

RIPPED PAGES

The Northwest Miller

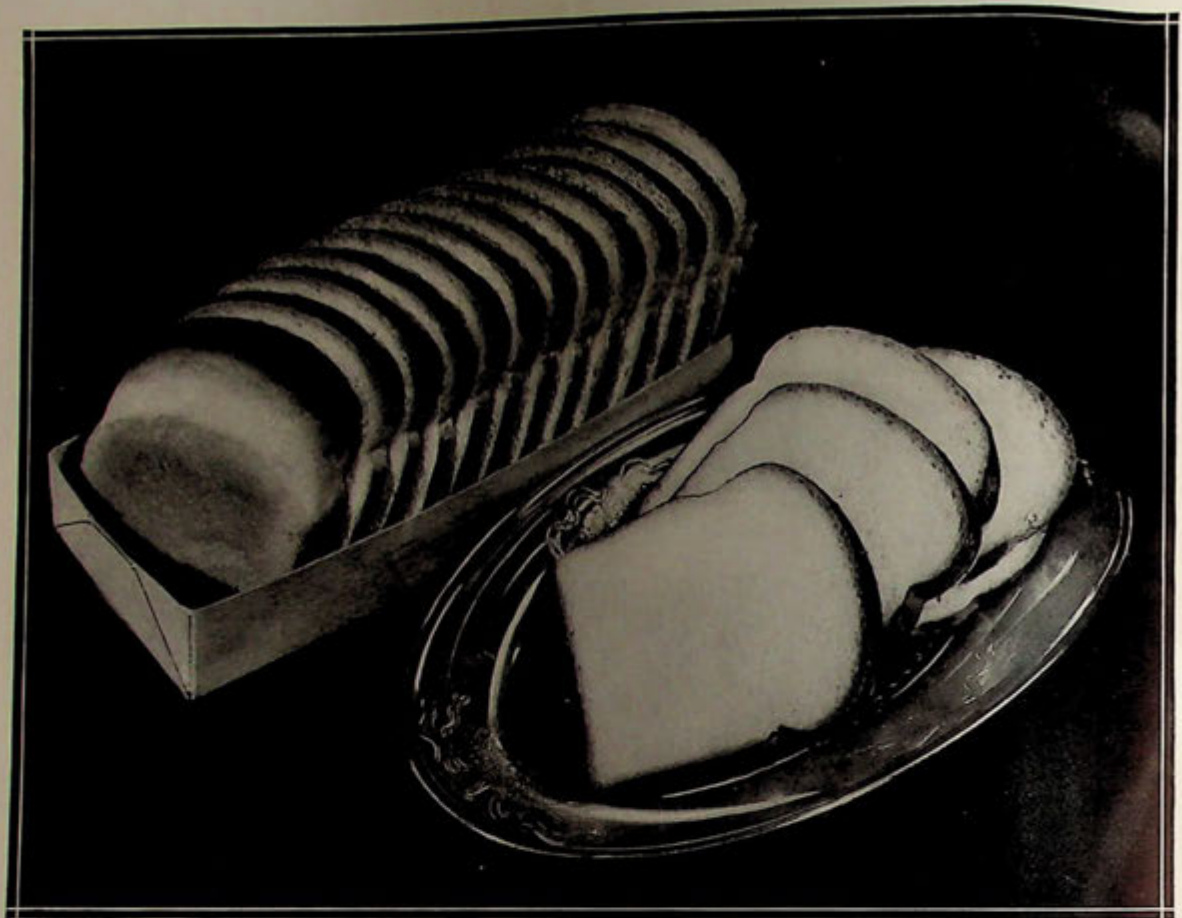
and American Baker



FIRST PRINCIPLES IN NUTRITION



MARCH 26, 1930



Ready to Serve

WHEN sliced bread came in it was welcomed as a needed stimulant to bread sales. While it increased business for some bakers, it proved a boomerang for those who had been accustomed to get by with ingredients of inferior quality, cheap flour and a lean formula.

The faults of ordinary flour can be hidden, to a certain extent, in the unsliced loaf---but when sliced, the grain, texture and crumb immediately show what kind of flour has been used.

Good flour has always been essential to permanent baking success---but never more important than now, when women are influenced so readily by the appearance and keeping qualities of sliced bread. These are days when it pays to stick to Seal of Minnesota flour.

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

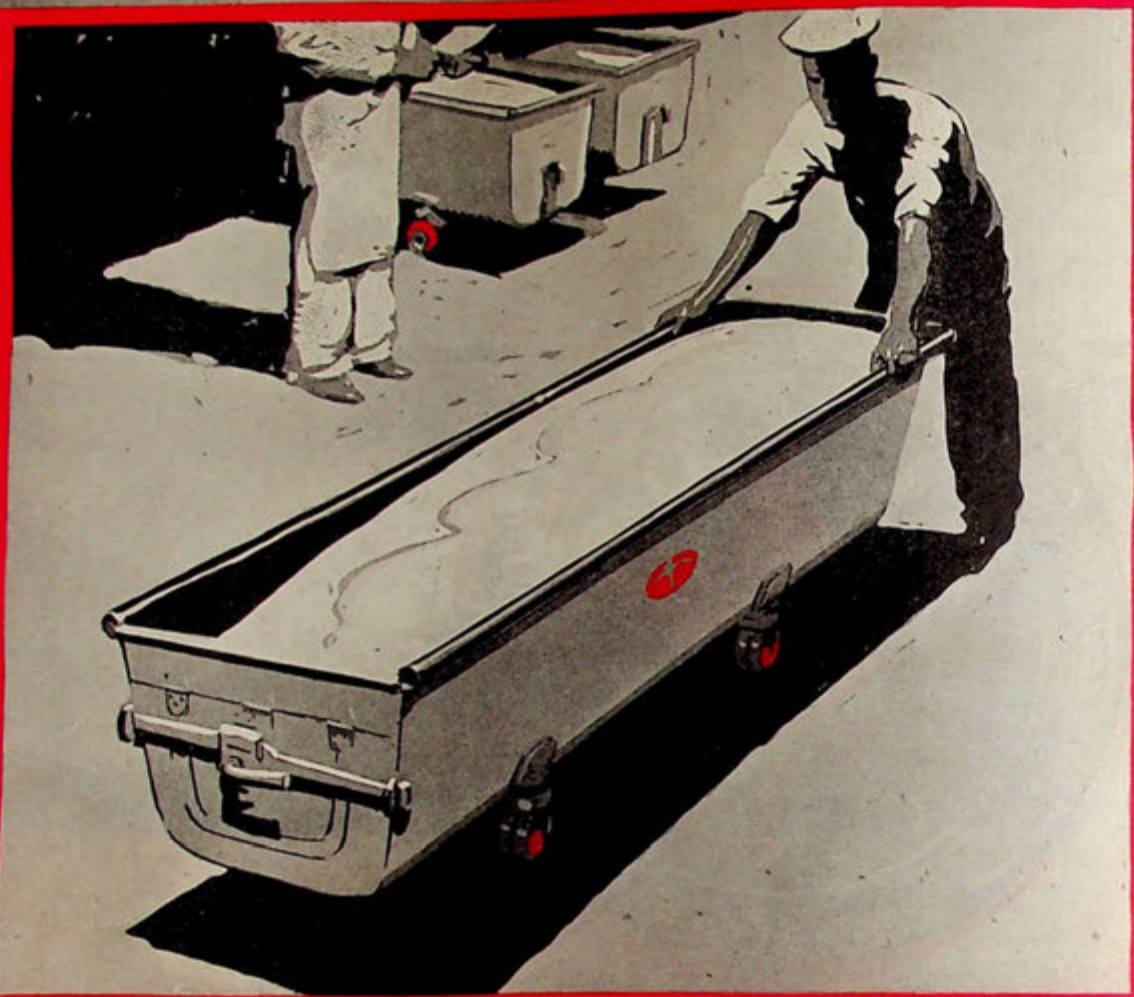
The RED STAR MILLING CO.
WICHITA, KANSAS

R. S. HURD, PRESIDENT

"Red Star"
*Here's a better flour
 for every purpose.*

*Elevator Capacity,
4,500,000 Bushels*

*Total Capacity
4700 Barrels*

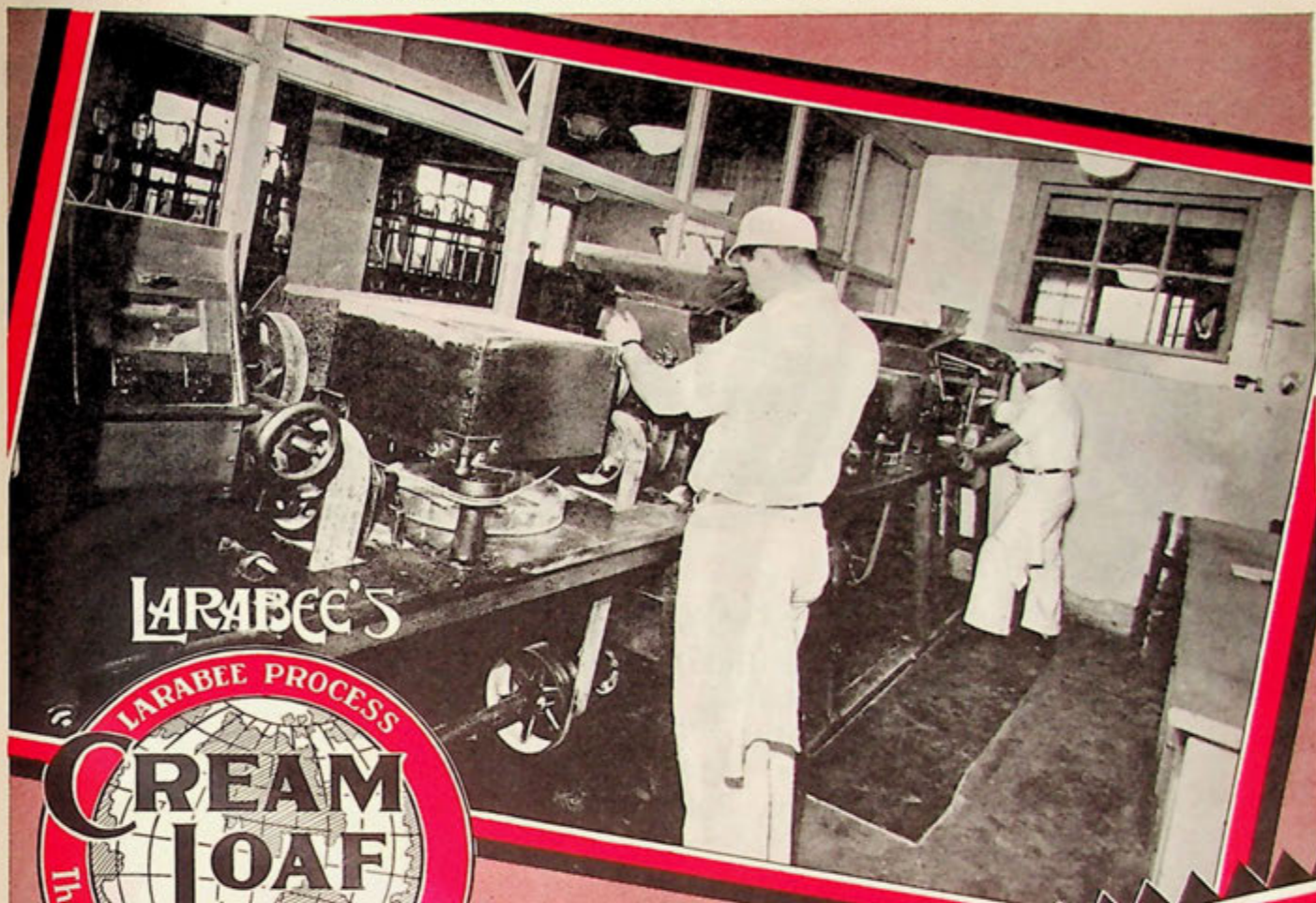


Irregularity in doughs causes enough waste to wipe out a profit. It causes absorption losses, divider losses, oven losses, labor losses—invisible wastes, which the wise baker struggles constantly to reduce to a minimum by the strict enforcement of regularity at every step in bread-making.

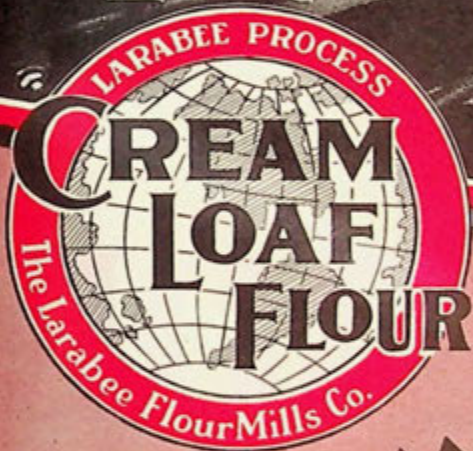
He must start with flour, because, unless his flour behaves the same day after day, regularity is impossible, and waste continues.

The uniformity and dependability of Pillsbury's Bakery Flours are playing an important part in the reduction of invisible losses in some of the most successful bakeries in America—helping produce a better loaf at a better profit.

PILLSBURY'S
BAKERY FLOURS



LARABEE'S



NEW YORK OFFICE
342 Madison Avenue
J. J. Fahy, Mgr.

MAKING SURE
for you

Bakery profits are certain when you use a flour of uniformly high quality. Larabee's expert chemists spend many hours each day in Larabee's fine laboratories making sure for you that each car of Cream Loaf will be the same.

CHICAGO OFFICE
605 North Michigan Ave.
W. E. Albright, Mgr.

THE LARABEE FLOUR MILLS CO.
KANSAS CITY, MO.



Do You Keep Open House for Bugs?

WHY BE HOST to a horde of hungry profit eaters? If unmolested, they will establish themselves quickly and thoroughly. Then the trouble starts—shut-downs—ruined stocks. The battle against insect pests must be constantly waged. Spray regularly with Midland.

MILLO-CIDE

IT KILLS INSECTS

THIS colorless, odorless liquid is deadly to all forms of insect life, weevils, beetles, bugs and worms. . . Midland Mill-o-cide kills by both vapor and contact and attacks everything from the egg to the adult. . .

Midland Mill-o-cide is the perfection of a chemical idea placed at your disposal after months of test and experiment. . . Midland Service Men experienced in the science of sanitation and pest extermination are at your command without cost or obligation. Mail your demonstration request to

The efficient method of using Midland Mill-o-cide



Midland Electric Gun

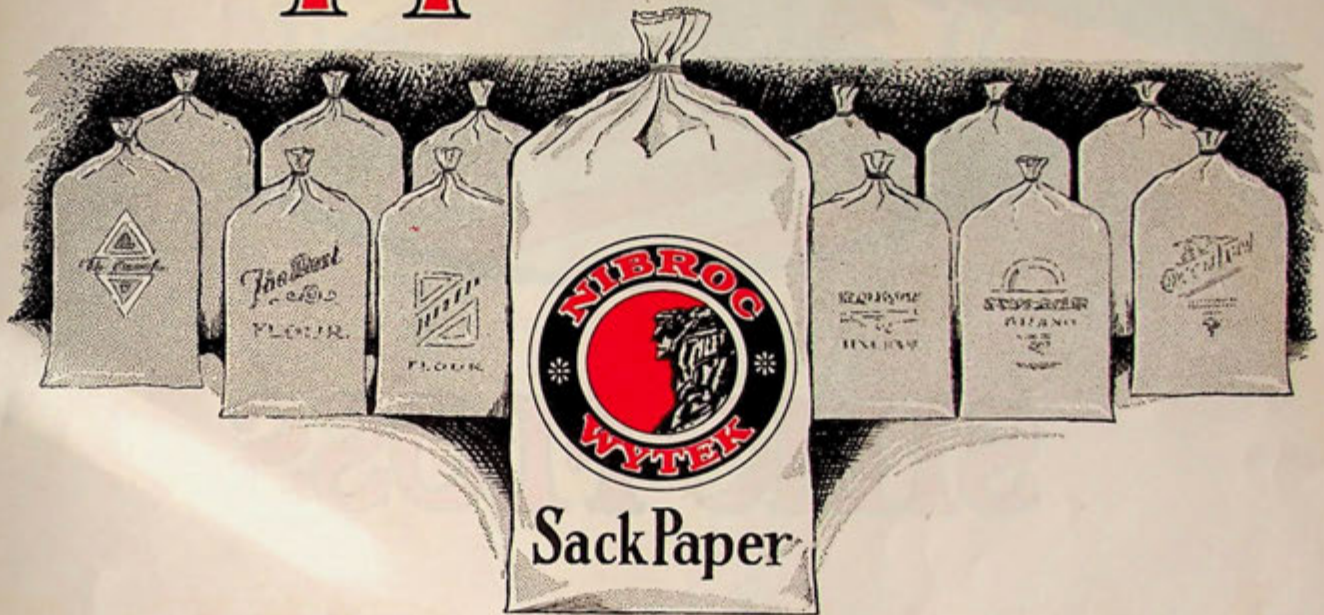
This powerful sprayer breaks Midland Mill-o-cide into an extremely fine, dry mist. The penetrating action is much greater than with the ordinary hand pump sprayer and it is more economical of material because every drop is vaporized and sent on its way of insect destruction. Every crack and corner is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

The Midland Electric Gun is standard in every respect. Heavy cast aluminum shell, $\frac{1}{2}$ h. p. G. E. Motor mounted on Norma Precision Ball Bearings. Well balanced and easily carried. This sprayer will be given outright to the buyer of two 65-gallon drums of Midland Mill-o-cide.

**MIDLAND CHEMICAL
LABORATORIES, Inc.**

**DUBUQUE, IOWA
U. S. A.**

Put "IT" in your sacks



Nibroc Wytek makes printer's ink "Talk"

There is always one sack in the dealer's stock that commands more attention than the rest. That particular sack has "It."

You too can put "It" in your sacks by using Nibroc Wytek sack paper.

Nibroc Wytek sack paper is a super-white kraft.

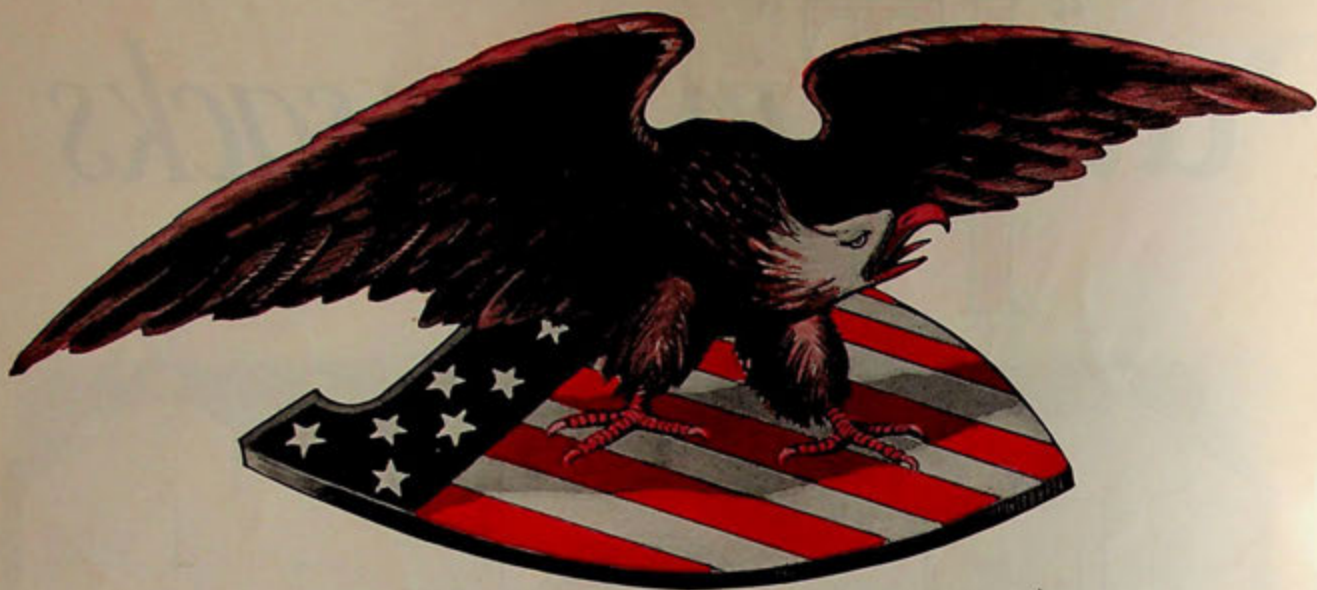
Nibroc Wytek, because of its exceptionally brilliant white color, requires no coating, and gives added attention-value to the manufacturer's trade mark.

Order your sacks made from Nibroc Wytek



Branch Offices: New York · Chicago · Boston · Minneapolis · St. Louis · Atlanta · Pittsburgh · San Francisco

BROWN CORPORATION · Montreal, P. Q.



SILK FLOSS

“Ahhhh!” Sighed the Baker....

For he had just become acquainted with **SILK FLOSS** and found that the second car behaved just as perfectly as the first. Now, he said to himself, I can forget about my flour and devote my worrying time each day to other ingredients or the high cost of distribution.

If only all of his troubles could be overcome as easily as his flour troubles, the life of the baker would indeed be a happy one.

The Kansas Milling Co.
Wichita, Kans



The Proof of Years—

Every flour is backed by some sort of promise to effect its sale. Many such promises are kept; many unhappily default. We promise little. For fifty years we have tried to mill good flour from this fine wheat of Kansas, and for fifty years our business has gone on steadily growing little by little.



The WILLIAM KELLY MILLING COMPANY
Capacity 2500 Barrels **HUTCHINSON, KANSAS** *William Kelly, President*



COLOR



appeals to YOU
 -the housewife, too
and more! Color as we
 use it to reproduce your
 brand name on Raymond
 Rope Paper Bags, sells!

TRADE MARK REG. U.S. PAT. OFF.
Raymond
Rope Paper
Bags



The Raymond Bag Co.
 Middletown, Ohio

H. S. K. 1930

Grinding Very Fine and Very Strong Wheat
Insures the Quality of this Great Bakers' Flour



If we could get every high quality commercial baker in the country to *try even five barrels* of this flour we soon would have to have the biggest mill in the world.

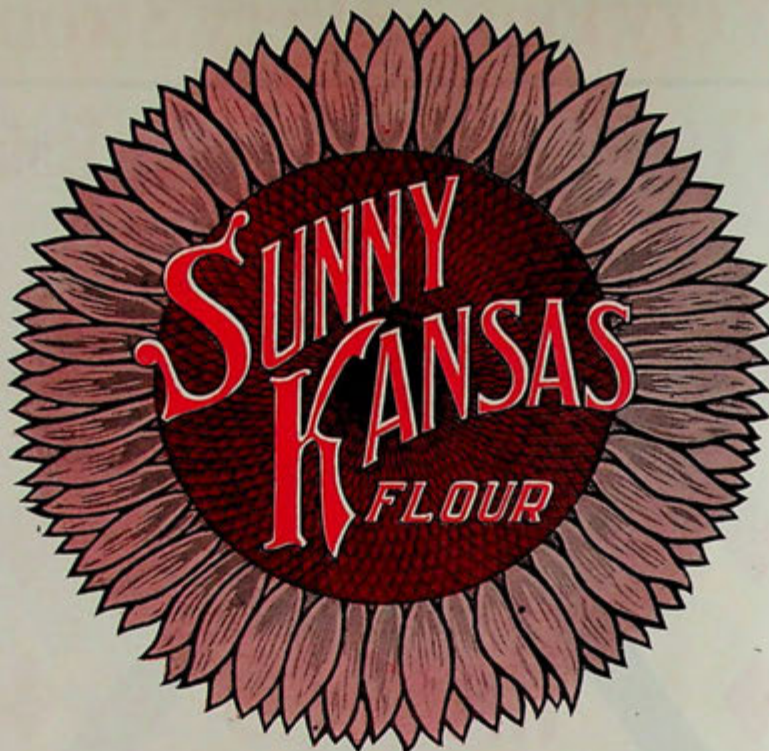
THE KANSAS MILL & ELEVATOR CO.

Capacity, 2,000 Barrels

FRANK KELL, President

ARKANSAS CITY, KANSAS

Formerly The Arkansas City Milling Co.



Strong?...It Certainly Is

This flour is strong and, what is more, its strength is quality strength. In other words, the quality and amount of its gluten are exceptionally high.

Almost any successful baker will tell you that the performance of **SUNNY KANSAS** in the bakeshop has the reputation of being "Aa-A1."

*The Sack May Cost More
but
The Loaf Will Cost Less*

Eastern Representatives

ELLIOTT BROKERAGE CO.,
Bluefield, W. Va.

C. J. HANEBRINK & CO.,
497 Merchants' Exchange,
St. Louis, Mo.

BULEY-PATTERSON CO., INC.,
Cumberland, Md.

HARRY D. GARST,
Huntington, W. Va.

H. C. HAGERMAN,
2105 Ferry St.,
Easton, Pa.

S. R. STRISIK CO.,
New York City.

W. F. HUTCHINSON,
Williamson, W. Va.

Southeastern Representatives

CHAS. M. BRITT CO.,
Asheville, N. C.

R. H. ADDINGTON,
Atlanta, Ga.

FRED BURRALL, Field Manager

THE WICHITA FLOUR MILLS CO.

WICHITA, KANSAS

WHEAT STORAGE CAPACITY ONE MILLION BUSHELS

Old Gold *Companion Brands of Outstanding Quality
and Uniformity for the Bakery
Trade*

Kansas Flour Mills
Corporation

Crusto

Valier & Spies Milling
Corporation

The Flour Itself *Must Get the Repeat Order*



WINNING an initial order is not so hard.

Then comes the quality of the flour itself. Only top quality and the baker's satisfaction will win the repeat order. . . . Unless the baker is pleased and buys again and again, the effort and expense of getting him started are wasted. Waste has no place in modern business,—in the business of this modern company.

From Farmer's Field
to Finest Flour



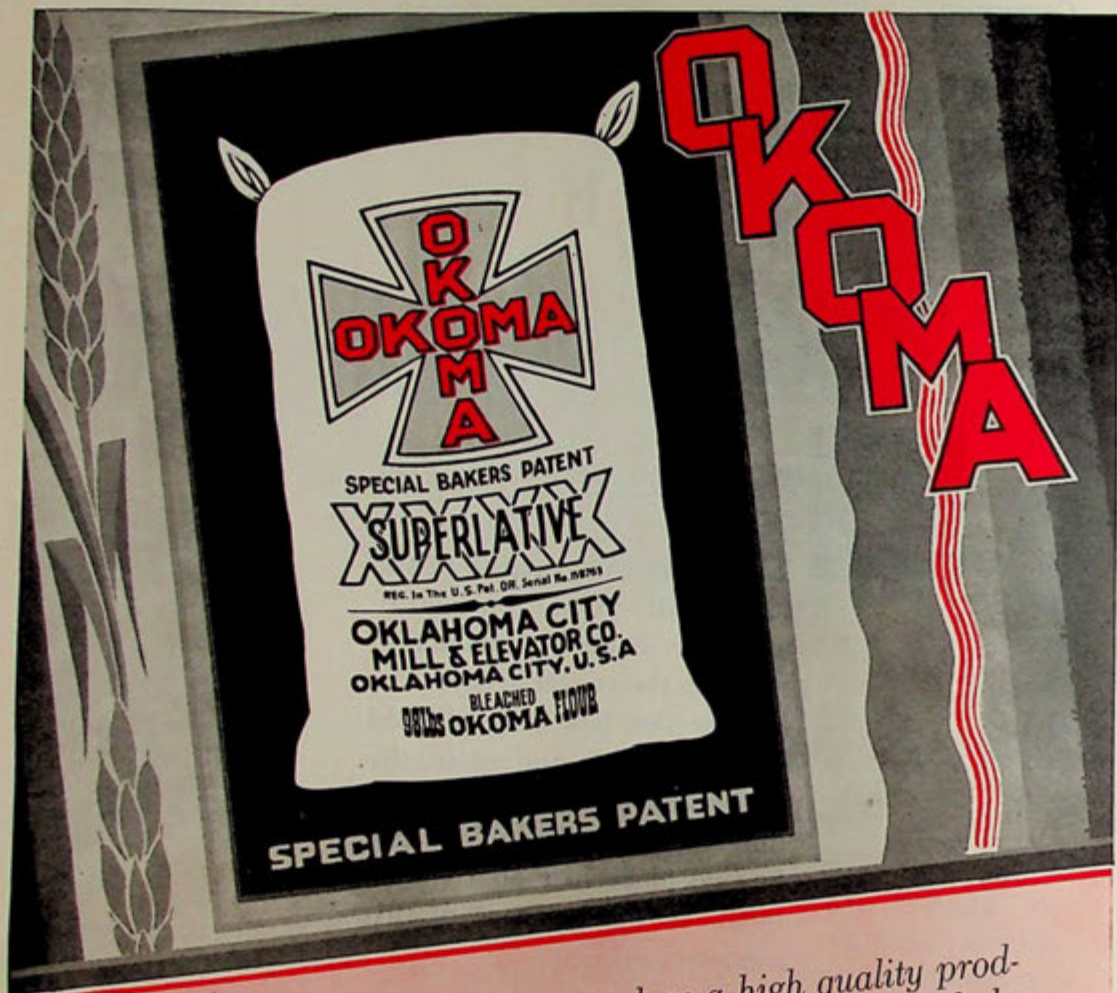
FLOUR MILLS OF AMERICA INC.

KANSAS CITY, U. S. A.

THE KANSAS FLOUR MILLS CORPORATION
KANSAS CITY, U. S. A.

VALIER & SPIES MILLING CORPORATION
ST. LOUIS, U. S. A.

Largest Millers of Hard Winter Wheat in the World



Satisfaction.. Milled to produce a high quality product—a loaf so good women won't bake in comparison—OKOMA, Special Bakers' Patent, gives perfect satisfaction in stability, performance, volume; brings increased sales and greater profits.

R. Volosh

OKLAHOMA CITY MILL & ELEVATOR CO.
OKLAHOMA CITY, OKLAHOMA

PLANT FLOUR MILLS COMPANY

ST. LOUIS, MISSOURI

In 1840—

William H. Harrison was elected President of the United States. It was that same year that Abraham Lincoln ran for nomination on the Whig ticket and was defeated.

It was in 1840 also—

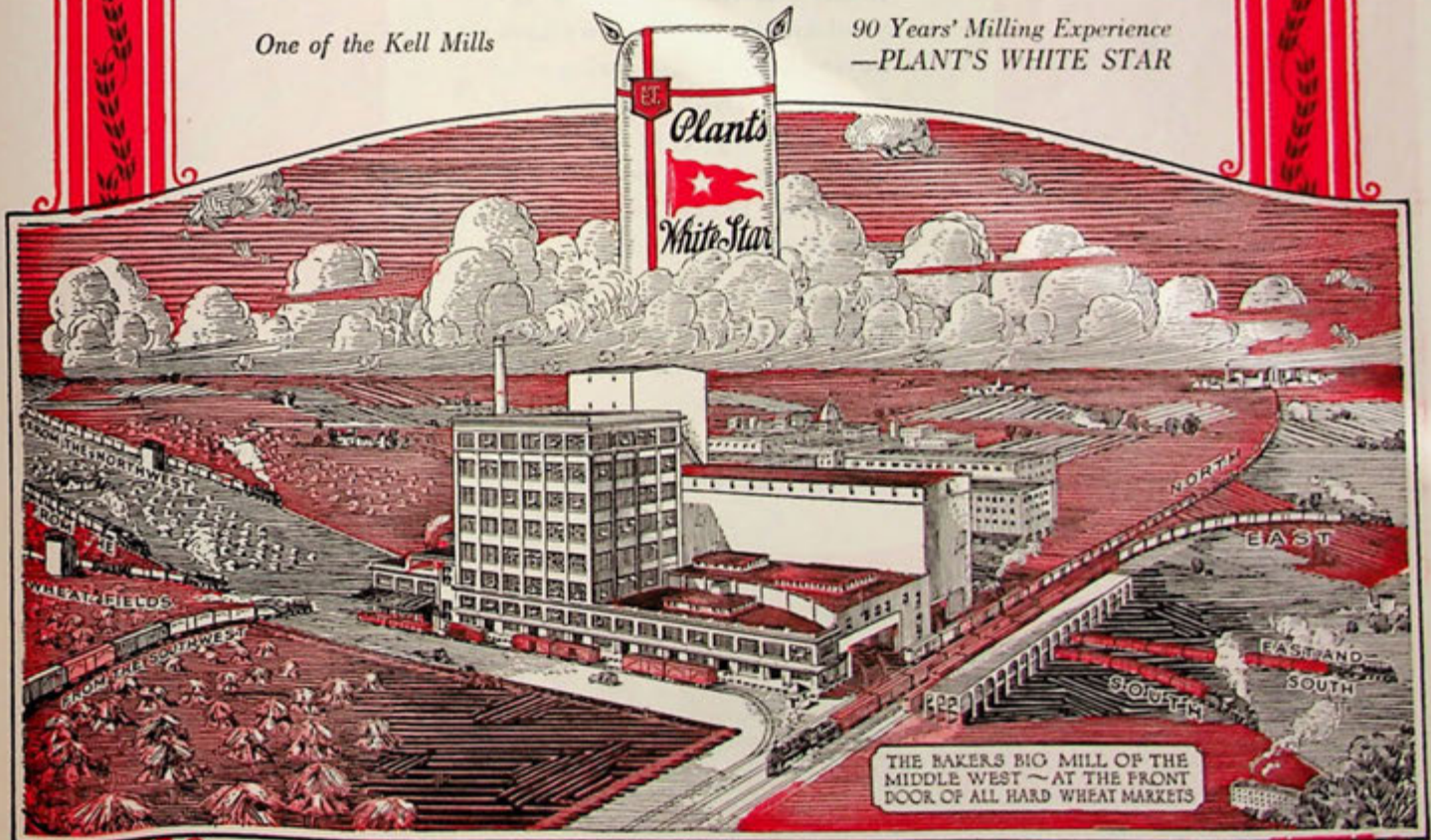
that the original mill, now PLANT FLOUR MILLS, was erected and began manufacturing finest, high grade flours. *Think of it . . . 90 years of milling experience back of every barrel of*

PLANT'S WHITE STAR

SPECIAL PATENT

One of the Kell Mills

*90 Years' Milling Experience
—PLANT'S WHITE STAR*



Established 1840 ~ 3500 Barrels Daily Capacity

BEMIS

We go far
to
serve you

Bemis activities extend far beyond American shores. We have buying and manufacturing connections in India to assure us of a constant supply of burlap. In this country our raw materials are always bought to the advantage of our customers.

In 27 cities, located in 19 states and in Canada, there are Bemis mills, branches, or sales offices ready to serve you.

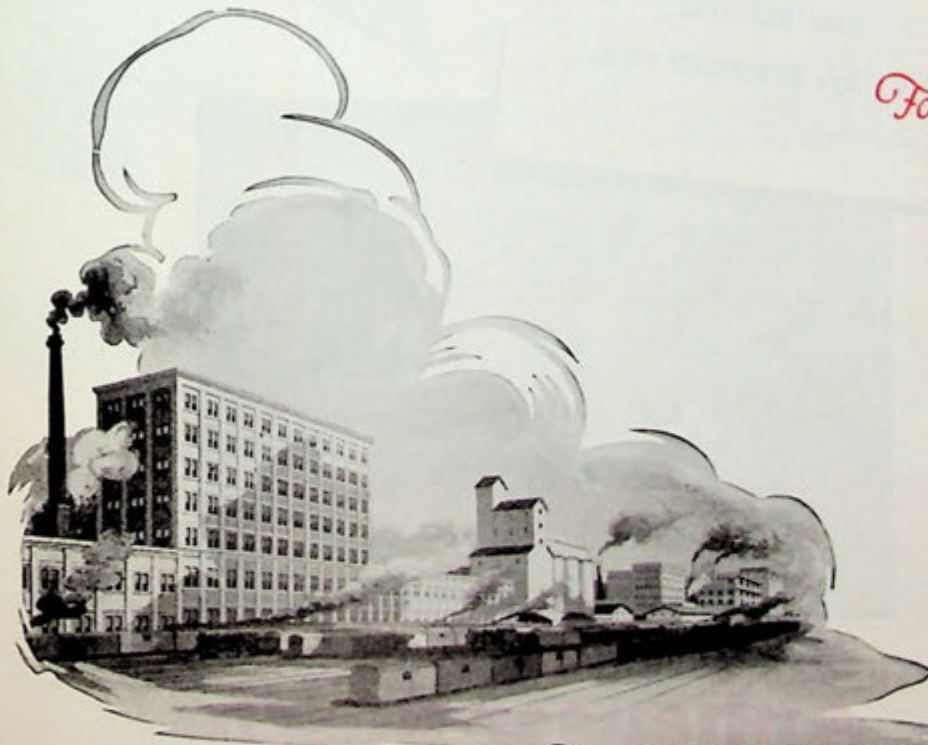
BEMIS BRO. BAG CO.

BAGS



ASK ANY TEN BAKERS to name ten flour brands and seven of them will name "I-H." That is something to be fairly proud of. For there are something like five thousand flour mills and a dozen times that many flour brands. Yet the reason is not far to seek. A fair amount of publicity out in front of a quality of flour that never has to apologize or explain.

Buy with confidence.



For Bakers
ORACLE
Of Short Patent
THUNDERBOLT
Of Reliable Flour

The **ISMERT HINCKE MILLING CO.**
KANSAS CITY, MO.

— a friendly **“TIP”** from
another **BAKER**

WENZ BAKERIES
2115 W. EIGHTH 933 STATE AVE.
CINCINNATI, OHIO

January 18, 1930.

Anheuser-Busch, Inc.,
St. Louis, Mo.

Gentlemen:

I have been using Anheuser-Busch Yeast for over a year and have found it one hundred percent. It provides a stronger and healthier fermentation in the dough and gives a better finished product. Your service has always been very satisfactory.

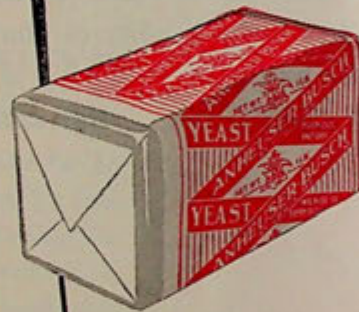
Yours very truly,
WENZ BAKERIES
By: SIEGFRIED WENZ.

WE APPRECIATE the thousands of nice letters we receive from bakers from all parts of the country.

And we believe that what they say is of greater interest to bakers than anything we might say—that's why we print the letter from Siegfried Wenz, in Cincinnati, Ohio.

His opinion should command the confidence of bakers interested in better and more economical baking.

ANHEUSER-BUSCH — ST. LOUIS, MO.

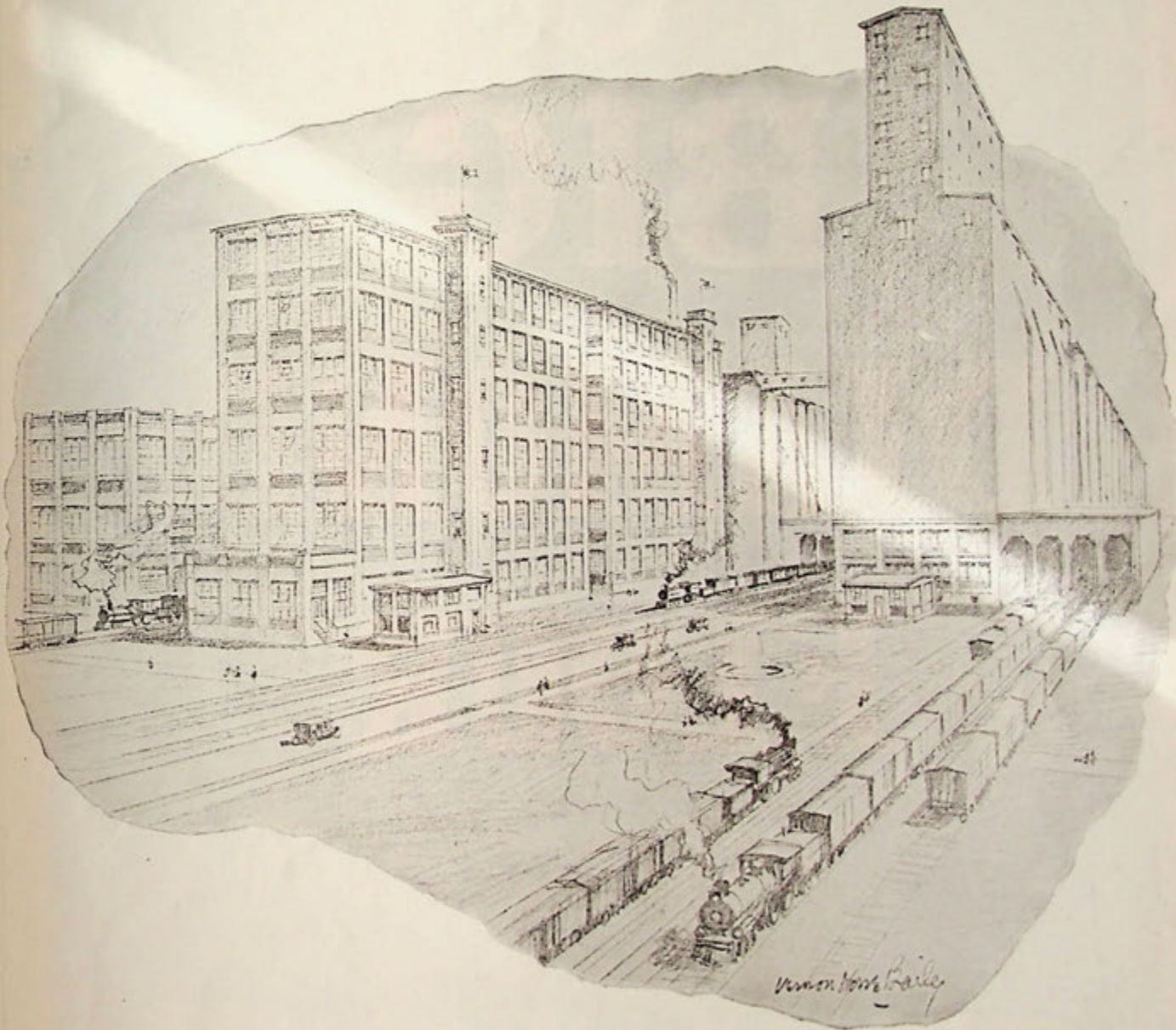


Anheuser-Busch
YEAST

THE GREAT FLOUR MILL OF THE GREAT SOUTHWEST

"ARISTOS FLOUR"

Superior Quality Always Is the Best Value



THE SOUTHWESTERN MILLING CO., INC.
KANSAS CITY, U. S. A.

AT THE GATEWAY TO THE WORLD'S PREMIER WHEATFIELD



**BIG
DIAMOND
FLOUR**

EVERLASTINGLY
GOOD



BIG DIAMOND MILLS CO. MINNEAPOLIS, MINN.
OFFICES

The Northwestern Miller and American Baker

Volume 7

MINNEAPOLIS, MINN., U. S. A., MARCH 26, 1930

Number 3

The Successful Small Baker

By A. F. Gerhard

IN every community there can be found some one who has made an outstanding success of his undertaking. Sometimes it is a hardware man, a druggist, or a grocer; sometimes a baker. Every little business center has its "big fellow." He is a small operator the same as his neighbors, but he draws more trade than the rest. He has stepped out of the "just making a living" class. His business affords him some of the things that his neighbors cannot enjoy. To what is this man's success due? Is it his personality? Does he sell for lower prices than his competitors? Are the goods he offers superior to those offered by others? Upon analyzing the success of this man and his business it will usually be revealed that it is not due to any one thing. In order to succeed he studies his trade, and then gives it what is most needed and appreciated by it.

Some small bakers are the "big fellows" in their community; however, many more are not. It must be admitted that the average retail baker is just getting along, and some are in business only a short time. Very often the question is asked, "What shall I do to put my business on a paying basis?" A question like this cannot be answered in one sentence, nor can the answer, when applied, bring results overnight.

A Small Baker Becomes a Big One

PERHAPS the best way to answer it is to tell of the success of a baker who started in a small community and became the "big fellow." This man, who had just returned from the World War, had never been in business before. He loved his profession. His desire had always been, like many others, to operate his own little business. He did not care for big business. By this I mean that he was not interested in a wholesale project. He felt that he would be a greater success as a retailer, and subsequent events proved his surmise to be correct.

When chances for employment were rather uncertain, he decided to start a business of his own instead of spending his last dollar while waiting for a job. He started with a very limited capital in a small community on the outskirts of a large city. For the first few months his bakery lost money. Gradually, however, business increased to the point where he could pay his bills regularly. In the course of a few years he had saved enough to buy the building and adjoining property. Today, after eight years of operation, this baker is the "big fellow" in his little community. For convenience sake, I shall call him Jones. The following is my analysis of the success which Mr. Jones has made.

When he looked around for a location he did not select his present stand because it was a desirable business center, but because it was within reach of his pocket-book. It is true the community was growing, but at the time, eight years ago, Mr. Jones did not have a great territory to draw from. He realized that if the people of the neighborhood would buy from him he could make a success of his business. Therefore, all his time and effort were spent in attracting his possible customers, and when once attracted he used good, sound methods for holding their good will. It was not an easy matter, because most of these people spent the day in the city and had always brought home good bakery products which they were able to get in some convenient corner store on the way

out. Mr. Jones did not have enough capital to spend a great deal for advertising the opening of his business. He distributed handbills telling of the event. The first day's baking was very light. A few of the ladies in the community gave him a trial. They have been coming back ever since, and now rely on Mr. Jones entirely for baked goods.

When a housewife enters his store she is greeted in a friendly way, and is made to feel at home.

Service is one important factor in the success of this "big fellow" baker. When the customer comes for a loaf of bread the saleslady always has a suggestion for some kind of dinner dessert or a breakfast delicacy. In most cases she succeeds in making an extra sale. When the sale is made the goods are not just simply dumped into a bag, or loosely wrapped, as is often the case in other bakeries, but they are neatly packed in a box and covered with light wax paper. Upon opening the package the housewife cannot help but notice the delicious appearance of the goods, a freshness that cannot be retained when they have been shaken around in a bag.

Another point on which emphasis is laid is the make-up of the goods. Every new piece that goes on the counter is thoroughly explained to the sales force. The salesgirl does not wait to be asked by the customer what a certain piece is made of, but explains it completely when the sale is made.

It is needless to say that the goods on display are strictly fresh. Anything that cannot be sold as such, the next day is entirely removed and not offered for sale as stale goods. Certain cookies and other items that are offered for sale several days are rearranged every day, being placed on clean trays with new doilies under them, so that they have a bright, fresh appearance.

The next important factor is the display of goods in the show window and on the counter. Three sets of neatly laundered curtains are kept on hand, one being

in use in the window and the others kept in readiness when the first becomes soiled. They are changed frequently. These curtains are not of expensive material, but made up of rather simple goods bearing a dainty little design. The window itself is not so large that it requires the whole day's output to fill it. Stands of different heights are placed on the bottom, and covered with cloth of a good color. Several cloths are kept on hand, one or two being of heavy velvet, while the others are less expensive. On top of the cloth are arranged the goods on small trays or dishes. Paper doilies and flowers are used freely to add color to the display. The trays are changed daily, and the cloth at least once every week. Any signs used in the window are in neat, dark frames and glass covered. Signs are not often used except to call attention to special sales or new pieces.

Proper Methods of Display

ALL cakes displayed on the counter or in the show case are on doilies and substantial cardboards, so that they can be quickly removed and packed. Cookies, rolls and other small goods are displayed on small, white counter pans. Large pans or baking pans are never used. A large pan only half filled does not have as pleasing an appearance as a smaller, well-filled one. When, toward the end of the day, the stock diminishes, the pans are rearranged so that the goods appear just fresh from the oven. When "dummy" display cakes are made up they are of small sizes to conform to cakes ordinarily in demand. Only for certain holidays does the window contain large showpieces, and these are not kept in it long enough to lose their attraction.

Occasionally, Mr. Jones makes a tour through the city to study other displays and look for new items that he may utilize. He not only looks over bakery windows, but includes those of other business houses. Whenever he notices some particularly interesting display he applies it to his own store.

Bakers are often of the opinion that a window display is not important in small communities. This baker has proven that it plays a very important role in holding his trade and in attracting new customers. It is true the steady customer only favors his window with an occasional glance, and when that glance registers unfavorably, she will probably not mention it to any one. However, it certainly will add nothing to her pleasure in trading in this particular bakery, and it may even cause her to be a little suspicious or overcritical of the purchases she may make there. On the other hand, there can be no doubt that the prospective purchaser is very apt to judge a store entirely on the appearance of the window display. If this is sufficiently inviting, the chances are ten to one that the observer will enter and purchase something, even if impelled to do so only by a curiosity to see if the goods taste as good as they look.

When Mr. Jones opened his little bake-shop he started with a quality line of goods. I do not mean to say that he used the most expensive ingredients that he could buy. He selected materials of good quality, and blended them in such a way that delicious and attractive products were produced. He has maintained this quality, and does not intend to alter it in any way.

The changing of quality is so often noticed in bakery goods. After a baker has

(Continued on page 1111.)



THE display inside the show case makes more sales than any other one factor; people do not like to stand outside on the sidewalk window-shopping for bakery goods too long at a time—it is embarrassing to them; but people will look the counter display over while inside the store—so believes Mrs. Canfield, of the newly opened Canfield Bakery, Thirtieth and Wrightman streets, San Diego, Cal. Mrs. Canfield is quite evidently one of the type of successful bakers referred to in the accompanying article by Mr. Gerhard.

FACTS

in **BLACK** and **WHITE**

This Baker* Averages 700 ^{No. 3} Dozen Doughnuts a Day!



"I am more than pleased with the saving on grease over the open kettle, and the uniformity of the doughnuts..."

"Previous to the campaign our doughnut production was 120 dozen daily and throughout the campaign we averaged 700 dozen doughnuts daily."

(Signed).....*Name on Request

Doughnut sales boosted 600 per cent! And this baker has only begun! Imagine what his total profits will be like at the end of the year! That's why bakers, everywhere, are testifying to fine profits resulting from Automatic Doughnut Machine methods.

You can get the same results! It's easy! Our Automatic Doughnut Machine will make the doughnuts for you. . . . Our Merchandising Division will show you how to sell them.

Let us help you put your doughnut business on a well-paying basis. . . .

Write for complete information today!

DOUGHNUT MACHINE CORPORATION

1170 Broadway

NEW YORK, N. Y.

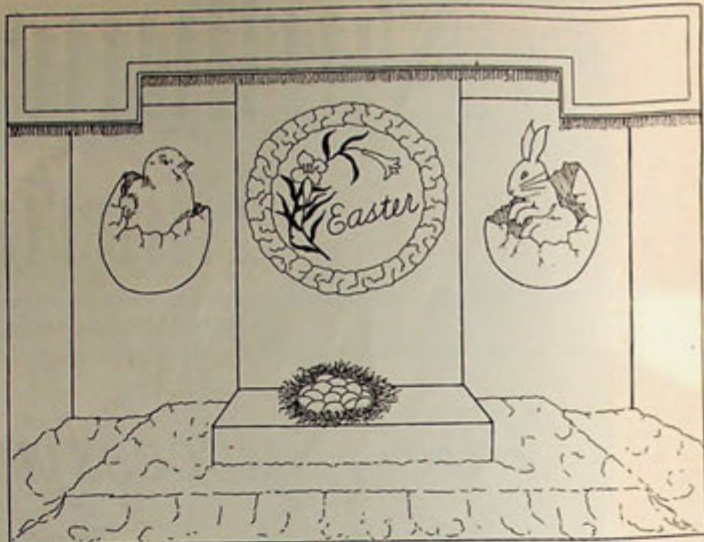


Figure 1

Brighter Windows for Easter

By A. E. Edgar

WE have often heard it said that "clothes do not make the man," but we do know that we judge a man by his clothes. If we see a man on the street in old, faded and torn clothing we immediately place him among the poorer classes. If his clothes are merely wrinkled, dirty and ill kept, we put him down as a lazy and shiftless character. When, on the other hand, we see a man in a good fitting suit, with the rest of his apparel well kept and up-to-date, we are very apt to judge him as prosperous, progressive and ambitious.

The baker's window is judged in the same manner. His character, and the class of store he keeps, is judged by his window displays. Neatness, cleanliness and up-to-dateness in a display predispose prospective customers in favor of the baker. If, on the other hand, his windows show evidence of slovenliness, disorder and dust, the customer turns away in disgust.

Not long ago the writer heard a portion of a conversation on the street. It was only one sentence, but it was a whole sermon in itself, a whole book in its fullness of meaning. A man attired in business dress said to another as they were passing a store, "There's a merchant who is making a success of his business and who is forging ahead rapidly, if appearance counts for anything."

Appearance counts for everything in

business. The baker who neglects appearances will never know how much business he is losing by it. People do judge a store by its displays, and that does not mean the actual merchandise

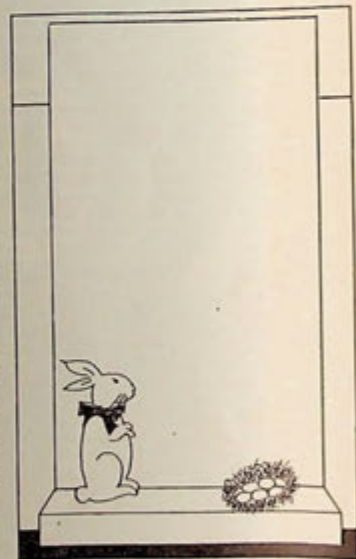


Figure 3

displayed, but the appearance of the entire store front.

The baker has only to look back over the history of the business firms of his community to learn a whole lot about the value of a "good front." He has seen old-established firms fall into decay and new firms come along and grab all the business. Isn't it because the new firms make a bid for business with new store fronts, new fixtures, and newer equipment, that appeal strongly to the public?

If there were no competition in business the baker might get away with slovenliness and disorder in his displays and interior, but where is there a store that has no competition?

The baker's store, from the customer's viewpoint, is just a place to deal at. It should be a place to sell in from his own viewpoint, and salesmanship's first principle is order and good appearance. The customer does not have to deal at any particular store these days. She can go where she is most pleased with things—and she does. She will not put up any more with dreary and dirty stores. She wants cheerfulness and inviting surroundings.

(Continued on page 1120.)

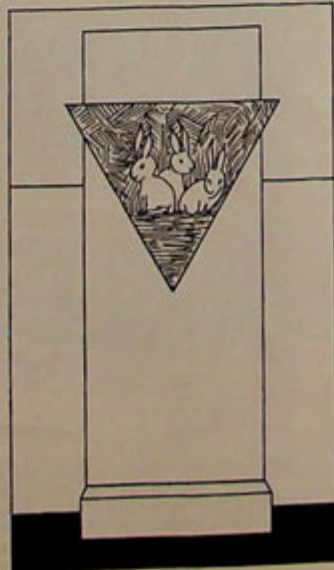


Figure 2

Women Judge Your Baked Goods by

APPEARANCE
TASTE
FOOD VALUE
PRICE

MODERN women—your customers—have set a high standard which must be met by the food products they buy. Before your product is approved and accepted, it must meet their requirements of *appearance, taste, food value* and, perhaps least important, *price*.

Nothing will improve the appearance and taste or increase the food value so much as milk. And no other form of milk will add these qualities so cheaply and conveniently as Breadlac.

Breadlac is nothing but pure, fresh, sweet skim-milk, powdered for convenience and safe-keeping. It is always uniform, always sweet, fresh

and pure, and always easy to keep.

Breadlac costs less now than ever before. This means a saving for you that may well be invested in *more* milk. Use additional amounts of Breadlac and find out at no added cost how much your sales and your profit will increase when you use more milk for better appearance, better taste, and improved food value.

Write to-day for these valuable booklets. They are free.

BREADLAC



BREADLAC is packed, for your convenience, in 50-pound boxes, 85-pound drums, and 200-pound barrels.

THE BORDEN SALES CO., INC., 350 Madison Ave., New York
Gentlemen: Please send me:

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

Name.....

Address.....

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

Easter Cakes from an English Shop

By J. Percy Bryant

(All Rights Reserved)

THE following recipes are absolutely new, and are compiled by myself. They have been tested in every way, including the all-important baking test, and have come through satisfactorily. The first recipe follows:

3 oz finely grated nutmeg
1 lb fine grained caster sugar
1 lb best butter
1 pint eggs
1 1/2 lbs soft flour
6 oz sultanas
6 oz currants
4 oz citron peel
4 oz orange peel

Beat the butter and sugar to a light cream; add the eggs in quantity of two at a time, getting each addition well incorporated before putting in the next. All the eggs in, add the nutmeg; stir, then let in the finely sifted flour slowly; when half stirred in, add the fruit and peel; then stir and bring to a free, smooth batter.

The tins, got ready previously, should be capable of holding 10 oz batter. For the sake of variety, they should be of different shapes,—round, diamond, triangular, oblong, oval, and the like. These tins should be well cleaned and moderately greased, then lined with thick, white, odorless paper. Inside this lining place another of white greaseproof paper. The strips for the sides should come well up over the edge of the tin. The idea of the outer lining is to help in keeping the crust thin and mellow, also to assist the greaseproof lining to keep a good shape and remain clean. I suggest that, when the cakes are cool and fondanted on the top, these paper linings be stripped off and a tasty frill be put around each, the top of this coming up to the top of the cake. If, however, you prefer not to use the frills, the greaseproof paper may be left on and the white paper removed. If you have any small bands bearing your own name, these could be put around instead of the greaseproof paper when the tins are being lined. Frills, however, show off these cakes very nicely and pay for using, particularly at a special season like Easter.

Proceed next by weighing off 10 oz into each tin. Flatten the top, and bake at 380 degrees Fahrenheit. Watch that baking be not overdone, as this is likely to happen with these small cakes. Roughly, baking should take about 35 minutes. I say roughly, because ovens vary. Each confectioner should know his oven, and should be the best person to judge the time.

When cool, ice the tops with fondant, employing various colors to make variety. All colors should be fresh and bright, and in keeping with those of spring-time. Now, in a color that will well contrast with the background fondant, pipe "Easter" across each cake, using various styles of lettering and in different positions, according to the shape of the cake. Where the price can be got, further decoration may be carried out.

Just a final word about the batter. As some flour will absorb more eggs than will others, the quantity of eggs I name may be correct, or a little too much or not enough. The quantity can be gauged after a trial batch has been made, as the confectioner should know the absorption ability of the flour he is using, and adjust the liquor accordingly. However, should the quantity mentioned be too little at the first batch and, in consequence, the batter be too stiff, a little milk may be added at the final stirring.

Herewith I give a recipe for making first quality Easter cakes of the flat biscuit variety:

2 lbs best butter
1 1/2 lbs caster sugar
2 1/2 lbs soft flour
Enough eggs (about 14 oz) to make a workable dough of biscuit consistency
Sufficient essence of cinnamon to flavor nicely

Rub the butter very finely into the flour into which the powder has already been finely and well sifted; make a bay, and therein put the sugar, eggs and essence. Mix these well; draw in the flour gradually and regularly, then the currants, which should have been scattered around outside the bay, making a smooth, mellow dough of the proper consistency. Very

little working is required in making the dough, this consisting more in thoroughly mixing than in kneading. Very little kneading should be done, or the dough will become tough and leaden. Cover, and leave for 10 minutes, then roll out to about one sixth inch thickness, doing so with as few rollings as possible. Cut out with a 3 1/2-inch or 4-inch round crimp cutter. For the sake of a little variety, an oval cutter of about the same size may also be employed. Use little dust. Lay the pieces on the slightly flour-dusted board. Knock together the trimmings lightly, then roll out as before. Place the pieces on thoroughly cleaned and moderately greased baking sheets, not crowded but fairly close together. With a broad, flat and fairly soft brush, wash over evenly, but not too thickly, with mixture of half quantity eggs and half quantity milk well beaten up. Milk alone will answer, but does not give such a nice glaze. Dredge immediately with medium grained castor sugar, and bake at once at around 410 degrees. It is important that baking be done as soon as the sugar has been dredged over, or the sugar grains will partly or wholly dissolve and the nice finish be lost. Cakes should be cooked as soon as the edges become golden brown. Remove then, or the cakes will soon dry out through being thin. Easter cakes of this type, to be good, should be flavory, moist, mellow yet crisp, and well aerated. Judging by how they have come out in our own tests, rightly handled they will meet these requirements.

SECOND QUALITY

1/2 lb butter
1/4 lb vegetable fat
1 lb sugar
2 1/2 lbs soft flour
1/2 oz ground or finely grated nutmeg
1 1/2 oz 2x1 powder
Cinnamon essence
7 oz currants
Egg color

Add as much milk as will make the dough of same consistency as for the better quality above. Proceed similarly as with that recipe, adding the egg color with essence, etc. Bake at 420 degrees.

DIAMALT FOR BIGGER HOT CROSS BUN SALES

LENT—Hot Cross Buns—Forty days of *extra profits*—but how large? Quality, taste appeal, freshness, appearance, guarantee you a successful Hot Cross Bun season.

Diamalt adds better flavor, keeps the tempting buns fresh longer, increases nourishment—gives better color, too.

8 ounces of Fleischmann's Diamalt in every gallon mix of Basic Sweet Dough batch makes your extra Lenten sales extra profitable.

Tell your regular Fleischmann man you want to sell more Hot Cross Buns than ever before.

He can help you do it.

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SERVICE** ▼▼▼▼
IN CANADA—IT'S PANOMALT

RIPPED PAGES



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Frozen Fresh Eggs *uniformly smooth*

THEY save time . . . and give you assured results from every mix!

Prepared by Swift & Company's *patented* method, these frozen fresh eggs are designed to meet the requirements of progressive bakers. You need not thaw Brookfield Frozen Eggs to a liquid in order to take the desired quantity from the can.

Brookfield Frozen Eggs contain no oily or watery layers, no large ice crystals. From top of can to bottom, every spoonful is the same.

They are selected shell eggs, broken fresh and frozen by a new and better method. Complete emulsification without aeration insures the uniform smoothness of Brookfield Frozen Eggs.

Swift & Company's distributing system brings you Brookfield Frozen Eggs under the constant protection of refrigerator cars and refrigerated branch houses. Fresh . . . convenient . . . and economical to use, Brookfield Frozen Eggs in 10-pound and 30-pound cans will help you obtain better results from your baking and add to the efficiency of your shop.

Swift & Company

Swift & Company's famous list of bakery supplies includes these well-known products, approved by the trade and regularly tested for performance in Swift & Company's experimental bakery. All may be ordered from Swift representatives.

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 FRYENE . . . BAKERS PASTRY
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 PURE LARD
 JEWEL SHORTENING . . . PYAC
 BAKEALL . . . KAKEBAKE
 BROOKFIELD BUTTER
 VREAM . . . U. B. MARGARINE

BUSINESS NOTIONS

By Wayne G. Martin, Jr.



SO many factors enter into the ability of bread salesmen to reach an arbitrary sales quota that it is frequently unfair to blame them for not doing so. Sometimes quotas are inaccurate in the first place, due to misjudgment on the part of those responsible for making them. Frequently, conditions change so

WHEN SALES QUOTAS FAIL rapidly that a quota becomes too high or too low before the period for which it was set has expired, and competitive conditions in some districts can quickly alter the entire fairness of a quota.

However, if quotas are altered before the end of the period for which they were established, much of the effectiveness of the principle is lost. If salesmen find that they may have their quotas reduced, they are apt to work for that end rather than toward reaching the higher mark originally established. Under such circumstances, salesmen can have but little respect for sales quotas.

On the other hand, it is equally unfair to advance a quota merely because it becomes evident that salesmen are going to exceed it by a wide margin, unless, of course, the salesmen affected voluntarily agree that unexpected conditions warrant such an alteration. The obvious answer to these difficulties is the establishment of quotas for periods sufficiently short to make them fair to all concerned. In the baking industry, quotas covering several months are probably the most satisfactory.

FOR too long volume has been the chief aim of many bakers. The desire for volume, regardless of consequences, is the root for practically all the evils in the baking industry, and the sad thing about it is that, once gained, volume often proves to be extremely expensive and not at all conducive to net profits.

VOLUME CAN BE COSTLY For instance, maintenance and repair costs are usually excessively high in a plant forced to the limit of its potential output. Deterioration is always higher, not only because of the strain on the equipment, but also because men working at top speed are not able to give it the care it requires.

The foregoing has not taken into consideration the high sales costs involved in forcing unnaturally high volume. It is clear that the combination of high sales costs and greater wear and tear on machinery and other equipment makes the forcing of volume at least of questionable value. Only that business is desirable which can be secured, and fulfilled, at a net profit. Too great volume can be almost as dangerous a problem, under certain conditions, as too little, and should always be considered in the light of the most productive rate of output.

ACCORDING to the old school of thought, merchandising consisted in selling something that had been manufactured to whomever could be found to buy it. That system worked as long as it was employed by all, but when some manufacturers began to study the problem of getting their products to ultimate users or consumers, those who persisted in following the old course were soon outdistanced.

WHAT IS MERCHANDISING? Today successful bakers and other manufacturers first study consumer needs or wants, and guide their manufacturing from the information thus gained. It has been found that a product can be forced upon consumers just so long, and then, if it is not actually wanted, sales will fall off to almost nothing.

The baker who has continued to make the same line

of products he did years ago, with only slight changes, is fast going out of business. He is being succeeded by those who have made a close study of what consumers really want in the way of bakery products, and then give them the best goods that can be manufactured from exclusively high quality ingredients.

In its way, this is also true of sales work. The public is not satisfied to be served in the same manner it was years ago, and it is just as necessary for bakers to follow, or if possible lead, modern trends in merchandising as in production. It is useless to deny that the buyer is in control today; far better work with him than against him.

UNQUESTIONABLY the smaller or medium-sized baker is tempted to follow the practices of his larger competitors. He sees them apparently making a success of these methods, and assumes that the same procedure will bring like prosperity to him. Such, however, is not the case. Frequently what can be done successfully by a business of one size cannot be carried out as successfully or economically by an establishment either larger or smaller.

INDIVIDUALLY BETTER THAN IMITATION For a medium-sized independent wholesale baker to imitate the products of the larger companies automatically places him directly in competition with them. Then he must meet their prices at all times, and match their advertising and sales efforts. This places upon him a load which he need not carry.

