies; the next one to the grocer and other local merchants; and this half bushel, in the last pile, is what I have left to show for my year's work."

time to maintain their holding attitude. Wheat containing 13 per cent or more of protein was in particularly active demand at strong premiums. That containing less protein was only fairly easy to move. Ordinaries were slow.

Bookings Small at Hutchinson

HUTCHINSON, KANSAS.—Flour bookings are light, buyers showing a disinclination to take hold unless sharp price concessions are made. Inquiries are fairly free, but price ideas too low. Export business is at a standstill, and shipping directions increasingly hard to obtain. Quotations, basis cotton 98's, Kansas City: short patent, \$3.90 bbl; straight, \$3.50; first clear, \$2.10.

Improvement in Texas

DALLAS, TEXAS.—Flour inquiry showed moderate improvement last week, due largely to increased stability in the wheat market. Light stocks in the hands of retailers made for a more satisfactory condition in family trade. Bakers still exercise caution in making bookings, although their orders were slightly in excess of the previous week. Large eastern buyers were in the market, but their ideas did not coincide with those of mills. Flour prices are firm. Quotations, basis delivered consuming territory of Texas and western Louisiana: hard winter short patent, \$3.60@3.80 bbl; standard patent, \$3.20@3.50.

Fair Sales at Wichita

WICHITA, KANSAS.—Production at Wichita increased last week. Sales have been fair and shipping directions are easier to obtain. A few export orders have been received from the West Indies, but virtually none from continental countries. Quotations for the week ending Sept. 19 were in line with the previous week, best mill brands hard wheat short patent being held at \$3.70@3.90 bbl, basis cotton 18's, in Kansas City territory.

Atchison Bookings Limited

ATCHISON, KANSAS.—Flour sales dropped to around 50@75 per cent of capacity last week, with very limited bookings from all classes of trade. Bakers who have lost the market are taking the attitude of endeavoring to heat the mills down to the old basis or waiting until they are actually forced into the market to buy further supplies. Millers believe that the low point has been seen for high protein bookings, and that prices have been discounted for all classes of wheat, and only a big rush of wheat to the terminal markets could result in further declines. As most of the farmers are receiving considerable encouragement from bankers to hold their wheat, there is little to fear from this angle. A sensational advance in high protein wheat is the big talk in the milling trade, and apparently there is considerable shortage. Shipping directions, while slightly better, have eased up again, and mills are again on restricted production.

Quotations: hard wheat short patent, \$3.30@3.50 bbl; straight, \$3.00@3.20; first clear, \$2.25@2.45. Bakery grades are 200-300 bbl over these figures.

The wheat area of France in 1931 was less than 12,500,000 acres.

CENTRAL AND SOUTHERN STATES

WILLIAM H. WIGGIN, MANAGER

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Soft Wheat Milling Outlook Improves

LAST week it began to look more definitely as if the wheat market was reaching the point where prices might begin to reflect an anticipated future situation rather than the immediate present, and that this might be favorable to higher levels. Cash wheat has been working steadily into a stronger position, with a diminishing movement and advancing premiums in some sections, notably for high proteins in the Northwest. It may mean a better background for flour.

The bid at Toledo for No. 2 red, 28 1/2c rate points to New York, is 2c under Chicago December, 48 1/2@48 3/4c on Sept. 19. There has been some increase in receipts lately. The corn crop in this section is large and when it is cut and ready for feeding more wheat may be released. One miller has the idea that there may be secondary movement of wheat at that time.

Business with the mills is quiet but fair, and a moderate amount of flour is being sold all the time. Some export business has been done but it is of comparatively small volume. There is much complaint about low prices. There has been some revival of exchange business with country mills and millers are disposed to err on the side of generosity in the amount of flour given for a bushel of wheat.

Flour Prices.—Soft winter wheat standard patent flour was quoted, Sept. 19, at \$3.05@3.10, local springs \$3.90 and local hard winters \$3.35, in 98's, f.o.b., Toledo or mill. There has been an active demand for clear flours, with no possibility of meeting it. As last year, low priced flour is wanted.

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-bbls	Pct. of ac-tivity
Sept. 13-19	115,950	84,330	72
Previous week	123,600	82,934	67
Year ago	113,350	96,666	85
Two years ago	121,230	84,711	75
Three years ago	120,030	79,319	66

Increased Sales in the Southeast

NASHVILLE, TENN.—Increased sales featured business at soft wheat mills last week. New bookings showed marked increase over the previous week, and averaged about 60 per cent of the capacity of mills reporting. Shipments held up fairly well, being close to production. Running time at soft wheat mills was curtailed, dropping somewhat below the average. Light sales during the first half of the month were an influence in smaller production, mills keeping the output close to demand.

Buyers have again been taking the cheap grades of flour on a more important scale, the demand for low grades having been pronounced during the past week. High priced established demands have been less active. The market was stronger, and buyers were taking flour more freely, there being some scattering sales of 1,000 to 2,000 bbls, though most of the business continued in lots of 100 to 500 bbls for prompt and immediate shipment. Self-rising flours continued in satisfactory demand, and routine.

Mills have continued to take moderate supplies of wheat, purchasing as required to cover flour sales. The cash market was up several cents at Nashville last week. Movement was light, with practically no local wheat being offered at large mills. Some Kansas wheat was arriving for storage by government cooperatives, and stocks thus held continued large. No. 2 wheat, with billing, was quoted 62@63c at Nashville.

Flour shows a trend to higher prices on account of the strong wheat market, though mills continue to make sales at practically unchanged prices. Quotations, Sept. 19: best soft winter wheat short patent, 98-lb cottons, f.o.b., Ohio River stations, \$4.30@4.80; first clear, \$2.40@3.

Rehandlers reported some increased activity in demand for Minnesota flours, buyers taking more freely in moderate quantities. Spring wheat flours continued to show firmness. Stocks have been showing an upward trend for more than 30 days, and have been about the same as last year. Quotations, Sept. 19: spring wheat first patent, 98-lb cottons, delivered at Nashville, \$4.50@5; standard patent, \$4.25@4.60; hard winter wheat short patent, \$3.50@4; straights, \$3.25@3.60.

FLOUR OUTPUT

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

	Weekly capacity	Flour output of ac-bbls	Pct. of ac-tivity
Sept. 13-19	125,820	75,657	60
Previous week	98,940	78,924	80
Year ago	118,620	87,406	74
Two years ago	137,220	88,690	72
Three years ago	148,320	101,003	69

Business Improvement in Indiana

INDIANAPOLIS, IND.—Aside from the usual happenings, little occurred in the flour business during the past week. Buyers are coming into the market for their needs, but there are no future bookings reported. Orders are for immediate delivery, and buying in general is from hand to mouth.

Reports from over the state by traveling mill representatives indicate that

business is gradually returning to normal, and in some sections buying has improved, but to no marked degree. In some of the sections where the population is composed mostly of foreign born, the demand for rye flour has shown some improvement. However, many of the large buyers over the state are well covered until Jan. 1.

European buyers are not interested in present offers, consequently there is no export business. Operations continue about normal, and specifications on contracts are fairly satisfactory.

The flour market ruled firm to steady during the week, and spring and hard winter wheat flours advanced 5c bbl, while soft winter wheat flour closed steady to unchanged.

Quotations, Sept. 19, f.o.b., Indianapolis, basis car lots, 98-lb cottons: soft winter short patent \$4.20@4.55 bbl, 95 per cent \$3.80@4.15, straight \$3.40@3.75, first clear \$3.50; hard winter short patent \$4.20@4.60, 95 per cent \$3.80@4.20, standard patents \$3.40@3.80, first clear \$3.35; spring wheat short patent \$4.20@4.30, standard patent \$4@4.10, first clear \$3.55.

Steady Improvement at Evansville

EVANSVILLE, IND.—Business shows a steady improvement at local mills, trading being highly satisfactory for the season. Shipping instructions were good during the past week; exporting inactive. Prices are slightly higher. Quotations, Sept. 19, in 98-lb sacks, car lots, f.o.b., Evansville: soft winter wheat short patent \$4@4.25, 95 per cent \$3.20@3.45; Kansas hard winter short patent \$5.25, first clear \$3, second clear \$2.75.

Low Grades in Demand at Atlanta

ATLANTA, GA.—Demand for flour in this section continues light, except for the lower protein flours, of which the buying is very good. Shipping instructions continue slow and mills make purchases to supply running needs only. The mills, however, are running on good time.

Prices moved up last week. Bakers flour advanced 10c bbl, the quotation on Sept. 18, in 98-lb cottons, delivered, Atlanta, being \$4 bbl.

Soft wheat mills are making a desperate effort to dispose of their short patents. Seemingly, there is a surplus of



WASHBURN CROSBY CO. has opened a southeastern sales office in the 101 Building, Atlanta, Ga., with H. R. (Dick) Kaufman, shown above, as manager. Mr. Kaufman, who has been connected with the flour trade in the South for the past 15 years, will be assisted by C. J. Affleck, who went to Atlanta from the Louisville, Ky., mill.

these products, occasioned by the heavy demand and sales of clears. Low grade products from Oklahoma were offered during the past week at \$2.85 bbl. Indiana and Illinois mills quoted 95 per cent soft wheat flour at \$3.20@3.40, bulk.

The cotton condition remains unsettled, with group meetings being held over the state. Cotton is opening rapidly and picking and ginning are proceeding; some cotton is being stored without ginning. Fodder pulling continues, sweet potatoes are being dug, while other crops are being harvested. Fruits are plentiful and have made a fine crop generally. Pecans are generally well fruited. More rain is needed for sugar cane, late corn and other crops. Further rain also is needed to place the soil in good condition for fall planting.

Norfolk Market Shows Little Change

NORFOLK, VA.—Flour prices are little changed, and buying has been fair during the week. Quotations, Sept. 18: top springs \$4.75@5, second patents \$4.15@4.50; best Kansas patents \$3.50@4.85, second patents \$3.40@3.60; top winters \$3.50@3.75, second patents \$3.25@3.40; Virginia and Maryland straights, \$2.75@3.

MILL SENDS FLOUR TO AID OF HURRICANE SUFFERERS

LOUISVILLE, KY.—Flour and medical supplies for the hurricane-stricken area near Belize, British Honduras, have been donated by the Ballard & Ballard Co., Inc., of Louisville. About 100 bbls of flour, as well as disinfectants, bandages and other medical supplies, were sent to the company's connections in Belize, in addition to a lot of flour previously ordered.

DEATH OF NOAH W. MILLER

INDIANAPOLIS, IND.—Noah W. Miller, aged 81 years, died Sept. 17. He was a member of the Indianapolis Board of Trade, and had been in the grain business for more than 35 years. He was head of the Miller Grain Co. until several years ago when ill health caused him to retire. Before coming to Indianapolis in 1887 he was engaged in the milling business with his father in Peru, Ind.

MILL GETS VIRGINIA CONTRACT

RICHMOND, VA.—The Germania Mills, Inc., of Fredericksburg, Va., has been awarded the contracts for furnishing flour to all state institutions in Virginia. The mill was successful against more than 100 competitors. Shipments will start Oct. 1, and the flour will go to every state institution in Virginia.

NEWS and PERSONAL

Atlanta bakers, through the Atlanta Bakers' Club, have offered to furnish day-old bread to the needy.

Nathan T. Moore, Atlanta Milling Co., has returned from a vacation in the mountains of eastern Tennessee.

J. L. Schofield, manager Memphis branch, Southwestern Milling Co., Kansas City, Mo., was in Atlanta the week of Sept. 14.

Mr. and Mrs. Howard Fisch announce the birth of a daughter. Mr. Fisch is president of the Highland Baking Co., Atlanta, Ga.

F. F. Sheppard, Indiana traveling representative for the Commander-Larabee Corporation, Minneapolis, called on the Indianapolis trade last week.

Leon Schwebel, Indiana Flour & Feed Co., Terre Haute, Ind., was a caller at the new office of the Mid-West Flour & Feed Co., Indianapolis, during the past week.

Leslie Igleheart, Los Angeles, Cal., who has been in Evansville for a visit with his parents, Mr. and Mrs. John Giltner Igleheart, has gone to New York on business before returning to California.

C. E. Skiver, wheat specialist in charge of the wheat improvement program sponsored by the Southern Indiana Millers' Association and Purdue University, has completed the planting of 60 plots of wild garlic on the Vincennes-Purdue farm, upon which plots he proposes to

try out 20 eradication methods to determine which is most effective. Wild garlic, which infests southern Indiana, is one of the worst problems to be solved in the production of high grade wheat.

J. G. Womble, southern sales manager International Salt Co., Richmond, Va., has been visiting flour mills in Georgia. While in Atlanta he called upon Theodore Martin, flour and feed broker.

Members of the Vanderburg County Farm Women's Club, during a tour of Evansville manufacturing plants last week, visited the Igleheart mills and especially the plant's domestic science department.

The Young Men's Hebrew Association of Nashville has passed resolutions, paying high tribute to Morris Werthan, late president of the Werthan Bag Corporation. Mr. Werthan made bequests to several Nashville benevolent organizations.

Norman S. Horton, Elkhart, Ind., is now representing the Sheridan (Wyo.) Flour Mills, Inc., in Michigan. George A. Dorothy is representing the B. A. Eckhart Milling Co., Chicago, with headquarters at 1908 Division Street, Detroit, Mich.

Stocks at Nashville at the close of the current week, and comparisons with the week before, as shown by the grain exchange, Sept. 19: flour, 39,400 bbls (39,000); wheat, 1,155,000 bus (1,108,000); corn, 38,000 bus (46,000), oats, 457,000 bus (276,000). The grain receipts at Nashville for the week were 122 cars.

ST. LOUIS DISTRICT

ARTHUR F. G. RAIKES, MANAGER

317 Merchants Exchange, St. Louis, Mo.
Correspondents at Memphis and New Orleans
Cable Address "Palming"

Demand Spotted at St. Louis

MILLS report a spotted demand for flour, with one or two describing sales as much more active, though still in small lots and at close margins of conversion, while at least one other mill says it can see no improvement in the situation. As for St. Louis bakers, they have taken some advantage of the extremely low prices that have been quoted in this market, mostly by outside mills, with the result that their flour bookings are considerably heavier than at this time a month ago. Bakers still are not buying ahead as much as they have in past seasons, but in many cases they have been unable to resist the temptation of flour offered them at ridiculously low prices.

Conversions a Problem.—It seems that the lower the price of wheat becomes, the lower the conversion obtained by millers. As one miller put it last week, when flour sells at \$8 bbl it is possible to obtain 80c conversion, when it is selling at \$6, the margin is 60c, but now that it is selling at around \$2.50 the miller is only left with 25c which, naturally, is a ruinously low conversion. There is some indication, however, that price cutting is letting up slightly. Especially in the case of family flour it is possible to get better margins. This may be due to the fact that the high protein premiums are making low protein flours look cheap compared to the bakery type of flour and millers are able to get better prices for their flour going to family consumption.

Production Higher.—Shipping directions, on the whole, have been coming in better recently, although one mill in this district reports that it is sorely in need of specifications. The better flow of directions is shown by a sharp jump in production by local mills.

Export Trade Dull.—The extremely keen demand for low grades is not so pronounced as it was a few weeks ago but mills still have little to offer. Export demand, which had shown some improvement in recent weeks, was again dull last week and only one or two sales were reported to Europe with Denmark and the United Kingdom the takers. A desultory, routine trade with Latin America continued.

Prices.—Quotations, Sept. 19, basis soft jute 140's, St. Louis: soft winter short patent \$3.25@3.75 bbl, straight \$2.75@3.05, first clear \$2.60@2.70; hard winter short patent \$3.90@3.70, 95 per cent patent \$3@3.20, first clear \$2.70@2.80; spring wheat short patent \$4@4.30, standard patent \$3.75@4, first clear \$3.15@3.25.

FLOUR OUTPUT

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

	Output bbls	Pct. of activity
Sept. 12-19	31,700	61
Previous week	26,900	50
Year ago	15,500	65
Two years ago	45,600	88

Output of outside mills, with a weekly capacity of 61,500 bbls, the product of which is sold from St. Louis:

	Output bbls	Pct. of activity
Sept. 12-19	26,800	57
Previous week	24,200	53
Year ago	42,100	65
Two years ago	45,700	87

New Orleans Trade Is Quiet

NEW ORLEANS, LA.—Trading in the local flour market continued on a quiet basis, buyers taking hold mostly in small quantities to cover immediate requirements. Few orders were reported for more than 90-day delivery. Prices are firm and the majority of buyers apparently prefer to await developments in the market before acting.

Few bakers can be induced into the

market, but family buyers are more interested in offerings. However, grocers are not in the market for future deliveries. Millers are quoting prices that are not in line with buyers' ideas which, of course, is one of the reasons for the dullness of the market.

Flour quotations, Sept. 17, basis cotton 98's: spring wheat, short patent, \$4.60@4.70 bbl, 95 per cent \$4.25@4.45, 100 per cent \$4.10@4.30, cut \$3.95@4.15; hard

Horse Grist Mill in New Fort Dearborn

By F. L. Clark

THE first building of Chicago's Century of Progress International Exposition to be completed is Fort Dearborn, a faithful reproduction of the pioneer fort. Through the log gate leading into the stockaded inclosure 150,000 visitors passed this summer between the day in May when it was opened to the public and the first of September.

An interesting exhibit, in a corner of the log stockade near the rock powder house, is a 100-year-old horse grist mill. Such a grist mill was operated just outside of the fort in the early part of the nineteenth century. It was lost on the fatal day when the garrison was massacred by Indians and the fort destroyed. But the mill now to be seen in the replica of the fort is believed to be just like the original. It was found by the historical society in an out of the way place in Indiana, and brought to Chicago and set up in the new fort beside Lake Michigan.



NOTES on the TRADE

E. J. Thomas, of the Capital Flour Mills Co., St. Paul, Minn., was a St. Louis visitor last week.

Cohen E. Williams, of Cohen E. Williams & Son, Nashville, Tenn., flour brokers, was a St. Louis visitor last week.

A. D. Morris, formerly in business in Texas, has joined the sales force of the Valier & Spies Milling Corporation, St. Louis.

Daniel S. Mullally, secretary of the Langenberg Bros. Grain Co., St. Louis, was in a serious motor accident last week when the car which he was driving, ac-

winter short patent, \$3.60, 95 per cent \$3.35, 100 per cent \$3.20, cut \$2.95, first clear \$2.65, second clear \$2.40; soft winter, short patent, \$3.90, 95 per cent \$3.40, 100 per cent \$3.15, cut \$2.90, first clear \$2.60, second clear \$2.30.

Semolina is in fair demand, although macaroni manufacturers are loath to take hold at the present price basis and are using up as much of their old stock as possible before entering the market. However, some buyers have allowed their stocks to become virtually depleted and are being forced into the market. Most purchases, however, are on an immediate delivery basis. No. 2 semolina was quoted at \$5.10 bbl.

A slight falling off in the demand from foreign buyers was noted in the total volume of flour shipped through New Orleans last week. During the seven days ended Sept. 17 a total of 19,819 bags of flour of 200 lbs each left this port, of which Latin America took 19,276 and Europe 543 as follows: Hamburg, 214; Antwerp 212, and Rotterdam 117. Wheat shipments for the week were negligible.

Quiet Demand at Memphis

MEMPHIS, TENN.—With inclination on the part of most mills to slightly elevate their quotations early in the week came some improvement in buyers' interest in flour, although it did not result in much buying. Quotations were raised 10@20c bbl as a result of the firmer cash wheat market, although later reactionary trend in the option market helped to put a damper on buying inclination. Continued decline in cotton prices likewise discouraged buying. There seems no fear of prices getting up much from prevailing levels, although expressions still indicate that the trade believes they have seen their lowest.

Flour quotations, Sept. 19, basis 98's, f.o.b., car lots, Memphis: spring wheat short patent \$4.85@5 bbl; standard patent \$4.10@4.50; hard winter short patent \$3.65@4.15; standard patent \$3.35@3.60; soft winter short patent \$3.90@4.50; standard patent \$3.35@3.85; western soft patent \$3.75@3.90; blended 95 per cent patent \$3.35; low proteins, \$3.20@3.40.

ASKS STATE BREAD INVESTIGATION

WICHITA, KANSAS.—The attorney general of Kansas has been asked to investigate bakery practices in the state. In one small town where there is no bakery it is claimed one large baking company is selling 12-oz loaves for 5c. In another town of the same county where there is a small local bakery it is charged that the company in question is selling 16-oz loaves for 5c. Action under the anti-discrimination law of the state is asked.

FORMER ALFALEA MILLER DEAD

OKLAHOMA CITY, OKLA.—John L. Abemathy, prominent wholesale grocer of Purcell, Okla., and former head of Mason Mills, Inc., Pauls Valley, Okla., manufacturer of alfalfa products, was killed recently by gunshot wounds, believed to have been accidental.

HORVITZ BAKERY DAMAGED

NEW YORK, N. Y.—The plant of the Horvitz Baking Corporation, 1328 Prospect Avenue, Bronx, was severely damaged by fire Sept. 12, from an unknown cause.

companied by Mrs. Mullally, ran into a bridge by the roadside.

O. Rossing, Jr., of the Bewley Mills, Fort Worth, Texas, was a recent visitor in New Orleans, calling on P. L. Thomson & Co.

W. K. Stunard, president of the Stunard-Tilton Milling Co., St. Louis, has left for Coronado Beach, Cal., on a vacation.

Morris A. Wilkins, of the Kansas Mill & Elevator Co., Arkansas City, Kansas, was on the floor of the Merchants' Exchange of St. Louis one day last week.

SHIPMENTS OF MEAL SMALL DURING AUGUST

Report of the Bureau of the Census Shows Consumptive Movement of 72,139 Tons—Stocks Large

Shipments of cottonseed meal into domestic channels during August totaled 72,139 tons, compared with 88,337 a year ago and the five-year average of 81,363, according to the Bureau of the Census. This is the first month of the 1931-32 season. Production during the month amounted to only 28,206 tons, compared with 76,058 a year ago.

Stocks of meal on hand at mills were 106,358 tons, compared with 43,073 a year ago and the five-year average of 49,473. This heavy stock of meal is offset by the small amount of uncrushed seed on hand at mills, the total being 60,241 tons, compared with 216,166 a year ago. Calculating the uncrushed seed as meal, the total available supply of meal in sight, Aug. 31, was 133,466, compared with 140,347 a year ago.

Commenting on the report, the Marianna Sales Co. says: "These figures should impress us with the lateness of the movement of the cotton crop. Seed receipts since Aug. 1 are the smallest on record in recent years, and the size of uncrushed stocks fully offsets the excessive amount of cake and meal on hand. Present low values, no doubt, discount much of the dearthness which is caused by the general business depression, the abundance of feedstuffs and the unusually large crop which is forecast by the government. There will naturally be considerable resistance on the part of the farmers to the sale of cottonseed at figures which do not pay the cost of ginning cotton. This will probably add to the slow movement, but will likely prove only temporary, for all other farm products are selling on comparably low, or lower, levels. Artificial effort to overcome the natural laws of supply and demand will probably prove ineffective."

W. E. WALTER FORMS NEW FIRM

ST. LOUIS, MO.—The Walter Sales Co., with offices in the Merchants' Exchange Building here, has recently been formed to take over the midwestern distribution of Barnes Emulsion, a poultry tonic and vermifuge, and Purity Disinfectant, a germicide and deodorant used in the poultry and dairy industries. The former product has been well established among poultrymen for some years and has good distribution in the Middle West and Pacific Coast.

The owner of the new company is W. E. Walter, who has been connected with the milling and feed industry in St. Louis for 20 years, the last 15 having been spent as secretary of the Dreyer Commission Co., well-known feed brokers in St. Louis. The Dreyer company for some years has handled the account of the Barnes Emulsion Co., but the increase in the volume of millfeed which it is now handling has made necessary the formation of a separate company to handle Barnes Emulsion and Purity Disinfectant.

Mr. Walter, in addition to owning the new company, will be active in its management. He has resigned from the Dreyer company to devote all of his time to the new venture.

CITY ASKS BREAD REDUCTION

OKLAHOMA CITY, OKLA.—The city of Port Arthur, Texas, has asked bakeries to lower bread prices in view of the current depression. In making the request, the city's rights to regulate public utilities within its limits sustained by statute, court decisions and charter, were referred to. Reductions were also asked of gas companies, the electric company and ice companies.

BARLEY RETURNED TO MILWAUKEE

BALTIMORE, Md.—The motor ship Detroit loaded 18,622 bus of barley from the export elevator of the Baltimore & Ohio Railroad here last week for shipment to Milwaukee. This is the first cargo of grain ever shipped from Baltimore to the Great Lakes. The barley was part of a consignment of 100,000 bus which, nearly two years ago, was shipped from Milwaukee to this port.

CHICAGO DISTRICT

SIGURD O. WERNER, CHICAGO MANAGER

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Correspondent at Milwaukee

Hard Winters Most Active at Chicago

HARD winters were the most active in the Chicago market last week. There was no real heavy buying, but a fair number of sales were made. Other varieties were slow. Springs and soft winters moved only in smaller amounts, and dealers and agents experienced a quiet week. Buyers claim there is nothing to cause them to enter the market in a big way at the present time. All kinds of prices are still being quoted by some mills, and this is not helping matters any.

Spring Wheat Flour.—Demand for springs was rather quiet last week. Locally only single cars were taken. Although these were quite numerous, the total amount of business done was disappointing to distributors. Buyers are not inclined to jump into the market at present, but order just enough flour to fill their immediate needs. Some rather large orders were placed in the East by local mills, for shipment 90 to 120 days.

Hard Winter Flour.—Southwestern brands were in improved demand last week. Quite a few sales were made ranging from 1,000 up to 2,500 bbls. and a larger number of one and two car lots. The trade began to show more interest the week before last, and this developed into some sizable business. Considerable business is now on the books, and reports are that shipping directions are coming in.

Soft Winter Flour.—Demand for soft winters slowed up again last week. Buyers in the main were out of the market, and others took on only immediate requirements. There was one sale of 2,000 bbls to a cracker baker and one of 1,000 bbls to a jobber, but aside from this business was of a routine character. Shipping directions were fair.

Durum.—There was a little business in semolina last week, the first for some weeks. A few sales of 1,000 and 2,000 bbls were made, and several smaller orders were secured. The market was not active however. Quotations, Sept. 19: No. 1 semolina, \$4.95@5.20 bbl, sacks.

Flour Prices.—Nominal quotations, car lots, basis Chicago, patents in cotton 98's and clears in jutes, Sept. 19: spring top patent \$4.10@4.60 bbl, standard patent \$3.85@4.25, first clear \$3.50@3.75, second clear \$2@2.10; hard winter short patent \$3.20@3.80, 95 per cent patent \$2.90@3.30, straight \$2.70@3, first clear \$2.30@2.70; soft winter short patent \$3.15@3.60, standard patent \$2.85@3.20, straight \$2.65@3, first clear \$2.50@2.75.

FLOUR OUTPUT

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

	Output bbls	Pct. of activity
Sept. 12-19	35,582	89
Previous week	32,245	81
Year ago	32,554	81
Two years ago	42,151	106

Milwaukee Buyers' Ideas Too Low

MILWAUKEE, Wis.—There still is too much difference in the opinion of buyers and millers regarding flour prices to stimulate any real business. Buyers are beginning to realize that prices are just about as low as possible. The past week brought increases in northwestern offerings amounting to as high as 20c. Local buyers are trying to purchase flour at the old low prices, which they ignored a few weeks ago. Small lot buying continues to fill the urgent requirements. Shipping directions are fair, with old bookings practically all cleaned up.