A study of his markets will show what products are not being pushed unduly hard by other plants. An examination of his shop by a production engineer will show if it is in proper condition to produce such goods economically. If not, all necessary repairs, alterations or replacements should be made. The products should be wrapped in as distinctive a manner as possible, and everything done to establish the individuality of the business. Then the baker is ready to get his share of the community's trade under less competitive conditions than if he simply imitated the other bakers of the district.

BATTLES between salesmen and buyers are never profitable to either. The salesman usually loses a customer, or a prospective one, and the buyer may lose the benefit of a truly desirable product, as well as valuable information the salesman might bring to him. The buyer is faced with the necessity of getting full value for the money he spends, and under the right circumstances the salesman should act as a collaborator with him.

FIGHTING DOESN'T SELL Certainly this condition cannot be brought about by salesmen adopting an offensively aggressive attitude, one that attempts to dominate, or one that obviously patronizes the buyer. The salesman should realize that the latter is faced with problems the same as he is, and that if he can help the customer solve any of them he is in a far better position to sell his goods than if he was fighting him. Persistence and aggressiveness are absolutely necessary, but they can be used in such a manner as to create confidence, rather than antagonism.

IF a wholesale baker is entirely thorough in his sales work, he is concerned with the ability of clerks in retail grocery stores to present his products properly to the public. They must know something of the ingredients used, the conditions under which the products are baked, and the relative merit, not only of the different bakery goods in the community, but between these goods and other competing foodstuffs.

CO-OPERATION IN TRAINING CLERKS

Such educational co-operation—for that is what it amounts to—cannot be carried to its greatest success, however, without the sanction of the store owners. If clerks understand that their employers favor their studying the products in the stores, they will enter into this work more earnestly than if the advances came only from the manufacturers.

When properly explained, it is seldom that bakers or other manufacturers encounter difficulty in gaining the co-operation of store owners in their plans for training clerks. A progressive merchant realizes that, the more his clerks know about the products in his store, the better will it be for all concerned. Such educational plans, however, should be useful on the part of the baker if they are to be effective in gaining the support of both retail merchants and clerks. In other words, they should be of general value as a means of helping improve the sales ability of clerks for all products, as well as for the goods of the particular baker concerned, even though the latter, of course, stresses his own merchandise in such educational work as he may do.

WHEN a bakery is obviously not getting its share of its community's bread and cake business, this condition can usually be traced to one or more of the three principal factors which control the success or failure of the baking industry. The quality of the merchandise may be at fault, sales effort may be deficient or wrongly directed, or the type of products offered may not be those desired by the consuming public in the district served by

THE THREE PRINCIPAL FACTORS

the bakery.

None of the three causes of failure listed here are necessarily fatal, providing steps are taken to remedy them soon enough. The baker knows, from the type of ingredients he buys and the equipment in his shop, if he is baking the highest quality products. If the answer to this is negative, the conditions must be changed at once if he expects to remain in business.

Methods of merchandising and advertising are variable, but a study of what successful merchants in his community are doing offers an excellent guide for his own sales efforts. This study need not be directed at fellow bakers, but successful sales plans in use by different classes of merchants can usually be varied to suit his own business. And there are ample sources today from which the baker may obtain excellent sales assistance.

The type of products desired by the community can easily be determined by a little investigation on the part of the baker or his force. It will be effort well worth while, and must be made if full benefit is to be obtained from quality goods well merchandised. These three factors form a triangle in which each side is inter-dependent upon the others.

OFTEN, when a retail baker learns that a chain store is to be opened in his immediate neighborhood, he becomes paralyzed with fear, and is really defeated before the competition gets under way. In fact, this fear is probably the most destructive factor brought in by the chain store, from the standpoint of the independent baker.

RUNNING A BUSINESS FROM THE FLOOR

What is probably the saddest feature is that it is unnecessary in the great majority of cases, for the retail baker has so many weapons at his disposal with which to fight the chain store that it is only a matter of their proper application for him to overcome this competition. For instance, it is human nature for people to like to know personally with whom they are dealing. Other than through clerks, this is impossible in chain stores.

But not so with the neighborhood baker. If he possesses anything like a favorable personality, he should spend a good part of each day out in the store, where he can meet his customers and become personally acquainted with them. He can employ nearly all the rest of the work done in his shop, but nothing can take the place of the contact that the owner of a business can establish with his trade. A little personal attention will go far toward convincing buyers that the baker is really interested in seeing that they are properly treated in his store. A retail bakery business operated on this basis, providing the quality of its products is in keeping with the service, has little to fear from chain store competition.

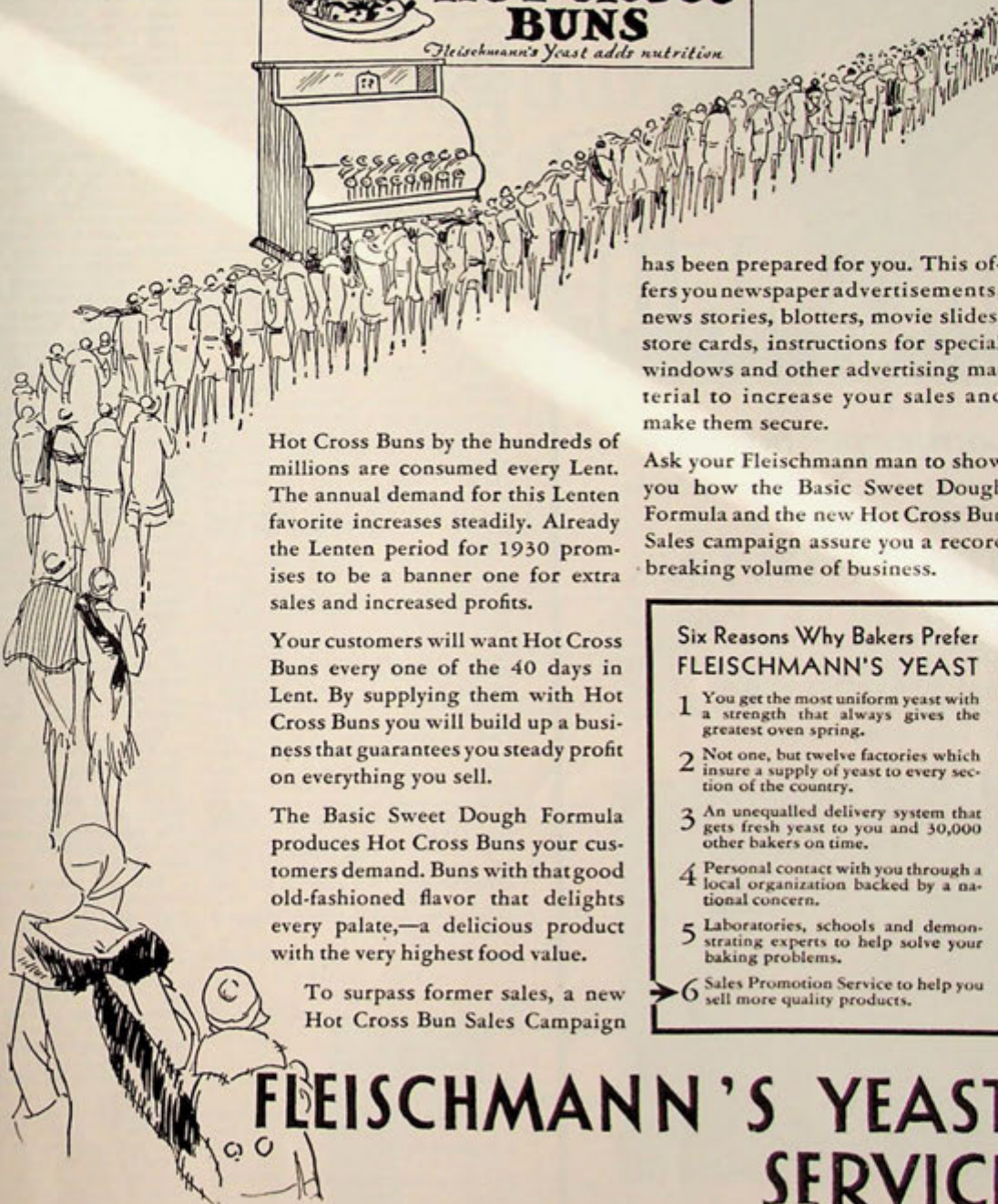
PACKAGING, or wrapping, bakery products is essentially the first step in marketing them. In the case of bread there is apparently little that can be done which is not already in practice. Bread wrappers are as good as manufacturing ingenuity can produce, and, for the most part, brands are attractive and striking. But the field of packaging or wrapping cakes and cookies has scarcely been touched.

ATTRACTIVE PACKAGING VALUABLE Cake is, in one sense, a specialty. Frequently it is purchased for some special occasion or purpose, for which the proper packaging can make it appear all the more suitable. The candy industry, for instance, does not let an opportunity go by for which some suitable package can be introduced without doing so. This policy has been outstandingly successful, and there is no reason why it could not be applied to the cake and cookie industry with equal success.

Holiday fruit cakes have long been wrapped or packed in containers specially decorated for those occasions, and there is no question that this packaging has been of great help in increasing sales. There is almost no end of special occasions for which cakes can be suitably used, and proper packaging is absolutely the first step necessary in seeking this market. It has been demonstrated time and time again that attractive packaging not only increases sales, but also permits the charging of much better prices for the merchandise.

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INCREASED SALES



Hot Cross Buns by the hundreds of millions are consumed every Lent. The annual demand for this Lenten favorite increases steadily. Already the Lenten period for 1930 promises to be a banner one for extra sales and increased profits.

Your customers will want Hot Cross Buns every one of the 40 days in Lent. By supplying them with Hot Cross Buns you will build up a business that guarantees you steady profit on everything you sell.

The Basic Sweet Dough Formula produces Hot Cross Buns your customers demand. Buns with that good old-fashioned flavor that delights every palate,—a delicious product with the very highest food value.

To surpass former sales, a new Hot Cross Bun Sales Campaign

has been prepared for you. This offers you newspaper advertisements, news stories, blotters, movie slides, store cards, instructions for special windows and other advertising material to increase your sales and make them secure.

Ask your Fleischmann man to show you how the Basic Sweet Dough Formula and the new Hot Cross Bun Sales campaign assure you a record breaking volume of business.

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

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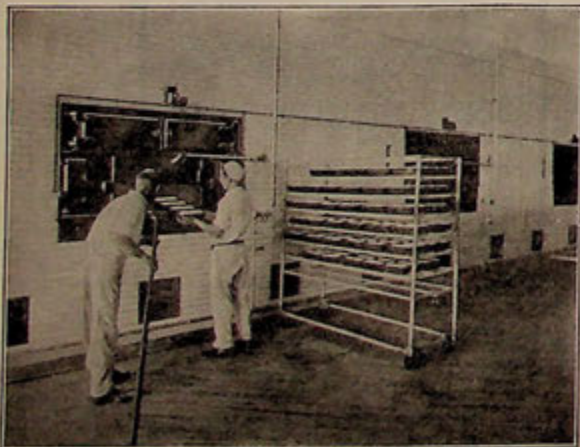


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DUHRKOP OVENS

Successful bakers everywhere have long learned to know that the oven which combines with the least expensive upkeep the most satisfactory performance is the basis of their progress. That's the reason Duhrkop Ovens are preferred whenever a quality bake-oven is wanted.



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Uncovering Defects in the Baker's Delivery Service

By S. K. Hargis

IT is manifestly impossible for the management of any commercial bakery to know just what is going on in the mind of every customer concerning the relationship between the two, though many bakers have gone to great lengths to discover defects in service. There always is, on every bakery customer list, a percentage who are nursing grudges, and even the most efficient plant management cannot forestall all trouble.

Though the bakery driver of the present day is more intelligent and more competent than ever such drivers have been in the past, there are factors which may offset his best efforts. It is a generally accepted belief in the bakery trade at present that some method by which the front office can get a periodical checkup from customers direct is an important part of any wholesale bakery operation.

It has been found that, while many plants handle customer situations in a purely routine way, and usually only after complaint has been made, others are systematically uncovering such situations before they become acute. This applies to bakery service to clubs, hotels and restaurants, as well as domestic delivery trade. Where some such plan as described herein has been tried, it has more than offset the cost in terms of results.

As a very large percentage of the "situations" which rise among customers in the trade are service situations and have to do largely with the functions of the man on route, we will approach it from that point. The little things that can happen on a route often grow into big things; at least, they put the customer in a frame of mind whereby he or she is more easily put out by troubles for which the plant, and not the driver, is responsible.

Granted that a large percentage of customers at all times have some fancied or real complaint concerning service, and that most of these complaints are based upon trivial delinquencies, the objective of the idea discussed here is to uncover them quickly and effectively, to rectify things immediately and to endeavor to prevent the situation from rising again.

The principle of the plan, as worked out in a thickly populated southern district, is a monthly checkup of every customer on the books by (a) mailing card and (b) by phone. In the case of commercial or institutional customers, the checkup is made by phone; accounts are placed in two groups according to business volume.

In the case of what appears to be the best application of the plan, all of the commonly used "soft soap" is left out; the card used by this company, which bears a stamp and is already addressed, reads as follows:

PLEASE GIVE US THE INFORMATION BELOW:

- Is our service prompt?.....
- If not, why not? In what way is it not?
- Is our service reliable?.....
- If not, in what way is it unreliable?
- Is our driver who serves you courteous?
- If not, in what way is he discourteous?.....

Are you getting deliveries in good condition?..... If not, in what way are we falling short?.....

Please feel free to make any criticism or suggestions regarding our service.....

Signed.....
Just fill in above and drop this card in the mail basket. Thank you.

In most cases where this card or a similar one is being used in the trade it

is sent out with statements the first of each month. In others it is mailed on the fifteenth. Each card goes, in the latter case, in a sealed envelope addressed to the proper person or concern.

Now, about the telephone job. In one case, the regular telephone operator uses her spare time making check calls. She works from a list of selected heavy volume customers, the names of proper persons to approach being before her in each case. She averages 25 calls a day without interfering with regular work and follows an established procedure. She gets right to the point:

"Mr. Jones, I am speaking for the company. We just wanted to ask whether our service is satisfactory to you and whether we can do anything to improve it. We'll thank you for any suggestion you can make."

Of course, some surprising results are obtained both by mail and by phone. It was interesting to note that, in this southern plant, 87 per cent of the cards were returned adequately filled out, in a single mailing, among which were 6 per cent complaints, minor or major. In a dozen cases, customers were found to be in a frame of mind that would undoubtedly soon end business relationship. As eight of these were on a single route, there was small trouble in locating the cause for the poor service. The driver was fired. Evidence was unanimously against him.

The idea of forecasting customer trouble over service in advance of the customer registering his state of mind has many advantages which are obvious; once a customer has, by a few repetitions of bad service, called matters to the attention of the management, he is apt to be at about the quitting stage, about ready to switch his business elsewhere. To win back the patronage of a man in this state is costly and usually not fully successful; he always will be looking for more trouble and will thereafter be doubly on the watch for it.

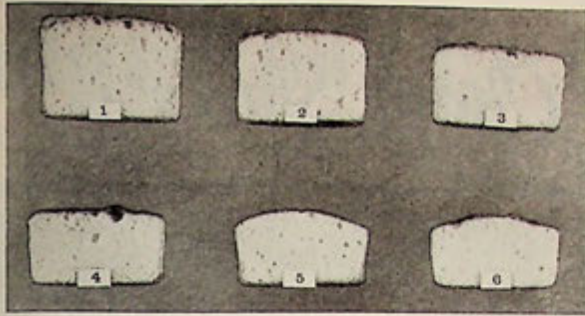
Furthermore, when the management shows sufficient interest in the welfare of the customer voluntarily to seek information and advice, the effect upon the customer is, in a general way, conducive to continued relationship.

Upon the receipt of either phone or mailing card reports on a given route, the route man for that route is shown the results. If his record is reasonably clean, he is complimented; if it is seen that there are complaints, he is told what they are, where they come from, and how to rectify conditions so they will not occur again.

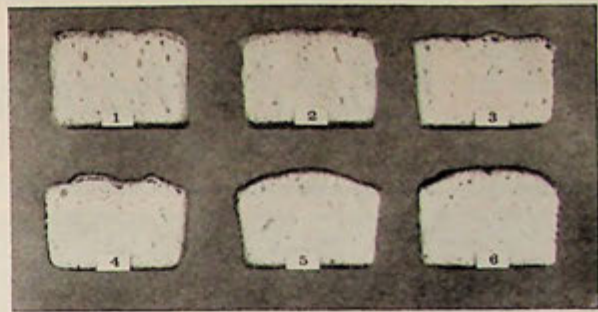
With this check constantly over his head, the route man is very apt to be right up on his toes to do his job the best he possibly can. And this is not one of the least benefits of the query system.

There are all kinds of customers, as every plant management knows, and some of them are not articulate—they merely quit and engage services elsewhere. Over these the plant has little control. Let us say, for instance, that a route man is off schedule several times in succession and thereby puts the customer to inconvenience. The man may be able to smooth things over himself. But that customer, in his own mind, is going to look for more trouble of a more serious kind and make too much of it when it occurs. By catching the minor troubles early, the management can usually deal with them before they become serious and threaten trade.

The early discovery of deficiencies in service becomes a major problem in management where the business must rely upon keeping customers already on the books. Nothing is more conducive to a low rate of customer turnover than some such system of checking up as that described in this article.



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, 6.26c; No. 5, 6.48c; No. 6, 6.66c.

This new procedure improves sponge-cakes

—gives them better eating qualities—
—keeps 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.
Flavor.....						
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						
Baking powder...		1 oz.	2 ozs.	3 ozs.	4 ozs.	5 ozs.
Flour	6 lbs.	8 lbs.	10 lbs.	12 lbs.	14 lbs.	16 lbs.
Approximate cost of mix per pound:						
	.13½	.12	.10½	.10	.09	.08½

*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



Most bakers...

and over 4,000,000 housewives...prefer CRISCO

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 discussion 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
- Pies
- Icings
- Cookies
- Danish Pastry
- Doughnuts

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 "Cut Yourself a Slice of Spare Time" 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-C Gwynne Bldg., Cincinnati, Ohio

The Embattled Chain Stores

By Walter D. Warrick

Vice President, the W. E. Long Co.

"Here once the embattled farmers stood,
And fired the shot heard 'round the world."

—From "The Concord Hymn,"
by Ralph Waldo Emerson.

JAMES HENDERSON, of Shreveport, La., believes that chain stores are injuring the community life of America and is nightly broadcasting a shot which is being heard "around the world." Mr. Henderson, as you know from listening to him, is the wealthy owner of the Henderson Steel Co., who operates a broadcasting station, KWKH, and comes on the air every night with a program seeking to show that the chain store is inimical to the best interests of American life. People in the larger cities have not been, according to reports, much swayed by his propaganda, but in certain communities he has succeeded in launching a wave of feeling against every organization bearing the name of a "chain."

A Wave of Feeling

Several other critics have taken up the cudgels against the chain store movement and are broadcasting from various local stations. Reports indicate that the volume of chain store business has been affected by the sentiment aroused in favor of purely local stores and businesses. Right now, feeling is running high in certain territories and we are daily receiving letters or telephone calls from bakers respecting the situation.

Because bakery operators are finding their business affected in some form or other by this movement, it might be timely to study the chain store situation in order that we might get a true perspective of Henderson's work in relationship to its value and future bearing upon the whole problem of distribution.

Our Standard Pattern

It is well to remember that we are living in an age of standardization and mass production. Everything surrounding us is standardized. Our whole life is built to a pattern. As Sinclair Lewis in his book "Main Street" has so aptly pointed out—"Every city and town in our country is like every other one. Always west of Pittsburgh, often east of it, you see the same coal yard, the same railroad station, the same Ford garage, the same creamery, the same kind of home. The shops show the same standardized nationally advertised wares; the newspapers have the same syndicated features, even though 3,000 miles apart. The boy in Arkansas displays just such a suit of clothes as the boy in Pennsylvania; both of them reiterate the same slang phrase from the same sporting phrases; and if one of them is in college and another a barber, no one may surmise which is which."

In fact, some people are wondering if the American economic system is not causing us to lose our individuality altogether. Everything is done on such a tremendous scale that the individual, whether in the factory or in college, becomes one of the mass, molded into the system surrounding him. This movement toward standardization has been developing for years and in all phases of life, even in our education and culture.

Chain Selling

In industry, standardization has gone forward to such a point that we no longer cater to the taste of individuals, but, through the power of advertising we seek to educate the people to use what we want to manufacture. Every year, industry makes fewer and fewer varieties or models. From 175 different kinds of automobile wheels, we have reduced the varieties to

4; from 66 different shapes of bricks, we have reduced them to 7, and so on the process goes. This simplification of units has opened a way for mass production, while the use of standardized machinery has made it possible to turn out these standardized items at low cost. But mass production requires mass selling, so what was more natural and necessary than to standardize methods of distribution. This standardization of distribution has gone much farther than most people suppose. You see it today in chain drug stores, chain cigar stores, chain filling stations, chain automobile sales rooms, chain variety stores, chain shoe stores, chain hotels, chain banks, chain flour mills, chain bakeries, chain department stores, and chain grocery stores.

The way was open for this standardization in the distribution of products because the American people have standardized their very mode of thinking and living, as I have pointed out. Thus the chain store has become a natural development of our economic and social system.

Henderson's Effort

Because the chain store is a development of our own mode of living, people might as well try to dam Niagara Falls as to set up barriers that would cause its disintegration. Chain distribution, in all its many forms, is here to stay, and we ought to face the fact. It is true they have probably grown too fast, their organization has gotten away from management in many cases, and evils have crept in. Mr. Henderson, of Shreveport, is now drawing these things to the attention of the public, and in many sections of the country people are responding to his appeals. All this publicity is having its effect upon the independent merchants and the manufacturers.

Uncle Jake Says —

"The world owes a living only to the
man who earns it, hence a lot of people
are getting head over heels in debt."

KVP "STAY PUT" SELF SEALING BREAD WRAPPERS

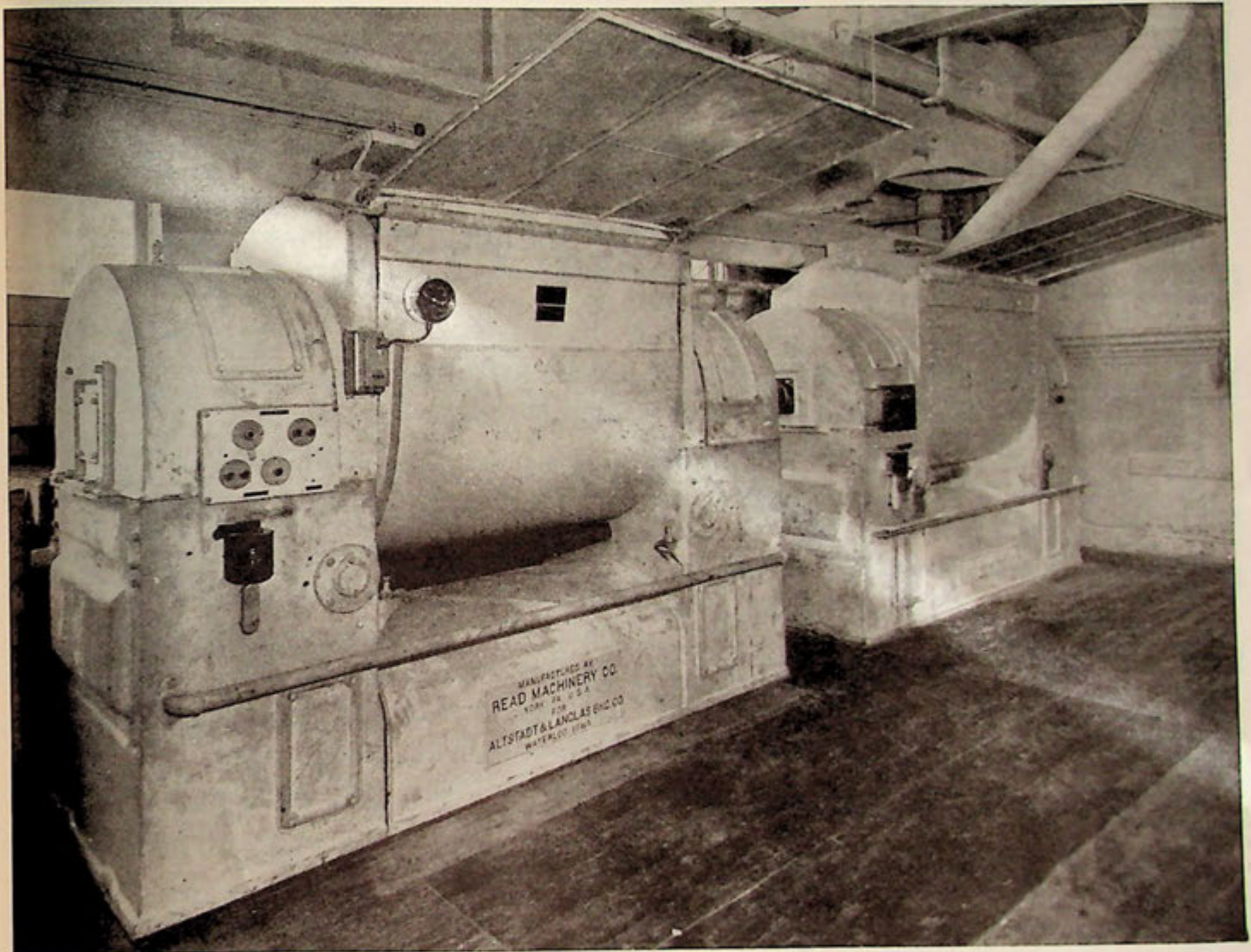
have that sealing quality that actually earns you money.

If by the quality of these wrappers and the service we give you, we do not earn the right to ask for your business, we have no right to expect it.

KALAMAZOO VEGETABLE PARCHMENT CO.
KALAMAZOO, MICHIGAN

Judge Read by the Users of Read

---a mixer for every shop



ALSTADT & LANGLAS BAKING CO., of Waterloo, Iowa, after operating one READ HIGH-SPEED MIXER for a number of years naturally bought another when an increased production schedule demanded it, proving once more that the only duplicate for READ performance is—another READ. Bakers everywhere are getting a better product and obviously a heavier demand through a mixing standard maintained by READ Equipment.

READ MACHINERY CO., YORK, PA.

QUESTIONS and ANSWERS

Conducted by A.F. Gerhard



Heavy Graham Bread

I have a certain trade that demands a heavy graham bread. Can you give me a formula in which I can use over half graham flour? I have tried several times, but my loaves fall flat when I put them in the oven. J. C. L., Texas.

Bread containing a high percentage of graham flour has a tendency to fall in the proof box or the oven unless it contains more salt than an ordinary formula. Proper development in the mixer is also important. The following formula is given in percentage, since you do not state the size of batch wanted:

First clear flour 25	Shortening 3
Graham flour 75	Salt 2.25
Yeast 2	Malt 1
Molasses 2	Granulated sugar 2
Dry skim milk 2	Water 65 (approximately)

Mix this dough well, preferably at high speed. The dough temperature should be 78 degrees Fahrenheit. Fermentation: first punch 2 to 2½ hours, second punch 45 minutes and to bench in 15 minutes.

The graham flour used may be fine or coarse ground. Fine ground will produce a little more volume than the coarse.

Dark Spots in Bread

Am mailing you a loaf of my bread for analysis. You will find it full of dark spots. Can you tell me what they are, and how I can eliminate them? R. W., South Dakota.

Upon examining your loaf I find a number of dark spots caused from leaky packing glands in the mixer. All dough mixers have packing glands where the shaft of the arms goes through the housing. The packing consists of fiber or hemp rope especially treated for this purpose. I suggest that you obtain a new set of packing from the manufacturers of the machine, and have a local machinist pack this into the glands.

From the appearance of your loaf the shaft seems to be quite rusty. It may be badly worn. When the old packing is removed you may find that it will be necessary to replace the shaft.

Install a Cost System

Can you give us some information on the accounting side of the business? We do a retail and wholesale business; manufacture a complete line of cakes in addition to bread. Some of our trucks cover routes in the country, and we do some shipping. N. C. M., Nebraska.

My advice to you is that you employ a local accountant to install for you a complete cost system. The extent of your business is such that it is hardly possible to cover everything in these columns. Some of the items on which an accurate account should be kept are as follows:

Cash Paid Out.—This can be divided into seven separate accounts, raw materials, packing and wrapping materials, bakeshop and sales wages, salaries to nonproducers, repairs and replacements, burden (fuel, light, power, rent, insurance, taxes and interest), new equipment.

Cash.—Received from retail stores, salesmen, charge accounts and goods sold in the bakeshop.

Charge Sales.—Accounts chargeable should be entered daily.

An important item is the depreciation of equipment. The amounts to charge off for this vary. A systematic method is set forth in the article "Who Pays the Bills?" in the December, 1929, issue of The Northwestern Miller and American Baker.

The sales department may be divided into the following accounts: repairs and maintenance of garage, repairs and maintenance of automobiles, garage wages,

tires and tubes, gasoline and oil, insurance on drivers, licenses, sundry delivery expenses, loss in stale goods. The above expenditures will be incurred in the city or truck sales.

Shipping Sales.—These include containers, cost of same, depreciation, maintenance, return express charges, prepaid express and parcel post, delivery and packing labor, advertising, sales developments, collection of bad accounts.

All items except materials must be prorated from a weekly cost sheet to determine the cost of the product.

I have enumerated some of the items that should be included in a cost system. However, to obtain a detailed report it will be necessary to have a good accountant install a system.

Potato Bread

Will you please print in your magazine a formula for potato bread? J. C. B., Michigan.

Potato bread made with potato flour (in percentage):

Hard wheat flour 90	Dry skim milk 3
Potato flour 10	Shortening 2.5
Water 60 (approximately)	Yeast 2
Granulated sugar 2.5	Yeast food .25
Salt 1.75	Malt 1

Mix this dough in the same way as any bread dough. Best results are obtained when the potato flour is dissolved in the water with the sugar, salt and milk. The dough temperature should be about 78 degrees. Fermentation: first punch one hour, second punch about 45 minutes, to bench or machine in 15 to 20 minutes.

Potato bread is made up and baked in pans or on the hearth. After proofing, a little flour should be sifted on top. The loaves, when baked, should have a homemade, dull finish.

Vienna Crescent

We are sending you a sample roll and would appreciate it if you will mail us a formula therefor. It seems to be made from ordinary bread dough, but with our dough we cannot get the nice appearance that this roll has. E. M., Maine.

The roll mailed by you is a Vienna crescent. It is made from a hard roll formula as follows:

Hard wheat flour 10½ lbs	Granulated sugar 5 oz
Soft wheat flour 4½ lbs	Malt ½ oz
Water 8½ lbs	Shortening 10 oz
Salt 4½ oz	Yeast 8 oz

Mix the dough at a temperature of 78 degrees. Fermentation as follows: first punch 60 minutes, to bench in 30 minutes.

Break the dough up into 2-oz rolls. Round them and let proof for 15 to 20 minutes. Then roll them out flat in one direction only, so that an oblong thin sheet of dough is obtained. Allow this to rest a few minutes, then roll up as for cinnamon rolls, applying considerable pressure in the center while the loose end is being pulled to a long point. When complete, the roll will be quite thick in the center and taper off to a point. The edge of the dough sheet forms even circles around the roll which, when baked, will break open evenly.

When the rolling is completed, wash with milk or water and sprinkle the top with poppy seed. Place on pans in the shape of a crescent. Give only a short proof, and bake in a medium hot oven.

Prepared Cake Flour

Can you enlighten me on the manufacture of prepared cake flour. I want to make up dry mixes for several kinds of common cakes. G. F. B., North Dakota.

The formulas for prepared cake flours are usually

A SERVICE FOR BAKERS

SOLUTION of bakeshop 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 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.

taken from regular standard cake mixes. A good cake recipe is selected, then recalculated on a dry solid basis. All of the dry ingredients are then thoroughly mixed. When using the prepared flour, enough moisture should be added to make a batter of the proper consistency.

It must be remembered that formulas containing large quantities of shortening or eggs cannot successfully be reduced to a dry basis. When large amounts of shortening are used the mix becomes oily and produces a heavy cake, while eggs cannot be beaten up lightly when mixed with flour and shortening. About the only product that is made successfully from prepared flour is doughnuts, as they require only very small amounts of shortening and eggs.

The ingredients used in prepared cake flours are sugar, salt, dry eggs, dry milk, regular shortening, flavors, spices, baking powder and flour.

Yellow Layer Cake

Can you furnish me with a recipe for a good homemade yellow layer cake? Would also like a good one for a homemade boiled icing. J. H. P., Kansas.

The following cake and icing formulas make excellent homemade products:

YELLOW LAYER CAKE

3 lbs granulated sugar	3 oz baking powder
1½ lbs butter	4½ lbs soft wheat flour
1 qt eggs	1 oz lemon extract
1 qt milk	

Cream 2 lbs of the sugar with the butter until light. Beat 1 lb of the sugar with the eggs until firm. Add the beaten eggs to the creamed sugar and butter. Add also a small quantity of flour, then the milk. Lastly mix in the remaining flour and baking powder, which should first be sifted together. Bake in greased and flour dusted layer cake pans at about 375 degrees. After baking, turn over on dry, clean cloths.

These cakes can be made with the regular sugar and butter batter method by creaming all of the eggs into the former. However, with the above described method a much lighter cake is obtained.

BOILED ICING

Part 1:
2½ lbs egg whites 30 oz granulated sugar
Beat the egg whites and add the sugar slowly while beating.

Part 2:
5 lbs granulated sugar 1 lb water
Boil the sugar and water, then add to part 1 slowly.

Part 3:
5 lbs powdered sugar 25 oz glucose
Add the glucose slowly to part 1. Lastly the powdered sugar, also in small portions. Beat the whole until smooth. Flavor as desired.

It is not necessary to use this icing while hot. If it stands too long, so that it sets, it should be beaten well before using.

English Wedding Cake

I want to display an English wedding cake in my window. Will you kindly tell me the proportions of a cake like this? Can it be made on cardboard? I only want to use it for a show piece. W. G. J., Pennsylvania.

I presume that you wish to make a three-tier cake of the English type. The tiers can be made up of cardboard. When covered with royal icing they will make an ideal body to work on, and can be made up very attractively.

First, cut a strong, round cardboard plate, diameter 17½ inches, for the base of the cake. On top of this place a cardboard dummy, diameter 12½ inches and 4½ inches high. Place six wooden posts on top of this, slightly moved in from the edge of the dummy (about 1 inch). These posts should be 4½ inches high and of ¾-inch diameter. The best way to fasten the posts is to nail them to the top of the dummy before fastening it down.

The second tier has a bottom plate of 11½ inches, a cake dummy of 9-inch diameter and 4 inches high. Posts of the same thickness, but only 4 inches high. This tier is prepared the same as the bottom one.

For the third tier use a bottom plate with a diameter of 8½ inches. Place a dummy of 7-inch diameter and 3½ inches high on top of this. The last tier should not have the wooden posts.

Ice each tier separately with royal icing. When dry, decorate with neat scroll and flower designs, using a plain white royal icing. When completed, place the tiers on top of one another. To hide the paper

(Continued on page 1052.)

RIPPED PAGES

“What I’ve been WANTING for twenty years”

A west coast baker was asked his opinion of unbleached flour and Wytase.

He said, “For twenty years I have been telling the public how much better my bread is than the other fellow’s. The fact has been that two loaves in my market were just as good as mine. Only an expert could tell any difference.

“But when I got this new com-

bination—these things changed. I told people they could taste, see, smell and feel the difference, and I proved it. Unbleached flour and Wytase backed me up. It’s what I’ve been wanting for twenty years.”

This profitable combination will help you produce a decidedly better bread.

Ask for a demonstration in your shop by writing us now.

J. R. SHORT MILLING CO.

3739 WALL STREET

CHICAGO, ILL.

Wytase

Questions and Answers

(Continued from page 1050.)

bottoms between each tier a border of draping scroll should be piped around each of the upper tiers.

On top of the last tier place a wedding cake ornament. If you prefer to make your own centerpiece, cut a strong cardboard into an arch about 7 inches high and 3 inches wide. Place this in the center and cover with royal icing. Then cover the whole with small white flowers. A bell, made from royal icing, should be hung in the center of the arch.

The icing used for this purpose can be made from the following formula:

ROYAL ICING

1 qt egg whites 2 oz cream of tartar
10 lbs powdered sugar

Place all ingredients in a kettle and beat until the icing stands up firmly. When completed, cover immediately with a damp cloth, because it dries readily.

To Keep Cookies Soft

We have trouble with our cookies getting hard and dry after they are a few days old. What can you suggest to produce a cookie that will remain soft and retain its freshness?

We would also appreciate it if you could suggest two or three good items that we could make in addition to our cookies, such as macaroons or doughnuts. Can you give us formulas for these that could be used on a wholesale basis?

D. C. C., South Carolina.

In order to overcome the drying of cookies, I suggest that you incorporate some invert sugar or honey in your mixes. Cookies become hard and dry from moisture evaporation. Whenever the humidity in the air is low the evaporation will be greater. During the winter months the humidity is quite low, while in the summer time it sometimes is so high that the cookies become soft.

Invert sugar has moisture absorbing and retaining qualities. The amount to use depends on the rate of evaporation, kind of cooky and other ingredients used. If a sugary cooky is made, similar to macaroons, less invert should be used. When ground raisins, molasses or honey are used, the sugar should be reduced, as the last three mentioned ingredients contain a certain amount thereof.

No definite rule can be set up on the amounts of invert sugar to use. From 10 to 50 per cent of the sugar content of a formula may be replaced with invert, depending entirely on local weather conditions.

Invert sugar can be made in your own plant, but

in order to manufacture a properly inverted sugar and one of uniform consistency it is necessary to use special equipment and special care in the manufacture. A formula and method for making it is given in my article, "Moisture Absorption and Retention of Cakes," in the November, 1928, issue of The Northwestern Miller and American Baker. If you do not have the equipment for making invert sugar, I advise that you purchase it from your bakers' supply house or use honey.

Macaroons, doughnuts and cup cakes are good items to market with cookies. The formulas presented here are profitable ones for wholesale business:

ALMOND MACAROONS

15 lbs almond paste 10½ lbs granulated sugar
2 lbs powdered sugar 3 oz vanilla extract
3 qts egg whites (approximately)

Break up the almond paste with the egg whites. Do not add too many eggs at a time, nor work the mix too much in the beginning, or the paste will become oily.

When about three fourths of the egg whites have been creamed in, add the granulated sugar in small portions, creaming well after each portion is added. Lastly, cream in the powdered sugar in about four portions. If the mixture is too stiff, more egg whites may be added.

Drop out on paper lined pans and bake at 325 degrees. When cool, turn them over and wash the bottom of the paper with warm water. After a few minutes the macaroons can be removed.

COCONUT MACAROONS

12 lbs macaroon coconut 4 oz vanilla extract
15 lbs granulated sugar 1 oz salt
3 qts egg whites

Place all ingredients in a clean kettle. Allow to come slowly to a boil while stirring. Keep on the fire until all the coconut takes on a glossy, transparent appearance.

Drop out on greased and flour dusted pans, and bake at 330 degrees.

MACHINE CUT DOUGHNUTS

8 lbs granulated sugar 25 lbs soft wheat flour
1 qt egg yolks 1 lb baking powder
1 qt whole eggs 6 oz mace
1½ lbs shortening 2 oz lemon extract
9 qts milk 4 oz salt

Cream the sugar and shortening until light. Add the eggs in small portions, beating well after each portion is added. Mix in a small part of the flour. Next add the milk, and lastly the flour and baking powder well sifted together, being careful not to mix too long. Drop by machine into fat at about 380

degrees. The bowl containing the dough should be placed on ice to keep it cool.

PLAIN CUP-CAKE

4 lbs granulated sugar 9 lbs soft wheat flour
1 lbs shortening 6 oz baking powder
1½ qts eggs 1½ oz salt
1½ qts milk 2 oz lemon extract

Cream the sugar and shortening until light. Add the eggs gradually. Add a small part of the flour, then the milk. Lastly mix in the flour and baking powder sifted together. Drop out in greased cup cake pans. Bake at 400 degrees. When cool, ice with any good stock icing.

COCOA SPICE CUP-CAKE

6 lbs granulated sugar 4 qts water
4 lbs shortening 10 lbs soft wheat flour
2 oz salt 2 lbs cocoa
1 qt eggs 8 oz cinnamon
2 qts molasses 3 lbs good cake crumbs
5 oz soda

Mix this the same as plain cup cakes. Dissolve the soda in the water, and sift the cocoa and spices with the flour. Baking temperature is 375 degrees.

To Secure Brown Crust

Under separate cover I am sending you two loaves of bread. My customers demand a brown crust. How can I get this on the bread I am making? My formula is:

SPONGE

60 qts water 5 lbs yeast
9 lbs lard 200 lbs flour
1 lb Arkady

Mix, eight to ten minutes. Temperature, 79 to 80 degrees Fahrenheit. Fermentation, three hours.

DOUGH

30 qts water 9 lbs powdered milk
7½ lbs granulated sugar 4 lbs malt
5 lbs 10 oz salt 170 lbs flour

Mix, 10 to 15 minutes. Temperature, 80 to 82 degrees. Fermentation, 15 to 25 minutes. Run through the brake 20 times or more, according to age of dough.

W. B. C., Colorado.

Have examined your loaf and formula, and suggest the following changes: Increase the sugar to 14 lbs and the salt to 7. Use a little more water to get a softer dough. The sponge temperature should be kept below 78 degrees.

If you maintain the same fermentation period the resulting dough will be younger. Less braking will be required for this dough, which should not only improve the color but also the taste.

The interior of the loaf was very good, with the exception of a few large holes, caused by too much braking.



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SALES BRANCH DISTRIBUTION

Branches located in many sections of the country provide a reliable delivery and distribution system that assures fresh yeast at all times and under all conditions.

Red Star Yeast is uniform—consistently strong and sturdy—and has won the favor of thousands of successful bakers. You, too, can profit by its use. Write or phone our nearest branch for particulars.

Learn of our many services. You'll note a spirit of good will and appreciate the benefits we offer. One of these is the Educational Bakery Bulletin Service mailed monthly to over 35,000 readers. It's yours for the asking, whether a customer or not. The March Bulletin gives a thorough discussion of "Proofing and Baking."

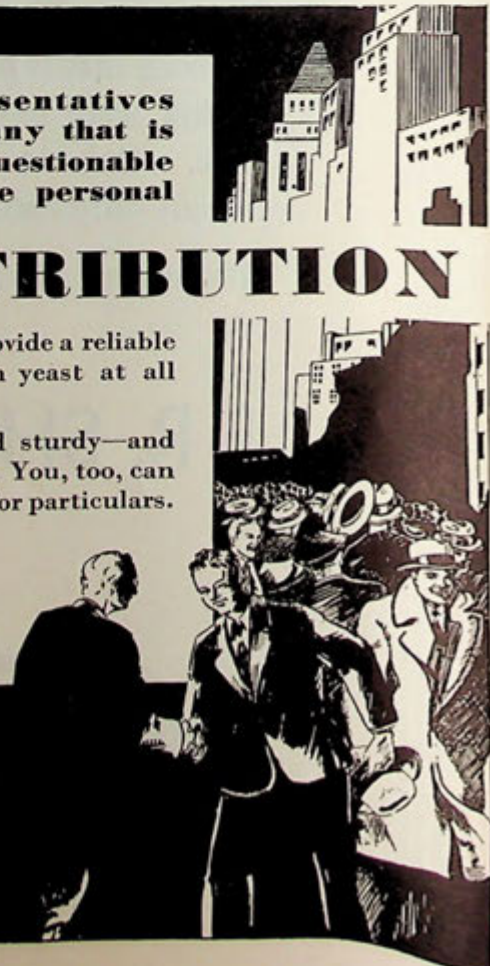
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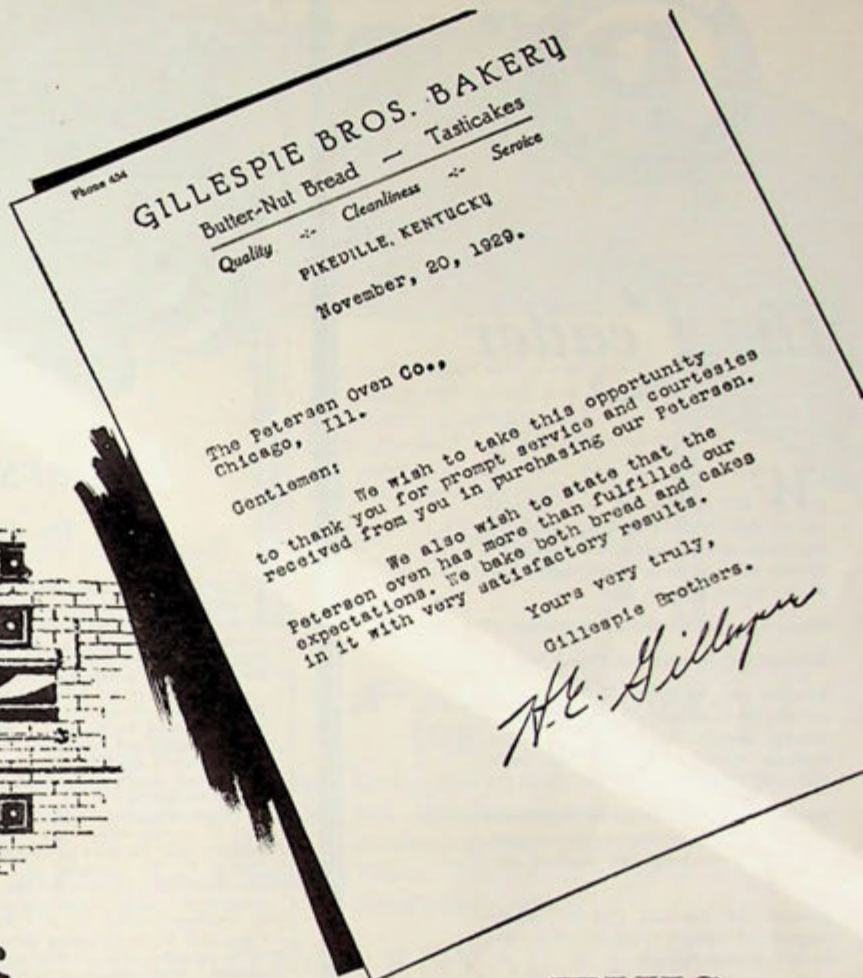
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Quality — Cleanliness — Service
PIKEDILLE, KENTUCKY
November, 20, 1929.

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Chicago, Ill.
Gentlemen:

We wish to take this opportunity
to thank you for prompt service and courtesies
received from you in purchasing our Petersen.
We also wish to state that the
Petersen oven has more than fulfilled our
expectations. We bake both bread and cakes
in it with very satisfactory results.

Yours very truly,
Gillespie Brothers.

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THIS BAKERY IS GETTING THEM!

When a baker puts his money into dough, and his time into preparing it for baking he wants the oven to do its share and deliver perfect results. Petersen Peel Ovens do! That is why they lead the Peel Oven field in popularity and results.

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The Leader

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

There is no secret about the answer.

Because OP. is a perfect Cereal Food.

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

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

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

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

Soluble protein is the carrier of Diastase.

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

Our OP. is and will remain Diastase.

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

Malt-Diastase Company

Wyckoff Ave. and Decatur St., BROOKLYN, N. Y.
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Chicago Office (C. S. Jacobson, Manager)
Room 211, Engineering Building, 205 Wacker Drive

Warehouses: Chicago, Philadelphia, Atlanta, Dallas,
Cleveland, Kansas City, St. Paul

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



Looking Down on a Model of an Early Egyptian Brewery and Bakery
(Courtesy Metropolitan Museum of Art, New York City)

Bakers in Paradise

By Lillian M. Barnes

IT is granted at the outset that archaeological expeditions are not matters to be taken lightly. Indeed, most people in the baking or allied industries prefer to leave them alone rather than take them anyway. Ours are not the types to whom the discovery of a dinosaur's egg is a delirious moment, nor do years of digging in sand and rock represent to us a gay and happy existence. A flour sifter for a spade or a Marmox for a mule are decidedly preferable.

However, as we believe has been said, each to his taste, and of course there is always the chance that, having discovered a nice, well-behaved ichthyosaur, one may be invited to the sort of party where the guests listen spellbound to the story of its finding and burst into a round of applause on its conclusion. Personally, we are never asked to such gatherings, and at ours every one tries to talk at once, unless the story is a new one heard at the latest stag, which usually holds the guests entranced.

Fortunately for the history of the world, in many men an enthusiasm for the past is overpowering. To such goes the credit for discovering in tombs from Sakkara and El Kab a number of wall reliefs showing the farm problems of 2600 B. C. The methods used to reap, thresh, winnow, etc., seem very primitive and deserving of a McNary-Haugen or some other bill for relief. The reaper pictured uses a sickle to cut the high grain, while a companion binds it into sheaves, an overseer looking on in a heavy thinking part. Donkeys carry the grain in a big pack to the threshing floor, where the sheaves are spread out and the animals tread out the grain, after which the stalks are collected with a pitchfork and stacked. The winnowing is done by women who lift the grain high with a pair of scoops held edge to edge, and these, when separated, allow the grain to fall, while the chaff is carried aside by the wind.

A scientist who has unearthed other treasures of particular interest to the baking industry is Norman de Garis Davies, investigator in charge of the excavating at Thebes, under the auspices of the Metropolitan Museum of Art. His discoveries among the crags and cliffs of Egypt show how a model bakery and granary of 2000 B. C. were run, and give a graphic picture of the life and times before Tutankhamen. They were found in the tomb of a leading citizen of the eleventh dynasty, a chancellor and steward of the royal palace, named Mehenkwtre. The choicest site in the necropolis is his, a location weirdly impressive, on the side of a steep mountain spur. However, the spot proved sufficiently accessible for vandals to enter, as when the scientists uncovered the buildings in 1920 they found that portico, corridors, even the hidden burial chamber, had all been pillaged, and only forgotten chips of the cypress coffin, gilded inside and out, gave testimony to the splendor that had existed.

Keenly disappointed at the meager results after weeks of digging, the party finally decided to work but one more week on this site. Here the tale begins to read like a magazine advertisement. That evening a most startling sight was unearthed, a small, untouched chamber, crammed with tiny statuettes of men and animals, models of boats, buildings, etc. Everlasting thanks are due the scientists for their care in photographing the chamber and its contents, recording every fact of the findings, since the fresh air, entering a room that had been hermetically sealed for 4,000 years, resulted in several crashes of stone.

At first it seemed as if it might be a small burial chamber for a relative of the great man. Then the contents showed it to be a secret room such as was built only for the wealthy, containing small models of the activities and ministrations of the servants, busy at their daily tasks, the idea being to duplicate the life of ease of this world in the next. Thus the spirits of the little model workmen and the spirits of the food they prepared would eternally supply the spirit of the dead master, contained in the statuette of him presiding over several of the operations. A rather fascinating idea, and opening delightful vistas of thought when one pictures a single set of Elysian Fields for many ages, and contrasts the activities of today's factories with the hand prepared products of olden times.

According to the models, Mehenkwtre's days in Paradise would lack little. There were model gardens to delight his soul, pleasure boats to idle in, traveling boats for far journeys—four feet long actually, but representing 30 or 40 footers. Accompanying one of these was a kitchen tender that might be the ancestor of our Pullman diners. At meal time only, this boat moored alongside the pleasure craft which Mehenkwtre sits at ease, gracefully sniffing a lotus bud. He is not blind, so we know it is not a perfume or cigarette test. Thus the preparing and cooking of food, being performed at a distance, do not disturb his delicate sensibilities. On board the kitchen boat the women are shown grinding the flour; one man offers an interesting suggestion for bakery efficiency by standing in the

(Continued on page 1056.)



YOUR MONEY BACK
IF - - -
you're not satisfied...

"Try any one, or all, of our cake and pastry brands—if you don't get improved results tell us. We'll take back any unused flour and return every cent you've paid for your entire order."

Robert Henkel
President, Commercial Milling Co.

MILLED entirely from selected Michigan Soft Wheats—(Hard wheats are never blended with them).

VELVET

This soft, white flour for the finest white cake and Angel Food. The cost per cake is little more than that of cheaper brands.

**FLAKY CRUST
PIE FLOUR**

Extra rich in starch—economical because it requires less shortening than heavier Hard Wheat Brands to produce a tender, flaky crust.

SEAL of PURITY

An all-round high-grade cake flour. Especially recommended for Sponge and Yellow Cakes. May be used for pie-crust, too.

ROYAL STAR

Our least expensive grade—but you can't buy better flour for fried cakes, cookies and spice cakes. You get the same grade every time you buy.

Whether your order's big or small—this guarantee stands. Your money's waiting for you if you're not absolutely satisfied. Write for special combination offer.



Cake and Pastry Flour

"Made Good" since 1855

COMMERCIAL MILLING CO.

Detroit - Cleveland - Pittsburgh

Ballantine's Malt Syrup

PURITY STRENGTH



FLAVOR

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

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

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

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

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

P. BALLANTINE & SONS

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

Newark, N. J.



Detail of an Egyptian Bakery, About 2000 B. C.
(Courtesy Metropolitan Museum of Art, New York City)

Bakers in Paradise

(Continued from page 1054.)

dough vat and kneading with his feet, while he rolls loaves with his hands; others are baking in the big oven on deck.

Apparently even without store window placards, the ancient Egyptian realized that bread was his best food, for Mehenkwtetre took great pains to see that it would be available in his after life. The granary is carefully modeled. In the courtyard sit the clerks, papyrus rolls and tablets replacing present day record sheets, keeping the accounts, while two measure the wheat and load it into sacks for others to carry up the stairs and dump into the three large bins. On the floor of them the ancient grain is still in place, looking rather like No. 2 red that is decidedly shopworn. At the door is the human time clock, a boss with staff in hand watching all comings and goings.

Next were the bakery and brewery, combined in one building, a location from which we refuse to deduce anything with regard to modern home brew. Here, although the contrast between Mehenkwtetre's bakery and a modern model one is rather startling, one sees that the same general scheme is followed. The men crack the grain with pestles, the women grind it into flour. Bread is shaped into Vienna style loaves, and at another table a man prepares to compete with the housewife by shaping fancy cakes. There are several ovens into which some loaves have already been put with a long peel.

All in all, the little models, with their bright colors, careful carvings and minute detail, bring before us, as no printed word could, the ancient lineage of the miller and baker. Four thousand years ago a ruler thought them important enough to carry with him into Paradise, and immortalized in wood, they now bear mute testimony to the vital place the industry has held in daily life down through the ages. In the face of such ancestry, a D. A. R. seems a rank upstart, and even the pedigrees of kings shrink to a comparatively few generations. Truly a heritage to live up to, and after hearing of this ancient lore, many a baker may cherish the comforting thought that at least one race couldn't go to Heaven without him, and if he cannot get in on his own merits, his craft may yet sneak him through the pearly gates.

A CONTINENTAL TRAINING SCHOOL FOR SALESMEN



PARALLELING the practice in vogue in many of the largest universities in the country, the Continental Baking Co. recently has been conducting a course in modern merchandising for all of the salesmen on its San Francisco staff. The aim is to impress upon the individual salesman the importance of executing the company's interpretation of the word "service," which is based upon a study of the buying habits of consumers. "The company," states one of its officials, "is in constant contact with thousands of grocers in all parts of the country. Thus we accumulate a fund of new merchandising trends which enables us to act as a clearing house for the exchange of these ideas, and each of our salesmen is trained to pass the benefits of this information along to the grocers of his territory. We realize that the grocer himself is our point of contact with the public and our men are trained to help him please his customers."

An Oregon Baker Captures the Cake Trade

By E. G. Peterson

THE majority of bakers will agree with the statement of E. F. Davidson, president of the Davidson Baking Co., Portland, Oregon, that "the cake industry is now just where the bread industry was 25 years ago. Women bake 80 per cent of their cakes because they can't buy cakes that are as good. They don't want to—they would rather have the time to play golf."

That is, women must be educated to buy their cakes instead of spending time and labor making them, just as the baker finally educated the modern woman to buy bread instead of making it. But before there can be any "educating" to bring in these potential customers, the product put out must compare favorably in all ways with the best homemade cakes. And that is where the average baker has fallen down.

Realizing this, Mr. Davidson began to analyze the reasons why women don't like bakers' cakes, and was forced to admit that an indefinable something set aside the homemade cake from the commercial product. The texture of the latter was drier, not so moist and fluffy; often eggs were scant, or substitutes used; the flavoring was not distinctive (essences were used instead of real flavorings); they crumbed away in cutting, thus wasting a good deal; and somehow, they looked like "bakers' cakes!"

What could be done to remedy the situation? The place in which the cakes were prepared must be immaculate; the machinery of the most modern type; the workers skillful; the ingredients equal to those used in the best homes; the recipes the finest obtainable.

Immaculate and Comfortable

With these points in mind, the cake department of the Davidson bakery was installed, 7,500 square feet of space being set aside on the second floor, entirely separated from the bread department on the same floor. Big windows admit the maximum of light and air. Knowing that appearance is very important to women, and the modern home kitchen is a cheery, colorful place, a polished maple floor was laid, and a lovely shade of blue-green used for walls and woodwork. The gleaming beaters and mixers added a decorative touch, apart from their practical efficiency. All employees wear white uniforms, and just off the department there are rest rooms for both men and women, with showers, and luncheon facilities.

Then the equipment was put in—the best that money could buy. In the scaling room a Read flour sifting machine sifts all flour before it is weighed; a Fairbanks springless scale is used for heavy weighing, and Smith's Exact Weight scales for the lighter.

All ingredients except the flour are kept in the refrigerating room, which is equipped with a York self-contained refrigeration unit.

A Hobart machine slices the raisins and grinds the nuts, and there are two Read cake mixers for thoroughly mixing the ingredients. A Kotten depositor is utilized for cup cakes, and a Hamilton steam cooker is part of the equipment. The cakes are baked in a Fish rotary oven, fired with a Hydro oil burner. After removal from the oven, they are set on cooling racks before being frosted.

So much for sanitation, appearance and equipment. The next thing was ingredients equal in quality to those used by the best home bakers. So creamery butter, Crisco, fine pastry flour, cane sugar, real flavors, Vermont maple sirup and the highest quality nuts were purchased. The basic idea was "the real thing, not substitutes."

Finding the Right Recipes

One of the first recipes used was a favorite one of Mr. Davidson's mother, for a yellow layer cake. That proved

very popular, and so the idea suggested itself to Mr. Davidson of getting recipes of other good cooks.

A local paper had just held a cooking school in which hundreds of home bakers from Portland and vicinity competed for the many prizes offered. Mr. Davidson accordingly procured the angel cake recipe used by the first prize win-

ner in that class, and also the one for the prize coconut layer cake. The two women came to the cake department, and showed the employees exactly how they mixed, flavored, baked, and iced their cakes. That is, they "gave away their secrets." This will be an annual feature of the Davidson cake department, getting the prize recipes of this cooking

school. The management is also constantly on the alert to find other unusual cake recipes.

The cake department was opened in September, 1929, and was sold to the public through posters issued to dealers, newspaper advertising, and by talks over the radio. As a further method of interesting women and proving to them

IDEAS

with cash value

HARDLY a day passes that some baker does not get an idea from the Long Company that returns him sometimes hundreds but more often thousands of dollars.

These ideas are not all our own. They are usually based on the experiences of our many clients.

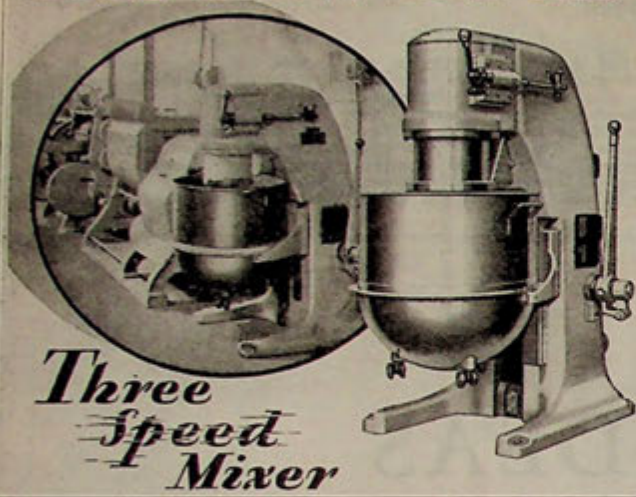
Most of these ideas have been tested and proved. All are based on sound practical experience. Each one has a definite cash value.

It is very possible we have an idea you could profitably use. Why don't you write us and find out?

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



The New DAY



*Three
Speed
Mixer*

Cake batters and cake sponges, having finer texture and greater volume, are mixed with the New Day in half the time required by the ordinary machine. Bread and bun doughs are mixed in the same time as required on a high speed mixer.

It embodies the most modern engineering principles and the highest quality of construction. The motor, the silent chain drive,

and all running parts are totally enclosed inside the rigid one piece, cast iron frame. The bowl is easily rolled into position and the operator is never required to lift it or from the mixer. A quick acting lever and crown gear enables the operator to lock the bowl to arm and to raise and lower it to any desired position.

A single lever controls all three speeds. Write for descriptive circular NM-3.

DAY THE J. H. DAY CO.
Factories and Principal Office
CINCINNATI, OHIO.



AL STILLMAKER, Supt.

Bakery Art School (formerly Carney-Stillmaker School of Baking) offers you a chance to make real money.

School trained men who know baking are always in demand.

Why be just a bakery worker? Lift yourself out of this class by taking a course at the Bakery Art School. Hundreds of men who have studied here are now making real money because they know baking and decorating. They would still be just bakery workers earning \$25.00 or \$30.00 per week if they had not received expert instructions. They are now making \$50.00 to \$100.00 and they are sure of their positions.

It will cost you nothing to investigate and if you take a course you will profit greatly for years to come. Write today for details, tuition, dates, etc.

BAKERY ART SCHOOL

537 South Dearborn Street Chicago, Illinois
(10th Floor of the Terminals Building)

BAKERY ART SCHOOL,
537 South Dearborn Street, Chicago

In accordance with your advertisement in *The Northwestern Miller and American Baker*, kindly send me full information pertaining to your baking and decorating course.

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



Davidson's Cake Shop, Portland, Oregon, is equipped with a Fish rotary oven, a Read cake mixer and flour sifter, a Koltzen cake depositor and a 15x30 ft ice box.

that Davidson's was now producing cakes with "the real homemade flavor," nine women who had been prize winners in the cake baking at the cooking school mentioned, were asked to inspect the new department and give their opinion on the quality of the cakes baked there.

They accepted the invitation, and were taken through the plant, allowed to sample the cakes, and asked to make suggestions as to possible improvement. One suggested a fleck of cream of tartar in an icing, another a dash of vanilla in the chocolate cake. Then they wrote and signed a statement to the effect that they had found the same high quality of ingredients in the Davidson cakes that they used in their own baking, and that the surroundings were as clean and modern as their own kitchens. This, together with a group photo of the women, has been utilized in the advertising, and undoubtedly influenced many women to purchase Davidson cakes.

QUALITY AND ATTRACTIVENESS

This new department of the bakery has gone over big with the buying public. It likes the high quality and attractive appearance of the cakes, and also approves of the fact that all cakes, even the cup cakes, are baked square, thus cutting to good advantage.

At present, they bake five varieties of layer cakes, three of bars, three of lunch layers, and five of cup cakes. Some cookies also are baked, but this line is not extensive.

Davidson's bakes a special midweek cake, on sale at the stores Tuesday and Wednesday for afternoon teas, bridge parties and evening affairs, retailing at 49c. This is not a layer cake, and the kind is different each week. The weekend special, sold Friday and Saturday, is a two-layer cake, selling for 59c, and is of somewhat finer quality than the midweek special.

There are now 24 employees in the cake department, with five salesmen, and ten routes out of the bakery. Special

good-looking cake trucks are provided, the lower half being painted California orange, the upper half lemon yellow, with a green band between, and a cream top and wheels. No cake is carried on the bread trucks, except on the rural routes. The cakes have grown so popular that they are shipped regularly to Roseburg, Eugene, and other towns of Oregon, and to as distant points as Walla Walla, Wash.

Community Oven Service in Philadelphia

By Leo I. Mooney

BAKERS of Philadelphia have long followed the practice of roasting their customers' chickens and turkeys on Thanksgiving, Christmas and New Year's Day. This, to the busy housewife, is a great help, for she simply has the chicken or turkey delivered to the baker and is relieved of all concern over how it will turn out for dinner; for an expert baker always delivers the fowl done to the required turn.

This has been going on in Philadelphia for many years, with satisfaction to the housewife and profit to the bakers. They usually charge 25c for the roasting; and since their ovens are in use constantly around these set periods, the extra money is easily earned. They do not confine this service to their regular customers in the baking line, but will do it for any one desirous of having a fine, browned fowl for dinner. It is estimated that a popular neighborhood baker will receive and deliver half a hundred or more turkeys for ready eating the day before any of the three big holidays mentioned. Many do much better than that. Fifty means an extra \$12.50 a day.

These bakers do not, of course, confine their roasting sideline to the three holidays referred to, but accept meat for roasting at all seasons of the year.



Fleet of Trucks Operated by Davidson's Cake Shop, Portland, Oregon

Bleaching of Flour Has Passed Its Zenith—The Demand Is for True Wheat Flavor and Color. Critical Selection and Scientific Blending of No. 1 Northern Varieties Meet These Requirements.

King Arthur Special

FLOUR

goes into the dough with its gluten unimpaired, healthy and elastic. Over-run your time on the high speed mixer, and no harm results. Take the dough late to the dividers without any anxiety. The ordinary production emergencies carry no severe penalties. And you can hold this flour in storage for months without fear that you will suddenly find an over-matured, "dead" flour on your hands. Maturing proceeds slowly, normally as nature intended. And, oh! the difference in flavor.

KING ARTHUR SPECIAL flour gained recognition as a quality product, and especial care is taken to maintain its high standard—it's never bleached—the pure wheat flour flavor is apparent in every loaf.

Brokers are meeting with good results in placing King Arthur Special flour with their patrons. The slogan, "Nature ripened, never bleached," tells the story.