Quotations, Sept. 19, basis Milwaukee, patents in cotton 98's and clears in jutes: spring top patents \$4@4.90, standard patents \$3.75@4.25, first clear \$3.35@3.75, second clear \$2.10@3.20; fancy pastry flour, new crop, 95 per cent standard

patent \$3.40; fancy pastry flour, in 100-lb packages \$4.10, in barrels \$6.50.

Increases in southwestern quotations as high as 25c were reported by local flour houses. Buyers are now sorry that they failed to purchase when prices were low, and are trying their best to buy now at previous low prices. Mills are unable to meet the prices offered by the buyers. Small lot buying continues, this hand-to-mouth policy just filling the immediate requirements of the buyers. Shipping directions are only fair, with old bookings just about cleaned up.

Quotations, Sept. 19, basis Milwaukee, patents in cotton 98's and clears in jutes: short patents \$3.50@3.65, standard patents \$3.25@3.45, first clear \$2.65@2.90, second clear \$2.20@2.35. The current range between northwestern and southwestern offerings has become 50c@\$.125, compared with a range of 70c@\$.130 for the previous week.

There is no change in general conditions in semolina, although prices advanced about 25c. Quotations, Sept. 19, at Milwaukee: No. 1 \$5.25, special durum \$5, No. 3 \$4.85, durum patent \$5, macaroni flour \$4.65. Prices are for 110-lb jutes, with 15c less for bulk.

BULLETIN ON FLOUR MAKING

At the eighth annual meeting of the American Society of Bakery Engineers, held in Chicago on March 16, there was a joint session with the American Association of Cereal Chemists. Four prominent members of that organization took part in a program devoted exclusively to flour.

Bulletin No. 61 of the society, which has just been released, contains three of the four talks which were made on this subject. The first is "Wheat Selection," by L. H. McLaren, Shellbarger Mills, Salina, Kansas; the second, "Preparation for Milling," by Leslie R. Olsen, International Milling Co., Minneapolis, and the third by M. A. Gray, Pillsbury Flour Mills Co., Minneapolis, on "Mill Control."

These three talks and an illustration

showing the structure of the wheat grain make up the text of the bulletin, copies of which are available on request to the secretary, Victor E. Mars, 1541 Birchwood Avenue, Chicago.

NEBRASKA EDITOR TAKEN TO TASK FOR SLUR ON MILLERS

J. N. Campbell, secretary of the Nebraska Millers' Association, has taken to task the editor of the Nebraska State Journal, who commented as follows in his editorial columns:

"The protest of the millers' federation against the exchange of wheat for coffee is not taken in good grace. The millers were not inclined to buy grain at a price favorable to the farmers, so the farm board had to trade it wherever it could get anything out of its holdings."

Mr. Campbell, in his protest to the editor, pointed out that the exchange re-



C. A. Bunnell

sulted in a loss of about 800,000 bbls of export flour trade, with a consequent effect on labor and related industries. He further declared that the farm board would realize less than 20c bu on the transaction, and the slur cast on millers' wheat buying methods was untruthful, since market reports show that millers are paying 4@6c bu premium over the regular market price for good milling wheat, and that mills seldom pay less than 2c premium and frequently pay 10@12c premium.

BREVITIES in the NEWS

L. A. Harrington, of the South Rockwood (Mich.) Roller Mills, was in Chicago last week.

C. W. Dilworth, millers' agent of Chicago, spent a few days calling on the trade in Milwaukee.

W. S. Johnson, of W. S. Johnson & Co., flour broker, Chicago, left Sept. 16 for a week's motor trip to Buffalo, N. Y.

C. R. McClave, of the Montana Flour Mills Co., Great Falls, was in Chicago, Sept. 10, returning from a two weeks' eastern trip.

Edgar H. Evans, president of the Acme-Evans Co., Indianapolis, and chairman of the board of the Millers' National Federation, was in Chicago last week.

H. P. Hoyt, president of the Atlas Milling Co., Clinton, Mich., stopped off in Chicago, Sept. 17, returning from Delafield, Wis., where he placed his youngest son in St. John's Military Academy.

Miss Cornelia Cowan, of William Cowan & Co., Chicago, has been confined to

her home a few weeks due to illness. She is now well on the way to recovery and will be back to her office in the near future.

Carl Sims, of the Sims Milling Co., Frankfort, Ind., was in Chicago last week, en route home from Omaha, Neb., where he attended the postmasters' convention. Mr. Sims is postmaster of Frankfort, Ind.

The Miami American Legion drum and bugle corps was the guest of the Chicago Board of Trade last week. They were met at the Union Station by the Board of Trade Legion post and after a breakfast in the building, spent the morning in an inspection of the building. At the close of the session they performed in the exchange hall.

Sixteen employees of the Wisconsin grain and warehouse commission, at Superior, Wis., will be dropped from the pay roll Sept. 30, according to present plans of W. R. McCabe, chairman. This has been brought about by the lack of grain movement to Superior. In a further effort to operate within the budget, the remainder of the staff will be placed on a five-day week.

C. A. BUNNELL RE-ELECTED BY CHICAGO FLOUR CLUB

CHICAGO, ILL.—C. A. Bunnell, Chicago manager for the Pillsbury Flour Mills Co., was re-elected president of the Chicago Flour Club at its annual meeting on the evening of Sept. 17 at the Bismarck Hotel. John Reget was again made vice president and S. O. Werner, of THE NORTHWESTERN MILLER, secretary-treasurer. John W. Eckhart, of John W. Eckhart & Co., and Ernest Dahl were elected directors for two-year terms.

The nominating committee, consisting of V. J. Petersen, F. T. Herbert and N. G. Anderson, in addition to submitting a slate of candidates for the various offices, proposed a resolution providing for a representative of the club's associate members on the board of directors, in an advisory capacity. The Chicago Flour Club has had a number of allied concerns on its roster for a number of years, and the suggestion that this group be given some voice was unanimously adopted. George S. Chesbro, of the Newsome Feed Co., is the first member to serve one year.

Since the last meeting of the Chicago Flour Club, it has lost one of its most valued members, John Armbruster, of Habel, Armbruster & Larsen Co. President Bunnell asked those present to stand in silent meditation and pay tribute to the deceased member. A committee was also appointed to draw up a resolution, copies of which are to be sent to Mr. Armbruster's family and the company with which he was connected for many years.

F. T. Herbert, V. J. Petersen and S. O. Werner gave a complete report of the convention of the National Federated Flour Clubs, held last June at Philadelphia, and a letter was read from John W. Eckhart, another delegate, who was unable to be present.

Charles A. Ward, Chicago representative for the Eagle Roller Mill Co., New Ulm, was elected an active member. A. W. Fosdyke, president, and C. S. Jacobsen, vice president, of the Bakers' Courtesy Club, Chicago, were present and spoke briefly. Mr. Fosdyke described his organization and its activities at the bakers' convention, to be held in Chicago Sept. 21-24. Mr. Jacobsen recently became an associate member of the Chicago Flour Club. H. T. Corson, executive director of the National Food Bureau, was also in attendance and spoke briefly on his organization's recent activities.

A rising vote of thanks was extended the officers for their splendid work during the past year. Under the direction of President Bunnell, the Chicago Flour Club has been unusually active, and it has been one of the best years in the history of the organization.

ITALIAN TRANSIT FREIGHT CUT

WASHINGTON, D. C.—If the Italian state railways administration abides by a recent ministerial decree, all full carload shipments of rye and rye flour entering Italy by sea and destined for abroad will enjoy a 25 per cent cut in freight rates while traveling over Italian territory, the Department of Commerce has been informed. One section of the decree provides a 35 per cent cut for shipments destined to certain northern stations.

FORMER KERN SALESMAN DEAD

MILWAUKEE, Wis.—John G. Soley, 81, formerly a salesman for the J. B. A. Kern Milling Co., died Sept. 18 at his home in Milwaukee. He was an invalid two years. Mr. Soley was a native of Wales and resident of Milwaukee since 1875. He was connected with the Kern company, now out of business, for 25 years. He leaves one son, Sidney.

NATIONAL BAKING REPORT

NEW YORK, N. Y.—The National Baking Co. has reported net income for the year ended June 30 of \$161,874, after depreciation and federal taxes, to be compared with \$203,266 in the preceding fiscal year.

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: "Millefori"

POTATOES NOW ADDED TO GERMAN FLOUR MIX

Government Requires Compulsory Admixture of 5 Per Cent Potato Flour When Bakers Fail to Adulterate

HAMBURG, GERMANY.—The German food minister, Martin Schiele, has announced a compulsory admixture of potato flour with wheat flour. According to the Berliner Tageblatt the admixture will amount to 5 per cent. This regulation has been enforced because bakers have made very little use of the voluntary admixture of 10 per cent of potato flour allowed under the rules of the German bread law.

The admixture of potato flour will take place in the mills, but a decision in regard to the prohibition of the sale of pure wheat flour has not yet been taken. Probably the government will confine itself to fixing a certain price differential between flour mixed and unmixed with potato flour. Whether this admixture of potato flour will lead to a reduction in the price of bread still is unknown.

It is expected that the consumption of potato flour will increase by 500,000 to 750,000 tons as a result of this regulation. The whole potato flour production is estimated at 47,000,000 tons, of which 20,000,000 tons are intended for feeding purposes. It is hoped that the new regulation will enable the potato mills to run at full capacity. Up to now the private mills have used only 30 per cent of their capacity, and the co-operative mills 70 per cent. The latter, thereby, have accumulated large stocks, which for the most part are heavily mortgaged.

BELGIAN FLOUR IMPORTS FALLEN TO SMALL VOLUME

LONDON, ENG.—G. C. Robyns & Co., of Antwerp, flour importers, report that imports of American flour into Belgium at present are ridiculously small. Import licenses must be obtained, and they reckon that the applications for these import licenses only cover between 50 and 60 tons per month.

On Sept. 2, two parcels of Pacific Coast patent flour, each consisting of 30 tons, were sold by auction in Antwerp. This flour, shipped after the new regulations came into force, was refused by the original buyers and has been stored in bonded warehouses by the steamship agents. As no import licenses for the flour were obtainable, there was practically no interest in the sale, and the flour was finally disposed of at the equivalent of \$1.50 per 100 kilos, while charges and warehousing amounted to 30c per 100 kilos. It is understood that there are some further parcels of Pacific Coast patent flour afloat to Antwerp, the buyers of which will likewise refuse to take up the documents, so another forced sale is expected.

Belgian "00" flour—which is a flour of 68 to 72 per cent extraction—is being sold at about \$2.80@2.90 per 100 kilos, delivered, but some of the smaller mills are said to be offering at \$2.70, delivered. Bread is selling at equal to 1.3c per 1 kilo loaf.

Since Aug. 21, Belgian mills have been allowed to use 100 per cent foreign wheat. It is said that there is no home-grown wheat left, and that the new wheat is not yet fit for milling. Under these circumstances, of course, the quota system could not be maintained, but, unfortunately, the restrictions on the im-

port of flour which came into force at the time the quota system was introduced, have not been withdrawn. The idea of the government was to make the use of 15 per cent native wheat compulsory when the new crop became available, but the bad weather has retarded the crop and, moreover, strong opposition has sprung up against the protection of wheat farmers, so it seems possible that the question will have to be finally settled by parliament, which will not reassemble before Nov. 17.

NOTHING NEW UNDER THE SUN

AMSTERDAM, HOLLAND.—During the World War there were reports from Germany that edible bread was being made from sawdust, which was considered a startling innovation. However, it now appears that the invention is an old one. A leading Amsterdam newspaper cites a piece from its columns of August, 1831, which quotes a medical paper to the effect that bread had been baked from wood by cooking the wood until all substances soluble in water had been eliminated. The wood then had been reduced to sawdust and repeatedly heated, after which it had been ground as finely as possible. The color of the resulting bread was yellowish, but a nutritive loaf was baked.

FOREIGN CONFIDENCE SHOWN IN BRITISH ARBITRATION

LONDON, ENG.—The London Corn Circular of Aug. 31 refers to the respect in which London corn trade arbitrators are held abroad. Big transactions between merchants of different foreign nationalities are made on London Corn Trade Association contract forms, testifying that both parties have not only put their faith in the contract, but also in the decision of the London arbitrators and the appeal committee. The London court of arbitration is constantly receiving inquiries from all parts of the world for information as to the law and practice of commercial arbitration in Great Britain.

The writer relates a most important development which occurred last year when the London Chamber of Commerce, jointly with the court of the New York Chamber of Commerce, intervened as *amicus curie* before the court of appeals of the state of New York on the appeal to that court to enforce the award given

in London in the case of a London buyer against a New York seller. The contract had provided that all differences arising between the parties should be arbitrated in London pursuant to the provisions of the arbitration law of Great Britain. Following the award an action was brought in the English courts upon it, and judgment given in the buyer's favor. The enforcement of this judgment was resisted by the New York firm, and two tribunals in New York upheld the objection on a technicality.

The joint position of the London and New York chambers, with the London court of arbitration, emphasized the point that, if the United States courts were not prepared to enforce arbitration awards given in the circumstances of this case, it would result in the disappearance of arbitration clauses from all American contracts with over-sea business houses. Early this year the court learned that this joint intervention had been successful, and that the award given in London had been upheld.

GERMAN BANK IN EGYPT REOPENED

LONDON, ENG.—The Egyptian branches of the Deutsche Orient Bank, which were closed during the German financial crisis last August, have been reopened under the name of the Dresdner Bank. At a general meeting of the shareholders of the Dresdner Bank it was agreed to increase the capital stock from 100,000,000 marks to 400,000,000. This action was necessary owing to the action of the German government in taking 300,000,000 marks in new preferred stock, in order to provide the bank with ample funds. Capitalization of the Dresdner Bank now surpasses that of the combined Deutsche Bank and Disconto Gesellschaft, which previously led the field with 285,000,000 marks.

CROP DAMAGE IN GERMANY

LONDON, ENG.—It is reported from Berlin that the recent heavy rainfall has partially spoiled the wheat harvest in southwest Germany. It has been possible to gather in only a small portion of the ripe grain. The Chamber of Agriculture in Wiesbaden reports that the damage already done to the wheat, rye, oat and barley crops amounts to about \$4,000,000. In many districts farmers have been compelled to appeal for a postponement of the payment of their taxes and for assistance to enable them to buy seed for autumn sowing.

JUGOSLAVIAN FIXED WHEAT PRICE RESULTS IN TROUBLE

All is not well with the Jugoslavian plan for maintaining domestic prices above world levels through the establishment of a government export monopoly, the difference to be paid for by the taxpayer and consumer. The Corn Trade News, of Liverpool, reports that the Jugoslavian exportable surplus this year amounts to about 28,000,000 bus.

The farmers were guaranteed a fixed price of about 75c bu, and naturally they hastened to sell their wheat as rapidly as possible. Soon, managers of the government monopoly had chartered all the river craft and every suitable warehouse, and still the wheat kept pouring in from farms. The greatest part of the wheat still remains unsold, and much of it has been shipped up the Danube to Vienna, Komarno and Bratislava, where it has been stored on land, because the barges were needed for repeat voyages.

Prices have dropped heavily, and the government now is getting only about 27c bu for the wheat for which it paid 75c to farmers. Financial difficulties have arisen and payments to farmers are no longer possible. So the government has instructed state officials throughout the country to tell farmers that they should not continue selling their wheat at 75c bu, as prices are due to rise and that the government then will pay about 81c.

DUTCH BAKERS FORCED TO PURCHASE MORE MIXED FLOUR

AMSTERDAM, HOLLAND.—The Dutch wheat law commissioner, S. L. Louwes, has prescribed that Dutch bakers having unmixed flour in store Sept. 1 must buy a quantity of mixed flour equal to at least 25 per cent of their unmixed stock. The mixed flour will cost 88c@8.10 per 100 kilos. It is reported that the commissioner has taken this action without consulting the advisory committee, on which there are three bakery representatives.

Russian grain has been arriving at Rotterdam recently, but it is the opinion of the trade that the Russians will not find Holland a very satisfactory market this year, due to the heavy supplies of native wheat, the sale of which, notwithstanding the compulsory milling regulations, is difficult. Neither do the other western European grain markets offer very favorable selling opportunities for Russian wheat, especially as Roumanian wheat, helped by export bounties, is being offered on all markets at very low prices.

The Rotterdam trade believes that Russia will not hold the unsold wheat for very long, as the accumulated storage charges would be out of proportion to the value of the grain. The parcels in question are not only stored in warehouses but also in Rhine vessels lying idle in the port of Rotterdam. It is expected that within a few weeks this Russian wheat will be sold at practically any price.

London Flour Arrivals

The arrivals of flour in London by week, in sacks of 49 lbs, showing countries of origin.

From:	Aug. 15	Aug. 22	Aug. 29
United States	1,921	1,931	1,928
Atlantic	2,921	4,413	6,115
Pacific	229	—	—
Canada-Atlantic	3,175	6,275	19,719
Australia	876	2,499	5,239
Argentina	4,199	5,799	5,599
Constantia	4,984	774	5,119
Country	1,151	809	1,574



Measuring Wheat in a Grainary in Jerusalem

EASTERN STATES

WAYNE G. MARTIN, JR., EASTERN MANAGER

25 Beaver Street, New York, N. Y.

Correspondents at Baltimore, Boston, Buffalo, Philadelphia and Pittsburgh

Cable Address: "Palming"

Some Improvement in New York Sales

FLOUR sales in New York last week were graduated from "quiet" to "pretty good," but the stronger emphasis was on the quiet end of the description. Buyers' needs have by no means been covered far into the future, but the readjusting of price ideas that always follows a rising market has kept them from viewing with favor any volume purchasing at current levels, and although they are willing to buy freely at the prices of a week or two ago, such figures are beyond the scope of mills' financial capabilities.

Small Bakers Cover Only Current Needs.—Thus far, large and medium-sized bakers have been the only big buyers for forward shipment. Jobbers who sell the smaller trade still have cheap stuff to peddle, and, until it is out of the market, they cannot see the higher levels. Where they show an interest in three or four months' shipment, it is at prices too low for millers to meet. Invariably the sales closed were either at decidedly low figures, or else were of a particularly desired brand. Mills of all sizes shared in this business, some of the largest reporting selling southwestern at 15¢ to 25¢ below the general range, while some country mills who occasionally ship a car or so into New York, were also able to quote below general levels.

Springs High.—Local brokers, whose connections covered the various milling sections or mills whose units are diversely located, have been the ones best able to close sales because of the handicap under which northwestern mills seem to be operating. While spring wheat high glens must be held between \$4.50 and \$5, Texas mills offered \$1 below this, with the result that some buyers who have shied away from these southwestern flours in the past were willing to place a trial order to see what satisfaction could be had. Kansas flours have not yet felt the reaction of the smaller trade, and on the whole have not been purchased to any great extent in place of the more expensive northwestern flours. The big bakers, as has been their custom for many years, bought hundreds of thousands of barrels earlier in the crop year, their normal mixture requiring a large proportion of these flours, but 1,000,000 bbls still made up an interesting order for the average southwestern mill representative.

Macaroni Men Attracted.—With semolina quoted at \$5.40@5.60 and selling slightly under this, macaroni men were attracted by the better Kansas flours. More was asked for the Kansas flours than for some of the others which carried no claims of gluten content, but even at those prices this trade was moderately interested.

Pacific Coast Flours Lower.—High glens from the west coast, which have for many weeks past been quoted about 10¢ to 25¢ above other spring wheat flours of this type, were reduced last week so that they were well in line, although the sales resulting therefrom were not of large volume. The reduction also extended to soft winter wheat grades, but many Pennsylvanians were still below those from the larger mills, keeping sales small.

Quotations.—Flour prices, Sept. 18, all in jutes: spring fancy patents and high glens \$4.60@5, standard patents \$4.25@4.50, clears \$3.95@4.25; hard winter short patents \$4.60@5.25, 95's \$4.30@4.75; Texas high glens \$3.70@3.95, standard patents \$3.30@3.50; soft winter straights \$2.75@3.45.

Philadelphia Trade Dull

PHILADELPHIA, PA.—Trade in flour last week was dull and unsettled, influenced by the weakness of wheat. Local jobbers and bakers lacked confidence, and were inclined to hold off and await a more settled market. What business was placed was mostly in small lots for immediate requirements. There was practically nothing doing for export, bids generally being below a workable basis. Semolinas sold slowly, with business altogether in small lots, as macaroni manufacturers were replenishing stocks only as necessary to cover current needs. Quotations, Sept. 19: spring wheat short patent \$4.50@4.90 bbl, standard patent \$4.25@4.50, first clear \$3.85@4.25; hard winter short patent \$3.60@3.95, 95 per cent \$3.40@3.60; soft winter straight, \$3.20@3.35; semolina, No. 1 durum, \$5.25@5.50.

Interest Some Better at Buffalo

BUFFALO, N. Y.—The attitude of a good many buyers seems to be that of sitting back and waiting for developments. The stiffening of prices evoked some interest, but the rise was not sufficient to bring about a stronger demand, expressing itself in large orders. The big buyer seems to have pretty well covered his requirements by previous purchases in fairly large lots, and the smaller purchaser continues a hand-to-mouth policy.

There is a belief that better prices, if sustained long enough, will greatly stimulate demand. Prices of flour have been so low for so many months that there

was no particular object in placing orders, as it was felt that the bottom had not yet been reached. A gradually rising level of prices will, it is believed, bring many into the market with good-sized orders.

The apparent strength in wheat has helped much in improving feeling. Conditions among the bakers have improved a great deal in recent weeks. Exports have been curtailed due to credit conditions in some foreign countries and to embargoes in others.

Quotations, Sept. 18, in 98-lb cottons: spring short patent family, \$5 bbl; spring fancy patent \$4.75@5.10, standard patent \$4.50@4.75, first clear \$3.80@4.15; hard winter standard, \$3.50@4.65; soft winter straights, \$3; pastry, \$3.50@3.75; semolina in cottons, f.o.b., car lots, Buffalo, No. 1 \$5.60@5.65; No. 3, \$5.10@5.15.

Flour Output

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

	Weekly capacity	Flour output of average	Per cent
	bbls	bbls	divly
Sept. 13-19	273,000	197,501	72
Previous week	273,000	192,681	71
Year ago	273,000	254,185	93
Two years ago	255,500	236,282	86
Three years ago	255,500	219,662	86
Four years ago	238,000	247,166	98

Boston Business Spotty

BOSTON, MASS.—Business in flour in New England continues rather spotty. Some houses have had a fair trade and others report business very slow. No one, apparently, has done any large volume of business. There seems to be a somewhat better tone in the market and the tendency of prices to advance has induced more of a buying disposition.

Demand for spring wheat flours has been moderate. Buying has been for near-by needs. Buyers have convinced themselves that there is little need to anticipate requirements very far in advance. It is difficult to convince buyers that they might depart, with profit, from the policy of hand-to-mouth buying. Sales of spring wheat short patents are being made mostly around \$4.75@5, with some business still being done as low as \$4.50 and some sellers asking as high as \$5.25. Specials are quoted up to \$5.50. Standard patents are quoted around \$4.50, with some sellers wanting \$4.90

NEWS CRIST IN BRIEF

J. R. French, New York flour broker, was in Buffalo and Lockport last week.

F. D. Wilson, of Wilson Bros., Buffalo, is taking a few days' vacation in the East.

A. E. Skinner, of the Boston office of J. Cushing & Co., feeds, visited Buffalo last week.

H. E. Bradt, vice president of the Sunset Feed & Grain Co., Buffalo, was on a vacation last week.

Charles F. Knock, for many years engaged in the flour and feed business at Frederick, Md., died recently.

Charles Minnigerode, secretary of the Baltimore Flour Club, has returned from his summer's vacation in Maine.

A. C. Bernet, of the Bernet, Craft & Kauffman Milling Co., St. Louis, was a recent visitor on the Philadelphia Commercial Exchange.

Carl C. Hauswald, of Hauswald's Bakery, Baltimore, was host to the Baltimore Bakers' Club, Sept. 16, at the Maryland Country Club.

George W. Bartlett, a well-known retired grain merchant of Buffalo, has been elected treasurer of the Hamburg, N. Y., Chamber of Commerce.

W. G. McLaughlin, of the Globe Flour Mills Co., Perham, Minn., made his headquarters while in New York recently with the American Flour Corporation. He flew east from Minneapolis, leaving there on the morning of Sept. 13, and ar-

riving in New York on the evening of the same day. He later left for Boston and Philadelphia.

R. F. Bausman, who is in charge of the New York export office for the Washburn Crosby Co., Inc., was a visitor at the firm's Buffalo office last week.

Clearances of wheat and flour from the port of New York for the week ended Sept. 12 amounted to 1,105,000 bus and 40,000 bbls, with rye shipments of 17,000 bus.

Carl J. B. Currie, buyer for Park & Pollard, Boston, feedstuffs, has been elected excellent high priest of Mount Vernon chapter, Royal Arch Masons, of Dorchester, Mass.

The Flour Club of Philadelphia held a golf outing at the LuLu Temple Country Club, Sept. 23, followed by dinner at the club house. Members of the Flour Club not playing golf were presented with tickets to the Athletics-Boston baseball game.

E. F. McCarthy, sales manager for the American Maid Flour Mills, Houston, Texas, has been visiting the M. S. Brown-ell Co., of New York, for the past couple of weeks, in the course of a business trip to eastern seaboard markets. He reports finding business good.

T. J. Bush, sales manager for the Bob White Flour Mills, Kingfisher, Okla., was in Baltimore last week on a business visit. He renewed acquaintance with a number of old friends in the city. Mr. Bush was formerly Baltimore representative of the Commander Milling Co., Minneapolis.

for high grade flour. On the other hand, some business in a blended flour is possible as low as \$4.25.

Southwestern flours are moving fairly well, and some contracts have been made through to next July, although the bulk of the business does not go beyond the first quarter of 1932. For short patents \$4 is a common quotation, with some business done 5¢ to 10¢ higher. The bulk of the business is being done in the range of \$3.75@4. Standard patents have been sold rather freely at \$3.50@3.75, with some choice flour quoted still to \$3.95. A little is procurable at, on lower protein content, as low as \$3.10.

Soft winter patents have been in high request, with sales reported around \$3.50@3.75 for fairly good flour. Some Michigan flour has been sold at \$3.55. Choice flours are quoted at \$4 or slightly higher. Straights are selling in the range of \$3.25@3.40, while clears are usually quoted around \$3.20@3.30. Clears in all descriptions are relatively scarce.

Pittsburgh Sales Improve

PITTSBURGH, PA.—Improved sales of flour were reported in the Pittsburgh district last week. Prices were slightly higher and had the effect of attracting buyers, most of whom wished to contract for 30- to 60-day shipment. There were no large lots bought, the general tendency being to care for current needs.

There was considerable activity in bookings of hard winter flour, due to the rather low and attractive prices that were prevalent. Demand for springs was fair and was handicapped by the higher quotations. The warm weather of the week had a deterrent effect on the baking business, with the result that many of the larger bakers and house-to-house dealers reported a decided drop in sales. Soft winter flour sales continued light, in the face of new low prices. Larger consumers are well stocked. Clears were in brisk demand, with prices holding firm. Semolina was quoted at \$5.65 bbl, in 140-lb jutes, Pittsburgh.

Quotations, Sept. 19: spring short patent \$4.50@5.25 bbl, standard patent \$4.25@4.75; hard winter short patent \$3.50@4, standard patent \$3@3.50, low protein standard patent \$2.75@3.25; clears \$3.75@4.25; soft winters \$2.40@2.75, bulk.

Baltimore Market Slow

BALTIMORE, Md.—Buying is very slow, with purchasers holding off. Quotations, Sept. 19, in 98-lb cottons: spring first patent \$4.35@4.65 bbl, standard patent \$4@4.25; hard winter short patent \$3.45@3.70, 95 per cent patent \$3.15@3.35; soft winter short patent \$3.25@3.50, straight \$2.45@2.65.

CHAIN STORE OWNER DEAD

NEW YORK, N. Y.—Henry C. Bohack, founder and president of H. C. Bohack, Inc., one of the large grocery chains in New York and vicinity, died recently in his sleep at his home in Kew Gardens, L. I. Mr. Bohack was born in Germany in 1865, and opened the first store of the present organization in Brooklyn, in 1887, and from that small neighborhood grocery, the present company, employing 3,000 people, has grown. Mr. Bohack himself had many outside interests, and the stores in the organization handle groceries, meat, fish and baked goods.

PANAMA RAIL ROAD PURCHASES

NEW YORK, N. Y.—On Sept. 16, the Panama Rail Road Co. purchased 2,200 sacks of 95 per cent unbleached hard winter wheat flour from the American Maid Flour Mills, Houston, Texas, at \$2.94 bbl, and 250 sacks 70 per cent unbleached spring wheat flour from the Lexington (Neb.) Mill & Elevator Co. at \$3.88 bbl, both lots basis delivery, c.i.f., Cristobal, during October.

PITTSBURGH FLOUR CLUB TO MEET

PITTSBURGH, PA.—The Pittsburgh Flour Club will meet at the Fort Pitt Hotel Oct. 2, at 6 p.m., for dinner. V. M. Wintermantel, the president, will outline plans for the activity of the club for the coming fall and winter seasons.

MARYLAND FLOUR BIDS

BALTIMORE, Md.—The state of Maryland has asked for bids on 1,300 bbls of flour for use in state institutions.

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"

Pacific Coast Mills Doing Local Business

CONDITIONS are quite the same as they have been for months as to domestic outlets for flour made by northern Pacific Coast mills, namely, a reasonable volume of flour being sold to local markets and very little to outside domestic points. If the coast demand were helped out by some increase in foreign sales, so as to decrease the excessive competition for near-by trade with its resultant price cutting, the situation would not be abnormally unsatisfactory, in spite of the usual complaint of the millers as to dullness.

That is to say, when mills operate almost continuously at 50 to 60 per cent of capacity as the tidewater mills, excepting those which are almost exclusively export mills, have been doing, and the interior mills at 75 per cent of capacity, and flour stocks are not heavy, the volume of flour moving into domestic consumption channels cannot be said to be exceptionally unsatisfactory. Prices secured, rather than the aggregate volume of sales, are the principal thing the trade can complain about, and for this most of them have only themselves to thank.

Flour Prices.—Washington flour quotations, car lots, coast, Sept. 18: bluestem family short patents, \$1.40@1.80 bbl, in 49's; standard patents, \$3.30@3.70, 98's; pastry flour, \$2.50@3.25, 98's; blends, made from spring and Pacific hard wheats, \$1@1.70, 98's; Montana first patents, car lots, coast, arrival draft terms, \$1@1.5.

Export Trade.—Extreme quiet continues to characterize the export flour situation with China and Hongkong. Uncertainty as to when and on what terms the coast mills will be authorized to grind from board wheat and ship the flour made therefrom for Chinese famine relief, has paralyzed independent flour export trade. Only a few bids for flour have been received recently, and at prices too low for consideration.

FLOUR OUTPUT
Output of Seattle mills, with weekly aggregate capacities of 46,500 bbls, as reported to The Northwestern Miller:

	Output bbls	Pct. of activity
Sept. 6-12	20,391	44
Previous week	22,597	48
Year ago	35,366	76
Two years ago	33,145	70
Three years ago	35,908	77
Four years ago	27,770	59
Five years ago	17,135	37

FLOUR OUTPUT
Output of Tacoma mills, with weekly aggregate capacities of 27,000 bbls, as reported to The Northwestern Miller:

	Output bbls	Pct. of activity
Sept. 6-12	30,692	114
Previous week	16,918	62
Year ago	51,709	99
Two years ago	50,749	99
Three years ago	51,298	99
Four years ago	32,451	120
Five years ago	27,802	103

Small Lots Sold at Los Angeles
LOS ANGELES, CAL.—Bakers continue to book flour in small volume, and as needed by the buyers. There has been a decided tendency this season to patronize California bluestem types of wheat flours for balloon loaf types of bread to replace Pacific Northwest bluestems. This is due to price and the fact that local bluestems this year have been of exceedingly high quality. There has also been a considerable tendency with the medium sized bakery trade to use Utah-Idaho and Pacific Northwest straight grades of hard wheat flour. The tendency for fancy grades has decidedly decreased. Family flour is moving in good volume.

Quotations, car lots, sight draft terms: Montana spring wheat patents, \$5.20@5.50 bbl; Utah-Idaho hard wheat patents \$3.50@3.80, family patents \$1@1.50; Oregon-Washington bluestem patents

\$3.60@3.80, hard wheat patents \$1.40@1.80, pastry \$3.40@3.60; California bluestem patents \$3.60@3.80, pastry \$3.30@3.50.

Oregon Sales Are Moderate

PORTLAND, OREGON.—Flour sales are of moderate volume, but still are for current requirements only. Prices are on a very steady basis because of the wheat situation. Quotations, in car lots, Sept. 19: best family patents, \$4.50 bbl; bakers hard wheat, \$3.40@4; bakers bluestem, \$3.05@3.65.

There have been a few export sales to North China in small lots for October shipment. The trade generally is waiting for the conclusion of arrangements for the shipping of farm board supplies to the Chinese flood districts.

FLOUR OUTPUT

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

	Output bbls	Pct. of activity
Sept. 6-12	21,887	59
Previous week	23,268	63
Year ago	26,381	71
Two years ago	26,236	71
Three years ago	23,481	64
Four years ago	26,192	71
Five years ago	27,660	75

Improvement at Ogden

OGDEN, UTAH.—Although no extensive orders were placed last week, general business tone was improved with many small lot purchases and increased shipments. The results were shown in heavier operations of Ogden mills, which reached 90 per cent of capacity. Warehouse stocks were not increased. Country mills operated at 50 per cent of capacity. Prices remained unchanged.

Quotations: to southeastern dealers, first patents \$3.10@3.70 bbl, straights \$3.20@3.40, second grades \$3@3.25, car lots, f.o.b., Memphis and other lower Mis-

issippi River common points; to California dealers, family patents \$1@1.20, second patents \$1.10@1.30, straights \$3.20@3.60, second grades \$3@3.40, car lots, f.o.b., San Francisco and other California common points; to Utah and Idaho dealers, fancy patents \$3.80@4, second patents \$3.60@3.80, straights \$3@3.20, stuffed straights \$2.10@2.60, car lots, f.o.b., Ogden.

Better Buying in San Francisco

SAN FRANCISCO, CAL.—Prices continue firm following the advance of last week. Some sales are still being made at the lower levels due to keen competitive conditions. Both large and small bakers are commencing to contract for 60- to 90-day requirements due to the firmness of the market, and the past week has produced a good volume of such business. Flour deliveries have likewise shown improvement.

Quotations, car lots, draft terms, San Francisco: Idaho family patents, \$1@1.20 bbl; California family patents, \$1.60@3.80; Oregon-Washington bluestem blends, \$3.60@3.80; northern hard wheat patents, \$1.30@1.50; northern pastry, \$3.10@3.30; Dakota standard patents, \$5.50@5.75; Montana standard patents, \$1.85@5; Idaho hard wheat patents, \$3.50@3.70; California bluestem patents, \$3.50@3.70; pastry, \$3.10@3.30.

PROMOTION FOR M. W. SHERWOOD

LOS ANGELES, CAL.—M. W. Sherwood, formerly plant manager for the Sperry Flour Co. at Los Angeles, has been transferred to the home office of the company in San Francisco, where he will be in charge of export flour sales. Mr. Sherwood is succeeded in Los Angeles by R. R. Barber, who for years acted as sales manager for the Gold Medal Flour Co. for California. For the past two years he was sales manager for both the Sperry and Gold Medal companies.

HIGHER JAPAN CORN DUTY ASKED

WASHINGTON, D. C.—The Japanese government has been requested by the Japanese starch manufacturers to increase the duties on corn and millet and institute an import duty on sorghum, the Department of Commerce has been told. Competition from imports brought about the request. Sorghum is at present duty free, while the duty on 100 kin of corn is 0.30 yen and on millet 0.50. A yen equals approximately 19c, and 100 kin is the equivalent of 132.28 lbs.

NEWS and PERSONAL

M. G. Russi, Portland agent of the Wasco Warehouse Milling Co., has returned from a 10 days' visit to California.

Western Oregon farmers have started fall sowing, but in the large wheat districts in eastern Oregon the soil still is too dry.

D. W. L. MacGregor, resident partner at Portland of Balfour, Guthrie & Co., left recently for a two months' trip to China.

The Washington spring wheat yield is abnormally light, 10,668,000 bus, according to the Department of Agriculture, compared with 19,253,000 bus in 1930, and the five-year average of 20,837,000.

Washington soil conditions are still too dry to permit fall plowing or seeding in most sections. Heavy rains in some sections, however, have put the soil in good condition and farmers are all planting wheat.

The larger part of Portland wheat operations of late have been with California. Grain men predict that the southern state will take from 12,000,000 to 15,000,000 bus of Oregon and Washington wheat this season.

Arrangements have been perfected with the Federal Barge Lines, operating on the Mississippi River, and the Pacific Coast to Gulf steamship companies, for

a joint rate on flour of 48c from north Pacific ports to river bank terminals at Memphis.

Hugh Butler, president of the Grain and Feed Dealers' National Association, was in Portland Sept. 15 on his tour of western states, and addressed a large number of grain men at an informal dinner. He later went to San Francisco and Los Angeles.

Dr. David J. Price, in charge of the chemical engineering division of the Bureau of Chemistry and Soils, United States Department of Agriculture, will speak on dust explosion and farm fire prevention research work at a luncheon at the Seattle Chamber of Commerce, Sept. 30.

Twenty interior mills of Washington, Oregon and northern Idaho, with monthly aggregate capacities of 278,200 bbls flour, made 206,633 bbls in August, or 74 per cent of capacity, according to the North Pacific Millers' Association. Washington interior mills operated at 74 per cent of capacity, Oregon 76, northern Idaho 74.

The steamer Dairyman and motorship John Bakke left Portland last week for China with capacity cargoes of wheat, the former taking 287,441 bus and the latter 302,400. These were the third and fourth full cargoes, respectively, to be dispatched for China this month. Wheat exports from Portland this month to date amount to 1,822,663 bus.

FEED PRICE AVERAGE CONTINUES TO DROP

Sharp Decline in Gluten Feed and Meal and Cottonseed Meal Dross Index Figure to New Low

The average of feed prices continues to decline despite steadiness in wheat milled, linseed meal, alfalfa meal and hominy feed, according to the grain, hay and feed market news service of the Bureau of Agricultural Economics. The bureau's feed price index stood at a new low of 47.7 per cent of the basic 1926 level on Sept. 15, compared with 48.6 on Sept. 8, 51.9 a month ago and 96.6 a year ago.

The index is compiled from current quotations for bran, gray shorts, standard middlings, linseed meal, cottonseed meal, gluten feed and alfalfa meal at important distributing markets.

OKLAHOMA GOVERNOR WOULD LEGISLATE WHEAT ACREAGE

OKLAHOMA CITY, OKLA.—A basic yearly reduction of one third acreage of both wheat and cotton; the setting up of a Scotch banking system to insure sufficient loans to farmers furnished by means of a tax levied on banks and other interests connected with the crops, and a four-inch rulle on women's frocks to use up the surplus cotton, were, briefly, the high lights in the recommended program of Governor William H. Murray put before approximately 1,000 wheat and cotton farmers in a state-wide meeting held Sept. 16 at the capital.

The program as adopted includes an enforced rotation of crops to restore and retain soil fertility, and provides that not more than one third of a farmer's tilled acreage shall be planted to wheat or cotton in one year. Provision is also made regulating new acreage planting.

This proposed legislation will be offered to the citizens of Oklahoma in an initiative form and shall become a law by virtue of the required vote and effective only after being adopted by 75 per cent of the wheat and cotton growing states.

UTAH ASKS RAILROADS FOR REDUCTION IN FEED RATES

OGDEN, UTAH.—Railroads entering Utah have been requested by the Utah drought relief committee, recently appointed by Governor George Dern, for reduction of 50 per cent on freight rates for 1,500 carloads of feed concentrates. This feed is deemed necessary to carry the live stock of Utah over the winter. J. M. McFarlane, president of the Utah Cattle & Horse Growers' Association, says that this amount is needed in addition to Utah's feed and range available, that the live stock men cannot import the concentrated feed without the reduction asked and that without this supply, the live stock will not live through the winter.

BOARD'S PACIFIC HOLDINGS SOLD

PORTLAND, OREGON.—The sale of farm board wheat to China will clean up the entire stabilization stocks on the Pacific Coast, according to Edgar W. Smith, of the Farmers' National Grain Corporation. Mr. Smith also declared that the Farmers' National had sold 5,000,000 bus of wheat for export so far this crop year, either direct or through exporters.

COLORADO MILLING DIRECTORS

DENVER, COLO.—The directorate of the Colorado Milling & Elevator Co., of Denver, was raised from nine to eleven at a recent meeting of the stockholders. By a unanimous vote, John O'Connor and J. K. Weekbaugh, grandsons of the late J. K. Mullin, were elected to the board. John E. Dower, who has been president of the company since 1929, was re-elected.

Indicating progress in pure seed supplies and plantings in the Northwest, the third annual report of the Northwest Crop Improvement Association calls attention to the 2,597 fields inspected and certified in 1930 against 1,969 fields in 1927, a 250 per cent increase.



DOMINION OF CANADA

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CANADIAN MILLING AT THE AWAKENING POINT

By A. H. Bailey

There is a possibility that the early future will witness constructive developments in the Canadian flour milling industry, whereby it may be enabled to deliver itself from the morass of unprofitable futility in which it has been floundering for some time past. There is no occasion at the moment to analyze the situation as it stands. No one in the trade is satisfied and few, if any, are making any profit. Aside from a reduced volume of export trade which may be attributed to circumstances beyond the control of the industry the conditions complained about are largely self-created and can only be changed for the better by action from within. Competition for volume has been allowed to run riot at the expense of earnings, and price lists based on cost plus figures have almost ceased to exist. A few of the more responsible men in the trade have tried by example and precept to stem the tide of disaster, but always at great cost to their own companies through reduction of bookings and loss of established accounts.

Perhaps something like this had to happen to the milling industry in order that a better sense of mutual responsibility for the common welfare might be brought about. But now that it has happened and the consequences are what they are, the time for remedial action is surely ripe. Communications from members of the trade show a general desire to co-operate in restoring confidence and prosperity. Leadership is the principal need, but where that is to come from remains to be discovered. Those who have tried the role in the past at heavy cost to themselves are hardly likely to try again unless they have an assurance that they will be followed by the rank and file of millers.

In former periods of general business depression the flour milling industry has not suffered to the same extent as others. Humanity must eat regardless of whatever else it has to do without. Bread is at all times the cheapest and best of foods. But this time the former rule has failed to operate to the benefit of business. The cause is to be found within the industry itself and the remedy will undoubtedly be discovered in the same place.

Toronto Mills Report Better Domestic Trade

SPRING wheat flour is doing better in domestic markets. Mills report somewhat larger bookings in all branches of the trade. Prices are still unsettled. Cutting is severe though mostly confined to a few concerns. The more responsible mills refuse to follow when extremes are reached. There is really no change in the values since a week ago though it is difficult to name figures that have general significance. Quotations, Sept. 19: top patents, \$1.75@1.85; seconds, \$3.60@3.80; low grades, \$3; graham and whole wheat flour, \$3.40@3.50, all per bbl, in 98's, jute, mixed cars, delivered, less 10c bbl for cash, plus cartage if used.

Ontario Winters.—Grinding of Ontario winter wheat flour is at a low point. Very little is being produced. Mills report wheat scarce and small demand for flour. Domestic buyers are supplied for the present. Small mill prices for 90 per cent are at \$2.30@2.35 bbl, in buyers' bags, car lots, seaboard basis, while better mills making standard brands for domestic use ask from \$2.40 to \$2.50 bbl, same basis; in secondhand jute bags, \$2.50 bbl, Montreal or Toronto.

Exporting.—Demand for springs for export is better. Mill reports agree in this. United Kingdom sales show most improvement, with Ireland, Norway, Denmark and Czechoslovakia also buying. Prices are not profitable, but they are better than competitors in other countries are getting. Prices are 6d under a week ago. Quotations, Sept. 19: export patents, 17s 9d@18s per 280 lbs, jute, c.i.f., London, September-October seaboard; Glasgow, 18s@18s 3d.

Winters are not wanted for export. Nominally they are quoted at 17@18s per 280 lbs, c.i.f., London.

Ontario Winter Wheat.—There is a growing feeling in the trade that Ontario winter wheat is going to be worth more money before this crop year is much further advanced. There is no great surplus of this grain and on the other hand there is potentially plenty

of market to absorb every bushel of what producers have to sell. Farmers as well as members of the trade have this feeling and accordingly are not delivering their wheat in any quantity at present levels. Prices being paid are not actually different from those of the last several weeks, but the market is firm. Quotations, Sept. 19: No. 2 red or white, 40@45c bu, in wagon loads, at mill doors; car lots, on track, country points, 43@45c bu, according to location.

Moderate Flour Trade at Montreal

MONTREAL, QUE.—Moderate trade, without any particular feature, has marked the past week in Montreal mill-

R. J. Pinchin, manager, Copeland Flour Mills, Ltd., Midland, Ont., visited Toronto on Sept. 17.

H. N. Davis, manager of Ogilvie's plant at Medicine Hat, Alta., spent a few days in Winnipeg last week.

William McDonald, of McDonald & Robb and Bruneau Currie, Ltd., Montreal, left Sept. 18 for a trip to western Canada.

The Kent Mills at Chatham, Ont., were partly burned when struck by lightning on Sept. 15. This is a feed and chopping plant owned by F. B. Stevens, Chatham, and O. W. Wilson, Dunnville.

James McAnsh, member of editorial staff of the Manitoba Free Press and representative of THE NORTHWESTERN MILLER in Winnipeg, passed through Toronto last week. Mr. McAnsh is on a motor trip which is extending to Montreal.

R. J. Manion, minister of railways and canals, intimates that if the government

ing circles. Prices have held at the same levels. There is a little doing all the time in export. Domestic demand is still for immediate requirements. Quotations on spring wheat flour, f.o.b., Montreal, per bbl, less 10c for cash: first patent, \$1.60; second patent, \$3.80; straights, \$3.70.

There has been a little improvement in demand for winter wheat flour during the past week. Sales had been poor for so long that stocks ran out, and with lower prices established recently buyers felt it good business to take on a little extra supply. Winter wheat flour quotations, f.o.b., Montreal: car lots, \$2.60@2.70; broken lots, \$2.90@3.10.

Good Export Trade Indicated at Vancouver

VANCOUVER, B. C.—The month of August did its share in maintaining an increase in flour exports over the same period last year, and the movement so far this year is double that of the total for the first eight months of 1930, according to figures issued by the grain division of the Merchants' Exchange. The export for August totaled 74,700 bbls, as compared with 59,760 in August, 1930. Since Jan. 1 the port has moved 533,350 bbls, as compared with 271,610 last year. August shipments were made up of 45,130 bbls to the Orient, 24,090 to the United Kingdom-Continent; 1,660 to Australasia and 3,820 to other countries.

While bookings of flour handled during the past week to both the Orient and the United Kingdom-Continent have been fairly light, there is every indication of a sizable amount of business being done within the next month, particularly to the United Kingdom-Continent, according to local exporters. The unfavorable grain situation in Europe is expected to result in increased orders for Canadian wheat and flour, and generally the situation looks fairly bright. The oriental picture, however, continues drab in view of the large Federal Farm Board sales of wheat and flour from United States Pacific Coast ports, cutting out the Canadian exporter almost completely for the time being.

Plenty of space is offered by liners to both countries. To the United Kingdom-Continent business is being done at 22s 6d, with 25s indicated for Scandinavian

space. The United Kingdom movement, while not in large parcels, is fairly consistent. To the Orient the going rates are \$1 to Japan, \$3.50 to Shanghai and \$4.50 to Hongkong. The rate to North China ports is an open one and ranges from \$1 to \$4.50.

Domestic sales of hard and soft wheat flour are fairly well up to the average, dealers report. Prices continue very irregular due to the bread war and there are all kinds of private prices with very few of the mills adhering strictly to list prices. The same applies to the milled situation. Some fresh Australian pastry flour was landed here during the past week, but has not been offered to the trade yet. It is expected that the price will be about \$1 under local mills, due to depreciated Australian currency. A little Ontario pastry flour is on the local market at 50c under.

Winnipeg Domestic Demand Better

WINNIPEG, MAN.—Although the export flour trade continues very slow and shows no improvement for the week, domestic demand has improved a little and mills are able to report a fair business passing and that country trade is increasing. Prices are unchanged for the week and quotations on Sept. 19 were: top patent springs, for delivery between Port William and the Alberta boundary, \$1.55 jute; seconds, \$1.05; cottons 15c more; Pacific Coast points 50c more; second patents to bakers, \$1.35, car lots, basis jute 98's.

EXPECTS CANADIAN WHEAT GROWER TO HOLD HIS OWN

TORONTO, ONT.—James A. Richardson, president of James Richardson & Sons, grain merchants, Winnipeg, did Canada a good turn in his recent address to the Canadian Chamber of Commerce at Regina. Mr. Richardson is one of the most outstanding authorities on the grain trade of this country and none has a better understanding of its problems.

In his opinion Canada is able now and in the future to meet all competitors in the race for supremacy in the production and sale of high class wheat. He agrees that some parts of the western provinces may be forced to go in for more diversified forms of farming, but maintains that in those parts where grain raising alone is possible profitable operations may be carried on if suitable methods are employed. Science will have to be brought to the aid of the farmer, especially in the matter of conservation of moisture, but this can and should be done.

Mr. Richardson expressed himself as not in favor of any attempt to control prices for grain either by Canada alone or in co-operation with other producing countries. The idea of doing so is unsound and can only react unfavorably. What he does urge is steady and increasing application of sound methods to the production of wheat and other grains supplemented by similarly sound marketing operations.

No enthusiasm was shown by the milling companies concerned over the news that Canadian exports of flour for month of August were down to 522,000 bbls as against 627,000 a year ago. However, there are indications of better demand hereafter and sales for export since end of August have been larger. Some mills report good inquiry and shipping companies better bookings of space for future use.

NOTES on the TRADE

is offered up to 1,000,000 bus of grain to be delivered to Churchill before Nov. 1, arrangement will be made to store it free in the elevator at that point during the winter, to permit an early shipment when navigation opens on the Hudson Bay next summer.

Clayton W. Heimbecker, manager of the Toronto office of Parrish & Heimbecker, Ltd., and Charles Faessler, director, were in Winnipeg last week for the twenty-second annual meeting of their company, which was followed by a presidential dinner. This firm is active in the Canadian grain trade, operating branches in cities all the way from Toronto to Vancouver.

The news from Guelph that Hon. Lincoln Goldie, formerly provincial secretary of Ontario, is seriously ill is disquieting. Mr. Goldie is well known in the trade, his family being engaged in the milling business at Guelph for generations. Until a few years ago when the plant was sold Mr. Goldie himself was active in the business as a member of the firm of James Goldie Co., Ltd.

TESTS SHOW HIGH QUALITY IN CANADIAN WHEAT CROP

WINNIPEG, MAN.—Milling and baking tests, conducted in the Dominion grain research laboratory under the direction of Dr. F. J. Birchard, indicate that the quality of the new Canadian wheat crop is exceptionally high.

The weight per bushel of the samples received to date at Winnipeg is about the same as last year and the yield of flour also compares very well with that obtained from corresponding grades. The crop also is very dry, many cars testing around 12 per cent moisture, while the average is 13.2 per cent. Of 3,216 cars inspected to date less than 4 per cent were graded tough and none were damp.

It should also be noticed that to date over 90 per cent of the cars graded No. 2 northern or higher, about 6 per cent No. 3 northern, and less than 1 per cent below contract grade.

As previously reported, the protein content is markedly higher than was the case last year, the average difference being 0.8, 0.9 and 1.6 per cent, in the case of No. 1 hard, No. 1 northern and No. 2 northern, respectively, in the samples examined to date.

The quality of the gluten of the different grades is also exceptionally good and compares most favorably with that of other years.

The baking quality is also excellent and fully equal in every particular to that of last year, which was also unusually good. The flour absorption is higher and the loaf volume greater than that of last year. When blended with typical low protein foreign wheats the increase in loaf volume is very marked, this increase being as great if not greater than that found with last year's wheat.

All things considered it may be said that the baking quality of this year's crop to date is fully equal to, if not better than, that of any other year examined by the laboratory.

CANADIAN MILL VENTURES

IN BAKING DECLARED COSTLY
MONTREAL, QUE.—Canada's leading weekly financial newspaper, the Financial Post, publishes in the current issue a two-column article declaring the bakeries owned by Canadian milling companies are proving costly adjuncts and that some of them might not be averse to considering any reasonable offer for their purchase. Maple Leaf Milling Co., Ltd., controls the Canada Bread Co., Ltd., and has a large stake in Dominion Bakeries and Canadian Bakeries; Ogilvie owns the Consolidated Bakeries, Ltd.; Lake of the Woods owns Inter-City Baking Co., Ltd., and Inter-City owns Western Bakeries, Ltd., while other milling companies have an interest in other baking concerns.

CONFERENCE ON WHEAT FARMING

EDMONTON, ALTA.—A conference was held in Calgary under the auspices of three farm implement firms, at which a number of wheat producers in Alberta and southwestern Saskatchewan faced the situation in the wheat farming industry and considered ways and means of making production more profitable. It was generally agreed that, despite everything, wheat will remain for a long time the predominant crop of the Canadian plains country. Lower production costs and improved cultural methods will, however, be necessary. Winter wheat was declared to be one of the great hopes of the future, particularly as a means of overcoming soil drifting, and a resolution was passed urging the federal department of agriculture to extend its present investigations in the development of varieties suitable for the Canadian West.

GRAIN COMPANY'S PROFITS

WINNIPEG, MAN.—Operating profits of \$310,241, after deducting all expenses, including maintenance and repairs, are shown in the annual statement of the Western Grain Co. for the year ending July 1. From this profit the company

paid bond interest totaling \$177,530, leaving a balance which was transferred to a profit and loss account of \$162,711. The balance sheet had been prepared this year to include the company's wholly owned subsidiary, the Mutual Grain Co.