SANDS, TAYLOR & WOOD CO.

28 Fitchburg St., Somerville Station, Boston, Mass. New York Office, 787 First Ave.

We offer two brands for bakers' needs, EXCALIBUR HI-GLUTEN, a fancy patent, and our clear flour SIR KAY. Either brand can be ordered bleached or unbleached.

Write for "Flour Facts...The Truth About Bleaching." Created a considerable stir in the industry. Sent on request.



Hot Cross Buns Strike the Happy Medium

Rich enough to insure a deep, lively color, soft texture and delicious flavor. Lean enough to make a light bun, that will not satisfy the appetite too quickly.

These are the points that expert bakers look for in Hot Cross Buns. It is the happy medium that persuades the consumer to take two at a single meal instead of one, and to buy them oftener. Bakers who follow this rule find little difficulty in getting volume sales throughout the Lenten Season.

If you are not entirely satisfied with past sales, try this formula. It has proved to be a successful sales builder in many bakeries.

FORMULA

- | | | |
|---------------------|-----------------------------|----------------------------|
| Flour, 25 lbs | Butter, 2 lbs | Juice and rind of 2 lemons |
| Water, 7 qts | Other shortening, 1½ lbs | Vanilla, 2 oz |
| Dried milk, 20 oz | Egg yolks, 1 qt | Midjet raisins, 5 lbs |
| Salt, 6 oz | Yeast, 8 to 10 oz | Currants, 5 lbs |
| Cerelose, 3½ lbs | Mace, 1 oz | Citron, 2 lbs |
| Chopped nuts, 3 lbs | Crystallized oranges, 2 lbs | |

METHOD

Put the Cerelose, shortening, salt, dried milk, mace, juice and rind of the lemons and the flavor into a mixing bowl and stir briskly until the mixture becomes light. Then gradually incorporate the egg yolks. Dissolve the yeast in about two quarts of water. Put the balance of the water into the creamed mass and stir to break it up. Add the flour, begin mixing and then add the yeast. After these materials have become nearly incorporated, add the fruit and chopped nuts and mix until smooth.

FERMENTATION

- 1st rising, 2 hours 2nd rising, 1 hour 3rd rising, 15 minutes

Round the dough, allow to rest about 15 to 20 minutes, flatten and then divide. Round the pieces, put them onto sheet pans, allow them to rise to about two-thirds of their required volume and then make incisions with a sharp knife so as to represent a cross. The buns may be washed with a mixture of 6 lbs of Cerelose and one quart of water after baking. This produces a very nice glaze. After washing, they may be dusted with XXXX sugar or a cross may be made by following the cut of the buns with the following paste:

ICING FORMULA

- XXXX Sugar, 4 lbs Almond paste, 1 lb Egg whites, ½ lb

METHOD

Put the sugar and almond paste into a mixing bowl and rub until a thorough blend is obtained. Then slowly introduce the egg whites while the mixture is being stirred. If necessary add additional hot water or hot milk. Put this filling into a plain canvas sack containing a small tube and decorate the buns.

To be sure of securing best results, use CERELOSE. It gives the same delicious flavor as other sugar, and a definite improvement in grain, texture, volume. And it permits an important saving in production costs.

CORN PRODUCTS REFINING COMPANY, 17 Battery Place, New York

CERELOSE

A PURE WHITE SUGAR FROM CORN

Just a Thought

It Takes More Than High Priced Ingredients to Make Good Bread.

Correct fermentation and properly developed gluten are prime essentials.

MATURO conditions the gluten and yields bread that has a thin and tender crust, a crumb that isn't crumbly and that keeps its initial freshness for a longer time.

MORE BREAD.....BETTER BREAD

Write for descriptive booklet and sample.

AMERICAN BAKERY MATERIALS CO.
 MENOMONIE WISCONSIN

Meeting Chain Store Competition

By Wayne G. Martin, Jr.

NO industry is stronger than the methods it employs in meeting and overcoming harmful and questionable competition. Commercial baking is confronted with the competition of chain grocery systems, which is harmful, and with other practices the ethics of which are at least questionable. One of the foremost problems in the industry today, judging from the amount of attention given to it, is that of chain store competition. This is particularly serious for wholesale bread bakers, for while retailers are affected by it to a certain extent, nevertheless many of them have turned to other products as a means of meeting the competition of the chains. But such a pathway is not open to wholesalers who are dependent upon bread sales for their very existence.

It is not necessary here to tell of the scope of the chain grocery systems. From small beginnings in large centers of population they have spread out until few rural communities are today free from their activities. Consequently the great majority of bakers, both large and small, are faced with this competition, and if they are to remain in business it must be met successfully.

Before steps can be taken to overcome any competition it must first be determined upon what it is founded and what principles, if any, it follows. In the case of the chain grocery systems price is the most important sales appeal. Many of the larger organizations own their bakeries, producing a large volume of bread as cheaply as possible—although it does not necessarily follow that all chain loaves are of poor quality—and then selling it at whatever figure may be necessary in order to undersell the regular wholesale and retail bakers of the market. These organizations possess a tremendous pur-

chasing power, which is utilized to its fullest advantage; they make no deliveries, extend no credit and offer practically no service. They depend upon price as their sales appeal.

BREAD AS A LEADER

Unfortunately for the baking industry, many of them are using bread as a lure to get trade into their stores. This is one product that is bought every day, and it has been demonstrated time and again that once customers have been brought into a store they will frequently purchase other articles. Consequently, many chains consider bread in the light of advertising, selling it at cost or less merely for the sake of attracting trade into their stores. Needless to say, competition of this kind has exerted an unpleasant effect upon the baking industry generally.

In their eagerness to undersell every one else, the chain grocery stores have not, as a general thing, produced quality bread. They have made it cheaply and sold it cheaply. And this is the one thing that will ultimately defeat their purposes, providing the baking industry takes advantage of the opportunity offered in it.

First of all, independent wholesale and retail bakers must realize that they will never be able to compete with the chain systems in the matter of price. The latter have many other products from which they can make up whatever losses they suffer in selling bread at cost of production or less, while bakers are entirely dependent upon the one line. It is simply out of the question for them to compete on a price basis, and the sooner all realize this the better off will the industry be.

As price and quality are the two main selling arguments for bread, it is upon the latter that bakers must rely. And as a matter of fact it is by far the

stronger of the two points. Bakers have tried to make cheap loaves to compete with the chain products, but in almost every case this has resulted disastrously, both for themselves and for the grocers who have tried to distribute it. High quality, fresh products, backed by adequate advertising and good service, provide the ground upon which the baking industry must stand in this competition. What, indeed, could be a stronger foundation?

PRICE NOT THE SOLE DIFFERENCE

Consumers must first be educated to the fact that there is a difference in bread other than price. By no means does buying at a cheap price mean that the article so purchased is a bargain. Usually the opposite is true, but this fact has apparently not yet been sufficiently impressed upon housewives. America is enjoying a period of prosperity in which the average housewife will not quibble over a few cents, provided she is convinced that she is getting more value for her money, proportionately, in the higher priced articles. Consumers must be led to realize that cheap prices usually mean inferior bread. If the demand for quality products is raised to a point where chain systems, if they are to obtain the bread trade of the communities in which they have stores, must produce quality loaves, with the resulting higher costs, bread will lose much of its attractiveness as an advertising medium. Consumers must be made to realize that most of the chain store bread is purposely made to sell at a cheap price and that the quality is in keeping with this purpose.

Much fear is expressed over the declining per capita consumption of bread in this country, and all agree that something should be done to change this con-

dition. Certainly it cannot be bettered by making cheap bread, tasteless and of poor keeping quality, to meet low price competition. Only through the bakers of the nation making products which appeal to the palate can their consumption be increased. Only by convincing consumers through the production of quality goods that there is a difference in bakery products which warrants a difference in price can the future of the industry be safely assured in its competition with the chain systems.

In any such work as this on the part of wholesale bakers, however, the complete and active co-operation of independent retail grocers is absolutely essential. They provide the distributing channel for the wholesalers, and are the contact between the latter and consumers. This should not be difficult, for the chain stores find it advantageous to draw customers into their places of business through the medium of bread, certainly the same should be true for independent merchants. The only difference is that the one uses price as an appeal, and the other quality.

"SELLING" VS. "HANDLING"

Independent retailers must be made to realize the necessity of their selling bread, not merely handling it. They must be shown that in bread they have a product that can not only be made to yield a profit in itself for them, but also one that will help in the sale of their general line of goods through bringing customers into their stores. And they must understand that it is impossible for them to compete on a price basis with the chains for the bread business of their communities, and that their salvation rests upon their ability to sell quality products. In

(Continued on page 1062.)

Said...the wise one of Bagdad

"My son, the priceless ingredient in every product sold in the market place is the honor and integrity of him who makes it," said Hakeen, the Wise One of Bagdad. "Consider his name before you buy."



DIVIDERS - - - -
PROOFERS - - - -
MIXERS - - - -
ROUNDERS - - - -
SCALE EQUIPMENT
FLOUR HANDLING
OUTFITS - - - -
SPECIAL INSTALLATION EQUIPMENT -

THE AMERICAN DIVIDER—for twenty years the criterion of accurate performance in the bakeries of America—is standard bearer for a great line of bakery machinery—all made by American Bakers Machinery Company.

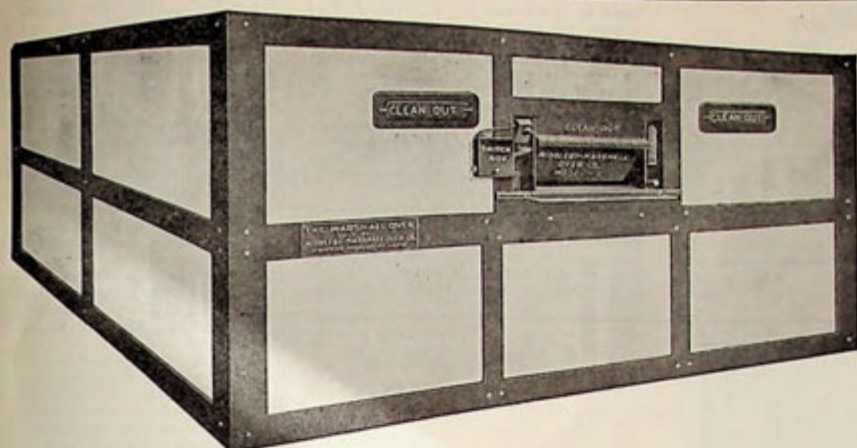
Each piece of equipment from our huge factory in St. Louis has our reputation and honor built into it.

STANDARD BASIC PRICE, DEPENDABLE DEALING—AND THE INTEGRITY OF A GREAT COMPANY SINCE 1909

CONSIDER THE NAME

American Bakers Machinery Co.

1600 S. KINGSHIGHWAY BLVD. ST. LOUIS MO.



Oven Confidence

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

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

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

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

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

MIDDLEBY-MARSHALL OVEN CO.

The Largest Manufacturers of Bake Ovens in the World

765 W. Adams Street
CHICAGO, ILL.



Branch Office and Factory
at St. Louis, Mo.

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

Address all correspondence to
main office at Chicago

A Change of Salt made BETTER BREAD

A BAKER was puzzled because the crusts of his loaves were hard and tough and leathery. Investigation disclosed that—although he had been using the finest flour, sugar, shortening and milk—he had not given much thought to the selection of his salt. Salt impurities had betrayed him.

Diamond Crystal Salt is salt in its purest commercial form. Its flakes are light and fluffy and unique. Its mild flavor permits a higher salt content in your bread. As experts have proved, this allows more tolerance in fermentation time. It also whitens the crumb, gives a golden color to the crust, endows the bread with delightful flavor, keeps it fresh and moist longer.







That is why this better salt makes a bread that more people seek out and buy year after year. It has been the standard salt in the baking industry for nearly half a century. Be sure that you, too, use only Diamond Crystal Salt. Diamond Crystal Salt Company, St. Clair, Michigan.

© 1930, G. F. Corp.

DIAMOND CRYSTAL SALT



A PRODUCT OF GENERAL FOODS CORPORATION

If you could bake better  with
less  ——— you would!
You CAN Bake Better , —
Using 60% Less  for ———
Greasing . This is only one
of the savings\$ in greasing by 
with the ———

UNION SPRAY PAN GREASER



Write for copies of independent engineering surveys showing operating data and savings.

UNION STEEL PRODUCTS
BAKERY EQUIPMENT OF EXCELLENCE
MICHIGAN

Meeting Chain Store Competition

(Continued from page 1060.)

this bakers and grocers must work closely together.

Many retail bakers have solved the problem of meeting chain competition by developing their sweet goods and pastry trade to a point where bread sales are but a comparatively small part of their businesses. But few chain systems have undertaken to go into the pastry end of the baking industry, which has been beneficial to retail bakers. Many of the latter have continued to make a small volume of bread of a high quality to supply the trade which calls for it, but they have

kept the price up at a fair level and make a profit on what bread they do sell. Retail bakers have no chance to win in a price competition with the chain systems and those who have become aware of this fact are placing more and more reliance upon their sweet goods. The success of many bakers who are operating on this theory is proof of its soundness.

While it is practically impossible for either wholesale or retail bakers to compete with the chain systems on a price basis, the operation of the businesses

must be as efficient and as economical as possible in order that their prices may not be prohibitively high. There is no reason why an independent baker cannot operate his plant as efficiently as are those of the chain grocery systems and, except for the fact that the latter are willing to sell bread at little or no profit for the sake of the advertising gained therefrom, they could well compete with them, providing no disastrous trade practices were indulged in.

Unfortunately, however, in many communities where bakers are pressed the hardest by chain and other competition they saddle themselves with burdens, through unsound trade practices, which make their position all the more difficult.

Of these probably the return of stales, premiums and cut prices are the most disastrous in their effect.

It is impossible to estimate the annual loss suffered by the baking industry through the return of stale goods, but it is known to be well up in the millions of dollars. And when it is remembered that this is a practice that could be entirely done away with by the bakers themselves, it is hard to understand why it is persisted in. Furthermore, it simply affords the chains an additional advantage, for they compel their store managers to make an accurate estimate of the amount of bread they can sell each day, their baking output is based upon a compilation of these statements, and they do not have returned goods to charge against the cost of their bakery production.

When bread is placed in retail grocery stores with the understanding that the unsold portion can be returned, it is simply being sold on consignment. Under this condition it is impossible to obtain the full and active support of the grocers, for they realize that there is no possibility of their suffering a loss on the product, and their efforts will be centered on those goods which they cannot return and which mean a loss if they are not sold.

When merchants are educated to the fact that through building up a good bread business on a quality loaf in their communities they are drawing customers into their stores, and that they must sell what bread they buy or else it means a definite loss to them, wholesale bakers will have gone far, both in meeting the competition offered by the chain stores and in abolishing the returned bread evil.

THE LEGISLATIVE METHOD

In territories where bakers refuse to help themselves overcome the practice of taking back stales, only two solutions are open—either the profitable disposal of stale bread, or elimination of the practice through legislation. That the latter can be accomplished has been proven, particularly in Wisconsin, where a state law prohibits the exchange of bread unless it has been damaged in delivery or is found otherwise defective. Such legislation is usually based on health protection reasons.

Various methods have been tried by wholesale bakers in disposing of returned bread. Some have tried to sell it for toasting purposes, but this simply destroys the sale of that much fresh bread, and as the stales are sold at a sharp discount under the price obtained for fresh bread this reduces the profits that would otherwise be made by the bakeries. Furthermore, advertising to the public that bakers have stale bread is not considered good publicity.

Other bakers, when confronted with the return of stale, or exchanged, bread, have attempted to sell it to institutions at reduced prices. But again bakers are making no profit on bread thus sold, and at best it is simply a makeshift arrangement to make as light as possible an existing evil that could be entirely abolished through the united action of the industry.

THE PREMIUM EVIL

Another evil of almost as great magnitude as the return of stales is the giving of premiums. This, too, could easily be ended if the industry would co-operate against it. How it can be met in localities where some bakers persist in giving premiums has received much thought. Various remedies have been undertaken. Some bakers say that premiums can only be fought with premiums, but this is an extremely poor premise, for those who undertake to give premiums in order to meet this type of competition from other bakers are simply accepting the custom and are immediately confronted with a loss in net profits, for premiums are expensive and are just that much money taken out of the business. Meeting premium competition with premiums is not a cure for the evil, and, on the contrary, enlarges its scope.

In some cases premiums are distributed to consumers through retail grocers, and if their antagonism can be raised against the practice some headway will be made against it. If the distribution of the premiums is entangled with many

(Continued on page 1065.)

5
Questions
AND
4
Answers

*We've left one question
for YOU to Answer*

1

What Does the Baking Industry Most Need?

Unquestionably a plan that will put more bread—especially white bread—on the table of the average home.

2

What Is the Dairy Bread Idea?

The Dairy Bread Idea is a proved plan that is steadily increasing bread sales wherever it has been used. It makes it possible for the baker to cash-in on the popularity of dairy products.

3

Is the Dairy Bread Idea Proving Successful?

The experience of bakers who have adopted the Dairy Bread Idea indicates not only a decided increase in sales but also a greater consumption of bread per family.

4

How May This Idea Be Applied to Your Bread?

Dairy Bread is a type of bread NOT a brand. And as such it is easily adopted without affecting your formula, costs, shop practices, selling methods, etc.

5

Will You Get the Facts on This New Idea?

That's the question you will answer. Send the coupon for the booklet, "A New Idea That Sells More Bread." It gives you completely and thoroughly the information you will want before giving this new idea a test.

AMERICAN DRY MILK INSTITUTE, INC.
Room 755, 160 No. La Salle St.
CHICAGO, ILLINOIS

AMERICAN DRY MILK INSTITUTE, INC.

160 North La Salle Street, Room 755, Chicago, Illinois

Gentlemen: Please send, without charge, your booklet, "A NEW IDEA THAT SELLS MORE BREAD" together with complete information.

Name

Address

Wholesale Retail House to House

Check here if you use Dry Skim Milk

State brand or manufacturer

Quality Bread? you bet it is!

And You Can Bake It Too. Our Experienced Baker Will Come and Show You a New Easy Way.

OUR EXPERIENCED baker will guarantee to give your bread a whiter crumb color, a finer bread flavor and a new delicious quality.

He'll run a dough right in your own bakery and prove it to you—prove that you can bake the fastest selling loaf of bread in town. Hundreds of bakers all over the country have already taken advantage of this amazing offer to boost their bread sales.

There's no obligation on your part. The demonstration is absolutely free. And we're sure that you'll be more than satisfied.

Paniplus, that's the secret

Our baker will simply demonstrate Paniplus—the original gluten developer patented by us.



Our practical baker carefully supervises every step. Here he is at the oven baking the bread improved with Paniplus.

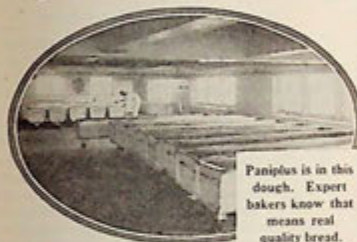
Paniplus is not in any sense a substitute. It doesn't replace a single ingredient you now use in your bread.

Isn't this fair?

What we've said about Paniplus is easy to prove. Our representative will come to your bakery and make a demonstration right before your eyes. He'll prove to you that Paniplus can improve your bread. And you'll be the sole and final judge. You must be satisfied in every particular. The demonstration is free. It won't cost you a cent.

To get complete details about this amazing demonstration just write to Mr. William Stoneman, The Paniplus Company, 231 West 47th St., Kansas City, Mo.

You will get an answer promptly, giving full information about Paniplus and what it can do for you.



Paniplus is in this dough. Expert bakers know that means real quality bread.

Paniplus The Paniplus Company
231 West 47th St., Kansas City, Mo.
Shipments made f.o.b. nearest warehouse in Philadelphia, Pittsburgh, Columbus and Los Angeles.

Increases Your Output

Perfect Performance

Union Model "E" Heavy Duty Rounder

"Built to Last a Business Lifetime"

Rounding Action—The pieces of dough to be rounded are fed into the machine through a square hopper, pass to the bottom of the spiral, where the bowl causes the dough to travel up the dough race. The spiral grooves in surface of the dough race cause a retarding action on the dough ball as it rises, thoroughly working up the outside and interior of the dough balls, the finishing being given by kneading knuckles on the spirals, which approximates the action of the experienced baker hand-rolling. Vienna, rye and graham doughs are handled on same adjustment. The gluten-developing qualities are effective the same as with wheat flour.

Wide Range in Sizes—Model "E" Heavy Duty Rounder will handle pieces of dough from 2 ounces to 96 ounces without readjustment.

No Pilling—The dough travels faster as it rises in the bowl, widening spaces between pieces leaving no chance to double up.

So many fine features to this time-saving, money-making machine...its efficiency...wide range of application...saving in dusting flour... low power consumption...sturdy construction...perfect lubrication...built to last...WRITE, right away.

UNION
UNION MACHINERY COMPANY
JOLIET, ILLINOIS

Easy Cleaning and Lubricating

It Helps the Baker Grow

A Size and Type for Every Baking Need

Send for Literature

Hubbard Ovens are made in a variety of styles and sizes and for coal, coke, or gas as fuel. Each model is built to retain heat, to bake perfectly and economically.

Let us tell you about the many sizes and types of ovens—one of which will exactly meet your requirements.

HUBBARD PORTABLE OVEN COMPANY

CHICAGO
1149 Belden Ave.

NEW YORK
205 American Thread Bldg.

THE NEW COLBORNE

SPECIAL ♦ ♦ ♦ ♦
DOUGH ROLLER

Conveyor Any Length Desired

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

EVERY BAKER should have this machine. Does away with slow and expensive hand rolling.

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

Colborne Mfg. Co., 155 W. Division Street, Chicago
Gentlemen: Without obligation to me, please send further information about your new Bench Special Roller

Name.....
City..... State.....



A Fleet of Reo Trucks Used by the Carolina Baking Co., Greensboro, N. C.

Motorized Delivery in Bakery Expansion

By S. K. Hargis

IN general, the commercial baking plant invests its money in motorized delivery for the purpose of (a) improving delivery to retailer outlets, (b) reducing cost of delivery through more rapid coverage of routes, and (c) bringing delivery service up to the standard of the balance of the plant operations.

All or any one of these reasons for motorization are sufficient. But the proper exploitation of a bakery fleet—new or partially new—offers sufficient returns to make trade building a prime factor in any such fleet development. We have only to look back a few years in the wholesale bakery trade to recall the slowness with which bakers turned to the power truck. The new form of transport had to prove itself, and as time went on it did. The reaction in the bakery trade was quite as marked as in others, with the result that today the modern bakery truck fleet is carrying a sales promotion load second only to its more concrete value as a service renderer.

The baker who either partially improves his present truck fleet or who

goes entirely over to gasoline will overlook a dividend winning proposition if he fails to make the most of his investment along business building lines. We have had some striking examples of what may be done along this line in the past two years in the East, and I have no doubt that baking plants in the smaller cities and towns of the West will find the same opportunities and returns awaiting them.

There are two broad aspects of the matter which deserve consideration: first, the advertising of the fleet itself through one means and another and, second, the advertising and attention winning value of the fleet itself. The matter should be approached from both standpoints.

METHODS OF EXPLOITATION

Granted that the management of any plant in the trade making a new truck investment wishes to get the most out of its business winning potentialities, the best efforts will be made to buy trucks that are impressive—impressive from the standpoint of style, color, signs and type. If special body or painting jobs are

necessary in order to get the utmost in distinction, it will be found that extra expenditure pays. Once a good motor and chassis have been selected, the outlay for body construction and painting should never be stinted, and the best advice possible secured as to design and color scheme. Unless this is done, it will not be possible to get the most out of the fleet in the way of advertising.

I find the following methods of exploiting truck fleets in the eastern trade have paid out well:

1. Pictures of fleets and articles in the local press.

2. Direct mail folders illustrating fleet and describing improved service to selected lists.

3. Photos of trucks in retailers' windows.

4. Pictures of trucks in plant regional advertising.

5. Parade of the new units when new. So much for the exploitation of the fleet itself.

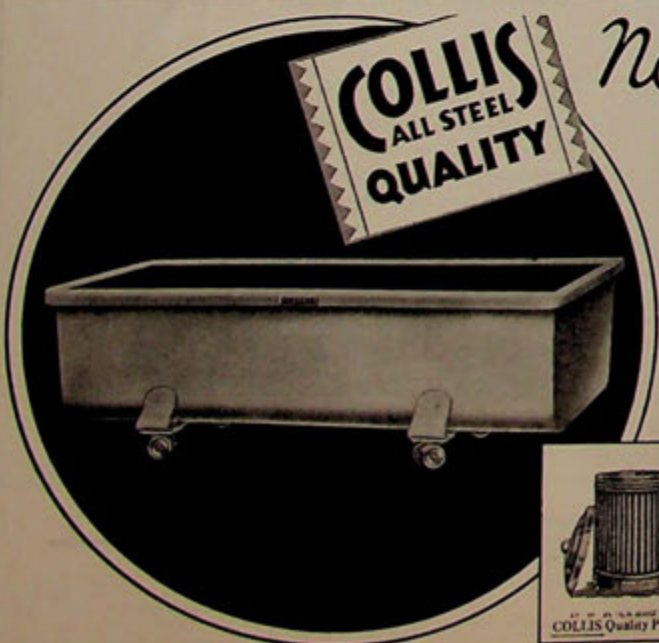
Now, when it comes to making every new truck carry a trade winning message to the retailers of the region or

the consumers, or both, somewhat different tactics have been used. Providing the trucks are of the kind that will attract attention on the street, they will be at work constantly advertising the firm and the brand. But there are ways of capitalizing upon this fact.

First, as to their effect upon local retailer trade. Every retailer wants all the service he can get from his plant. If he fails to get it, there is a good chance of that plant losing his account. Hence, the strongest appeal to the dealer is on the basis of improved service. In one instance the plant sales department took one of a fleet of 11 new trucks, and with a driver and salesman made the rounds of all local retailers whose accounts were being sought.

PROOF OF GOOD SERVICE

In each case the salesman invited the retailer to come out and examine the sample truck at the curb—the truck with which the plant intended to give the best service in the territory. The retailer was invited to take a ride if he liked, and many of them did. He was further



No trouble to clean the COLLIS SANITARY DOUGH TROUGH

Ever figure what it costs you in time, each year, to clean your Dough Troughs? The Collis Company Troughs will reduce that cost to a minimum. Their standard, smooth formed radius and closely seamed welding, emery ground to a smooth finish, with the straight edge type of rim, permits easy and quick use of the scraper.

It will pay you to investigate—Mail Coupon for our Catalog and Want Book.

THE COLLIS CO.
MANUFACTURERS OF QUALITY STEEL
AND WIRE EQUIPMENT FOR 21 YEARS
CLINTON, IOWA



COLLIS Quality Product

"Miniature" Bread Rack
COLLIS Quality ProductSanitary Proof Box
COLLIS Quality Product

The Collis Co., Clinton, Ia., Dept. M-1.
Greetings: Please send free copy of your Catalog
and Want Book.
Name.....
Address.....

shown that to have one of these very striking trucks at his door at regular intervals would have a healthy effect upon his consumer trade. This point, too, registered in most cases.

Each retailer was shown a large photo of the entire fleet, and was made to understand that these trucks would be one of the most conspicuous sights on local streets from then on—reaching the eyes of thousands of consumers and winning over their good will toward the owner of the brand who considered it sufficiently good to employ the very finest delivery service for its distribution.

In other words, this plant set out to "sell" its fleet to the retailers through whom its product was not yet moving.

As for the effect upon consumer trade, this, while less concrete, was none the less certain and important. Such a truck is a traveling signboard, and perhaps catches the eyes of more people in a day than will the very largest billboard in the most conspicuous place in town. At least this is true during the early weeks of the fleet service.

In order to further reach the consumer, the route was taken through the retail store. Big enlargements of this particular fleet were distributed to present retail outlets and arrangements made for their display on the counters and in the windows in direct association with the product. This apparently had an impressive result upon the minds of thousands of consumers.

KEEP TRUCKS IN PUBLIC EYE

In the case of one very large and new truck fleet in Boston, efforts were made to keep the new trucks in the public eye for the longest possible period of time after their introduction into service.

One of these trucks, for instance, made a record run between two suburban towns—a distance of 75 miles—and thus got into the newspapers, including the suburban ones. Even the driver got a share of the resultant publicity.

While freak truck bodies have been used in some lines of business with apparently good results, they are not adapted to the trade. What is needed is an impressive unit, and one that looks like it can give reliable and rapid service.

One eastern plant in 1928, in connection with the introduction of 22 new motorized units into its fleet, had a safety first campaign, the trucks and drivers being the subject of widespread interest for two weeks in a town of 55,000 people and its surrounding suburban area of 100,000 more. These trucks were placarded to the effect that every driver of trucks was bound to observe all local traffic rules, to practice the courtesy of the road, and that the management held a prize for the driver who showed the best route conduct for the period of one month. Coming just at a time when there were a series of very bad motor accidents in this region, the contest was timely and proved its publicity value. The public looked with interest on these trucks every time they appeared on the streets.

Whatever may be the dollars and cents value of a new motorized fleet in the trade, it is certain that much of this value lies in the advertising and business winning possibilities.

And this raises the question of how such a fleet may be so managed that its advertising value may be prolonged. In one instance, the fleet is repainted each year, a different color and in a different design, so that the advertising value is pretty much continuous until the units have been scrapped as useless. While this repainting costs money, it is considered by some of the largest concerns in the business to be a paying investment. In the same way, washing and polishing prolongs the advertising value of such a fleet.

Meeting Chain Store Competition

(Continued from page 1062.)

details which are a bother to the grocers, they will likely become disgusted with the whole undertaking and unwilling to participate in any premium campaign.

United action by all bakers in a community against premiums is the most effective way to prevent their usage, but if this is impossible the best means for meeting this sort of competition is aggressive and intelligent advertising and sales work, and the production of quality goods. Consumers are learning that they cannot get something for nothing, and that where expensive premiums are given, the quality of the bread usually suffers. Bakers who are aggressively merchandising high quality products, without resorting to tricks and premiums, will invariably be better off in the long run.

Cheap prices are not always confined to chain store competition, for there is an element in the baking industry itself which seems to consider low prices as their best sales appeal. This is unfortunate, but bakers who allow themselves to be drawn into such a practice are not meeting this competition in any way, and on the other hand are making it worse through putting more cheap bread on the market. Here, the same as with chain store and premium competition, quality products backed by able merchandising are the only sound means of procedure.

In fact, in meeting all competition which is of a questionable nature, such as unreasonably cheap prices, even though these are made at the expense of the quality in the product, the return of sales and the giving of premiums, the only way open for bakers who are trying to build their businesses profitably and on a sound basis is to offer the public the best products they can make, push the sale of them by advertising and other modern merchandising methods, guard carefully their costs of production, and by all means avoid being drawn into these questionable practices themselves.

BULLETIN OF NEW ADVERTISERS

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

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

	Page
Brown Co., Mfrs. of Nibroc Wytek for Paper Flour Sacks, Portland, Maine	1025
Collis Co., Bakery Equipment, Clinton, Iowa	1064
Brodr. Justesen, Flour Sales Agents, Copenhagen, Denmark	1089
Quaker City Flour Mills Co., Philadelphia, Pa.	1089

RIEGLER'S WAXED GLASSINE
Just Brand
 MADE BY THE WARREN MFG. CO.
 NEW YORK CHICAGO

PAPRUS PLATES, DISHES, ETC.
 from Pure Spunne Fiber
 KEYES FIBER COMPANY, INC.
 JOHN M. HART CO., Inc., SALES AGENTS
 General Sales Offices
 9 GRAYBAR BUILDING, NEW YORK CITY

GOOD BAKED GOODS DESERVE QUALITY BANDS & SEALS
 ASK FOR OUR SAMPLES OF CAKE BANDS, COOKIE SEALS, CAKE BOX LABELS, BREAD LABELS, LABELS AND BANDS OF ALL KINDS. WRITE TODAY.

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

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.....

FLAVOR-OLL A wonderful product for the baker.

Let us tell you how to make Real Pound Cake and other fine cakes with Flavor-Oll and vegetable shortening.

Full information free on request.

W. H. SIZEMORE FOOD CORPORATION
 537 South Dearborn Street CHICAGO, ILLINOIS

Schulze
 ADVERTISING SERVICE
 BAKERS' ADVERTISING

344 W. 63rd St. CHICAGO

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

Town Crier

FLOUR

The *glitter* of gold
 May be obtained
 In cleverly treated
 Baser metals,
 And the price
 Would only be a fraction
 Of that of real gold.
 But what use
 Could you make of it,
 Commensurate with the value
 Of the gold itself?
 Statements are often made
 Concerning flour
 That sound interesting
 But do not *convince*.
 Facts convince.
 If you are offered a flour
 Cheaper than TOWN CRIER
 Make sure of the facts.
 Use your own tests
 And consider the *value*
 In relation to the cost.

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

J. L. Beddoes - 1840

THE MIDLAND FLOUR MILLING CO.
 KANSAS CITY

EDITORIAL

UNCERTAINTY

IN the course of his reply to a letter of inquiry from Representative LaGuardia, of New York, about operations of the Federal Farm Board, Chairman Legge said:

"There seems to be an impression that the board is attempting to peg the price of farm products or to set an artificially high price. This is not true. Under the free play of the law of supply and demand prices have always been fixed. It is the board's intention merely to stabilize the price curve in conformity with known economic law. Our stabilization operations are aimed to prevent an unduly high price for the consumer by ironing out the big peaks in the price line and by preventing the sharp dips which sometimes occur. I am sure that you will realize that it is entirely possible that the surplus carried forward at the end of this year will operate as a stabilizing influence against unduly high prices which in the event of a short crop might occur next year."

It is difficult to follow Mr. Legge's argument that it is not the purpose of the farm board to "peg" the price of wheat nor to hold the market above a point to which it would descend under free conditions. Undoubtedly the board's operations in establishing a "loan price," buying "country run" wheat and, finally, trading in future contracts, has assisted in maintaining wheat above an export basis and interfered with the normal outflow into world markets. The result has been to congest handling facilities in this country on the eve of their being called upon to render their normal service in moving another wheat crop.

The present trouble is that the farm board goes far and then, doubtless because of political interference, does not go far enough. With facilities congested, one of two definite courses presents itself. One of these is, come what may, to rid the country of its surplus and charge off the loss to experience with government interference. The other is to accept the bottled up condition, move the wheat, so far as possible, out of the way of marketing machinery, and announce definitely that it is not and will not be for sale at a discount.

Just now, uncertainty as to what will be done with the surplus burdens the world wheat price. It is conceivable that if the Federal Farm Board would declare positively, in words not subject to retraction or to change of policy, that it has no wheat for sale, the world's wheat price would react favorably. Given such a definite announcement and the fortune of measurable damage to the growing wheat crop, better prices would be certain.

HOW MUCH WILL THE FARMER GET?

OUR attention is called to the following table giving approximate estimates of the position and ultimate distribution of the 129,000,000 bushels of wheat estimated by the Department of Agriculture to be on farms March 1:

	Bushels
Total on farms.....	129,000,000
Sold since March 1.....	10,000,000
Spring wheat seed.....	35,000,000
What farmers will carry over...	35,000,000
Yet to be sold by farmers.....	59,000,000

Accepting the approximate accuracy of these figures, we are left to the conclusion that all of the efforts being made by the farm board, acting under compulsion of the Agricultural Marketing Act, have for their purpose protecting the price for the benefit of less than sixty million bushels of wheat yet to be sold by growers. Assuming that the effort is successful to the extent of twenty-five cents per bushel—and the most enthusiastic exponent of government control would not dare claim more than that—it appears that the wheat growers of the United States are about to profit to the extent of fifteen million dollars as a result of an experiment in socialism unprecedented in the history of the nation and certainly never dreamed of by its founders.



No figures are available, none probably ever will be available, showing the cost to government of this effort to maintain wheat prices above a world basis. Unless widespread damage occurs to the crop now growing in this country or elsewhere in the world, the out-of-pocket cost to the treasury easily may be much greater than the whole of the theoretical price enhancement to growers. This takes no account of the added cost to the bread consumer, who, it seems to be forgotten, must in the end pay in pennies and dollars and millions for every cent added to the price of wheat by the activities of the government, for the maintenance of which the consumer himself also pays.

Hope springs eternal. So far no member of the United States Senate has emulated a distinguished colleague of the Congress of Mexico and introduced a joint resolution to repeal the law of supply and demand. Perhaps such a provision may yet find its way into the tariff bill, where its little brother, the debenture plan, already reposes in somewhat uncertain ease.

IN THE MATTER OF CORN BREAD

SEVERAL kindly disposed persons have drawn our attention to a recent article in the Saturday Evening Post by Mr. Nunnally Johnson under the caption of "Sugar in Corn Bread." The requests for attention were obviously also requests for approval of the position taken by Mr. Johnson in opposition not only to putting sugar in corn bread but also to chicken fried in halves and in batter, to luke warm hot biscuits, waffles with the texture and taste of bath mats and ham with sauce, any kind of sauce, on it.

In the main, we did and do approve, but, because of the frequency of comment on Mr. Johnson's views, we re-read them, thus establishing a new all-time record for Post readers. And we found them, although sound in the main, filled with error. To cite a few:

There is no such thing as "plain old flour, the same stuff that comes in barrels at any grocery store." Let Mr. Johnson try to buy some out of a barrel.

No successful waffle can be made by "tossing in an egg" just before applying the batter to the iron. Eggs, for waffle construction, must be separated, the yolks used in compounding the base of the batter and the well-beaten whites added at the last moment.

Many restaurants, hotels and even dining cars serve much better griddle cakes than the average of those devised in kitchenettes or dried out on an electric grill. Griddle cakes depend for their perfection upon a soapstone griddle or one of iron greased with bacon rind.

The flavor of ham is not derived from the cooking but from the smoke of hickory wood in a smoke house, both of which are, for all practical purposes, extinct.

And, finally, returning to the business of corn bread, we quote a conversation we once heard between a polite gentleman from the South and an equally polite waiter in a dining room where the gentleman from the South had been served "restaurant" corn bread, as follows:

"Waiter, have you any more corn bread in the kitchen?"

"Yes, sir, I think we have, sir."

"You are sure?"

"Why, yes, sir, quite sure, sir."

"Well, in that case, waiter, will you please take this out and put it with it."

VALORIZING COMMODITY PRICES

A RECENT editorial in the Economist conveys such an exact picture of our belated efforts to valorize the price of wheat following similar experiments with other commodities elsewhere in the world that it is here quoted almost in full:

"If the farmer is to be set apart and protected from world influences on price, it is fortunate for him that the job is undertaken at this time, but from the point of view of the general taxpayer, the choice of time was inopportune, for the reason that, with very few exceptions, producers of basic commodities and raw materials the world over are suffering from a price decline.

"The farmer in this particular is in no different position from that of the oil producer, the coal mine operator, or the silver miner. Basic influences as yet scarcely comprehensible to the ablest economists are at work. Economies in the use of raw materials, substitution and synthesis, and new and unpredictable changes in consumptive habits and buying tastes, have depressed commodity prices the world over. Not only is this true of grain, dairy products, wool, cotton, and other items of output from the American farm, but it is true also of cacao, copra, jute, coffee, rubber, sugar, silk, tea, rice, silver, petroleum, tin, coal and an endless list of other commodities. Copper and steel are the two conspicuous exceptions to the rule. The copper price has been arbitrarily held to eighteen cents a pound, because producers have co-operated and now because they are voluntarily and arbitrarily reducing production. But even the copper situation is decidedly weak and a break in price may come at any time.

"Valorization, subsidies and price-fixing have been tried by almost every country that is in a large measure dependent on the price of a particular commodity and upon the prosperity of the producer of it. England, producing nearly half the world's rubber, adopted the Stevenson plan, which collapsed to the distress of rubber growers and the country as a whole. Brazil, having almost a monopoly on the coffee of the world, has failed completely at valorization. Producers in countries having almost a monopoly on jute and sisal have failed miserably at price-fixing and have lost huge sums for producers and national treasuries. In tin and tea and other commodities, similar experiments have failed. Nowhere is there a record of permanent or lasting benefit resulting from such experiments.

"In the most opportune time, the probability of this country's succeeding in fixing the price of a commodity of which it produces but a fraction of the world's supply would be remote. The possibility of success at a time when commodity prices the world over are demoralized is even more remote."

HAS ANYBODY ELSE SEEN DOUGLAS?

LAST month The Northwestern Miller published particulars of a new kind of bunco game being worked on bakers in the Southeast by a man representing himself to be a special agent of the Insurance Salvage Co., of New York and Chicago, and engaged on a special mission of disposing of a carload of flour, shipped by a well-known milling concern, but, for some unstated reason, not accepted by the buyer. The flour was guaranteed of high quality, in perfect condition, and was offered for sale at two dollars per barrel or more under the market. Bakers who fell for the swindle had only to pay one half of the freight charges in advance, payment for the flour itself to be made on arrival of the car. Having collected the "freight charges" the "adjuster" disappeared.

At last account the salvage swindler had worked at several points in Virginia, North Carolina and Kentucky. At one place he so impressed himself upon his "customer" that he succeeded not only in collecting freight charges upon the mythical carload of flour but negotiated the sale of a show case for thirty-eight dollars in cash. He, assuming there is but one of him, uses various names, his favorite apparently being Douglas.

Let bakers be warned.

THE WEEK IN MILLING

Domestic Demand.—In general, new sales of flour continue slow, with some points reporting bookings about as large as in the previous week and others showing a further reduction in new business.

Export Business.—Inquiry from foreign buyers is restricted and sales are light. Canadian competition was reported to be stronger last week at prices below the level of United States mills' offers.

Clears.—The relative scarcity of good first clears continues, and since demand has been fairly active for some time, many mills are oversold and are holding prices very firm.

Production.—A sharp contraction in shipping directions, especially in the Northwest and Southwest, is reflected in a decrease of 68,000 bbls in the flour production at principal milling centers in the country.

Millfeed.—A general demand for millfeed developed during the past week, and prices are \$1.50@2 higher than a week ago.

European Markets by Cable

LONDON, ENG., March 25.—(Special Cable)—There was a fair business done in flour at the advance last week, but with the drop and subsequent rise, demand ceased.

Glasgow.—Despite the advance in prices, demand for flour still is very slack. Today's quotations: Canadian export patents 29s 6d@30s 6d (85.03@85.20 bbl).

Belfast.—There was no forward buying of flour done at the advance in prices last week, as there was considerable price cutting on spot lots, which resulted in fair sales.

(\$5.71@5.88 bbl), Canadian export patents 31s@32s 6d (\$5.28@5.54 bbl), American milled Manitobas 31s 6d (\$5.37 bbl), Kansas export patents 35s (\$5.97 bbl), American soft winters 34s (\$5.80 bbl).

WHEAT

A moderate trade is being done in wheat at London at firmer prices, while at Liverpool there is a marked improvement in demand.

MILLEFEED

There is a better demand for millfeed at higher prices at London. Middlings are quoted at £5 ton, and bran at £4 15s, ex-mill.

OIL CAKE

£5 7s 6d ton, ex-mill, and Egyptian at £4 15s, ex-ship. Imported cake is quiet at Liverpool, where American lincseed cake is quoted at £8 10s, and Plate at £9, c.i.f.

oatmeal

The London market is quiet. Scottish oatmeal is quoted at 28s 9d per 280 lbs, with continental rolled oats and oatmeal at 24s.

Flour Output and Percentage of Operation

Table with columns for Northwest, South West, Central and Southern, Pacific Coast, and Boston. Rows list cities like Minneapolis, Duluth-Superior, Kansas City, etc., with output and percentage data.

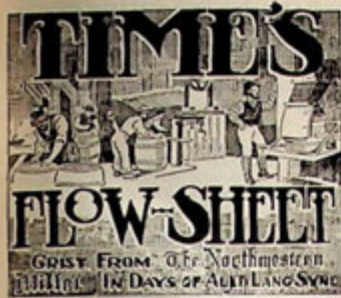
*Minnesota, Dakota, Iowa and Montana mills outside of Minneapolis and Duluth-Superior. †Southwestern mills outside of centers named. ‡Mills outside of St. Louis but controlled in that city. {Mills of Indiana, Michigan and Ohio, including Toledo.

SUMMARY OF FLOUR QUOTATIONS

Flour quotations reported to The Northwestern Miller as of Tuesday, March 25. (Pacific Coast prices as of previous day.) Unless otherwise noted, flour per bbl of 190 lbs.

Large table of flour quotations listing various flour types (Spring first patent, Hard winter short patent, etc.) and their prices across different regions like Chicago, Minneapolis, Kansas City, etc.

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



50 YEARS AGO

We are quite sure we caught a glimpse of L. H. Lisk on the street the other night. Not that there is anything strange about that, for L. H. may have been in town and on the street every night for the last week, for all we know, but he hasn't acquainted us with the fact, and we are bound to harrow up his feelings with a personal anyhow.

Notbohm's mill at Janesville, Wis., has a telephone.

A colony of 69 Negroes from the South has started for Liberia, and it is said that many more will follow.

The machinery is being placed in the new Washburn mill at Anoka, Minn.

The Archibald mills, at Faribault, Minn., are grinding 2,000 bus wheat a day.

Austria is seeking an alliance with Roumania as a measure of policy in case of a war with Russia.

All the employees in Gardner's grist-mill at Hastings, Minn., were discharged from labor yesterday by Charles Espenschied, the new manager. The matter excited considerable comment, as many of the men had been constantly employed for 10 years or more. Mr. Espenschied will procure an entirely new force.

The combined area of all the floors of all the mills in Minneapolis is 1,210,764 square feet, or a little over 28 acres.

Parnell was greeted with rotten egg demonstration at an election meeting at Ennisworthy, Ireland, last week.

The Wadena, Minn., flour mill has just put in a new 60 h-p engine made in Minneapolis.

25 YEARS AGO

Alas for human fame! Sir Lauder Brunton, in a Sheffield, Eng., paper, recently gave out this remarkable bit of misinformation: "The teeth of the Americans are exceedingly bad, because they have made the most perfect rolling machines in the world, and are able to separate the fine flour in the interior of the grain more perfectly from the outer than any other nation." There is a trifling inaccuracy about this, in that rolling machines are used in iron mills, for rolling out steel. Let us not split straws, but grant Sir Lauder the privilege of calling a roller mill a "rolling machine," if he prefers this term.

William N. Rowe, president of the Valley City Milling Co., of Grand Rapids, Ohio, died at his home on Tuesday afternoon.

Note: Up to press time, the foreign correspondence has not been received at the editorial rooms of The Northwestern Miller. The delay is undoubtedly due to high seas on the Atlantic.

A short time ago Battle Creek had 30 "pure" food factories running. Now there are about 10 or 12 in operation and the citizens have named the idle ones "remorse works."

Birch staves are gradually coming into importance in the Minneapolis market,

and the shops are now using them to a considerable extent in some cases.

TEXAS EXPECTS RECORD CROP

DALLAS, TEXAS.—Wheat production in the Panhandle section of Texas this year is expected to exceed 50,000,000 bus with normal conditions between now and the harvest, grain men and elevator operators estimate. There is an increase of 750,000 acres over 1929. The condition of the crop now is excellent. The grain men believe the wheat crop this year will be the biggest in the history of the state. Since elevators at many places are practically full of wheat and the grain is moving slowly, the growers and grain plants are already making plans for consuming a large portion of the new crop at home. Probably it will be mixed more extensively with feeds, and some use of it for finishing cattle and hogs is expected.

RUSSIAN GRAIN PRODUCTION SHOWS DECREASE FOR 1929

WASHINGTON, D. C.—The total grain production in Russia in 1929 was estimated at 84,000,000 short tons, or 4,000,000 more than in 1928, according to the preliminary estimate given in the "Control Figures" of the State Planning Board of U. S. S. R. Commenting on the wheat situation in Russia, the United States Department of Agriculture observes:

"The production of wheat is estimated at 78,908,000 bus in 1929 or 7 per cent below the 1928 production, despite an increase of more than 5 per cent in acreage. Some Russian wheat has appeared on the European grain markets since January, and up to March exports through the south Russian ports amounted to 2,320,000 bus. Foreign trade estimates of possible Russian exports of wheat vary greatly, ranging from less

than 5,000,000 bus to more than 15,000,000, but it seems unlikely that net exports of wheat from Russia during the current agricultural year will be significant. Rye production in Russia in 1929 was 796,018,000 bus or nearly 6 per cent greater than in 1928, but more than 100,000,000 bus below either 1925, 1926 or 1927.

"Difficulties of securing a feed supply for collective farms in some important regions are an unfavorable factor in the present sowing campaign in view of the large dependence of Russian agriculture on animal draft power. The Soviet authorities are taking measures to check the unhealthy pace of the movement for collective farming. This step is probably taken because of the anxiety felt for the effect of the recent developments in this direction on agricultural production. The head of the commissariat of agriculture of U. S. S. R. maintains the necessity of paying continued attention to the individual peasant's farms as some extension of acreage on their part is essential for the execution of the plan for the spring sowing campaign."

PORTLAND BAKER DEAD

PORTLAND, OREGON.—Joseph Franz, one of the proprietors of the United States Bakery, died at his home in this city recently, after a short illness due to pneumonia.

NEBRASKA WHEAT CONDITION GOOD

OMAHA, NEB.—Alternate freezing and thawing could do irreparable damage to the wheat crop now in the making, but at present it seems to be in excellent condition.

Pittsburgh.—Demand improved last week, inquiry was active and the trend firmer. On March 22 pure white was quoted at \$5@5.50 bbl, medium \$4.25@4.75 and dark \$3.75@4.25, cotton 98's.

Food Stocks Slightly Higher

CONSTRUCTIVE forces were the strongest in the stock market last week, and in the most active trading since last autumn, the general price list closed higher than in the preceding period. Food stocks were irregularly higher, with slight recessions being shown in many issues. As many new lows as highs were scored, but the low points were touched by stocks which have been hanging close to the year's bottom for some time, and individual losses were not large. Pillsbury Flour, National Tea, Safeway Stores, General Mills common, and Continental Baking preferred were issues which dipped below previous levels. Of the five new highs, three were made by Ward Baking issues, which advanced the most sensationally during the week. National Biscuit continued its upward climb, and General Mills preferred also set a new high mark.

The highest and lowest prices for food stocks listed on the New York Stock Exchange registered in 1929 and the close on March 25, 18 and 11, 1928, are here shown (quotations by courtesy of Chas. E. Lewis & Co., Minneapolis):

Table with columns for High, Low, Dividend in dollars, and Close (March 25, March 18, March 11) for various food stocks like Allied Mills, American Bakeries, Continental Baking, etc.

*Includes extra cash dividend. **New York curb. †San Francisco curb. ‡Chicago Stock Exchange.

Our Argentine Crop Cable

BUENOS AIRES, ARGENTINA, March 25.

THE movement of wheat in Argentina is lighter, and exporters are offering abroad restrictedly with an improvement in acceptances. Exporters are not pressing, and their price ideas seem rather firm. Railway troubles mentioned in last week's cable are now in process of settlement. It is thought that wage increases will be granted. The government is permitting freight rate advances.

RAINS BENEFIT CONDITION OF CENTRAL STATES WHEAT

TOLLEDO, OHIO.—Winter wheat in the central states has been benefited considerably by recent rains, and certain fields in this vicinity which a short time ago were in an apparently poor condition, have come to life and give every indication of being in a healthy condition. Colder weather following the unseasonably high temperatures last February served as a check on growing wheat, and holding it back in this manner was regarded as advantageous, provided damage could be avoided from freezing and thawing.

CONTINUATION OF DRYNESS FEARED IN WESTERN KANSAS

WICHITA, KANSAS.—Wheat in Kansas, especially in the western part, is showing the effects of continued dry weather, according to word brought to Wichita millers and grain dealers by visitors from various parts of the state.

Fortunately, as yet no high winds have appeared, however the top soil is very dry, and a strong wind would produce serious results on the wheat stand, it is reported.

Except for this the Kansas crop is in excellent condition. The recent cold snap retarded growth, which had been rather premature. The stand is excellent, and the wheat as yet has not suffered from the lack of moisture. Light rains over the state the past week did not provide enough moisture to change the situation essentially.

OKLAHOMA WHEAT SUFFERS SOME LOSS FROM FREEZING

OKLAHOMA CITY, OKLA.—Oklahoma wheat conditions are said to be generally good but with some sections reporting a 10 to 15 per cent damage from January freezes.

A field survey is now being made by state grain inspector E. H. Linzee, with the assistance of county agents and grain men, to get definite information on the situation.

Winds of March are causing some concern since the wind is blowing dirt from the roots of the wheat in some localities. Very little moisture has fallen for some weeks and crop statisticians fear some damage from this cause unless rain comes soon. Plowing has been somewhat retarded in certain sections by the prolonged drought.

NO ACREAGE CUT, SAY SEED MEN

MILWAUKEE, WIS.—Farmers in the Middle West show no inclination to reduce acreage and this spring will plant as much as, or more than, they did last year, according to the reports by Milwaukee seed dealers.

"There is an abundance of seed, which is low in price. On most seeds the price is the lowest in the last 10 years, and it is my guess that the planting will be greater than for some time," reported S. G. Courteen, of the Courteen Seed Co. "Thus far there has been no indication of any cut in planting and I don't believe there will be," agreed Fred Kellogg, of the Kellogg Seed Co. "Seed prices are cheap, and the farmer will plant as much or more this year than last. We are looking forward to a good volume of trade and spring shipments have been high."

GRAIN ACREAGE UP IN MOROCCO

WASHINGTON, D. C.—Slight increases are shown in the second estimates of the grain acreage for 1930 in Morocco, just received by the Department of Agriculture from the International Institute of Agriculture. The wheat area sown now is estimated at 2,757,000 acres, an increase of 56,000 over the first estimate, but 86,000 below the final area reported for last year. The barley area is estimated at 2,844,000, a decrease of 5.4 per cent compared with 1929. The 1930 oats area is estimated at 114,000 acres, an increase of more than 21 per cent over last year, and the largest oats planting on record in Morocco. Weather in Morocco is reported as having been too dry for the best development of grain.

FARM BOARD REDUCES SPRING WHEAT BASIS

Loan Figure at Minneapolis Cut 5c Bu—
Change in Relation to Chicago
Prices Given as Reason

WASHINGTON, D. C.—Reduction of the loan price on wheat in the spring wheat area from \$1.25 to \$1.20 bu for No. 1 northern, Minneapolis basis, has been approved by the Federal Farm Board. In confirming the report that this action had been taken, Alexander Legge, chairman of the board, explained that the reduction in loan price had been recommended by the Farmers' National Grain Corporation after it had consulted with cooperative members in the spring wheat section.

When the loan price for the Minneapolis area was fixed at \$1.25 last October, spring wheat prices at Minneapolis were ranging about 7c above the Chicago price. The former prices now are lower than the Chicago prices, hence the readjustment of the loan basis. As a matter of fact, the new loan price affects very few farmers as the bulk of the spring wheat of the last crop has passed into the market.

What the loan policy of the Federal Farm Board may be in handling the next crop of wheat is altogether problematical. Mr. Legge, when asked if the present loan policy would be continued into the next marketing season, said: "We are making no commitments as far as the new crop is concerned. Our loan policy for the new crop is a bridge that we will cross when we get to it."

The possible activities of the Grain Stabilization Corporation in connection with the new crop was another matter on which the chairman declined to make a forecast. In the face of normal conditions the stabilization corporation might become inactive as it partakes of the character of an emergency agency.

Governor George F. Shafer, of North Dakota, again has written Chairman Legge urging the soundness of a policy that would permit nonco-operative producers to get the benefit of loan schedule prices, if and when such prices are paid to producers who are members of co-operatives. It is pointed out at the farm board that no such discretion is placed in the board by the agricultural marketing act. The law is for the encouragement and development of a co-operative marketing system and it does not extend its benefits to the farmer who does not join a co-operative, except to the degree that he may share the benefits incident to improvement in general marketing conditions. If he wants the direct benefits of the system the one way he can qualify is to join a co-operative and thereby become one of the "chosen people."

In an interview March 20, Chairman Legge expressed the view that the wheat market was steadying a little. He said that the wheat holdings of the stabilization corporation had not been increased in any substantial amount. His comment was interpreted as indicating that the stabilization corporation would not buy in any quantity in the face of a firm market or advancing prices. This is in line with the board's recent statement in which it said that the stabilization agency would become active when it was deemed necessary to prevent substantial price declines.

FARM BOARD WILL PROTEST OCEAN RATE DIFFERENTIAL

Help from the Federal Farm Board in attempting to remove the discrimination against flour in ocean rates will be forthcoming, according to a report in the Hook-Up of the Millers' National Federation, which says that Chairman Alexander Legge stated that the board would take vigorous action to help remove the inequality and that he hoped relief could be secured without too much delay.

The farm board became interested in this subject when the federation pointed out that the discriminatory rates were affecting the export situation, and that they were one of the contributing factors

in the surplus of wheat. The federation brought the question of ocean rates to the board some time ago, and Mr. Legge's present statement was made after an investigation had proved the federation's contention.

"In recent weeks the rate on flour over wheat has varied somewhat," the Hook-Up says, "but has usually ranged between 11 and 14c per 100 lbs, whereas 5c was the old standard differential. We have records of some recent shipments at 16c over and have heard of none at less than 9c over. These rates, as every miller knows, make it much more diffi-

New Head of Raymond Bag Co.



OF more than passing interest to the trade is the news that Walter F. Lawrence, until recently secretary of the Raymond Bag Co., Middletown, Ohio, has been elevated to the presidency of the company. Mr. Lawrence succeeds his father, the late James Lawrence, who had been at the head of the Raymond Bag Co. for many years. Walter F. Lawrence is well known, well liked, and thoroughly capable of being the guiding hand of the company. Mr. Lawrence is in receipt of dozens of letters from friends in the milling trade the country over, who have written in to congratulate him on his recent honor, and to wish him well.

cult to export flour than wheat, and past appeals to the Shipping Board and the shipping companies have proved to be unavailing. Mr. Legge stated that the farm board would employ every effort to persuade the shipping interests to put in a more equitable rate on ocean flour shipments, not only as a temporary measure, but to be followed generally in the future."

BAG FIRM PLANS FINANCE CHANGES

NEW YORK, N. Y.—Two special meetings of stockholders of the Union Bag & Paper Corporation have been called for April 15-16. The first is to consider changing the par value of the 200,000 shares of capital stock to \$30 from \$100 a share, thereby decreasing the authorized capital stock of the corporation to \$6,000,000 from \$20,000,000, and the amount of issued capital stock and the capital of the corporation to \$4,494,281 from \$14,980,936, and to change the directorate to one class from two classes to be elected annually. At the second meeting, stockholders will be asked to approve change of capital stock from 200,000 shares of \$30 par into 200,000 no-par shares.

FIGHT ON WEEVILS ASKED

SAN FRANCISCO, CAL.—The San Francisco Grain Trade Association has appealed to the California Warehousemen's Association to attempt to reduce weevil infestation in country warehouses, and the latter association has in turn asked its members to co-operate in battling the

insect pest. It is stressed in the requests that the presence of weevils in shipments of barley and other grains from California to Europe would result in an embargo being placed on California grain. Grain men have been reporting considerable quantities of weevil-infested grain shipped to terminals from country warehouses.

TENDERS ASKED FOR FLOUR FOR SHIPMENT TO PANAMA

The Panama Rail Road Co. invites tenders for 1,800 bbls flour, to be submitted by April 3. Bids are requested covering delivery free of all charges at Cristobal. The flour must be of 95 per cent hard wheat, and should be packed in new Osanburg sacks of 196 lbs. Delivery of 900 sacks must be made at the Isthmus of Panama between May 1 and May 10, and 900 between May 20 and May 30. Bidders should name the brand for which they are quoting, and the successful bidder will be required to mark the name of the brand on each package. The right is reserved to accept any bid in part, or to increase by 10 per cent or decrease by 20 per cent the quantities awarded. Tenders will be received at the office of the commissary purchasing agent of the Panama Rail Road Co., 24 State Street, New York.

MILWAUKEE FIRM TO LEASE KINNICKINNIC ELEVATOR

MILWAUKEE, WIS.—The Donahue-Stratton Grain Co., Milwaukee, will lease and operate the new additional storage tanks to be built by the North Western railroad at the present Kinnickinnic elevator site, according to Harry M. Stratton, of the grain company. The project will cost approximately \$700,000. Work will be started immediately, with completion by August. The additional tanks and equipment will increase the capacity of the elevators fully 2,000,000 bus. Present capacity of the Kinnickinnic elevator is 1,500,000 bus. Two modern car dumping devices are to be built, and when completed the new elevator will be one of the most modern on the Great Lakes.

NEW DATE FOR HEARING OF COMPLAINTS ON GRAIN MEN

WASHINGTON, D. C.—Postponement of the hearings of complaints against William B. Massey, John S. and Philip J. Reddy, members of the Chicago Board of Trade, to April 7 is announced by the Grain Futures Administration of the Department of Commerce. The complaints involve charges of attempted manipulation of the price of grain, and other alleged violations of the grain futures act. They had been set for hearing March 24 in Chicago. As provided by the act, the hearing will be conducted by a referee designated by the Secretary of Agriculture. It will be held at 717 Postal Telegraph Building, Chicago, at 10 a. m., on April 7.

S. H. STOLTZFUS REJOINS STAFF OF THE WOLF CO.

S. H. Stoltzfus has rejoined the staff of the Wolf Co., with headquarters at 2021 Pennsylvania Avenue, Kansas City. He will give personal attention and service to mills in the Middle West. Much of his time during the previous association of 17 years with the Wolf Co. was spent in the engineering department. He later enlarged his experience as the Kansas City representative of Nordyke & Marrison, and recently was associated with the General Mill Equipment Co., Kansas City.

C. B. WARKENTIN RE-ELECTED UNANIMOUSLY AS CHAIRMAN

Carl B. Warkentin, chairman of the board of the Millers' National Federation, was re-elected to that office in the balloting conducted by mail among members of the federation. Mr. Warkentin's name was the only one placed on the ballot, and although members had the right to insert other names, none of them did so.

HEARING ON CHICAGO BAKERY REGULATION

Proposed Legislation on Cream Filled Goods
Involves Question of Responsibility
for Food Poisoning

CHICAGO, ILL.—A representative group of Chicago bakers, supported by national and state officers, met with the health committee of the Chicago city council on March 18 at a hearing on the proposed ordinance forbidding the sale of cream filled goods except under stated conditions of refrigeration. The assistant commissioner, Dr. Koehler, offered the reasons for asking the ordinance and was supported in his arguments by bacteriologists and others of the department of health.

John M. Hartley explained that this was a very serious question for bakers, and that while the trade had co-operated fully with the health department and would continue to do so, it felt very uneasy at the thought of an ordinance, itself an implication of guilt, and asked that it be allowed to continue under the supervision of the commissioner through an order until the baking industry's program of research had been concluded and facts ascertained.

C. J. Kremer, former dairy and food commissioner of Wisconsin, presented the case for the baking industry, which was represented by several notables, among them Gustav A. Wilde, president of the Associated Bakers of America; Thomas F. Smith, secretary of the American Bakers Association; George Chussler, Jr., secretary of the Associated Bakers of Illinois; Eugene Lipp; M. O. Densby; B. E. Nehls, financial secretary of the Chicago Master Bakers' Association; Jack Koenig, secretary of the Chicago South Side Master Bakers; Joseph Krubert, president of the Bohemian association, and J. Kleczewski, of the Polish association.

The aldermen took a real interest in the arguments. They asked numerous questions. Mr. Kremer was heard carefully. He showed that no conclusive evidence had yet been presented in any known case of food poisoning to prove clearly that bakery products had been responsible. There were suspicions, but all cases that he had been able to study and all cases before the city or state health departments had been based on surmise. He recited one case that has its place in the recorded history of food poisonings, a case that had come before him personally in his official duties. The state laboratory and the laboratory and chemists of the university had collaborated, and although they had samples of every food and those personal samples, so generally hard to procure, from the victims in this case, they were never able to say just which food had caused the illness. He asked if it was fair, while so much accusation was based on mere surmise and the supposed facts supported by such inconclusive evidence, to subject the baking trade to an ordinance that presupposes proven guilt.

A subcommittee will be appointed to go further into the proposed ordinance, which was admitted to be faulty and to cover more ground than was intended. The question was considered too involved to be decided lightly and without more study.

TRADE PRACTICE COMMITTEE CONSIDERS PROPOSED RULES

CHICAGO, ILL.—A meeting of the Millers' National Federation trade practice committee was held at the Palmer House, Chicago, March 22, for general discussion of proposed rules, upon which every miller in the United States will shortly be asked to vote. Those present were Frank Hutchinson, Lawrenceburg (Ind.) Roller Mills Co., chairman; George Livingston, executive vice president Millers' National Federation; Jesse B. Smith, Shellabarger Mill & Elevator Co., Salina, Kansas; George E. Hincke, Ismert-Hincke Milling Co., Kansas City; Herman Steen, secretary Millers' National Federation. Carl B. Warkentin was obliged by the illness of his daughter to return to Kansas City without attending the meeting.

HYDE TELLS SENATE OF NEED FOR FUTURES

Secretary of Agriculture Recommends That Changes Be Made in Deliverable Grades—Stricter Supervision Asked

WASHINGTON, D. C.—Cotton and grain exchanges will not be eliminated from the picture if the advice of Arthur M. Hyde, Secretary of Agriculture, is followed. He holds them to be "a necessary and important part in the sale and distribution of these staple agricultural commodities."

Replying to the Heflin resolution passed by the Senate several weeks ago, the Secretary of Agriculture has expressed his opinion on the intermittent agitation for the closing of the exchanges. The Senate resolution requested the secretary "to report to the Senate such recommendations as he sees fit to make, even to the extent of temporarily closing said exchanges." In his communication to the Senate, Secretary Hyde says:

"The cotton and grain exchanges play a necessary and important part in the sale and distribution of these great staple agricultural commodities. Under the free operation of the law of supply and demand, the price of the commodity reflects the balance between available supply against the effective demand. These exchanges offer an easy and rapid method for the expression of the mass opinions of both buyers and sellers of the commodity. They furnish another great advantage in that a public price is determined during every hour of the trading day against which both producer and consumer can check any offers they receive.

FUTURES NECESSARY

"There is equal need for the purchase and sale of commodities to be delivered in the future. The total available supply of a commodity cannot be delivered at once, nor can it be processed, manufactured, or consumed within the narrow period in which it comes on the market. Consequently at these commodity exchanges great futures markets have been developed. The futures market is used by millers and dealers very much as other merchants use insurance. By the purchase or sale of futures, they cover present transactions by hedging which protects them from violent fluctuations in the price.

"Not only do futures markets offer valuable insurance against undue fluctuations in price, but they enable millers, dealers and exporters to conduct their businesses on a smaller margin of profit than would otherwise be necessary to protect themselves against risk.

"These facilities should be retained. There are, however, some changes which should be made in the interest of the producer, the consumer, and the dealer who wish to make constructive use of these facilities. For instance, one important particular in which betterment may occur is in the matter of deliverable grades. In Chicago the buyer who desires delivery of wheat purchased may be compelled to accept 17 different grades, or a combination of 17 grades, at different warehouses and at premiums and bonuses fixed by the exchange. This, it seems to me, puts a premium on speculation and a burden on legitimate forward purchasing.

"Also it should be pointed out that there is no agency authorized to review, in the interest of the producers, or consumers, the rules of cotton and grain exchanges which they from time to time adopt.

"Without going further into detail, I would recommend that such legislative action as may be contemplated or undertaken, be directed toward strengthening the regulatory powers of the grain futures and cotton futures acts, with a view to preserving the legitimate and useful function of these exchanges, and eliminating, so far as possible, the evils which arise from undue speculations."

Asked to comment on the secretary's report to the Senate, Alexander Legge, chairman of the Federal Farm Board, said that the board was not suggesting that the exchanges be eliminated. He agreed with Secretary Hyde that the reform in the rules covering deliveries on contracts was desirable.

Recent agitation against the exchanges has been carried on chiefly by members of Congress from the cotton growing states, on the assumption that speculation on the exchanges somehow is responsible for the unfavorable price situation in the cotton market.

STANDARD BRANDS REPORTS PROFITS FOR FOUR MONTHS

NEW YORK, N. Y.—For the first four months of operation, ended Dec. 31, 1929, Standard Brands, Inc., shows net income of \$5,258,252, after depreciation, federal taxes and other charges, but before profit of \$1,050,436 on sales of treasury stock, and before charging off \$35,699 for general insurance reserves. These earnings included operations of the German and South African subsidiaries of the Royal Baking Powder Co. for the two months ended on Oct. 31, 1929. The net income for the four months was equivalent, after dividend requirements for the period on the 87 preferred stock, to 39c a share on 12,630,107 shares of no-par common stock. Including the profit from sales of treasury stock and deducting the insurance reserves, the net was equivalent to 47c a common share.

Current assets on Dec. 31 amounted to \$51,497,726, compared with current liabilities of \$5,038,003, leaving net working capital \$46,459,723. In the four months of consolidation, gross profits were reported as \$13,844,444, after manufacturing and other costs and surplus of \$6,271,989 before charging dividends. Trade-marks, patents and good will were carried on the balance sheet at \$1.

In his remarks to stockholders, Joseph

Wilshire, president, stated in part as follows:

"This report covers the initial four months' operation of Standard Brands, Inc., which period was devoted principally to strengthening and expanding the company's sales personnel and its delivery organization preparatory to getting added products in general distribution; also to preparing the sales organization to carry out the advertising and sales plans of the merged interests. Large cash expenditures for preparatory work have been written off as expenses—not deferred in any way—a conservative procedure that necessarily resulted in a shrinkage of profits for the period this report covers."

NEW TRIAL ASKED IN CASE OF NEBRASKA WEIGHT LAW

Attorney General C. A. Sorenson, of Nebraska, has filed a motion for a new trial in federal court at Lincoln in the case to test the constitutionality of Nebraska standard weight law, which was recently held invalid by the court. No date for the hearing has been set. The original case was brought by the Peterson Baking Co., Omaha, and 13 other firms to restrain enforcement. In the motion, the attorney general alleges misrepresentation of the statute by the court, that the court's finding that loaves sometimes shrink from 19 1/2 oz to less than 16 during shipment is contrary to fact and not supported by evidence, that the court misinterpreted the law in declaring that a manufacturer may sell and deliver legal loaves, yet be subject to penalty because of the negligence of the purchaser.

A New Bakery for an Old One in Sioux Falls

WHEN the plant of the Pfaff Baking Co. at Sioux Falls, S. D., was opened for public inspection the evening of March 1, it presented all the appearance of a new structure. It actually was not a new plant, but an old one—after being completely rebuilt and enlarged. In this particular case, however, the final result has all the evidence of being a brand new bakery.

The plant is not a tremendously big one, but it is a unit which gives an impression of planning for efficient operation. The picture below, the result of a five-minute night exposure, gives a good idea of its trim exterior. The Pfaff Baking Co., of which Otto S. Pfaff is president, also operates plants at both Fort Dodge and Mason City, Iowa.

The mixing room of the new Sioux Falls plant is on the second floor at the front of the building, and is equipped with one No. 8 Day, Hercules type high-speed mixer and one No. 4 Day high-speed mixer. The flour equipment consists of a Read sifting and blending outfit, with three variable feed bins, each of 2-bbl capacity feeding into a 25-bbl storage bin located in the basement. The necessary elevator leg and conveyor carries flour as needed to the mixing room, where it is delivered through a Read automatic hopper suspended on a trolley and thus serves both mixers.

Water is supplied through a Day automatic electric water meter, and in the

case of the large mixer the bowl is water jacketed with circulating ice water from a 7 1/2-ton Vilter ammonia compressor. This unit also supplies ice water for the drinking fountains throughout the plant. It also takes care of the fermentation room and the cooler for the storage of lard, yeast and similar items. The fermentation room is controlled as to humidity with a Babson humidifier, radiation being handled automatically with Johnson radiator valves and thermostats.

The make-up room is equipped with a four-pocket American divider, Petri & Jones rounder, Thompson merry-go-round and Day Thoroughbred molder. The proof box is of Champion make, manually controlled as to heat and humidity. The oven equipment consists of two Helm peel ovens and one 12-ft Fish rotary oven in the roll department. In this department is also located a Read high-speed cake machine for icings and similar purposes, and a Debus two-rack proof box. All pan breads are handled on an American standard wrapping machine.

The present delivery equipment comprises seven units, all International trucks, of 1-ton and 1 1/2-ton capacity, carrying Shurmeier-Whitney bodies of the so-called Zinemaster type.

The ovens are coke fired, process steam being supplied by a horizontal tubular boiler. The plant is heated with low pressure boiler of Weil-McLane make, equipped with Johnson oil burners.



New Plant of the Pfaff Baking Co., Sioux Falls, S. D.

SENATE ACCEPTS MOST HOUSE TARIFF RATES

Few Changes in Grain and Grain Products Schedules—Some Feedstuffs Given Higher Duty by Senate

WASHINGTON, D. C.—As the tariff bill passed the Senate, March 24, it contained few important changes in tariff rates on grains and grain products. The Senate accepted the House action in retaining the tariff on wheat at 42c bu and the flour rate at \$1.04 per 100 lbs. As the conferees of the two houses deal only with rates on which the two houses are in disagreement, the 42c rate for wheat and \$1.04 per 100 lbs for flour will stand.

The present rates of 20c on barley and 2c lb on barley flour were not changed by either house. The House boosted the rate on buckwheat from 10c to 25c bu, but did not change the rate of .5c lb on buckwheat flour. This action was accepted by the Senate.

The present corn rate of 15c bu was raised to 25c by the House and the Senate concurred in this action. Both houses agreed to changing the 30c rate on corn meal and flour to 50c per 100 lbs.

Where the House had voted to continue present rates on oats, the Senate raised the rate 1c, making it 16c bu. The Senate made no changes in the House rates on rye and rye flour which are a continuation of the present rates.

Where the present rate on bran, shorts, by-product feeds obtained in milling wheat or other cereals is 7.5 per cent ad valorem, the bill as it passed the Senate carried a rate of 10 per cent and a provision for 2c lb on soy bean oil cake and soy bean oil cake meal.

No changes were made in either the House or Senate on rates on screenings, scalplings, chaff, or scourings of wheat, flaxseed, or other grains; and the rate of 20 per cent ad valorem on cereal breakfast foods is continued.

Present rates on biscuits, wafers, cakes and similar baked articles also were continued. These are classified in one group and carry a rate of 30 per cent ad valorem.

The Senate made the rate of flaxseed 65c bu against 63c in the House bill and a present rate of 50c.

The alfalfa rate was raised to 8c in the Senate against 5c in the House bill and a present rate of 1c. Hay was given a rate of 85 ton in the Senate, where the House bill carried the present rate of 84. Straw was given a rate of \$1.50 ton by the Senate, where the House bill carried the present rate of \$1.

WESTERN ASSURANCE PROFITS

TORONTO, Ont.—The Western Assurance Co., marine insurance, Toronto, has reported an underwriting profit of \$338,322 for the year ending Dec. 31, 1929. After providing for interest charges and revaluing its securities there was an operating profit of \$529,484 out of which dividends at the rate of 12 per cent were declared, leaving a net addition to surplus of \$361,484. This company transacts fire, marine and casualty insurance in many countries besides Canada. In 1929 its assets were increased to \$9,200,000. Capital and surplus combined amount to \$3,808,175.

UTAH MILLER DEAD

OGDEN, UTAH.—Nels Jensen, president of the Garland (Utah) Milling Co. and attorney of Brigham City, Utah, was fatally stricken with a heart attack while speaking at a religious meeting in the Brigham City high school auditorium, March 16. He was 70 years of age. Among the positions held by Mr. Jensen were county attorney, city judge, president of the Brigham City Canning Co., president of the Garland Milling Co. and director of the State Security Bank.

FEDERATION DELEGATES

C. B. Warkentin, chairman of the board, and George Livingston, executive vice president, have been designated as official delegates of the Millers' National Federation at the convention of the Chamber of Commerce of the United States, which will be held April 25-May 1, at Washington, D. C.

MEETING CONCLUDED BY BAKERY ENGINEERS

L. E. Caster Chosen President of Society at Chicago Meeting—Cake Problems Discussed on Final Day

CHICAGO, ILL.—L. E. Caster, of the Kieg-Stevens Baking Co., Rockford, Ill., was chosen president of the American Society of Bakery Engineers at the business meeting of the afternoon of the second day of the organization's annual convention. Earl Cox, of the Cox Baking Co., Jamaica, N. Y., was elected first vice president, and John C. Summers, of Standard Brands, Inc., second vice president. Victor J. Marx was again chosen secretary-treasurer.

The secretary in his report stated that the net gain in new members for the year was 106, making the total membership 972. Following the election of officers, G. C. Thomas, of General Mills, Inc., led a discussion on personnel, as the concluding feature of the second day's session.

The final day of the meeting was devoted entirely to cake. Peter G. Pirrie, of New York, acted as chairman, and C. S. Pickering, of Los Angeles, was the first speaker, basing his talk on a number of questions, showing what information was needed by a baker going into the cake business. W. W. Reece, of the W. E. Long Co., Chicago, answered these questions as they applied to plant layout and construction. Earl Cox, of Jamaica, N. Y., described the equipment necessary in such a program of cake production, and the question of "bakery" flavor was discussed in this connection.

Ellis Baum, of the Continental Baking Corporation, New York, talked on the part production men should play in the selling of products.

The afternoon discussion was devoted to the function of raw materials in cake. Ralph Morris, of Swift & Co., Chicago, talked on eggs, M. J. Gerrits, of the Siebel Institute of Technology, Chicago, talked on flour, while shortening was discussed by I. A. Berg, of Portsmouth, Va. Mrs. M. M. Brooke, of the Purity Bakeries Corporation, Chicago, talked on icings and fillings. Other speakers at this session were Malcolm Cavenagh, of General Mills, Inc., and W. E. Broeg, of Standard Brands, Inc.

LACK OF STORAGE SPACE FOR 1930 WHEAT FEARED

KANSAS CITY, Mo.—Middle western shippers attending the twenty-seventh meeting of the Trans-Missouri-Kansas Shippers' Board openly expressed fear there will be a lack of storage space for the 1930 wheat crop, unless immediate steps are taken to bring about the export of grain now in storage.

At the same time, E. I. Burton, of Coffeyville, Kansas, who for 15 years was a member of the Kansas board of agriculture, sounded a warning that the storing of wheat by farmers in an effort to stabilize wheat prices is an unsafe plan.

The Middle West, especially Kansas, is in for a record wheat yield, the shippers' finance and credit committee predicted. It brought out that one grain house had issued an estimate pointing to the possibility of a harvest of 200,000,000 bus in Kansas this year alone.

The report stressed the fact that prospects in the Southwest were extremely good and that there was a tendency toward easiness in money rates. So far as credit and finance are concerned the committee reported a complicated situation, the influence of the Federal Farm Board being outstanding at the present time.

PHILADELPHIA FLOUR CLUB MEETS

The Flour Club of Philadelphia held its monthly luncheon meeting on Friday, March 21, at the old Down Town Club.

The following officers were unanimously elected to serve during the year: president, C. R. Troutner, Philadelphia manager of the Russell-Miller Milling Co.; vice president, J. L. Carroll, of the local offices of the Pillsbury Flour Mills Co.; treasurer, George Y. King; secre-

tary, Joseph H. Shinnick, eastern sales manager for the Ismert-Hincke Milling Co.; board of governors, R. H. Ague, local manager of the International Milling Co.; C. Herbert Bell, vice president of the Quaker City Flour Mills Co.; William H. Olbach, A. D. Acheson and E. T. Carpenter.

It was resolved that an outing be held prior to the adjournment of the club for the summer. President Troutner appointed as the committee on arrangements William H. Olbach, L. E. Bowman and George Y. King.

MAY DAY COUP TO DELIVER CONTRACT GRAIN IS DENIED

KANSAS CITY, Mo.—R. A. Jeanneret, president of the Kansas City Board of Trade, has branded the charges of the Federal Farm Board that the private grain trade "has been planning a May Day coup" in the delivery of wheat on May contracts, as a misrepresentation of facts.

"Any interests purchasing wheat futures must stand ready to take delivery of the actual grain in that particular delivery month," Mr. Jeanneret said. "It is, therefore, quite natural that the farm board as heavy holder of May wheat futures must expect to take heavy deliveries. In view of the fact that the visible supply of wheat is substantially the same as the open interest in May futures in the leading contract markets, it is fairly reasonable to assume the holders of May futures may find themselves in the position of being required to take practically the entire visible supply."

Mr. Jeanneret emphatically stated that there has been no irregularity in hedging operations since the existence of the farm board. Cash wheat has been purchased by private interests and hedged in the futures market in the last eight months in exactly the same manner as transactions have been carried on for almost 50 years.

In reference to the famous coup in May, 1922, when a Chicago speculator was caught in a similar predicament to that which the farm board is likely to be in, Mr. Jeanneret said, "Is it not quite natural then, that the same condition might be expected at the present time with that same speculative interest in the market?"

SUSPEND EXPORT RATE INCREASES

WASHINGTON, D. C.—The Interstate Commerce Commission has suspended, from March 20 until Oct. 20, the operation of certain schedules as published in Supplement No. 2 to the Chicago, Rock Island & Pacific Railway Co.'s tariff. The suspended schedules propose to cancel export rates on grain and related articles from Panhandle and Santa Fe Railway stations in Oklahoma to Louisiana and Alabama gulf ports with resultant increases in rates.

AMERICAN BISCUITS IN EGYPT

WASHINGTON, D. C.—Fancy biscuits from America lately have been introduced into the Egyptian market. Although in price and quality they are in line with British biscuits, the demand for them is still small, as little advertising has been done, and the American type has not become well known.

As reported by the American commercial attache in Cairo, imports of fancy biscuits into Egypt amounted to 1,109,000 lbs in 1929. For 1928 the total was 1,228,000 lbs and for 1927 the total

INCREASE IN GERMAN DUTIES EXPECTED MARCH 31

London, Eng.

THE new tariff proposing to increase the German duty on wheat flour to 23.25 marks per 100 kilos (\$4.92 bbl) and wheat to 12.00 marks per 100 kilos (78c bu) is expected to receive authorization on March 26 and become effective March 31. The present duties are 9.50 marks per 100 kilos for wheat and 18.50 for flour.

was 1,318,000 lbs. The principal supplies are from the United Kingdom and Belgium; the former accounting for 457,000 lbs in 1929, while 380,000 lbs came from Belgium.

The price of these biscuits is low, and competition from domestic manufacturers is quite keen. The imports usually are packed in tins of 1, 2, 3, 4 and 7 to 10 lbs, the 1- and 2-lb tins being in greatest demand.

EXPORTS NOT SO SMALL

Commenting on the common references to the good old days when flour exports were large, the Hook-Up of the Millers' National Federation points out that, while flour exports are considerably smaller than during the war years and years immediately after the war, export business since that time totals about as large as at any time for a quarter of a century. Exports of wheat, however, have increased both in totals and in proportion to flour, leaving the war periods out of consideration.

J. M. CHILTON WILL AID NEW STABILIZATION HEAD

St. Louis, Mo.—Joshua M. Chilton, manager of the grain merchandising department of the Checkerboard Elevator Co., subsidiary of the Ralston-Purina Co., has been granted a leave of absence by the Ralston company until June 1, in order that he may become assistant to George S. Milnor, new general manager of the Grain Stabilization Corporation, agency of the Federal Farm Board.

Mr. Chilton, who has already left for Chicago to take up his work under the appointment, will return to the Checkerboard company in June, as by that time he hopes to have aided Mr. Milnor to build up the necessary organization for the stabilization corporation. His temporary release by the Ralston-Purina Co. is understood to have been earnestly sought.

The new appointee has had an exceptionally successful career in the grain trade, starting as a sampler in the local inspection department. Later he was employed by a St. Louis grain firm. After serving in Washington on the Food Administration, he joined the Hall Baker Grain Co., of Kansas City, opening an office for this firm in Denver. Later he returned to St. Louis for the Hall Baker Co., and somewhat over two years ago organized the Checkerboard Co. for the Ralston interests. He has been connected with the grain trade throughout a period of 23 years.

KANSAS CITY MILLERS TO TAKE PART IN TRADE TOUR

KANSAS CITY, Mo.—A number of Kansas City millers, grain and feed men are planning to take part in a trade trip over the Kansas City Southern Railroad, lasting seven days and covering the territory between Kansas City and Port Arthur, Texas. Ninety-five members of the Chamber of Commerce have made reservations for the trip which will be made on a special train leaving March 30.

Among the members of the party are: Oscar T. Cook, Southwestern Milling Co., Inc.; H. C. Gamage, vice president Moore-Seaver Grain Co.; F. C. Hoese, vice president Norris Grain Co.; George W. Hoyland, president Hoyland Flour Mills Co.; Gus Schmierer, president Quisenberry Feed Mfg. Co.; Walter R. Scott, secretary and trade commissioner Kansas City Board of Trade; G. W. Selders, president Southard Feed & Milling Co.; Frank A. Theis, vice president Simonds-Shields-Lonsdale Grain Co., and George Wild, sales manager Loose-Wiles Biscuit Co.

WORK STARTS ON 750,000-BU ELEVATOR AT FORT WORTH

Work has been started on the building of a new 750,000-bu elevator at Fort Worth, Texas, by Fort Worth Elevators. J. Perry Burrus is head of the company, and the elevator will be operated in connection with the other milling and grain interests controlled by him.

MILLS WILL PROVIDE GRAIN STORAGE SPACE

Conference with Farm Board Brings Agreement to Keep Chicago May Contract Wheat in Warehouses for Grinding

WASHINGTON, D. C.—The Federal Farm Board has plans well under way for utilizing surplus storage space controlled by millers. This announcement followed two informal conferences held in Chicago last Friday between representative millers and officials of the Grain Stabilization Corporation.

Millers are to a considerable extent hedged in the Chicago May option, board officials estimating these sales at 60,000,000 bus or more, and with May selling at premium over July many are planning to deliver cash wheat instead of carrying all of it in storage. The board proposes to keep this wheat in mill warehouses, turning May option over to mills in exchange and then reselling wheat to mills as needed to cover flour sales.

Surveys made by the board indicate that mills in the Southwest are most interested in this program, as many millers there plan to deliver on May contracts unless July goes to the normal carrying charge basis. Northwestern mills have advised the stabilization corporation that for most part they will not dispose of any of their cash holdings because of excellent quality of old crop and because a good share of their hedges are in September. The plan is being worked out in detail and will be formally announced soon by the stabilization corporation.

The arrangement with millers is expected to make available some 80,000,000 bus of storage space in mill elevators. Farm board officials estimate that millers, whose supplies are said to be low, will grind 150,000,000 bus of wheat before the new crop comes in. The board feels this plan will give the millers needed grain at stabilized prices.

The stabilization corporation is understood to be getting delivery of its grain at various terminals, including Minneapolis, in an attempt to prevent the Chicago congestion from becoming worse.

OPERATIVES TO DISCUSS PROBLEMS OF FUMIGATION

MANHATTAN, KANSAS.—The Association of Operative Millers, districts No. 1 and No. 2, will convene at the Kansas State Agricultural College, Saturday, April 26, for the fifth annual spring meeting held at the invitation of the college. Dr. C. O. Swanson, head of the Kansas State Agricultural College department of milling, has arranged a varied program. It includes reports on experiments in milling practices and inspection of the college experimental mill, a symposium on fumigation for insects, and a visit to the experimental wheat plots of the agronomy farm. As usual, periods for open discussion will be held and a luncheon will be served at the college cafeteria.

Millers, mill owners and allied trades are cordially invited to attend the meeting, according to Dr. Swanson. A special pullman car will be run from Kansas City into Manhattan for this meeting.

V. F. Doherty is secretary of district No. 1. He represents the Red Star Mills, Wichita. M. F. Dillon, 303 Postal Telegraph Building, Kansas City, Mo., is secretary of district No. 2.

Dr. Swanson has arranged the following program:
8:00 to 10:00 a.m.—Visit to the college experimental mill; atmospheric control and equipment for conducting experiments on milling practice.

10:00 a.m.—George G. Aldous, chairman district No. 1, presiding. Greetings—Paper, "Mysteries of Milling" by Glenn Feece, Wichita, Kansas; reports on experiments on milling practices—"A Study of Breaking Practices in Some Kansas Mills," R. E. McCormick; "Rate of Water Penetration in Wheat During Tempering," R. O. Pence; "Influence of Length of Scouring and Wetting Before

Scouring," C. O. Swanson and C. W. Oakes.

12:15 p.m.—Luncheon at college cafeteria.

1:30 p.m.—Meeting in lunchroom, Henry Vilm, chairman of district No. 2, presiding. A symposium on fumigating for flour mill and stored grain insects—"The Flour Mill and Stored Grain Insects," G. A. Dean; "Fumigation Methods," Gilbert Schenk; "Heat Sterilization of Wheat Before It Enters the Mill," George B. Wagner; general discussion, led by Willis N. Kelley, of Hutchinson, Kansas, and Walter Fincher, Kansas City.

3:30 p.m.—Visit to experimental wheat projects.

KANSAS BAKERS OPEN CONVENTION IN TOPEKA

More Than 100 Bakers Attend Opening Sessions at Hotel Kansan—R. E. Sullivan, Otto Cook Among Speakers

TOPEKA, KANSAS.—More than 100 bakers from all parts of the state attended the opening convention sessions of the Kansas Bakers' Association, which began at the Hotel Kansan, here, March 25. President J. E. Murray delivered the first address, outlining the activities of bakers' organizations in other states.

J. S. Chase, Jr., of Topeka, secretary of the association, gave a resume of the results of the district meetings which had been held by the Kansas association and explained the new type of program adopted for this year's convention.

Walter Warrick of the W. E. Long Co., Chicago, one of the speakers scheduled to appear, was unable to attend on account of illness. Robert E. Sullivan of the Bakery Sales Promotion Association, talked on the merchandising of bakery products, and Otto Cook, of Standard Brands, Inc., delivered an address entitled "Meet Mrs. Jones." The latter opened the discussion of sales and marketing problems.

On the program for the second day was Dr. M. B. Graff of Procter & Gamble, and Mrs. Julia Kiene, of the staff of Capper's Weekly, Topeka. Election of officers and discussion of production problems, under the direction of the Kansas City chapter of the American Society of Bakery Engineers, were scheduled for the second afternoon.

NEBRASKA SURVEY SHOWS DECLINE IN LAND VALUES

OMAHA, NEB.—Nebraska farm land values have declined \$5.69 per acre, or nearly 9 per cent, since 1925, according to a report by A. E. Anderson, agricultural statistician for this state. Mr. Anderson's estimate is based on a record of actual transfers shown in the offices of the registers of deeds in all counties. The average price of all land sold in 1925 was \$62 per acre, and by 1929 it was \$56.31, having declined every year except 1927. Mr. Anderson's report says:

"Contrary to some opinion, farm land has decreased some in value every year except two since 1920, the beginning of the heavy farm price decline. The high point in farm land values was reached in 1920, when the federal census showed an average value of \$87.91 per acre. The 1925 census gave an average of \$60.06. The latter value is substantiated by the land sales in 1925, which averaged \$62 per acre. Land averaged \$46.95 in 1910. The present average sale price of \$56.31 is only \$9.36 above the average value in 1910.

"The average weighted price of all farm land sold during the period 1922 to 1929, inclusive, as shown by the actual records of sales, is as follows: 1922, \$61.61; 1923, \$58.79; 1924, \$57; 1925, \$62; 1926, \$57.08; 1927, \$59.25; 1928, \$57.27; 1929, \$56.31.

"The number of sales ranged from 2,584 to 3,731 per year, exclusive of family transactions. The sales have been more numerous since 1925 than prior to that year. Most of the decline in values since 1920 occurred after 1925. A total of 5,604,000 acres, exclusive of family transactions, has changed hands during the

DUMPING REPORTS AGAIN OFFICIALLY DENIED

ON account of continued and persistent reports current in Europe that the Federal Farm Board would begin shipping some of its wheat abroad, the Grain Stabilization Corporation on Monday, March 24, authorized The Northwestern Miller to cable its European correspondents specifically as follows:

"The Grain Stabilization Corporation, an auxiliary of the Federal Farm Board, announces that they have not, and do not contemplate, shipping any unsold wheat to European markets."

On Tuesday of this week, Alexander Legge, chairman of the Federal Farm Board, was asked by The Northwestern Miller's Washington correspondent if, with the tariff bill containing the export debenture provision when it passed the Senate, the Federal Farm Board desired to be placed in a position where it could employ the debenture to stimulate exportation of wheat.

"While we are indifferent as to whether the debenture provision remains in the tariff bill, our judgment is that it won't work," Mr. Legge said. "We think we would be stopped from using the debenture by foreign nations. It all gets back to a matter of dumping, and all nations, including the United States, very promptly act to protect themselves against dumping."

Mr. Legge observed that Mr. Lloyd-George had remarked that if dumping of grain on the English market were attempted it would be met by an embargo. The chairman also cited recent action of France in voting export bounties on grain to be met immediately by correspondingly higher import rates in destination countries. Mr. Legge was not prepared to say that recent advances proposed in grain tariffs in Germany, Spain and other European countries were protective measures taken by those countries against the possibility of artificially stimulated exports from the United States, resulting either from a debenture policy or from the activities of the Grain Stabilization Corporation.

past eight years. This is an average of 700,000 acres a year.

"While the decline in farm values may be due to several factors, the unfavorable price relationship between the farm price of agricultural products and the prices paid for commodities purchased by farmers is probably the greatest factor. The ratio of prices received by farmers to prices paid reached 118 in 1918, the high point. It stood at 99 in 1920 and declined to 75 in 1921, the low point. It advanced gradually to 92 in 1925, dropping again to 85 by 1927 and then advancing to 90 in 1928. The high point in 1929 was 92 in August, after which it declined steadily to 85 in February."

FEDERAL PRICE INDEXES LOWER DURING FEBRUARY

Retail food prices in the United States as reported to the Bureau of Labor Statistics showed a decrease of about 1½ per cent on Feb. 15, 1930, when compared with Jan. 15, 1930, and a decrease of slightly less than 1 per cent since Feb. 15, 1929. The bureau's weighted index numbers, with average prices in 1913 as 100, were 154.4 for Feb. 15, 1929, 155.4 for Jan. 15, 1930, and 153 for Feb. 15, 1930. During the month from Jan. 15 to Feb. 15, 24 articles decreased in price, including bread.

With the decrease of 1½ per cent in February compared with January, wholesale prices dropped to within .75 per cent of the lowest level reached since the World War. The bureau's weighted index, with average prices in 1926 as 100, stands at 92.1 for February. With the exception of January, 1922, when the index registered 91.4, this is the lowest level to which wholesale prices have dropped since October, 1916.

UNREMITTED DRAFTS

Commenting on the Strong bill, which makes shippers preferred creditors when national banks fail before remitting on collected drafts, the Hook-Up of the Millers' National Federation publishes the following analogy to the present situation, contained in a letter written by Fred J. Linham, of the Federal

Mills, Inc., Lockport, N. Y., to his congressman:

"If we, as shippers, send a draft for collection, and the collecting bank is simply acting as our agent, it does not seem reasonable that we should be forced to stand a loss through the failure of such an agency, any more than it would be reasonable that in event we should hire a man to act as messenger for us to go to a certain place and get some money, and if before the money had been delivered back to us this man filed a petition in bankruptcy, he should make our funds a part of his assets. That, of course, is ridiculous on the face of it, but that is just what is happening under present conditions where we pay a bank to act as a collection agency for us, and then they fail before returning funds to us."

MILLING FIRM DISSOLVES

INDIANAPOLIS, IND.—The Amo (Ind.) Mill & Elevator Co., with headquarters in Indianapolis, has filed papers with the secretary of state, evidencing preliminary dissolution.

SURVEY OF BOSTON PORT GRAIN FACILITIES ASKED

BOSTON, MASS.—A recommendation has been sent to the Massachusetts legislature by Governor Frank G. Allen urging that a prompt study of the facilities of Boston harbor by a special commission be ordered, to determine whether or not it is advisable to provide for the erection of a modern grain elevator on state-owned land in south Boston, tributary to New York, New Haven & Hartford Railroad tracks, and on the waterfront, to receive lake grain via Oswego and the new Welland ship canal route. It is supposed that such facilities will afford an opportunity for shipping grain to European points at a favorable competitive rate as against Baltimore and Philadelphia, which ports previously have smothered Boston exports to a considerable degree because of the lower differential.

Governor Allen in his message to the legislature said, "I recommend passage of legislation providing for an investigation and study of the question by the

Boston Port Authority and the department of public works. By acting promptly, it should be possible for these two boards to conduct an investigation and report during the present session of the legislature, with such recommendations as they deem advisable."

SOUTH DAKOTA BAKERS' MEETING

MINNEAPOLIS, MINN.—The annual convention of the South Dakota Bakers' Unit of the Manufacturers and Employers' Association will be held at Sioux Falls May 6-7, headquarters at the Cataract Hotel. An interesting program is being prepared, with just enough entertainment thrown in to insure the bakers and their allied trades friends a good time.

BAKERS ASKING ROOMS FOR LOOKOUT MEETING

Mountain-top Convention of Southern Association Has Drawn 50 Reservations Although Meet Is Seven Weeks Away

That the convention of the Southern Bakers' Association to be held on the top of Lookout Mountain near Chattanooga, Tenn., beginning May 12, will be well attended is indicated by the fact that more than 50 reservations have thus far been received for rooms in the Lookout Mountain Hotel, according to Thomas C. Hull, secretary.

Secretary Hull says, "The choice rooms are going fast. Please let the secretary reserve your room before it is too late to get a good one. And state in your letter whether you are coming alone or bringing the wife. We want the ladies with us as usual. We have a reputation for having the best conventions in the industry, and the ladies are largely responsible for the good name we have earned. Bring her and send the reservation."

The business program for the meeting has been planned for several months, according to Mr. Hull, but only tentatively. Acceptances from the speakers are now being received, however, and the definite program is taking its final form. Details will be announced later when all acceptances are in. At the present time it is stated that there will be four sessions during the three days of May 12, 13 and 14. This will give ample time for the social and recreational features of the gathering and keep the delegates keen for the convention business. The first meeting will take place Monday afternoon, and will deal with association matters, traditional problems, and the sounding of the keynote of the convention. Tuesday morning's meeting will hear two speakers on bakery sales problems and engage in a discussion of those problems. Trade relations affairs will be taken up on Tuesday afternoon, five important topics being scheduled, with leaders making the introductory remarks, and running the discussions. Wednesday morning it is promised that "cake and bread production problems will be treated in an entirely new way."

New officers of the association will be installed at a banquet Wednesday evening, May 14, after an afternoon devoted to play. The convention will then be over.

The slogan which is being used to promote the convention of the Southern Bakers' Association is, "We'll be on the Lookout for You on Lookout Mountain!" It is stated that this place was chosen for its novelty and also for its recreational advantages.

J. E. HAVILAND AGAIN WILL MANAGE TEXAS STAR MILLS

James E. Haviland, who resigned as manager of the Texas Star Flour Mills, Galveston, about three years ago, and since has been connected with milling in Kansas and the flour trade in New York, has been re-engaged as general manager of the Texas Star company. He will succeed Charles H. Newman, who recently was elected vice president of the Tex-O-Kan company, the holding company for the milling interests of J. Perry Burras, of Dallas. Mr. Newman will make his home at Dallas after May 1.

THE NORTHWEST

ROBERT T. BEATTY, NORTHWESTERN EDITOR

118 South 6th St., Minneapolis, Minn.

Correspondents at Duluth-Superior and Great Falls

Cable Address: "Palmking"

MINNEAPOLIS

When the wheat market strengthened and started to advance last week, a good many flour buyers came in and covered their near-by requirements. Some were willing to buy for three to four months' shipment, but mills, as a general rule, are limiting sales to 60-day shipment. The business done by spring wheat mills, as a whole, was probably around 40 per cent of capacity, compared with 25 per cent the preceding week.

Much Business on Books.—It is estimated that spring wheat milling companies have enough business on their books to keep them running, at present rate of production, anywhere from two to four months. Some conservative buyers will come in, in the meantime, for their normal needs, and a few of the larger bakery companies will need considerable to fill out their year's requirements.

Contracts at Higher Prices.—The trouble is that probably 80 per cent, or more, of the business on mill books was contracted for at prices higher than the current market, and naturally, some buyers want to purchase more, even though they cannot possibly use all the flour, this crop year, in order to reduce their average cost.

New Orders Scrutinized.—Mills are scrutinizing closely all new business offered them, and unless their representatives can assure them that the flour will be taken out within contract time, are refusing to accept it. The chances are that there will be more or less repudiation of contracts, and consequent cancellations, but millers are in a mood to enforce carrying charges and other incidental losses sustained.

Directions Needed.—The sales managers for the larger milling companies have instructed their field representatives to concentrate their efforts on getting shipping instructions, which are desired more than are new orders. Northwestern production last week was only 49 per cent of capacity, not at all in keeping with the volume of business on mill books.

First Clears Strong.—Demand for good first clears has been fairly active for some time, so that most companies are oversold on this grade. Second clear, however, is very dull, with quotations of most mills averaging close to their red dog prices.

Exports Moderate.—Export inquiry is very moderate, though occasional small sales are heard of, not only to Europe but also to Latin-American markets.

Flour Prices.—Quotations, March 25, hard spring wheat flour, basis cotton 98's or jute 140's, Minneapolis: short patent \$6.35@6.75 bbl, standard patent \$6.05@6.35, second patent \$5.85@6.05; fancy clear \$5.40@5.60, first clear \$5@5.10, second clear \$3@4.25; whole wheat, \$5.10@5.40; Graham, standard, \$4.10@4.30.

Mills in Operation.—Of the 26 Minneapolis mills, the following 15½ were in operation March 25: Atkinson, King Midas, Minneapolis, Northwestern Consolidated A, Pillsbury A (one-half), AS, Anchor, Lincoln, Palisade and Phoenix, Russell-Miller, Washburn Crosby C, East A., F., Gold Medal feed and rye mill.

SEMOLINAS

Durum millers are still awaiting the long-delayed improvement in demand for semolinas, but it seems to be as far off as ever. Eastern manufacturers show little or no interest. On some of their early bookings they are at least two months delinquent. In consequence, millers are using every endeavor possible to get old contracts cleaned up, and say they prefer shipping directions to new business. Unless there is a marked

change in consumption of semolinas, shipments by durum mills in general will show a sharp falling off for the crop year. Quotations unchanged. No. 2 semolina 3½¢ lb, bulk, f.o.b., Minneapolis; intermediate grades, 3¼@3½¢; No. 3 semolina, 3@3½¢. In the week ending March 22, nine Minneapolis and interior mills made 59,885 bbls durum products, compared with 70,052 in the previous week.

MINNEAPOLIS FLOUR OUTPUT

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

	Weekly capacity bbls	Flour output of ac-bbls	Pct. tivity
March 16-22	467,300	228,723	59
Previous week	457,100	250,511	64
Year ago	460,800	241,368	52
Two years ago	460,800	273,192	59
Three years ago	460,800	221,937	48
Four years ago	529,200	237,421	45
Five years ago	548,700	147,761	27

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 bbls	Flour output of ac-bbls	Pct. tivity
March 16-22	439,950	192,097	44
Previous week	439,950	183,437	42
Year ago	436,950	128,081	30
Two years ago	428,700	225,854	52
Three years ago	444,900	213,352	48
Four years ago	424,490	222,216	52
Five years ago	433,490	269,777	62

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, 1929, to March 22, 1930, with comparisons, in barrels (000's omitted):

	Output— 1929-30	1928-29	1929-30	1928-29
Minneapolis	6,151	6,591	29	13
St. Paul	198	251	8	23
Duluth-Sup.	627	725
Outside	5,650	7,120	98	271

STATE MILL EMPLOYEES DINE

A testimonial dinner to the management and employees of the State Mill & Elevator was given at the Hotel Dacotah, at Grand Forks, March 15, at the suggestion of Governor Shafer. The mill and elevator representatives present numbered 126. The governor complimented O. L. Spencer, the manager, and his assistants, on the record made by the mill during the first year of his administration. Flour sales since Jan. 1 have been double those of the same period last year, and one unit of the mill is running full capacity. So much enthusiasm was engendered during the meeting that it will probably be made an annual event.

BARBERRY ERADICATION CONFERENCE

A group of agricultural college representatives, millers, railroads, and others interested in eradicating the barberry bush, in an effort to stamp out rust in wheat, will hold a conference at the University of Minnesota farm in St. Paul, March 26-28. Dr. William A. Taylor, chief of the bureau of plant industry, and F. C. Meir, chief of the government's office on barberry eradication, will be among the speakers. It is expected that 13 wheat growing states will be represented at the conference.

PIONEER MILL OPERATIVE DEAD

Peter Rogers, for 46 years an employee in the Pillsbury mills in Minneapolis, died at his home here March 24. Mr. Rogers came from Ireland while still a small boy and had been a resident of Minneapolis since 1867. He helped build the Pillsbury A mill, and was an eye witness of the explosion, May 2, 1878, which destroyed the Washburn A and other

mill property. Surviving Mr. Rogers are a daughter and two sons.

NOTES

W. J. O'Keefe, sales manager for the International Milling Co., Minneapolis, is making a trip through southeastern and central states territory.

The Canada Atlantic Transit Co. will have a fleet of four steamers operating on the Great Lakes this coming season. C. J. Piper is general agent at Minneapolis.

H. T. Corson, executive manager of the National Food Bureau, Chicago, spent a day in Minneapolis last week, conferring with millers, and left here for Kansas City.

Elwood L. Chase, manager of the dairy feed department of the Co-operative G. L. F. Exchange, Buffalo, has purchased a membership in the Minneapolis Chamber of Commerce.

W. N. Smith, vice president of the Montana Flour Mills Co., Great Falls, was in Minneapolis March 20-21, en route home from the bakery engineers' convention at Chicago.

W. B. Windsor, secretary of the Fergus Flour Mills Co., Fergus Falls, Minn., passed through Minneapolis March 21, on his way home from Florida, where he had spent the winter.

W. G. McLaughlin, president and manager of the Globe Flour Mills Co., Perham, Minn., who has been in a Minneapolis hospital suffering from a nervous breakdown, has recovered sufficiently to return to his home.

I. A. Berg and Herbert Wall, chemists for the Portsmouth (Va.) Cotton Oil Refining Corporation, who attended the bakery engineers' convention in Chicago last week, spent March 24 in Minneapolis, visiting various mill laboratories.

C. G. Harrel, chief chemist of the Commander-Larabee Corporation, will discuss the highlights of the recent bakery engineers' convention at a luncheon meeting of the northwestern unit of the American Association of Cereal Chemists, in Minneapolis, March 28.

A building at Potsdam, near Pine Island, Minn., which was built in 1873 and which, for many years, was the foundation for a huge windmill, is being demolished. The windmill operated two stones which did all the grain grinding for the community.

The Northwest Grain Association, with headquarters in Minneapolis, announced, March 25, its readiness to advance loans to farmers on their wheat, on the same basis as established by the Federal Farm Board representatives. All wheat on which money is loaned must be free of smut and of good milling quality.

Franklin M. Crosby, vice president and a director of General Mills, Inc., Minneapolis, with Mrs. Crosby, will leave late this week for the East, to attend the wedding of their son, which will take place at Milton, Mass., April 8. Afterwards, Mr. and Mrs. Crosby will leave for England, to be gone two months.

The Archer-Daniels-Midland Co., linseed crushers, Minneapolis, was notified last week that its claim for \$304,000 refund in federal taxes had been allowed. This amount was paid by the Archer-Daniels Co. before its consolidation with the Midland company, but at the time a protest was entered and claim filed for the overcharge.

DULUTH-SUPERIOR

Strength in wheat and news from abroad suggesting better conditions caused a slight change in sentiment among some flour buyers, but general interest is slow to crystallize. Buyers continue to be guarded and limited in their buying. As a good many of them have bookings they are not anxious to add to their commitments now. Some call for clear is evident, but as mills booked quite a bit of business earlier in the year, they prefer to wait until contracts are cleaned up. Mills are booking a little hand-to-mouth business in patents now and then, but find a feeling of unwillingness in meeting price terms. Buyers do not seem to have much faith in the advance. They pin their hope in lower prices and invariably look for price concessions when compelled to make purchases.

CALENDAR YEAR SHIPMENT SALES

COMMENTING on an item which appeared in this department a week ago, concerning the reported sale by a southwestern mill of a round lot of flour for shipment into the Northwest up to Dec. 31 next, a southern Minnesota mill writes that its European representative advises that a Minneapolis mill has been offering flour in Amsterdam at \$5.80, less 20c commission, for shipment during 1930.

Demand for semolinas is about the same, with only a few scattering buyers interested enough to book lightly, in part or full cars. The majority of buyers still hold contracts, and are not disposed to buy additional supplies on an advancing market.

Quotations, March 22, Duluth-Superior, f.o.b., mills, in 98-lb cottons: first patent, \$6.85@7.10; second patent, \$6.65@6.95; first clear, \$5.55@5.80; second clear \$4.15@4.40.

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

	Output of bbls	Pct. of activity
March 16-22	15,370	42
Previous week	13,725	37
Year ago	28,275	76
Two years ago	16,980	46

NOTES

B. J. Stockman, president of the Duluth-Superior Milling Co., is in the East on a business trip.

C. C. Blair, vice president of the Globe Elevator Co., Duluth, has returned from a trip of several weeks to eastern and southern points.

The first charter of a vessel this season has been made for a steamer to load wheat at the Occident Elevator, Duluth, at once, with sailing to be on the opening of navigation. The rate was not given out.

Receipts of grain at Duluth-Superior have been declining and stocks during the week ending March 22 increased only 393,000 bus, and now total 36,195,000 bus. This is the largest amount ever in store at Duluth, and brings elevator space close to the point of exhaustion.

In Duluth-Superior harbor ice has not given way to any extent due to the cold weather that prevailed during the week ending March 22. Winds have loosened the ice in the lake outside the harbor and open water is within a couple of miles. In the eastern part of Lake Superior conditions are pretty tight also.

MONTANA

Flour trade last week was spotted but, as a whole, demand showed some improvement over several previous weeks. Flour buyers apparently are watching developments in farm board activities very closely, and usually get their orders in on the occasional dips which seem to follow advances quite regularly these days. Bookings as a rule are for single cars for prompt shipment.

Shipping instructions are fair, and mills continue operation at a rate fully up to the usual run at this season of the year.

Quotations, March 22, f.o.b., mill, ear lots, cotton 98's: first patent, \$5.80@6.20; standard patent, \$5.60@5.80; first clear, \$5.40@5.60.

NOTES

The Swift Grain Co., Lewistown, Mont., has signed a contract with the North Dakota-Montana Wheat Growers' Association to handle the 1930 wheat crop of association members farming near the firm's 11 elevators in Montana.

The state-federal crop reporting service places Montana farm stocks of wheat March 1 at 8,202,000 bus, as compared with 18,400,000 a year ago. As a result of lower production last season, stocks of feed grains in Montana, March 1, show similar reductions. A contributing factor in the case of the feed grains was heavy feeding during severe weather of midwinter months. Present supplies of feed grains now promise to be adequate for farm needs this spring.

THE SOUTHWEST

ROBERT E. STERLING, SOUTHWESTERN MANAGER

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

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

KANSAS CITY

Daily advances in the wheat market were not conducive to any increase in sales, the average for the week holding to about the same level as that of the previous week. Prompt to 60-day shipments continue to hold the principal interest of buyers, although some longer time bookings were entered, hardly any of them, however, for a longer period than 90 days. The bakery trade purchased scattered car lots, this type of business being characteristic and comprising a good part of the total for the week. Inquiry from the jobbing trade was fair, but not productive of many sales. Unexpected strength in the mill-feed market has brought about a sharp upturn in mixed car business. Although generally favorable to feed, many mills are uncertain as to how long the prevailing higher prices will continue and consequently are pressing sales of this nature.

Shipping Directions Scarcer.—A further decline in production figures reflects the scarcity of shipping directions, although they are slightly above those for the five- and 10-year periods. An increase in the flow of instructions is in sight this week if the wheat market should continue its advance or even hold its present level, for the cheaper flour of two weeks ago will no doubt be ordered out in place of buying at the new higher levels. At the close of the week one mill reported sufficient directions to maintain a fair schedule of operations all this week.

Export Workings Light.—Sales were made to Scandinavia and Denmark in modest amounts, but in general comparatively few cables were received from the Continent. Latin American trade held to about the usual levels.

Flour Prices 40c Higher.—Flour prices have advanced with almost daily advances in the wheat market and are now 40c above those of the same time last week. Strength in feed has probably been a restraining influence to even higher prices. Quotations, March 22, basis car lots, cotton 98's or jute 140's, f.o.b., Kansas City: short patent, \$5.60@6.40; 95 per cent, \$5.30@5.90; straight, \$5.10@5.60; first clear, \$4.15@4.50; second clear, \$3.60@3.90; low grade, \$3.35.

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¢ to 50¢ under figures named.

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.

61 REPRESENTATIVE MILLS

	Weekly capacity bbls	Flour output bbls	Pct. of activity
March 16-22	227,450	182,516	80
Previous week	227,450	190,148	84
Year ago	329,350	228,070	69
Two years ago	221,960	163,120	73
Five-year average			64
Ten-year average			54

KANSAS CITY

March 16-22	188,700	151,711	71
Previous week	188,700	139,232	74
Year ago	197,700	146,007	74
Two years ago	197,700	141,768	72
Five-year average			69
Ten-year average			59

WICHITA

March 16-22	62,400	28,007	45
Previous week	62,400	28,785	46
Year ago	62,400	28,988	46
Two years ago	62,400	31,554	51

SALINA

March 16-22	48,000	31,542	66
Previous week	48,000	33,890	71
Year ago	48,000	39,355	82
Two years ago	48,000	41,985	89

OMAHA

March 16-22	27,300	24,427	89
Previous week	27,300	26,552	97
Year ago	27,300	19,688	72
Two years ago	27,300	24,576	90

ST. JOSEPH

March 16-22	47,400	25,588	54
Previous week	47,400	27,919	59
Year ago	47,400	24,239	51
Two years ago	47,400	26,512	56

ATCHISON

March 16-22	21,500	28,252	90
Previous week	21,500	28,795	91
Year ago	21,500	28,691	89
Two years ago	20,900	25,800	80

PERCENTAGE OF CAPACITY SOLD

Reports of about 70 mills to The Northwestern Miller showed sales represented per cent of capacity as follows:

March 16-22	58
Previous week	49
Year ago	31

Of the mills reporting, 13 reported domestic business fair, 9 quiet, 9 slow, 12 dull.

Direct export shipments by all reporting mills outside of Kansas City were 15,874 bbls last week, 15,481 in the previous week, 8,211 a year ago, and 14,912 two years ago.

NOTES

Henry Cowgill, Jr., Carthage, Mo., was a week-end visitor on the board of trade.

T. G. Stephenson, of the Ralston Purina Co., Kansas City, visited in Wichita last week.

V. P. Campbell has resigned from the sales department of the Topeka (Kansas) Flour Mills Co.

J. E. Hagan, of the Standard Mill Supply Co., Kansas City, has returned from a trip to Old Mexico.

Roy C. Rayn, sales manager for the Washburn Crosby Co., Kansas City, called on the trade in Omaha.

E. J. Long, sales manager for the Southwestern Milling Co., Inc., Kansas City, is visiting in Cleveland, Ohio.

William Berger, manager of the St. Louis branch office of the Washburn Crosby Co., was a visitor at the Kansas City branch office.

J. Juul, president of the Southwestern Milling Co., Inc., Kansas City, is expected to return shortly from a vacation trip to Florida and Cuba.

Clarence S. Chase, sales manager for the Lukens Milling Co., Atchison, Kansas, is spending a fortnight calling on trade in the Southeast.

Harry S. Leviston, of Boston, spent several days of last week visiting at the offices of his southwestern connection, the Ismert-Hincke Milling Co.

L. J. Walsh, manager of the millfeed department of the Washburn Crosby Co., Kansas City, spent part of last week calling on the trade in Iowa.

J. T. Sexton, Kansas City feed broker, has returned from a week's trip through Kansas, accompanied by A. V. Jay, of the National Oil Products Co.

O. L. Bauer, division sales manager for the Larabee Flour Mills Co., Kansas City, is expected to return this week from a fortnight's trip to the southern market centers.

J. P. Parks, Kansas City feed broker, and V. L. Marsh will leave for Buffalo this week to prepare for the opening of the Parks branch there, which will be placed in charge of Mr. Marsh.

F. A. Bean, Jr., vice president of the International Milling Co., Minneapolis, stopped off to visit friends in Kansas City on his way to Arizona for a short vacation. Mr. Bean was accompanied by his family.

Gordon B. Wood, sales manager for the Midland Flour Milling Co., Kansas City, is spending a fortnight calling on the trade in the central states and in-

identally attending the bakery engineers' convention in Chicago.

Don C. Graham, Kansas City flour broker, and Mrs. Graham, have returned from a two months' vacation in Florida. They returned by way of New York and the central states, where Mr. Graham visited trade connections.

Bruce F. Young, manager of the Western Terminal Elevator Co., Hutchinson, Kansas, was a Kansas City Board of Trade visitor. His company recently awarded a contract for the erection of a 500,000-bu addition to its elevator, which will double its capacity.

J. D. Evans, general manager for the Rea-Patterson Milling Co., Coffeyville, Kansas, who was in Kansas City, March 21, says that damage to soft wheat in southeastern Kansas is quite severe, most of it being due to winter kill. Mr. Evans, who has been sales manager for the Rea-Patterson company for several years past, recently succeeded A. T. Ragon as manager, Mr. Ragon retiring to enter other business.

ATCHISON-LEAVEN-WORTH

Flour sales did not change over the previous week, the percentage running around 40 to 50 per cent of capacity. Buyers were not inclined to take on any immediate shipments, more so than for some time, there being a feeling that there might be some temporary strength in the market on crop scares and permanent strength, if any actual damage occurred. Buying is for near-by shipment which is encouraging for millers holding frozen bookings. Continental ideas, while close in, were not sufficiently high to permit buying. Shipping directions are fair. Quotations, basis cotton 98's: hard wheat short patent, \$5.80@6.10; straight, \$5.50@5.90; first clear, \$4.20@4.40.

NOTES

W. W. Blair, of the sales department of the Blair Milling Co., Atchison, was in Wichita a few days.

A. E. Yardley, sales manager for the Blair Elevator Corporation, Atchison, is calling on the trade in southern Missouri.

OKLAHOMA

Flour buying has been limited to the barest necessities, with buyers cleaning up old contracts. Exports have been on a par with domestic sales in general dullness. Prices are fairly steady. Quotations: hard wheat short patent, \$6.30 bbl; soft wheat short patent, \$6.50; standard patent, \$5.80.

NOTES

An additional storage elevator of 326,000 bu capacity is being built by the Ponca City (Okla.) Milling Co., at an estimated cost of \$70,000.

Excavation has begun upon the 48 steel and concrete storage bins being added to the Burrus elevator plant at Lubbock, Texas. When completed the total storage capacity of the plant will be 1,250,000 bu.

The Oklahoma Wheat Pool Elevator Association, operating 69 grain elevators in Oklahoma and Texas, is considering the construction of an elevator at Clovis, N. M., in the program of expansion outlined for the year. Another plant will be established in Bovina, N. M.

WICHITA

Flour business has held about steady with prices slightly higher. Shipping directions are a little more plentiful, but still rather hard to get. Domestic inquiry continues dull, and foreign demand spotted. Sales to Holland and Finland were reported during the past week, but the total was not impressive.

Prices are up only slightly. Short patent flour is quoted at \$6.20@6.40 in cotton 48's, basis Kansas City.

NOTES

T. G. Stephenson, of the Ralston Purina Co., Kansas City, visited Wichita mills the past week.

U. L. Shelton, manager of the grain department of the Wichita Flour Mills

Co., has returned from a two weeks' vacation in Texas.

Harold Reeves, traffic manager of the Wichita Flour Mills Co., attended the meeting of the shippers' advisory committee in Jefferson City, Mo. He was present in his capacity as secretary of the Wichita Traffic Club.

SALINA

Flour business continues "spotty," with activity a little better than for several weeks, however. Export business is reported by one mill to be picking up, considerable orders being received from South America. Shipping directions are fairly satisfactory, while prices remain on the same level. Wheat conditions are encouraging, following a general fall of moisture over this territory. Quotations on March 20, basis Kansas City cotton 98's: short patents, \$6@6.40 bbl; straight, \$5.80@6.10; 95 per cent, \$5.60@5.80.

NOTES

The army worm is doing considerable damage to the wheat around Bogue, Hill City, and Penokee, reports from farmers in that community state.

L. H. McLaren, chemist for the Shellabarger Mill & Elevator Co., returned March 22 from Chicago where he attended the bakery engineers' convention.

Frank Peters, Muskogee, Okla., representative in that state for the Shellabarger Mill & Elevator Co., was a visitor at the mill here. He and his family are leaving for Chicago for a several weeks' vacation.

HUTCHINSON

Flour buyers showed little concern over rising prices and new business continued light. Such buying as developed came from the established trade. Buyers apparently do not believe the present strength of the market will be maintained. Foreign inquiry was light and bookings were confined to the Latin American trade. Shipping directions were increasingly hard to get. Quotations, basis cotton 98's, Kansas City: short patent, \$6.20; straight, \$5.80; first clear, \$4.35.

A widespread movement for added grain storage is noticeable over the southwestern wheat belt. Contracts were let during the past week by co-operative organizations at Minneola, Fowler, Dighton and Meade, Kansas, for storage totaling 579,000 bu.

KANSAS WHEAT IN SOME SECTIONS HELPED BY RAIN

KANSAS CITY, Mo.—Light rains in nearly all parts of Kansas, and heavy rains in northeastern counties were distinctly beneficial to wheat, according to the latest weekly bulletin of the Kansas state board of agriculture. As much as an inch of snow fell later in northwestern localities. Wheat remains in need of more moisture in most sections.

Very little damage is reported from high winds or dry weather.

The oats crop is nearly all sown in the southern part of the state, and sowing is well under way in northern districts. Spring plowing and discing are further advanced than usual this time of year, and considerable ground is being prepared for corn planting.

BIG ELEVATOR, FEEDERS ANNOUNCED FOR PANHANDLE

DALLAS, TEXAS.—A. P. Berger, millionaire grain man, said to be the largest individual wheat grower in the world, announces he will erect a 1,000,000 bu terminal elevator in Amarillo, and 15 smaller elevators along the Santa Fe and Rock Island lines in the Panhandle section. The smaller plants will serve as feeders for the big elevator in Amarillo, he said. Mr. Berger hopes to have the Amarillo plant completed by August 1. It is said that the cost of the chain of elevators will be more than \$1,500,000.

CENTRAL AND SOUTHERN STATES
 WILLIAM H. WIGGIN, MANAGER
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TOLEDO

There is not much to be said about the milling business in this section. It could be better, and it could be a whole lot worse. On the whole, all things considered and the interference that has taken place by federal agencies with the wheat market, it is quite remarkable that things are as good as they are. People are going to eat anyway, if they can get the food, even if the country goes to the "demonition bow wow." After a record such as is printed below, showing what has happened in May wheat, and where the low levels were again approached in the week ending March 15, it is pleasant to have the market show some symptoms of strength on its own accord.

May wheat high Aug. 1 \$1.63 1/4
 LOW
 Aug. 14 \$1.47 Feb. 3 \$1.17 1/4
 Sept. 25 1.41 1/2 Feb. 4 1.16 1/4
 Oct. 4 1.24 1/2 Feb. 20 1.12 1/2
 Nov. 3 1.21 1/2 Feb. 24 1.07 1/2
 Jan. 29 1.50 1/4 Feb. 25 1.02 1/2

In review it looks like a consistent history of weakness, and it has been quite destructive of confidence in market values.

It was rather pleasant to have the wheat market show greater strength so soon after the appointment of a miller as head of the Grain Stabilization Corporation, and the taking over of his duties, whether there was any connection between the two events or not. Wheat was up 9c on March 21 from the low of the previous week and had exhibited independent strength apparently without the support of federal agencies. There was a friendlier feeling toward wheat and sentiment was not so uniformly bearish.

Supplies Drop.—The last report showed a substantial slice taken out of the world's available supply of wheat, 3,245,000 bus, leaving it at 411,598,000, still somewhat larger than last year's 392,108,000 at this time, and which proved quite sufficient. The world's available supply of wheat and flour has decreased 27,000,000 bus since Feb. 1, but is still 24,000,000 above last year. Balkan countries have shipped 17,512,000 since Aug. 1, compared with 2,120,000 a year ago.

The supply of Argentine millable wheat is said to be approaching exhaustion, so much of the crop was of poor and light weight quality. Argentine shipments were only 1,470,000, against 8,121,000 a year ago. There is a strike in Argentina and railroad rates have been advanced, although it is reported that grain deliveries are not affected thereby. Outside sources of wheat, other than in the United States and Canada, are being used up. Wheat is selling in Argentina below \$1 and futures are being bought.

Cash Demand Better.—Decreases in continental stocks are responsible for a better demand for cash wheat. There has been much more inquiry from abroad and indications of larger takings. Winnipeg and Liverpool have shown greater firmness and actual advances. This is in contrast to previous weakness when wheat sold in Liverpool below the Chicago price. Some of the advance in Chicago was technical in character, due to shorts being unexpectedly overtaken by these developments, being forced to cover in a hurry and finding offerings small, and also to the sellers of offers being compelled to protect themselves.

This is also the period of the incidence of crop damage reports. The weather has been erratic and abnormal. Toward the end of February there was a short spell of unseasonably high temperatures which forced growth prematurely. This was followed by colder weather checking growth and which would be regarded as an advantage if no damage were done

from freezing and thawing. The possibility of damage has acted as a deterrent to short selling.

Speculators Hiding.—As a matter of fact, however, the speculator has been driven out of the market by intimidation of the government, and possibility of federal agencies running a corner in May wheat. Speculative interest is said to be very light. The government may find itself in control of May wheat and forced to take delivery to the extent of 100,000,000 bus, more or less, the largest single holding ever known. Manifestly, that is no place for the speculator. The regular grain dealer has been forced to keep out of the market.

Although the grain trade has finally determined upon a "hands off" policy, and may leave the market to its own devices and the tender mercies of the federal agencies, yet the same course is not being followed in the retaliatory measures considered or already adopted by foreign countries. There have been several increases in import duties, and talk of concentrated or governmental buying agencies, quite commendable in their attitude of self defense.

Prospects Poor.—The influence of the government seemed more quiescent last week. The market seemed to take care of itself and showed resistance to declines. But the distant outlook is anything but reassuring. There is now much talk of increasing elevator capacity for holding wheat off the market. This will probably serve merely to postpone the evil day of reckoning and augment the final disaster. The Federal Farm Board seems likely to get caught in a tight place of its own devising.

Frank G. Crowell, affiliated with the Federal Farm Board in an advisory capacity, was quoted from Miami, Fla., last week to this effect: "The wheat situation is rapidly approaching a crisis and it appears inevitable that a chaotic condition will result. Unless nature is unkind to wheat growers of the world this spring, I believe we will have the greatest disaster since the Mississippi Bubble burst." Nevertheless, the Federal Farm Board is rushing forward heedlessly to its doom, disregarding all warnings of friends and others.

Production Increases.—Broomhall estimates that the world's wheat acreage, exclusive of Russia, has increased 19,000,000 acres in the last six years, and that the yield per acre, owing to the big crops in Canada and Argentina last year has increased one bushel per acre, while consumption has not increased correspondingly, and in some countries has fallen off. The indicated import requirements for the balance of the year are about equal to supplies available exclusive of the United States, and the United States is keeping its price above a world's basis, so the rest of the wheat can be given preference in movement. Probable carry-over in the United States July 1 is estimated at 240,000,000 bus, as compared with 245,000,000 last year. Seems that total export clearances for the year may not exceed 650,000,000 bus, or 265,000,000 less than last year. From all of which it can be deduced that even if wheat does somewhat better temporarily, the distant outlook is not so bright.

The most practical suggestion which has been made so far to meet this situation is by increasing the export of flour, rather than wheat, by naming a firm price to millers sufficiently low, and of course below competition, which would enable the grinding of a considerable part of the surplus and getting it out of the country. The price might have to be low, and might involve a considerable loss to the federal agency, but in the end it

might forestall the taking of even a greater loss.

Flour Prices.—Soft winter wheat standard patent flour was quoted, March 21, at \$5.75 bbl, local springs \$6.10, and local hard winters \$6, in 98's, f.o.b., Toledo or mill.

CENTRAL STATES MILLS

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

	Weekly capacity bbls	Flour output of act. bbls	Pct. activity
March 16-22	122,250	\$3,582	68
Previous week	125,850	\$3,456	66
Year ago	143,600	\$1,279	64
Two years ago	121,350	\$2,709	68
Three years ago	72,900	49,559	56

NASHVILLE

There has been some improvement in demand for flour in the Southeast. Shipments and production last week show fair increase over a year ago and the preceding week. However, general conditions in the market last week were about the same, the unsettled conditions continuing. There was nothing in the situation to encourage the trade to operate freely, and purchases continued moderate, buyers being inclined to come into the market only for such supplies as are required for the consuming requirements, which are about normal.

New business was running something less than 50 per cent of capacity, while shipments on old contracts held up moderately well. As buyers have not been taking large supplies, mills are expecting them to continue on the hand-to-mouth policy. It is doubtful if there will be any new developments in the near future to stimulate business on a large scale. Large buyers have fair stocks, although considerably below a year ago.

There was some recovery in flour prices toward the close of last week, as the result of wheat strength, with the outlook materially better for more stable market. Quotations, March 22: best soft winter wheat short patent, 98-lb cottons, f.o.b., Ohio River stations, \$7.25@7.75 bbl; straights, \$6@6.40; first clears, \$4.75@5.

Business has continued moderate, with distributors of Minnesota and western flours, although it is expected that a firmer market will bring more activity in demand. Stocks of flour at Nashville are considerably below a year ago, not many buyers having been anticipating needs on the usual large scale. Quotations, March 22: spring wheat first patent, 98-lb cottons, delivered at Nashville, \$7@7.50 bbl; standard patent, \$6.25@6.75; straights, \$5.75@6.15.

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

	Weekly capacity bbls	Flour output of act. bbls	Pct. activity
March 16-22	124,625	\$4,923	68
Previous week	316,820	\$1,796	70
Year ago	132,520	79,253	65
Two years ago	142,320	94,573	66
Three years ago	148,920	94,448	63

ATLANTA

On a natural rebound from the low market of last week, flour showed a net gain of 15@20c bbl, without any noticeable increase in activity to justify it. Some mills and brokers gave scattered reports of tag-end ordering at the low prices, but the majority indicated no change in the very quiet market of several weeks' standing. Directions continue only fair, as some buyers who contracted at higher prices are withdrawing reluctantly, and a few mills are experiencing low capacity operation with specifications overdue. Business continues to come from the smaller bakers in short orders, and from the wholesale grocers, and other buyers of family flour, for small lots and immediate deliveries, with the large users well supplied and placing no new orders of consequence. Consistent accounts of "good business" from the mills of one nationally advertised family flour seem to indicate that consumption of this class of flour is at normal, but orders are scarce in any grade for more than 1,000-bbl lots. Indications are for a sagging market until the seasonal stocks of the larger users must be replenished.

Quotations, basis 98-lb cottons, f.o.b., Atlanta: hard winter wheat flour, short

patent \$6.05@6.25, 95 per cent standard patent \$5.75@5.85, straight patent \$5.60@5.70; soft winter wheat, short patent flour \$6.75@7.25, standard patent \$6.25@6.60, straight patent \$6.10@6.20, first clears \$5.75@6.

NOTES

J. L. Schofield, Memphis manager for the Southwestern Milling Co., Inc., Kansas City, was an Atlanta visitor last week.

J. R. Henderson, Atlanta manager for the Pillsbury Flour Mills Co., Minneapolis, is calling on the trade in South Carolina.

C. T. Bramblett, vice president of the Kansas Flour Mills Corporation, was in Atlanta last week and will remain for several days.

Charles Ritz, eastern manager for the Robin Hood Mills, Ltd., Montreal, is making an extensive trip through the southern states.