After making provision for three quarterly preference dividends amounting to \$97,500 and an additional assessment of the Dominion income tax department for the year 1929 of \$1,076, the amount of credit of surplus account in 1931 was increased during the year from \$199,537 to \$263,372.

In presenting the annual statement President C. G. Spencer said that although the working capital position was satisfactory the company had discontinued payment of preference dividends on July 2, 1931. This action was deemed advisable in view of the uncertainties of the present year due to crop failures in large areas.

HARVESTING COSTS IN ALBERTA

EDMONTON, ALTA.—Harvesting of the wheat crop in Alberta this year has been considerably facilitated by provisions made for the distribution of binder twine. It was evident in the early part of the season that farmers would have difficulty in securing their necessary supplies, and the matter was taken up with the banks by the provincial government in each of the prairie provinces. Arrangements were thus made for the extension of reasonable credit through all the banks and their local branches whereby farmers could purchase twine as required, and the plan is reported to be working out satisfactorily. Other costs of harvesting are running low as compared with normal years. In at least one wheat growing district in Alberta wages for harvesters have been fixed at \$1.50 for a 10-hour day, threshers \$2.50 for a man and team. Threshing prices were set at 5c, 4c and 3c bu for wheat, barley and oats, respectively.

WHEAT BONUS IN ALBERTA

EDMONTON, ALTA.—Wheat producers will be paid the Dominion government's bonus of 5c bu by means of separate checks drawn upon the government by the elevator companies receiving the grain. The bonus will be irrespective of grade, will apply to 1931 wheat only, and will be paid only to resident owners or tenants actually producing the crop. Distribution of the bonus money, which is expected to total over \$6,000,000 in the three prairie provinces, is being handled from a central office in Winnipeg.

Alberta producers who are members of the pool, and who now have the option of selling in the open market if they

prefer, will adhere to co-operative marketing for at least the greater part of the crop, it is thought by Robert Gardiner, M.P. Selling either way, they are eligible for the federal bonus, which is intended to help offset a national emergency.

OGILVIE BONUS IS OMITTED

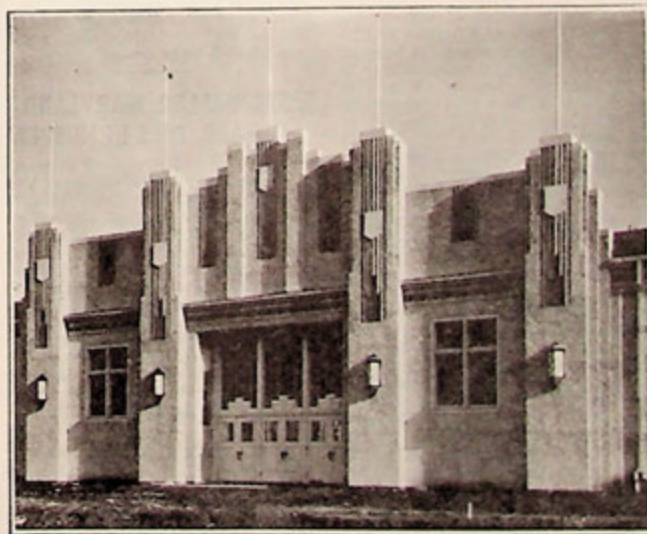
MONTREAL, QUE.—Payment of a bonus on the common shares of the Ogilvie Flour Mills Co., Ltd., has been omitted for the quarter ending Aug. 31, 1931. The regular quarterly dividend of \$2 per share has been declared, payable Oct. 1. The company for some years past has, at this time, declared a bonus, but this year, owing to decline in earnings, the bonus has been omitted. The total 1931 disbursement therefore amounts to \$8 per share. Last year a bonus of \$5 per share was declared in addition to the regular rate, while in 1929 the bonus amounted to \$17 per share. Bonuses have been paid by Ogilvie since 1925.

FIRST GRAIN SHIPPED FROM HUDSON BAY TERMINAL

TORONTO, ONT.—At long last the Hudson Bay route for grain from western Canada to the markets of Great Britain and Europe is open and under its first practical test. A telegram from Churchill on Sept. 15 stated that wheat was then being loaded on vessels for shipment to Liverpool. Two cargoes were to be dispatched. The British ship Farnworth was the first to load and was followed immediately by the Warkworth. The first cargo comprised 270,000 bus of No. 2 northern Canadian spring wheat and the second 237,000 bus of No. 1 hard and No. 2 northern. The new 2,500,000-lb government elevator loaded the grain. The Farnworth sailed on Sept. 17 and the Warkworth on the 19th.

Such in its briefest form is the culmination of a 50-year-old dream of the farmers of western Canada. No other shipments will be attempted this year, as the port facilities at Churchill are not yet ready for continuous use. Ministers of the Canadian government, officials of the department concerned and engineers who have had a part in the construction of this great enterprise were present as spectators when these ships sailed away for England.

Canada will follow with great interest these initial voyages from Hudson Bay with grain. She has staked a lot of money on the project and will be more than ordinarily concerned to know the cost and risks of such voyages.



GUESTS at the World's Grain Exhibition and Conference at Regina, Can., next year will enter the main building through this beautiful gateway to the main section. The building is of stucco finish and of permanent construction. The pillars are lighted with four modernistic lanterns, and the whole outline is planned with modernistic ideas in architecture in mind. The stucco is stippled and makes an artistic exterior. The interior decorative work, including friezes, panels, etc., will be done in grain seeds. The building consists of one main unit and two wings, with total floor space of 150,000 sq. ft.

ALBERTA POOL'S ASSETS ARE CONSIDERED SAFE

EDMONTON, ALTA.—With spotty crop conditions, broken harvesting weather and continuing low prices, the Alberta wheat industry is still having its troubles; but the situation has somewhat cleared in respect to marketing. The arrangement that has been made between the pools, the governments and the banks for handling the 1931 crop will likely turn out particularly favorable in the case of Alberta, mainly for the reason that the pool in this province, being the first and oldest of the three, has a margin of assets that is regarded considerably more than safe.

The operations on this year's crop are being entirely separated from those of previous years, and in all the provinces producers have been assured that they will get all their grain without liability for any debts or obligations of the past. As security for the line of credit necessary for this year's pool operations, there is a first mortgage on the physical assets of the pool, while in addition the provincial government has a floating charge on personal property. The Alberta pool has cash assets of approximately \$2,000,000, and its elevator system is valued at nearly \$8,000,000. The risk of loss to the province is therefore regarded as down to a minimum.

The pools are functioning on precisely the same basis as privately owned companies, but are also carrying on a voluntary co-operative scheme for those of their members who wish to pool their grain. Admittedly the situation is and has been complicated, but the arrangements that have been made, after considerable negotiation, appear to be as fair to all concerned as possible.

Western Canadian wheat producers are not likely, however, to make much in the way of profits from the crop of 1931. All that they are sure of thus far is a guaranteed price of 35c bu, plus the Dominion government's bonus of 5c. How much more they will get, pool or non-pool, is matter of faith and hope.

EDMONTON BISCUIT PLANT DISCONTINUES OPERATIONS

EDMONTON, ALTA.—Manufacturing operations are to be discontinued at the Edmonton plant of the Northwest Biscuit Co., a unit of the Canadian Biscuit Co., and consolidated at the latter's Winnipeg plant. The company explains that this is an economy measure and is intended to be only temporary, until such time as business conditions warrant resumption of production in Alberta.

The merchandising staff will continue to work the western field from the Edmonton office, warehouse stocks will still be kept here, and the subsidiary Northwest Mill & Feed Co., which makes a large part of the flour used by the biscuit works, will continue to operate. It seems, however, that the biscuit production end of the business has been losing out for the past year or two, and it has therefore been decided to concentrate the manufacturing in Winnipeg.

The company states that if the public of central and northern Alberta had bought more of its goods to the extent of 75c per capita per annum, there would have been business enough to keep the plant here in operation.

NOT INTERESTED IN HUDSON BAY

EDMONTON, ALTA.—A sympathetic interest in the Hudson Bay grain route is about all that Alberta grain men are taking, even in the face of a first actual shipment via Churchill. It is not expected, and never has been, that the new route, while likely to be of great value to Saskatchewan and Manitoba, will figure much, if any, as an outlet for Alberta grain. Rates from this province have not even been listed in the Canadian National Railway bulletin for Churchill shipments. So far as Alberta is concerned, the grain exporters are pretty well committed to the Pacific route, which has obvious advantages for the farther West business. From Edmonton, for example, the freight rate to Vancouver is about 1½c cheaper than the probable rate to Churchill would be.

BAKERS HOLD COURT ON BUSINESS CASES

Annual Meeting of American Bakers Association Opens at Chicago, Sept. 21
—Case System Used

CHICAGO, Ill.—The bakers of the country are gathered at Chicago this week for the thirty-fourth annual convention of the American Bakers Association. From the program provided, it is apparent that the association is getting down to cases, so to speak, and, through a frank discussion of current problems, seeking a solution. A majority of the board of governors and members of the various committees arrived Sept. 19-20, before the opening of the convention, in order to arrange the preliminaries and prepare everything, so that the proceedings would move smoothly.

One piece of news was released to the press as to what had taken place at the executive session. That was to the effect that President Stude had recommended that the bakers take some concerted action on relief work. He stated that there was always a certain quantity of bread left unsold at the close of each day that could be made available for relief purposes. He recommended that the bakers organize in their respective localities, in order to make this relief effective, and that the bread should be distributed through established charitable agencies. The details of this relief work would have to be worked out individually. Mr. Stude's recommendation was unanimously adopted.

The following were elected members of the board of governors for three years: R. R. Beamish, Davis Standard Bread Co., Los Angeles; William J. Freilhofer, Freilhofer Baking Co., Philadelphia; Alton B. Hastings, Jr., Hathaway Bakeries, Inc., Cambridge, Mass.; E. J. Hotchkiss, Spaulding Bakeries, Inc., Binghamton, N. Y.; A. H. Piper, The H. Piper Co., Chicago; Harry W. Zinsmaster, Zinsmaster Bread Co., Duluth; L. J. Schumaker, American Cone & Pretzel Co., Philadelphia; Bryce B. Smith, General Baking Co., Kansas City; Frank Mack, Mack's Bakery, Bangor, Maine. On the suggestion of the Potomac states delegation, T. F. Bayha, of Bayha's Bakery, Wheeling, W. Va., was elected to the board to serve the unexpired term of the late Glenn O. Garber, of Frederickburg, Md. The first eight of the above mentioned members of the board were elected to succeed themselves, while Mr. Mack was elected to succeed William Barr, of Chattanooga, resigned.

LUCKY TO BE BAKERS

The large meeting hall in the Sherman Hotel was well filled when Frederic H. Frazier, the presiding officer, called the open session to order the afternoon of Sept. 21. He said that while complaints as to business conditions were general, he believed that when the smoke had cleared away those present would feel they were fortunate to be in the baking business rather than some other industry. Discouragements usually bring out the best in every one, and he said he believed that bakers would measure up to the test, and co-operate with each other in seeking an outlet that would lead to bigger and better times. The present depressed condition, Mr. Frazier said, calls for the exercise of common sense and patience, and bakers really have much to be thankful for, because a business that is basic must continue to exist. Bakers can look forward to making renewed progress, he declared, but they must be industrious and aggressive to reach the goal.

In explaining what was meant by "cases," Thomas Smith, secretary of the American Bakers Association, said that the association had directed letters to several thousand bakers throughout the country, asking them to describe conditions in their respective communities, their problems, and the favorable and unfavorable factors in the industry. Replies were received from 41 states and the District of Columbia, and from these a number of "cases" were formulated for discussion. These had to do with price policy, the return of stales, distribution, free bread, premiums, discounts, consumption, association interests, etc.

Each section of the country was represented in these "cases." They were outlined by picked men, who had not, however, worked on the committees that considered the "cases," but it was stated afterward that the opinions of the committees would be made known at the afternoon session, Sept. 23.

FOOD FANCIES INEFFECTIVE

The freakish fancies of food faddists, diet cultists and other supporters of abnormal and highly publicized "programs" of nutrition, never will supplant bread as the staff of life, Dr. R. Adams Dutcher, head of the department of agricultural and biological chemistry of Pennsylvania State College, assured the bakers. Science, instead of undermining bread as the foundation of our national diet, has only confirmed the wholesomeness and healthfulness of what has, by natural selection, been the world's basic foodstuff since as far back as 2000 B. C.

Acceptance by the baking industry of the discoveries of science in relation to bread, and the adoption of methods and practices designed to enhance the nutritive qualities of their product, Dr. Dutcher said, have resulted in a higher standard of food value in bread today than has ever before been known. Continued and increasing co-operation between experts in nutrition and the baking industry, he predicted, will not only maintain bread in its present position of leadership in our diet, but will assist in restoring consumption to its pre-war ratio.

Dr. Dutcher is recognized as a leading authority in nutrition and dietary research, and is chairman of the international committee on vitamin terminology, of which Dr. A. V. McCullom, of Johns Hopkins University, is a member.

RADIO TABLEAU PRESENTED

A pleasing aside in the convention proceedings was a short radio tableau, entitled "Who Is Mrs. Consumer?" It was stated that the budget of the average household allowed 28½ per cent for food, but, as pointed out by the radio announcer, some families spent much less and some much more. His remarks were illustrated forcibly by the appearance on the platform of several women shoppers. The rich, with servants and automobiles, spent proportionately less with the baker than did the wife of the workman, who also was represented, with a shawl around her head and a market basket in her hand. Apparently, the moral was how to attract to the bake-shop the woman who has the money to spend.

"MEN OF LITTLE FAITH"

What was regarded as the outstanding address of the convention was made by Henry Stude, president of the association, under the title of "Ye Men of Little Faith." He drew a parallel between conditions in 1920-21, those prevailing in 1924-25, and again those of today. He summed each of them up separately in almost the same words: the 5c loaf of bread appeared. A new type of self service store advertised a loaf at 3c. The price of bread became front page news. A cartoon appeared showing a rapidly rising balloon with the basket depicted as a loaf of bread. Politicians calculated the relative price of a bushel of wheat and a loaf of bread. The attorney general's office was invited to investigate the bread trust. The price of bread dropped in every American city. The morale of the baking industry was at low ebb. Co-operation was declared to be a failure. A new plan of organization was proposed for the American Bakers Association.

But after 1920-21 and 1924-25, there were several years of progress and prosperity. Bread quality was improved, mergers came, Wall Street became interested, sales promotion was studied and distribution became more widespread.

"And so it goes," Mr. Stude said. "Peaks and valleys. The valleys to test our strength, our courage, our faith; the peaks as a reward for those who stand the test. If we view the situation impartially, face it honestly, we must admit that the present valley was almost necessary to jar us out of our complacency and to shock our self-satisfaction. The

game was too easy. Some had grown fat and lazy; some were over-confident. There will be some weeding out, of course, but those who go through this and survive will be so strengthened in their ability, so tested in adversity, so stimulated in the future, have so much greater faith, that the men still in the game will never again be so vulnerable.

"We are facing a new era. Use a little faith; faith in each other, in ourselves and in our industry. And the way to attain that faith is not to worry about the other fellow having it, but to have it ourselves."

THE RETURN OF STALES

Discussing the question of how to control the return of stales, George M. Dunn, sales manager for the New England Bakery, Pawtucket, R. I., said that since legislation and gentlemen's agreements, sponsored by the best brains in the industry, have proven impractical, unpopular and unsuccessful, the only thing bakers can do, until a permanent cure is conceived, is to exercise their best thought and effort towards its control.

In Mr. Dunn's opinion, the cause for the lack of control of returns goes further back than the sales department, and rests with the management and production departments. Stale returns can best be controlled when each person in the organization, who has a responsibility in controlling returns, senses that responsibility, instead of feeling that the sales department has fallen down on the job. Overproduction is a real factor in the control of stale returns. The sales department can aid by intelligent ordering and distribution of goods to the nearest possible requirements of each customer served. Placing a limit on the stales a salesman is permitted to return is impractical, but this kind of control means trying to remove the effect without getting at the cause.

THE BREAD EXHIBIT

A bread exhibit, consisting of about 1,000 loaves of bread, of different sizes, shapes and weight, was tastefully displayed. Each loaf bore a tag showing the price at which it was sold, its weight, whether sold by a grocer, retail baker, chain store or house-to-house, and its place of manufacture. Each loaf was bought in the open market for cash, by some one (not a baker) and forwarded to Chicago for the exhibit. This was done in order to afford the bakers attending the meeting an opportunity to see what is being offered to the consumer in approximately 100 different cities.

In the same room with the exhibit is a chart showing the price of bread, month by month, from 1913 through to July, 1931. The high point was in August, 1920, when bread sold at almost 12c lb. There was a drop of 27.7 per cent from 1920 to 1922, and since then another drop of 16 2-3 per cent.

E. SPONSELLER, MARYLAND MILLER, DIES IN HOSPITAL

BALTIMORE, Md.—Ernest G. Sponseller, of Englar & Sponseller, millers of Westminster, Md., died at the Union Memorial Hospital, Sept. 16, following an operation. Mr. Sponseller, who was 61 years old, had been engaged in the milling and grain business for more than 30 years. He was a member of the Baltimore Chamber of Commerce. At one time, he was mayor of Westminster. Surviving are his widow, one daughter and one son. President Blackford appointed a committee of members of the Baltimore exchange to attend the funeral, which was held Sept. 19.

MRS. MARY S. MILNOR DEAD

Mrs. Mary S. Milnor, of Alton, Ill., mother of George S. Milnor, general manager of the Farmers' National Grain Corporation, died at her home recently. Mrs. Milnor was the daughter of Captain David R. Sparks, founder of the Sparks Milling Co., Alton, Ill. Besides her son, she is survived by a daughter, Mrs. M. A. Reasoner, of Alton, and four brothers, H. B. Sparks, of Alton; C. F. Sparks, of St. Louis; and William L. Sparks, of Terre Haute, Ind., and Edwin W. Sparks, of Montclair, N. J.

COTTON PRICES REACH ANOTHER LOW POINT

Little Attention Paid to Texas Legislature's Curtailment Measure—Burlap Suffers from Cotton Competition

Bemis Bro. Bag Co.'s cotton goods index, a composite figure reflecting wholesale prices of principal cotton cloth used in bag making, expressed in cents per yard of cloth, is 3.29, as compared with 4.55 a year ago. The Bemis composite figure reflecting duty paid early shipment prices of heavy and lightweight Calcutta burlap, expressed in cents per pound of cloth, is 7.29, as compared with 8.63 a year ago.

New York, N. Y.—After a rise, early in the week, as a result of short covering, prices declined steadily until toward the close, new low levels were established, not only for the current movement but for many years. The expectations of a constructive announcement of governmental policies toward business generally, did not materialize, but it was still hoped that some practical scheme might come from the White House conferences with cotton men. Various states' measures for crop reduction did not affect the market appreciably, and the trade paid little attention to the action of the Texas legislature restricting cotton to a quarter of the land now under cultivation.

The weekly weather report was one of the most favorable in years, promising speedy advance toward crop maturity. In spite of this advantage for picking and ginning, the harvest was reported to be progressing slowly. County and state agents all over the East reported the quality particularly good, and in most places, unusually free from pests. Opinion was divided on the strength of the holding movement, but many felt regardless of how long farmers would wait for a better market, the crop must move soon.

August cotton consumption, according to the Census Bureau, was higher than for the same month last year, but was nearly 25,000 bales less than the July consumption of this year. The world mill consumption of all cotton for the 1930-31 season was 22,483,000 bales, as compared with 25,882,000 bales during the previous year, or a decrease of 10.8 per cent. American cotton consumption was 48.5 per cent of the year's total although during the 1929-1930 year, American cotton represented 51.7 per cent of the world's consumption. Mill stocks of American cotton throughout the world, according to the International Federation of Master Cotton Spinners and Manufacturers, showed a decrease of 5.5 per cent, and were the smallest of any year since 1925.

Japanese and Chinese spinners were said to be giving close attention to the American crop and using little Indian cotton; Liverpool was also a buyer on the lows and covering by Wall Street also was apparent at the bottom. Although export figures for the year were greatly below other years, for the current week they showed an improvement totaling 104,677 bales against 60,061 for the previous week.

BURLAP SALES SLOW

Burlap sales have been suffering from the competition of cotton bags. Lack of business has also kept bag manufacturers from receiving large orders from users. Statistics showed consumption during August to have been 53,477,000 yards against 70,477,000 yards in August, 1930. The entire report of the American association was a depressing influence and sent all Calcutta futures quotations downward.

NEW YORK FEED REGISTRATION

Registration under the New York state feedstuffs law for the six months ended June 30 totaled 254 in the retail category and 393 in the wholesale. Retailers applied for registration of 594 feeds and wholesalers for 1,760. Many retail merchants sell their feeds at more than one location, and therefore take out wholesale licenses.

GRAIN, FEED DEALERS WILL MEET IN TEXAS

Thirty-fifth Annual Convention Scheduled for Houston, Oct. 12-14—Strong Program Is Announced

A program dealing with factors of great importance to the grain and feed dealers of the country has been arranged for the thirty-fifth annual convention of the Grain and Feed Dealers' National Association at the Rice Hotel, Houston, Texas, Oct. 12-14. Foremost among the topics, of course, will be the effect of the Agricultural Marketing Act and the actions of the Federal Farm Board and its subsidiaries.

During the convention, however, time will be given to golf and other recreation. At the close of the meeting, several trips at bargain rates are offered to those attending. Included in these is one to Mexico City. Another is to Cuba.

Houston grain, feed, flour and steamship interests have made extensive plans for the entertainment and comfort of the visitors. The general committee in charge of local arrangements is:

J. M. Lykes, president Lykes Bros., Ripley Steamship Line; H. F. Mengden, vice president Dittlinger Roller Mills Co.; B. M. Bloomfield, vice president and general manager Lykes Bros.-Ripley Steamship Line; George S. Colby, superintendent Public Grain Elevator; H. S. Crawford, assistant general manager Houston Port Bureau; Edmund Pincoffs, president Maurice Pincoffs Co., broker; H. C. Schirmer, secretary Houston Merchants' Exchange; J. V. Neuhaus, vice president South Texas Grain Co.; Sigmond Rothschild, president Sigmond Rothschild & Co., cottonseed products; J. Russell Wait, director of the port; B. E. Caldwell, vice president and general manager American Maid Flour Mills, and president Houston Merchants' Exchange; Haygood Ashburn, Houston convention and tourist bureau.

The complete program follows:

MONDAY, OCT. 12

Morning Session, 9:30 O'Clock
Call to order by President H. A. Butler. Invocation, Dr. William States Jacobs. Address of welcome, Mayor Walter E. Monteth.
Address of welcome on behalf of the Houston Merchants' Exchange; H. F. Mengden, president.
Response, George E. Heath, first vice president of the Grain and Feed Dealers' National Association, Chicago.
President's annual address: H. A. Butler, Omaha.
Report of the secretary-treasurer, Charles Quinn, Toledo.
Presentation of booster prizes.
Appointment of convention committees.

TUESDAY, OCT. 13

Morning Session, 9:30 O'Clock
Address, "Congress and the Grain Trade"; Everett Sanders, former secretary to Export-Import Council.
Address, "The Cotton Farmer and the Federal Farm Board"; Hon. Russ S. Sterling, governor of Texas.
Address, "Farm Relief in the United States and Canada"; Asher Howard, Winnipeg.
Transportation: Henry L. Goemann, chairman, Mansfield, Ohio.
Legislation: C. C. Lewis, chairman, Buffalo.
Trade rules: S. P. Mason, chairman, Sioux City.
Membership: Leo Potishman, chairman, Fort Worth.
Committee on rejected applications: W. J. Edwards, chairman, St. Louis.

WEDNESDAY, OCT. 14

Morning Session, 9:30 O'Clock
Address, "What Futures Trading Means to the Grain and Cotton Traders"; James C. Murray, president Chicago Board of Trade.
Address, "The Agricultural Marketing Act and the Cotton Industry"; J. W. Evans, cotton merchant and exporter, Houston.
Address, "The Feed Industry Today"; J. H. Caldwell, Ralston Purina Co., St. Louis.
Crop reports: Ted Branson, chairman, Salina, Kansas.
Grain products committee: E. C. Dreyer, chairman, St. Louis.
Uniform grades: J. M. Rankin, chairman, Cambridge, Neb.
Arbitration appeals committee: W. W. Manning, chairman, Fort Worth.
Reports from the six arbitration committees and the food arbitration committee.
Unfinished business.
Reports of convention committees.
Election and installation of officers.
New business.
Adjournment.

ENTERTAINMENT

Sunday, Oct. 11: Reception committee, Rice Hotel.

FOR THE LADIES

Monday afternoon, Oct. 12: Luncheon and bridge party at the River Oaks Country Club.
Monday evening, Oct. 12: Sea food and chicken dinner at the San Jacinto Inn.
Tuesday afternoon, Oct. 13: Luncheon and bridge party at the Houston Country Club.
Tuesday evening, Oct. 13: Dinner dance, Rice Hotel, 9 p.m.

FOR THE MEN

Monday afternoon, Oct. 12: Golf tournament.
Monday evening, Oct. 12: Sea food and chicken dinner at the San Jacinto Inn.
Tuesday afternoon, Oct. 13: Golf tournament.
Tuesday evening, Oct. 13: Dinner dance at the Rice Hotel, 9 p.m.

SILVER ANNIVERSARY FOR RED STAR MILLING CO.

WICHITA, KANSAS.—The Red Star Milling Co., Wichita, unit of General Mills, Inc., has been celebrating its twenty-fifth anniversary by a campaign among the housewives of Wichita to stimulate sales of the Red Star brands. On Sept. 19, a silver knife or fork and a book of recipes were given with each 24-lb sack of flour purchased.

The mill again began operating its immense 450,000,000 candlepower flashlight, which is stationed on top of one of the mill units. This light can be seen for miles. For the past year it has not been in operation.

The Red Star company was organized in 1905, but did not begin operating until 1906. It was operated with indifferent success until 1908 when L. R. Hurd became president and manager. Under his management the business commenced immediately to grow.

During the 25 years the number of units has increased from one to three, the milling capacity from 350 bbls to 4,500 bbls daily, the storage capacity from 125,000 bus to its present capacity of 4,250,000 bus.

The Red Star Milling Co. employs approximately 200 Wichita people. The

officers are prominent Wichita citizens who have played an important part in the development of the city. On the death of L. R. Hurd his son, Roger S. Hurd, became president of the company. The other officers are: George E. King, vice president, and J. B. McKay, secretary and treasurer.

The success of the Red Star Milling Co. is attributed to the undeviating adherence to the policy laid down by the late L. R. Hurd that Red Star flour must be the best possible flour for any mill to manufacture.

In June, 1928, the company became a unit of the General Mills, Inc.

JAMES FRITZINGER DEAD

PITTSBURGH, Pa.—James Fritzinger, for many years engaged in the baking business at Walnutport, Pa., died recently in the Allentown, Pa., hospital, following an operation. He was 73 years of age and was widely known to the trade.

BOBBITT PATENT SUIT IS OPENED AT KANSAS CITY

R. L. Bobbitt's suit against the Midland Flour Milling Co. for alleged infringement of patent on the long-cone type of cyclone dust collector was tried before Federal Judge Reeves in Kansas City, Sept. 10-11. The Millers' National Federation, which assumed the defense of the suit, presented evidence to show that the three-to-one ratio of length to breadth of cone, upon which Bobbitt's patent was based, had been used extensively long prior to the date of application for patent, and it contended therefore that the patent is invalid. Attorneys were instructed by the court to file briefs and to argue the case, Oct. 15. A decision is not expected for some time after that date. Many mills use the type of dust collector involved in this suit, and the outcome will be of great importance to the industry and to other industries.

The Use of Wheat Germ as a Human Food

By J. A. LeClerc and L. H. Bailey

Food Research Division, Bureau of Chemistry and Soils,
United States Department of Agriculture

WHEAT germ has always been recognized as a most valuable potential food material, though, because of its reputed bad keeping qualities, it has until recently found relatively little use commercially as a human food.

The wheat kernel consists essentially of the following components: bran, including the aleurone layer, 12 to 13½ per cent; endosperm, 84 to 85 per cent; germ, 1½ to 2 per cent. In the normal process of milling wheat into flour the germ (except in the case of whole wheat flour) is lost entirely as a human food, being mixed with the shorts, feed middlings and red dog, all of which are feedstuffs. Such feeds are sold at the present time for less than 1c lb.

Theoretically the miller should obtain from 9 to 12 lbs wheat germ per bu of wheat. This means that in the manufacture of 125,000,000 bbls flour (the yearly output of the mills of this country) some 250,000 to 275,000 tons of germ would be obtainable. Practically all this germ is at the present time mixed with feeds which are sold for \$10@12 ton. Thus the miller is obtaining for the germ considerably less than \$5,000,000.

On the other hand, if the mills of this country could separate for food purposes only one half of the theoretical yield of germ, or say 125,000 tons, the sale at only 10c lb would amount to \$25,000,000. At 20c lb the return would be \$50,000,000, or approximately half as much as the miller now gets for his entire feed output. It is quite evident, therefore, that here is another potential source of revenue for the millers.

HAS HIGH NUTRITIVE VALUE

Wheat germ has a high nutritive value. The average percentage composition of six samples of commercial germ as analyzed in this laboratory follows: moisture, 11; protein, 27.2; fat, 10; fiber, 2.5; ash, 4.3; nitrogen-free extract, 45.

This indicates that wheat germ is the most nutritious part of the wheat berry, rich in fat, protein and minerals. It is the prevailing opinion that wheat germ stands high in the quality of its proteins. According to McCollum, Simmonds and Pittz, the protein of the wheat germ is more valuable than that of the protein of white flour. Alpers (Chem. Ztg. 42, 37, 1918) has shown that the germ contains 2½ per cent lecithin, while Power and Salway (Pharm. Jour. 91, 117, 1913) found in the germ sitosterol and cholin among other organic compounds.

Wheat germ contains some of the most essential vitamins, viz., A, G and B, being an excellent source of the latter. Experiments conducted by the Bureau of Home Economics showed that when wheat germ was fed for a period of five months to pellagic families in South Carolina, the general appearance and health of those people improved.

CAN BE EATEN RAW

Wheat germ has an excellent flavor and if need be could be consumed in the raw state, thus supplying intact to the human organism all the essential elements it contains. In recent experiments conducted by Morgan and Barry (Am. Jr. Diseases Children 39, 945, 1930), in one of the schools of Berkeley, Cal., it was shown that when the germ was administered to children in the form of rolls made up of 50 per cent germ and 50 per cent white flour, the children receiving the rolls containing germ increased in weight three times more than those fed the white flour rolls.

According to private communications wheat germ is now being used by breeders of fur-bearing animals, especially for foxes, on account of its reputed content of the anti-sterility vitamin E.

Baking powder biscuits made in our laboratory with 20 per cent germ and

50 per cent white flour contained 106 per cent more protein, 33 per cent more fat and 440 per cent more salt-and-leavening-free ash as well as 18 per cent less carbohydrates than did the biscuits made of white flour only. Further experiments conducted in our laboratory with wheat germ in the making of cake showed that as much as 15 to 25 per cent of the germ (on the basis of the flour content) could be used with success. Wheat germ would be especially valuable in making cake, where egg white only is used, as it would supply many of the elements found in egg yolk, beside giving to the cake a very pleasing flavor. Cake of this kind made with wheat germ and egg white (instead of whole egg or egg yolk) has a somewhat coarser texture, with larger cells, but when cut and kept in a cake box for a week was still sufficiently fresh to be palatable. Such cake containing 25 per cent of wheat germ has 29 per cent more protein, 95 per cent more salt-and-leavening-free ash than one made from white flour alone.

USE IN BAKED PRODUCTS

Wheat germ, therefore, can play an excellent role in helping to dispose of the excess of egg albumen now found on the market. The Bureau of Home Economics has already shown that wheat germ can be used to make numerous baked products, such as bread, biscuits, brown bread, gingerbread and cookies. It can be used in making doughnuts, pie crust, and in fact almost any kind of baked products. In toasted form (in which condition its keeping qualities are enhanced) it can be used as a component part of self-rising flour.

In England, several breads made commercially contain as much as 25 per cent wheat germ. Some of these breads are finding favor in this country and in Canada.

The one serious feature about wheat germ is its reputed poor keeping quality. While wheat germ is in fact a perishable product, it is not nearly so perishable as scores of other foods found regularly on the market. That this product can be handled commercially is evident from the fact that a well-known proprietary food which is being imported from England for use in special dietary cases is essentially wheat germ. The milling industry is so well distributed in this country that it should be possible to supply wheat germ to the general public in such quantities as to obviate any considerable loss by spoilage.

HEATING WILL PREVENT SPOILAGE

Heating wheat germ is one means of preventing spoilage. A recent patent for this purpose is based upon the use of a temperature of 136 to 138 degrees Fahrenheit for eight hours in a partial vacuum. To what extent this heat destroys the vitamins is not at present known. However, according to Kirkland, wheat germ will keep for six months before becoming rancid, especially if kept in a cool, dry place. A sample of wheat germ has been kept in an electric refrigerator in our laboratory for nearly four months, without any apparent change.

EASTERN DEALERS SELECT SYRACUSE FOR CONVENTION

The midwinter convention of the Eastern Federation of Feed Merchants will be held at Syracuse, N. Y., Feb. 23-24. Headquarters will be at the Onondaga Hotel. Details of the convention program have not yet been arranged, but will include talks on the latest developments in the trade, a retail business clinic, and a trade welfare conference. President F. M. McIntyre will appoint a committee to arrange the details of the program.

The federation plans to hold about 20 district meetings during the week of Sept. 21-26. The meetings will be in charge of members of the board of governors in each district. A drive to enroll more members also will be made.

J. O. Doty, recently elected president of the Mutual Millers' & Feed Dealers' Association, has been appointed a member of the board of directors of the federation. The Mutual Millers' association is affiliated with the federation.



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 \$3.00 per year, or 50 cents per year to regular subscribers to *The Northwestern Miller*. Sample copy on request.

Feed Market Quiet and Lower

FEEED markets were quiet and dull at mid-September with small offerings in slow demand. Homegrown grains are so cheap and plentiful that consumption of commercial feeds has been limited. Central western and eastern pasturage deteriorated considerably with the recent heat wave. Prices of wheat feeds, linseed meal, alfalfa meal and hominy feed showed little change from a week ago, but cottonseed meal and gluten feed and meal were lower. The decline in the latter feeds carried the index of feedstuffs prices for Sept. 15 to a new low for the season of 47.7 per cent as compared with 48.6 on Sept. 8. A month ago index stood at 51.9 and the September, 1930, average was 96.6.

WHEAT MILLFEED

Very few price changes were made in wheat feeds during the week. Spring wheat bran held practically unchanged, but standard spring wheat middlings were 25c@\$1 higher than a week ago. Soft winter wheat bran was 25@50c higher, but the heavier offal was unchanged. Prices of hard winter wheat were irregular, but averaged about unchanged from last week. The light offerings apparently have been equal to the slow demand. Production of offal as suggested by flour production at the principal milling centers underwent a sharp reduction within the week and is considerably under a year ago.

Small offerings of spring wheat feeds tended to maintain prices at Minneapolis where demand was rather inactive. Local mills were reluctant to offer wheat feeds in volume either for prompt or later shipment. Standard spring wheat bran continued at a premium over hard winter wheat bran at Chicago. The situation at Buffalo was rather firm with a fair demand for bran and a rather urgent inquiry for standard middlings and the heavier feeds, particularly for near-by shipment. Offerings at that market were light with mills sold ahead and operating at only about 75 per cent of capacity. Soft winter wheat bran was slightly higher but trading at Cincinnati and St. Louis was of very small volume.

Hard winter wheat feeds averaged about unchanged with very few new features at the principal markets. Consuming demand for bran and shorts was light at Kansas City and was mostly from the small country dealers in widely scattered sections, including Wisconsin, Minnesota and the Dakotas. Inquiry from mixers was of small volume. Kansas City millers were operating at a lower percentage of capacity and continued to apply good amounts on mixed car orders with flour and on previous contracts. Demand for all kinds of feeds was light in the Southeast where good quantities of homegrown feeds are available.

LINSEED MEAL

Linseed meal prices were fairly well maintained, but the volume of trading was very light. Linseed meal is now relatively high priced in comparison to cottonseed meal and gluten feed. Disparity in price reflects the small flax crop, which on Sept. 1 was forecast at 11,769,000 bus, compared with the five-year average harvest of 20,917,000 bus.

COTTONSEED MEAL

Cottonseed meal prices continued their downward trend. Spot demand was very light at Memphis, and offerings became more plentiful. Demand for cottonseed meal was but fair at Atlanta. While takings by fertilizer interests, especially in trucking areas, were fair, demand was reduced by the agitation for cotton acreage reduction. Practically no meal is being offered by mills in and around Atlanta for future delivery.

Production of cottonseed cake and meal during August totaled only 28,200 tons, compared with 76,100 tons for August, 1930. Shipments into domestic and foreign trade channels this past August totaled 72,100 tons, compared with 88,300 tons a year ago. Mill stocks of cake and meal at the close of August totaled 106,300 tons, compared with 43,100 on Aug. 31, 1930, however, supplies of cotton seed at mills at the close of August were only about one third as large as a year ago.

ALFALFA MEAL

Alfalfa meal prices showed little change during the week. Alfalfa meal production in the United States during August, 1931, totaled 15,678 short tons. The August grindings were only 53 per cent of the 29,583 tons produced in that month last year and 51 per cent of the August, 1929, outturn. Approximately 34,900 tons of meal were in store at mills at the first of August. This, together with the month's grindings, made an aggregate supply for August of approximately 50,600 tons. Stocks at the close of August were about 38,500 tons. Domestic consumption accounts for most of the difference of 12,100 tons, since exports in recent months have been relatively small. Exports during July totaled 101 short tons. Statistics of August exports are not yet available.

CORN BY-PRODUCT FEEDS

Gluten feed and meal prices underwent a reduction of 83 ton, but demand did not appear to improve at the lower prices. Offerings continued liberal at most markets. Production has been maintained at an unusually low level as wet process corn grindings from which gluten feed and meal are by-products totaled only about 4,700,000 bus during August, the smallest monthly corn grindings for that month since 1918 and the smallest for any month since July, 1924. Gluten meal continues to sell at \$3 premium over gluten feed. Hominy feed prices were only slightly lower with yellow still maintaining a premium over white.

Financial News Depresses Wheat

THE sharp declines in securities and the unsettled financial news from abroad outweighed all other factors, and wheat futures broke to new lows at the end of last week, recovering somewhat afterward. Export inquiry continued slow, and the failure of world prices to respond to strength here early last week was partly responsible for the discouragement of holders. Most of the market news was constructive, and some attention was paid to war reports from Manchuria and to another substantial decrease in the visible supply.

Most of the present surplus is in North America, Australia is almost sold out, while the remaining Argentine wheat is said to be of low grade. Russian shipments continue at a much heavier rate than last year, but there is much evidence to indicate that movement from that country will drop off soon. The spring wheat crop there is reported to be disappointing, and shipments so far have consisted of winter wheat grown near seaboard points. World's shipments last week totaled 19,200,000 bus, compared with 18,233,000 a year ago. Russia supplied 5,040,000, compared with 2,768,000 a year ago, and North America 7,817,000, compared with 10,995,000. Stocks on passage increased 1,512,000 bus.

With acreage much reduced in the southern hemisphere, and indications of a sharp reduction in winter wheat plantings in the United States, it looks as if the production worm has turned. The drop in domestic production may be greater than expected in view of the dry condition of the soil in the Southwest. Good rains are needed in that section to prevent further curtailment of acreage.

Domestic marketings continue smaller than last year, being about three fourths of the totals a year ago. Southwestern movement increased a little, but spring wheat marketings are much below a year ago, due to the small crop. Some observers attributed the southwestern increase to the higher prices a week ago, in which case they probably will subside again. The visible supply declined 1,372,000 bus, making the total 233,132,000 compared with 202,260,000 a year ago. Canadian visible supplies increased 1,136,000, and the total now is about 33,000,000 bus less than a year ago.

The break in wheat futures brought to a stop the rather spectacular advance in wheat premiums. Early last week high protein samples at Kansas City brought 5@21c over ordinary grades. For the week, the lower end of the range showed declines of about 1c compared with futures, while the top gained 1c. Mill buying was active. At St. Louis, soft winters were relatively strong, gaining about 1c compared with the option. Weakness appeared in premiums at Minneapolis although high protein samples continued in good request. As a whole, the spring cash market dropped about 2c more than futures. Mill buying slackened.

CORN

There was an unsettled tone to corn futures during the past week, due to uncertainty regarding deliveries on September contracts. The trend was downward, in line with other grains. Some strength was attributed to further deterioration of the new crop due to hot weather. Receipts continue moderate, being less than half of those a year ago. The visible supply declined 1,121,000 bus, making the total 6,284,000, compared with 4,963,000 a year ago.

ONTS

The general grain weakness could not be withstood by onts futures, but prices did not decline as much as in other grains. Cash demand is fairly active for light offerings. Primary receipts last week were about one half those of a year ago. The visible supply declined 423,000 bus, making the total 14,819,000, compared with 30,092,000 a year ago.

RYE

Most of the rye news is bullish, but the general conditions in world markets were responsible for a price drop. There is fairly good cash demand for milling grades, while offerings are light, a reflection of the short crop. The world crop is estimated to be about 140,000,000 bus smaller than last year. There is some indication of an improvement in the export outlet. France bought some Canadian rye last week. The visible supply declined 76,000 bus, making the total 8,629,000, compared with 15,644,000 a year ago.

BARLEY

The general price decline did not affect barley futures so much, because of the agitation about the return of legalized beer. There is a fairly active cash demand for continued light offerings, with maltsters active in the market. Shipping sales are slow. The visible supply increased 20,000 bus, making the total 4,174,000, compared with 11,100,000 a year ago.

FLAXSEED

Flaxseed markets weakened with others. Cash demand is only fair. Buenos Aires prices have been weak, due to generally favorable progress of the new crop and unsettled conditions in world markets. Receipts at Minneapolis and Duluth amounted to 758,000 bus, compared with 1,881,000 a year ago. Stocks increased 255,000 bus, making the total 1,300,000, compared with 1,538,000 a year ago.

Millfeed Markets in Detail

CENTRAL WEST

Chicago.—Demand shows some improvement, mixers mostly interested; supplies light; trend slightly easier. Quotations, per ton, basis car lots, Chicago, in 100-lb jutes: spring bran \$11.50@12, hard winter \$11.25@11.50; standard middlings \$12.50@12.75, flour \$14@14.50; red dog, \$16.50.

Milwaukee.—The decline of 83 on gluten feed has a tendency to retard the buying of millfeeds; bran prices about unchanged, no pressure on the market; middlings prices are in line for shipment to eastern territory. Quotations, per ton, basis car lots, Milwaukee, in 100-lb jutes: durum bran \$10.25@10.75, standard \$10.75@11, pure winter wheat \$11.50@12, standard spring wheat \$11@11.50, pure spring wheat \$12.50@13; standard fine middlings \$12.25@12.50, flour \$14@14.50; red dog, \$15.50@17; second clear flour, \$18@18.50; rye middlings, \$10@11.

St. Louis.—Demand light; supplies not very free; neither offerings nor demand are active, with the consequence that sales are hard to effect and at the same time feed is hard to buy. Quotations, per ton, basis car lots, St. Louis, in 100-lb jutes: bran, \$9.50@9.80; brown shorts \$10.25@10.50, gray \$10.50@10.80.

THE NORTHWEST

Minneapolis.—There is very little demand for millfeed, and prices are about 50c@\$1 lower than a week ago. Supplies are light, and some city mills are not offering. Mixed car trade is absorbing a large part of the production. Country mill offerings are small. Any improvement in demand probably would result in higher prices, since offerings are so light. Bran is quoted at \$9.50@10, standard middlings \$10@10.50, flour middlings \$12@12.50, red dog \$14@15.50.

Duluth.—Demand limited; supplies are light; trend steady. Quotations, per ton, basis car lots, Duluth, in 100-lb jutes: bran, \$10.50; standard middlings \$11.50, flour \$15; red dog, \$18.

Des Moines.—Demand somewhat at a standstill; supplies adequate; trend unchanged. Quotations, per ton, basis car lots, Des Moines, in 100-lb jutes: flour, \$11.50@14; gray shorts, \$13@18; flour middlings \$16@21, standard \$14@17; red dog, \$18@23.

THE SOUTHWEST

Kansas City.—Demand light; offerings not pressing, but are plentiful enough to supply all needs; no interest shown in forward position. Quotations, per ton,

basis car lots, Kansas City: bran, spot and immediate shipment, \$8@8.50; gray shorts, \$9@9.50; brown shorts, \$8.75. The latter are very scarce, because mills are not making any red dog, which is quoted at \$16@16.50.

Atchison.—Demand fair; values have eased. Quotations, per ton, basis car lots, Atchison: bran, \$8.50; mill run, \$9; shorts, \$9.75. Millers are having no trouble in disposing of their output.

Oklahoma City.—Millfeeds are moving fairly well with enough surplus being accumulated by mills to supply bran in straight car lots where required; the mixed car trade is being taken care of without resorting to outside shipments; prices remain firm. Quotations, per 100 lbs, Oklahoma City: bran, 45c; mill run, 50c; shorts, 60c.

Omaha.—Demand good; supplies light; trend downward. Quotations, per ton, basis car lots, Omaha, in 100-lb jutes: standard bran \$8@8.25, pure \$8.50@8.70; brown shorts \$10, gray \$10.50; flour middlings, \$12; red dog, \$16@16.50.

Denver.—Demand improving slightly; supplies ample; trend stationary. Quotations, per ton, basis car lots, Denver, in 100-lb jutes: red mill run \$12, white \$18; gray shorts \$18@20, white \$20@22.

Wichita.—Demand improved; trend is steady; prices unchanged. Quotations, per ton, basis mixed car lots, Wichita: bran, \$9; mill run, \$9.50@11; shorts, \$10 @12.

Hutchinson.—Demand light; supplies not burdensome; trend steady; buyers willing to take hold at concessions, which most mills are unwilling to make. Quotations, per ton, basis car lots, Kansas City, in 100-lb jutes: bran \$8.50, mill run \$9.50, gray shorts \$10@10.50.

Salina.—Demand light; supplies ample; values about 50c lower; local mills run only part time; interest in deferred shipment small. Quotations, per ton, basis car lots, Kansas City, in 100-lb jutes: bran \$8.50@8.75, shorts \$10.50@11, prompt shipment.

Dallas.—Demand improving; supplies ample; trend steady. Quotations, per 100 lbs, basis car lots, delivered, Texas points: bran, 57@59c; brown shorts 72 @74c, white \$1.06@1.09.

Fort Worth.—Demand fair; supplies moderate; trend firm; mills sold well ahead; spot offerings scarce; no pressure; few mills running full time. Quotations, per 100 lbs, basis car lots, in jutes: wheat bran 60c, gray shorts 70c, delivered, group No. 3.

THE EAST

Buffalo.—There is a good demand for October, November and December, with mills hesitant about committing themselves on account of the relatively smaller flour production and the fact that prices have been so consistently low that they cannot afford it. There has been some booking of mixed cars at a premium for November and December. Quotations, per ton, basis car lots, Buffalo, in 100-lb jutes: standard bran, \$13; standard middlings \$13.75, flour \$17@17.75; second clear, \$21; red dog, \$19; heavy mixed feeds, \$18.50@18.75.

New York.—Demand is slightly improved; supplies moderate; trend firmer, although there still is some reselling under mill prices. Quotations, per ton, basis car lots, New York, in 100-lb jutes: bran, \$17.80@18.30; middlings, \$18.50@18.80; red dog, \$23.30@23.50.

Boston.—Demand slow; supplies moderate; trend firmer. Quotations, per ton, basis car lots, Boston, in 100-lb jutes: spring bran \$17.50@18, winter \$17.50@18; middlings, prompt, \$18@19; wheat mixed feeds, \$20@21; red dog, \$24@24.50.

Baltimore.—Demand narrow; supplies ample; trend sensitive to changes; with less competition of Canadian, a steeper tone prevails; middlings relatively firmer than bran. Quotations, per ton, basis car lots, Baltimore, in 100-lb jutes: spring wheat bran \$16.50@17, winter \$17.50@18; standard middlings \$17.50@18, flour \$19@20; red dog, \$22.50@23.

Philadelphia.—Demand light; supplies small; trend irregular. Quotations, per ton, basis car lots, Philadelphia, in 100-lb jutes: bran, standard spring \$16.50@17, pure \$17@17.50, pure hard winter \$17 @17.50, soft winter \$17@18; middlings, standard \$17.50@18, flour \$19.50@22; red dog, \$22.50@23.50.

Pittsburgh.—Demand improved; supplies liberal; trend steady. Quotations, per ton, basis car lots, Pittsburgh, in 100-lb jutes: spring wheat bran, \$14.50@15; standard middlings \$15.50@15.75, flour \$17.50@18; red dog, \$20.75@21.75.

CENTRAL STATES

Toledo.—Demand light; trend downward. Quotations, per ton, basis car lots, Toledo: soft winter wheat bran, \$11@11.75; mixed feed, \$12.25@12.75; flour middlings \$12.75@14, standard \$12.

Cleveland.—Demand light; supplies ample; trend steady. Quotations, per ton, basis car lots, Cleveland, in 100-lb jutes: bran, hard winter wheat \$14.05@14.25, soft winter \$14@14.50, spring \$14 @15.25; standard middlings \$14.50@15.75, flour \$15.75@17.30; red dog, \$20.40.

Evansville.—Demand steady; supplies ample; trend firmer. Quotations, per ton, basis car lots, Evansville, in 100-lb jutes: bran, \$12; wheat mixed, \$13; shorts, \$14.

Cincinnati.—Demand fair; supplies are plentiful; trend steady. Quotations, per ton, basis car lots, Cincinnati, in 100-lb jutes: bran, soft winter wheat \$13@13.50, hard winter \$13@13.50; middlings,

standard spring wheat \$14.50@15.50, flour \$16.50@17.50, soft winter \$15@15.50; gray shorts, \$14.50@15; red dog, \$19.50@20; wheat mixed feed, \$13.50@14.

Indianapolis.—Demand slow; supplies ample; trend about steady to unchanged. Quotations, per ton, basis car lots, Indianapolis, in 100-lb jutes: soft winter wheat bran \$13@13.50, standard middlings \$13.25@13.50, mixed feed \$13.50 @13.80, flour middlings \$14.50@14.80, red dog \$19.75@20; spring wheat bran \$12.75 @13, standard middlings \$13@13.50, flour middlings \$15@15.50, red dog \$20@20.25.

Columbus.—Demand quiet; supplies fair; trend steady. Quotations, per ton, basis car lots, Columbus, in 100-lb jutes: spring bran \$16.50@17, hard winter \$15.50@16, soft winter \$16@16.50; standard middlings \$17@17.50, flour \$19.50@20; red dog, \$21.50@22.

THE SOUTH

Memphis.—Despite failing pastures, demand light as other feed crops large and being saved in unusually good condition. Quotations, per ton, basis car lots, Memphis, in 100-lb harlaps: wheat bran, \$12; gray shorts, \$13.

Nashville.—Demand is moderate; supplies fairly liberal; trend shade easier. Quotations, per ton, basis car lots, in 100-lb jutes: wheat bran \$14@15, middlings \$15.50@16.50, f.o.b., Ohio River stations; soft wheat bran \$10@13, standard middlings \$11@15.

PACIFIC COAST

Seattle.—Demand about steady to slightly stronger. North Coast demand moderate, but that from California is stronger on account of drought conditions there; trend steady to slightly stronger. Quotation, per ton, basis car lots, coast, for Washington standard mill run, \$12 @12.50.

Portland.—Demand slow; supplies ample; trend weak; no speculative buying, pending filling of farm board China flour order. Quotations, per ton, basis car lots, Portland, in 100-lb jutes: standard mill run, \$12.50; middlings, \$17.50.

Ogden.—Demand stronger, supplies of red bran and mill run normal; white bran scarce, due to nondelivery of soft white wheats by farmers; trend higher. Quotations, per ton, basis car lots: blended \$18, white \$19@20, middlings \$25, f.o.b., San Francisco and other California points; to Utah and Idaho, red

bran and mill run \$11, blended \$12, white \$13@14, middlings \$19, f.o.b., Ogden.

San Francisco.—Demand very slow; feeding is heavier, but dealers are using stocks on hand; buyers are awaiting development of the millfeed program in connection with the Chinese flour deal with the Federal Farm Board; it is rumored that the millfeed so produced will be offered largely in California, in which event the price structure would be materially changed. Quotations, per ton, basis car lots, draft terms, San Francisco: Kansas bran, \$19@20; Ogden white mill run, \$18.50@19, red \$16@16.50, blended \$16.50@17; northern red and standard mill run \$14.75@15.50, white bran and mill run \$16@17, shorts \$17@17.50, middlings \$18.50@19; Montana bran and mill run \$17@17.50, low grade flour \$22@23.

Los Angeles.—Demand slow; supplies ample; trend lower; demand has practically offset production. Quotations, per ton, basis car lots, Los Angeles, in 80-lb jutes: local and Utah-Idaho mill run, red \$15@16, blended \$16@17, white \$17@20; northern standard mill run \$14@15, dock, Wilmington; Kansas bran, \$19@21.

CANADA

Toronto.—Production is increasing, and there is a good demand for all that mills have to offer; list prices are unchanged. Quotations, per ton, basis mixed cars: bran \$15, shorts \$16, middlings \$21, net cash, bagged, delivered, Toronto territory.

Montreal.—Demand light; trend is steady. Quotations, per ton, basis car lots, Montreal, less 25c for cash: bran, \$13.25; shorts, \$16.25; middlings, \$23.25.

Winnipeg.—Demand moderate; supplies plentiful; trend steady. Quotations, per ton, basis car lots, Winnipeg, in 100-lb jutes: Manitoba and Saskatchewan, bran \$13, shorts \$14; Alberta, bran \$14, shorts \$15; small lots ex-country elevator warehouses \$2 extra; middlings, \$22.