George F. Claussen, president of H. H. Claussen's Sons, wholesale bakers of Augusta, Ga., has announced his candidacy for the County Board of Commissioners, of Richmond county.

George G. Barber, president the Southern Service Corporation, subsidiary to the Columbia Baking Co., recently left for an extensive trip through southern Atlantic states and the East, for an indefinite period.

Austin Morton, new southeastern representative of the Kansas Flour Mills Corporation, returned to Atlanta last week from a trip over his territory, in which he was accompanied by B. E. Ricketts, departing representative.

B. E. Ricketts, of the Kansas Flour Mills Corporation, Kansas City, left Atlanta last week for Baltimore to take up his duties as eastern manager for that firm. Mr. and Mrs. Ricketts left by automobile, and will motor to Battle Creek, Mich., where they will visit for a week with his parents, Mr. and Mrs. J. J. Ricketts.

EVANSVILLE

Flour business was better last week with the advance in the price of wheat. Exporting remains about normal. Shipping instructions are steady and continuously active. Prices are unchanged. Quotations, March 22, 98-lb sacks, carload lots, f.o.b., Evansville: soft winter wheat best patent \$7.55 bbl, 95 per cent \$7.30, straights \$6.80; Kansas hard winters, \$7.55; first clears, in Jules, \$6.30; second clears, \$6.05.

NOTES

John G. Igleheart, of Igleheart Bros., Inc., Evansville, and Mrs. Igleheart have been spending a few days in Chicago. They were joined there by their son, Giltner, a student in the Northwestern Military Academy.

Wheat in Vanderburg, Gibson and Posey counties, which came through the winter well, has been damaged at least 30 per cent by unfavorable spring weather. The damage is mainly in black ground, wheat growing in clay and lighter soil being less affected. Little, if any, damage was done by floods of last winter.

Contracts have been awarded the Polk-Genung Co., Ft. Branch, for the erection of five new storage tanks of a combined capacity of approximately 50,000 bushels to be erected at the Fuhrer-Ford Milling Co. plant at Mt. Vernon. The new tanks will supplement the present steel tanks which are inadequate to supply the mill during its steady operation.

INDIANAPOLIS

Flour trade was quiet during the week, and very little new business was reported by mills or brokers. Buyers showed caution and limited orders for immediate needs, bakers, particularly, buying in limited amounts. The caution is due largely to the general depression in all lines of business. Family trade was fairly active, although independent grocers and chain stores limited their orders. Bakers' stocks are not large, and if business improves, they will have to do some buying.

Some bakers are not booked up for the balance of the crop, and still have some flour to buy.

Domestic inquiry is very poor, although inquiry from European buyers has improved and some fair sized orders were booked for the United Kingdom. Directions on old contracts continue to drag, due to the fact that some of the bookings were made on a high market. Mill operations continue normal. Prices ruled firm all during the week, and advanced 15c bbl on all flours at the close.

Quotations, March 22, f.o.b., Indianapolis, basis 98-lb cottons: soft winter special short patent \$6.75@6.85, fancy short patent \$6.35@6.55, straight patent \$5.95@6.15, first clear \$5.10@5.40; hard winter short patent \$6.75@6.85, fancy patent \$6.35@6.55, standard patent \$5.95@6.15, first clear \$5.10@5.40; spring short patent \$6.75@6.85, standard patent \$6.35@6.55, first clear \$5.30@5.80.

NOTES

T. G. Karsell, of the Bloomington (Ind.) Milling Co., was an Indianapolis visitor last week.

Oscar Barr, of Oscar Barr & Co., Bicknell, Ind., dealers in feeds and flours, was in Indianapolis last week.

L. T. Butt, of the L. T. Butt Co., Centerville, Ind., was in the city last week and booked some feed for deferred shipment.

NORFOLK

Flour is a little stronger and buying is reported to be fairly active. Quotations, March 21: northwestern spring patents \$7@7.50 bbl, second patent, \$6.70@7.20; Kansas top patents \$6.50, second patents \$6.30; top winters \$6.15@6.25, second patents \$5.90@6; Virginia and Maryland straights, \$5.75@6.

STUART BROEMAN HEADS AMERICAN BAKERIES CO.

JACKSONVILLE, FLA.—Stuart Broeman, for the past six years manager of the Jacksonville plant of the American Bakeries Co. was elected president of the company at a meeting of officials on March 10. As president Mr. Broeman will guide the destinies of 17 plants in 16 leading cities of the South. The American Bakeries Co. now employs approximately 2,000 persons. In Birmingham it operates both a cracker factory and a baking plant.

Mr. Broeman entered the services of the American Bakeries Co. 14 years ago in the shipping department. His rise has been rapid as he was transferred to the office and then made manager of the Jacksonville plant, a position he held for six years. He was named vice president of the company about two years ago, and was then transferred to the headquarters office at Atlanta, Ga.

When R. C. Thompson, former president and one of the founders of the business, died nine months ago the office of president remained vacant until Mr. Broeman's election.

Mr. Broeman made an excellent record while manager of the Jacksonville plant. He made many friends in that city and the company's business trebled in the six years in which he had charge. The local branch is now under the management of J. V. Brady.

BAKER FATALLY HURT AS WRONG SWITCH IS THROWN

LOUISVILLE, KY.—A fatal accident occurred in the plant of the Atlantic & Pacific Tea Co. bakery, March 12, when Robert Fagan was caught in a dough mixing machine which he was cleaning. He suffered a fractured spine and internal injuries.

A statement issued was to the effect that an employee had accidentally thrown the wrong switch, while Mr. Fagan, 23 years of age, was partly in the machine. Fagan came to Louisville from Chicago about two weeks before the accident, which was the first fatal machinery accident in a Louisville bakery in several years.

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

ST. LOUIS

New flour sales were scarce in St. Louis last week, judging by reports received from millers. Even the hand-to-mouth buying that has been so much in evidence all this year provided a smaller volume than usual last week, and there were literally no large sales heard of. Millers said that much of their time was spent last week in trying to get shipping directions. While directions cannot be termed tight, they were not as easy to obtain as they have been recently. With a little effort, however, millers found that they could be obtained, which indicates that buyers need the flour although they are reluctant to take it out until they absolutely must have it.

Wheat Influence.—The upturn in wheat probably was somewhat responsible for the light new sales last week, although it should be remembered that the first fortnight in March saw mills making very fair sales and it is likely that buyers have got all they want for the time being and there is no indication that they are going to discard their policy of staying close by their requirements. No one, either buyer or seller, has any great belief in the show of strength that wheat is making, and the buyer undoubtedly feels that he will be able to buy at present levels, or below, for some time to come, so there is no need for him to make "hurry up" bookings.

Bran Demand Helps.—The better demand for bran undoubtedly will help mills and now they expect shorts to improve as the spread between shorts and bran is considered too small, especially in consideration of the fact that the pig feeding season is at hand.

Exports Fair.—Exporting mills reported a fair demand last week and some sales, although none of them in large volume, were made to both Latin America and Europe, with Holland the principal buyer on the Continent. Canadian mills are quoting prices far below United States levels, according to word received from foreign importers, and this is restricting business in Europe especially.

Quotations, March 22, basis June 140's, St. Louis: soft wheat short patent \$5.85@6.15 bbl, straight \$5.30@5.45; first clear \$4.25@4.60; hard winter short patent \$5.40@5.60, 95 per cent \$5@5.20, first clear \$4.40@4.60; spring wheat top patent \$6@6.40, standard patent \$5.70@6, first clear \$4.70@4.90.

FLOUR OUTPUT

Output of St. Louis mills, with a weekly capacity of 60,900 bbls, as reported to The Northwestern Miller:

	Output bbls	Pct. of activity
March 16-22	37,100	61
Previous week	37,400	61
Year ago	29,900	49
Two years ago	27,900	46

Output of outside mills, with a weekly capacity of 87,000 bbls, the product of which is sold from St. Louis:

	Output bbls	Pct. of activity
March 16-22	43,600	50
Previous week	44,200	51
Year ago	43,600	50
Two years ago	47,400	55

NOTES

D. P. Young, mill agent of Marion, Ill., was in St. Louis last week.

C. B. Stout, president of the Dixie-Portland Flour Co., Memphis, Tenn., was a visitor on the floor of the St. Louis Merchants' Exchange last week.

E. J. Long, sales manager for the Southwestern Milling Co., Inc., Kansas City, was in St. Louis, last week, visiting the local branch of the company.

L. C. Chase, president of the Valier & Spies Milling Corporation, St. Louis, is

on a fortnight's business trip through the Mississippi Valley trade territory.

E. T. Stanard, general manager of the Stanard-Tilton Milling Co., St. Louis, was in Chicago last week. While there he attended the conference of millers called by George S. Milnor, newly appointed manager of the Grain Stabilization Corporation.

E. J. Kelly has resigned from the Hall Milling Co., St. Louis. He expects to leave St. Louis soon on an automobile trip, accompanied by Mrs. Kelly, after which he will announce his plans for the future. He may travel as far west as California.

H. W. Collins, president of the Collins Flour Mills, Pendleton, Oregon, was a St. Louis visitor last week. He said that all things considered, trade with China and Japan in wheat and flour had been satisfactory this year, although the serious exchange situation was hurting trade with China.

A number of local flour millers and grain dealers attended the luncheon of the St. Louis Chamber of Commerce last week in order to hear Dr. Jesse A. Pope speak on the Federal Farm Board. Dr. Pope, who is a well-known economist and author, stated that the farm board constitutes "the most glaring example of a tyrannical bureaucracy in the history of the world." He said that its activities could only result in an unwieldy surplus of agricultural products and disillusionment for the sponsors of the board. He declared that even the Department of Agriculture did not believe in the policies of the board.

NEW ORLEANS

Flour trading is quieter and prices show an advancing tendency. There is very little buying done by local buyers, and virtually all trading is on an immediate delivery basis. The market is much steadier than it has been for some weeks, however, which leads some dealers to believe there will be a slight improvement in trading, since buyers' confidence may be restored in the near future.

It is understood that business conditions, not only in New Orleans, but throughout this territory, are slow, and this can be blamed to a great extent for the dullness of the flour market here, according to leading traders in the city. The fact that rock bottom prices some time ago induced only a few buyers to purchase for future requirements, leads one to believe that high prices have very little to do with the few sales that have been reported.

Country trading is also slow and the higher prices salesmen are forced to quote do not help the situation any. Sales in this quarter are limited to very small lots. Buyers refuse to be persuaded to take hold for future requirements even when offered discounts.

Flour quotations, March 21, basis 98's: spring wheat short patent \$7 bbl, 95 per cent \$6.70, 100 per cent \$6.50, cut \$6.20; hard winter short patent \$5.75, 95 per cent \$5.45, 100 per cent \$5.25, cut \$4.95, first clear \$4.75, second clear \$4.10; soft winter short patent \$6.60, 95 per cent \$6.20, 100 per cent \$6, cut \$5.70, first clear \$5, second clear \$4.25.

There is little buying in the semolina market and prices show a tendency to work upward. Many macaroni manufacturers have taken advantage of the rock bottom prices. No. 2 semolina was quoted at 4c lb.

The export call is somewhat better, especially in the Latin American quarter. Shipments of flour to this section are moving in much better volume than

seen in some weeks. Local exporters, however, are doing a fair amount of business, when the dullness of the past year is considered. The call from Europe is fair, but the volume of shipments is not as good as could be expected.

During the week ended March 21 a total of 57,646 200-lb bags flour was shipped from this port. Latin America took 45,771, and Europe 11,875 as follows: Dublin 4,675, Glasgow 3,000, Oslo 2,750, Copenhagen 650, Gothenburg 300.

In addition a total of 10,559 bus of wheat was shipped, all of which went to Latin America. European buyers have shown a sudden slackening of interest in wheat.

RUICE

The rice market continues steady and there is very little change in quotations. The foreign call, which has been slower than usual, picked up considerably with shipments to Latin American ports. Receipts were fair, especially of clean, but sales of both rough and clean were slow during the entire week. Sales of rough are behind those of last year at this time, but rough rice is seldom in demand in New Orleans and the surrounding territory. Despite the dullness of the past week, however, clean sales are almost on a par with last year's total.

Rough receipts during the season to March 21 amounted to 301,309 sacks, same period last year 275,679; clean this season 615,537 pockets, same period last year 818,943.

Rough sales during the season to March 21 amounted to 7,077 sacks, same period last year 35,972; clean this season 210,501 pockets, same period last year 216,119.

NOTES

R. Harvey, of the Rea-Patterson Milling Co., Coffeyville, Kansas, was a recent visitor in New Orleans, calling on the trade.

Ray O'Keefe, representing Schwartz & Ferry, returned from a short business trip calling on the trade in the section up the Mississippi river.

MEMPHIS

Buyers continue to take only their immediate needs of flour, although smallness of stocks necessitates frequent purchasing. Quotations stiffened slightly during the week. Little fear of advancing prices is causing everybody to adhere to the hand-to-mouth policy of buying. Some of the mills continue to name prices only when business is offered.

Some of the trade report that holders of contracts are inclined to let them ride, while they are getting current needs from the open market at cheaper cost, as much as 50c barrel in some instances, but a fair amount of shipping instructions are being handled. Close attention is being given to crop news. Favorable weather is enabling fair progress to be made in farm operations in the cotton belt, but acreage is still uncertain and efforts are being made to hold cost as low as possible, which is helping demand for the lower grades of flour in some sections.

Flour quotations, March 22, basis 98's, f.o.b., carlots, Memphis: spring wheat short patent \$7.25@7.40, standard patent \$6.35@7.10; hard winter short patent \$6.35@6.85, standard patent \$5.85@6.20; soft winter short patent \$7.10@7.75, standard patent \$6.40@6.85; western soft patent \$6.15@6.25, low proteins \$5.65@5.75, blended 95 per cent patent \$6@6.15.

NOTES

Charles B. Stout, of the Dixie-Portland Flour Co., Memphis, was in St. Louis and Washington, Mo., last week.

J. H. Blythe, of the Buffalo office of Pillsbury Flour Mills Co., was a visitor during the week at the Memphis branch.

H. L. Douty, manager of the Memphis branch of Pillsbury Flour Mills Co., is back from a trip to New Orleans and Baton Rouge, La.

Mrs. W. J. Declair, wife of the New Orleans representative of the Larabee Flour Mills Co., Kansas City, died last week following an operation. Besides her husband, she is survived by a five year old daughter.



DOMINION OF CANADA

A. H. BAILEY, CANADIAN MANAGER

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TORONTO

Spring wheat flour is in fair demand throughout Ontario. Bakers who are not under contract for future supplies are showing more faith in the market, and the mixed car trade is also yielding an average volume of new sales. The larger baking companies are steadily working out their old contracts and should be able soon to get some advantage from the lower prices for wheat that are now established. Prices for springs have not changed. Quotations, March 22: top patent, \$7.90; patent, \$7.65; second patent, \$7.30; export patent, \$6.90; first clear, \$6.20; graham flour, \$6.60; whole wheat flour, \$6.60, all per barrel, in 98-lb jute bags, f.o.b., mixed cars, less 10c bbl for spot cash, plus cartage if delivered.

Ontario Winters.—Ontario soft winter wheat flour shows quite a good improvement in demand. Quebec and the eastern provinces appear to have exhausted the supplies purchased early in the winter, as there has been considerable buying from Montreal and other points within the week. Some country mills in southwestern Ontario report that they are now running full time on soft winter flour. Prices have responded to this new movement by advancing 20@30c bbl. Quotations, March 22: good quality 90 per cent patents from country mills, \$4.80@4.90 bbl, bulk, in buyers' bags, seaboard, for export; \$5@5.10, in second-hand jutes, car lots, on track, Montreal or Toronto.

Exporting.—The rising tendency in wheat brought in some new business in spring wheat export patents and other grades last week. It was evident from cable exchanges that buyers in Great Britain and Europe were feeling more confident. The total volume of sales by mills would reach a pleasing figure if the information could be gathered and published. Most of them now are sold ahead. British importers came into the market a fortnight or more ago at lower than today's levels and are now comfortably situated. All the continental markets have also bought, Hamburg being particularly active. The Norwegian government was among the week's buyers. So also were the Mediterranean markets, South Africa and the West Indies. Prices to the United Kingdom are about 1s higher than a week ago at 31s 6d@32s per 280 lbs, c.i.f., London or Liverpool, March-April seaboard loading; Glasgow 6d over.

Ontario soft winters are worth about 32s 9d per 280 lbs, in buyers' bags, c.i.f., Glasgow, March-April seaboard.

NOTES

Gordon C. Leitch, manager of Toronto Elevators, Ltd., returned last week from a trip to Winnipeg where his company has business interests.

J. E. Anderson, manager of the Toronto office of the Lake of the Woods Milling Co., Ltd., has returned from a visit of several weeks in Florida.

Farmers in Kent County, one of the southwestern sections of Ontario, have commenced seeding operations. This is unusually early for this province.

In the year 1929 Canada imported from the United States 3,945,650 lbs of rolled oats and oatmeal and 84,519 bbls of flour. Exports to that country were almost nil.

D. A. Campbell, former general manager of the Maple Leaf Milling Co., Ltd., returned to his home in Toronto last week from a vacation trip to Florida where he had been for about two months. Golfing was the principal occupation there.

The amount of United States wheat

February Flour Exports

TORONTO, ONT.—The official figures showing exports of flour from Canada for February contain a certain amount of comfort for the milling trade though they do not compare well in the aggregate with those for a year ago. The total to all countries was 480,587 bbls as against 997,808 in February, 1929. There is no disregarding the fact that this is a serious decline, but, of course, last year was exceptional by reason of its large sales to China. The cheering element this year is to be found in the shipments to Great Britain. These amounted to 154,265 bbls as against 162,948 a year ago, not a serious decline. The fact that so much flour was delivered to the United Kingdom in a month that marked the worst period experienced by Canadian mills in many years is certainly worthy of notice. Despite the unsettlement in the wheat markets of the world, for which this winter has been so remarkable, British flour importers have maintained their volume of purchases from Canada to a remarkable degree, an evidence of the fundamental soundness of the position of Canadian flour in the estimation of the bakers of the motherland. Given settled conditions in the market and anything like an even break in wheat prices and shipping rates Canadian mills will undoubtedly recover all their old-time volume of business in the United Kingdom.

In store in Canada on March 7 was 6,194,076 bus, most of which was at Goderich and Port McNicoll. A year ago the amount was 1,544,351 bus. Other United States grains such as oats, barley, rye and corn make up a total for all grains of 13,841,588 bus. Practically all of this grain is at lake ports and St. Lawrence River points with a little in West St. John and Halifax.

The Royal Bank of Canada in its monthly circular calls attention to the startling fact that Canada has at present

a great shortage of oats owing to small crop of 1929. Oats and oat products are being freely imported from the United States. To some extent the situation described is being relieved by an over-supply of barley of which grain Canada had a very large crop last year. The shortage of oats referred to is having its most acute effect in the West and there is some talk of having oats that were shipped to Montreal early in the crop year returned to the West for domestic use.

A Plea for Real Co-operation

By A. H. Bailey

TORONTO, ONT.

THE recent publication in Canada of a report that bakers in Great Britain were displaying in their shops notices to the effect that they were boycotting Canadian flour had at least one good effect. The story as it appeared in Canadian newspapers turned out to be untrue, as every one hoped would be the case, but like most reports of the kind had enough foundation to stir up investigation, and as a result the facts are now clear. These notices take the form of a seal for pasting in windows and show cases, the slogan being as follows: "We Bake Exclusively with British Milled Flour." Such seals are supplied to the trade by millers associated in a campaign to stimulate their own sales at the expense of the imported article, most of which originates in Canada.

These are the facts regarding the campaign against imported flour. They do not confirm the distorted version that was given currency in Canada, but they do confirm some of the inferences that were drawn from that version. There was no boycott of Canadian wheat or of the Canadian Wheat Pool, but there was an attempt to make advertising capital out of the popular misconception that Canada was trying to exact an unfair price from the British consumer for his bread. The effect of this advertising could only be to diminish the use of flour imported from Canada in British bakeries in spite of the fact that Canadian flour is really more British than that which such advertising was designed to substitute for it. The flour so recommended is made from inferior non-British wheat with 5 to 10 per cent of Canadian added to give it strength, whereas Canadian milled flour is all British in the fullest and truest sense of the term. It is a product of British soil, grown by British farmers, milled in British mills, packed in British bags and carried across the Atlantic in British ships.

The really important thing for Canada in this incident of the seals is to be found in the fact that Canadian flour has survived this and every other attempt to drive it out of the markets of the United Kingdom. Everybody knows that the sales of Canadian wheat to Britain have fallen off in this crop year by over 60 per cent, but it is not so well known that sales of Canadian flour are down no more than 20 per cent. This is really a notable showing on the part of the flour exporting trade, the credit for which is due to the quality and popularity of the goods, coupled with the resourcefulness and fighting spirit of the British importers and of the Canadian mills in keeping their brands on the market in the face of every discouragement. In order to accomplish this purpose the miller has had to sell the flour at considerably under its legitimate price, absorbing a substantial premium in the cost of his wheat over what the British miller had to pay for the same Canadian grades and absorbing also the premium that ocean shipping companies exact for flour space as compared with that for wheat. Had it not been for the ever present competition of these high quality imported flours from Canada, British millers would have been able still further to reduce the percentage of Canadian wheat in their mill mixtures with the possibility that this percentage would by now have been down to the vanishing point.

In the foregoing fact there is a valuable subject for thought on the part of the Canadian grain trade and especially for the farmers' wheat pool. This organization may very well ask itself how much of its sales of wheat in Great Britain and of the prices obtained for same is due to the high standard of quality set for the British millers by the competition of Canadian flour in all their important markets. There is not the least doubt that the flour sells the wheat every time. It also influences the price and is respon-

sible for the premium that Canadian wheat commands over every competing kind.

RELATIONS WITH CANADIAN MILLS

Considerations such as these make it difficult to understand the policy of the Canadian Wheat Pool in selling wheat for export to British mills at lower prices than Canadian mills have to pay for the same grain. The Canadian miller is the best customer the pool has, yet its attitude toward him is always a selfish one and sometimes truculently so. Co-operation and orderly marketing are the twin purposes for which the pool exists, and these virtues its members are urged to practice and uphold by every means in their power. But, co-operation that is based on selfishness may become a vice instead of a virtue and must inevitably destroy itself. Whether practiced by individuals or corporations its attributes remain the same, and the greatest mistake the Canadian Wheat Pool can make is to ignore responsibility for the welfare of other interests whose success is bound up with its own.

There is not much doubt that when the business of this crop year is over and the pool is taking stock of its position, there will be a general overhauling of policies and practices that have grown up in the six or seven years since it was formed. This will afford an opportunity to establish new relationships with the domestic milling industry of Canada that will be based on just and friendly co-operation in the original and best sense of that term. To do so will be a simple matter of long overdue justice and may win for the pool the good will of a group of customers which has most decidedly not been one of its assets in the past.

WINNIPEG

Flour business was spasmodic last week, and the larger mills operated only about one third capacity. Small sales were made to the Orient, but the advancing wheat market curtailed trade in that direction, while the European buying continued on a hand-to-mouth basis. Domestic sales were moderate, with bakers' business quite small and the country taking only limited amounts.

For delivery between Fort William and the Alberta boundary, top patent springs were quoted, March 22, at \$7.65 bbl, jute, and seconds at \$7.05; cottons 15c more; Pacific coast points 50c more. Second patents to bakers were quoted at \$7.05, car lots, basis jute 98's.

NOTES

H. W. Morgan, of London, Eng., who is in the grain business there, was a visitor to the Winnipeg Grain Exchange last week.

L. M. Pugh, of Paris, France, who was formerly connected with grain interests in Winnipeg and Minneapolis, spent some time in Winnipeg last week visiting friends in the trade.

Baron C. L. Schimmelpenninck Van Der Oye, with Jonas & Krauseman, Amsterdam, Holland, well-known bankers and brokers with considerable Dutch colonial interests, was a visitor to the Winnipeg Grain Exchange last week.

The revised "Canada Grain Act" was given second reading in the house of commons at Ottawa last week and now goes to the standing committee on agriculture where interested parties will have an opportunity to voice their opinions on the new legislation.

A booklet recently issued by the Canadian government, under the title "Seven Years' Experience with the Combined

Reaper-Thresher," points out that "in the season 1928, a total of 4,341 combines were used in western Canada. Over 2,500,000 acres were harvested by combines.

MONTREAL

Canada's export flour business, which has been in the doldrums for a considerable time, has shown good improvement during the last week, with the advancing wheat markets, and the general improvement in sentiment.

C. H. G. Short, president of the Canadian National Millers' Association, said last week:

"Conditions are better than they have been as naturally to be expected from the strengthening tone of the wheat market. There has been a stimulation in export demand for Canadian flour during the last few days owing to the advancing wheat markets, although conditions are undoubtedly still below normal. The orders we are getting are not particularly large, but they are well scattered among the countries which usually buy from Canada. There have also been many offers which have had to be turned down because they were below our selling prices, but such offers indicate a healthier situation than has existed for some time. The first requisite for a good export business is confidence in the minds of over-sea buyers, and this of course cannot possibly be established until there is some strong evidence of stability in the wheat market."

As regards domestic flour business, millers report that new business is not so evident as in the export line. Deliveries on old contracts continue apace, however.

Flour prices are unchanged. They did not go down with wheat prices in the previous week, and in consequence they have not changed with the upward move. Quotations, March 21: first patent, \$7.90 bbl; second patent, \$7.30; straight \$6.90; all less 10c for spot cash.

NOTES

C. Loomis, agent for Lake of the Woods Milling Co., Ltd., in Trinidad is spending a few days at the Montreal office.

The executive committee of the Canadian National Millers' Association met in Montreal March 19. Out of town visitors included J. J. Page, Western Canada Flour Mills Co., Ltd., Toronto; George A. Macdonald, Quaker Oats Co., Peterborough; R. J. Pinchin, Copeland Flour Mills, Ltd., Midland; W. C. Duncan, Maple Leaf Milling Co., Ltd., W. H. McCarthy, Standard Milling Co., Ltd., Toronto; while Montreal representatives included M. H. Hutchison, Lake of the Woods Milling Co., Ltd.; R. R. Dobell, Ogilvie Flour Mills Co., Ltd.; T. W. Williamson, St. Lawrence Flour Mills Co., Ltd., and C. H. G. Short, president of the Canadian National Millers' Association.

VANCOUVER

While a fair amount of export flour business was worked to the Orient last week, the steady rise in prices tended to slow up sales. Approximately 5,000 tons of space was taken for spot loading, mostly for Takubar although some was worked to Japan and Shanghai. There was an unconfirmed report that 25,000 bbls of Canadian straights were sold recently, made principally at the Atlantic seaboard.

Canadian prices for Hongkong: clears are \$4.60@4.70, c.i.f., with low grade straights at \$4.25@4.30, c.i.f. Export patents are quoted around \$5.40. Shanghai spot offers are said to be \$4.40, while the best offers of American straights are \$4.40@4.50, f.o.b. The market is slow with Oriental buyers apparently realizing the spread in values between North Pacific ports and leading Oriental ports.

Space to Japan is \$3.40, with the same rates to Shanghai and Hongkong for April. North China rates are \$4.40 to Taku Bar, Tsingtao and Dairen.

In May the conference rate has been set at \$5.50 to Hongkong and \$6.50 to outports, while Shanghai space will be \$3.40 to \$4.

CHICAGO DISTRICT

SIGURD O. WERNER, CHICAGO MANAGER

166 W. Jackson Boulevard, Chicago, Ill.

Cable Address: "Palming" Correspondent at Milwaukee

CHICAGO

Distributors are experiencing an extremely dull period, with sales even smaller and less in number than previously. Uncertainty of the wheat market continues as the chief factor in restricting business, as no one has confidence in present values, and can see no good reason for entering into large contracts at present. As a rule they only take on current needs, with only a few exceptions, and consequently mill agents are complaining about business. There is a lack of shipping directions, and much time and effort are being given to old orders.

Spring Wheat Flour.—Only a moderate amount of business is being secured in this market on spring wheat brands. Fairly steady small lot sales are reported right along, but only widely scattered bookings of larger amounts are being made. Occasionally one can find a distributor who reports a fair demand, but during the past few weeks round lot orders have been very scarce. Buyers seem satisfied to enter the market when in need of flour, but then they only take enough for current needs.

Hard Winter Flour.—Southwestern brands also are in slow demand, with the situation much the same as in the market generally.

Soft Winter Flour.—Soft winter brands are a little more active than bread flours, although there is no big volume moving. There have been some sales of 1,000 to 1,500 bbls, but not enough of these to permit all of the mill agents to share in the business. Shipping directions also are better than on bread flours, and it is quite noticeable that complaints are fewer.

Flour Prices.—March 22 quotations, basis Chicago, patents in cotton 98's and clears in jutes: spring top patent \$5.50 @ 6.05 bbl, standard patent \$5.25@5.90, first clear \$4.60@5.10, second clear \$3.30 @3.90; hard winter short patent \$5.40 @5.75, 95 per cent patent \$5.10@5.60, straight \$4.90@5.25, first clear \$4.60@4.80; soft winter short patent \$5.30@6.10, standard patent \$5.05@5.70, straight \$4.90@5.25, first clear \$4.60@4.80.

Durum.—There is no change in the semolina situation. Demand continues extremely quiet, and directions also are slow. Quotations, March 22: No. 2 semolina, 3½c lb, bulk; standard semolina, 3½c; No. 3 semolina, 3½c; durum patent, 3½c; special grade, 3½c.

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

	Output bbls	Pct. of activity
March 16-22	26,278	74
Previous week	35,999	99
Year ago	29,759	74
Two years ago	32,316	88

NOTES

R. H. Montgomery, of the Larabee Flour Mills Co., Kansas City, spent a day in this market.

V. Aere, Buffalo sales manager for Spencer Kellogg & Co., was a visitor at his company's local office.

Frank Mosher, of the New Richmond (Wis.) Roller Mills Co., stopped off in Chicago on his way to Florida.

A. H. Crosby, vice president Washburn Crosby Co., Inc., Minneapolis, stopped off in Chicago en route east.

H. T. Corson, executive director for the National Food Bureau, is spending a few weeks in Minneapolis and the Northwest.

Fred Burrall, director of sales for the Moore-Lowry Flour Mills Co., Wichita, left on a trip to Florida following the bakers' meeting.

Charles R. Decker, vice president and general sales manager for the Chase Bag

Co., is visiting at his company's headquarters in New York.

Gordon Wood, sales manager for the Midland Flour Milling Co., Kansas City, following the bakery engineers' convention, left on an eastern trip.

Gerald Martin, vice president of the Brooks Elevator Co., and Verne McCarthy, of McCarthy Bros., Minneapolis, were recent visitors to this city.

The B. A. Eckhart Milling Co., of Chicago, announces that R. S. Thorpe, of Pittsburgh, is now representing the company in that city and adjacent territory.

Hugh Miller, North Manchester, Ind., representative for the Wichita Flour Mills Co. in Indiana, Ohio and Illinois, recently called on members of the trade here.

Donald Sands, of Sands, Taylor & Wood Co., Boston, spent a few days in Chicago calling on the trade, following his attendance at the bakery engineers' convention.

Carl B. Warkentin, president of the Midland Flour Milling Co., Kansas City, and chairman of the board of the Millers' National Federation, and Carl Sims, of the Sims Milling Co., Frankfort, Ind., recently visited the federation offices here.

Martin Luther, vice president of the Commander-Larabee Corporation, Minneapolis, visited the Minneapolis-Larabee Flour Co. here on returning from a trip to various of his company's branches in the central states.

W. Waterman, of J. S. Waterman & Co., New Orleans, La., has advised John W. Eckhart, president of the National Federated Flour Clubs, that he will attend the organization's annual convention at Chicago, May 26-27. Mr. Waterman will appear on the program and will discuss the flour trade in the South.

John W. Eckhart, president of John W. Eckhart & Co., Chicago, and president of the National Federated Flour Clubs, left March 24 for Buffalo to attend a luncheon meeting of the flour club of that city on the 25th. From there Mr. Eckhart left for New York City. He expects to be away about 10 days.

N. M. Coe, who has been Chicago manager for the Bay State Milling Co., Winona, Minn., the past five or six years, has received a promotion, and is now connected with his company's sales department at the mill. He is succeeded in Chicago by N. G. Anderson, who has represented this milling concern in northern Wisconsin and the upper peninsula of Michigan for several years.

MILWAUKEE

Not much change is seen in the flour market in Milwaukee, according to reports by local dealers. Prices remain at about the same level, with demand small and mostly by jobbers for the family trade. Shipping directions have picked up considerably. Quotations, March 22, basis Milwaukee, patents in cotton 98's and clears in jutes: spring top patents, \$5.80@6.50 bbl; standard patents, \$5.50 @6.30; first clear, \$5.10@5.70; second clear, \$3.35@4.30; fancy pastry flour in 100-lb packages, \$4.50; soft winter wheat flour, \$5.60.

The southwestern flour market situation is the same as the northwestern, with business slow, with only shipping directions improved. The current spread between northwestern and southwestern offerings has become 30@50c as compared to 40@70c at the close of the preceding week. Quotations, March 22, basis Milwaukee: hard short patents, \$5.50@6 bbl;

standard patents, \$5.50@6.30; first clear, \$5.10@5.70; second clear, \$3.60.

NOTES

William O. Goodrich and Mrs. Goodrich have returned from a month's trip to Nassau. Mr. Goodrich is chairman of the board of the William O. Goodrich Co., linseed oil manufacturers.

Edward J. Koppelman has sailed from San Francisco for New York, by way of the Panama Canal. Mr. Koppelman is a well-known grain broker in Milwaukee. He is accompanied by his daughter.

Philip Orth, one of the oldest members of the Milwaukee Chamber of Commerce, recently celebrated his eighty-fifth anniversary with both a family reunion and a stag with his many business associates. Mr. Orth was born in Germany and came to this country when 20 years old. After engaging in various business ventures, he formed, in 1878, the Philip Orth Co., of which he is still president. The company is a wholesale dealer in flour. His son Philip is treasurer.

BATTLE FOR BREAD
CARRIED TO CAPITAL

H. T. Corson, Manager of the National Food Bureau, Will Take His Educational Work to Washington, D. C.

CHICAGO, Ill.—H. T. Corson, manager of the National Food Bureau, who has just returned from an extensive trip to the Southwest and the Pacific Coast, now plans to carry the educational work of the bureau to Washington, D. C., where he expects to make valuable contacts with various governmental executives and organizations, not the least of these being the Federal Farm Board.

A large portion of the country has been covered by Mr. Corson's organization, which has made notable progress in stemming the attacks of food faddists upon white bread. Particular success has attended efforts to enlist the active cooperation of medical societies, as the large number of resolutions passed by such organizations attests. Recent action of this kind was reported as having been taken by the Polk County Medical Society, Des Moines, Iowa, the governing board of the Ohio State Medical Association, the New York State Medical Association, the Michigan State Medical Society, and the Indiana State Medical Society. The Ohio governing board's action contemplates transmission of the resolution to the Ohio association at its annual meeting in Columbus, May 13-15, with recommendation for its adoption.

In a current bulletin, Mr. Corson states that the bureau is expanding rapidly, and that good results are being obtained in the campaign for new members. Miss Ethyl Clarke is now working in the southeastern states, and R. R. Rosell in the Northeast.

"It is not only the food faddist who is putting out propaganda derogatory to white flour," states the current bulletin, "but such groups as the antituberculosis and child welfare workers, and a number of business firms that are endeavoring to improve the health of their employees by putting out literature and conducting health courses. In most cases they are recommending whole wheat flour and giving no mention to white flour, which only adds to the mass of derogatory propaganda now existing against white flour."

"In our last report we told of a case in the schools of Washington, D. C., where a teacher refused to give a boy a gold star because he had eaten some white bread and violated a rule of the tuberculosis association, which calls for whole wheat bread. Mr. Rosell took this up with the National Tuberculosis Association and found the officers willing to co-operate with us."

"The Metropolitan Life Insurance Co., in its health literature, has constantly stressed whole wheat. We have had some correspondence in the matter, and Mr. Rosell reports that the company has agreed to mention bread without specifying the kind. We shall also take this question up with the telephone company and other firms that are doing health work for their employees and are stressing the use of whole wheat bread."

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
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United Empire Party Advocates Tariff Protection in England

By C. F. G. Raikes

LONDON, ENG.

THE political situation in England has reached a climax now that Stanley Baldwin, the leader of the Conservative party, has announced his sympathy with the outline of the scheme put forward by Lord Rothermere and Lord Beaverbrook for the formation of a "United Empire Party." This is a protectionist party, but Mr. Baldwin states that he would not consent to additional taxes on food before a referendum of the whole electorate of the country on that particular point had been taken.

It is evident by Mr. Baldwin coming out on the side of the United Empire party, to which a large number of Conservatives have allied themselves, that he was anxious to avoid a split in the Conservative party, which undoubtedly would have occurred had he decided to ignore the new party and the publicity which has been given it in the newspapers controlled by Lord Rothermere and Lord Beaverbrook. Had such a split come about it is more than probable that the Labor party would have been returned to power in the next election with an absolute working majority, which it does not command at present, while through the latest developments in the Conservative camp there is every possibility that that party will win the confidence of the country and the reins of the government pass into its hands, when the next appeal is made to the electorate.

FAVORS TARIFF

Mr. Baldwin has gone on record in saying that he is all in favor of a full safeguarding of industries policy, which is a tactful way of saying that he is in favor of a tariff on manufactured goods. Until quite recently politicians have been afraid of saying too much about tariffs, especially as England has such a long tradition of free trade behind her. Leaders of the Conservative party still remember what happened to them when they went to the country on the question of "tariff reform" several years ago. They were completely turned down on this platform, even by the manufacturing north, which it would be thought would have profited most by such a policy, and as a result of this defeat the Labor party was returned to power for the first time.

With this experience behind them the Conservatives took care at the next election to keep their tariff policy well in the background and, as a result, were returned with a large majority. During their last term of office the Conservatives have placed protective tariffs on a number of industries, such as motor cars, motor tires, artificial silk, clocks, medical instruments, etc. These tariffs were imposed under an act known as "The Safeguarding of Industries Act," which empowered the government to protect the industries that were being hurt by foreign competition. All the industries that were "safeguarded" by a tariff have benefited materially and prospered. With this result of protection in view, coupled with the gigantic newspaper propaganda, that day by day for the last few months has laid before the public the tremendous advantages that the country would derive under a tariff reform policy, a change of public opinion toward tariff reform is undoubtedly taking place.

Within the last month or two several of the chambers of commerce in the in-

dustrial north have passed resolutions in favor of protection, and it now seems reasonably sure that should the Conservatives come into power at the next election England will toe the line with the rest of the world in the matter of a protective tariff on manufactured goods. It remains to be seen whether foodstuffs, other than those produced within the empire, will be taxed. It is argued that the empire is able to produce all the food required by the United Kingdom, and more, but many people think that wheat and flour will continue on the free list. However, the majority are of the opinion that steps should be taken to prevent foreign countries dumping their wheat and flour into the markets of the United Kingdom, under bounties granted by their respective governments. This could easily be accomplished by imposing a tariff on all commodities shipped under a bounty scheme, in such a way that the import taxes on such goods would be equivalent to the bounty allowed by the country exporting the goods. It is possible that a tax on nonempire wheat and flour might come about through the Dominion governments, such as Canada and Australia, withholding their co-operation with the mother country in respect to a partnership plan of free trade within the empire, unless a duty on foreign wheat and flour were imposed.

The situation is full of interest to those engaged in the export of grain and flour and the development of the new political program will be carefully watched.

BREAD WEIGHTS SET IN GERMANY

HAMBURG, GERMANY.—A bill recently introduced into the German Reichsrat in respect to the control of the weight of bread by making standard weights compulsory, has been approved and passed on to the Reichstag. It was to come up for discussion during the first week in March and the result is awaited with considerable interest and anxiety by the bakery trade of Germany. Hitherto the price of bread was fixed but the weights could be changed, but with the weight fixed it will mean a constant change in the price of bread in accordance with the price of flour. The bakers fear that this will have an adverse effect on their trade and the new legislation, therefore, does not meet with their approval.

GERMANY MAY RAISE FLOUR AND WHEAT DUTIES AGAIN

LONDON, ENG.—According to a correspondent in Hamburg there appears a likelihood of a further increase in the duties on wheat and flour in the near future. He writes as follows: "The outlook for the grain and flour trade in Germany is very dreary at the present time. The position of the German market will probably be influenced in the near future by the efforts of our government to increase the consumption of rye in order to get rid of the large stocks of rye. The only possible way of increasing the consumption of rye appears to be a corresponding decrease in the consumption of wheat. The situation is such that our government needs money to finance the dole, and, apparently, there is no other way than by a further increase in the wheat and

flour duties. It is also possible that a blend of wheat and rye flour will become compulsory."

The economic committee of the German Reichstag has authorized the German government to extend the regulation for the compulsory grinding of 50 per cent of home grown wheat by millers in their mixture for the three months ending May 31, 1930.

RYE CONSUMPTION IN NORWAY

LONDON, ENG.—In Norway, as in Germany, there has been a considerable change in the public taste during the past few years in favor of wheat flour as opposed to rye. Rye flour imports have declined considerably, as illustrated by the fact that in 1926, 788,000 bbls were imported at Bergen, while at this port in 1929 only 424,000 bbls were imported. Rye mills too are complaining of a considerable reduction in demand. Meanwhile, the price difference between rye and wheat has increased, which may result in a revival of rye flour consumption.

London Flour Arrivals

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

From—	Week ending—	
	Feb. 28	Feb. 21
United States—	1939	1936
Atlantic	3,525	3,325
Canada—Atlantic ..	4,369	6,377
Australia	5,460	125
Argentina	3,643	899
Continent	11,345	15,525
Coastwise	1,540	1,163

Wheat and Flour Prices 30 Years Ago

By C. F. G. Raikes

LONDON, ENG.

IN recalling past incidents in the life of the late Robert S. Craig, of R. Hunter Craig & Co., Ltd., London, W. M. Read, who has been connected with the London flour trade for over 50 years, lent me a copy of "Beerbohm's Evening Corn Trade List," of Feb. 28, 1900. In this paper was the report of the presentation of a pair of field glasses, a revolver and a gold watch and chain to Robert S. Craig just before his leaving for the front during the Boer War in South Africa. This was exactly 30 years ago and at the time Mr. Read was president of the London Flour Trade Association and made the presentation. In those days "Beerbohm's Evening Corn Trade List" was edited by the late James Rush, who also used to contribute a weekly letter to The Northwestern Miller under the title of "The World's Wheat," which was closely studied by readers.

In looking at an old copy of "Beerbohm's Evening Corn Trade List" it is interesting to note that the milling industry of the United States, even in those days, was complaining of overproduction and that it was claimed that the only remedy to make milling more profitable would be to reduce the output of the country to reasonable proportions. Reference was also made to the failure of the United States Milling Co., which controlled 16 mills. The paragraph in question was in part as follows:

"We are not aware of the immediate cause of the trouble but we do know that the milling capacity of the United States mills is far in excess of the legitimate requirements of the country, with the result that except under the most favorable circumstances—such, for instance, as lucky speculative purchases of wheat or equal-

NEW CHANGE IS EXPECTED IN EGYPTIAN FLOUR DUTY

LONDON, ENG.—The following information regarding the new duties imposed by the Egyptian government on imported wheat and flour has been furnished by a correspondent in Alexandria:

"Until Feb. 15, 1930, the duty on wheat and flour was identical, namely 8½ per cent ad valorem. Since then, however, owing to the new custom regulations, the duty on wheat is 90 Egyptian piastres per ton, plus 10 per cent for quay charges, making a total of 99 Egyptian piastres per ton or \$4.92, while the duty on flour is 220 piastres per ton, plus 10 per cent for quay charges, making a total of 242 piastres or \$12.07 per ton."

"This new tariff is only a temporary arrangement, and it is understood that it will be subjected to certain changes in the near future, especially in regard to those countries entering into a commercial treaty with Egypt. It is reported that these changes will be made within the next six months, and any nation which has not signed a commercial treaty with Egypt will have to pay double the import duties indicated."

GLASGOW BAKERY EXHIBITION

GLASGOW, SCOTLAND.—An exhibition in which the Scottish Master Bakers' Association is collaborating with the grocery trade, was opened on March 4 in the Kelvin Hall, Glasgow, the large exhibition hall run by the municipality.

ly lucky sales of flour forward—it must be exceedingly difficult to make both ends meet."

This is so descriptive of the present state of affairs that one might easily imagine that the paragraph covered the present situation instead of that of 30 years ago.

The old paper also contains some interesting facts about prices. Minneapolis top patents were selling in London at that time at 23s per 280 lbs, second patents at 22s and first clears at 17s 6d. The price of May wheat in Minneapolis was 65c, while the shipments of flour to Europe for the week ending Feb. 22, 1900, were 264,000 bbls.

Another interesting document shown me by Mr. Read was an invoice, dated September, 1894, which he had taken from his files. The prices in this invoice showed well-known Minneapolis patents at 17s 6d per 280 lbs and a first clear grade from a leading St. Louis mill at 12s 6d per 280 lbs. It was about that time, or early in 1895, that wheat went to 40c in Minneapolis. Will history repeat itself? Possibly not but it only shows what can happen.

FARMERS URGED TO GROW MORE WHEAT IN AUSTRALIA

LONDON, ENG.—It is reported from Canberra, the political capital of Australia, that the prime minister, Mr. Scullin, in a broadcast speech has appealed to the Australian farmers to grow more wheat. He said that by so doing they would help the commonwealth in its efforts to solve the problems associated with the present period of depression.

He said that the immediate problem of Australia was to find means of re-

placing the income lost from reduced values. In his opinion the first step in this direction would be the reduction of imports and an increase in the production of exportable goods. If Australian farmers lend their aid by increasing the wheat acreage under cultivation he considers that the state should make some returns by some guaranty as to price, in order that the farmers may be assured that their wheat would be marketed in a thoroughly businesslike manner.

This appeal of the Australian prime minister formed a special topic of conversation among the trade on the Mark Lane market this week. The minister's optimism that "more wheat" would help the situation is not shared by those who have studied the supply and demand question as it is today. With the immense stocks unsold in Canada and the United States and the abundance of wheat in all parts of the world at the present time, the Australian government is likely to burn its fingers should it decide to give, the Australian farmers a guaranteed price for their wheat, who, with the inducement offered, will think it to their advantage to increase their acreage.



MANY PROPOSALS TO HELP CZECHOSLOVAKIAN FARMERS

PRAGUE, CZECHOSLOVAKIA.—Many proposals have been advanced to solve the present agricultural crisis in Czechoslovakia, among which is a compulsory grinding regulation of 60 per cent. This percentage has not definitely been decided upon and may be increased.

Bread in Czechoslovakia until now has been baked from a mixture of wheat and rye flour, but the new measures will contain regulations for the manufacture of pure rye bread. In this connection, public institutions will be obliged to use domestic flour.

The third bill contains regulations of an import license system, while a fourth bill would create an intervention fund, the object of which is to replace the grain and flour monopoly previously contemplated, but which meanwhile has been dropped. The object of this fund is a stabilization of the prices of rye and oats on the domestic market, and will offer the government the necessary authority to regulate prices at the produce exchange.



ALFRED BURTON, CANADIAN GRAIN EXPORTER, IS DEAD

MONTREAL, QUE.—Alfred George Burton, grain exporter, died, March 21, at his residence, 2217 Souvenir Street, after an illness of several weeks. His passing was particularly regretted at the Board of Trade and Montreal Corn Exchange, where he was a daily figure.

Mr. Burton, who was 53 years old, was a former president of the Montreal Corn Exchange, holding that post during 1913 and 1914. He was vice president several years. He served on the council of the Board of Trade in 1926 and 1927, representing the Montreal Corn Exchange. Well known for his sane and just outlook, he was frequently in demand as an arbitrator in grain disputes.

Born in Montreal, and a resident here continuously, Mr. Burton entered the grain business upon leaving school, becoming a junior in the firm of Alexander McPee & Co. He organized and was president of the Canadian American Grain Co. Later he organized the firm of Burton & Hanna. He is survived by his widow, one son and five daughters.



FINNISH IMPORTER VISITS LONDON

LONDON, ENG.—W. J. Hiltunen, of Helsingfors, Finland, who is a well-known flour agent in that country, was in London for a few days early in this month. He stated that this has been a very open winter in Finland, with hardly any snow, and the Finnish ports had not been closed to navigation. He went to Paris from here and thence was scheduled to return home.



Permits were granted in the larger cities of Germany in September, 1929, for building 3,577 dwelling houses and 18,237 apartments.

PACIFIC COAST

WALTER C. TIFFANY, SPECIAL REPRESENTATIVE

P. O. Box 726, Seattle, Wash.

Correspondents at Los Angeles, Ogden, Portland and San Francisco

Cable Address: "Palming"

SEATTLE

Moderate sales of flour were made to the Atlantic seaboard and scattered cars were taken by middle western markets last week. California trade was largely confined to deliveries on old orders. Sales in north coast markets were of small parcels for prompt delivery almost entirely. Total domestic sales were disappointingly small.

Flour Prices.—Washington flour quotations, car lots, coast, March 21: bluestem family short patent \$6.50@6.80 bbl, 49's; standard patent \$5.80@6.20, 98's; pastry flour \$5@5.35, 98's; blends, made from spring and Pacific hard wheats, \$5.80@6.40, 98's. Hard wheat top patents, car lots, coast, arrival draft terms: Dakota, \$6.40@7.50; Montana, \$6.10@7.

Export Trade.—American flour is too high for Chinese markets and cannot compete with Canadian flour, which has been recently sold in large volume to north China. Most of the export mills say they did not have a single inquiry last week.

NOTES

Winter wheat suffered heavy winter damage in the Pacific Northwest, and estimates of reseeded by well-informed members of the grain trade are as high as 40@50 per cent.

Russell, Miller & Co., New York, stocks, grain and commodity brokers, have opened offices in Seattle and have become members of the Seattle Grain Exchange. J. J. Harris is resident manager and Walter Wilson, until recently Portland representative for Dreyfus & Co., is floor trader.



SAN FRANCISCO

Fluctuation in mill quotations during the past few weeks of 10@20c bbl has not affected dealers' quotations to the trade, and prices remain virtually unchanged. Sales to smaller bakers are fairly active, but of small volume, and amount to little more than hand-to-mouth buying. Contract deliveries are slightly improved.

Quotations, March 21, car lots, 98's, San Francisco, draft terms: Idaho family patents, \$6.80@7; Montana standard patents \$6.20@6.40, clears \$5.40@5.60; Kansas standard patents, \$6.20@6.40; Idaho hard wheat patents, \$6@6.20; Oregon-Washington bluestem blends, \$6@6.40; northern straight grades, \$5.60@

5.80; Dakota standard patents, \$7.20@7.50; California pastry \$5.50@5.75, bluestem patents \$5.75@6.

NOTES

E. L. Rickel, grain dealer, Salina, Kansas, was a visitor on the exchange.

W. A. Appel, firm member of the C. A. Hutton Flour Co., San Francisco, has just returned from Los Angeles.

Donald G. Lowell, of General Mills, Inc., Minneapolis, arrived in San Francisco from New York, via the Canal.

W. J. Russell, of the Gregory-Jennison Co., Minneapolis, arrived here March 19 on the steamer Malolo from Honolulu.

L. V. Woodhull, grain buyer of the Sperry Flour Co., San Francisco, is confined to the hospital with pneumonia threatened.

George Albers, of Albers Bros. Milling Co., is down from Seattle in connection with the purchase of the A. W. Scott Co., feed and hay firm.

A. B. Searle, formerly of the Royal Milling Co., Great Falls, Mont., and now connected with the Wasco Warehouse Milling Co., The Dalles, Oregon, is in San Francisco.

The Langendorf United Bakeries, Inc., on March 19, declared the regular quarterly dividends of 50c a share on the class A and class B common stocks, both payable April 15, on stock of record March 31.



PORTLAND

There was not much interest in the flour market during the week. City buying was limited to small amounts for early needs and there was only a light shipping movement to coast points. The market was steady and unchanged at \$6.90 for family patents, \$6.35 for second hard wheat and \$6.20 for second bluestem, car lots.

Little export trade is being done owing to Canadian competition, the relatively higher prices of wheat here, and the difficulty in buying. Mill operations are slowing down.

NOTES

John Lewis, formerly with J. H. Noyes, grain broker, has been appointed joint manager of the Portland office of Elberting, Ewing & Co., of Seattle, stock and bond dealers.

J. J. Ross, president of the Ross Mill

Furnishing Co., and Mrs. Ross will leave Portland, April 10, for an extended tour of Europe, returning in the fall.

The plant of the Crown Mills, Portland, was inspected on March 20 by a party of 40 students of Reed College, accompanied by Professor Blair Steward. The students were shown through the plant by J. Brown Strang, of the general office, and George Walker, superintendent of the mill. They later visited the steamship Illinois, of the State Steamship Line, which was loading flour at the plant.



OGDEN

With slightly increased demand from California and southeastern states, Ogden millers report more active business. All mills are operated at capacity, though smaller mills throughout Utah and southern Idaho average less than 50 per cent of full production. Southeastern buying has increased materially. Shipping instructions sufficient to keep all stocks clear are reported.

Quotations advanced with complete recovery of the previous week's losses in southeastern prices, and partial recovery for California, advancing 20c bbl in the former area, and 15c bbl on the coast. There was no change in intermountain districts.

Quotations, March 21: to California dealers, first patents \$6.15@6.40 bbl, second patents \$5.85@6.15, straights \$5.45@5.75, car lots, f.o.b., San Francisco and other California common points; to southeastern dealers, soft wheat short patents \$6.40@6.50, straights \$6.10@6.30, car lots, f.o.b., Memphis and other lower Mississippi River common points; to Utah and Idaho dealers, fancy patents \$6.40@6.70, second patents \$5.90@6.20, straights \$5.50@6, car lots, f.o.b., Ogden.

NOTES

R. L. Brang of the Gold Medal Flour Co. spent several days in Ogden, returning to San Francisco headquarters.

H. H. Blood, president of the Kaysville-Layton Milling Co., has gone to Washington, D. C., on a business trip.

Carl W. Smith, assistant to the general sales manager of the Sperry Flour Co., San Francisco, visited in Ogden on business.

H. P. Iverson, resident manager for the Sperry Flour Co., has gone to Kansas City, Memphis, Little Rock, and other southern cities on a business trip.



A. W. SCOTT CO. PURCHASED BY ALBERS BROS. CONCERN

SAN FRANCISCO, CAL.—The A. W. Scott Co., San Francisco, feed and hay dealers, which recently encountered financial difficulties, has been sold to the Albers Bros. Milling Co. The Scott firm name will be retained, and its local and export business will be continued. This announcement follows the action of a trustees' committee in making an assignment of the firm's assets for the benefit of the creditors.

Despite the firm's position, merger plans were contemplated and several important eastern milling companies were reported to be interested in obtaining the business of the local firm, which has been engaged in the hay, grain and feed business here for the last 77 years.

The company's local warehouses and milling plants will be operated under the direction of the San Francisco office of the Albers Bros. Milling Co.



Acres of winter wheat planted last fall by farmers in Pennsylvania is two per cent more than the seeded area in the fall of 1928, according to the Pennsylvania federal-state crop reporting service. The acreage sown last fall is estimated to be 1,145,000 acres compared with 1,123,000 acres sown in the fall of 1928, of which 1,112,000 acres remained to be harvested last year. Abandonment, due to winter killing, has usually not exceeded three per cent, while last year it amounted to only one per cent.



MEXICO is reputed to be that dreamy land of manana, frijoles and chili con carne, but this is no sign they do not appreciate good baking down there. Of course, they do like to have their bakery goods piled right on top of the counter, as shown in this picture of J. P. Arapiz & Co.'s La Moderna Bakery at Mexicali; and, judging from the size of the sales force, business must be good.

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: "Palmling"

NEW YORK

There were no interesting or unusual developments to the flour market last week. Sales were not large and the trade reported quietness as the outstanding characteristic. However, in spite of this dullness, buyers' attitude was not disinterested. There were frequent bids made, but usually for well-known brands at unknown prices. In other words, the prices of smaller mills—or those unusually anxious for business—fixed buyers' ideas until they could not be raised to levels necessary for a fair profit. A number of brokers reported losing sales, in some cases of fair size, because of a difference of 15¢ to 20¢ in price, but if customers did not pick up the flour elsewhere, this interest promised well for future business.

Shipping Terms.—For immediate shipment, concessions were more substantial than on three to four months' delivery, but in general, stocks were sufficiently plentiful that for close-by shipment, the amounts required were small. Even when wheat prices were low, many mills did not drop flour to the full extent because of the weakness of feed. It is always difficult to make buyers believe that this by-product is a factor in holding high flour levels, and last week also their ideas were based solely on wheat reductions. On the firmer markets at the close of the week they still desired flour at the lowest figures.

Clears Scarce.—Due to the lack of sales of short patent grades, the shortage of clears continued. Many mills had none at all to offer, and others held so firmly that they asked more than the price of some standard patents. High gluters covered a broader range than spring standards, with the preference going usually to the cheaper grades when it came to actual sales.

Flour Prices.—Quotations, March 22, all in jutes: spring fancy patents, \$6.30 @ 6.70, standard patents, \$5.90 @ 6.25; clears, \$5.85 @ 6; high gluters, \$6.05 @ 6.50; hard winter short patents, \$5.85 @ 6.25; 95's, \$5.55 @ 5.85; soft winter straights, \$5.40 @ 5.85.

NOTES

Hubert Justesen, of Brodr. Justesen, one of the leading flour importers of Copenhagen, Denmark, arrived on the Aquitania last week, accompanied by Mrs. Justesen. They plan to spend some time in the United States, visiting many parts of the country.

Sales of the Kroger Grocery & Baking Co., Cincinnati, for four weeks ended March 1, were off 5.3 per cent, for the eight weeks and four days, 1.3 per cent below a year ago, and the company had 5,483 stores in operation, in comparison with 5,420 on the same date in 1929.

Clearances of wheat and flour from the port of New York for the week ending March 15, amounted to 1,151,000 bush and 46,329 bbls. Only one flour clearance was over 10,000 bbls, and that was 11,110 bbls to Oslo. Total flour clearances from the eastern seaboard amounted to 121,359 bbls.

Very few millers were in New York last week. The only ones introduced on 'change were C. T. Vandenoer, of the sales department, and J. R. Morris, wheat buyer for the International Milling Co., Minneapolis. G. F. Nicolin, traffic manager for the same company, also passed through the city.

M. Lee Marshall, chairman of the board of the Continental Baking Corporation, and William J. Morris, Jr., regional vice president, New York office, of the Washburn Crosby Co., Inc., Minneapolis, will sail for California, April 5, on the Pennsylvania, with Mrs. Marshall and Mrs. Morris, to be gone about four weeks.

ness, also, in Kansas flours, with short patents selling fairly at around \$6.25 @ 6.30 and down to as little as \$6.15. Clears are rather slow and generally quotable in the range of \$5.30 @ 5.60.

Quotations, car lots, 98-lb cottons; spring special patents \$7.10 @ 7.40 bbl, spring short patents \$6.40 @ 6.90, spring first clears \$5.60 @ 6; hard winter patents, \$6 @ 6.70; soft winter patents \$6.10 @ 6.70, straights \$5.65 @ 6, clears \$5.30 @ 5.80.

NOTES

The Lorain cleared from Boston last week with 28,125 bus Canadian wheat and 9,220 American wheat.

J. A. McLean, of Chicago, was a visitor on the Boston exchange and introduced by Clarence G. Newton.

Warren G. Torrey, of the Boston office of Washburn Crosby Co., Inc., is taking a month's vacation in the South, mainly in Florida, with a trip to Havana. He will return the first of next month.

Harry N. Vaughn, of the C. M. Cox Co., Boston, feedstuffs, together with Mrs. Vaughn, sailed from New York on the Aquitania for a six weeks' tour in Europe, during which they plan to visit the principal cities of the Continent as well as in England.

PITTSBURGH

Much better business was reported in the local flour market last week. Demand was steady and indicated that many consumers, large and small, were replenishing their stocks. Prices were somewhat higher and held firm.

The fact that quotations were higher was also a factor in stimulating business. While no very large sales were reported, the general tone of the market was better. Flour sellers were in a more optimistic frame of mind than for some time. It is believed that from now on there will be a rather brisk trade in flour.

The higher quotations of the week had the effect of bringing into the market many buyers who, anticipating a further advance, placed orders promptly. Shipping directions were good.

The prices of most mills were contained within comparatively narrow limits. Springs were in good demand, while the representatives of southwestern mills also reported that business was improved. The market for clears was better, with prices higher. Cracker bakers and pastry makers bought fairly liberally.

Semolina was quoted at 3½¢ lb, f.o.b., Chicago. Sales were fair, with shipping directions better.

Quotations, Pittsburgh, March 22: spring wheat short patent \$6 @ 6.75 bbl, standard patent \$5.50 @ 6.25; hard winter short patent \$5.75 @ 6.75, standard patent \$5 @ 5.75, low protein hard winter standard patent \$5 @ 5.75, clears \$5 @ 5.75; soft winter, \$4.50 @ 5, bulk.

NOTES

I. Klein, western Pennsylvania representative for the Dahuth-Superior Milling Co., has opened offices at 706 A Plaza Building, Pittsburgh.

R. R. Sanborn, Pittsburgh representative of the Lawrenceburg (Ind.) Roller Mills Co., has returned from Chicago, where he attended the bakery engineers' meeting.

PHILADELPHIA

The market for flour ruled firm last week, and prices generally were advanced in sympathy with the upward movement in wheat. Demand both for domestic and export account continued quiet. With the advances in wheat throughout the week, flour buyers naturally move along cautiously and place little faith in the present situation. Purchasers manifest little interest in the new schedule of prices, and values while rather firm from the standpoint of the mills, are largely nominal. With the feed market showing increased strength due to a curtailment of outside competition a somewhat easier feeling developed towards the close and business was largely on a small scale to tide over immediate needs.

Quotations, March 22, basis 140-lb jutes: spring first patent \$6.55 @ 6.90 bbl, standard patent \$6.15 @ 6.45, first clear \$5.95 @ 6.20; hard winter short patent,

\$6.20 @ 6.50, 95 per cent \$5.80 @ 6; soft winter straight, \$5 @ 5.60.

NOTES

Albert W. Farrell, Philadelphia flour broker, is confined to his home with stomach trouble.

Joseph R. Walker, of the Commander-Larabee Corporation, Kansas City, was a recent Philadelphia visitor.

H. K. Wheeler of the specialty department of the Pillsbury Flour Mills Co., Minneapolis, was in Philadelphia last week.

C. L. Vandenoer, of the International Milling Co., Minneapolis, was in Philadelphia last week. He was introduced on 'change by R. H. Ague, local manager of the company.

Richards J. Conly, of the Parkway Baking Co., Philadelphia, returned, March 20, from Chicago, where he attended the annual meeting of the American Society of Bakery Engineers.

The Bakers' Club of Philadelphia will hold its monthly supper meeting at the Penn Athletic Club, April 7. Dr. R. E. Lee, of the research department of Standard Brands, Inc., New York, will deliver the principal address.

BUFFALO

Few new orders were received by Buffalo millers this week, but shipping directions were excellent, coming from export buyers as well as the domestic trade. The principal orders were for standard patents, with a little call for first clears. Southwestern flour was in fair demand, with the trade purchasing these brands at prices which were relatively easier than springs. The semolina market was dull. Macaroni manufacturers are well supplied and, consequently, will not book further under present conditions.

Quotations, March 22, 98-lb cottons: spring fancy patents \$7 @ 7.25 bbl, standard patent \$6.50 @ 6.75, first clears \$5.75 @ 6; hard winter standard, \$6.10 @ 6.50; soft winter straights, \$6.30 @ 6.50. Semolina, 3¾¢, lake-and-rail shipment, New York.

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

	Weekly capacity	Flour output	Pct. activity
	bbls.	bbls.	
March 16-22	276,000	219,916	30
Previous week	276,000	247,611	89
Year ago	255,500	175,512	69
Two years ago	234,000	192,250	78
Three years ago	238,000	152,723	64
Four years ago	238,000	184,700	78

C. Q. Jackson, the New York state representative of the Buffalo Flour Mills Corporation, spent a few days in Buffalo.

CHINA IS BEST UNITED STATES FLOUR CUSTOMER

WASHINGTON, D. C.—In spite of the demoralized conditions in China, the flour traffic with that country, including Hongkong and Kwangtung, was heavier than with any other, totaling 2,902,000 bbls. The United Kingdom took the second largest volume, 1,317,000 bbls, while the Cuban trade was third with 1,265,000, according to figures just announced by the Department of Commerce.

Other destination countries to which a substantial volume of flour moved from the United States during 1929 included: Denmark 482,000 bbls, Finland 316,000, Germany 409,000, the Netherlands 909,000, Norway 336,000, Sweden 114,000, Canada 123,000, Costa Rica 119,000, Guatemala 185,000, Panama 116,000, Salvador 137,000, Mexico 122,000, Dominican Republic 120,000, French West Indies 135,000, Haiti 277,000, Brazil 781,000, Colombia 138,000, Ecuador 101,000, Peru 109,000, Venezuela 278,000, Japan 277,000, Philippines 778,000, Egypt 235,000, and the Gold Coast of Africa 115,000. No other destination countries received as much as 100,000 bbls.

The volume of flour moving through the several customs districts was as follows: New York 5,134,000 bbls, Philadelphia 68,000, Baltimore 196,000, Virginia 138,000, Mobile 96,000, New Orleans 1,906,000, Galveston 980,000, San Francisco 431,000, Oregon 1,579,000, Washington 2,747,000, and all others 338,000.

BAKERY SALES MEET WILL STRESS SELLING

Better Merchandising Seen as Greatest Present Need of Industry—Large Attendance in Prospect

CHICAGO, ILL.—"The baker wise—will merchandise," is the slogan which has been adopted for the 1930 convention of the Bakery Sales Promotion Association to be held at the Hotel Stevens, Chicago, April 14-15. A large attendance is indicated by communications received daily. Charles S. Goodman, Walter Warrick, and Joseph D. Noonan are in charge of the program, which will feature many of the most prominent men in the industry. Among these will be the best known authorities on selling and merchandising of bakery products. The entire program of the convention will center around the one theme of promoting bakery sales, and will consider in relation to this the various problems of advertising, selling, merchandising trends, new products and new markets.