Vancouver.—Demand only fair; supplies pressing; trend steady to higher; prices are expected to go up about \$2 in October. Quotations, per ton, basis car lots, Vancouver, in 100-lb jutes: bran, \$16; shorts, \$17; middlings, \$23.

SCREENINGS

Minneapolis.—Demand light, despite limited offerings; prices unchanged. Elevator dust, \$10@10; Canadian refuse and domestic screenings of similar quality, \$16@17; seeds, \$16@17; flaxseed, \$7@9. Mixed feed oats, 15@17 lb.

SUMMARY OF MILLFEED QUOTATIONS

Millfeed quotations reported by wire Tuesday, Sept. 22, based on carload lots, prompt delivery, per ton, packed in 100-lb sacks:

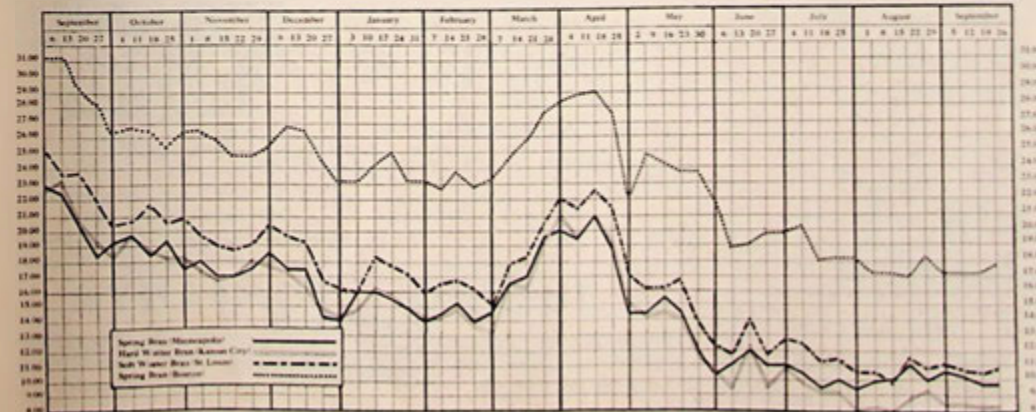
	Chicago	Minneapolis	Kansas City	St. Louis	Baltimore
Spring bran	\$11.50@12.00	\$9.50@10.00		\$16.50@17.00	
Hard winter bran	11.25@11.50		8.00@8.50	9.50@9.80	12.00@12.50
Soft winter bran					12.00@12.50
Standard middlings*	13.50@12.75	10.00	8.75	10.25@10.50	17.50@18.00
Flour middlings†	14.00@14.50	12.00@12.50	9.00@9.50	10.50@10.80	18.00@18.50
Red dog	16.50	14.00@15.00			22.50@23.00

	Buffalo	Philadelphia	Boston	Columbus	Nashville
Spring bran	\$13.00	\$16.50@17.00	\$17.50@18.00	\$16.50@17.00	
Hard winter bran		17.00@17.50	17.50@18.00	18.00@18.50	
Soft winter bran		17.00@18.00		18.00@18.50	
Standard middlings*		17.00@17.50	18.00@19.00	17.00@17.50	18.50@19.00
Flour middlings†		17.00@17.75	18.50@22.00		19.50@20.00
Red dog		19.00	22.50@23.50	21.00@21.50	21.50@22.00

	Spring bran	Shorts	Middlings
Toronto	9.00	9.00	11.00
Winnipeg	9.15	9.15	11.00

*Brown shorts. †Gray shorts. ‡Fort William basis.

Range of Bran Prices



Western Canada—Visible Grain Supply

Visible supply of grain in the western marketing districts, Sept. 15, 1931, and receipts and shipments during the past week, in bushels (000's omitted):

	Wheat	Oats	Barley	Flax
Fort William and Port Arthur—Public terminals	2,719	191	119	32
semi-public lots				
Minerals	22,259	2,950	4,813	417
Totals	24,988	3,140	5,032	499
Int. term. elevs.	97	101	21	1
Int. pri. and mfg. elevators	3,332	1,332	1,919	42
Country elevators	14,779	4,128	1,924	236
Vancouver	7,929	84	37	—
Prince Rupert	7	—	—	—
Totals	29,922	7,918	8,232	714
Year ago	166,212	3,810	21,192	541
Receipts during week—				
Ft. Wm.-Pt. Ar.	3,817	509	423	18
Int. term. elevs.	19	2	4	—
Int. pri. and mfg. elevators	1,302	159	210	19
Country elevators	15,419	837	461	56
Vancouver	698	18	1	—
Totals	22,425	1,516	1,999	84
Shipments during week—				
Ft. Wm.-Pt. Arthur	2,943	168	124	—
Rail	28	39	2	—
Int. term. elevs.	15	15	8	—
Int. pri. and mfg. elevators	1,149	137	80	8
Country elevators	8,591	729	398	27
Vancouver	652	—	—	—
Rail	3	—	—	—
Totals	11,311	1,978	523	35
TOTAL RECEIPTS				
Aug. 1-Sept. 15, 1931	12,884	1,685	1,365	119
Vancouver	2,428	42	2	—
TOTAL SHIPMENTS				
Aug. 1-Sept. 15, 1931	22,975	1,988	2,086	125
Vancouver	2,925	89	—	—

Bradstreet's Weekly Visible Grain Supply

Following are Bradstreet's returns of stocks of wheat held on Sept. 12 in the United States, Canada and the United Kingdom, and the supply on passage for Europe; also the stocks of corn and of oats held in the United States and Canada, with comparisons, in bushels (000's omitted):

Table with columns for Wheat, Corn, and Oats, showing Sept. 12 and previous week figures, and changes from Sept. 12.

Table showing United States and Canada totals for Wheat, Corn, and Oats, with sub-sections for 1931 and 1930 data.

Receipts and shipments of flour and grain at the principal distributing centers for the week ending Sept. 19, as compiled by the Daily Trade Bulletin.

Table with columns for Receipts and Shipments, listing Flour, Wheat, Corn, and Oats for various locations like Chicago, Detroit, and St. Louis.

Table with columns for Shipments, listing Flour, Wheat, Corn, and Oats for various locations like Chicago, Duluth, and St. Louis.

Grand totals for Receipts and Shipments, including last week and last year figures.

GRAIN FUTURES—CLOSING PRICES

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

Large table of grain futures closing prices for Wheat, Corn, Oats, Rye, and Flaxseed, with columns for Chicago, Minneapolis, St. Louis, and other markets.

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 Sept. 19, and corresponding date of a year ago:

Table comparing visible grain supply for Wheat, Corn, Oats, Rye, and Barley in 1931 and 1930 across various regions.

Milfeed—Receipts and Shipments

Receipts and shipments of milfeed at the principal distributing centers for the week ending Sept. 19, with comparisons.

Table showing milfeed receipts and shipments for various locations like Minneapolis, St. Louis, and Milwaukee.

Bonded Grain in United States

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

Table showing bonded grain for Wheat, Oats, and Rye/Barley in Buffalo, Duluth, and New York.

Imports of Canadian Wheat

The United States Department of Commerce reports imports of Canadian wheat at the principal northern border ports as follows:

Table showing imports of Canadian wheat for consumption, duty paid, by week ending Sept. 12 and Sept. 5.

Russell's Flour Production and Movement

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

Table showing flour production and movement for Week ending Sept. 5 and July 1 to Sept. 5, 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...

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Advertisement for Better Leather Belting, featuring a logo and text: 'Better Leather Belting is Nott made'.

W. S. NOTT CO., Minneapolis Mill Supply Headquarters

Advertisement for THE WOLF COMPANY, featuring a wolf logo and text: 'MACHINERY FOR FLOUR AND FEED MANUFACTURERS & ENGINEERS'.

FEED FUTURES DROP TO LOW LEVELS AGAIN

Most of Present Small Trading Volume Represents Closing of Old Trades or Spreading Operations

St. Louis, Mo.—Millfeed futures are lower again, thereby proving to the skeptical that they are never too low for a flour miller to hedge his future sales of feed. Very little new business is coming into the market, and most of the small volume being done represents closing out of old trades or spreading operations. Deliveries on contracts this month have been heavier than for some time. Opinion seems to expect a continued narrow market, with millfeed following the course of grains.

Closing prices of millfeed futures in

the St. Louis Merchants' Exchange in dollars per ton, Tuesday, Sept. 22:

	Bean	Shorts	Middlings
September	9.10*	10.05*	9.75*
October	9.40*	10.20*	9.90*
November	9.35*	10.40*	9.90*
December	10.15*	10.65*	10.25*
January	10.55*	11.00*	10.50*
February	11.05*	11.60*	10.75*

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Low Protein Hard.....MILLING WHEAT.....Soft Wheat

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Selected from Current Offerings
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Service Direct to Millers

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MINNEAPOLIS MILLING WHEAT

RYE PRODUCTS

Chicago.—Demand for rye flour slowed up considerably last week. Sales were confined to small lots for prompt shipment. The local output totaled 6,781 bbls, against 5,989 the previous week. Mill asking prices, Sept. 19: patent white, \$3.10@3.30 bbl, jute; medium, \$2.85@3.10; dark, \$2.35@2.70.

Duluth.—Demand for flour scattered; there were small lots, with split cars of patent. Very little interest in deferred shipment; mills advanced prices 10c. Quotations, per bbl, basis car lots, Duluth: pure white, \$3.35; No. 2 straight, \$3.05; No. 3 dark, \$2.60; No. 5 blend, \$3.35; No. 8 rye, \$2.70.

Minneapolis.—Demand for rye flour remains slow, and there were no large lots sold last week. Pure white rye flour is quoted at \$3.15@3.25 bbl, in 98-lb cottons, f.o.b., Minneapolis; pure medium, \$2.85@2.95; pure dark, \$2.70@2.75. Three northwestern mills last week made 12,096 bbls, compared with 9,642, made by four mills, in the previous week.

St. Louis.—Demand for flour is fair; prices unchanged to slightly lower. Quotations, per bbl, basis car lots, St. Louis, in cotton 98's: pure white patent, \$3.70; medium, \$3.40; pure dark, \$3.20; rye meal, \$3.05.

Boston.—Demand for flour moderate, and almost wholly for near-by requirements. Quotations, per bbl, basis car lots, Boston, in 98-lb cottons: choice white patents \$3.70@3.80, standard \$3.60 @3.70; medium light straights \$3.50@3.60, medium dark \$3.40@3.50; pure dark rye, \$3.30@3.40; rye meal, \$3.05@3.15.

Indianapolis.—Demand for flour light; supplies sufficient; prices steady. Quotations, per bbl, basis car lots, f.o.b., Indianapolis, in cotton 98's: pure white, \$3.75@3.85; medium, \$3.40@3.65; dark, \$3@3.25.

Milwaukee.—Demand for flour light; prices up 5c. Quotations, per bbl, basis car lots, f.o.b., Milwaukee, in cotton 98's: white, \$3.45; straight, \$3.35; medium, \$3.25; dark, \$3.05@3.20; meal, \$2.75.

Pittsburgh.—Demand for flour light; supplies ample; trend unsettled. Quotations, per bbl, basis car lots, Pittsburgh: pure white, \$2.75@3.25; medium, \$2.60 @3; dark, \$2.25@2.60.

Philadelphia.—Trading in flour quiet; buyers pretty well supplied for current needs, and holding off; market barely steady. Quotations, per bbl, basis car lots, f.o.b., Philadelphia, in 98-lb cotton sacks: white, \$3.50@3.75; medium, \$3.30 @3.40; dark, \$3@3.25.

New York.—Demand for flour limited chiefly to a car here and there, with larger orders infrequent. Quotations, per

bbl, basis car lots, New York, in jute: white patent, \$3.45@3.85.

Buffalo.—Demand fair for flour; supplies ample; trend steady. Quotations, per bbl, car lots, Buffalo, in 98-lb cottons: white, \$4; dark, \$3.40.

Baltimore.—Small lots of flour are being offered and sold. Quotations, per bbl, basis car lots, Baltimore: dark, \$3; white, \$3.75.

CORN PRODUCTS

Minneapolis.—On Sept. 22, yellow and white corn meals were quoted at \$36@3.10 per 200 lbs.

St. Louis.—Quotations, per 100 lbs, basis car lots, St. Louis: cream meal, \$1.40; standard meal, \$1.35.

Memphis.—Demand light. Quotations, per bbl, basis car lots, Memphis: new crop meal from Texas, ground by Arkansas mills, \$2.25; cream meal from old corn, \$2.40@2.75.

Pittsburgh.—Demand fair; supplies normal; trend easier. Quotations, per 100 lbs, basis car lots, Pittsburgh: fancy kiln-dried yellow and white meal, \$1.75 @1.80.

Philadelphia.—Trading quiet and market weaker. Supplies fully ample for requirements. Quotations, per 100 lbs, basis car lots, f.o.b., Philadelphia: fancy kiln-dried meal, yellow \$1.60, white \$1.65; pearl hominy and grits, \$1.65.

Indianapolis.—Demand moderate; supplies sufficient; trend firm to unchanged. Quotation, per 100 lbs, basis car lots, Indianapolis, for cream meal, \$1.80@1.90.

Montreal.—Quotation, per bbl, Montreal, for white corn flour, \$1.50@1.80.

Evansville.—Demand light; supplies ample; trend steady. Quotations, per 100 lbs, basis car lots, Evansville, for cream meal, \$1.80.

Nashville.—Fair demand; trend steady. Quotation, per 96 lbs, basis car lots, Nashville, for cream meal, \$1.55@1.65.

OATMEAL

Winnipeg.—Demand light; prices unchanged. Quotations, basis car lots: rolled oats in 80-lb bags, \$2.20 in all three prairie provinces; oatmeal in 98-lb bags, 25 per cent over rolled oats.

Toronto.—Demand for rolled oats and oatmeal improving; prices unchanged. Quotations, Toronto: rolled oats, \$4.20 bbl of 180 lbs, in 90-lb jute bags, \$4.70 in mixed cars, with discount of 10c bbl for cash; oatmeal, in 98-lb jutes, 10 per cent over rolled oats.

Montreal.—Demand is light; trend is steady. Quotation, per 90-lb bag, basis car lots, Montreal, \$2.25.

Philadelphia.—Demand light; market weak and lower. Quotation, per 90 lbs, basis car lots, f.o.b., Philadelphia, in jute, \$1.95.

Minneapolis.—Rolled oats were quoted on Sept. 22 at \$1.55 per 90 lbs.

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

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

PROGRAM ANNOUNCED FOR INDIANA A. O. M. MEETING

KANSAS CITY, Mo.—Horace G. Kohler, secretary of district No. 3 of the Association of Operative Millers, has announced through C. W. Partridge, secretary of the association, the following program for the district meeting to be held at the Hotel Deuing, Terre Haute, Ind., on Sept. 26:

Address of welcome, W. L. Sparks, Sparks Milling Co., Terre Haute.

"Milling the New Crop," Willis Charles, Garland Milling Co., Greensburg, Ind.

"A Discussion on Tempering and Conditioning," James W. Moore, Home Mill & Grain Co., Mount Vernon, Ind.

"The Relation of Gluten to Baking of the New Crop," S. J. Lawellin, Novadell-Agenc Corporation, Chicago.

"Methods of Feeding Stocks to Rolls and Purifiers," Frank A. Madge, Noblesville (Ind.) Milling Co.

"Eliminating Fire Hazards in Flour Mills," C. W. Gustafson, Mutual Fire Prevention Bureau, Chicago.



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, shorteners, 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.

Effect of Additional Ingredients on Bread

(Continued from page 831.)

serve after it has fulfilled its function as a gas producer? This is qualified in the latter part of the foregoing extract, namely, to impart sweet flavor and rich bloom from the surplus.

In acting as a gas producer, added sugar serves a useful purpose when the flour's natural sugar is inferior or under normal quantity, inasmuch as ample gas is necessary for accurate aeration and as a purifier; also by its general good influence in the fermenting, maturing and conditioning of the dough. By such correct conditioning the dough will be perfectly evolved and developed when ready for and at the oven; hence, the bread will be satisfactory.

The surplus sugar will be in solution throughout the dough's moisture, and will be infused into the solids; therefore, if pure and to the right quantity, will thus do its part in the rightful softening, mellowing and conditioning of the dough, and so, from this influence, the bread will be more sweetly flavored, moister, lighter and brighter of crumb and clearer and cleaner of crust, while the crust's bloom will be richer from a better state of caramelization.

Caution is necessary, that too much sugar be not used. In such a case it is conceded that in solution this large quantity will be small in comparison with the quantity of liquor into which it will be dissolved; nevertheless, the principle abides that the sugar will thicken the liquid to an extent obstructing the yeast cells, enzymes and other operators. Moreover, the sugar will become so absorbed by the gluten strands and the starch granules that the former will break down under the stretching strain of the essential expansion, the ultimate issue being crumbly and dry bread. The effect on the starch granules will be such that the crumb will be sticky and stodgy. When the crumb is exposed to air on the bread being cut, this stickiness and stodginess will not hold it together as might be expected, but do its part with the broken up glu-

ten in bringing about crumbliness and dryness.

Some use sugar in whole meal and wheat meal bread. A small and right quantity is favorable, particularly in toning up flavor, moisture and color, and assisting in making the texture fine and even. As, however, the bran particles are large, and are therefore readily separated, sugar to excess will cause separation, with the resultant bread being crumbly and dry.

311.K

Milk is now universally used in bread as a dried powder, and, speaking broadly, 5 lbs per 280-lb sack of flour is the quantity recommended. If used in true proportion, milk makes the bread sweeter, moister, and more palatable as a whole. Color of crumb is brightened by the cleaning tendency, and bloom of crust enriched, the crust being moistened, made thin, short and crisp.

Mr. Kirkland says that "the flavor, color, and texture of bread are very materially improved by the use of milk, and doubtless the soluble albumens also furnish some food for yeast growth."

The analysis of milk is given as 87½ per cent water, 3.5 per cent butter fat, and 9 per cent solids, not fat, or total solids of 12½ per cent. This analysis applies, of course, to full cream milk just from the cow. The water is evaporated when milk is turned into dried form, when but a small percentage of moisture remains. The butter fat is a nutritive property quite apart from its function as a flavorer, and its softening, moistening and mellowing effect on the texture and crumb.

According to F. H. Whitcombe, a Canadian authority on milk, the 9 per cent of other solids mentioned contain albumen, which builds tissue; casein, which builds tissue and muscle; salts, which contain calcium of lime, phosphorus, iron, magnesium, potassium and sodium,—all of which build bony struc-

(Continued on page 864.)



Mother Hubbard FLOUR

*An Insurance of High Quality
Worth the Difference*

HUBBARD MILLING CO.
Mankato Minnesota



Successors to Sheffield-King Milling Co.





Vanity Fair Flour

Again We Say:

No matter who makes it or where it comes from there is no better flour made than the flour manufactured at Cannon Falls, Minn., by the Cannon Valley Milling Co.

Main Office
Chamber of Commerce, Minneapolis

Leading Patents

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TELEPHONE } Laboratory Controlled.
MARITIME }

Use
GOLDRIM
Superlative Quality
Spring Wheat Patent
WESTERN FLOUR MILLS
Davenport, Iowa

CAPITAL FLOUR MILLS
INCORPORATED



**HIGH GRADE
DURUM WHEAT
SEMOLINA**

MINNEAPOLIS ~ ST. PAUL
MINNESOTA

Choice
No. 2 Semolina
Fancy
Durum Clears

AMBER MILLING
COMPANY
Flour Ex., Minneapolis, Minn.

CHRISTIAN MILLS
Matchless Quality Flours

SEMOLINAS AND RYES
MINNEAPOLIS, MINN.

Capacity,
1,200 Barrels Spring
1,000 Barrels Durum
250 Barrels Rye
Cable Address:
"CHRISMILLS"



ATKINSON MILLING CO.
MINNEAPOLIS
MINNESOTA



"SNOW WHITE" flour, a high quality spring patent.
"PIONEER" Rye flour.
"PIONEER" Whole Wheat flour.
Split cereals a specialty.
MINOT FLOUR MILL COMPANY
Minot, North Dakota

FARGO MILL COMPANY
Millers of Hard Spring Wheat
Flour made from the famous
Red River Valley Wheat.
FARGO, N. D.

Crown Milling Co.
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MINNEAPOLIS
Brokerage Connections Wanted

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Patents Procured and Trade-Marks
Registered in All Countries
834 Security Building MINNEAPOLIS

Oculists Ogle White Flour

WELL, we've read attacks upon white flour by most every kind of pill roller and bone cracker in Christendom—surgeons, dentists, pediatricians, orthodontists, psychiatrists, Sioux medicine men and Himalaya swamis—but we had yet to put down an oculist in the list until receipt of a printed postcard from Dr. MacLachlan's Health School and Eye Clinic, Bismarck, N. D. On the stamp side of the card is a touching picture of the grave of John Doe, upon the stone of which is alleged this epitaph:

Here lies John Doe so stark and still.
Of bleached white flour he ate his fill.
His life on this earth now has ended
From diet Whittemore recommended
John had a yen to gulp in haste
A lot of paper-hanger's paste.
Doc Whitey White-more never said:
"Don't eat that, John, or you'll be dead."
Now this should warn the rest of you,
Avoid Doc White-more's starchy goo.
If not, then you, too, soon will be
With poor John in eternity.

It would appear that the MacLachlan boys don't approve of Dr. Whittemore, who is head of the North Dakota State Health Department. In the interest of public welfare, they believe the recent indorsement given by Dr. Whittemore to white bread "should be exposed, and submitted to most careful scrutiny." To this end the boys fill up the back of the postcard with these sentiments:

"At the recent annual convention of the North Dakota Medical Association a resolution, indorsing white flour, drafted by the white flour milling trust and brazenly presented to the convention by their spokesman, Mr. Rosell, was adopted with only one dissenting voice raised in protest. Debate on the subject was squelched when Dr. Whittemore, supposed-to-be guardian of public health, spoke in support of white flour products.

"Does Dr. Whittemore honestly believe that bleached and chemically treated white flour is better than flour made from whole, natural grains? Does Dr. Whittemore himself eat devitalized white flour? Does not Dr. Whittemore know that Dr. Arbuthnot Lane, one of England's most eminent physicians and surgeons, has found that white flour causes cancer and diabetes? Is Dr. Whittemore a fit man for the responsible position he holds? When Dr. Whittemore and the other doctors join hands with the white flour interests of Minneapolis, do you think they do this to keep you healthy?"

"We have always told you that doctors do not want you to be well. They want you to be sick to increase their business. This latest action of the organized North Dakota doctors in indorsing white flour products is proof positive that our contentions were correct.

"Disease can only be cured by purifying the blood and building health. Nature's methods are not mere fads. They do not pass away. No newer methods will ever supplant them. See us for dependable health advice."

We have a bad case of astigmatism, Messrs. MacLachlan, acquired in looking for a golf ball under a hazelnut bush. We presume you prescribe bran. *N'est pas?* Should it be taken internally or externally. We note from your card that you examine eyes carefully, fit glasses without "drops," and "cure without the knife," at "lowest prices in North Dakota." You are too far away for us to accept your invitation to "visit Dr. MacLachlan's Health School and Eye Clinic for honest, straight-from-the-shoulder dietary advice," but we have no doubt some one will do so in due course—packing a knife, or a cannon, or at least something equally as "straight-from-the-shoulder" as your dietary advice; and we hope that, when he has ended his call, you will not too much resemble a bran mash pudding—the miraculous curative properties of which you will no doubt then wish to try upon yourself! In the meantime we are forwarding your postcard to the amiable Doc Corson, head of the National Food Bureau; he will also be amused.

C. K. M.

THE STANDARD OF STANDARDS



CERESOTA FLOUR

PURE—WHOLESOME—NOT BLEACHED

MADE BY

THE NORTHWESTERN CONSOLIDATED MILLING CO.

H. P. GALLAHER, President

MINNEAPOLIS, MINN., U. S. A.

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



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



The Choice of the Finest Hard Wheats

Duluth Universal Pride of Duluth
Duluth Reliable Apex—Extra Fancy Clear

DULUTH UNIVERSAL MILLING CO.
Duluth, 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 house-
wife's discriminating favor.

Milled at RED WING, MINNESOTA, by
LA GRANGE MILLS

Added Ingredients

(Continued from page 860.)

tures and assist to stimulate the growth
essentials; milk also holds milk sugar.
Ordinary skimmed milk, for example,
contains much milk sugar, also lactic
germs. It is because of this that it is
not advisable to use such milk for bread-
making, inasmuch as its germs produce
lactic acid from the milk sugar. This
acid acts so severely on the gluten that
this becomes so dissolved as to break
up, with the result of crumbs and dry-
ness.

It must not be thought, however, that
in dried form the milk sugar or lactose
is removed. Indeed, many cheap brands
are little else than lactose and casein.
In reputable brands, however, the effect
of the milk sugar is much subdued and
the gluten is not unduly dissolved, un-
less the quantity of milk be excessive.

Regarding casein, those who use milk
powder in too large a quantity have no
doubt noticed that during fermentation
the dough has tightened rather than
slackened. This has arisen from the
binding effect of the casein. Even when
milk powder is used in correct quantity,
a little extra liquor should be employed
to allow for the tightening tendency, the
quantity being slightly increased in ratio
with the length of the process.

More milk powder can be safely used
with a short system dough than with
one by a long-lying process, because the
lactose and casein have less time to act
with the former. For best results the
powder should be dissolved in a suitable
quantity of water some hours before use.
This will insure the particles will be-
come wholly dissolved, so that when
mixed with the doughing liquor the milk
will thoroughly associate and distribute,
thus dispensing its goodness throughout
the dough mass and ultimately through-
out the bread.

Summed up, the aim in the use of
shortening, sugar, and milk is so to
select quality and use quantity that the
bread becomes improved on all counts

of appearance, fragrance, eating and
keeping properties, and in nutritive
value.

Window Displays

(Continued from page 824.)

companioning the paper, or he may ap-
propriate some other design as a decora-
tion. In the sketch the suggestion is giv-
en that a modernistic type of decoration
be used. This is merely a series of tri-
angles of color applied at certain points.
Each side panel has a decoration consist-
ing of four triangles at the lower corner,
and a larger one at the upper corner.
The smaller triangles may be of brilliant
colors, but the upper ones should be of
a more subdued hue.

The diamond shaped ornament is decora-
ted with a huge flower in conventional
design. The various parts can be cut out
of colored paper and pasted to the decora-
tion, or a suitable design may be cut
from wall paper.

This is a worth while background for
the shop without window backs, and it
will pay to take the necessary time and
care in its construction to make the job
as neat and attractive as possible.

An old-time background, usually cov-
ering but a portion of the back of the
window, is the three-leaf screen. In Fig.
2 it is shown in the normal shape, and
decorated with three different suggestive
designs. All the leaves of this screen
may be decorated in similar designs, or
the outer two may correspond and the
center one be different, or all three may
be different, as in the illustration.

In Fig. 3, a modern art type of screen
is illustrated. The leaves of this screen
are of wnl board, and the frame is at
the back where it cannot be seen, and
for this reason may be made of rougher
strips of wood than the other, which has
a finished frame. The screen is decora-
ted with the triangular effect indicated,
or may be done in combination with gi-
gantic conventional floral designs similar
to that on the decoration in Fig 1. The
colors should be very carefully chosen
in order not to present a jarring note
to the eye.



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

A Very Complete Line of High Grade Products



Daniel Webster
Short Patent



Rye Flours
All Grades



Gold Coin
Standard Patent

FANCY CLEARS

WHOLE WHEAT FLOUR



EAGLE ROLLER MILL CO.

NEW ULM, MINNESOTA

Daily Capacity: 5,000 bbls. wheat flour
1,000 bbls. rye flour
300 bbls. whole wheat flour

Always Ace High



The FLOUR with
The Vim and Pep left in, and
The Doubt and Trouble left out.

Tennant & Hoyt Co.
LAKE CITY, MINN.

ROBINHOOD and MYSTIC FLOUR

BLACKHAWK MIXED FEEDS

MYSTIC MILLS
INTERNATIONAL MILLING COMPANY
SIOUX CITY, IOWA

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.

CONTEMPORARY COMMENT

The Deadly Surplus

A CLUB composed of grain statisticians and crop experts at Chicago has just completed a study of conditions which should prove of interest to those who believe government buying and selling of wheat and fixing of prices is neither financially profitable nor advisable.

The Grain Market Analyst Club points out that patriotic efforts to fill the void left by Russia's disappearance from the world's wheat markets in this country, Canada, Argentina and Australia during the war did not cease with the war's ending. The acreage added has been retained after the return of Russia to its premier position as a wheat grower, and this excessive acreage, coupled with above normal acreage yields, has produced a world surplus. It points out that the excess of supply over consumption in the first half of the 1920-30 decade was 305,000,000 bus, in the second five years it had risen to 450,000,000 bus and last year it was fully 600,000,000 bus. Naturally enough, individual co-operation, as in the Canadian pools, state efforts as in Australia, and government buying, selling and manipulation as in this country, have turned a perfectly natural situation of oversupply into a foolish speculation, with both public and private money lost.

Public officials and not private parties have been the real managers of this ill-fated speculation. The result has been the collection of a gigantic stock of wheat in the hands of the government of the United States, which resists all efforts to dissipate, deprives us of our export trade at a time when we sadly need a foreign outlet, and gives the advantage in the wheat market to foreign countries. These, apparently, merely

have to wait until accumulated expense of holding placed at \$4,000,000 a month, will force us in some way to rid ourselves of this incubus.

It is certainly no source of comfort to the average American to know that the farmer has not benefited, and that the United States Treasury, with a deficit of nearly \$800,000,000, has "held the bag" in a declining wheat market—Bradstreet's.

How Ought Tariff Revision to Be Approached?

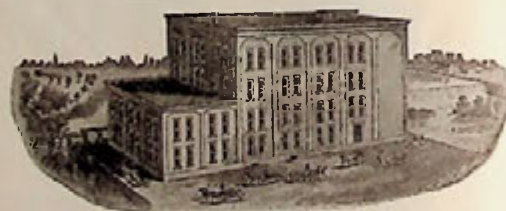
IN considering the tariff we ought to begin at the beginning. Reduced to its simplest terms a customs tariff is simply an obstacle placed in the way of trade. Here are all kinds of people separated by international boundaries who want to do business with each other. They have to overcome those costs of shipment, of insurance, of delay, and so on, which are natural obstacles to international trade. The tariff, with its exaction from the buyer of an additional sum of money in the form of a tax, is a purely artificial obstruction. So the whole tariff policy of a nation must be worked out in response to this general question: How far is it beneficial to the citizens of the nation and their business artificially to obstruct foreign trade?

Singularly enough we never think of the possible advantage of artificial obstruction of trade within national boundaries. We are protected by a high tariff against the importation of Canadian automobiles into the Southwest from Windsor, Ont.—but the Southwest is naked and defenseless against the bringing in of automobiles from Detroit, Mich., which is separated from Windsor

(Continued on page 870.)

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Capacity... Ample
Quality... Unexcelled*

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

Contemporary Comment

(Continued from page 366.)

only by the width of the Detroit River. If it is a good thing for us to be protected against Windsor, which manufactures so few cars, why should we not be defended against Detroit, which makes so many? If the citizen of Dallas, Texas, buys a pair of woolen blankets made in Philadelphia he pays no tax to the government; but if he buys them from Gomez Palacio, Mexico, he pays the government at Washington a heavy tariff tax. Might not Dallas card and spin and weave the wool of the Edwards Plateau itself, if only it could be protected against Philadelphia? Really; when one considers the size of the wool textile industry of Mexico and contrasts it with the industry of Philadelphia it is evident that Dallas is "protected" against the weak and left at the mercy of the strong.

Nobody wants to remove the American customs tariff; like all violent business changes, that would do more execution at the butt of the gun than at the muzzle; but it is in order to remark that tariff making is merely the obstruction of trade; that entire free trade in steel between Pennsylvania, Illinois and Missouri did not protect Pittsburgh against the building of steel mills at Gary and of steel foundries at St. Louis; that the lightly "protected" industries have always flourished more than the heavily protected ones of the same class (contrast shoes with gloves and cotton goods with woolen goods); and the weakest industries in the United States from a competitive point of view have been those nursed from their infancy in the lap of tariff politics.

The most significant fact in the connection, however, is that tariff making is a game that two can play at. When we raise our tariffs on this side of the water our neighbors raise theirs against us. Our high tariff policy has not stopped exportation—but it has made us export jobs instead of exporting goods. Factory after factory has been built by

American capital in a foreign country within the past 10 years because of the high retaliatory duties which our tariff policy has caused to be laid against us by foreign nations—and when industry itself is driven out of the country and established by the American manufacturer on alien soil it goes never to return.

The working out of a national tariff policy is a task of great size and difficulty—but it faces us. And the first question to be asked about any duty is: "How far will it pay the American government, in the interest of American workmen, manufacturers, merchants, bankers, railroad men and steamship owners, to obstruct the natural flow of international trade by exacting a sum of money laid as a tax on each transaction?"—*Executive's Magazine*.

**Good Ideas That Turned
Into Many Millions**

JULIUS ROSENWALD says: "An idea is worth more than money." Henry Ford had no money, but was endowed with a big idea, which, put into effect, coined for him a billion dollars.

John Wanamaker had no capital but when very young possessed an idea. He then newly projected city hall would make a new civic center in Philadelphia. Mr. Wanamaker promptly bought an old train shed at Market and Thirteenth streets for his "new kind" of store. The world knows the ponderous result.

Out in Lancaster an also-ran shop-keeper began an idea. Every article in a store to sell at five or ten cents! Well, you know what Woolworth reaped out of that idea.

A young Irish grocery store clerk in Philadelphia had an idea. It was that if a man could operate one grocery store at a profit he might just as well operate two or a dozen. So Thomas Hunter died owning 500 grocery stores.—*Girard, in the Philadelphia Enquirer*.



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and
Better Bread*

*It's Better Flour
for Baker
Grocer, Jobber*

**A GREAT FLOUR TO
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GREAT, FINE LOAF**

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The solution, therefore, of the bread consumption problem is to use nothing but high-quality flours like "I-H," "Oracle" and "Thunderbolt."



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A Short Patent
THUNDERBOLT
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"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.

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Goerz Flour Mills Co.
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LETTERS TO THE EDITOR

A BAKER'S THOUGHTS ON THINGS

OJAI, CAL.
Editor THE NORTHWESTERN MILLER AND AMERICAN BAKER:

Right after the close of the World War, when whole wheat bread was introduced,—partly as a war measure, as this country had depleted its wheat supply and people had to have bread,—everybody was told how good such bread was, and nobody protested. So at this time the food fakers came into existence, telling the world how deadly white bread was to the human system, although all of these so-called food specialists had been getting along very well, and even thriving on it, before the war; they were actually raised on white bread. Their arguments made this country health conscious, and at that time the health food stores came into existence. Everybody thought there was something the matter with themselves, but as whole wheat bread serves only one purpose as far as I can see—just a laxative—I really could not understand why the whole country should be afflicted in that direction.

Now let us look from a different angle. Doctors have progressed more the last 25 years than they had before in 100 in the line of foods and the use of same in connection with their treatments of the human body. Today they are instructing the dietitians as to the proper food to give their patients, as 75 per cent of all diseases are traced to the stomach. For example, people with lack of alkali in their systems are told to eat alkaline bearing food. People with high blood pressure and diseases resulting therefrom are told to eat food contrary to what they were told to eat 25 years ago.

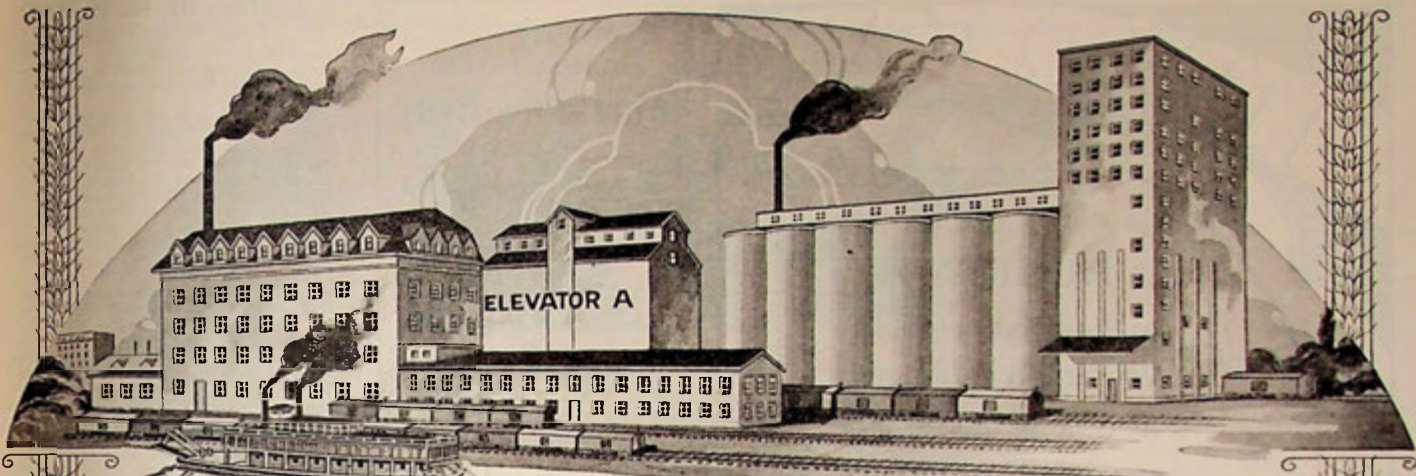
Now the physicians are recommending oranges, grape juice, tomato juice, lima beans, soy beans, potatoes and bananas, which were forbidden a quarter of a century ago. Bread was excluded altogether for people with high blood pressure. Doctors figured people must or will eat bread, and if they did not give it to them, they were tempted to eat it anyway, and all this was causing a hardship on the patients themselves, hampering the doctor in his work. At last it was felt by the baker, as he was selling that much less bread. So the doctors were trying to get an alkaline bearing bread, and as alkali is a detriment in bread making, the call to the bakers fell on deaf ears.

When I first saw in the newspapers what the doctors were up to and a friend of mine approached me to make lima bean bread, I smiled and told him that it was only a scheme to sell more lima beans. But I got to thinking, and agreed to get busy on this subject. I soon found that the doctors' contentions were right, and I kept on until I produced a fair loaf of bread. As I have not a laboratory myself, I made use of some of the best ones in America, in order to get results and to know just exactly how I was standing.

For the last 10 years I have watched closely and have observed the want and the trend of the baking business, and I have found that the doctors and dietitians are the big factors in the baking business, and will be in the future. Bakers have made bread for centuries, and bread has been the staff of life and our best food, but only recently has been learned the meaning of bread to the human system.

I have worked with the doctors for some time, and entered to their wants. Besides lima bean, I also worked out a soy bean bread, which is neutral-alkaline bearing. Recently I have perfected an iodine bearing bread made from California kelp, a sea vegetable which grows in the Pacific Ocean, for people who are deficient in iodine. Doctors have been trying to get a bread which would contain sufficient kelp to act as a corrective for goiter cases, and as kelp (deh-

(Continued on page 874.)



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*Capacity
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Daily*

AMERICAN BEAUTY



THE FLOUR *that blooms in your oven.*

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

ESTABLISHED 1864

MEYER'S MODEL FLOUR

ALWAYS RELIABLE

THE MEYER MILLING COMPANY
SPRINGFIELD, MO.

ANNAN-BURG
GRAIN & MILLING CO.
ST. LOUIS, MO.

Established 1849
Saxony Mills
Hard and Soft Winter Wheat Flours
ST. LOUIS, MO.
Correspondence Solicited
Daily Capacity, 1,100 Bbls.

Made by
KANSAS MILL & ELEVATOR CO.
ARKANSAS/CITY, KANS.
DAILY CAPACITY 2000 BARRELS

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

BLACK BROS. FLOUR MILLS, BEATRICE, NEBRASKA
FLOUR 1,000 BBLs 1888-1929 STOCK FEED 2 1/2 TONS

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.

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

HUMRENO
bakers bank on it!

HUMRENO
makes you proud of
your good judgment
as a flour buyer.

**EL REN^o MILL & ELEVATOR
CO.
EL REN^o, OKLA.**

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

"Gooch's Best"

Superior quality
—to make all
baked things
better.

Gooch Milling & Elevator Co.
LINCOLN, NEBRASKA

"Sasnak Flour"

For Discriminating
Eastern Buyers

EXNS MILLING Co., Inman, Kan.

"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

KANSAS MAID—

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

Hays City Flour Mills Kansas

Chickasha Milling Co.

Capacity 800 bbls
CHEICKASHA OKLA. Cable Address "Washita"

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

"SLOGAN"

A strong flour made from the finest Oklahoma Hard Turkey Wheat

Canadian Mill & Elevator Co.
El Reno, Okla.

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

BESTOVAL
BAKERS SPECIAL PATENT FLOUR
Makes the Dough

The Acme Flour Mills Co.
OKLAHOMA CITY, OKLA., U. S. A.

Designs on the opposite page were originated and engraved by
HOLLAND
ENGRAVING CO.
KANSAS CITY MO.

Letters to the Editor

(Continued from page 872.)

drated) is not pleasant to take, they figured it could be worked into bread for people to eat that way instead of taking medicine.

So you see it is not the farmer who wants to sell his beans, or the people who are harvesting sea kelp, but is actually the doctors, and not the food fakery, who are demanding that the bakers work with them, which they will eventually have to do, as almost all the doctors are working with diets, and all of them can't be wrong. A doctor came into my place yesterday and told me he wished that all bakers would work with them as I am doing; that it would help a great deal; and made a remark I want to pass on. He said, "The doctor is only a health adviser to the human body, and the kitchen in the home should be the scientific laboratory; therefore the food should receive the most serious consideration in order to retain the health and happiness of the home."

So much for this part of the baking end. Let us examine what mother and father used to do about 40 or 50 years ago. I am very frank to say the bakers have not progressed notably in actual baking, as the women have maintained the skill which has been taught them. How is it the women claim to be superior bakers to men? A woman is a natural born baker, who takes pride in her work and produces the best she knows to please the family and to show her skill to the guest present at her table. A woman will buy the best of material obtainable. She will attend lectures given by home economics experts, and always tries to improve her baking and cooking. Even if she does make a failure once in a while, she is forgiven, because mother made it, and mother made the noble effort to do her best. Therefore, she will always be the Queen of Baking.

I hear so much lately (and also advertised by big bakery concerns) of cakes being made by recipes from a housewife. It is really ridiculous,—the way I look at it,—as in years gone by a baker who maintained a bakery had to know his stuff. There were no such slogans as "Like mother used to make it." So let us see what is the cause of this. As I said before, the average bakers had to know their business and had to serve considerable time before they became real bakers. Nine out of ten of them, 40 years ago, could give you correct information as to bread and cakes, as there were no such things as large bakeries. Living now has become easier. The work also has been made lighter than in former years, and luxuries which have become necessities have also entered the baker's life. Therefore, he has become more careless. The tremendous opposition of today has forced him to use substitutes and poor material in his work. So, therefore, mother is sticking to her former standards, and the small baker is forced out of business.

Now let us see what is going on. The larger bakeries have progressed unbelievably in the line of labor saving devices. Fifteen men are doing the work that 200 bakers used to do. Everything is figured for efficiency and production on a large scale, in order to make large dividends for the capital invested. Take the man who is employed in an up-to-date bakery. He does only one or two things. He does not know the fundamental principles that an old-time baker had to know in order to turn out his work. There are only a few real bakers in every large plant who know their business. It is not necessary to have more, as the machine will do the work. On the other hand, who wants to slave and mix dough by hand today, which I thought was the most cruel and hardest work imaginable, and by the way it was not sanitary—men sweating over large doughs. So all this has been done away with, for which everybody should be mighty thankful. On the other hand, you have to admit that the ordinary baker is drifting from the way mother and father used to make bakery goods, and therefore, the baker of today will not catch up with mother.

W. C. BAKER,
Proprietor, Ojai Bakery.

ESTABLISHED 1877

Velvet

Made from wheat that grows from within a few hundred yards of our mill door clear to the horizon and for scores of miles beyond reach of the eye,—millions of acres of the world's finest wheat. The very best of it goes into this splendid flour

for your better baking.

WALNUT CREEK MILLING CO.

GREAT BEND, KANSAS

JOHN H. MOORE
PRESIDENT



G. M. LOWRY
SECRETARY

Old Squire FLOUR

Old Squire Says:

There is always plenty of room at the top. That is the reason for OLD SQUIRE flour. It can't be surpassed for genuine goodness. It couldn't be any other way after the pains I take to insure that it is made of the most select hard winter wheat milled to standard high quality methods.

The MOORE-LOWRY
FLOUR MILLS CO.
KANSAS CITY, U. S. A.

ADDRESS MAIL TO ROSEDALE STATION, KANSAS CITY, KANSAS



Boss Patent

Does your trade want the most in quality for a price based on present conditions?

"Boss" will suit it and get business for you.

LUKENS MILLING CO.

CAPACITY 1000 BARRELS
ATCHISON, KANSAS

"VOLUME"

Our very first and finest quality leader for bakers who are meeting and beating conditions by making the very finest loaf of bread possible. It does not cost as much more as you may think, but you will be glad of every dime you spent to get this quarter better flour.

The WICHITA FLOUR MILLS CO.
WICHITA, KANSAS

Wheat Storage Capacity, One Million Bushels

CAPACITY, 2,500 BARRELS

"Sweetheart"

Short Patent Flour

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

From finest Turkey wheat.

REA-PATTERSON
MILLING CO.

"SPARTAN"—Export Brands—"ARISTOCRAT"
2100 Barrels Capacity.
COFFEYVILLE - KANSAS

"Economy Special"

A High Protein Bakers' Patent from Central and Western Kansas Strong Wheat

Barton County Flour Mills Co.
GREAT BEND, KANSAS



LYONS' BEST

Never Too Late to Try

Lots of flours give satisfaction. But have you ever tried one that astonished you with its exceptional baking results? We think it entirely likely that "LYONS' BEST" may do it.

Why not try it?

LYONS FLOUR MILLING CO.

Lyons, Kansas

Bakers—Jobbers

ROMEO Hard Wheat Flour

is the best that can be made at any price.

Baur Flour Mills Co.

ST. LOUIS, MO.

"Heart of America"
FLOUR

The Rodney Milling Co.

KANSAS CITY, MO.

Eastern Representatives
Seaboard Flour Corporation
BOSTON, MASS.



Superflour

Want a flour that stands up to its baking job? Fairly priced on basis of honest merit.

Daily Capacity 1,200 Barrels

The WILLIS NORTON COMPANY

NORTH TOPEKA, KANSAS.

Quality Millers Since 1879

GRIST OF GRINS



This scheme of burning wheat in place of coal is interesting, but wouldn't it make everybody buy new grates? We have a way to get around that. Our plan to make a wheat furnace fire is as follows: build up a base of shredded wheat biscuit, and after it is burning nicely, sprinkle wheat flakes on top. To bank the fire, use baking powder biscuits with a sifting of flapjack flour. The plan is not patented; go ahead and use it.
—F. K. HASKELL

then tell Mr. Ripley which one you liked best.—H. I. Phillips in the New York Sun.

Tom Van Dyck vows it actually happened. A race track tout who always cornered Tom, offered him a "sure thing" for that day. Tom asked the tout to stop bothering him with his sure thing wagers.

The following day the tout ran into Van Dyck again and breathlessly said: "Give me three dollars and don't ask questions!" Tom handed the tout three pennies and walked away.

An hour or so later the tout phoned Tom. "Where can I meet you right away?" he said. "I've got 33c for you. Your horse was a walk-in and paid 10 to 1!"—Walter Winchell.

LIGHT-FOOTED

He: "When I dance with you I feel as though I were treading on clouds!"

She: "Don't kid yourself; those are my feet!"

Small Boy: "Please, doctor, come to our house quick."

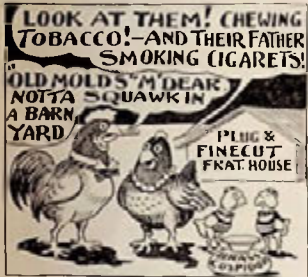
Doctor: "Why, who's ill?"

Small Boy: "Everybody but me. I was a naughty boy, and they wouldn't let me have any of the mushrooms father brought home from the wood."

Dizz: "Why, I'll betcha a buck you won't even marry me."

Fizz: "I'll take ya, and raise ya five." (And do you think she didn't?)

Still, the wife insists, the woman who drives from the back seat is no worse than the husband who cooks from the dining room table.



News bulletin.—Tobacco fed to baby chicks at Pennsylvania State College is making them grow bigger and faster.

Two drunks were chinning about getting home stewed and hitting "the hay" without disturbing the "Little Woman."
"Well," said the first drunk, "my system is a pip. Instead of taking any chances and bumping into furniture, I stop at the foot of the stairs and undress there. Then, with my clothes on my arm, I sneak up, see? I lay 'em on the first chair I come to and slip into bed. S'nothing to it!"

The following night the other stew encountered his pal. "I tried your system last night," he chirped, "and not so good!"

"Why—what happened?" he was asked.
"Well, I got home pretty plastered, and when I got to the foot of the stairs I took everything off, folded the clothes over my arm and started up, and when I got to the head of the stairs—I was in Gray's drug store!"—Walter Winchell.

IN FEWER WORDS

The difference between good girls and bad girls, observes Shannon Cormack, is that good girls get taken in and bad girls get taken out.—Walter Winchell.

Teacher: "Did your father help you with this problem?"

Willie: "No, I got it wrong myself."
—The Dutch Girl.

Mother: "Willie, I heard that instead of going to Sunday school this morning you played football."

Willie: "That isn't true—and I've got a string of fish to prove it."

OVER HIS HEAD

A young lady entered our store and asked for a pound of floor wax.

"I'm sorry, miss," replied the clerk, "we only sell sealing wax."

"Don't be silly," she remarked. "Why should any one want to dance on the ceiling?"

WHAT FUN

A cigarette company has a new slogan, "Keep Kissable!" This will probably lead to one of those tests where they blindfold you, let you kiss six girls and

**Round Lots
Fancy First Clears**

Always Available
MOUNDRIDGE MILLING CO.
Moundridge, Kansas

AROMA FLOUR

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

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

Three hours of predominating quality. High Class connections solicited.
BLACKBURN MILLING CO.
Mills at Elkhorn, Neb. Omaha, Neb.

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

**HOGAN'S
"BEST YET"**

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

"PLAINSMAN"

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

"JUBILEE"

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



"THORO-BREAD"

Look around and keep looking around. Everybody shops nowadays. And when you have looked all around, come back and we will show you real money-value, baking-value flour.

**THE ARNOLD MILLING CO.
STERLING, KANSAS**

A. L. JACOBSON, Manager

New York Representatives—J. H. Blake, 204 Produce Exchange, New York City
Territorial Representatives—H. T. Lennan, 3000 Co., 315 Road Bldg., Pawtucket, R. I., and J. V. & A. W. Godfrey, 177 Milk Street, Boston, Mass.

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

The **WALL-ROGALSKY MILLING CO.**
MELPHERSON, KANSAS

79 SUCCESSFUL YEARS PROVE Superior CAKE and PASTRY FLOURS Are Made By BOONVILLE MILLS COMPANY ESTABLISHED 1852 AT BOONVILLE, MISSOURI

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

"SUNKIST" FLOUR

Made from specially selected
wheat, under constant labora-
tory control and guaranteed to
give satisfaction.

*Let us quote you
before you buy.*

The Maney Milling Co.
OMAHA, NEBRASKA

Established 1878
Eberle-Albrecht Flour Co.

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

KEYSTONE MILLING COMPANY

Capacity, 750 Barrels
LARNED - KANSAS

"Wichita's Imperial"

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

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

NEBRASKA'S FINEST MILL "DAVID HARUM" FLOUR

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

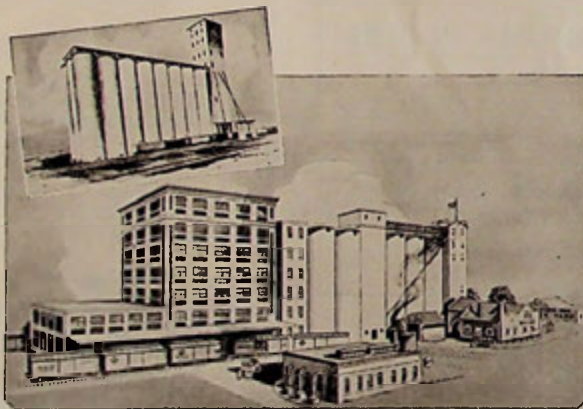


"BIG S"

is one flour you can bet your
whole baking future on.
Two other good ones are

"PEACOCK" and
"SPECIAL"

The Shellabarger Mills
SALINA, KANSAS



GOLD BELL SILVER BELL

*Bakery flours of
exceptional quality*

Topeka Flour Mills Corp.
Topeka, Kansas

Self-Rising Flour Milled from
choicest wheat bought direct from
farmers. Packed under our attrac-
tive brand... "OLD TRAIL"

QUALITY ECONOMY READY SALES The Wilson Flour Mills
Wilson, Kansas

Scott County Milling Co.
Manufacturers of
Hard and Soft Winter Wheat Flour
SIKESTON, MISSOURI

"GOLD BOND"

Central Kansas Milling Co.
LYONS, KANSAS

"OLD HOMESTEAD"

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

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.

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 or miller in Kansas City KANSAS CITY, MO.

In every community today some
Baker is making good by using
Good Flour. Many Bakers who
struggle to keep going, buy cheap
Flour.

The Page Mills make Good
Flour and price it reasonably—
The Baker always gets good
value from Page's.

"It Pays to Buy of Page's"

The Thomas Page Mill Co.
Topeka, Kansas

Page's Best
Page's No. 1
Climax
Prairie Flour

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. VANIKER, Manager

LEADING MILLS OF CANADA



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
32,750 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"

The Canadian Bag Company, Ltd.

Head Office, MONTREAL, QUE.



Cable Address: "DOMBAY"

For an artist to achieve popularity in the "Movie" business "SEX APPEAL" is an important requisite, but to satisfy in the Bag business "SACKS APPEAL" is even more necessary.
OUR BAGS HAVE IT.



Factories: MONTREAL, TORONTO, WINNIPEG, VANCOUVER

THE MAIN LINK



WOODS MANUFACTURING CO., LTD.