All of this is summed up in the slogan, "The baker wise—will merchandise," according to those in charge of promoting the convention. The slogan indicates the solution for many of the ills of the baking industry today. Merchandising of the baker's products is as necessary as the merchandising of the many food products being pushed so persistently in competition with bread and cake.

The convention has been planned to be of especial benefit to bakery proprietors, officials of bakery corporations, managers, sales managers, advertising managers, route foremen, and representatives of a number of allied trades whose interests are concerned in the increased sale of bakery products.

A few of the topics to be discussed are: "Questions and Answers on the Sales Manager's Problems"; "New Varieties and Outlets and Their Effect on Sales"; "Sales Versus Delivery Costs"; "Maintaining Interest in Your Sales Organization"; "Are We Meeting Rapid Merchandising Changes?"; "Answers to Letters on Business Policy"; "The Pros and Cons of Sliced Bread"; "Effective Store Display for Bread and Cake"; "How to Develop a Wider Cake Market." These topics will be discussed by leading men in the baking industry who are recognized authorities in their particular fields. Nothing is being left undone by the committee in charge to make the conference productive of tangible benefit. No effort is being spared to present to bakers generally a plan of merchandising that will successfully combat the ever-growing competition among food products, and assure the baker's wares their rightful place on the tables of consumers.

According to Russell Varney, who is in charge of publicity for the convention, the Bakery Sales Promotion Association was originally organized (in 1927) to do for the selling end of the baking business what the American Society of Bakery Engineers has accomplished for the production end of the business.

"Production generally is now on a quality and variety basis," says Mr. Varney. "But quality and variety alone will not sell the baker's goods. The baker must also think in terms of sales."

"How to bring this about and thereby keep baked goods in a leading place among food products is the problem that is foremost in the minds of far-sighted men in the industry."

MUST FIGHT OR GET

"Investigations show that the lessened consumption of bakery products can be attributed mainly to the lack of good merchandising methods on the part of many bakers. While competition between foods is another reason why bakery sales have fallen off, the main reason is lack of effective merchandising ideas."

"A prominent authority on business statistics asserts that the next five years will furnish the most trying test that business has ever had to face. With competition becoming keener in all lines, this conclusion would seem to be borne out by evidence to be seen on all sides."

"The baker, in addition to being a good craftsman, must also become a good business man. He must adopt methods

of merchandising that will bring results, and he must do it at once or the march of events will leave him out in the cold. In other words, if he does not adopt modern business methods, he may not be in business five years hence."

"The Bakery Sales Promotion Association convention will take up the problems of the industry in detail, as far as selling and sales promotion are concerned. All bakers and men of the allied trades are invited to come."

CANADIAN FLOUR EXPORTS CONTINUE TO BE LIMITED

Exports of flour from Canada in the seven months ended February to all countries amounted to 3,816,158 bbls as against 6,598,836 in the same period of last crop year, according to figures issued by the Dominion bureau of statistics. Of this year's shipments Great Britain took 1,224,228 bbls as against 1,597,217 last year. The falling off in purchases by British importers was much less than those of other countries. The losses were mostly in non-British countries, continental Europe and China contributing most of the declines.

Total shipments of wheat in the seven months amounted to no more than 88,420,495 bus as against 256,224,111 bus in the previous year, a remarkable falling off. But other grains did even worse. For the same seven months only 2,372,550 bus barley were shipped out against 27,318,062 bus last year; oats 1,099,577 bus against 7,338,214; rye 198,673 bus against 4,352,076.

Shipments through United States ports during February and for the seven months ended February show a corresponding decline in nearly all cases. Flour shipments to the United Kingdom through United States ports were larger during February, being 64,111 bbls, compared with 49,389 a year ago. Shipments by this route to other countries were much below a year ago in the case of wheat flour, but were nearly as large in the case of wheat.

SOUTHWESTERN FIRMS LET TWO ELEVATOR CONTRACTS

KANSAS CITY, Mo.—The Western Terminal Elevator Co., Hutchinson, Kansas, will double its storage capacity with the erection of a 500,000-bu concrete storage addition to its elevator, the contract for which was awarded the Jones-Hettelsater Co., Kansas City. Bruce F. Young is manager of the elevator company.

The Jones-Hettelsater Co. was also the recipient of a contract for the erection of 326,000 bus additional storage from the Ponca City (Okla.) Milling Co. This additional storage will give the mill a capacity of 550,000 bus.

NEWMAN E. DRAKE, FOUNDER OF DRAKE BAKERIES, DEAD

NEW YORK, N. Y.—Newman E. Drake, founder of the Drake Bakeries, Inc., Brooklyn, died, March 19, at the Lenox Hill Hospital, Newton, N. J., at the age of 69. Mr. Drake had been in the baking business since he was 21 and retired about 10 years ago. He established the first of the Drake Bakeries in Brooklyn in 1896. Services were held from his home in Newton, March 23. He is survived by his widow and four sons.

ARGENTINE FEED SOLD AT BALTIMORE; QUALITY GOOD

BALTIMORE, Md.—Minnigerode & Co. are offering Argentine bran at \$25.50 ton and middlings at \$24.50, for April, May or June shipment, free at dock, Baltimore. Mr. Minnigerode says the local trade is not buying very briskly, but that he is receiving some offers for round lots from outside territory.

Baltimore experts who examined the South American offerings thought they compared favorably with domestic feeds, the only difference being that the foreign

bran was a little finer ground, and the middlings a little coarser ground and browner than the home product. It is not understood here how Argentina can pay freight, duty and other expenses and sell at \$5@6 ton under American prices.

However, Argentine feed arriving at Baltimore will incur an extra expense of \$2 ton to the buyer for dockage and hauling.

NEW FUMIGANT BULLETIN

The United States Department of Agriculture has published a bulletin, No. 1483-F, covering the use of ethylene oxide, a new fumigant developed by the Department, for use against insects in stored grain. This bulletin may be secured directly from the Department or through the Millers' National Federation.

\$7,000 LOSS IN WAREHOUSE FIRE

PITTSBURGH, Pa.—Fire of unknown origin on March 11 destroyed the large warehouse of the Community Flour Mills at Berwick, Pa., owned by Clark Gilron. A loss of \$7,000 was incurred, \$4,000 of which was on feed. Adjoining buildings were damaged.

CHEMISTS HOLD SECTION MEETING AT NASHVILLE

NASHVILLE, TENN.—Members of the cereal chemists' association in the St. Louis and central states section held a one-day meeting March 22 at the headquarters of the National Soft Wheat Millers' Association in Nashville. F. X. Nodler, chairman, presided over the meeting, and there were about 25 visiting chemists, from St. Louis, Cincinnati, Evansville, and other points in attendance.

The feature of the meeting was a demonstration of the work in the interest of soft winter wheat and flour, that has been conducted at the laboratories of the National Soft Wheat Millers' Association in Nashville. This demonstration was conducted by Dr. W. H. Strowd, association secretary, assisted by C. B. Gustafson, J. A. Stinson and Miss Myra Reagan, members of the laboratory organization.

The chemists also held a business session, during which routine matters were discussed, and also plans for the general meeting of the chemists to be held in Chicago in May.

After the meeting the chemists were taken for a motor trip to the Hermitage, the home of President Andrew Jackson, and other points of interest about Nashville.

JAMES MAHONY, MEMBER OF DUBLIN FLOUR FIRM, DEAD

James Mahony, of the firm of Byrne, Mahony & Co., flour and grain importers, Dublin, Ireland, died in that city recently. Mr. Mahony, who was 68 years of age, had been a member of the importing firm for about 47 years. A native of County Limerick, he was educated at Clongowes Wood College, and later, studying law, he attended King's Inns. He decided to forsake the legal profession, and joined in partnership with George Byrne. Mr. Mahony took a small part in public affairs and spent much of his energies in charitable work. He is survived by two sons and a daughter, one of his sons being associated with his father's firm.

CHINESE CROP PROSPECTS

VANCOUVER, B. C.—No word has been received as to the size of the new Chinese crop that will be harvested in June but the steady prices at Shanghai are taken as indication of favorable prospects. The Shanghai silver dollar still holds up business, being quoted at around 34c.

BAKERS TO MEET AT BUFFALO

NEW YORK, N. Y.—Another of the one-day meetings and conferences the New York Bakers' Association, Inc., is holding throughout the state will be at the Hotel Statler, Buffalo, April 2. These meetings have proved decidedly helpful and a good attendance is expected at Buffalo.

COTTON ADVANCES AS JUTE, BURLAP WEAKEN

Farm Board Buyers Are Important Factor in Cotton—Calcutta Cables Depress Burlap and Jute Market

NEW YORK, N. Y.—Marred only by temporary setbacks, cotton continued the advance which was inaugurated 10 days or two weeks ago. During the early part of last week the May delivery was the strong point in the market, and in its advances it pulled other deliveries to higher levels. Covering of May delivery was so heavy that from a discount of 20 points under new October contracts three weeks ago it was carried to a premium of 15 points. An important factor in the market was the buying of May and selling of new October contracts by brokers operating for the Federal Farm Board.

Interests having hedges in the May contracts became alarmed over the long interest held in behalf of co-operative associations, which led to further covering operations. For several days the volume of trading was at the peak of the last several months. A marked tendency to buy old and sell new crop contracts also developed during the week.

As the result of price changes the spread between New York and Liverpool became so narrow that traders operating between these two markets were very inactive. The improved price level in this country has induced many holders of cotton in the South to unload much of these supplies.

At the close of the week much uncertainty prevailed as to the intention of the farm board regarding its extensive line of May contracts, and this will continue to exert an unsettling influence until the problem is solved. Pressure declined during the last day or two, and May contracts became scarce. Because of excessive supplies of Indian cotton abroad, the relative position of the American product is unfavorable.

BURLAP

The tendency of burlap futures was steadily downward throughout all of last week. This was primarily due to lower cables from Calcutta, and heavier offerings on the local market which did not find buyers. The short interests are apparently in control of the market, and the spread between buyers and sellers is so great as practically to prevent consummation of trades. These declines, however, brought the quotations on the New York burlap and jute exchange more nearly in line with spot quotations and those prevailing in the Calcutta market. Local traders are inclined to discount the seriousness of labor troubles in India.

Burlap stocks in this country, not yet converted into bags, are estimated at more than 500,000,000 yds, which is more than double the normal supply. Even though prices are already at a low point, it is possible that this unusually large supply of spot stocks will act as a further bearish force. Buyers are said to have taken heavy losses on stocks they now own, and they are not inclined to increase their lines at present. The rate of consumption of these goods is said to have declined recently.

JUTE

Jute prices continued to weaken during the past week. Fairly active bids and offers were reported for several days, but the spread between buyers and sellers continued too great to permit of actual business being closed. Calcutta quotations were lower, which had an adverse effect upon the local market.

LANDA MILL RUNS AWAITING SALE

OKLAHOMA CITY, OKLA.—The San Antonio, Texas, flour mill of the Landa Industries, Inc., valued at more than \$1,000,000, adjudged bankrupt Feb. 13, is being operated at present while necessary formalities for the holding of an auction sale of the plant are being completed by the creditors in the bankruptcy court. This announcement is made by Martin Coppard, trustee, who is receiver of the plant. The oil mill belonging to the corporation will not begin operation before the sale takes place, unless a satisfactory offer is made for its purchase prior to the general auction.

THE GRAIN MARKET

Wheat Rallies from Low Points

WHEAT prices rallied sharply from low points last week on short covering, contraction of Argentine offerings and threats of damaging weather in the winter wheat belt, and although the advance was not held entirely, closing prices showed some net gains from a week ago. Technical conditions had built up the foundation for a rally, while profit taking was instrumental in the setback.

Damage to new crops is the hope of the bull, and the market rallied last week on bad crop reports from soft wheat states and only moderate rainfall in the Southwest. In general, reports indicate that winter killing will not be unusually large. Dry weather, especially in the Southwest, is an important factor. Unsettled weather is forecast for this week, and the winter wheat belt may get good rains, which would undoubtedly bring on selling. Apparently, foreign buyers have allowed their stocks to become unusually small, and they will watch the development of the crop in the United States winter wheat area with keen interest. In the event of any material change in prospects, more active export buying should develop.

Most North American sales for export last week were said to be Canadian wheat, which was being offered more liberally and relatively at cheaper prices. A good share of the buying was done by Germany to take advantage of the existing import duty, which is lower than the proposed new tariff. A more or less expected contraction of Argentine offerings occurred, which provided a buying stimulus for a while. Stocks of wheat on the Continent are light and the supply on ocean passage is much below normal.

There were few price decreases in visible supplies of United States and Canadian grain last week, but stocks are still burdensome, while near congestion exists at most terminal markets, with the new crop about three months away. The United States visible supply declined 2,309,000 bus in the week ending March 22, making the total visible 151,252,000, compared with 122,213,000 a year ago. Supplies a year ago, however, were abnormal also. World shipments were 8,847,000 bus, compared with 20,392,000 in the corresponding period of last year.

WHEAT

Chicago.—Receipts, 35 cars, compared with 40 the previous week and 182 a year ago. Shipping demand remains quiet. Mills only spasmodic buyers. Loadings from store light. Deliveries on March contracts, 172,000 bus. Spot market following the upward trend in the futures. Quotations, March 22 (using May as the basis): red winter, No. 1 May to 1c over, No. 2 1c under to May price, No. 3 5/8c under; hard winter, No. 1 4/8c under, No. 2 5/8c under, No. 3 9/8c under; northern spring, No. 1 5/8c under, No. 2 6/8c under, No. 3 9/8c under; dark northern spring, No. 1 4/8c under.

Minneapolis.—Premiums on cash wheat have advanced 1c bu, following improved demand from local mill buyers. Arrivals for sale are light, with Duluth interests at times competing for offerings at diversion points. Government representatives were also reported to have been in the market again March 24. For 15 per cent protein country-run wheat 5/8c bu over May is bid; 14 per cent, 4/8c over; 13 per cent, 2/8c over; 12 per cent, May price to 2c over and 11 per cent, 2c under to May price. Terminal elevator companies ask 2c over for their 12 per cent mix, 4c over for 13 per cent and 6c over for 14 per cent. No. 1 amber closed on March 25 at 88 3/4@96 3/4c, and No. 1 durum 87 3/4@90 3/4c.

Winnipeg.—Shippers, exporters and millers bought moderate quantities of high grade wheat last week, but the Winnipeg cash market did not reflect the large business done in Manitobas from the Atlantic and Pacific ports. A good deal of this was credited to the wheat pool, while other exporters worked business from stocks already located at the Atlantic ports. Demand for durum wheat was less keen, but stocks of this grain have been considerably reduced and are not pressing on the market. No. 1 northern was quoted, March 22, at \$1.06 1/2 bu, basis in store Fort William or Port Arthur.

Toledo.—Continued weakness in wheat has discouraged holders, and there has been some selling. Basis of bidding is now 1/2c under Chicago May. The bid for No. 2 red, on March 21, was \$1.09 3/4 bu, 28 1/2c rate points to New York.

Duluth.—Combination of domestic and foreign influences strengthened the market last week, causing a substantial improvement in the price of futures. Export demand for United States wheat continues slow, but fair quantities of Canadian are reported worked. Toward the close of the week a lagging in interest became apparent that resulted in

prices switching downward, but final quotations showed 3/4@4c net improvement on the week. Spring cash demand spotted but in the main dull and listless, with mills buying lightly and limiting their purchases to choice high protein cars. Elevators caring for the balance of the offerings. No. 1 hard and No. 1 dark northern, March 22, \$1.08 1/4@1.12 1/4 bu; No. 1 northern, \$1.06 1/4@1.12 1/4; No. 1 dark hard Montana, \$1.04 1/4@1.05 1/4. Durum wheat was in better demand, receiving more general competition for the lighter receipts. Basis on the choice grades holds steady. Mixed and red type are slower and easier within the range. Smutty stuff taking heavy penalty to move. No. 1 amber, 94 3/4c; No. 1 durum, 93 3/4c; No. 2 mixed, 87 3/4c; No. 2 red, 89 3/4c.

Kansas City.—Sound and good type milling samples are in particular demand in the car lot market. Buying last week was general, with local and outside mills and warehouses predominating. The lack of a good selection was distinctly felt. Prices are 2@4c higher. Quotations, March 22: dark hard winter, No. 1 99c@\$.1.07 bu, No. 2 99c@\$.1.06, No. 3 98c@\$.1.05, No. 4 96c@\$.1.03; hard, No. 1 99c@\$.1.06, No. 2 98c@\$.1.05, No. 3 97c@\$.1.04, No. 4 95c@\$.1.02.

St. Louis.—Demand for soft wheat is fair. Local elevators were good buyers of lower grades and garlicky descriptions, which were cleaned up closely. Order buyers took selections of No. 2 red, but there were several cars of the latter offered which were unsalable at ruling prices and had to be carried over. Hard wheat slow. Market scantily supplied, but buyers indifferent and practically everything had to be carried over. Cash prices, March 22: No. 2 red, \$1.15 @1.16 bu; No. 2 hard \$1.05 1/4, No. 3 hard \$1.04.

Nashville.—Demand fair last week, with purchases being made at recent breaks, and receipts larger than usual at this season, when buying is ordinarily light. Inquiry quiet. Trend stronger. No. 2 red, March 22, with billing, was quoted at \$1.28@1.30 bu.

Portland.—Inactive most of last week, with no new export business and little selling by farmers. Cash prices closed: Big Bend bluestem, \$1.20 bu; soft white and western white, \$1.09; hard winter, western red and northern spring, \$1.07.

Seattle.—Another week of inactivity characterized the cash grain market in this section. Exporters were unable to work new business, millers bought little, on account of dull flour demand, and farmers refused to sell at the market. Quotations, No. 1, sacked, coast, 30 days' delivery, March 21: soft and western

white, \$1.13 bu; hard winter and northern spring, \$1.12; western red, \$1.11; Big Bend bluestem, \$1.23.

Ogden.—Very little wheat was sold here last week, although receipts from Utah and southern Idaho averaged about 10 carloads daily. Most of this was moved by Ogden mills from country elevators, having been bought last fall. Some receipts were from farmers for storage. Mills have ample supplies. Despite a 3c advance, farmers declined to sell in any quantity. Quotations, March 21: No. 2 soft white 87c@\$.1.03 bu, No. 2 northern spring 87c@\$.1.03, No. 2 dark hard 84@94c, No. 2 hard winter 84@94c, milling in transit billing, freight paid to Ogden.

Indianapolis.—Fair to good demand; arrivals light; market stronger. Quotations, March 22: No. 2 red winter, \$1.08 1/2 bu on 37 1/2c rate to New York, and 16c rate to Ohio River points.

Milwaukee.—Prices closed 2@3c higher. Receipts last week 12 cars, against 10 the previous week and 14 a year ago. Quotations, March 22: No. 1 mixed \$1.05 @1.10 bu, No. 2 \$1.01@1.07, No. 3 98c @\$.1.01; red winter, No. 1 \$1.14@1.15, No. 2 \$1.10@1.13, No. 3 \$1.05@1.08; durum, No. 1 94@99c, No. 2 93@96c, No. 3 88@91c; northern, No. 1 \$1.05@1.09, No. 2 \$1.02@1.06, No. 3 97c@\$.1.01.

Buffalo.—The increased flour output of Buffalo mills caused a heavier demand on stocks last week, with prices in line with Chicago futures.

Baltimore.—Cash wheat closed 1 1/4c higher last week. At one time it was up 3 1/4c. Export demand light. Stocks decreased 275,473 bus, making a shrinkage of about 3,000,000 from high point. Closing prices, March 22: spot No. 2 red winter for export, \$1.06; spot No. 2 red winter, garlicky, domestic, \$1.07; March, \$1.07. Range for week of No. 2 red winter for export, \$1.05@1.07 1/2; range of contract grade, \$1.06@1.08 1/2. Southern mills still absorbing local wheat. Exports were 152,527 bus, all Canadian. Canadian receipts, 29,969 bus. Stocks, 6,836,741 bus, including 3,800,726 Canadian.

Philadelphia.—Advanced steadily last week, but lost most of the improvement at the close, showing net advance of but 1/4c. Trading quiet. March 22, No. 2 red winter was quoted at 1c under Chicago May.

New York.—The market closed the week firmer, on bullish foreign news and weather reports. Export business was moderate. Quotations, cash grain, March 21: No. 2 red, c.i.f., domestic, \$1.29 1/4 bu; No. 1 northern spring, c.i.f., domes-

tic, \$1.27 1/4; No. 2 hard winter, f.o.b., export, \$1.11 1/4; No. 2 northern Manitoba (in bond), f.o.b., export, \$1.19 1/4.

Toronto.—Ontario wheat is beginning to be wanted at country milling points. Sales of flour in volume are bringing mills back into active operation, which means more demand for wheat. Stocks in hands of farmers are light. Quotations, March 22: No. 2 red or white soft winters \$1.05@1.10 bu, wagon lots at mill doors; \$1.12@1.15, car lots, track, country points, according to location. Western spring wheat advanced 9c last week. Quotations, March 22: No. 1 northern, \$1.15 1/4 bu, c.i.f., Bay ports; No. 2, \$1.14 1/4.

Montreal.—Winter wheat trading last week was on a hand-to-mouth basis. Prices unchanged, March 22, at \$5.40@5.60 bbl for car lots, and \$5.70@5.90 L.E.L.

San Francisco.—Prices unchanged, with offerings light and about equal to trade requirements. Mills slow buyers, because of dull flour business. Demand for feed grades restricted by cheaper offerings of barley. Seven per cent, or 25,707 tons, of last year's California crop reported on farms March 1, compared with 19,658 tons a year ago. Quotations, 100 lbs, sacked, San Francisco: feed, \$1.95@2; No. 2 hard white, \$2@2.05; No. 2 soft white, \$2@2.05.

BARLEY

Duluth.—The scanty cash offerings restricted trading. Prices have advanced 2c all around on account of this. With spot supplies negligible, buyers generally are marking time. A further car shipment of 25,000 bus was made last week. Closing basis, March 22: malting, 53@54c bu; medium, 50@53c; feeding, 47@50c.

Winnipeg.—Only small trading done last week, with export business at a standstill. No. 3 Canadian western was quoted, March 22, at 45 1/2c bu, basis in store Fort William or Port Arthur.

Chicago.—Receipts 56 cars, compared with 86 the previous week and 86 a year ago. Quotations, March 22: actual sales, 59@62c bu; quotable range, 55@63c, according to type.

Toronto.—Apparently there still is plenty of barley available. Business continues brisk. Quotations, March 22, 52@57c bu, c.i.f., Bay ports, according to grades.

San Francisco.—Market weaker, with feed grades in fair demand by dairy and poultry feeders. Some sales feed barley made to the north coast. Export demand very slow, due to competition in European markets of lower priced grain from Russia and Danubian countries. Five per

Grain Futures—Closing Prices

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

WHEAT				CORN (CONTINUED)			
	Chicago	Minneapolis		Chicago	Kansas City		
March	May	July	March	May	July	March	May
19.....	104 1/4	108 1/4	20.....	82 1/2	85 1/2	81 1/2	87 1/2
20.....	106 1/4	109 1/4	21.....	81 1/2	84 1/2	80 1/2	87 1/2
21.....	107 1/4	110 1/4	22.....	81 1/2	84 1/2	79 1/2	87 1/2
22.....	105 1/4	108 1/4	23.....	82 1/2	85 1/2	81 1/2	87 1/2
24.....	106 1/4	109 1/4	25.....	82	84 1/2	81 1/2	87 1/2
25.....	105 1/4	108 1/4					
	Kansas City	St. Louis	OATS				
March	May	July	March	May	July	March	May
19.....	99 1/4	93 1/4	19.....	42 1/2	43 1/2	39 1/2	40 1/2
20.....	100 1/4	100 1/4	20.....	42 1/2	43 1/2	40 1/2	41 1/2
21.....	101 1/4	101 1/4	21.....	43 1/2	43 1/2	40 1/2	41 1/2
22.....	99 1/4	99 1/4	22.....	42 1/2	43 1/2	39 1/2	41 1/2
24.....	100 1/4	100 1/4	24.....	42 1/2	44 1/2	40 1/2	43 1/2
25.....	99 1/4	98 1/4	25.....	42 1/2	43 1/2	39 1/2	41 1/2
	Seattle	Portland	RYE				
March	May	July	March	May	July	March	May
19.....	108 1/4	106 1/4	19.....	65 1/2	65 1/2	64 1/2	64 1/2
20.....	109 1/4	107 1/4	20.....	65 1/2	66 1/2	67 1/2	68 1/2
21.....	110 1/4	109 1/4	21.....	66 1/2	66 1/2	67 1/2	68 1/2
22.....	111 1/4	110 1/4	22.....	66	64 1/2	65 1/2	68 1/2
24.....	110 1/4	108 1/4	24.....	61 1/2	63	64	64 1/2
25.....	110 1/4	108 1/4	25.....	60 1/2	61 1/2	62	64 1/2
	Winnipeg	Duluth	FLAXSEED				
March	May	July	March	May	July	March	May
19.....	108 1/4	110 1/4	19.....	289	287	286 1/2	287 1/2
20.....	110 1/4	112 1/4	20.....	292 1/4	291	291 1/4	292
21.....	112 1/4	114 1/4	21.....	297 1/4	297	295 1/4	292
22.....	108 1/4	110 1/4	22.....	294 1/4	293	293 1/4	296 1/4
24.....	109 1/4	111 1/4	24.....	293	291 1/4	292	294 1/4
25.....	107 1/4	108 1/4	25.....	291 1/4	290 1/4	289	292 1/4
	Liverpool	Buenos Aires	BARLEY				
March	May	July	March	May	July	March	May
19.....	106 1/4	108 1/4	19.....	54 1/2	55 1/2	47 1/2	49 1/2
20.....	107 1/4	111 1/4	20.....	54 1/2	55 1/2	48 1/2	49 1/2
21.....	107 1/4	111 1/4	21.....	54 1/2	55 1/2	48 1/2	49 1/2
22.....	109 1/4	112 1/4	22.....	54	56	47 1/2	51 1/2
24.....	107 1/4	109 1/4	24.....	54 1/2	56	48 1/2	51 1/2
25.....	109 1/4	111 1/4	25.....	53 1/2	55 1/2	47 1/2	51 1/2
	CORN		BARLEY				
March	May	July	March	May	July	March	May
19.....	81 1/4	84	19.....	54 1/2	55 1/2	47 1/2	49 1/2
			20.....	54 1/2	55 1/2	48 1/2	51 1/2
			21.....	54 1/2	56	48 1/2	51 1/2
			22.....	54	56	47 1/2	51 1/2
			24.....	54 1/2	56	48 1/2	51 1/2
			25.....	53 1/2	55 1/2	47 1/2	51 1/2

cent, or 35,241 tons, of last year's California crop reported as being on farms March 1. This compares with 61,145 last year. Quotations, 100 lbs, sacked, San Francisco; feed, \$1.22½; choice feed, \$1.27½; grading, \$1.30@1.35; shipping, \$1.35@1.40; choice malting, \$1.50@1.65.

Milwaukee.—Demand from maltsters was firm, prices closing 2@3c higher. Receipts 75 cars, against 124 the previous week and 110 a year ago. Quotations, March 22: malting, 60@68c bu; feed, 55@59c.

Buffalo.—With liberal supplies of store barley, only an occasional car by rail went at low bids last week.

CORN

New Orleans.—Demand was quiet last week, inquiry fair and trend steady. Quotations, March 22: No. 2 yellow 96c @81 bu, No. 3 95@99c; No. 2 white 96c @81, No. 3 95@99c.

Nashville.—Demand is slightly below normal; inquiry quiet; trend stronger. No. 2 white on March 22 was quoted at 95½@96½c bu; No. 3 white, 95@96c.

Kansas City.—Good demand persists for car lots of mixed and white corn, with yellow rather slow. Buying for the most part is confined to immediate needs, but the rather light offerings are readily absorbed. Prices are as much as 8c higher in some cases, the general run being up 4@5c. Quotations, March 22: white corn, No. 2 78½@79c bu, No. 3 76½@78c, No. 4 74@75½c; yellow, No. 2 79@80c, No. 3 77½@79c, No. 4 74½@76½c; mixed, No. 2 76½@77c, No. 3 75@76½c, No. 4 72½@74c.

St. Louis.—Supplies were light last week, and met a good scattered local and shipping demand. The advance in the market tended to check buying enthusiasm, but eventually a fair clearance was effected. Cash prices, March 22: No. 1 corn 83c bu, No. 2 83c, No. 3 80½c; No. 2 yellow 83½c, No. 3 81@82c, No. 4 79½@80c, No. 5 77c, No. 6 73@75c; No. 2 white 83½@84½c, No. 3 81½c.

Evansville.—Demand good last week, and supplies ample. Price steady, March 22, at 55c bu.

Chicago.—Receipts 463 cars, compared with 1,140 the previous week and 713 a year ago. Shipping demand good the fore part of the week but very light the latter half. Country bookings on "to arrive" basis increased heavily on the 7c bulge from low point of previous week. Shipping sales were 658,000 bus, against 1,072,000 the previous week. March deliveries, 95,000 bus. Quotations, March 22: mixed, No. 3 79½c bu, No. 4 78@79c; yellow, No. 2 84c, No. 3 80@81½c, No. 4 78@80c, No. 5 75½@78c; white, No. 3, 82½c; sample grade, 42@73c.

Baltimore.—Corn was strong and active last week. Arrivals were 21,461 bus, including 11,249 southern and none for export. No sales were reported. Closing prices, March 22: domestic No. 2 yellow, track, 95@96c bu; No. 3, 93@94c, or 2c up from previous week. Cob corn unchanged at \$4.65@4.75 bbl for prime spot yellow.

Toronto.—Like all other grains, corn advanced last week, the amount being 3½c. A fair quantity is selling. Quo-

tations, March 22: No. 3 American corn 93½c bu, delivered, Toronto; Argentine 90c, c.i.f., Bay ports.

Milwaukee.—Demand from industries and shippers was good last week, with prices 5@6c higher. Receipts 100 cars, against 228 the previous week and 154 a year ago. Quotations, March 22: No. 4 yellow, 77½@79c bu; No. 4 white, 79@80c; No. 4 mixed, 76@78c.

Minneapolis.—The reported light receipts of corn at Chicago keep the option firm. Receipts very moderate. Good demand for top grades, but soft, low grade varieties hard to move. No. 3 yellow, 8@5c bu under Chicago May; No. 4 yellow, 12@8c under; No. 5 yellow, 16@13c under; No. 6 yellow, 20@17c under.

Boston.—Corn is in better position, both from the price point of view and from that of demand. Buyers have not rushed the market, because of the appreciation, but it is easier to sell corn than it was a week ago. Quotations, all-rail, No. 2 yellow \$1.01@1.02 bu, No. 3 98@99c; lake-and-rail, subject to navigation, No. 2 yellow \$1.01, No. 3 98c.

San Francisco.—Demand slow, with offerings light but adequate. Quotations, 100 lbs, bulk, California points, 10-day shipment; eastern No. 2 yellow \$1.83, No. 3 yellow \$1.76; No. 2 white \$1.85, No. 3 white \$1.80; No. 2 mixed, \$1.75; No. 2 Kafir, \$1.70; No. 2 milo, \$1.85; No. 2 California milo, \$1.90, sacked; No. 2 Egyptian corn, \$2.10, sacked.

Indianapolis.—Demand good for better grades, fair on off grades. Quotations, March 22: No. 4 white, 76c bu; No. 4 yellow 74½c, No. 5 70@71c; off grades heavily discounted.

Pittsburgh.—Demand improved last week; inquiry was active and trend was firm. On March 22 No. 2 yellow, shelled, was quoted at 93@93½c bu.

OATS

Duluth.—Offerings last week were barely enough to make a market. Even in the face of this, there was no particular call for supplies. Storage space is becoming more limited and may have something to do with the indifference shown by buyers for the time being. Spot No. 3 white closed, March 22, at 39½c bu, a ½c gain on the week.

Winnipeg.—Some good sales of low grade oats made last week, and prices advanced quite sharply. High grade oats are difficult to locate, and many farmers in Saskatchewan are in need of seed. The government has bought more than 250,000 bus for this purpose, and is reselling to farmers at a loss. No. 2 Canadian western were quoted, March 22, at 56½c bu, basis in store Fort William or Port Arthur.

Toronto.—Demand is fair, with offerings none too plentiful. In sympathy with wheat, western feed oats are stronger to the extent of 3c, compared with a week ago. Ontario oats are not offering. Quotations, March 22: No. 1 western feed 51c bu, and No. 2 51c, c.i.f., Bay ports; Ontario oats, nominal, 45c, point of shipment.

Chicago.—Receipts 158 cars, compared with 159 the previous week and 139 a year ago. Shipping demand fair. Good call for choice heavy weight white oats.

March deliveries, 10,000 bus. Quotations, March 22: No. 2 white 44@44½c, No. 3 43½@44c; sample grade, 42c.

Buffalo.—Receipts of oats were light last week with all offerings well cleaned up at the close. No. 2 white, March 22, were quoted at 53½c bu.

Baltimore.—Higher, under diminishing stocks and offerings. Closing prices, March 22: spot No. 2 white, domestic, 54@55c bu, nominal; spot No. 3 white, domestic, 53@53½c, nominal.

Evansville.—Market dull last week, and supplies light but ample. Price steady, March 22, at 60c bu.

Pittsburgh.—Demand last week was good; inquiry active and trend firmer. Better grades most wanted. Prices higher. On March 22 No. 2 white was quoted at 51@51½c bu.

Boston.—There is some improvement in the position of oats, though not particularly noteworthy, except by contrast with recent dullness. Quotations, all-rail: fancy 40@42-lb, 60@63c bu; regular 38@40-lb, 55@56c; regular 36@38-lb, 54@55c; regular 34@36-lb, 52@53c; lake-and-rail, subject to navigation, regular 36@38-lb, 52@53c.

Nashville.—Demand fair last week, after a period of activity in seed stock, with large movement about over. Trend stronger. No. 3 white, March 22, was quoted at 50@51c bu.

Philadelphia.—Market advanced 2½c early last week, but later declined 1c and closed quiet. Offerings moderate but ample. Quotation, March 22, No. 2 white, 10½c over Chicago May.

San Francisco.—Demand nominal and confined to feed oats; prices steady and unchanged; 6,389 tons last year's California crop reported on farms March 1, compared with 5,100 a year ago. Quotations, 100 lbs, sacked, San Francisco: red feed, 81.65; red seed, 81.75@1.80.

Milwaukee.—Prices closed 2@3c higher. Receipts last week were 18 cars, against 12 the previous week and 21 a year ago. Quotation, March 22, No. 3 white, 42½@43c bu.

Indianapolis.—Demand good; prices steady to higher; receipts increasing, and readily absorbed. No. 2 white, March 22, 42@42½c bu; No. 3 white, 40@41c.

RYE

Chicago.—No rye received last week, compared with 36 cars the week before and 26 a year ago. No deliveries on March contracts. Quotation, March 22, No. 2, ½@1c over May price.

Milwaukee.—Prices closed 5@6c higher with no receipts, against two cars the previous week and 14 a year ago. Market closed at 66½@67½c bu for No. 2, ranging 2@3c over May.

Duluth.—Light offerings and return of more buying confidence buoyed the futures market last week, causing a sharp and wide price advance. May at one time registered a full gain of 11½c, but the advance evidently went too far, uncovering selling orders which caused a moderate reaction, the week closing, March 22, at a net improvement of 6½c. Owing to so little stuff arriving from the country, cash buyers find it hard to fill re-

quirements. Choice offerings are very scarce, mills finding it difficult to procure present light needs.

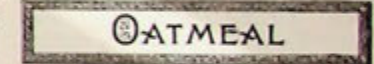
Winnipeg.—A little more business was done in rye last week, but the advance in prices at the week end curtailed trading. Some exporters were able to clean up stocks that have been in store for more than a year, but the demand was not sustained. No. 2 Canadian western was quoted, March 22, at 60½c bu, basis in store Fort William or Port Arthur.

Buffalo.—There was a fair demand for rye in store last week, but no rail receipts, and light inquiry.

FLAXSEED

Duluth.—Development of support and activity in futures last week provided the outstanding features necessary in creating strength and a higher market. The improvement in wheat, lighter Argentine shipments and sharply advanced cables from there, served as an incentive for a buying spurt here and in other northwestern markets. Aggressiveness by commission houses and a show of short covering ran prices up readily to the extent of 13½c, with top, \$2.97, hit on March 21. Increased offerings caused an easier undertone, with a decline, that continued up to the close, leaving the net price improvement 10c over March 15. Cash business is confined to an occasional track car, or odd lots held in store awaiting sale. Elevators and some crushers are taking on cash offerings.

Winnipeg.—A little crusher buying and a good deal of speculative interest ran flaxseed prices up last week, to score gains of more than 20c. No. 1 northwestern was quoted, March 22, at \$2.54½ bu, basis in store Fort William or Port Arthur.



Toronto.—Rolled oats and oatmeal strengthened last week in sympathy with flour. The advance amounted to 40c. The upturn did not bring in the usual improvement in demand, and business is reported quiet. Quotations, March 22: rolled oats 86.90 bbl of 180 lbs, in 90-lb jute sacks, mixed cars, less 10c bbl for cash; car lots, 86.60; oatmeal, in 98-lb jutes, 10 per cent over rolled oats.

Winnipeg.—Sales of rolled oats and oatmeal were just moderate last week, with export trade again very small. Quotations, March 22: rolled oats in 80-lb bags, 83.65 in Saskatchewan, Alberta and British Columbia, and 83.50 in Manitoba; oatmeal in 98-lb bags, 25 per cent over rolled oats.

Minneapolis.—Rolled oats were quoted on March 25 at \$2.40 per 90 lbs.

Montreal.—Rolled oats have been marked up 20c, owing to the advance in oat prices. On March 21, rolled oats were quoted at 83.45 per 90-lb bag.

Philadelphia.—A moderate demand last week and prices well maintained, with offerings light. Quotations, March 22, 83 per 100-lb sack.

RAINS IN TEXAS ASSURE GOOD GROWTH CONDITIONS

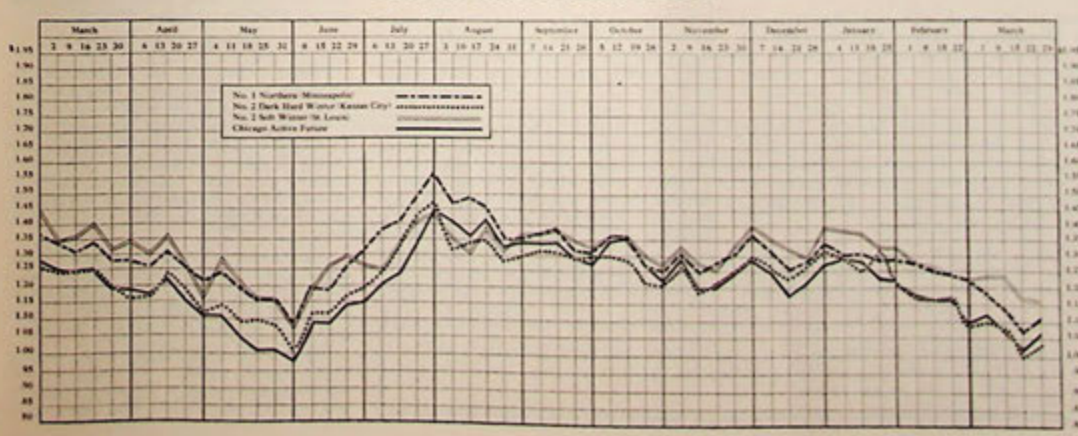
OKLAHOMA CITY, OKLA.—Timely rains over scattered areas in Texas during the past few days have done much to reassure farmers and to enable the growing wheat to continue as "normal."

Some sections of western Texas where wheat has been pastured, report that the warm weather is causing some wheat to "stool," and that rain is badly needed. However, in most localities moisture has been ample to keep grain in very good condition, despite the fact that little rain has fallen for several months.

The panhandle-plains section, which has 2,500,000 acres planted in wheat, reports general rains. A recent survey made of that territory by the Amarillo News-Globe has resulted in the prediction that with normal conditions continuing a 50,000,000-bu crop will be harvested.

The rains in southwestern Texas have been of inestimable benefit to ranges and to corn which now is up. Grass has advanced so that stockmen have discontinued feeding.

Movement of Wheat Prices



F E E D S T U F F S

MILLFEED

CENTRAL WEST

Chicago.—Demand for near-by shipment has shown some improvement the last few days, particularly on bran; however, millfeeds are very tight, with no shipment for immediate or quick; heavier feeds are slower; mixers and jobbers are in the market. Spring bran \$25.50@25.75, hard winter \$25@25.50, standard middlings \$24.50, flour middlings \$28, red dog \$29.50@30.

Milwaukee.—During the week ending March 22 millfeeds sagged to the low level of the season, and were in very poor demand. Middlings sold in eastern markets on the basis of \$21.50@22.50, Chicago, and bran at \$23@23.50. However, this was for a few distress cars only, and after a day or two of extreme weakness a good buying demand developed, and round lots of both bran and middlings were sold for both prompt and April shipment. A good buying demand developed from central states with orders for mixed cars and bran from Wisconsin. Feed manufacturers also bought a few cars, which helped to strengthen the market, which advanced 50c@51. Linseed oil meal also advanced in sympathy with other feeds. Large lots of flour middlings were sold the early part of the week at \$26@26.25, Chicago basis. This also had the effect of advancing prices 50c@51. A slight improvement was also noted in red dog and second clear, although prices have not advanced as sharply as for bran and middlings. Brewers' dried grains continue to be offered at favorable prices, compared with other feeds. Quotations: bran, \$24@24.50; pure bran, \$24.50@25; standard fine middlings, \$23.50@24; flour middlings, \$27@27.50; red dog, \$28.50@29.50; second clear flour, \$29@30.

St. Louis.—Demand very active; inquiry excellent for near-by; trend, bran buying has become general for prompt delivery; shorts are relatively weaker, and the outlook is that prices will have to advance. Bran, \$25@25.50; brown shorts \$25.25@25.75, gray \$27@27.50.

Louisville.—Demand poor; trend weak. Quotations: bran, \$26; brown shorts \$28, gray \$32; mixed feed, \$27; red dog, \$34.

THE NORTHWEST

Minneapolis.—A steady, general demand for millfeed was reported all last week. Mixers and distributors were in the market for reasonably large lots of bran for immediate shipment. Still no disposition shown to anticipate future needs. Buying was in sufficient volume to absorb all surplus offerings, so that, for the time being, offerings are very tight. The weakening in the grain market, March 24, put a quietus to inquiry, but feed is holding firm at the advance. Demand has been chiefly for bran, though some good-sized lots of standard middlings were also worked at 50c@51 ton discount. The heavier grades are still neglected. City mills have advanced bran to \$23 ton; standard middlings, \$22.50@23; flour middlings, \$26.50@27.50; red dog, \$28@30; wheat mixed feed, \$25@27; rye middlings, \$18.50.

Duluth.—Demand slightly improved; inquiry better; trend lower; more active demand from jobbing trade on declining market; lack of offerings not permitting sales in any increased volume; mills booked ahead, allowing little or no feed to sell; red dog \$2 lower, rest \$1 down. Bran, \$23; standard middlings, \$24; flour middlings, \$26.50; red dog, \$29.

Des Moines.—Demand very much improved; inquiry good; trend upward about \$1 throughout; stocks fairly low. Bran, \$26; gray shorts, \$28; flour middlings, \$30; standard middlings \$26.

THE SOUTHWEST

Kansas City.—Millfeed is \$1.50@2 higher, but there is no aggressive buying. Outside mixers were heavy buyers the



Better Tone Develops in Feed Markets

GREATER interest on the part of buyers in nearly all feeds, combined with a price advance in grain markets, resulted in a better tone in feed markets this week, and prices show a net gain compared with a week ago, with the exception of cottonseed meal and gluten feed, which remain about unchanged. Slightly colder weather throughout the Middle West was a helpful factor, but in general pasturage conditions were good, especially in the East. Better inquiry was received by manufacturers of prepared mixed feeds.

MILLFEED

An improvement in buying of millfeeds developed in most important markets this week and prices have been marked up 50c@52 ton. For the first time in several weeks, mixers showed a marked interest in the market, while distributors continued to make fair purchases. Demand chiefly is for prompt and near-by shipment, but some sales have been made for forwarding as late as June, while interest in deferred shipment bookings on the whole is much improved. A general increase in inquiry seems to be the foundation for the more bullish feeling on the part of dealers. Stocks have been allowed to run low, and with the increase in interest and directions on former sales, buyers feel the need of replenishing supplies. Production continues about normal for the season, a slight increase being shown in last week's figures compared with the previous period. Offerings are about sufficient to care for requirements. At many markets, shorts are harder to move than bran.

LINSEED MEAL

A slightly better demand featured the linseed meal market this week, some fair domestic sales being made, and a greater interest being shown by foreign purchasers. Prices were advanced 50c@51.50 in some markets and were firmly held at previous levels in others. Crushers' offerings were moderate, but a fair amount of resale meal was available. At Toledo, Milwaukee, and Chicago, crushers were practically out of the market. In general, there was a more optimistic tone. Export interest is better. A week ago, European buyers would not bid more than \$28 ton, New York, but sales were reported this week as high as \$33.

COTTONSEED MEAL

Prices of cottonseed meal remain about the same as a week ago, with a few markets reporting slight reductions. Advances of grain prices and a better tone in other feeds have established a firmer feeling. Cash demand is quiet to fair, buying being on a hand-to-mouth basis with dealers intent on keeping their stocks low. The situation is such that a price advance would probably follow any purchasing of considerable size. Stocks of meal are much lower than a year ago and there is a hesitancy on the part of the trade to assume a short position. The potential bullishness of the market was accentuated this week by the issuing of the government report on cotton ginnings which caused the trade to reduce their estimates of available meal supplies by 15,000 tons.

ALFALFA MEAL

Generally unsettled conditions prevail in alfalfa meal markets, with irregular improvement in demand apparent. At Chicago demand is very slow, with scarcely enough moving to create a market, but some improvement is noted at Kansas City, St. Louis and Denver, where prices are \$1@2 higher than a week ago. Quotations at other points are unchanged to slightly lower in a few instances. Production of alfalfa meal during February was 42,003 tons, according to the Department of Agriculture, which was slightly less than the previous month, but larger than the output for February during the past two years. Total grindings since the opening of the season in July are 19,350 tons less than for the corresponding period of the previous season.

HOMINY FEED

Buyers of hominy feed were more active this week, and some improvement in demand was reported from important markets. Following the strength in corn prices, hominy feed levels have been advanced. Offerings continue moderate but are ample for the current demands of the trade.

GLUTEN FEED

Only a slow to fair demand for gluten feed and meal was reported this week. Prices are steady at the same levels as a week ago. Offerings continue rather liberal, and supplies in most markets are plentiful.

first of the week, and were instrumental in advancing the price. Offerings are not liberal, but apparently are sufficient to take care of demand. A general increase in inquiry seems to be the foundation for a bullish feeling among dealers, particularly in respect to shorts. Interest in future shipments, which for some time has been rather dormant, has shown some signs of improving. Bran is quoted at \$22@22.50; brown shorts, \$23.50@24.50; gray shorts, \$24.50@25.50.

Salina.—At new low levels for this year, actual trading in millfeeds was heavier than for some time, but was not

extensive enough to warrant any upturn in the market. It will take additional heavy buying to turn the bran market. Gray shorts remain weak, with plenty available, and the trade, except from scattered small business, seems disinterested. Bran trades represent a range of \$1 in prices, and shorts 50c; even at the present price, the tone of gray shorts is heavy; every effort is being made to dispose of the present production, but only slight interest is being displayed for deferred shipment; as a rule, the buying is for one or two cars for immediate delivery. The mixed car territory still takes care of a great part of the mill-

feed output from this section, and a few contracts are being booked prior to July, with approximately 75 per cent bran and shorts, balance flour; shipping directions for straight cars are not as satisfactory as a couple of weeks ago, and mills have reduced their running time; buyers seem reluctant to order out flour which was booked at a higher level; bran \$20.50, and shorts \$22.50, Kansas City.

Atchison.—Demand fair; inquiry slightly better; trend higher. Bran, \$22.50; mill run, \$23.50; gray shorts, \$24.

Oklahoma City.—Demand light; trend downward. Straight bran \$24, mill run \$26 and gray shorts \$28, delivered, Oklahoma points.

Omaha.—Demand slow; trend downward. Standard bran \$22.50, pure bran \$23; wheat shorts \$25.25, gray shorts \$25.50@26; flour middlings, \$28; red dog, \$32.

Denver.—Demand moderate; supplies sufficient; trend somewhat steadier. Red mill run bran \$25@28, white \$27@30; gray shorts \$32@35, white \$34@36.

Wichita.—Demand improving; inquiry active; trend steady; low prices given credit for improved business; market more settled in tone. Bran, \$22@23, mill run, \$24@25; shorts, \$26@27.

Hutchinson.—Demand somewhat improved; inquiry moderate; trend downward; interest is revived at the lowest point in many months, with most of the buying coming from near-by states. Bran \$21 and gray shorts \$25, Kansas City basis.

THE EAST

Buffalo.—Demand and inquiry fair; trend steady. Spring wheat bran, \$26.50; standard middlings, \$26; flour middlings, \$28.50; red dog, \$31.

New York.—Demand slow, domestic grades feeling Argentine competition. Trend lower to conform with foreign imports. Bran, \$29.35@31.60; middlings, \$30.60@31.60; red dog, \$36.10@37.10.

Boston.—There is a much better tone in feedstuffs and prices are on the upward trend again. All types of feeds are higher with generally \$1 or \$1.50 advance quotable. Spring bran \$31.50@32.25, winter \$31.50@32.25; middlings, \$30.75@31.50; red dog, \$35@37.

Baltimore.—Demand not coping with daily offerings; inquiry tame; trend weak. The unsettled condition of the grain markets, coupled with free offerings of Argentine bran and middlings at \$4@5 under domestic prices, have caused cautious buying. Spring wheat bran \$31@32, winter \$31@32; standard spring wheat middlings \$30.50@31, flour middlings, \$32@33; red dog, \$34.50@35.

Philadelphia.—Demand quiet; inquiry only moderate; trend irregular. Spring and hard winter bran \$29.50@30, pure bran \$30@30.50, soft winter \$32@33; standard middlings \$29.50@30, flour middlings \$32@36; red dog, \$34.50@36.50.

Pittsburgh.—Demand light; trend downward; prices lower and offerings liberal. Spring wheat bran, \$28.50@29.50; standard middlings, \$28@29; flour middlings, \$32@33; red dog, \$34@35.

CENTRAL STATES

Toledo.—Position of millfeed is improved. There has been a very good demand, particularly for middlings, and one of the largest producers advanced prices as much as \$1.50 ton, with buyers still taking supplies. Undertone firm. Soft winter wheat bran was quoted March 21 at \$27@28 ton, mixed feed at \$27.50@28, middlings \$24@25, in 100's, f.o.b., Toledo or mill.

Cleveland.—Demand very light; trend downward. Hard winter wheat bran \$29@29.50, soft winter \$31, spring \$28.80@29.30; standard middlings \$28.30; flour middlings \$30.50@31; red dog, \$34.30.

Cincinnati.—Demand stronger; inquiry good; trend steady; offerings scarce; millers complaining of no flour business, and cannot ship what they have sold.

Unless otherwise specified, feed quotations named in *The Northwestern Miller* are of Tuesday, the day preceding publication, and are per ton, sacked, in car lots, f.o.b., at the points named.

Bran, soft winter wheat \$27@27.50, hard winter \$26@26.50; middlings, standard spring wheat \$26@26.50, soft winter \$28@28.50; gray shorts, \$27.50@28; wheat mixed feed, \$28@28.50; red dog, \$32.50@33.

Indianapolis.—Demand fair; supplies moderate; trend lower; mixed cars contain fair tonnage; little demand for straight car lots. Soft winter wheat bran \$27.50@28, standard middlings \$28@28.50; wheat mixed feed, \$29@29.50; flour middlings, \$31@31.30; red dog, \$32.75@33.25. Spring wheat feeds selling on same basis.

Evansville.—Demand improved; inquiry fair; trend steady. Bran, \$28; wheat mixed, \$28; shorts, \$29.

Columbus.—Demand poor; supplies plentiful; trend lower. Spring wheat bran \$31, standard middlings \$31, flour middlings \$34.50, mixed feed \$35.50, red dog \$36; soft wheat bran \$32.50, middlings \$30.50, mixed feed, \$30.50.

THE SOUTH

New Orleans.—Demand fair; inquiry quiet; trend steady. Texas wheat bran \$1.30@1.35 per 100 lbs; gray shorts \$1.40@1.45; Kansas wheat bran \$1.42½@1.45; gray shorts \$1.52@1.55; Missouri wheat bran \$1.35@1.37½, gray shorts \$1.45; standard middlings, \$1.32; red dog, \$1.85.

Atlanta.—Demand slow; supplies ample; trend steady; the market remains essentially the same as last week, with a surplus of shorts and a sufficiency of other millfeeds that exceed a quiet demand and limited activity; cheap grains and other feed sources hold prices to a low level, yet the call has not been sufficient to warrant additional price concessions; wheat bran, \$30; gray shorts, \$30@31; standard middlings \$32@34, flour middlings \$36@38; red dog, \$40@41.

Nashville.—Demand fair; inquiry quiet; trend easy. Wheat bran, \$24@27; standard middlings, \$26@30.

Dallas.—Demand fair; trend lower; offerings seasonal. Delivered Texas common points, 100-lb bags: bran, \$1.34@1.40; brown shorts, \$1.54@1.58; white shorts, \$2@2.05.

Norfolk.—Demand and inquiry fair; trend downward. Red dog, \$34@37; winter middlings, \$28@33; winter bran, \$29@32; standard bran, \$28.50@30; standard middlings, \$28@29.

Fort Worth.—Demand fair; offerings somewhat heavier; trend easier. Wheat bran, \$1.30@1.32 per 100 lbs, gray shorts \$1.40@1.42, and white shorts \$1.85@1.90, delivered, Texas common points.

Memphis.—Demand fair at lower prices, but at advance stopped entirely; trend higher. Wheat bran, \$25.50@26; gray shorts, in burlap bags, unstamped, \$33.50.

Birmingham.—Demand and inquiry better; trend upward; supply of shorts plentiful, and price has dropped \$1. Bran, \$30, pure wheat bran \$31; gray shorts, \$30@31.

PACIFIC COAST

San Francisco.—Demand very slow; trend steady to weaker; increased offer-

Index of Millfeed Production

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

	Southwest		Northwest		Buffalo	
	Tons	Jan. 1 Total since	Tons	Jan. 1 Total since	Tons	Jan. 1 Total since
March 16-22	29,716	261,398	17,678	195,810	9,371	109,845
Previous week	21,639	248,652	18,901	178,712	9,285	91,474
Year ago	23,619	245,029	17,161	216,921	6,582	76,261
Two years ago	26,677	252,975	29,494	237,284	7,299	86,660
Three years ago	21,288	263,275	17,768	201,980	5,765	80,719
Four years ago	18,998	215,992	19,152	232,632	6,929	82,974
Five-year average	29,855	255,717	18,292	216,945	7,171	86,998

Note: The foregoing figures are computed from flour production as reported direct to this publication by 75 per cent of the flour milling capacity of the Southwest, 81 per cent of the Northwest and all of the flour mills of Buffalo.

ings from Kansas and the north coast, while local and intermountain mills are well sold up; Argentine bran lower, being quoted at \$26@26.50, San Francisco, duty paid, for April and May shipment. Kansas bran, \$31@32; Ogdon white mill run \$32@32.50, blended mill run \$32@32.50, red mill run, \$31.50@32; northern white bran and mill run \$32@33, red and standard mill run \$31@32, shorts \$35@36, middlings \$40@41; Montana bran \$32@33, mill run \$32@33, low grade flour \$41@42.

Seattle.—Demand very dull; trend is lower. Washington standard mill run \$25@25.50, Montana mixed feed \$25@25.50.

Los Angeles.—Demand for wheat mixed feed fair; trend weak, red \$31.50.

Ogden.—Demand slackened somewhat; trend lower. Although practically all millfeeds from Ogden plants were utilized for making poultry feeds, smaller mills of Utah and southern Idaho found marketing difficult, with little new business developing. To California dealers, 50c lower, red bran and mill run \$29.50, blended bran and mill run \$30.50, white bran and mill run \$31.50@32, and middlings \$40.50, car lots, f.o.b., San Francisco and other California common points; to Utah and Idaho dealers, 50c ton decline, red bran and mill run \$24.50, blended bran and mill run \$25.50, white bran and mill run \$26.50 and middlings \$33.50.

CANADA

Toronto.—Demand good; inquiry active; trend downward. Improvement in sales of flour for export is easing the situation with regard to supplies; bran and shorts were reduced \$2 on March 12. Bran \$31, shorts \$33, middlings \$38, jute, mixed cars, delivered Ontario points and as far east as Montreal.

Winnipeg.—Demand and inquiry good; trend steady; supplies not large, and sufficient buying to hold prices. Manitoba and Saskatchewan, bran \$30, shorts \$32; Alberta, bran \$31, shorts \$33; British Columbia, bran \$31@33, shorts \$33@35; Pacific Coast, bran \$34@36, shorts \$36@38.

Vancouver.—Demand fair; trend is downward; supplies ample. Bran, \$34; shorts, \$36; middlings, \$43.

Montreal.—Demand for millfeed is reported improved this week owing to a recurrence of cold weather after the recent mild spell, and to the advance in the coarse grain market. Quotations unchanged, March 21: Manitoba bran, \$31.25; shorts, \$33.25; middlings, \$38.25.

LINSEED MEAL

Minneapolis.—Demand has improved considerably in past week. A week ago Europe would not bid over \$28 for linseed cake at New York, but sales have been made within the last day or two as high as \$33. Fair domestic sales reported, with crushers out of market at Chi-

SUMMARY OF MILLFEED QUOTATIONS

Millfeed quotations reported by wire Tuesday, March 25, based on carload lots, prompt delivery, per ton, packed in 100-lb sacks:

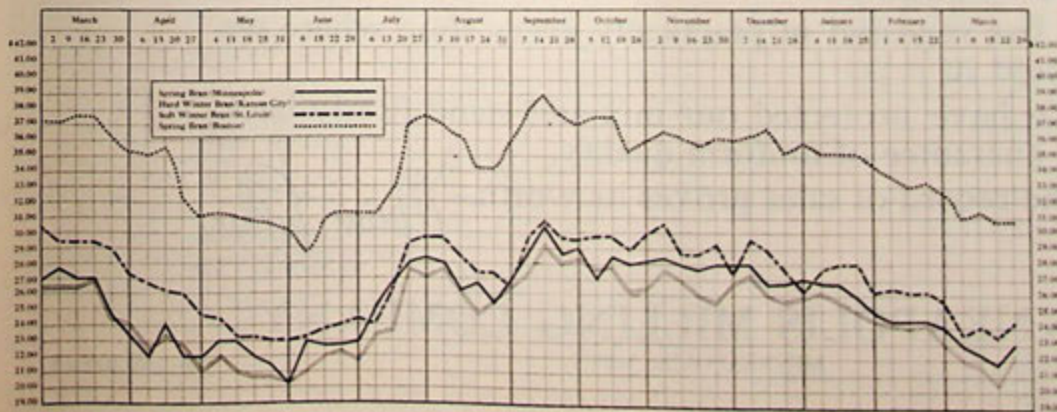
	Chicago	Minneapolis	Kansas City	St. Louis	Baltimore
Spring bran	\$25.50@25.75	\$23.00@23.25	\$22.00@22.25	\$25.00@25.25	\$31.00@32.00
Hard winter bran	25.00@25.50	22.00@22.50	21.50@22.00	24.50@25.00	30.00@31.00
Soft winter bran	24.50@25.00	21.50@22.00	21.00@21.50	24.00@24.50	29.50@30.50
Standard middlings*	23.00@23.50	20.00@20.50	19.50@20.00	22.50@23.00	27.50@28.50
Flour middlings†	23.50@24.00	20.50@21.00	20.00@20.50	23.00@23.50	28.00@29.00
Red dog	30.00@31.00	27.00@28.00	26.50@27.50	29.50@30.50	34.50@35.50

	Buffalo	Philadelphia	Boston	Columbus	Nashville
Spring bran	\$25.50@26.00	\$23.50@24.00	\$21.50@22.00	\$24.50@25.00	\$30.00@31.00
Hard winter bran	25.00@25.50	22.00@22.50	21.50@22.00	24.00@24.50	29.50@30.50
Soft winter bran	24.50@25.00	21.50@22.00	21.00@21.50	23.50@24.00	29.00@30.00
Standard middlings*	23.00@23.50	20.00@20.50	19.50@20.00	22.50@23.00	27.50@28.50
Flour middlings†	23.50@24.00	20.50@21.00	20.00@20.50	23.00@23.50	28.00@29.00
Red dog	31.00@32.00	28.00@29.00	27.50@28.50	30.50@31.50	35.50@36.50

	Spring bran	Shorts	Middlings
Toronto	\$31.00@31.50	\$23.00@23.50	\$28.00@28.50
Winnipeg	29.00@29.50	22.00@22.50	27.00@27.50

*Brown shorts. †Gray shorts. ‡Fort William basis.

Range of Bran Prices



cago, Milwaukee and Toledo. At Minneapolis, \$50@50.50; Buffalo, \$47; Fredonia, Kansas, \$52.50@53; Portland, Oregon, \$44. Linseed cake for March shipment is held at \$33 ton, f.a.s., New York, and for April, \$34.

Winnipeg.—Demand and inquiry fair; trend steady; a little country business, but export dull. Cake, \$44; meal in new bags \$48, in seconds \$46.

Buffalo.—Demand and inquiry fair; trend quiet. Quotations: 34 per cent protein, \$47; 32 per cent, \$45.

BREWERS' DRIED GRAINS

Minneapolis.—Demand good; inquiry active; trend steady; no advance sales being made, although prices have dropped, buyers still waiting to see action of market. Quotation, \$24.50@25.50.

CORN FEED

Minneapolis.—Demand and inquiry are good; trend upward. Yellow feeding meal, \$31; cracked corn, \$35; ground oats and corn, \$35.

COTTONSEED MEAL

Memphis.—Demand chiefly for small lots for immediate shipment; trend is slightly higher, as offerings are light; 41 per cent protein, \$33; 43 per cent, \$33.50; hulls, loose, \$7.

DAIRY FEED

Chicago.—Demand and inquiry slightly improved; trend steady; 32 per cent protein, \$43.50@45; 24 per cent, \$39; 20 per cent, \$37; 16 per cent, \$30@32.

GLUTEN FEED

Chicago.—Demand only fair; supplies plentiful; trend steady. Meal, \$40.15; feed, \$30.

HOMINY FEED

Omaha.—Demand fair; trend downward. White or yellow, \$25.

OAT FEED

Toronto.—Demand fair; inquiry moderate; trend lower; since the grain market decline, buyers have been operating in a more liberal way. There has been a reduction of \$2 since a week ago. Crushed oats \$40@42 ton, chop \$42, feed \$23, bags included, cash terms, delivered, Ontario points.

POULTRY FEED

Chicago.—Demand is slightly better; trend firmer. Scratch feed, \$40@42; laying mash \$31.50@32, growing \$34.

SCREENINGS

Winnipeg.—Demand active for standard re-cleaned; inquiry good; trend firm. Refuse, 816 track or ex-mill; standard re-cleaned \$28, unground, bulk; \$33 sacked; \$35 ground and sacked.

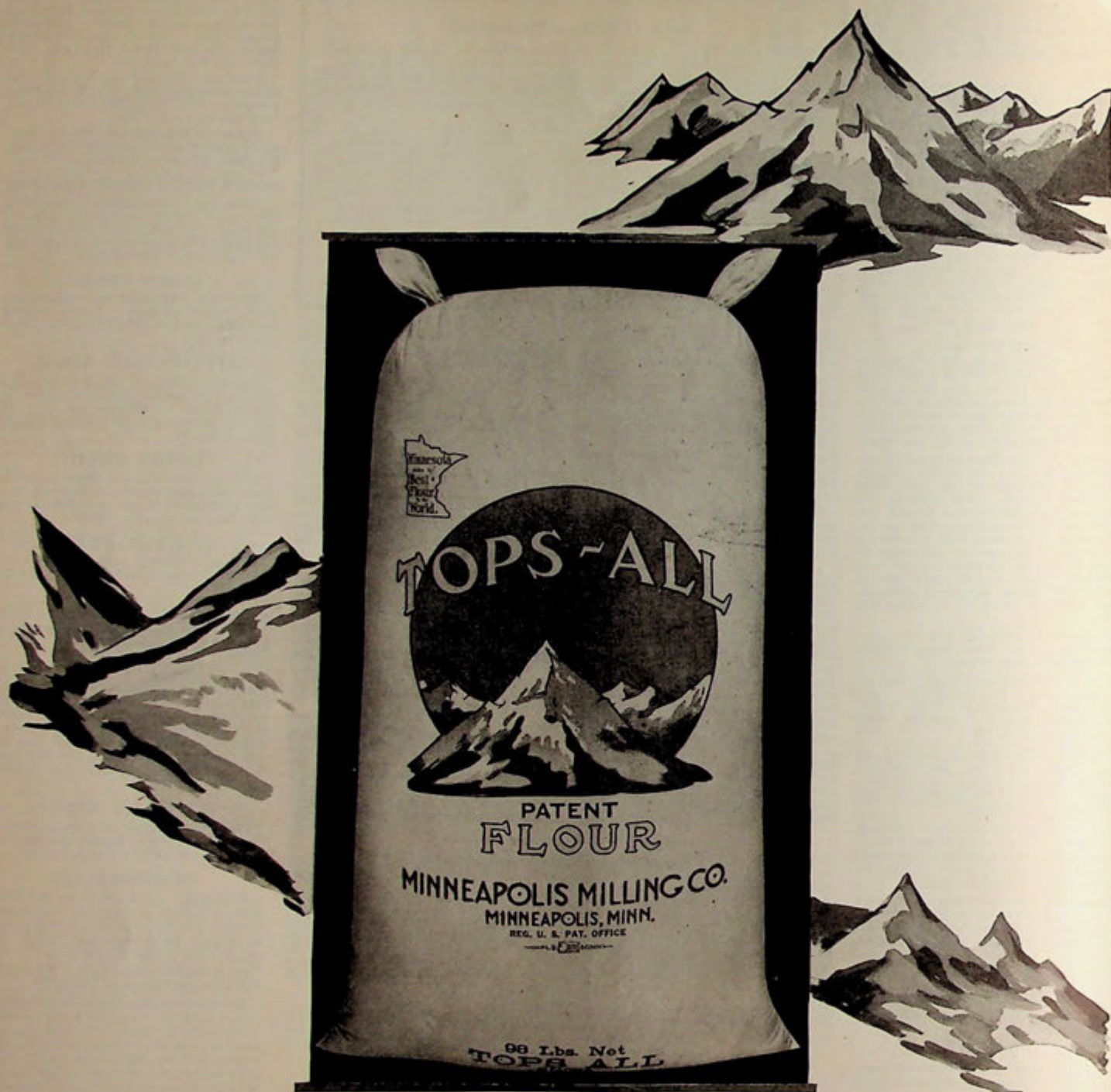
St. Louis.—Demand light. Wheat, \$17@22; ground Canadian, \$15@17.

Minneapolis.—Screenings have strengthened a little in price, due more, however, to scarcity of offerings than to improvement in demand. Mixers are still indifferent, and are slow about taking deliveries against old purchases. Buckwheats, \$14@16 ton; seeds, \$12@13; Canadian refuse, \$10@11; medium weight screenings, \$7@10; elevator dust, \$1@3. Mixed feed oats, 28@33c bu.

BUCKWHEAT

Toronto.—Buckwheat is 3c bu higher. Movement is confined to an occasional car. Quotation, March 22, good quality, \$36@37c bu, shipping points.

The Northwest Bancorporation Review says: "During a period of 15 years there has been a greater change in the size of farms and character of operators in Montana than in any other part of the United States, while methods of production have been no less than revolutionized. There were about 35,000 wheat farms in Montana in 1915-17, whereas today there are 14,000; operators of these 14,000 farms are cultivating more acres than did the 35,000 farmers of 15 years ago, and they have trebled the state's production of wheat."



THERE is one thing that our TOPS-ALL Flour has accomplished.

It has repeated in practically every shop where we have sold it.

We have protected our mix and stand firmly back of our guarantee of uniform quality.

The record of sales proves its worth.

Martin Luther
Vice President

MINNEAPOLIS MILLING COMPANY

MINNEAPOLIS, MINN.

NEW YORK OFFICE

CHICAGO OFFICE

CORN PRODUCTS

New Orleans.—Demand last week was fair; inquiry quiet and trend steady. Cream meal and grits on March 22 were quoted at \$2.35 per 100 lbs; standard meal, \$2.22.

Memphis.—Buyers taking little corn meal, using up stocks and contracts taken several weeks ago. Offerings higher, cream ranging \$4.05@4.25, and a few mills even higher. Corn bran firm and higher at \$25.

St. Louis.—Cream meal in cotton sacks, March 22, was quoted at \$2, and standard meal at \$1.90, per 100 lbs.

Indianapolis.—Demand light; supplies ample; market stronger; consumers hesitant about placing orders for large amounts. March 22, cream meal was quoted at \$2.55@2.60 per 100 lbs.

Nashville.—Demand moderate; inquiry quiet; little change in trend of market, with narrow range. Degerminated cream meal, March 22, 96-lb cotton or paper bags, \$2.20.

Minneapolis.—On March 25, yellow and white corn meals were quoted at \$4.10@4.30 per 200 lbs.

Pittsburgh.—Demand was fair last week, inquiry good and trend firm. On March 22 kiln-dried yellow and white meal was quoted at \$2.40@2.45 per 100 lbs.

Baltimore.—Corn meal, hominy and grits were all boosted in price and demand by the sharp upturn in corn, making conditions for business much more satisfactory. Closing prices, March 22: meal, \$2@2.10 per 100 lbs; hominy and grits, \$2.35@2.40.

Philadelphia.—Firmer, with offerings light and demand fair. Quotations, on March 22, in 100-lb sacks: fancy kiln-dried meal, yellow \$2.45, white \$2.51; pearl hominy and grits, \$2.51.

Evansville.—Business brisk last week, with mills working a 24-hour shift. White and yellow corn are ample from local sources to supply trade. Prices are unchanged. Cream meal, March 22, \$2.25 per 100 lbs; flake hominy, \$3.40; cracked, pearl and grits, \$2.40@2.50.

Toronto.—White corn flour is selling moderately. Prices are unchanged. Quotation, March 22, \$6.50@6.80 bbl, in bags, car lots, delivered.

RYE PRODUCTS

Milwaukee.—Rye prices increased last week, sales being light and demand good. Quotations, March 22, basis Milwaukee, in cotton 98's: pure white, \$5@5.50 bbl; light, \$4.75@5.25; medium, \$4.50@5; pure dark, \$4@4.50; meal, \$3.90@4.40.

Minneapolis.—Notwithstanding the comparatively low level on rye flour, demand is surprisingly light. Local millers claim to be doing only a routine business, orders being for small quantities, and no contracting of importance for deferred deliveries, though current quotations are for gradual shipment within three to four months. Pure white rye flour \$4.75@4.85 bbl, in 98-lb cottons; pure medium, \$4.25@4.35, pure dark, \$3.50@3.60, f.o.b., Minneapolis. Four northwestern mills last week made 7,676 bbls, compared with 10,166, made by five mills in the previous week.

Chicago.—Only small sales of rye flour were made last week. Buyers took on current needs only. Directions were fair. The local output totaled 4,725 bbls, against 4,592 the previous week. Mill asking prices, March 22: patent white, \$4.90@5.15 bbl, jute; medium, \$4.55@4.70; dark, \$3.75@4.30.

St. Louis.—With prices higher, demand was not so keen, although a fair business was done in rye flour last week. Prices, March 22, basis cotton 98's, f.o.b., St. Louis: pure white patent, \$5.50 bbl; medium, \$5; pure dark, \$4.25; rye meal, \$4.10.

Duluth.—Nothing new developed last week, aside from the strength in rye flour and relative advance in cash. Flour

demand was light and spotted, despite the improvement in value. Sales ran mostly to part cars, with an occasional full one. Good milling rye hard to get. Quotations, March 22, f.o.b., mill, in 98-lb cottons: pure white, \$5.20 bbl; No. 2 straight, \$4.70; No. 3 dark, \$3.95; No. 5 blend, \$5.05; No. 8 rye, \$4.15.

Buffalo.—There was a continued active demand last week, the heaviest being for the dark. Quotations, March 22, f.o.b., mills, 98-lb cottons: choice white patents, \$5.50@5.60 bbl; medium, \$5.25@5.50; dark, \$4.50@4.60.

Baltimore.—Strong and upward last week, based on freezing weather and reported crop damage, with the grain at one time up 10c bu from late low point. As yet, however, there has been no activity in the product, though undoubtedly this will soon follow if advance is maintained. Quotations, March 22, in 98-lb cottons: top patent \$5.25@5.50 bbl; straight, \$4.60@4.85; dark, \$4.25@4.50.

Boston.—There has been a distinct rise in rye flours, in sympathy with the grain, and a moderate business has been done locally. Quotations, 98-lb cottons: choice white patents \$5.50@5.60 bbl, standard patents \$5.25@5.35; medium dark straights \$4.80@4.90, medium light straights \$5@5.10; pure dark rye, \$4.60@4.70; rye meal, \$4.40@4.50.

Philadelphia.—Firmer, with offerings light, but trading quiet at revised figures. Quotations, March 22, in 98-lb cotton sacks: white, \$5.45@5.70 bbl; medium, \$4.75@5; dark, \$4@4.25.

New York.—Buyers held off from volume purchases of rye flour last week on the firmer markets. Sales of small amounts at cheap prices were rumored. Quotation, March 22, white patent in jutes, \$5.20@5.45 bbl.

POSITION WANTED—PREFERABLY IN sales work, by man just under 40; 12 years' sales experience; managing the business of 100-bbl mill past two years, but want connection with broader opportunity. Address 2214, care Northwestern Miller, Minneapolis.

MARRIED MAN WITH 15 YEARS' MILLING experience wants to form connection with southwestern mill; has extensive sales experience and successful sales record; has also expert knowledge of freight rates and milling in transit; at present employed and can furnish excellent references; wants connection as sales manager or assistant. Address 2218, No. 585, care Northwestern Miller, 614 Board of Trade, Kansas City, Mo.

BUSINESS OPPORTUNITIES

I WANT PACKAGED CEREAL ACCOUNTS. Write to me, Harvey R. Benham, merchandise broker, 209 Board of Trade Annex, New Orleans, La.

MILLS WANTED

WANTED — HAMMER MILLS, 8x20-IN. and larger roller mills, automatic scales, feed and flour mixers, grinders, attrition mills, 8x32-in reels, feeders, blanchers. Give price and full description. Address 2044, care Northwestern Miller, Minneapolis.

MILL MACHINERY FOR SALE

FOR SALE—UNION SPECIAL, TYPE L, motor-driven bag-closing machine; 1 Nordyke & Marmon self-balancing sifter 6-17; 7 Allis centrifugal reels, 32x8; 28 new Gantt feeders, size 12-5, type 4-P. Address Standard Mill Supply Co., 1307 Waldheim Bldg., Kansas City, Mo.

Special Notices

The rate for advertisements in this department is five cents per word; minimum charge, \$1.

For the benefit of those out of a position, advertisements of Situations Wanted will be accepted at one half the above rate, 2 1/2 cents per word; minimum charge, 50 cents.

"Display" advertisements will not be inserted at these rates, but will be charged for at \$4 per column inch.

Only advertisements entitled to Special Notice classification will be accepted for publication herein.

Advertisements under this heading are transient and the advertiser's responsibility is not necessarily assumed for by The Northwestern Miller.

Copy for advertisements in this department must reach us by Friday to appear in the issue of the following Wednesday. Cash should accompany all orders.

HELP WANTED

SEVERAL EXPERIENCED BAKERY salesmen, east of Mississippi River; double commission; perfect, extra strong, short patent; reasonably priced; other grades. Address 2216, care Northwestern Miller, Minneapolis.

SITUATIONS WANTED

WANTED—POSITION AS FLOUR AND feed salesman, covering New York state territory; have had several years' sales experience. Address 2216, care Northwestern Miller, Minneapolis.

SALESMAN, 10 YEARS' EXPERIENCE selling grocery, bakery and mill trade in central Pennsylvania, Cumberland West and Georges Creek. Address 2219, care Northwestern Miller, Minneapolis.

EXPERIENCED FLOUR MAN WHO HAS conducted his own jobbing and brokerage business would be interested in a connection as assistant to manager or as branch manager for some good mill. Address 2215, care Northwestern Miller, Minneapolis.

SUPERINTENDENT — LIFE-TIME PRACTICAL experience, hard and soft wheat mills, 200 to 5,000 bbls; capable making improvements where needed and producing high quality products; excellent experience. Address 2220, care Northwestern Miller, 614 Board of Trade Bldg., Kansas City, Mo.

YOUNG MAN WANTS POSITION AS assistant to manager or sales manager; well acquainted with trade, both family and bakers, Oklahoma, Arkansas and Texas; have served as sales manager and at present employed as salesman in Oklahoma for large mill; married; salary no object; want place with chance for advancement; would like to change at once. Address 2220, care Northwestern Miller, Minneapolis.

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

A COMPLETE BANKING SERVICE THAT MEETS THE REQUIREMENTS OF MILLERS OF THE NORTHWEST



NORTHWESTERN NATIONAL BANK
 MINNEAPOLIS, MINN.

Associated With
NORTHWEST BANCORPORATION
 Resources Over \$478,000,000

Established 1881
BRODR. JUSTESEN
 COPENHAGEN, DENMARK
 Complete sales organization for Denmark, Finland, Norway and Sweden
 Cable Address: "JUSTESEN"

Carrier Engineering Corporation
 Offices and Laboratories, Newark, N. J.
 Edgar S. Miller, Milling Engineer
 New York, Philadelphia, Boston, Cleveland, Chicago
 Kansas City, Los Angeles, Washington, Dallas, Detroit

STORAGE IN TRANSIT
 THE KEYSTONE WAREHOUSE CO.
 Buffalo, N. Y.

WE KNOW FLOUR ADVISING

PAPER SACKS FOR MILLERS
 The Chatfield & Woods Sack Co.
 CINCINNATI, O.

CURRENT FLOUR, FEED AND GRAIN STATISTICS

Bradstreet's Weekly Visible Grain Supply

Following are Bradstreet's returns of stocks of wheat held on March 15, in the United States, Canada and the United Kingdom...

Table with columns for Wheat, Corn, Oats, Rye, Barley. Rows include Baltimore, Boston, Buffalo, Chicago, Detroit, Duluth, Fort Worth, Galveston, Hutchinson, Indianapolis, Kansas City, Milwaukee, Minneapolis, New Orleans, New York, Omaha, Peoria, Philadelphia, St. Louis, St. Joseph, Toledo, Wichita.

United States—Grain Stocks Commercial stocks of grain in store and aboard at the principal markets of the United States...

Table with columns for United States, East Coast, Pacific, Canada, and both coasts. Rows include July, Aug, Sept, Oct, Nov, Dec for 1929 and 1930.

Table with columns for United States, Canada, and both coasts. Rows include Jan, Feb, March for 1929 and 1930.

Table with columns for United States, Canada, and both coasts. Rows include Jan, Feb, March for 1929 and 1930.

Table with columns for United States, Canada, and both coasts. Rows include Jan, Feb, March for 1929 and 1930.

United States—Grain Stocks Commercial stocks of grain in store and aboard at the principal markets of the United States...

Table with columns for Wheat, Oats, Rye, Barley. Rows include Baltimore, Boston, Buffalo, Chicago, Detroit, Duluth, Philadelphia, New York.

Bonded Grain in United States Bonded grain in the United States reported this week, compared with last week and one year ago...

Table with columns for Wheat, Oats, Rye, Barley. Rows include Baltimore, Boston, Buffalo, Chicago, Detroit, Philadelphia, New York.

United States—Spring Wheat Forecasts Comparative estimates of the spring wheat crops, as issued by the Department of Agriculture...

Table with columns for June, July, Aug, Sept, Oct, Final. Rows include 1929, 1928, 1927, 1926, 1925, 1924, 1923, 1922, 1921, 1920, 1919, 1918, 1917, 1916, 1915.

UNITED STATES VISIBLE GRAIN SUPPLY

Visible supply of grain in the United States, as compiled by the secretary of the Chicago Board of Trade, in bushels (000's omitted), of date March 22, and corresponding date of a year ago:

Table with columns for Wheat, Corn, Oats, Rye, Barley. Rows include Baltimore, Boston, Buffalo, Chicago, Detroit, Duluth, Fort Worth, Galveston, Hutchinson, Indianapolis, Kansas City, Milwaukee, Minneapolis, New Orleans, New York, Omaha, Peoria, Philadelphia, St. Louis, St. Joseph, Toledo, Wichita.

Totals 151,252 123,213 24,497 24,539 18,777 13,119 14,069 6,843 7,948 8,463

WEEKLY GRAIN AND FLOUR EXPORTS

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

Table with columns for United States grains, Corn, Oats, Rye, Wheat, Other countries. Rows include Mch. 15, '29, Mch. 16, '29, Mch. 8, '30, Mch. 15, '30, Mch. 16, '30.

Totals 371 530 224 72,531 80,793 182,861

Canadian grains in transit cleared from U. S. Atlantic ports:

Table with columns for Barley, Oats, Rye, Wheat. Rows include Mch. 15, '29, Mch. 16, '29, Mch. 8, '30, Mch. 15, '30, Mch. 16, '30.

Totals 1,225 1,596 1,601 26,892 54,804

Wheat flour: U. S. and Canadian

Table with columns for United States, Canadian in transit, Rice (1,000 lbs).

*Including via Pacific ports this week: wheat 72,000 bus, flour 23,700 bbls from San Francisco, barley 66,000 bus, rice 400,000 lbs. Includes flour milled in bond from Canadian wheat. Corrected to Jan. 31, 1930, to include all ports.

MILLEFED FUTURES

Closing prices of millfed futures on the St. Louis Merchants' Exchange, in dollars per ton:

Table with columns for March 19, March 20, March 21, March 22, March 24, March 25. Rows include STANDARD BRAN, GRAY WHEAT SHORTS (FLOUR MIDDINGS).

GRAY WHEAT SHORTS (FLOUR MIDDINGS)

Table with columns for March 19, March 20, March 21, March 22, March 24, March 25. Rows include March, April, May, June, July, August.

STANDARD MIDDINGS (BROWN SHORTS)

Table with columns for March 19, March 20, March 21, March 22, March 24, March 25. Rows include March, April, May, June, July, August.

Flaxseed—Receipts, Shipments and Stocks

Receipts, shipments and stocks of flaxseed at principal primary points for the week ending March 22, in thousand bushels, with comparisons:

Table with columns for Receipts, Shipments, Stocks. Rows include Minneapolis, Duluth.

*February mill receipts, 2,936 bus.

Imports of Canadian Wheat

The United States Department of Commerce reports imports of Canadian wheat at the principal northern border ports as follows:

Table with columns for Imports for consumption, duty paid, bus. Rows include Week ending, Mch. 15, Mch. 8.

Imports into bonded mills for grinding into flour for export, bus:

Table with columns for Week ending, Mch. 15, Mch. 8. Rows include Mch. 15, Mch. 8.

Flour and Grain—Receipts and Shipments

Receipts and shipments of flour and grain at the principal distributing centers for the week ending March 22, as compiled by the Daily Trade Bulletin, flour given in barrels, grain in bushels (000's omitted throughout):

Table with columns for Flour, Wheat, Corn, Oats. Rows include Chicago, Detroit, Duluth, Indianapolis, Kansas City, Milwaukee, Minneapolis, Omaha, Peoria, St. Louis, Toledo, Wichita.

Totals 394 3,186 3,278 2,034

SHIPMENTS

Table with columns for Primary, Chicago, Duluth, Indianapolis, Kansas City, Milwaukee, Minneapolis, Omaha, Peoria, St. Louis, Toledo, Wichita.

Totals 578 2,495 3,048 2,350

Western Canada—Visible Grain Supply

Visible supply of grain in the western inspection division, March 21, 1930, and receipts and shipments during the past week, in bushels (000's omitted):

Table with columns for Fort William and Port Arthur, Wheat, Oats, Barley, Flax. Rows include Public terminals, Private regular elevators.

Totals 52,954 3,349 11,618 591

Receipts during week—

Table with columns for Ft. Wm.-Pt. Ar., Int. term. elevs., Country elevators, Vancouver, Victoria, Prince Rupert.

Totals 148,197 13,888 22,091 994

Shipments during week—

Table with columns for Ft. Wm.-Pt. Ar., Int. term. elevs., Country elevators, Vancouver, Victoria, Prince Rupert.

Totals 141,016 19,874 15,752 1,230

TOTAL RECEIPTS

Table with columns for Aug. 1, 1929, to March 21, 1930. Rows include Ft. Wm.-Pt. Ar., Prince Rupert.

TOTAL SHIPMENTS

Table with columns for Aug. 1, 1929, to March 21, 1930. Rows include Ft. Wm.-Pt. Ar., Vancouver, Victoria.

Millfed—Receipts and Shipments

Receipts and shipments of millfed at the principal distributing centers for the week ending March 22, in tons, with comparisons—

Table with columns for Receipts, Shipments. Rows include Minneapolis, Kansas City, Baltimore, Philadelphia.

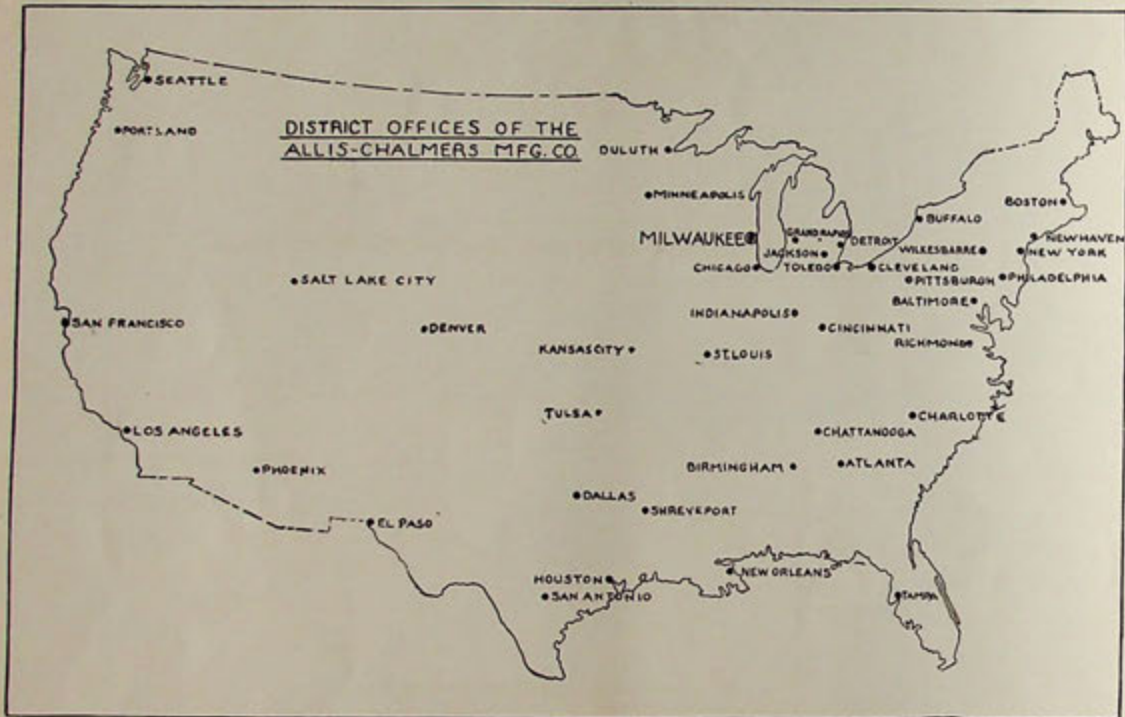


Gold Mine
SINCE 1863

"IT PANS OUT WELL"
H.H.KING FLOUR MILLS CO. MINNEAPOLIS, MINN.

Successors to Sheffield-King Milling Co.

For Your Convenience— A District Office in Every Principal City



In the cities shown above there is an Allis-Chalmers District Office eager to serve the milling industry.

Inquiries, orders for new parts, and new machinery can be sent through these offices with the assurance that they will be handled in an efficient manner.

Get acquainted with our District Office nearest you. It can help you in many ways.

ALLIS-CHALMERS

— Allis-Chalmers Manufacturing Company, Milwaukee —

Mister Miller— Put Yourself in Your Competitor's Shoes



In order to successfully meet competition you must know the "other fellow's" methods. Investigate the successful mills and you will find —

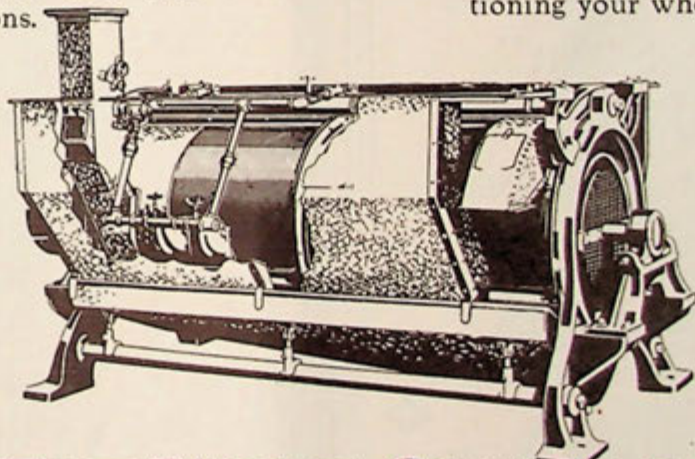
THAT — they keep out of ruts.

THAT — they are quick to adopt new methods of improving their product and their trade.

THAT — a big percentage of them have adopted the policy of washing all their wheat, securing a whiter flour and easier milling conditions.

THAT — many have built up profitable good-will by giving publicity to the fact that all their flour is made from washed wheat.

Send the coupon and we shall be glad to supply you with the facts on this most profitable method of cleaning and conditioning your wheat.



THE WOLF COMPANY

66 Commerce St., Chambersburg, Pa.

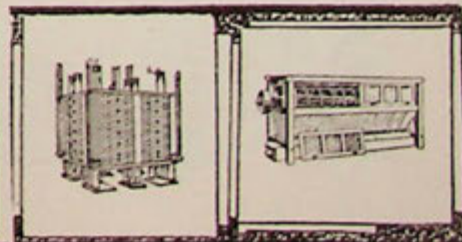
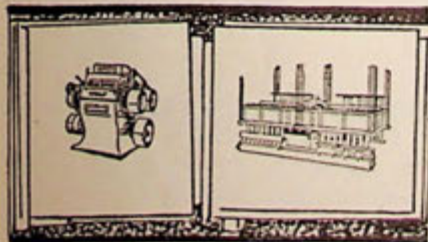
Manufacturers of a complete line of flour and feed mill machinery

Offices and Representatives throughout the United States

THE WOLF COMPANY, 66 Commerce Street
Chambersburg, Pa.

I want to know the facts about the benefits I could secure by washing all my wheat.

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





More loaves
to the Barrel
and
Better Bread

It's Better Flour
for Baker
Grocer, Jobber

There's something about HAVASAK that makes friends. Of course we know that it is its dependable, uniform quality, but we'd like you to find that out for yourself.

U.A. Chain, Manager,

SECURITY FLOUR MILLS CO.
OPERATING
SECURITY MILLS & MIDWEST MILLS
ABILENE, KANSAS

COMBINED
DAILY CAPACITY
1700 BARRELS

WHEAT STORAGE
500,000 BUSHELS



An Excellent Flour at a Fair Price Is

"WESTERN STAR"

Milled in the Heart of
the Best Wheat Country

The Western Star Mill Co.
SALINA, KANSAS

J. J. VANIER, Manager

American Ace

—A very fine, short,
strong patent, milled
in one of the West's
very finest flour mills.

Goerz Flour Mills Co.

Rudolph A. Goerz, Pres. Newton, Kansas

"Heart of America"
FLOUR

The Rodney Milling Co.

KANSAS CITY, MO.

Eastern Representatives
Seaboard Flour Corporation
BOSTON, MASS.

Majestic Milling Co.

AURORA, MO.

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

"JUBILEE"

FLOUR

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

Washington Flour Mill

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

"GOLD BOND"

Central Kansas Milling Co.
LYONS, KANSAS

**FEDERAL BAKESHOPS SHOW
INCREASE IN NET PROFITS**

A substantial increase in the net profits of the Federal Bakeshops, Inc., Davenport, Iowa, is shown in the annual report of the company for the year ended Dec. 31, 1929. The amount is \$240,809, after federal taxes and all charges, equivalent after allowing for dividend requirements on 7 per cent preferred stock to 76c a share on 216,000 no-par shares of common stock. This compares with \$158,120 or 37c a share on common in 1928.

Sales totaled \$4,489,607, while cost of manufacture and sale and operating expenses equaled \$4,129,476, leaving a net profit before taxes, charges, etc., of \$360,130. Other income totaled \$20,678. Sales were the largest in the history of the company, showing an increase of 10.24 per cent, compared with an increase of 2.4 per cent in the preceding year.

In a letter to stockholders, Maurice Hensing, president, says: "Earnings applicable to common stocks showed an increase of 52.29 per cent. I call attention to the fact that earnings in 1929 were entirely from operations, while for 1928 they included a profit from real estate amounting to \$25,657. If this latter income were eliminated from the 1928 earnings, the operating earnings for 1928 would amount to \$132,463. The 1929 report shows an increase of \$1.79 per cent over this figure. During the year economies were put into effect which resulted in a reduction in overhead of \$36,311.

"During the year, a soda and lunch business was added as a regular line in 10 stores. This is a profitable line, and additional soda and lunch departments will be added during the coming year whenever the situation warrants. Sixteen stores were closed and 12 new stores opened or acquired, so that at the end of the year we were operating 95 stores. Included in the new shops is one installed as an experiment in one of the food markets of a prominent chain grocery company. This installation has demonstrated the advisability of future expansion along this line."

**GRENNAN BAKERIES TO HAVE
LARGEST ELECTRICAL SIGN**

NEW YORK, N. Y.—Grennan Bakeries, Inc., a subsidiary of the Purity Bakeries Corporation, has completed arrangements with the Alpha Claude Neon Corporation, in Pittsburgh, for the erection of the largest and most spectacular electrical billboard installation in the United States. The sign will be 170 feet long, erected on a structure 70 feet high, and is said to involve the expenditure of more than \$85,000. The words "Grennan Cakes" will be outlined in red Claude Neon tubes 20 feet high.



Buffalo Flour

Buffalo Flour

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

The WILLIS NORTON COMPANY

NORTH TOPEKA, KANSAS

Daily Capacity 1,800 Barrels

Quality Millers Since 1879



Makes Good Bread

GIBRALTAR

If you are interested in a better flour at a reasonable price, you are interested in GIBRALTAR. With five mills in the very heart of the Kansas Turkey wheat, we are especially well situated to give you a rare combination of quality and value.

4,350 Barrels Daily

THE CONSOLIDATED FLOUR MILLS CO.

FRED F. BURNS, Vice President and Manager

WICHITA, KANSAS



BOSS PATENT

There is no reason why our prices and quality should be beaten *anywhere* by *anybody*. We are prepared to contest grade for grade and dollar for dollar in any market.

LUKENS MILLING CO.
CAPACITY 1000 BARRELS
ATCHISON, KANSAS

JOHN H. MOORE
PRESIDENT

G. M. LOWRY
SECRETARY



Old Squire FLOUR

Old Squire Says:

One of the boys who USED TO WORK HERE always was thinking up some scheme to reduce wheat costs by cutting the quality of our milling wheat just the merest little bit. That is the reason he doesn't work here any more.

The MOORE-LOWRY
FLOUR MILLS CO.
KANSAS CITY, U.S.A.

ADDRESS MAIL TO ROSEDALE STATION, KANSAS CITY, KANSAS

Millers of Hard and Soft Wheat Flour

**Daily Capacity
2,100 Barrels**

*Location...Ideal
Capacity...Ample
Quality...Unexcelled*

These spell the service
that brings the repeating
orders from our satisfied
bakery customers.

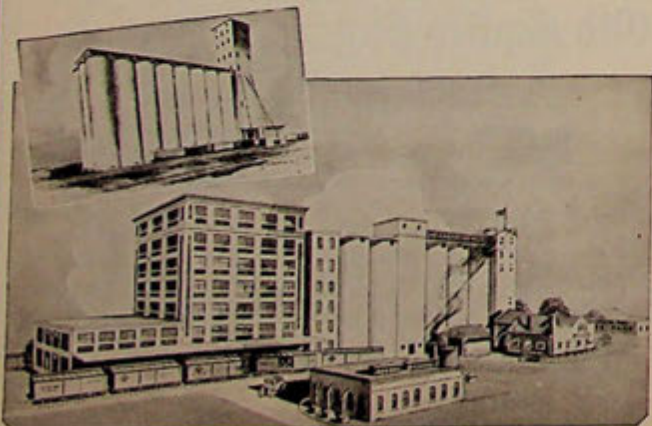
J. F. IMBS MILLING CO.
ST. LOUIS, MO.



2,500,000 bushels of wheat storage is a flour quality guarantee that few millers can give you.

*"Big S"
"Special" "Peacock"*

The Shellabarger Mills
SALINA, KANSAS



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

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

Topeka Flour Mills Corp.
Topeka, Kansas

"Gooch's Best"

Superior quality
—to make all
baked things
better.

Gooch Milling & Elevator Co.
LINCOLN, NEBRASKA

KEYSTONE MILLING COMPANY

Capacity, 750 Barrels
LARNED - KANSAS

"MERIDIAN"

More and Better Loaves per Barrel

Newton Milling and Elevator Co.
NEWTON, KANSAS

"WOLF'S PREMIUM" "GOLDEN KANSAS"

Wolf Flour Wins Favor

WOLF MILLING CO., Ellinwood, Kansas

NEBRASKA'S FINEST MILL "DAVID HARUM" FLOUR

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

"Whitewater Flour"

Ground Where the
Best Wheat is Grown

WHITWATER FLOUR MILLS CO.
Whitewater, Kansas

"Betsy's Best"

Milled to Make the Bread Better

ROSS MILLING COMPANY
Ottawa, Kansas

"SUNKIST" FLOUR

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

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

The Maney Milling Co.
OMAHA, NEBRASKA



April 1-3.—Nebraska Bakers' Association annual convention, Rome Hotel, Omaha. Herb Roth, Lincoln, secretary.

April 8-10.—Oklahoma Bakers' Association, annual convention at Tulsa; C. G. Busken, 34 Harrison Avenue, Oklahoma City, secretary-treasurer.

April 12-13.—Inland Empire Bakery Association, annual meeting in Seattle, Wash. April 14-15.—Bakery Sales Promotion Association, annual conference, Chicago; Robert E. Sullivan, 1135 Fullerton Avenue, Chicago, secretary.

April 22-23.—Associated Bakers of Illinois, annual convention at Rockford; George Chussler, Jr., 369 North Michigan Avenue, Chicago, secretary.

April 28-30.—Rocky Mountain Bakers' Association, annual convention; E. R. Jones, Box 871, Denver, Colo., secretary-treasurer.

May 5-9.—American Association of Cereal Chemists, annual convention at Chicago; M. D. Mize, 836 Omaha Grain Exchange, Omaha, Neb., secretary-treasurer.

May 5-7.—Texas Bakers' Association, annual convention at San Antonio; Herbert Fischer, 1793 Austin Street, Houston, secretary.

May 6-7.—South Dakota Bakers' Unit, annual convention; Mary A. Miller, Sioux Falls, secretary.

May 12-14.—Southern Bakers' Association, annual convention at Chattanooga, Tenn.; Thomas C. Hull, Baker and Ivy streets, Atlanta, Ga., secretary.

May 13-15.—Indiana Bakers' Association annual convention, Lincoln Hotel, Indianapolis; Charles P. Ehlers, 425 Merchants Bank Building, Indianapolis, secretary.

May 29-31.—Iowa Bakers' Association, annual convention at Burlington; C. O. Schwelckhardt, 1623 South Main Street, Burlington, secretary.

May 22-24.—American Feed Manufacturers' Association, annual convention at French Lick Springs, Ind.; L. P. Brown, 53 West Jackson Boulevard, Chicago, secretary.

May 25-27.—New England Bakers' Association, annual convention at Swampscott, Mass.; Horace D. Likins, 465 Stuart Street, Boston, Mass., secretary-manager.

May 26-27.—National Federated Flour Clubs, annual convention at Chicago. Fred W. Colquhoun, 45 West Forty-fifth Street, New York City, secretary.

June 2-4.—Missouri Master Bakers' Association, annual convention at Joplin; J. H. Wilkinson, 818 Joplin National Bank Building, Joplin, Mo., secretary.

June 2-6.—Association of Operative Millers, thirty-fifth annual convention at Buffalo, N. Y.; M. F. Dillon, secretary, 253 Postal Telegraph Building, Kansas City, Mo.

June 9-10.—Pennsylvania Bakers' Association, annual convention at Bedford Springs; C. C. Latus, 69 Methodist Building, Pittsburgh, secretary.

June 15-18.—Potomac States Bakers' Association, annual convention at Virginia Beach, Va.; H. R. Thomas, 1226 Broadway, Baltimore, Md., secretary.



CHINESE wheat goes to the threshing floor, and from the threshing floor to the primitive mill and oven, much as it did in the days of Confucius. Under the influence of changing economics and the introduction of modern milling in some of the larger centers of population there is, however, one important change—a definite trend toward larger per capita consumption of wheat.



“Blair’s Certified”

Is “Certified” to produce as fine a loaf of bread and as many of them to the barrel as any flour you can buy at or near the same price.

The BLAIR MILLING CO.

ATCHISON, KANSAS

700,000 BUSHELS STORAGE CAPACITY

Blair’s Flours—The Whitest Bread Flours in America

HERCULES

for Bakers



BELLE of VERNON

for Family Trade

No better or more reliable flours anywhere



KELL MILL & ELEVATOR CO.
VERNON, TEXAS

“Ambassador”

Western Kansas
Turkey Wheat Patent

OUR mill at Larned is far out beyond the softer wheat sections of Kansas,—out where all of the wheat is strong and fine.

Bowen Flour Mills Co.

Formerly Bowen-Oglesby Milling Co.

Main Office: INDEPENDENCE, KANSAS



When the Baker wants a better flour.....
Wire us for prices on

Cherry Bell

The N. Sauer Milling Co.

CHERRYVALE, KANSAS

New York Representative: C. B. HALBOTH, Produce Exchange

“Polar Bear” FLOUR IS KING



Everybody likes to give good references. Without asking them, but with full confidence in their reply, we refer you to any miller in the Southwest as to both our company and our products.

The NEW ERA MILLING CO.
ARKANSAS CITY, KANSAS

Founded by
ANDREW J. HUNT
1899

HUMRENO

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

bakers bank on it!

EL RENO MILL & ELEVATOR CO.
EL RENO, OKLAHOMA

Strong Flours for Export

"Slogan"
"Super Silver"

Specially milled from the best Oklahoma Hard Turkey Wheat

Canadian Mill & Elevator Co.
El Reno, Okla.

OPERATING ELEVATORS

1000 barrels daily

Write FOR SAMPLES

ENID MILLING CO. ENID, OKLA.

Chickasha Milling Co.

Capacity CHICKASHA Okla. Cable Address 800 bbls. & OKLA. "Washita"

Manufacturers of High-Grade Hard Wheat Flour

Foreign and Domestic Trade Solicited

Member Millers' National Federation

Blackburn's Best—Elko—Golden Glory

Three flours of pre-dominating quality. High Class connections solicited.

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

AROMA FLOUR

A most satisfying flour for bakers' use. Milled in an up-to-date country mill.

BUHLER MILL & ELEVATOR CO.
500 Barrels Capacity BUHLER, KANSAS

CEDRO
FLOUR
MADE IN KANSAS

MOUNDRIE MILLING CO.
MOUNDRIE, KANSAS.

THE ACME FLOUR MILLS CO.
OKLAHOMA CITY, OKLA.

BESTOVAL and GOLD DRIFT,
BAKERS FLOURS OF QUALITY

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

QUALITY ECONOMY The Wilson Flour Mills
READY SALES Wilson, Kansas

HALSTEAD BOSS

Cream of Kansas Halstead's Bakers

Halstead Milling & Elevator Co.
(Mill at Halstead)
Export Sales Office...Kansas City, Mo.

"PLAINSMAN"

WHOLE WHEAT FLOUR is sterilized and will keep indefinitely

HOYLAND FLOUR MILLS CO.
KANSAS CITY, MO.

Hard Wheat Flour milled from the famous eastern Colorado hard Turkey red wheat.

Soft Wheat Flour with distinctive flavor and unsurpassed quality.

Our self-rising "Pike's Peak" is a trade builder. Representatives wanted. Write us.

THE CRESCENT FLOUR MILLS, Denver, Colo.
Daily Capacity, 1,000 Barrels.

**HOW'S BAKERY BUSINESS?
OVER HALF SAY "BETTER"**

An answer to the question "how's business?" as it applies to the baking industry, is afforded in the results of an investigation recently undertaken by the American Bakers Association. In the findings, January, 1930, conditions are compared with those of January, 1929, by the per cent of bakers reporting their business as "better," "same," or "down" from last year. Fifty-five per cent of those reporting from throughout the United States say that business in January was better than it was last year. Eighteen per cent say "same," while 27 per cent report that business is "down."

On the whole the figures show that the bakery business is better than general business as commonly reported. The "down" percentages indicate that the bakery business is responsive to local conditions. Whether or not the results show a "back to bread" movement, however, is problematical.

In gathering information letters were sent to 1,000 bakers selected with regard to location, size and type of business. A postcard inclosed provided for answers to the simple question, "How was your business this January compared with last January—Better, Same, Down? Check which. No signature required."

Replies were tabulated according to sections of the country where they originated. Following are the sectional figures:

Sections—	Per cent reporting—	Better	Same	Down
Northern Pacific	79	13	8	
New England	73	12	15	
Southern Pacific	67	33	9	
Great Eastern	59	11	29	
Corn Belt	54	17	19	
Central States	53	19	18	
Southeastern	50	13	27	
Potomac States	45	22	23	
Rocky Mountain	45	18	27	
Northwestern	45	27	28	
Southwestern	43	0	27	
United States	55	18	27	

**GENERAL FOODS' PROFITS
SHOW SIZABLE INCREASE**

Net profit, after charges and taxes, of General Foods Corporation, for year ended Dec. 31, 1929, totaled \$20,519,047, equivalent to \$3.89 a share on the outstanding 5,274,527 shares of common stock. These earnings include operations of new companies prior to acquisition by General Foods, and compare with net profit on the same basis of \$19,672,708 or \$3.73 a share on above number of shares for 1928.

For year ended Dec. 31, 1929, net profit after charges and federal taxes, was \$19,422,314 including earnings of subsidiaries from dates of acquisition, equivalent to \$3.68 a share on 5,274,527 shares of no-par stock. In year ended Dec. 31, 1928, the predecessor company, Postum Co., Inc., and subsidiaries reported net profit of \$14,555,683 including profit of subsidiaries from dates of acquisition, equal to \$3.10 a share on 4,682,736 shares of stock.

Sales during the year totaled \$128,036,792, and miscellaneous income, \$1,635,242, giving a total income of \$129,672,033. Costs of sales and expenses totaled 107,962,111, leaving a balance of 21,709,922. Provision for income taxes amounted to \$2,287,609, making net profits, \$19,422,314.

**COLLINS BAKING CO. MOVES
HEADQUARTERS TO ATLANTA**

ATLANTA, Ga. — With an impetus of new capital and plans for expansion during the coming year, the Collins Baking Co., of Augusta, Ga., is moving its general offices to the Healey Building, in Atlanta. Lewis M. Collins, president of the company, will divide his time between Augusta and Atlanta for an indefinite period before moving with his family for permanent residence here.

The cities in which Collins plants now operate include Augusta, Asheville, N. C., Columbus, Ga., Dothan, Ala., Jackson, Miss., Macon, Ga., and Montgomery, Ala.

"SURE SHOT"

High Protein—Low Ash

Here is a rather special flour,—one that tests up to the very pinnacle in baking strength (protein) and down to the lowest ebb in ash.

"Sure Shot" is worth a little special investigation if you want the very best flour.

Lyons Flour Milling Co.
LYONS, KANSAS

CLIPPED PAGES

THORO-BREAD

THE PERFECT FLOUR



A. L. Jacobson, Manager

THORO-BREAD lives up to its name in every respect. Take some and give it a trial baking and see if it does not behave as you would expect a thoroughbred to.

THE ARNOLD MILLING CO.
STERLING, KANSAS

NEW ENGLAND OFFICE
315 Read Building
Pawtucket, R. I.



White Crest The Perfect Flour

This company does not seek "quantity production." It makes a very high grade flour and sells it at a reasonable price to those who want that kind of flour.

J. C. LYSLE MILLING COMPANY
LEAVENWORTH, KANSAS

Manufacturers
of Quality Flour
since 1877



THE MARCH OF TIME

The world has progressed a lot since we first began milling over fifty years ago. But there have been just as revolutionary changes in milling as in any other trade, and we have kept up with them all. Not only have we kept up with the march of time but we have been gaining more and more lead over our competitors.



THE HUNTER MILLING CO.
WELLINGTON, KANSAS



HIGH UTILITY PATENT

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

The
WALL-ROGALSKY MILLING CO.
MEPHERSON, KANSAS

A very fine flour for the most particular bakers. Also: "Page's No. 1" "Page's Climax"



Page's BEST
HIGH PROTEIN SPECIAL SHORT PATENT

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

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

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

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

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

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

"Sasnak Flour"
For Discriminating Eastern Buyers
ENNS MILLING CO., Inman, Kan.

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

KANSAS MAID—
A fancy high patent flour milled from strictly dark Turkey Wheat
1,200 Barrels
Hays City Flour Mills
Hays City, Kansas

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

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

INDIANA BAKERS ATTACK STATE BREAD WEIGHT LAW

INDIANAPOLIS, IND.—Charges that the Indiana statute governing the weight of bread is unconstitutional were contained in an injunction suit filed in Federal court in Indianapolis, March 6. Plaintiff is the Webb & Zeller Baking Co., Shelbyville, and defendants are Ivy L. Miller, state commissioner of weights and measures; Sumner Perry, prosecuting attorney of Shelby county, and James M. Ogdan, attorney general of Indiana.

The suit points out that the statute limits loaves of bread to the following weights: Three fourths of a pound, one pound, and one and one half pounds, two pounds or any multiple of one pound. A variance of one ounce, less or over, is allowed. Violation of the statute is punishable by a fine of not less than \$10 and not more than \$100 and each day on which the law is violated counts as a separate and punishable offense.

Strict maintenance of weight is impossible because "there are periods when evaporation under ordinary conditions of temperature and humidity prevailing in Indiana exceeds the maximum tolerance and makes it impossible to comply with the law," the suit declares. The best bread making machines cannot prevent fluctuations of weight, says the complaint.

The suit asks that officials be enjoined from enforcing the law and that it be declared unconstitutional because it will violate the fourteenth amendment of the constitution. The suit is brought on behalf of approximately 800 baking firms in the state.

NEW PACIFIC COAST BREAD CONTAINS SOY BEAN FLOUR

SEATTLE, WASH.—Northwestern bakers are producing a new "thousand dollar loaf" of bread baked from a recipe by Mrs. Wessels, of the Wessels Baking Co., Seattle, which makes use of soy bean flour, together with whole wheat flour, white flour, milk, honey, malt, yeast, iodized salt and vegetable shortening.

The Wessels company, the Hansen Baking Co., Inc., also of Seattle, the Model Cream Bakery, Everett, the Olympic Baking Co., Aberdeen, the Model Bakery, Tacoma, and the Albers Baking Co., Bellingham, are offering \$1,000 in prizes for a permanent name for the new loaf.

The new bread is said to excel in freedom from starch, in protein content, in freedom from injurious quantities of sugar, and in toasting and keeping qualities. It is advertised as adaptable to reducing diets.



ROBIN'S BEST FLOUR
The
ROBINSON MILLING COMPANY
SALINA, KANSAS

ROBIN'S BEST

Is used constantly by bakers who appreciate a strong flour; who strive for perfection in texture and flavor of their baking. It is the choice of the most critical.

ROBINSON MILLING CO.
SALINA, KANSAS

From the very center of America's greatest wheatfield comes this truly superb flour. On every side of this splendid modern mill the vast fields of Turkey wheat extend to the horizon.

We have first choice of the finest quality for VELVET.

WALNUT CREEK MILLING CO.
GREAT BEND, KANSAS

ESTABLISHED 1877
FIFTY YEARS IN BUSINESS

'Sweetheart'

SHORT PATENT FLOUR

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

From finest Turkey wheat

REA-PATTERSON MILLING CO.

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

Discriminating Jobbers and Retailers

catering to FAMILY TRADE will find

MOTHER'S BEST FLOUR

especially suited to their requirements.

MOTHER'S BEST is milled from the choicest of Nebraska's hard winter wheat, justly noted for its well balanced mellow gluten.

MOTHER'S BEST is designed especially to please the housewife who bakes her own bread, rolls and cakes.

MOTHER'S BEST will please the small baker who caters to the family trade.

MOTHER'S BEST is made right and priced right. Ask us more about it.

Nebraska Consolidated Mills Company

Strictly Country Millers, Catering to Family Trade

Branch Office: 205 Century Bldg., Milwaukee, Wis. 1513 Sherman Ave., OMAHA, NEBRASKA
Mills at Omaha, Grand Island, Ravenna, St. Edward and Hastings, Nebraska

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

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.

Landing Soft Wheat Millers Since 1835

Pure Soft Red Wheat Flours

Milled Exclusively from Illinois and Missouri Soft Wheat

Ringleader Specialized Types

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

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

SPARKS MILLING CO.

Daily Capacity 3,000 Barrels

ALTON, ILL.



Winnell **CAKE FLOUR**
for Cake and Pastry Bakers
CARLOTS (or L.C.L. in Containers)
Boonville Mills Co., Boonville, Mo.

Scott County Milling Co.

Manufacturers of
Hard and Soft Winter Wheat Flour

SIKESTON, MISSOURI

Riverside Code *Five Letter Revision*

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

ESTABLISHED 1864

MEYER'S MODEL FLOUR

ALWAYS RELIABLE

THE MEYER MILLING COMPANY

SPRINGFIELD, MO.

ST. LOUIS OFFICE
502 Merchants' Exchange

NASHVILLE, ILL.

Hezel Milling Company

EAST ST. LOUIS, ILL.
Established 1861

Manufacturers of hard and soft
Wheat Flour

Established 1878

Eberle-Albrecht Flour Co.

Exporters

Always open for new
foreign connections ST. LOUIS, 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.

Bernet, Craft & Kauffman Milling Co.

ST. LOUIS, MO.

"Sweet Rose" "Gold Crust"
Daily Capacity, 2,100 bbls.

HERMANN MILLING CO.

Millers of Hard and Soft Wheat
Flour

Mill at
Hermann, Mo. General Sales Office
ST. LOUIS, MO.

Baur Flour Mills Company

ST. LOUIS, MO.

Millers of
Hard Wheat Flour

Pfeffer Milling Company

Manufacturers of Pure High-Grade
Winter Wheat Flour

Brands: Lebanon Bell, LERANON, ILL.
Ebersol, Jewel Member Millers'
Capacity: 1,000 bbls National Federation

Hanover Star Milling Co.

GERMANTOWN, ILL.

Manufacturers of High Grade
Soft Winter Wheat Flour

DECATUR MILLING CO.

DECATUR, ILLINOIS

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

GILSTER MILLING CO.

CHESTER, ILLINOIS

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

HIGHLAND MILLING CO.

Offers good soft winter wheat
flour at a fair price to domestic
as well as foreign buyers.

Established in 1877

Highland, Ill.

BOOKLET GIVES RULES FOR FORMING MERGERS

Six major factors to be considered by the participants in any merger movement, and other questions which may or may not be important depending on the particular case, are analyzed in a 32-page booklet issued by Ernst & Ernst, public accountants. The booklet is a reprint of a paper which was presented by A. D. Berning, a partner of the firm, at a recent convention of the American Management Association in Detroit.

"There are certain basic questions that apply to all business consolidations," the booklet says, "and the more important factors to consider in any merger movement are: (1) economic and legal soundness, (2) management, (3) financial position, (4) earning power, (5) formula or plan of merger, (6) launching the merged business."

Merger can hardly be justified, it is said, unless there is a sound expectancy that the combined concerns will be able to operate with greater benefit to the old owners and the public as well. The properties of manufacturing companies should be viewed from the standpoint of not only their reproductive and present sound values, but also their useful value to the new company. Location of plants is important. In view of labor conditions, labor costs, freight rates, exigencies of distribution and so on, a merger may necessitate radical rearrangements of manufacturing, whereby production of a particular class of products can be concentrated in one plant and production of a variety of products consolidated in another. Concerns that contemplate merging on the basis of producing somewhat similar lines of merchandise must give sufficient thought to differences in quality or prices, or sales outlets.

"As soon as a merger is finally agreed upon, the first thought should be 'budget.'" The general operating plan in the minds of the organizers must be rounded out and interpreted on paper, it is said. It "must be set forth in the form of carefully prepared estimates and schedules, as a guide to accomplishment and a medium for co-ordination and control. The management of a newly merged business must fix responsibilities, weld sales organizations, rearrange manufacturing, establish consistency of policy; it will have too much to do to have its work further complicated by the lack of a well-ordered plan or budget of operations and expenditures."

The booklet goes into the various aspects of mergers in great detail, notwithstanding the short length of its subject matter, and much of the material should be of interest and value to executives of concerns that are not involved in mergers.

◆◆◆

BAKERY PURCHASING AGENT DIES AFTER HEART ATTACK

ATLANTA, Ga.—J. W. Ayers, supervising manager for the Southern Service Corporation, purchasing unit for the Columbia Baking Co., operating a chain of plants on the Atlantic seaboard, succumbed to a sudden attack of heart failure here on March 1. Mr. Ayers had been in apparently good health and regularly at his duties until his death. He had long been associated with the Atlanta organization and other baking interests here.

◆◆◆

DOUGH CLUBS IN TEXAS

DALLAS, TEXAS.—The Northeast Texas Dough Club, composed of the bakers of northeastern Texas, was organized at a meeting in Paris recently. The officers of the club are Milton Vanderpool, of Paris, president, Edgar Womack, of Bonham, vice president, and Jack Lee, of Paris, secretary-treasurer. The club will meet monthly at some city in that section of the state. Paul Fuqua, of Dallas, vice president of the Texas Bakers' Association, presided at the organization meeting. Mr. Fuqua has organized several other Dough Clubs and expects to form more before the annual meeting of the Texas association. The dough clubs have for their purpose the improvement of the baking business and the welfare of their members.



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

Hall
 MILLING
 COMPANY
St. Louis

*Capacity
 3,000 Barrels
 Daily*

**AMERICAN
 BEAUTY**



**THE
 FLOUR** *that
 blooms in your oven.*

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

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.



"SELLS ITSELF"

Open for new connections
where not now represented

The
Northwestern Elevator & Mill Co.

TOLEDO, OHIO, and MT. VERNON, OHIO

"Extras" Make the Difference!

TEMPERATURE CONTROL, air conditioning, wheat washing, laboratory supervision of wheat selection and milling—these and many other "Extras" make

Lawrenceburg Flours Better

WRITE OR WIRE for QUOTATIONS to

Lawrenceburg Roller Mills Co.
LAWRENCEBURG, IND.

Daily Capacity, 2,500 Barrels

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

Ohio Soft Wheat Flour

OF HIGHEST QUALITY

THE
ALLEN & WHEELER CO.
Domestic and Export
TROY OHIO



Specialized Laboratory
Service for Millers
Grain Dealers Bakers
Food Manufacturers
Mid-West Laboratories Co.
INCORPORATED
1209 Virginia Avenue
COLUMBUS, OHIO

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

The Buckeye Cereal Co.
MASSILLON, OHIO

VOIGT MILLING COMPANY

GRAND RAPIDS, MICH., U. S. A.

MANUFACTURERS OF

Hard Wheat Flours
MARK TWAIN
COLUMBIAN
PEP

Soft Wheat Flours

CRESCENT
ROYAL PATENT
GILT EDGE SELF RISING

Michigan Soft Wheat Flour

SUNRAYS

(REG. U. S. PAT. OFF.)
Straight and Self-Rising
UNION CITY MILLING CO.
UNION CITY, MICH.

Quality Michigan Flour

Plain and Self-Rising

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

THE A. H. RANDALL MILL CO.

MILLERS OF Michigan Quality
SOFT WHEAT FLOUR

New up-to-date mill just completed.
Open for a few additional connections.
TEKONSHA, MICH.

Watson-Higgins Milling Co.

Fancy Soft Wheat Flour

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

Evans Milling Co.

INDIANAPOLIS, IND., U. S. A.

Manufacture Kilo-Dried
WHITE CORN PRODUCTS

Capacity, 5,000 Bushels

Lyon & Greenleaf Co.

MILLERS OF

High Grade Soft Winter Wheat Flour

LIGONIER, IND.
WAUSEON, OHIO NORFOLK, VA.



CARTER
DISC
SEPARATOR

It's a highly profitable operation
to reclaim wheat from screenings
with disc separation.

Carter-Mayhew Mfg. Co. - Minneapolis, Minn.

DESTROY MILL INSECTS WITH

LION LIQUID

Fumigators Supply Co., Inc., New York

Snow White Phosphate

Highest Baking Efficiency

The Iloff-Bruff Chemical Co.
HOOPESTON, ILLINOIS

**CENTRALIZED RESEARCH
FOR SWANN SUBSIDIARIES**

NEW YORK, N. Y.—Theodore Swann, president of the Swann Corporation, announces the formation of Swann Research, Inc., with a capital of \$250,000, and laboratories at Anniston, Ala., to coordinate and unify the research and development activities of the various subsidiaries of the Swann Corporation.

These subsidiaries include the Federal Phosphorus Co., Federal Abrasive Co., Federal Carbide Co., and Southern Manganese Corporation, all of Anniston, Ala.; Jax Plant Food Co., Naphthalene Products Co. and Birmingham Glass Works, all of Birmingham, Ala.; Iloff-Bruff Chemical Co., Hoopeston, Ill., and the Provident Chemical Works, St. Louis, Mo.

The organization of Swann Research will be divided into three groups: (1) commercial research, handling market surveys, market analyses, and economic plant locations; (2) laboratory research, developing new processes and new products, improving present processes and products and finding the best adaptations and increased uses for present products; (3) development department for introducing products and processes in pilot plants and initial manufacture.

All future patents on products and processes of the subsidiaries of the Swann Corporation will be handled by Swann Research, Inc.

The following officers will serve as a board of directors: Theodore Swann, president; B. G. Klugh, vice president in charge of commercial research; J. N. Carothers, vice president in charge of research; W. R. Seyfried, vice president in charge of development; Paul Logus, vice president in charge of St. Louis research and development; C. M. Jespersen, treasurer; F. A. Lidbury, director.

Swann Research, Inc., will operate as a business in that it will assign the new products to the other Swann companies on a royalty basis.

The research staffs of the present subsidiaries of the Swann Corporation, located at Birmingham and Anniston, Ala., and St. Louis, Mo., will be transferred to the organization of Swann Research, Inc.

Some of the outstanding developments of the research departments of the Swann subsidiaries have been: the development of an electric furnace method of producing phosphoric acid, and also ferro-phosphorus as a by-product; improvement in quality of aluminous abrasives and silicon carbide; spray-congealed trisodium phosphate; spray-dried calcium and sodium salts of phosphoric acid; diphenyl and diphenyl derivatives.

NEW ENGLAND SECTIONAL MEETING

The eastern Maine section of the New England Bakers' Association held a meeting at Dahlberg Hall, Bangor, Maine, recently. The afternoon was devoted to a business session, which was addressed by Camille DenDooven, of the H. A. Johnson Co., Boston, bakery supply dealer. In the evening a meeting was held at Brewer in the Mack Bakery. After an inspection of the plant, a demonstration of cake making and decoration was given by Mr. DenDooven. Mr. DenDooven was born in Belgium and learned the culinary art there. He acquired a reputation for his skill and in 1912 became chef to King Albert. He has been chef of several of the largest hotels in the United States, and at one time was foreman of the Lewman Bakery, Washington, D. C.

COOKIES AND FLOWERS

By T. B. Brownfield

THE Jefferson Bakery, Los Angeles, makes its displays of cookies and coffee cakes attractive to customers by banking them with flowers and potted plants. Bright yellow flowers in a handsome vase add brilliance to a counter. They are seductive. They cost little and take but a minute to arrange. Try them once in a while and see how much it brings into your cash register.



THE IDEAL BREAD FLOUR

Acme Flour

GUARANTEED

STRONG
RELIABLE
GRANULAR
UNIFORM

ACME-EVANS COMPANY
INDIANAPOLIS, INDIANA



100 Years
of
Progressive Milling



New 2,000-BM Daylight Mill—One of Three Plants

“Singin’ in the Rain!”

And that’s just what they would do if they could sing and if they were set out in the rain. They’re thirsty flours—they like the water and lots of it. They offer exceptional volume in production—plus real quality in texture and flavor. Result—more bread for the baker; better bread for the consumer.

REXOTA

Hard Winter Wheat

EARLY RISER

Hard Spring Wheat

Equally worthy of your favor are our four other special quality flours for bakers’ use:

- For Crackers—KISMET—soft winter wheat.
- For Cakes—KISMET SUPER-PATENT—soft winter wheat.
- For Bread—COMPETITION—hard spring wheat.
- GOOD CATCH—hard winter wheat.

Further information promptly supplied.

NOBLESVILLE MILLING COMPANY
NOBLESVILLE, INDIANA

Elevator Capacity, 750,000 Bushels

Mill Capacity, 1,200 Barrels Daily



Established 1774

UNIFORMITY

Mills—Ellicott City, Md.



The Continental Milling Co.

Specializing in
Fancy Cake Flour for Quality Bakers

Manufacturers of full line
DAIRY, POULTRY,
HORSE and HOG FEED


Office: 327 S. Hanover Street
BALTIMORE, MD.

Inquiries Invited

THE RAYMOND-HADLEY COMPANY, INC.
HOLT & COMPANY, INC.

Special Qualities and Packages for
flours required in tropical climates.

44 Whitehall Street NEW YORK, U. S. A.



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

Niagara Falls Milling Company
Flour Millers
BUFFALO, NEW YORK

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

MOSELEY & MOTLEY MILLING CO.
FLOUR MILLERS
ROCHESTER NEW YORK

Founded 1795



**We ship our famous
Buckwheat Flour**
from Maine to
California

Miner-Hillard Milling Co.
Wilkes-Barre, Pa.



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

**BUFFALO FLOUR MILLS
CORPORATION** BUFFALO,
N. Y.
1,000 Barrels Capacity
"BUFFALO BEST" Standard Patent
"GREAT LAKES" Special Short Patent Flour
"FAIRYLITE" Fancy Short Patent

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

Dunlop Mills Winter Wheat Flour—
Domestic and Export Richmond, Va.
Correspondence Solicited

Thirty-first Course in Baking Technology Starts at Siebel Institute

A LARGE group of men, representing all branches of the baking industry as also the allied trades, assembled at the Siebel Institute on March 3 for eight weeks' intensive training in the principles and practices of baking. From present indications, the members of this class will also properly apply themselves and carry out the ideals and traditions that mark the success enjoyed by the institute as well as its graduates.

The ever-increasing interest that is being manifested in education plainly indicates that the baking industry is attracting men of higher caliber—men who want to accomplish things and become a credit to themselves as well as to their employers. They realize that the industry is progressing rapidly, and that it offers a most promising future for those who are willing to apply themselves in order to keep in pace with and share in its growth.

For many years Siebel Institute has been conducting classes in baking, having already enrolled several thousand students. It has contributed a great share in the development of the industry from old "rule-of-thumb" methods to present scientific methods. The course covers the scientific principles of baking in every detail, and the student learns how to apply these principles to practice. After this intensive trading period, the students are better equipped to do their work systematically and constructively.

Wilfred Reed, of the Reed Baking Co., Croydon, New South Wales, has the distinction of being the student in the class

who has traveled farthest to take the course. He has already spent several months in this country, studying baking methods. For a month previous to his entering the class at Siebel Institute he was employed by the Midwest Baking Co., Chicago, where he gained considerable firsthand information. Mr. Reed is taking advantage of every opportunity to prepare himself for the responsibilities he will later assume when he returns to his home.

The students in the course have gathered from all sections of the country, 14 states being represented. Most of them have enjoyed considerable practical experience in baking, while a few have little or no experience. These men come from both large and small organizations producing all varieties of baked goods. A number of the members of the course are engaged in the sales and service departments of several large concerns of the allied trades. All are interested in increasing their knowledge of baking, so as to further develop their ability and efficiency.

Students of the technical course include:

Alexander Baumeister, Baumeister's Bakery, Sand Springs, Okla.; Donald D. Bell, Pollyana Pastry Shop, Traverse City, Mich.; Bert Bleier, Black Rock Bakery, Bridgeport, Conn.; Oliver E. Collison, Ord Milling Co., Ord, Neb.; Jack Davis, Harding Bakery, Harding, Mont.; Frank Dietrich, Kirchoff Baking Co., Clifton, N. J.; Karl C. Fromm, Fromm Bakery, Lima, Ohio; Charles Alan Gorman, Essig's Bakery, Lorain, Ohio; Ernest F. Haefner, Gardner Baking Co., Madison, Wis.; Herman C. Hett, Malt-Diastase Co., West Somerville, Mass.; William L. Hombendorf, Standard Brands, Inc., Cincinnati, Ohio; Lewis E. Kunst, Jr., Colonial Baking Co., Grand Rapids, Mich.; Robert

ONTARIO PRIDE Pastry Flour	VICTOR CIRCLE Short Winter Patent
King Victor	
Short Spring Patent	
Victor Flour Mills, Inc., Pittsford, N. Y.	

(Continued on page 1105.)

STOTT'S FLOURS for Bakers

Our bakery customers have a feeling of safety in using Stott's flours.

These flours develop richness of flavor in baking. They bring out the nutty flavor of the wheat.

This is due not merely to selection of the wheat, important as that is, but to the milling.

The quality of the gluten in our baker's flour is so exceptional that the dough can stand longer after proofing.

It is a "foolproof" flour, adapted to either large or small bakeries, or the ordinary run of shops.

Our sales methods have no extravagances.

We want more bakery business because we have been so successful in serving the bakery trade.

Bread Flours Rye Flours
Cake and Pastry Flours

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FLOUR OF QUESTIONABLE QUALITY IS COSTLY AT ANY PRICE

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Dependable Flour
and It's Cheapest
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Capacity 4,000 Barrels Daily

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It is centrally and strategically located for giving quick and efficient service to customers.

All our flours are milled under laboratory control—our own laboratory.

The Mennel Milling Co.

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Bakers—

When comparing Spring Wheat Flour use

“BULL DOG”

for your standard

Made by
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CLEVELAND, OHIO

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

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SOFT WINTER WHEAT FLOUR
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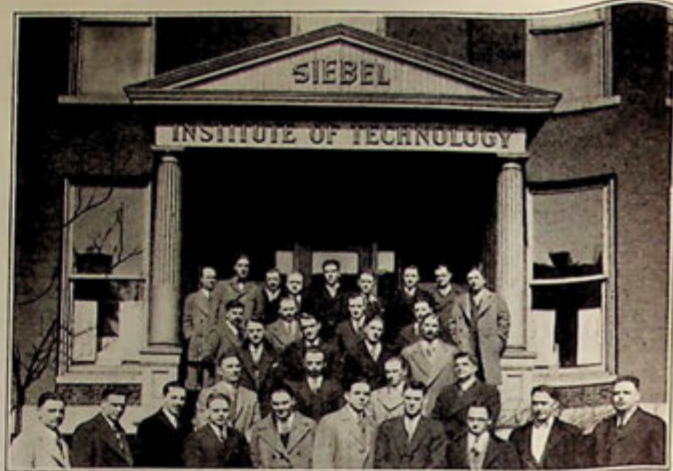
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Daily Capacity, 600 Barrels
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Codes: Robinson, Riverside, Millers



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Siebel Course in Baking Technology

(Continued from page 1104.)