MONTREAL - TORONTO - WINNIPEG

WESTERN CANADA FLOUR MILLS Co., LIMITED

Mills at

WINNIPEG - GODERICH - BRANDON - CALGARY - EDMONTON - VICTORIA

Head Office: TORONTO, CANADA

BRANDS

PURITY - THREE STARS - BATTLE

Daily Capacity, 10,000 Barrels Flour - 800 Rolled Oats and Oatmeal

Cable Address: "LAKURON"

QUALITY UNIFORMLY MAINTAINED SINCE 1887

Lake of the Woods Milling Co., Limited

Cable Address
"HASTINGS"
Montreal



Codes
ABC 4th & 5th Editions
Riverside 1901

Makers of CANADIAN HARD SPRING WHEAT Flour

Owning and Operating
125 Wheat-Receiving Elevators in Manitoba,
Saskatchewan and Alberta

Mills at
Montreal, Brantford, Keewatin, Portage la Prairie,
Medicine Hat

Daily Capacity, 40,000 Bags of 98 lbs.

HEAD OFFICE: MONTREAL

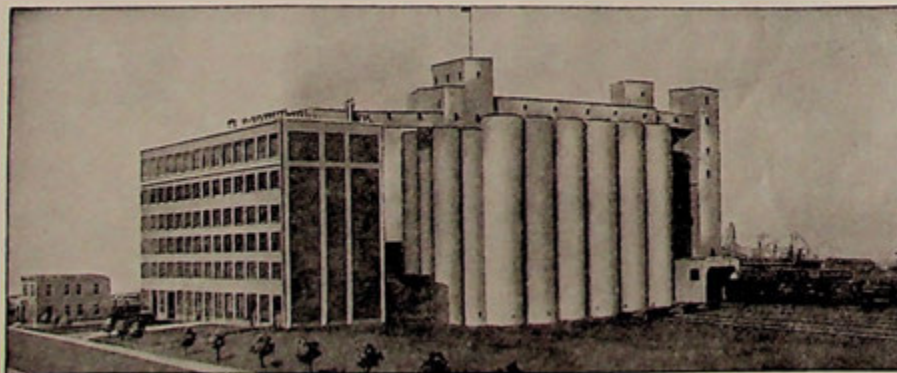
WESTERN OFFICE: WINNIPEG

Offices:

TORONTO, OTTAWA, QUEBEC, ST. JOHN, N. B., HAMILTON, BRANTFORD, SUDBURY, LONDON,
SAULT STE. MARIE, FORT WILLIAM, KEEWATIN, MEDICINE HAT, PORTAGE LA PRAIRIE,
CALGARY, MOOSE JAW, REGINA, EDMONTON, VANCOUVER, VICTORIA

COMPETITION ONLY STIMULATES OUR SALES

CHOICEST
CANADIAN
HARD SPRING
WHEAT
AND
PERFECT
MILLING
FACILITIES
HAVE
PLACED
OUR
PRODUCTS
IN THE
VAN



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.

MONTREAL, CANADA

Branch Offices at HALIFAX, QUEBEC and TORONTO

Bakeshop Notes

NEW BAKERIES

Three bakeries have merged, and are being operated as the St. Louis Italian Bread Co., 1614 Biddle Street, St. Louis, Mo.

Paulson's Home Bakery, 1147 Sixth Avenue East, Duluth, Minn.

Sorenson Bakery, 3443 Minnehaha, Minneapolis, Minn.

C. P. Keller, of Muskogee, Okla., has launched a bakery at Friend, Neb.

James Orr has opened a wholesale and retail shop at Lake Mills, Iowa.

Dell Rapids, S. D., has a new shop operated by Sever Schmidt, formerly of Luverne, Minn.

The Gooch Food Products Co., Lincoln, Neb., will replace its burned plant at an estimated cost of \$75,000.

N. C. Pearson has engaged in baking at Waseca, Minn.

Centuria, Wis., has a new bakery, operated by Mrs. E. J. Holen.

The Conlon Bakery is a new enterprise at Armstrong, Iowa.

Peterson's Bakery, 4452 Nicollet Avenue, Minneapolis, Minn.

The Rainbow Baking Service has been launched at Superior, Wis.

Phillips Bakery, 2219 Piedmont Avenue, Duluth, Minn.

T. C. Peterson, of Mason City, has engaged in baking at Elma, Iowa.

Mrs. McHugh has opened a bakery in Ortonville, Minn.

Bruce & Whitney will operate a bakery at Humboldt, Neb.

Harold's Bakery, operated by Harold Tromblee, has been opened in Woodward, Okla.

Harry Julius has launched a bakery in Clovis, N. M.

The New Home Bakery, Corning, Ark., is a recent venture.

G. B. Morgan, of Burden, Kansas, has opened the Pond Creek (Okla.) Bakery.

Herman Bertoniere, Bogalusa, La., has formed a partnership with John Aouielle,

Covington, La., where they will operate as Aouielle & Bertoniere's Bakery.

A wholesale bakery has been opened at 829 Fourth Street, Grinnell, Iowa, by T. H. Crickett.

Pierre Morere has reopened the Keller Bakery, New Orleans, La., under the management of Hans Zingerson.

Louie Jacobi has opened a wholesale and retail bakery in Waveland, Miss.

Barrows-Hicks, Inc., Providence, R. I., has been incorporated by Wilfred W. Hicks, George A. Barrows and Morris S. Waldman to do a general baking business.

The Star Cake Corporation, Boston, Mass., with \$10,000 capital stock, to do a wholesale and retail baking business, has been incorporated. Officers are F. Scarpa, president, Ida A. Scaruzzo treasurer, and G. A. Corradino clerk.

The Bay State Bakery, Brockton, Mass., with \$50,000 capital stock, has been formed to do a general baking business. John D. Dickron is president.

The Markus Bakery, Monson, Mass., has been incorporated by Josephine A. Herman A. and Mary M. Marcus.

Food, Inc., is a new baking corporation, with main offices in Boston, Mass. President, A. F. Rosenberger, Needham, Mass.

Blemett Bread Co., Inc., Somerville, Mass., wholesale and retail bakery. Barbara Blemett is president and treasurer.

Fred S. Dunlap has launched the Standard Baking Co., with \$20,000 capital stock, at Claysburg, Pa.

The Emerald Stores Co. has opened a bakery at 3537 Germantown Avenue, Philadelphia, Pa.

Elizabeth Eppstein has opened the Dain-T Cake Shop at 1103 South Forty-seventh Street, Philadelphia, Pa.

The Wesley Baking Co. has engaged in business at 14301 Birwood Avenue, Detroit, Mich.

SPILLERS CANADIAN MILLING CO. Limited

AND

VANCOUVER MILLING and GRAIN CO. Limited

EXPORT AGENTS

Vancouver Milling and Grain Co. Limited

Cable Address: "SPILLCO," Vancouver, Canada

EUROPEAN AGENTS
No. 1 Milling Group Export Company,
40, St. Mary Axe, London, E. C. 3, England

Mills at CALGARY and
VANCOUVER

Copeland Flour Mills, Ltd.

MILLERS

CANADIAN HARD SPRING WHEAT FLOURS

Midland, Canada

Cable Address: MIDCOP. Codes: RIVERSIDE, BENTLEY, A. B. C., Etc.

TORONTO ELEVATORS, Ltd.

Two Million
Bushels
Capacity



Canadian and
United States
shippers will
find our stor-
age and ser-
vice equal to
the best on
this continent.

JAMES PLAYFAIR,
President
GORDON C. LEITCH,
General Manager

TORONTO, ONTARIO

We invite your
letters or wires
if interested.

(Continued on page 33.)

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



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

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.,
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If you want a new flour brand or wish one of your present brands redesigned, let us solve your problem. For this purpose we maintain the Bemis Art Service Department, whose work is solely confined to originating and designing brands.

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JUTE, BURLAP, COTTON PAPER BAGS. TWINE
 Winnipeg Manitoba

Established 1857

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Owners and Operators of Public Terminals, Private Terminals and Country Line Elevators Grain Receivers—Grain Shippers Grain Exporters

If you are interested in Canadian Grain we would be glad to hear from you. We make a specialty of Millers' Trade.

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340 Elevators in Manitoba, Saskatchewan and Alberta.

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CAPITAL, \$1,800,000

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Brands:

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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

Bakeshop Notes

(Continued from page 881.)

The Singer Baking Co., Staunton, Va., with \$20,000 capital stock, has been incorporated to manufacture and deal in bread, biscuits, crackers, cakes, etc. Nnas & O'Neal will open a bakery in Suffolk, Va. The Atkins Bros. have opened a bakery at Kentwood, La.

CHANGES IN OWNERSHIP

H. Watson has sold The Parshall (N. D.) Bakery to V. L. Remington. The New Bakery, Sturgis, N. D., is operated by Otto Wayrynen. The Sanitary Bakery, Viroqua, Wis., has been taken over by Sever Tovold. L. H. Baston has sold The Better Yet Bakery, Tomah, Wis., to John Ritzinger. A. L. Kolby has purchased The Model Bakery, Columbia, Mo., and changed its name to Kolby's Bakery. G. W. Swan has taken over the Snow White Bakery, Pond Creek, Okla. The Dexter (Iowa) Home Bakery has been sold to J. W. Dowd. Ray Hanson has become sole owner of the Gowrie (Iowa) Bakery.

Arnold Hannon, of Halstad, Minn., has taken over the Ada (Minn.) Bakery. A. Junge, 920 South Sarah Street, St. Louis, Mo., has sold his bakery to J. Klingles. H. Heidland, 937 Goodfellow, St. Louis, Mo., sold his bakery to E. Tibisler. A. Wuerbel has taken over the Hygenic Bakery, 1908 Grand Boulevard, St. Louis, Mo.

L. J. Amptman has purchased The Thompson Bakery, 2823 Clara Avenue, St. Louis, Mo. William Delastratta is now owner of the North Central Bakery, 576 Charles Street, St. Paul, Minn. Walter Erickson has purchased the Vehlen (S. D.) Bakery. Art Behrendt is conducting the bakery at 308 Rice Street, St. Paul, Minn. V. Lotz has purchased the Mellen (Wis.) Bakery. The Bread Box Bakery, Grand Meadow, Minn., has been sold to Sorenson & Knowlton.

The Woodward Bakery, 5431 Virginia, St. Louis, Mo., has been sold to F. Tomlser. Philip Timothy has purchased the Commercial Steam Bakery, Slidell, La. Otto Oblof, 717 West Huntingdon Street, Philadelphia, Pa., has sold to Frank Kendell. The Home Bakery, Clinton, Okla., has been leased by M. E. Perry, of Hattiesburg, Miss. Lewis Rosenbloom has taken over the Feldman Bakery, Pittsburgh, Pa. Walter C. Light has purchased the bakery at 34 White Street, Danbury, Conn.

OUT OF BUSINESS

Henry's Bakery, 4328 Oneida Street, Duluth, Minn. William Hammer, Ironwood, Mich., has closed his Home Bakery. St. John's Baking Co., 1625 Washington Avenue Northeast, Minneapolis, Minn.

The Simmons Bakery, Waukapa, (S. D.) has been closed. The Koppels Bakery, St. Louis, Mo., is in the hands of a receiver. L. Branstetter, 5503 Easton Avenue, St. Louis, Mo. The Palace Bakery, 2013 South Thirti-ninth Street, St. Louis, Mo. Smissmann Bakery, 1821 St. Louis Avenue, East St. Louis, Ill. O'Hagan Bakery, Inc., Nyack, N. Y. Liabilities listed, \$42,762; assets, \$18,126. A. F. Wright, Westford, Mass., voluntary bankrupt, lists liabilities at \$642; no assets.

Nelson Dufauld, Springfield, Mass., is a voluntary bankrupt. Liabilities, \$2,674; assets, none. Voluntary bankrupt, Alexander Angon, Boston; liabilities, \$6,411; assets, \$2,000. E. H. Broynhill, Cushing, Okla. Liabilities, \$6,083; assets, \$5,903. The bakery at Sand Springs, Okla., has been closed.

IN GENERAL

The Grant Baking Co., Amarillo, Texas, is constructing a \$100,000 plant. The Fehr Baking Co., Beaumont, Texas, has installed two ovens, costing \$35,000. Due to the death of Elmiro Marasco, the other members of the firm have formed a new partnership as Marasco Bros., Republic, Pa., to conduct a bakery. The Karp Baking Co., Inc., Stamford, Conn., has moved to 157 Myrtle Avenue.

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FERGUS, ONTARIO, CANADA
MANUFACTURERS OF
Rolled Oats, Oatmeal, Pot Barley,
Pearl Barley and Feeds
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CASCADE **GIANT**
Fancy Patent Standard Patent
High Gluten flours of outstanding quality

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Select Hard Spring Wheat Flour
"SILVERKING" "GREAT STAR" "WOLF"
(BEST PATENT) (PATENT) (PATENT)
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Manitoba Springs, Ontario Winter Flour
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Sheridan Flouring Mills, Incorporated
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A High Grade Baker's Spring Pat-
ent. Milled under Laboratory Con-
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**Sapphire
Judith
Gold Cross**

For Stability - High Protein - Strength - Yield

Montana Flour

Montana leads in high protein wheat. All our brands are milled *exclusively* from Montana wheat. This explains the reputation of our flour for standing up in baking—for delivering just the flavor and volume you require—for being dependable always.

"It's the Wheat"
PLUS INTELLIGENT MILLING

MONTANA FLOUR MILLS CO.
General Offices GREAT FALLS, MONTANA

The Ansted & Burk Co.

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

Manufacturing a Complete Line of
Flours for the Particular Baker

WILLIAM TELL'S

Master Bread Flour
Master Pie Crust Flour
Master Cake Flour

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

Quality guaranteed and to run uniform.

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

BREAD FLOUR
CAKE FLOUR
FAMILY FLOUR

The Mennel Milling Co.

Toledo, Ohio, U. S. A.

Bakers—

When comparing Spring
Wheat Flour use

"BULL DOG"

for your standard

Made by
The Fairchild Milling Company
CLEVELAND, OHIO

**Ohio Soft Wheat
Flour**

OF HIGHEST QUALITY

THE
ALLEN & WHEELER CO.
Domestic and Export
TROY OHIO

MELLOW CREAM CAKE FLOUR

Made from SELECTED PURE SOFT WHEATS

NORTHWESTERN ELEVATOR & MILL COMPANY
TOLEDO, OHIO

A Newcomer in the Sugar Family

(Continued from page 814.)

drous dextrose." On June 20, the standards of purity for these products were raised in a new series of definitions promulgated by the Food, Drug and Insecticide Administration of the Department of Agriculture. The new definitions call for quality standards on an approximate parity with cane and beet sugars.

So far as the bread baking industry is concerned, a fight rages in the inner sanctums of the laboratory as to whether dextrose is any more quickly fermentable than sucrose, and whether, if it is more readily fermentable, its virtue as an improver of texture, color, crumb and loaf volume is thereby established per se. There is a lot to be said on both sides. Prominent authorities have expressed themselves as being about equally divided on the subject. Meanwhile, about the worst that can be said for dextrose in bread baking is that it feeds the yeast just as well as sucrose and costs less money.

The practical man is content to judge by his own observation of results from day to day, and leave theorizing to the chemists. Those of the bread baking trade who have accepted the new sugar on this basis are strong in their conviction that their eyes and hands do not deceive them, and that with this new loaf they are getting a finished loaf which not only satisfies them a whole lot better, but which appears to be satisfying the customers also.

The status of dextrose in the sweet dough field admits of no particular controversy. The advantages in flavor, texture and keeping quality have been more or less definitely on the side of dextrose.

Being somewhat less sweet than sucrose, the icings, frostings, meringues, and fillings which have been made with it have not been too cloyingly sweet; nor have the fruit and other flavors used in these products been masked and made unappetizing, as so often happens with overgenerous sweetening with ordinary sugar. Grease coatings, cold icings, butter creams, etc., in which the pulverized sugar remains undissolved in the crystal state, have been found to take on a distinct coolness of taste, the sensation being due to the rapidity with which the dextrose crystals abstract heat from the mouth in going into solution.

One of the many fields for the new sugar which remain to be investigated is in the manufacture of prepared flours, cake mixes and the like, where its superior digestibility and easy mixing properties should especially commend it to the consumer.

EDITOR'S NOTE.—Mr. Lund, the author of this article, has been a professional purchasing agent associated with the food industries for the past 15 years, was formerly editor of the Manufacturing Confectioner, and is at present head of A. A. Lund & Associates, a research and merchandising organization.

BAKER SHOT IN HOLDUP ATTEMPT
BALTIMORE, Md.—R. Wallace Kolb, president of the Kolb Baking Co., Baltimore, was shot in the leg early on the morning of Aug. 17, in attempting to escape from a bandit who jumped on the running board of Mr. Kolb's automobile, while he was driving on Cold Spring Lane in Guilford, one of Baltimore's most fashionable residential sections.



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Service for Millers
Grain Dealers Bakers
Feed Manufacturers
Mid-West Laboratories Co.
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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

The Williams Bros. Co.

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

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

The Buckeye Cereal Co.
MASSILLON, OHIO

HT PHOSPHATE
80 STRENGTH

Uniformly 98% Purity
PROVIDENT CHEMICAL WORKS
Established 1876—St. Louis
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Don't Worry About New Wheat Flour!

You can safeguard yourself by purchasing new crop flour from a mill so located that it can pick of the cream of new wheat, regardless of where grown. Under our milling-in-transit arrangements, we are able to go to any section for the best wheat, securing through rates from where the wheat is grown to any city or town east of the Mississippi River; so we can pledge to you that regardless of the quality of the new crop in any particular section, the high quality standards of Lawrenceburg flours will not vary.

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

Lawrenceburg Roller Mills Co.

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



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

They're Jewels of the First Water



Yes, to the bread-baker they are finer than diamonds, pearls and rubies. They are jewels of the first water—and first water means thirsty flours. They like water and lots of it. They yield exceptional volume—plus real quality in flavor and texture. Result—more bread for you; better bread for your trade.

REXOTA

Hard Winter Wheat

EARLY RISER

Hard Spring Wheat

Equally brilliant in their respective fields are our other four special quality flours for bakers' use.

- For Crackers—KISMET—soft winter wheat.
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- For Bread—COMPETITION—hard spring wheat.
- For Bread—GOOD CATCH—hard winter wheat.

Any information desired promptly supplied.

NOBLESVILLE MILLING COMPANY
NOBLESVILLE, INDIANA

Elevator Capacity, 750,000 Bushels

Mill Capacity, 1,200 Barrels Daily

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.

Write for
Samples and
Prices
Cable Address
"Igleheart"

Igleheart Bros., Inc.

Established
1856

Soft Winter
Wheat Flour

MERCHANT MILLERS—Evansville, Ind.

Lyon & Greenleaf Co.
MILLERS OF
High Grade Soft Winter Wheat Flour
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INDIANAPOLIS, IND., U.S.A.
Manufacture Kilm Dried
WHITE CORN PRODUCTS
Capacity, 5,000 Bushels



100 Years
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New 2,000-Bbl Daylight Mill—One of Three Plants

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Quality Spring Wheat FLOUR—
 LUCKY-LOAF—Fancy Patent
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William H. Oldach, Inc.
FLOUR
 DISTRIBUTORS
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Sept. 28-30.—Indiana Bakers' Association, fall meeting; at Tavern Hotel, Lake Wauwasco; C. P. Ehlers, secretary, 2238 East Michigan Street, Indianapolis.
 Oct. 6-7.—Bread and Cakes Bakers' Association of Canada, annual meeting at Montreal; H. E. Trent, secretary, room 21, 56 Bloor Street West, Toronto.
 Oct. 12-14.—Kentucky Master Bakers Association, annual meeting at Brown Hotel, Louisville; Charles Meyers, secretary, 1223 Parkway, Covington, Ky.
 Oct. 13-14.—Grain and Feed Dealers' National Association, annual convention at Houston, Texas; secretary, Charles Quinn, 321 Gardner Bldg., Toledo, Ohio.
 Oct. 14-15.—New York Bakers' Association, annual meeting at Rochester; J. L. Wellington, secretary, 1123 Mercantile Building, Rochester.

TRADEMARKS

The following list of trade-marks, published by the Official Gazette of the United States Patent Office, prior to registration, is reported to The Northwestern Miller and American Baker by Mason, Fenwick & Lawrence, patent and trade-mark lawyers, Washington, D. C. Bakers who feel that they would be damaged by the registration of any of these marks are permitted by law to file, within 30 days after publication of the marks, a formal notice of opposition. This journal offers to readers an advance search free of charge on any trade-marks upon which they may desire information. Write direct to us or Mason, Fenwick & Lawrence.

JAY and picture of two birds; Jennie A. Johnson, Spokane, Wash.; flour compound, particularly for making pancakes, waffles, muffins and the like. Use claimed since Jan. 12, 1931.
 FRUITLES; C. M. Pitt & Sons Co., Baltimore, Md.; cakes. Use claimed since May 5, 1931.
 CHIC-KEEN; "FEEDING THE WORLD"; J. M. Pierce, Oklahoma City, Okla.; for sandwiches. Use claimed since June 22, 1931.
 MRS. SMITH'S and design; Mrs. Smith's Delicious Home-Made Pies, Inc., Philadelphia; for pies. Use claimed since August, 1926.
 SCRIBONA; Scribbans & Co., Ltd., Smethwick, England; cakes and biscuits. Use claimed since March 13, 1931.
 FLUFF-O; American Bakesies Co., Atlanta, Ga.; bread. Use claimed since June 1, 1931.

The Fine Art of Making Change

(Continued from page 827.)
 ers have failed to recognize the fact that the better the supply of "change" in the register at the start of the day the more rapid and accurate will be the cash transactions of that day. When a clerk has to scrape for change he is apt to get his mind off the big point and make mistakes.
 It is not hard to estimate the denominations needed for a day's business and to have the right amount of money on hand in the right units. This practice will go a long way toward accuracy and speed in the making of change for customers.
 One of the chief causes of error in change making lies in the frequent carelessness of clerks in putting bills into the wrong drawers. A five-spot will be stuffed into the ten-spot section and when the next fellow comes along and wants a ten-spot, he merely grabs at the ten-spot heap and picks off the carelessly placed five. In this way, one careless clerk can bring about a series of errors in change making which will prove very costly to the business.
 Whatever method may be adopted of handling cash, it is certain that all clerks should be compelled to follow the same set of rules. Since everybody has a hand in the cash box, the errors of one will be the direct cause of the errors of others.
 In these days of rush hours and hurry scurry, the losses through careless change making are certain to be higher than ever before. And only a simple common sense set of rules is necessary to offset them.

F. W. WISE & CO.
Millers' Agents
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608 B Grain & Flour Exchange BOSTON

Hard and Soft Winter Wheat
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I invite correspondence with a few bakers and jobbers who will appreciate specialized brokerage representation.
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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.
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Domestic and Export Millers
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Special Attention to Baking Industry
All Types of Bakery Flours
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MILLERS' AGENTS
Grain and Flour Exchange
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MILLFEEDS
NEWSOME MILLFEED COMPANY
Board of Trade Building
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Established 1891
David F. Silbert & Co., Inc. FLOUR
300 Grain & Flour Exchange, Boston, Mass.
Bakers' Trade Our Specialty

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KANSAS CITY, MISSOURI
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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.

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SUPERIOR SERVICE

FEEDSTUFFS
Both Cash and Futures
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(At It since '02)
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*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.

JOHN L. BRAY FLOUR
*Specializing in Family Trade
Eastern States*
Hotel Gore Clarksburg, West Virginia

TRIPLE XXX FINE GROUND
ALFALFA MEAL
Ideal for Poultry Mash
THE DENVER ALFALFA MILLING & PRODUCTS CO.
Lamar, Colo. Pierce Building, St. Louis, Mo.

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JUST STARTING
21 Years' Experience selling Flour in Ohio and Kentucky
OPEN FOR ACCOUNTS
2905 Stratford Ave. Cincinnati, Ohio

Store Flour in Transit
Avail Yourself of the Thru Freight Rate
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All Buildings Strictly Modern, Clean & Dry
Capacity over 1,500 Carloads
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HARD - SOFT - BLENDED -
AND
SELF RISING FLOURS
MILLED BY
GLOBE MILLS
OGDEN.....UTAH
GENERAL OFFICES - LOS ANGELES

THE A. H. RANDALL MILL CO.
Millers of Michigan Quality
SOFT WHEAT FLOUR
Now up-to-date mill just completed.
Open for a few additional connections.
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Manufacturers of
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Ask for Samples and Prices

COLLINS FLOUR MILLS
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Millers of Export and Domestic Flours
Daily Capacity, 1,000 Barrels
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Made exclusively from Michigan wheat—we grind nothing else. Open for Connections
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Brands: Lebanon Bell, LEBANON, ILL.
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(REG. U. S. PAT. OFF.)
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UNION CITY MILLING CO.
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Established 1861
Manufacturers of hard and soft
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Cables: "CENTENNIAL" All Codes
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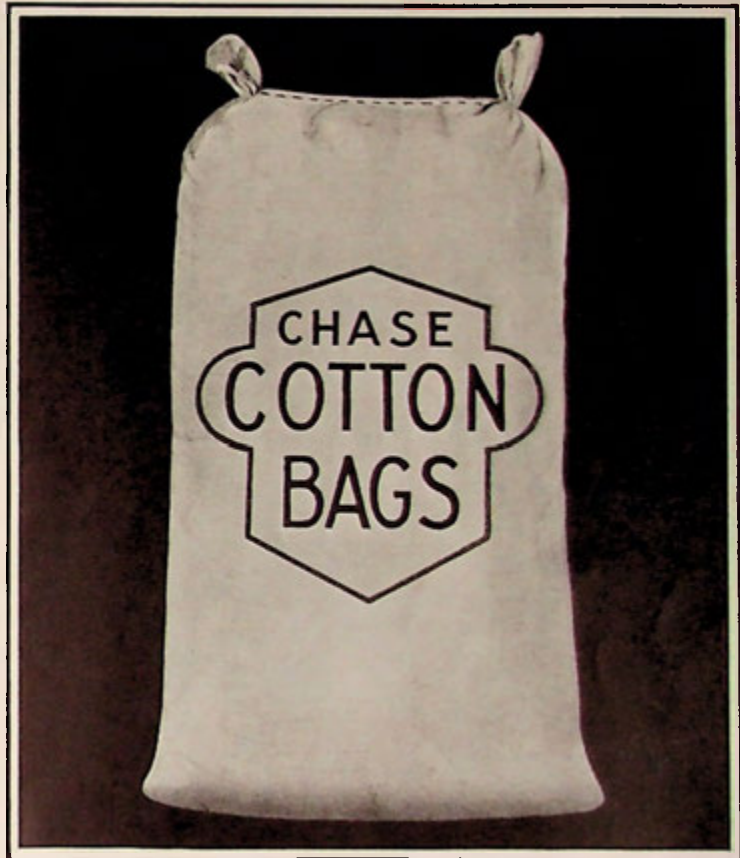
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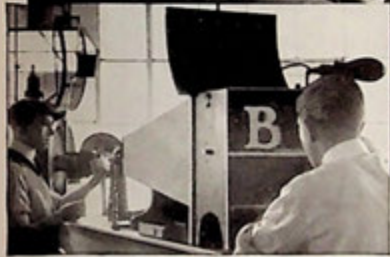
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