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ing Co., Milwaukee; Stephen Sekeres, Beaver Valley Baking Co., Beaver Falls, Pa; Olaf Stamberg, Redler's Bakery, Chicago; George J. Stauber, Jr., Hackel's Bakery, Chicago; Burton L. Stephens, Lippman Baking Co., Springfield, Mo; Henry F. Voll, Voll's Bakery, Richmond Hill, L. I., N. Y.; Howard Weber, Marsh & Weber, Stroudsburg, Pa; Thomas Herbert Wotka, Wotka Bakery, St. Louis.

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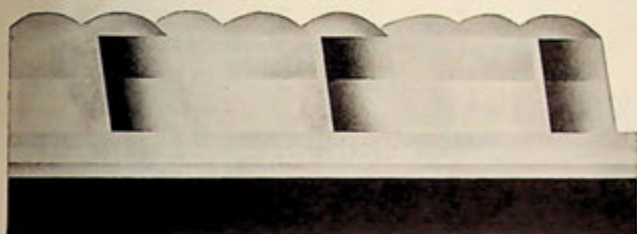
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THE MAIN LINK



WOODS MANUFACTURING CO., LTD.

MONTREAL - TORONTO - WINNIPEG

The Successful Small Baker

(Continued from page 1029.)

built up a good trade, prosperity seemingly becomes too much for him and he begins to cut a little on the quality. Although he maintains the opinion that a slight change is not noticed, his trade will soon begin to drop off. Sometimes the quality is reduced unknowingly. When a baker first starts in business he usually begins with a stock of new materials. After he enjoys a good trade and has a credit established he often has an opportunity to get better prices on goods by buying in larger quantities. Sometimes these ingredients are of a nature that do not keep well. This is the case with nuts and raisins. They probably were kept in cold storage before he received them, and when he has them on hand for a time they become dry and lose their flavor. The quality was good when he bought them, but when he keeps them on hand they gradually lose their original freshness. Shortenings and other materials will also lose their freshness when kept on hand for any length of time. Many bakers who earnestly try to maintain a high quality unwittingly reduce it by overlooking this important item.

"Produce quality goods." This is the old advice that has been handed out to every generation of bakers. However, when accepted, it does not serve its purpose when it is not followed. The baker who is constantly checking his quality is the only one who will be able to maintain it. If he compares it from time to time with that from another bakery, or from several of his competitors, he can see if any changes are necessary. Should he become convinced at any time that his product cannot be improved upon, or that it cannot slip in quality, he is on dangerous ground, and may find his trade leaving him for a competitor who has less ego and more common sense.

In order to be a successful neighborhood baker, the style of the goods must be constantly changed. Modern housewives demand variety in bakery goods.

When a new business is started with a large variety, it will be found that a certain number of pieces, perhaps only a few, will be bought more often than the rest. In a short time these will become the leading products. Other goods, not so much in demand, will probably enjoy a good sale for a short time, but eventually the demand decreases. These latter types should be watched closely. Occasionally they should be replaced with something new, made from the same or a similar dough. For example, Parker House rolls are usually favorites, but sometimes in some localities the demand decreases. If this dough is made into clover leaf rolls or finger rolls the volume of sales may be built up tremendously.

Seasonal varieties should always be made. When strawberries are in season, some pies and tarts should be made with fresh berries. The same is true with all kinds of fruit. Pumpkin and mince pies should not be made only for the Thanksgiving trade, but during the entire time that the materials of which they are composed are in season.

When sales begin to drop off on some of the goods, an effort should be made to replace them with something new. However, the new pieces should be different enough so that the sale of some of the leading articles does not suffer.

It is a poor policy for a retail baker to spend his efforts to make bread his leading product. I am not trying to convey the idea that bread has no place in a retail bakery. The fact remains, however, that large bread plants have the equipment and knowledge to produce the finest bread obtainable. The housewife can get it so conveniently with her grocery delivery that a small baker may spend a great deal of energy and use quantities of fine ingredients in making bread, only to find most of it still on hand at the end of the day.

The surest way to combat this compe-

(Continued on page 1112.)

Copeland Flour Mills, Ltd.

MIDLAND - CANADA

Millers Selected Hard Spring
Wheat Flour



Ideally situated. The facilities at our disposal enable us to guarantee uniform quality and service.

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In far-away India the work of guarding the quality of Bemis Burlap Bags is begun. Up the River Hooghly, at Bhradreswar, the Bemis Burlap Mill is located. Here at the source of the burlap for Bemis Bags the Bemis Standard of Quality First is firmly maintained.

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Established 1857

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The Successful Small Baker

(Continued from page 1111.)

tion is to offer the trade delicious rolls and fancy breads that will take the place of the ordinary pan bread obtainable at grocery stores.

It is true, a certain number of customers will demand the bread of the retail baker because they claim it is more like homemade than that of the specialists. The homemade bread from a retail baker is no more homemade than that of the larger baker. Perhaps this retailer's bread earns its "homemade" title from the fact that the loaves are not so uniform and not so perfect as those made by larger, up-to-date bakeries. Large bakers are able to assure uniformity because they have modern machinery and modern methods of control. The retail baker should spend his effort in good workmanship. Rolls, cakes and cookies should be made with exact neatness, so that the customer is delighted with their dainty appearance.

Workmanship is an item often overlooked when the baker is trying to figure a low cost. A retail baker can never hope to have outstanding success when he makes a cheap product. Of course there are differences in localities, but medium or low priced goods are much easier sold when they are neatly made than when the workmanship is poor.

As soon as Mr. Jones started his little business he began to interest himself in the affairs of the community. He joined the Community Improvement Association, the Parent-Teacher Association, and in fact all clubs or community movements whereby he came in contact with the residents. He worked faithfully and earnestly to do his part to make these various organizations successful. Inevitably the community reacted to Mr. Jones's attitude in a way that was favorable to his business. He was generous in his contributions of rolls, cakes, etc., to church socials, and made it a rule that everything donated for these affairs should be of the very best, so that the remark, "It came from Jones's," meant that it was the best bakery goods obtainable anywhere. This sort of advertising cannot be equaled, as every good business man knows.

New ideas and principles are often given out at bakers' conventions. Regardless of the size of his business, the baker should not fail to attend as many of these conventions as possible. Of course, if conventions are attended only for their social aspect, little benefit will be gained. If attended as a business proposition, however, the knowledge gained is inestimable. The writer remembers one idea that Mr. Jones obtained at a convention, which netted him many hundred dollars in profits. On the surface, exchanging ideas with competitors may not seem to be of much help to business. However, it has been proven again and again that the narrow-minded baker who feels that his competitor is out to "do" him, and regards his business methods as deep secrets to be carefully

(Continued on page 1114.)

AS the total cost of doing business always bears a direct relation to the net profits of wholesale bakeries, the latter are confronted with many problems in keeping down overhead, of which one of the most important is the cost of operating routes. These costs are directly related to selling expenses, and must be watched in every detail. This cannot be done unless an itemized account of them is kept. Such work is of the greatest importance in holding down the cost of operating routes, for without this knowledge it is impossible for bakers to know if their costs are excessive. With it, savings can be made where necessary.

WESTERN CANADA FLOUR MILLS Co., LIMITED

Head Office, TORONTO, CANADA

MILLS

WINNIPEG	CALGARY
GODERICH	EDMONTON
BRANDON	VICTORIA

Total Daily Flour Milling Capacity
10,000 Barrels

Rolled Oats and Oatmeal
800 Barrels

Cable Address: "LAKUBON"



Winnipeg Plant (St. Boniface) Daily Capacity, 5,500 Barrels

Manufacturers
of
Manitoba Hard Wheat
Flours

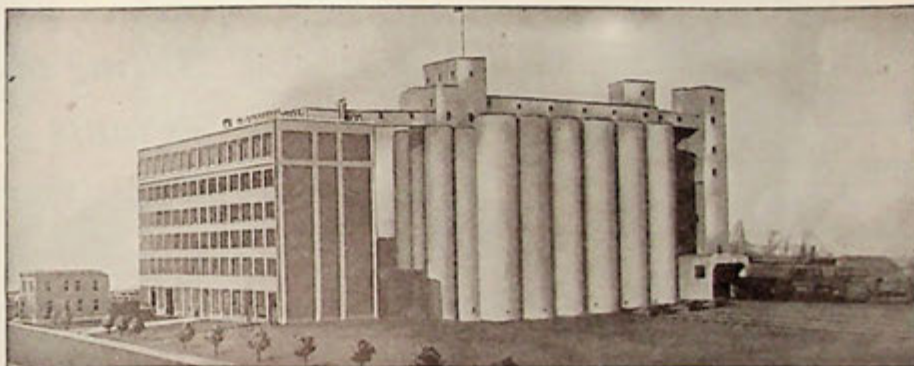
100 Interior Elevators
throughout Western Canada's
famous Wheat Belt

NEW YORK AGENCY:
44 WHITEHALL STREET

PURITY - THREE STARS - BATTLE

COMPETITION ONLY STIMULATES OUR SALES

CHOICEST
CANADIAN
HARD SPRING
WHEAT
AND
PERFECT
MILLING
FACILITIES
HAVE
PLACED
OUR
PRODUCTS
IN THE
VAN



BRANDS
"Victory"
"Prairie
Blossom"
"Woodland"
"Homeland"

MILLS
MONTREAL
HAMILTON
BRANTFORD

Capacity, 8,000 Bbls

Cable Address:
"DOMFLOUR"
Riverside Code

OUR SEABOARD MILL AT MONTREAL

The Dominion Flour Mills, Ltd.

Branch Offices at HALIFAX, QUEBEC and TORONTO

MONTREAL, CANADA

Direct from Producer
to Miller

WHEAT
OATS
BARLEY
RYE
FLAX

Selling more than
half of Canada's
total wheat crop
every year



**CANADIAN
WHEAT POOL**
CANADIAN CO-OPERATIVE WHEAT PRODUCERS LIMITED

Head Office:
WINNIPEG
Canada

Branch Offices:
Calgary
Toronto
Fort William
Montreal
Vancouver
New York
London
Paris

Representatives in
All European Countries

CANADIAN FLOUR EXPORT CO.
 G. D. BRUNDRY, Proprietor

Manitoba Springs Ontario Winters
 "AVIATOR" "ST. JULIEN"

Quality and Service

Cable: "CANFLEXCO" TORONTO, CANADA

TORONTO ELEVATORS, Ltd.

Two Million Bushels Capacity



Canadian and United States shippers will find our storage and service equal to the best on this continent.

We invite your letters or wires if interested.

JAMES PLAYFAIR, President
 GORDON C. LEITCH, General Manager

TORONTO, ONTARIO

W. B. BROWNE & CO.
 Established 1877
EXPORT FLOUR
 Manitoba-Ontario Winters
 53 Yonge St. TORONTO, CANADA

McLeod Milling Co., Ltd.
 Manitoba Springs, Ontario Winter Flour and Blends. Our location guarantees quick service to Atlantic seaports.
STRATFORD, ONTARIO, CANADA
 Cable Address: McLeod, Stratford
 Codes: Riverside, Bentley, A B C 5th Edition

*Advertising Illustrations ~
 Half-tones ~ Zinc Etchings
 Color Engravings ~*



The Weston
 ENGRAVING COMPANY
 305 So. 5th St. Minneapolis

Better Engravings

JONES-HETTELSATER CONSTRUCTION CO.
Designers and Builders for Milling Companies

706-9 Mutual Building KANSAS CITY, MISSOURI

Industrial Appliance Company
 INCORPORATED
 The Perfect Flour Maturing System
 332 S. La Salle Street CHICAGO, ILL.

FUMOTH The Original and Genuine Paper Fumigator
positively destroys MOths

It does the work completely, conveniently and economically. Keep your mill running while fumigating. Affects nothing but the Moth.

Endorsed by the underwriters. Particulars sent on request.

C. E. JAMIESON & CO.
 Manufacturing Chemists
 1970 Trembly Ave. DETROIT, MICH.

Consolidations
 Harry Harper and his Associates are representing many firms in the United States who are consolidating.

Atlantic Harry Harper & Associates
 0901-2-3 Corporation Counselors
 814-32 Roanoke Bldg., Minneapolis

The Successful Small Baker

(Continued from page 1112.)

guarded instead of brought out in the open and discussed at conventions, is the fellow who finds his business becoming stagnant and his trade leaving him for the more progressive establishments. The leader of an industry builds his business with hard work, sound business principles, exchange of ideas with those in the same business, and by securing and holding the good will of his patrons.

the price does not matter, so long as it is within reason.

Thus the reader can readily see that there is no one certain item that spells success, nor is there a formula for it which can be applied. If the things in life which we have hoped for do not come our way, it is well to stop and check up on ourselves. Mr. Jones has made a success, and he attributes it all to the foregoing. Even now, after he has a successful business, he stops occasionally to check up on himself. He goes into the items of quality ingredients, workmanship, display of goods, attitude of salesgirls and appearance of goods displayed for sale. He does not forget that he has certain outside responsibilities which will reflect upon his business, such as trade conventions and community affairs. For that reason, Mr. Jones is the "big fellow" in his community.

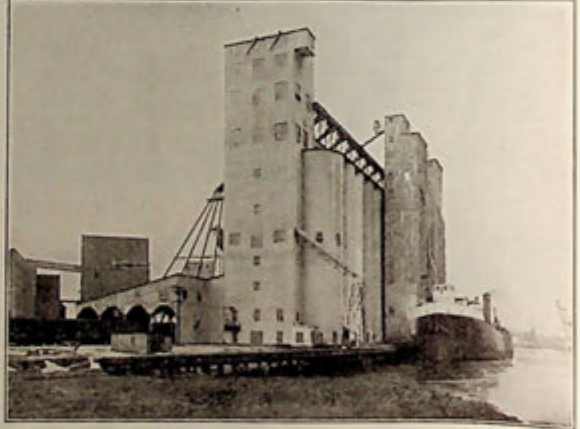
The final item to which Mr. Jones attributes his success is figuring the cost of his products. He rightly claims that the consumer owes him a fair return for his efforts. When he introduces a new product he does not determine the price by its appearance or by what the other fellow is charging. His method is this:

First, he adds up the cost of materials. To this is added labor, sales expenses, and overhead. The last two items are prorated from a monthly expenditure sheet. Every item that falls under these headings is included. When the total cost has been established, he adds a fair profit for his returns. Following this method, he carries some items in his store that are higher priced than elsewhere, but he does not intend to make them if they are not in demand. If the item is right, and pleases the consumer,

CHEAP bread is usually in keeping with its price, and bakers who have the courage to take a strong stand against it on a high quality basis will inevitably succeed in overcoming it.

ENGINEERS AND DESIGNERS OF

Fireproof Milling and Elevator Plants



MARINE ELEVATOR
 BUFFALO, N. Y.
 1925
 2,000,000-Bushel

A. E. BAXTER ENGINEERING CO.
 BUFFALO, N. Y.

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, Canada

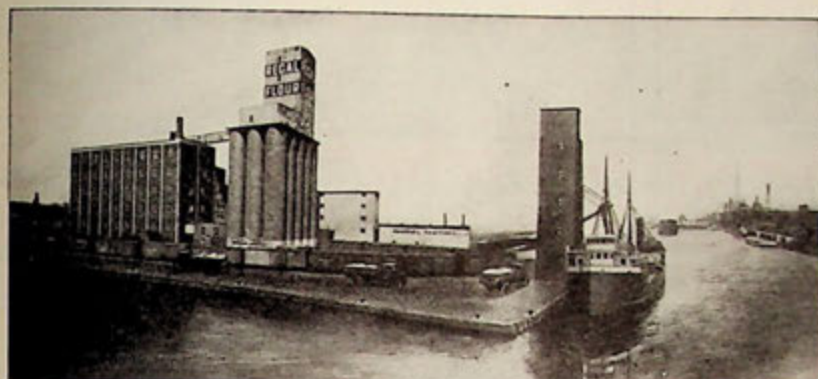



The St. Lawrence Flour Mills Co., Limited

MONTREAL

CAPITAL, \$1,800,000

CAPACITY, 3,000 BARRELS DAILY



*Brands: Regal, Premier,
National, Daily Bread,
Citadel*

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.



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



PORT WILLIAM MILLS

MILLS AT
MONTREAL, FORT WILLIAM,
WINNIPEG, EDMONTON AND
MEDICINE HAY

DAILY MILL CAPACITY
22,750 BARRELS

ELEVATOR CAPACITY
10,335,000 BUSHELS

WAREHOUSE CAPACITY
377,000 BARRELS

THE OGILVIE FLOUR MILLS CO., LIMITED

HEAD OFFICE: MONTREAL, CANADA

BRANCH OFFICES AT ST. JOHN, QUEBEC, OTTAWA, TORONTO, LONDON, HAMILTON, CALGARY, VANCOUVER

MAKERS OF THE FAMOUS "ROYAL HOUSEHOLD" Flour

COPELAND AND ELLIOTT

Flour, Feed and Grain
C. P. R. Building TORONTO, CANADA
Correspondence Invited
Cable Address: "COELL," Toronto

The Strong-Scott Mfg. Co., Ltd.

WINNIPEG TORONTO CALGARY
"Everything for Every Mill and Elevator"

VANNATTER & CO., LTD.

TORONTO, CANADA
GRAIN... FLOUR... FEED
Domestic and Export
Cable Address: "VANCO"

The Canadian Bag Company, Ltd.

Head Office, MONTREAL, QUE.



Does the busy dealer treat your flour as an important item in his stock? He is more apt to do so if the bags are attractive in appearance. We make a special study of this factor and all bags from our factories are pleasing to the eye. Our experience in designing brands is at your service.



Cable Address: "DOMBAY"

Factories: MONTREAL, TORONTO, WINNIPEG, VANCOUVER

Barnes-Ames Company Grain Merchants DULUTH

CORRESPONDENTS OF
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Hallet Carey Swart, Ltd., Winnipeg
Barnes-Irwin Co., Inc., Philadelphia
Barnes-Jackson Co., Inc., Baltimore

THE VAN DUSEN HARRINGTON CO. GRAIN DEALERS

Wheat Barley
Rye Corn
Flax Oats

Business Founded 1852

MINNEAPOLIS

DULUTH

CARGILL · Handlers of Grain

MINNEAPOLIS MILWAUKEE BUFFALO
DULUTH GREEN BAY NEW YORK

Marshall, Minn. Sioux Falls, S. D. Grand Forks, N. D.
Fairmont, Minn. Aberdeen, S. D. Minot, N. D.

Rosenbaum Grain Corporation

Grain Merchants — Exporters — Importers

Cash and Futures CHICAGO, ILLINOIS Private Wires

Great Western Elevator Co.

(Lessee C. G. W. Elevator)
KANSAS CITY, MO.

All Milling Wheat Business Given
Personal Attention by
GEORGE A. AYLSWORTH, President

Dependable Service for Particular Millers

Let us select
your wheat
requirements
Future Orders Solicited
JAS. S. TEMPLETON'S SONS
140 W. Van Buren St. CHICAGO, ILL.

SIMMONS GRAIN COMPANY

600 Corn Exchange MINNEAPOLIS

High-Grade Milling Wheat

We not only guarantee protein and gluten, but also quality of gluten

ESTABLISHED 1877

LANGENBERG BROS. GRAIN CO.

We Specialize in Soft and Hard Winter **MILLING WHEAT** ST. LOUIS, MISSOURI

Low Protein Hard.....MILLING WHEAT.....Soft Wheat

CHECKERBOARD ELEVATOR COMPANY

Capacity, 2,000,000 Bushels
Merchants' Exchange ST. LOUIS, MO.

SHEFFIELD ELEVATOR COMPANY

Shippers of Choice Milling Wheat

Please address our nearest office
DULUTH MILWAUKEE MINNEAPOLIS TOLEDO BUFFALO

Milling Wheat

Selected from Current Offerings
Out of Store or On Grade

Service Direct to Millers

Moore-Seaver
Grain Co.
KANSAS CITY, MO.

Bartlett Frazier Co.

GRAIN MERCHANTS

Receivers, Buyers, Shippers and Exporters

We Specialize in Milling Wheat

MEMBERS OF ALL LEADING
GRAIN EXCHANGES

Cash and Future Business Solicited

111 W. Jackson Blvd., CHICAGO

Operating ALTON ELEVATOR

Wolcott & Lincoln, Inc.

MILLING WHEAT

Cash and Futures

Our own wires and branches at Wichita, Salina, Hutchinson, Dodge City, Kansas; Enid and Oklahoma City, Oklahoma

(Members of Chicago and Kansas City Boards of Trade)

Main Office—Kansas City, Mo.

ESTABLISHED 1888

Chas. E. Lewis & Co.

Lewis Building, 2nd Ave. So. at 6th St.
MINNEAPOLIS, MINN.

Stocks, Bonds, Grain and...Cotton

Members
New York Stock Exchange
and all important grain exchanges

Hallet & Carey Co.

Futures . Receivers . Shippers
MILLING WHEAT
Minneapolis

MILLING WHEAT

Direct to Mills
THE WESTERN TERMINAL
ELEVATOR CO.
HUTCHINSON KANSAS

ANALYSES

Flours, Foods, Oils, Waters
The Columbus Laboratories
31 North State Street - CHICAGO

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-mark upon which they may desire information. Write direct to us or Mason, Fenwick & Lawrence.

CONTINENTAL NUT CO; globe and design; Continental Nut Co., Seattle, Wash.; nut bread, nut cakes, nut wafers. Use claimed since March 1, 1923.

HYBLA VALLEY; Ellen Gilmer Painter, Alexandria, Va; fruit cakes. Use claimed since Sept. 1, 1923.

ANGONOA'S; A. Angonona, Inc., New York; bread sticks. Use claimed since Oct. 14, 1923.

DI CARLO'S; National Baking Co., San Pedro, Cal; bread and rolls. Use claimed since July 1, 1927.

FEATHER FLUFF; and plume design; J. W. Allen & Co., Chicago; flour mixtures for doughnuts, cakes, etc. Use claimed since Sept. 1, 1924.

MIDWEST CONE CO., INC; Maryland Baking Co., doing business as Mid-West Cone Co., Inc., Baltimore; ice cream cones. Use claimed since Jan. 1, 1925.

DOLLYETTES; Schulze Baking Co., Chicago, Ill; cake. Use claimed since Nov. 13, 1923.

RENIMP; John Renshaw, Inc., Brooklyn, N. Y; cake improver used as an ingredient for cakes. Use claimed since Nov. 27, 1923.

BEAUTY ALMOND; John Walter, New York; bread, cakes, pies, crackers. Use claimed since Oct. 18, 1923.

CAMBERNS and windmill design; Cambern Corporation, Spokane, Wash; bread of all kinds, cakes, pies, cookies, doughnuts, pastries. Use claimed since Feb. 1, 1923.

CRESCO; Farwell & Rhines Co., Inc., Watertown, N. Y; bread. Use claimed since April 12, 1923.

Boy and girl design; Fischer Baking Co., Newark, N. J; bread. Use claimed since 1914.

B T and shield design; the Bon Ten Cake Co., Brooklyn, N. Y; cakes. Use claimed since June 11, 1923.

JUSROL; Jusrol Pye Crust Co., Oklahoma City, Okla; pie crust. Use claimed since Oct. 28, 1923.

TIP-TOPS; Ward Baking Co., New York; cake, doughnut and cookies. Use claimed since Nov. 1, 1927.

COCONETTES; Tasty Baking Co., Philadelphia; cakes. Use claimed since Jan. 2, 1926.

AUNT TILLY'S; Charles A. Scheuch, Jr., doing business as Charles Scheuch's Bakery, Washington, D. C; bread. Use claimed since Jan. 1, 1927.

THE WORLD'S DESIRE BETTUR BUTTUR; and globe design; Palmyra (Pa.) Treat Co., Inc; pretzels. Use claimed since Nov. 15, 1925.

FAIRFIELD WESTERN MARYLAND DAIRY; Western Maryland Dairy Corporation, Baltimore, Md; bread. Use claimed since July 1, 1925.

SERV-RITE; Boettger Baking Co., Inc., Pleasant Ridge, Mich; plain bread, whole-wheat, raisin and fancy breads, rolls, buns, doughnuts, fried cakes, cakes, cookies, pie, tarts and pastries. Use claimed since Jan. 1, 1923.

Representation of a zepplin; Morris Shumofsky, Bridgeport, Conn; bread. Use claimed since June 3, 1925.

OECK'S IDEAL; and diamond design; Charles W. Oeck, doing business as Colville (Wash.) Bakery; loaf bread. Use claimed since June 1, 1925.

CRYSTAL DONUTS; Richard C. Sugden, doing business as Wichita (Kansas) Donut Co., Wichita, Kansas; doughnuts. Use claimed since Sept. 12, 1925.

PARKWAY'S; Parkway Baking Co., Philadelphia; loaves of bread. Use claimed since Oct. 26, 1925.

SUNFRUIT; Food Makers of Sunland, San Francisco; cookies. Use claimed since Oct. 1, 1925.

Girl in circular design; John M. Bickler, Linton, N. D; pies, cakes, doughnuts. Use claimed since Jan. 1, 1925.

MONTANA SAPPHIRE; Montana Flour Mills Co.; Great Falls, Mont; bread. Use claimed since Nov. 15, 1925.

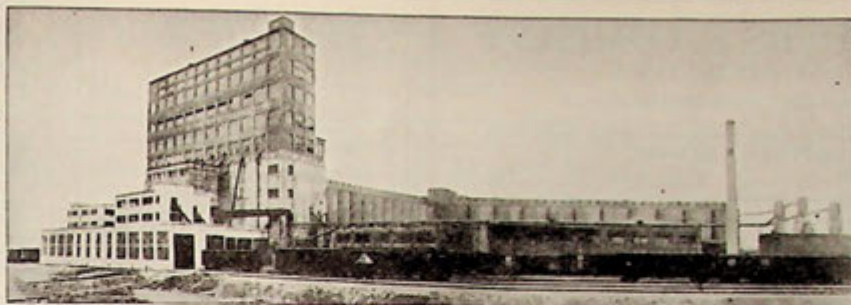
FLAKY-FLUFF; Prewitt Brothers, Indianapolis, Ind; doughnuts, crullers, jelly fills and perlings, namely yeast doughnuts filled with cinnamon. Use claimed since Sept. 15, 1925.

HAND-OUT STUNT

By T. B. Brownfield

THE Sue Pream Bakery, Hill Street, Los Angeles, on the opening day, attracted attention by what might be called "hospitable advertising"! A man dressed in white stood just outside the door with a tray of sweet goods, offering a taste to every passer-by. It worked; there was a good return on the investment. If trade lags now and then, try this stunt. Put a pretty girl at the door, and see what happens.

*America's
Finest*



*Terminal
Elevator*

STILL IN BUSINESS AT THE OLD STAND

In spite of government price juggling, we are serving our mill trade as usual with well selected wheat at the lowest practicable "commercial" prices.

DAVIS-NOLAND-MERRILL GRAIN CO.

Operating Santa Fe Elevator "A"—6,000,000 Bushels Fireproof Storage

KANSAS CITY, MISSOURI

FRED UHLMANN, PRESIDENT

PAUL UHLMANN, VICE PRESIDENT

RICHARD UHLMANN, SECY. AND TREAS.

UHLMANN GRAIN COMPANY

CHICAGO, ILL.

KANSAS CITY, MO.

*Operating... KATY
and... WABASH
ELEVATORS*

*Members of the
Following Exchanges:*

- Chicago Board of Trade
- Kansas City Board of Trade
- Minneapolis Chamber of Commerce
- New York Produce Exchange
- Winnipeg Grain Exchange
- Duluth Board of Trade
- Fort Worth Grain and Cotton Exchange
- New York Rubber Exchange
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- Chicago Curb Exchange
- New York Cotton Exchange
- New York Cocoa Exchange
- National Metal Exchange

OFFICES:

- New York City
- Chicago, Ill.
- Kansas City, Mo.
- Oklahoma City, Okla.
- Fort Worth, Texas
- Amarillo, Texas

*Total Capacity
4,300,000 Bushels*

SIMONDS SHIELDS LONSDALE GRAIN CO.

KANSAS CITY MISSOURI

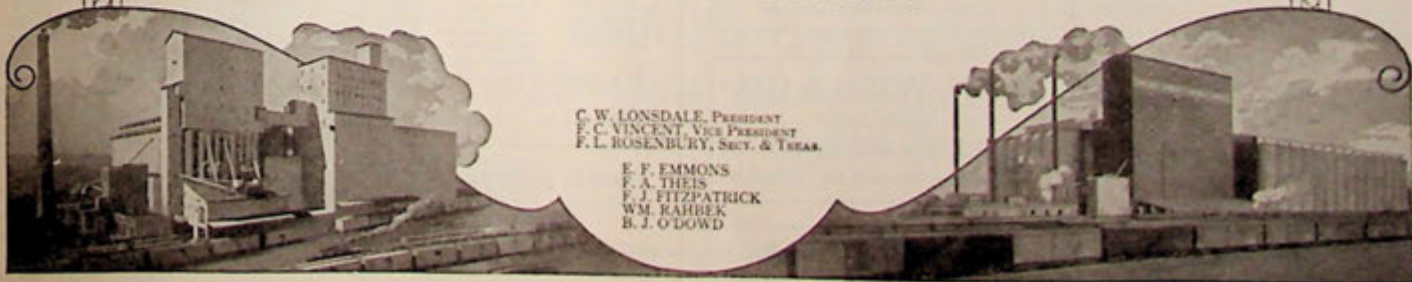
INTEGRITY—EFFICIENCY—RELIABILITY

Under all conditions, our endeavor always is to do business with our milling wheat customers on a basis which will win and hold their confidence and favor.

MILLING WHEAT AT THE MARKET

C. W. LONSDALE, PRESIDENT
W. C. VINCENT, VICE PRESIDENT
F. L. ROSENBERY, SECY. & TREAS.

E. F. EMMONS
F. A. THEIS
F. J. FITZPATRICK
WM. RAHBEK
B. J. O'DOWD



KING BROTHERS & COMPANY

Bourse - PHILADELPHIA, PA.

A RELIABLE OUTLET FOR YOUR FEEDS

Also large handlers of Dried Buttermilk and Dried Skim Milk for the feed and baking trade.

(Successors to M. F. BARINGER)

When in the market for **MILLFEED**

Write or wire RELIANCE FEED CO., Minneapolis, Minn.

Low Grades and MillfeedI. S. JOSEPH CO., INC.
MINNEAPOLIS, MINN.**S. T. EDWARDS & CO.**

INCORPORATED

FEED SYSTEM ENGINEERS

PLANT DESIGNS

SPECIAL FEED MILL MACHINERY

FEED FORMULAS

DRIED BUTTERMILK and SKIMMED MILK
Packed 100-lb paper-lined bags

110 N. Franklin St. CHICAGO

QUALITY FLOUR

C. W. DILWORTH

844 Rush St. CHICAGO

Chicago and Vicinity

KELLY Flour Co.
DOMESTIC *Merchandisers* EXPORT
AMERICAN FLOUR BLDG.
844 Rush St. CHICAGOAlways in the market. All grades of
FLOUR - Wheat - Rye - Corn
JOHN W. ECKHART & CO.
Established for 40 Years
Export. 312 N. Carpenter St. CHICAGO**Low Grades and Second Clears**
*Your Offers Solicited*The New Century Company
3040 So. Union Avenue CHICAGO, ILL.
Cable Address: "CENTURY"**W. S. Johnson & Co.****FLOUR**

444 W. Grand Ave. CHICAGO

We are always in the market for
hard and soft wheat flours.Habel, Armbruster & Larsen Co.
410-420 N. Western Ave. CHICAGO, ILL.**EXPORTERS OF FLOURS AND MILLFEEDS**

H. WEHMANN & CO., Minneapolis, Minn.

FLOUR and FEEDWe are buyers of all grades.
Send samples. Quote prices.

Established 1857

Samuel Bell & Sons

4th and Market Streets PHILADELPHIA, PA.

JOHN F. KRIEG, Broker

Grain—Flour—Feed

Independent Life Bldg. Nashville, Tenn.

J. P. PARKS

STRICTLY BROKERAGE

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AND FEED INGREDIENTS

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Chicago Office, 327 So. La Salle St.**DON C. GRAHAM FLOUR**540 Board of Trade Building
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Board of Trade Building
Kansas City, Missouri

T. R. BOTTS, Manager

Reynier Van Evera Company403 Victor Building
KANSAS CITY, MISSOURI

Flour—Semolina—Millfeeds

HUBERT J. HORAN

FOREIGN FLOUR DOMESTIC

665 and 667 Bourse PHILADELPHIA, PA.

J. C. Consodine Company

MILLERS' AGENTS

1503 Merchants Bank Bldg.
INDIANAPOLIS, IND.**SUPERIOR SERVICE****E. A. WITTER**

MILLFEEDS

1059 Board of Trade and...Low Grades
Kansas City, Mo. Brokerage OnlyHard and Soft Winter Wheat
FLOURS

I invite correspondence with a few bakers and jobbers who will appreciate specialized brokerage representation.

L. R. JEWELL, Kansas City, Mo.
301 Postal Building**JOHN E. KOERNER & Co.**

DOMESTIC EXPORT

FLOUR308-9 Louisiana Building
NEW ORLEANS, U. S. A.**A British View of Sliced Bread**

THE National Association Review, of London, which is the official organ of the National Association of Master Bakers, Confectioners and Caterers, recently published the opinion of a bakery expert on the use of sliced bread in England. American bakers will probably be amused at the slicing machine being described as "a freak from the land of freaks." However, in spite of this somewhat impolite remark, the writer is a recognized authority on bakery matters and his opinion carries with it considerable weight. It is as follows:

"The first reference to bread slicing in America published in this country appeared in these notes, and I confess that when I wrote of the matter it appeared to me to be a freak from a land of freaks. I did not think that the matter ever would be adopted as widely commercially as it has been across the Atlantic; yet I was surprised to find about the same time I wrote that sliced bread was actually being sold by some bakers in this country, and that the trade, certainly a small one, showed signs of developing. Since then I have found that many boarding houses and some families are very keen upon getting bread already sliced, for the special reason that the baker makes a much better job of the slicing than is done in the house, not to mention the saving of trouble.

"Since my first reference to the subject the slicing of bread has developed considerably in America, and some bakeries have increased their business along these lines. The matter has come before me in many ways lately, but an advertisement in last week's Review will now find the trade much financially interested and will be able to tell you much more of the plan than I can, but it appears to me that this is a matter that every baker will have to consider very carefully before long, because it depends less upon what we think personally than upon what other bakers will do.

"There is one feature of the matter that must be considered in this connection, and that is price. In America three methods of selling sliced bread are in vogue; 1, weighing the bread in the usual way, slicing it, and charging the usual price ruling in the district; 2, weighing at a slightly less weight, slicing and charging the usual price ruling; and 3, weighing at the usual weight, slicing and charging a little more for the trouble of slicing. In this country the middle course is ruled out; bread must be weighed at 1 lb or multiple of 1 lb. It becomes a case then of whether the trade will charge extra for slicing or whether it will add this service gratis. There is only one sound method of handling this problem, and that is to charge for service. I hope the trade will not add one more valuable service to the people for nothing. It will be interesting to note progress of the idea."

PACIFIC COAST BISCUIT PROSPERS

SAN FRANCISCO, CAL.—Pacific Coast Biscuit Co. reports, for the year ended Dec. 31, net profit of \$525,322 after depreciation and federal taxes, equal after preferred dividends, to \$2.62 per share on 120,000 shares of common stock outstanding. This compares with the net of \$471,002 after similar charges, equal after preferred dividends to \$2.17 per common share on the same capitalization. Charles M. Thomsen, president, stated that prospects for increased sales during the current year were very bright.

Net profits for 1929 were 11.5 per cent in excess of profits for 1928. Net profits after depreciation and federal taxes, for the year 1929, as stated above, do not include tax refunds from the United States treasury department as interest on the overpayment of taxes. These refunds totaled \$47,785 during 1929, equal to 40¢ per share on the common stock.

Bakery products produced in Atlanta Ga., for 1929 reached a total valuation of \$4,500,000.

CHINSKI
TRADING CORPORATION

SUCCESSORS TO
Chinski-Haviland Trading Corporation
Domestic **FLOUR** Export
Honest, Conscientious Service
One Broadway—New York
Tel., Digby 4584 Cable Address: "HAUGHIN"
4585

THE FRANK R. PRINA CORPORATION
DOMESTIC FLOUR EXPORT

PRODUCE EXCHANGE LIVE WIRES—CONNECT! NEW YORK

Flour Specialists Quality and Price Flour
M. S. Brownold Company

Successors to D. G. Van Dusen & Co.
Produce Exchange NEW YORK

We are always in the Market for
Hard and Soft Wheat Flours
GENERAL BAKING COMPANY
420 Lexington Ave. NEW YORK CITY

JOHN L. BRAY
FLOUR

Specializing in Family Trade
Eastern States
Produce Exchange Bldg. NEW YORK

FLOUR BROKER

JAMES HAFENBERG
Member N. Y. Produce Exchange
Produce Exchange NEW YORK

COWING & ROBERTS

Established 1887 Flour Winter Wheat
Correspondence and samples solicited a specialty
116 Produce Exchange NEW YORK

RAYMOND F. KILTHAU

Produce Exchange
NEW YORK
FLOUR AND CEREALS

HAYWARD & CO.

Brokers and Agents
FLOUR—FEED—GRAIN
312 Chamber of Commerce Building
BALTIMORE, MARYLAND

FLOUR

Broker and Merchandiser
DAVID COLEMAN, Incorporated
Members N. Y. Produce Exchange
Produce Ex. NEW YORK

American Flour Corporation

Produce Exchange
NEW YORK
Cable Address: "AMFLOTRCO"

FLOUR AND SEMOLINA

PHILETUS SMITH
Produce Exchange NEW YORK

WILLIAM ROGERS
FLOUR

Send Samples and Quotations
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WHITE & COMPANY

117 Commerce St. BALTIMORE
Flour
HARRY E. WHITE CO.
303 Produce Exchange NEW YORK

Exceptional Facilities
W.P. Tanner-Gross & Company, Inc.
Domestic Export
Flour and Cereal Products
25 Beaver Street. NEW YORK

E. S. Woodworth & Co.
AND
Concrete Elevator Co.

MINNEAPOLIS
Shippers of Corn, Oats, Barley, Rye,
Flaxseed and Millfeed

*Offer Their Combined
Facilities*

and nearly thirty years' experience to country mills, to buy wheat for their account in open market, or sell on Guaranteed protein content basis.



BUYERS OF MILLFEEDS
Wire us your offerings
C.J. MARTENIS GRAIN CO.
Produce Exchange NEW YORK

MILL FEEDS GENERAL COMMISSION COMPANY
Members Kansas City Board of Trade

KANSAS CITY, MISSOURI
C. L. FONTAINE, Jr., President Capital \$50,000.00

EDGAR O. CHALLENGER
FLOUR

Produce Exchange NEW YORK

S. R. STRISIK CO.

Flour Mill Agents
Produce Exchange NEW YORK

FLOUR and OFFALS

WE HAVE BUYERS for YOUR OUTPUT of
Wheat, Barley, Rye, Corn
Forward Samples and Quotations

JAMES J. RODGERS

Successor to Richardson Bros.
Broker
THE BOURSE, PHILADELPHIA, PA.

PETER J. EDWARDS
Sales Agent

Member New York Produce Exchange
FLOUR FEED GRAIN HAY
25 Church Street, NEW YORK CITY
Correspondence solicited

AREESE CO.

Specializing in
RYE FLOUR
Care Plaza Hotel, 50th & 54th Ave.,
NEW YORK, N. Y.

We Buy

Wheat Bran and Middlings which are used in the manufacture of LARRO, the ready ration for dairy cows, and are always glad to have your offers.

THE LARROWE MILLING COMPANY
DETROIT, MICHIGAN

Mason, Fenwick & Lawrence

Patent and Trade-Mark Lawyers.
Practice before the United States Courts.
Complete Files of Registered Flour Brands.
Established 1862 Trade-Marks Registered
600 F St. N. W. WASHINGTON, D. C.

GEORGE W. VAN BOSKERCK & SON

Est. 1850 Produce Exchange, NEW YORK
MILLERS AND EXPORTERS
SPECIALIZING IN
SOFT WHEAT FLOUR

ROBERT M. PEEK W. G. PHILLIPS
PEEK BROS.....FLOUR.....LITTLE ROCK, ARK.

PAUL, PAUL & MOORE

PATENT ATTORNEYS and SOLICITORS
Patents Procured and Trade-Marks
Registered in All Countries
854 Security Building MINNEAPOLIS



Occident Terminal Grain Elevator Located at Duluth, Minn.

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

"BIXOTA"

FLOUR

*Helps the Baker
Make a
Better Loaf*

*Selected
Wheat*

*Superior
Milling*

The "Bixota" baker knows that increased profits come to producers of quality bread

The RED WING MILLING CO.

Millers of High Grade Flours

RED WING, MINNESOTA

Established 1881

"Flour Quality Our Pride"

W. G. McLAUGHLIN, Mgr.

GLOBE FLOUR MILLS CO.

BRANDS:
"HEADLIGHT"

PERHAM, MINNESOTA

"GLOBE'S BEST"
"HERCULES"

Anything you want

This mill, located at the wheat cross-roads of the West, can supply you with any type of quality bread flour. Whether you want the product of choice northern spring wheat or of strong Turkey hard wheat, it is easy for us to fill your needs.

Our Location Permits This.

INLAND MILLING CO.

A. L. GOETZMANN,
Vice President and General Manager

DES MOINES, IOWA, U. S. A.

Choicest Rye is Raised in WISCONSIN

Pride...of Wisconsin Rye Flour

Made from Choice of Choicest

A Pure White Patent
That Helps the Baker
Make a Better Loaf

Wisconsin Milling Co.

MENOMONIE, WIS.

Cable Address: "POURKEFTL"
Codes: Millers' and Riversdale

THE DOUGHNUT IN HOLLY.
WOOD

HOW rapidly the doughnut is moving forward as a leading food item may be noted by the frequency with which it is mentioned in current food and general publications, but even more so by the increasing frequency with which doughnuts are referred to on the stage of the legitimate theater or shown on the moving picture screen. Motion picture producers, knowing how to measure every foot of film in popular interest—which means box office receipts—have been quick to observe how the American family has been taking more and more to doughnuts. So, to give proper atmosphere, they have been showing their leading men and leading ladies in the act of eating doughnuts and expressing their fondness for them. Thus, observing motion picture directors are holding the mirror up to a popular food, while at the same time millions of persons from coast to coast are keeping their eyes upon the doughnut. The wise baker can capitalize this interest. The motion picture companies are only too glad to co-operate with bakers in the locality for mutual advantage. The doughnut business is certainly worth going after.—*Doughnut Magazine.*

Brighter Windows

(Continued from page 1046.)

ings in the store where she deals, just as she tries to provide beauty and brightness in her own home.

It may be that nine tenths of the bakers do give much thought to the appearance of their stores, but the foregoing may be valuable advice even to them, because we are apt to let things take their course—and fall into evil ways.

Easter is a good time to take a look at the outside of the store or, rather, just before Easter comes. Does the front need a coat of paint? Is the window glass kept clean and polished? Are there any shabby materials used in the window decorations? Does the interior of the window require refinishing? Is the picture presented by the store pleasing to the people? If the baker will try and put himself in the customer's shoes while checking up these points, he will be better able to judge. Nothing but the best is good enough.

Easter is "dress-up" time. The baker can well afford to spend a few dollars on his windows once in a while. With the money well spent, it is a wonderful investment in future business. He can afford to discard all the old materials used in decorating his windows, and buy something new.

The suggestion for an Easter window illustrated in Fig. 2 will give the baker a number of ideas. Here we have some of the well-known Easter symbols included in the decorations.

The background is made of wall board panels. It is always advisable to have the interior of the store excluded from view in a window display, if for no other reason than that it takes the attention away from the display in the window. If panels cannot be used, then a drape should be stretched across the entire back of the window. This presents the dis-

(Continued on page 1122.)

ADVERTISING has come to be a business in itself, and its direction should be placed in the hands of those who devote their whole attention to it. Advertising expenditures can either be the most profitable investment of a bakery, or the most wasteful. Properly handled, advertising has been proven time and again to be immensely valuable in building permanent value into a bakery business.



"GOLDEN LINK"

Special Short Patent

"QUALITY LOAF"

Standard Patent

Made From the Finest Spring Wheat Yields

These Flours are Quality Flours

And contain all the natural flavor and strength of fancy hard spring wheats so necessary to produce the finest quality bakery goods at the lowest possible cost.

Always Uniform

BALDWIN FLOUR MILLS CO.

General Office

MINNEAPOLIS, MINNESOTA

Chieftain

OUR BAKERS PATENT

meets the approval of good bakers who are always striving to improve their product. Bread made from it has volume, bloom and flavor—the three elements that go to make the ideal loaf.

LA GRANGE MILLS
RED WING MINNESOTA



Established 1886

The standard
that others
strive to reach

White Swan Flour

SPRINGFIELD MILLING CO.
SPRINGFIELD MINNESOTA

THE HIGHEST PRICED FLOUR IN AMERICA AND WORTH ALL IT COSTS

King Midas Flour

Carries the assurance of success to the baker striving to materialize his ideal in the quality of his product.



KING MIDAS MILL CO. MINNEAPOLIS

CAPITAL FLOUR MILLS
INCORPORATED



**HIGH GRADE
DURUM WHEAT
SEMOLINA**

MINNEAPOLIS ~ ST. PAUL
MINNESOTA

Repeaters...

**"KOMO" and
"PACEMAKER"**

*Each a peer in its class....
so why look further?*

SAINT PAUL MILLING COMPANY
SAINT PAUL MINNESOTA

SEMOLINA and DURUM FLOURS

*That Will Satisfy the Most Critical
Domestic and Export*

Ask for Samples

COMMANDER MILLING CO., MINNEAPOLIS

Red River Milling Company

"CERES" Highest Quality Hard Spring Wheat Flour
Montana and North Dakota Wheat used exclusively
Daily Capacity 1,000 Barrels
FERGUS FALLS, MINNESOTA

"No. A1" Highest Quality Hard Spring Wheat Flour

ROBINHOOD and MYSTIC FLOUR

CORN PRODUCTS
DEGERMINATED AND KILN DRIED
(MEAL, FLOUR AND GRITS)

MYSTIC MILLS
INTERNATIONAL MILLING COMPANY
SIOUX CITY, IOWA

WISCONSIN RYE FLOUR

Made from Wisconsin Grown Rye

We are exclusive rye millers and the largest producers of rye flour in the state.

WHITE HEATHER....BLUE RIBBON....RYE MEAL

GLOBE MILLING CO.
WATERTOWN, WISCONSIN

"Wisconsin Makes the Best Rye Flour"

Brighter Windows for Easter

(Continued from page 1120.)

play as an entity, and not as part of the entire store.

It must never be forgotten that the window display must do two things: sell the merchandise displayed, and sell the place of business as a desirable place to trade. It is for this reason that it is necessary that the window displays be given such strict attention.

The Easter motto attached to the center panel is easily made. The first requisite is a card. This can be procured from a local cardwriter. The Easter lily is not hard for a cardwriter to paint. If this cannot be done, it is just as easy to procure a spray of artificial Easter lilies and fasten it to the card. The frame is made out of a circle of heavy cardboard or wall board, and covered with puffed silk or crepe paper. This should be in a pale green, and the card should be a delicate shade of lavender. These colors are symbolic of Easter.

If no further decoration is used but this motto card and Easter symbol, the window will be attractive. The side panel decorations are shown, because it makes a window more attractive to a greater number of people, especially to the wondering eyes of the young. Easter eggs are popular symbols of this event, and these may be painted directly on the panels. Another way is to have them painted on cards, and then cut them out along the outlines and attach them to the panels.

There is nothing more popular with children than a nest of colored Easter eggs. How their eyes pop out when they see a nest of colored eggs in a window display! It is for the purpose of attracting the child's attention and admiration that a nest of colored eggs should be used in the decorations.

The nest can be made of straw and hay, excelsior and colored yarns. Dyed excelsior makes a good one. The eggs should be colored, and may be the sugar

kind sold by confectioners. If the baker sells them he may place a sign on the nest quoting the price, at "so much a dozen."

Two platforms or steps are used in the floor plan of this window, the larger one and the floor being covered with any soft draping material, white, pale green, lavender or pink. This provides ample space for the display of baked goods.

In Fig. 2 a little different decoration is suggested. Here the modern art design is introduced through the use of the triangle. A painting in which rabbits are the theme should be used. Printed crepe paper designs may also be cut out and pasted to the triangle to secure the same effect.

The German legend that the colored Easter eggs are laid by rabbits is carried into effect in Fig. 3. Here we have the nest of colored eggs and the rabbit contemplating them, or guarding them, according to the flight of fancy. The rabbit may be introduced into the Easter display in a great many ways. In this design it is in the form of stuffed cotton representation, which can be purchased at toy stores. A bright ribbon around the neck gives a little more color to the display.

If the baker handles confectionery he will have plenty of Easter symbols to decorate his display with, candy eggs and rabbits, chicks, etc. Also, containers of papier mache and other materials. These will add to the attractiveness of his displays, and at the same time sell themselves.

Where these things are for sale it is strongly advised that tickets be used to indicate that fact, as well as to inform the public as to the prices for each.


Plan the Easter display to be an outstanding event. Get the materials together in advance, and when the time comes to install it you are ready to get down to business. Don't put it off until the last day.



The Choice of the Finest Hard Wheats

Duluth Universal Pride of Duluth
Duluth Reliable Apex—Extra Fancy Clear

DULUTH UNIVERSAL MILLING CO.
Duluth, Minnesota



Cream of Wheat Flour

always uniform; always the best at a fair price. We want some live buyers who are willing to pay for quality.

John H. Ebeling Milling Co.
GREEN BAY, WIS.

WISCONSIN RYE FLOUR
RYE MEAL—ALL GRANULATIONS

In the heart of the Rye producing sections of Wisconsin

WEYAUWEGA MILLING CO.
WEYAUWEGA, WISCONSIN

THREE JO'S

Milled to meet the demands of the trade—sure winners for the dealer, business builders for the baker, and most satisfactory for the housewife taking pride in culinary results.



"Big Jo"

High Quality for Family Use.

"Diamond Jo"

Strong, Big Yield Bakers' Flour.

"Little Jo"

Choice Flour for Domestic and Export Trade.

WABASHA ROLLER MILL CO.

WABASHA, MINN., U. S. A.

W. B. WEBB, PRESIDENT AND MANAGER



Vanity Fair Flour

CANNON VALLEY

is manufacturing one of the outstanding flours made in Minnesota. A perfect flour, laboratory controlled. Many of our old customers and some of our new connections have written us voluntarily that they have never had so many favorable comments. We can please the most exacting.

CANNON VALLEY MILLING CO.,
567 Chamber of Commerce,
Minneapolis.

Leading Patents

VANITY FAIR }
TELEPHONE }
MARITIME }

Laboratory Controlled.

CLARO DANDY DOUGH ALOHA

Read what this baker says:

"I FIND Dandy Dough has wonderful water absorption, good expansion and the finished loaf possesses all the requirements of good bread. Business has shown a substantial increase with this flour and I am a pleased and satisfied user."



CLARO MILLING Co.

526 Security Building
MINNEAPOLIS - MINN.



SPECIAL PATENT



Stokes MILLING CO.
WATERTOWN SO. DAK.

MADE TO MAKE GOOD



MILLED FROM SELECTED HARD WHEAT
SUNSHINE FLOUR

QUALITY STANDARD PATENT

Stands up under punishment

Mother Hubbard

The flour of supreme satisfaction

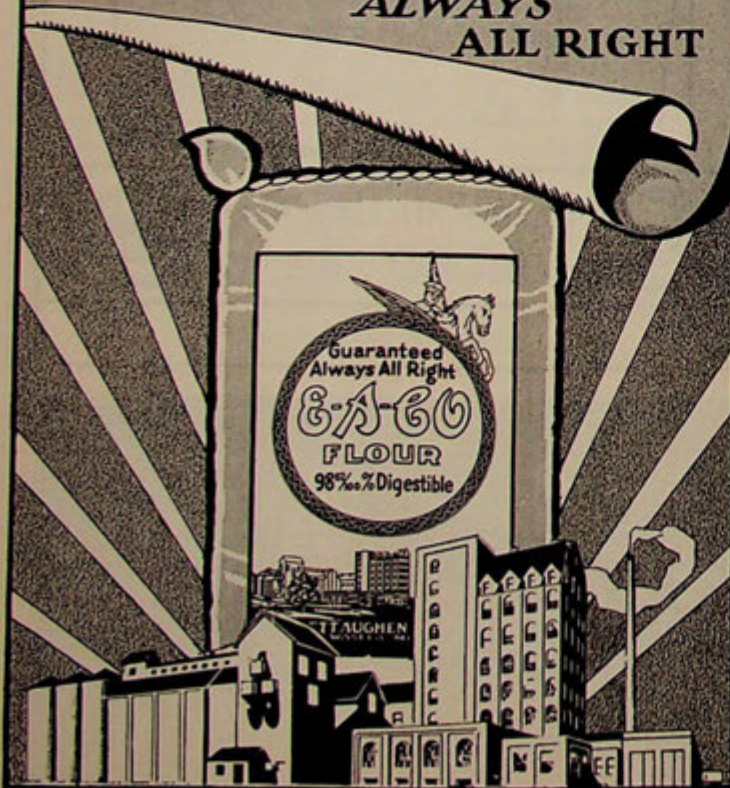
Worth the difference

**HUBBARD
MILLING
COMPANY**

Mankato, Minn.



**GUARANTEED
ALWAYS
ALL RIGHT**



EVERETT, AUGHENBAUGH & CO.,
General Offices Minneapolis, Minn.

CHRISTIAN MILLS
Matchless Quality Flours

SEMOLINAS AND RYE
MINNEAPOLIS, MINN.

Capacity:
1,200 Barrels Spring
1,000 Barrels Durum
250 Barrels Rye
Cable Address:
"CHRISTMILLS"

Excelsior Milling Co.

MINNEAPOLIS, MINN.
*High Grade Spring Wheat Flours
and Fancy Semolinas*

Empire Milling

Minneapolis Co. Minnesota
Millers of High Grade Flour

PURE RYE FLOUR

We make a high-grade pure
winter rye flour
Ask for sample and quotations.
FISHER & FALLGATTER
WAUPACA, WIS.

Chas. A. Krause Mfg. Co.

MILWAUKEE, WIS.
*Manufacturers Amerikon Kilo-dried
White and Yellow Corn Products*
DISTINCTIVE QUALITY
Capacity, 10,000 Bushels

Pure Wisconsin Rye Flour

Samples and quotations
sent on request
THE PAGEL MILLING COMPANY
Stevens Point, Wis.

Wisconsin Rye Flour

We Specialize in Dark Varieties
FRANK JAEGER MILLING CO.
DANVILLE P. O. Astice WISCONSIN

"SNOW WHITE" flour, a high quality
spring patent.
"PIONEER" Rye flour.
"PIONEER" Whole Wheat flour.
Split cars a specialty
MINOT FLOUR MILL COMPANY
Minot, North Dakota

FARGO MILL COMPANY

Millers of Hard Spring Wheat
Flour made from the famous
Red River Valley Wheat.
FARGO, N. D.

Crown Milling Co.

Chamber of Commerce
MINNEAPOLIS
Brokerage Connections Wanted

H. T. PHOSPHATE

HIGH-TEST
PROVIDENT CHEMICAL
WORKS
Established 1878 ST. LOUIS, MO.

Bakeshop Notes

Alabama

The Elektrik-Maid Bake Shop, Montgomery, has moved into larger quarters.

Arizona

The Valley Bakery, Casa Grande, has been purchased by Thomas G. Riley and A. Paterson, of Phoenix.

Arkansas

The Arkansas Baking Co., McGehee, will erect a \$90,000 plant to care for its increased business.

Arthur Porter has opened a modern bakery at Yellville.

California

Edward Ward has taken over the Brea (Cal.) Bakery.

C. Richie, Sacramento, has purchased the Dunsmuir (Cal.) Bakery.

The French Bakery being erected in Fairfax at a cost of \$10,000 will specialize in fancy bread.

Irving O'Neal, of Merced, has opened a Betsy Ann electric bakery in Los Banos.

The Snow White Bakery, Madera, has moved to 116 East Yosemite.

Ernest Senn has installed a bakery outfit at 5361 Foothill Boulevard, Oakland.

P. Gianos and A. Zaratofitis have opened a bakery at 1660 1/2 Seventh Street, Oakland.

Cake making hereafter will be the major activity of the Old Home Bakery, Sacramento.

Connecticut

The Esther Cake Shop, Greenwich, has been closed.

Idaho

Richard Spalinger, of Prineville, Oregon, has purchased the Bonner Bakery, Bonners Ferry.

Illinois

Work has begun on the \$125,000 bakery of the Alton (Ill.) Baking & Catering Co. plant to replace the one damaged by fire last fall.

E. J. Richey has taken over the Elm Bakery, Paris, and will re-equip it with all modern machinery. It will reopen as the Blue Ribbon Bakery.

Carl Denne, of Gibson City, has taken over the bakery at Piper City.

The Ross Bakery, Westmont, has been purchased by H. Hartmann.

Indiana

Fletcher Peek, owner of the Purity Bakery, Rockport, is preparing to occupy larger quarters.

Iowa

C. M. Heller, Chicago, has purchased the Lothman Bakery, Albia.

Smyth & Eakle are the new owners of the bakery at Anamosa.

Taylor & Cline, Clarinda, have sold the Tastee Doughnut Shop to D. A. Webster, of Peru, Neb., and George Dougherty, of New Market.

Frank Brown and Charles Yahn, Des Moines, have purchased the bakery of Carl Weissinger.

D. K. Cole, of Alta, has purchased the bakery at Lohrville.

William Keiffer will open a bakery in Milford.

The Baxter Bakery, Newton, has been purchased by D. J. Mathews, of Sassa Paula, Cal.

Kansas

The Mitchell Bakery, Independence, will erect a needed larger plant, and install new equipment.

Kentucky

The Martin Pie Co., Louisville, has opened a cake plant at 212 South Second Street.

Louisiana

Adam Zebender, operator of the Dixie Bakery, has incorporated the Adams Baking Co., New Orleans, with a capital stock of \$20,000.

The Jeff Davis Bakery, Jennings, is installing \$5,000 worth of new equipment. The plant is owned and operated by A. Freveu and L. L. Lambert.

Joseph Binder, Inc., has installed an Artofex dough mixer.

The National Lunch Co. of Louisiana

(Continued on page 1126.)

"WINGOLD"

"WINONA"

"NORMANO"

After all,
"There is
No Substitute
for Quality"



BAY STATE MILLING CO.

HARD SPRING WHEAT & RYE FLOURS

WINONA, MINNESOTA

DAILY CAPACITY
FIVE THOUSAND BARRELS

"WINGOLD" Rye Flours



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

Choice
No. 2 Semolina
Fancy
Durum Clears

AMBER MILLING
COMPANY
Flour Ex., Minneapolis, Minn.



ATKINSON MILLING CO.
MINNEAPOLIS
MINNESOTA

MILLERS OF
CHICKASAW
Whole Wheat and Rye Flours
The Brown-Falggatter Co., Inc.
CEDAR FALLS, IOWA

HIGHEST GRADES OF HARD
WHEAT FLOURS—BRANDS
"New Gold" "Silver Leaf"
Correspondence Solicited
MORRIS CITY MILLS, INC.
MORRIS, MINN.

Wedding Invitations
Announcements
Finest Hand Cut Engraved Plates
BUSHNELL QUALITY STATIONER
94 So. 11th Street MINNEAPOLIS

C. A. WEAVER
NORTHWESTERN REPRESENTATIVE FOR
Bodmer's Silks Tyler Wire
Webster and Weller Line
422 Flour Exchange MINNEAPOLIS, MINN.



W. S. NOTT CO., Minneapolis
Mill Supply Headquarters

Peerless Ground Cut
Finish for Reduction Rolls

Licensed Under The
Easmueller Patents

Getchell Cut for Break Rolls

Makes a Big Percentage of
Large, Uniform Middlings

Twin City Machine Co.
MINNEAPOLIS, MINN.

Bakeshop Notes

Louisiana

(Continued from page 1124.)
to operate a bakery and lunchroom with H. W. Fisch as president, has been incorporated at New Orleans.
Albert Moise, Morgan City, has purchased the bakery of H. E. Broussard, Lake Arthur, and is remodeling it.

Maryland

John L. Clarence G. Harry C. and Frank C. Ort, Cumberland, have incorporated as The Ort Bros. Bakery, Inc.

Massachusetts

Damage of over \$3,000 was caused to the bakery and stock of Baskin & Kessler, New Bedford.

A. J. Archambault, baker, Methuen, is a voluntary bankrupt. Liabilities, \$5,667; assets, \$2,937.

The Guarantee Bakeries, Inc., with 2,000 shares no-par capital stock, has begun business, with its principal office at Worcester.

Michigan

James Randall has purchased an interest in the Tasty Bakery, Ironwood, from John Baretti and will conduct it as the New Tasty Bakery.

Fay Wooster has opened a modern bakery at Reed City.

E. A. Sandell has opened the Bake and Caudy Shop, Ironwood.

Minnesota

F. W. Smith, Ironton, has moved his Home Bakery to Crosby.

Bernie's Bakery, Jasper, has been purchased by Jacob Straub, who has chosen Service Bakery as its future name.

S. J. Friar has established a bakery at 3902 Cedar Avenue, Minneapolis.

The Dutch Oven Bakery has succeeded William Willing at 5336 Lyndale Avenue, Minneapolis.

The Jernell Bakery, 3706 East Thirty-fourth Street, Minneapolis, has been discontinued.

E. Kallerud, of Durand, Wis., has installed a bakery outfit at Pipestone.

C. H. Smith, Montevideo, has closed his Electric Maid Bakery.

The Short Line Bakery, 725 West Seventh Street, and the Table Talk Bakery, 937 Magnolia Street, St. Paul, have been discontinued.

The name of the Alfstad Bakery, 2255 Como Avenue, St. Paul, has been changed to the Severtson Bakery.

The Langhoff Bakery, 883 South Smith St. Paul, is now conducted by Langhoff & Thompson.

H. H. Blum, 621 University Avenue, St. Paul, has applied for a bakery license.

The Red Nick Bakery and Sandwich Shop has been opened at 103 Wabasha Street, St. Paul.

Gust Hanson, 1137 Payne Avenue, St. Paul, has applied for a bakery license.

The Parmalee Bakery, Sherburn, has been purchased by Alfred Hageman, who will remove the equipment to Triumph and operate there.

Mississippi

Fire completely destroyed the Boxel Bakery, Ellisville.

The Delta Bakery, Clarksdale, has been closed.

Malcolm Patterson, of Decatur, Ala., has purchased an interest in the Wedding Bakery Co., Biloxi.

Montana

George Jensen has leased The Kirkland Bakery, Columbus.

Bishop's Cake and Pastry Shop has been opened at 37 North Main Street, Butte.

Louis Stahl, Dillon, has disposed of his interest in the City Baking Co. to Louis Schmittroth.

Nebraska

The Butter Pan Products Co., capital stock \$25,000, has been incorporated at Lincoln by W. E. H. N. and A. H. Rasch, to do a wholesale and retail baking business.

New Jersey

Grimm's Bakery, 3297 Boulevard, Hudson City, has been incorporated by William C. and Richard Grimm, Edwin Ratcliffe and Herman Schmidt.

(Continued on page 1124.)

Use
GOLDRIM
Superlative Quality
Spring Wheat Patent
WESTERN FLOUR MILLS
Davenport, Iowa

"Pride of Minnesota"
FLOUR



1,000 BARRELS EVERY DAY

NORTHWESTERN MILLING CO.

General Offices: 814 CHAMBER OF COMMERCE BUILDING

Mills at Little Falls, Minn.

MINNEAPOLIS, MINN.

For More Than Seventy Years

We have supplied families and bakers with High Grade Spring Wheat Flours....The fathers and grandfathers of the present generation bought Gold Coin....Present day users of flour recognize the merit of our products as their forefathers did before them.



GOLD COIN DANIEL WEBSTER

STANDARD PATENT

SHORT PATENT

PURE SILVER VERY FANCY CLEAR

WHOLE WHEAT and GRAHAM FLOURS

RYE FLOURS PURE AND BLENDED

An Exceptionally Complete Line....A Flour for Every Purpose.

EAGLE ROLLER MILL CO.

NEW ULM, MINNESOTA

Always Ace High



The FLOUR with
The Vim and Pep left in, and
The Doubt and Trouble left out.

Tennant & Hoyt Co.
LAKE CITY, MINN.

Since 1849 Wisconsin's Par Plus Product

"ROCK RIVER RYE"

All Grades—from the Darkest Dark to the Whitest White

FRANK H. BLODGETT, INCORPORATED, JANESVILLE, WIS.

Successors to Blodgett-Holmes Co., Blodgett Milling Co., and Ford Milling Co.

The buyer purchasing our products pays no commission,
no brokerage. Each sale is direct from mill to buyer.

MARCUS JOHNSON, President J. J. PADDEN, Vice President S. M. SIVERTSON, Secretary

"CREMO"

Just the Cream of Hard Wheat

ALSO SEMOLINAS

Crookston Milling Company
CROOKSTON, MINN.

Bakeshop Notes

(Continued from page 1124.)

New York

Mrs. Salzmann's Bakery, Inc., will have its principal office at Kingston.

Max Scholz has returned to East Hampton, and re-engaged in baking.

Roy Shufelt, of the People's Bakery, Newark, has installed new equipment and moved into larger quarters.

Breisblatt Bros., bakers, Brooklyn, bankrupt, report liabilities of \$20,394 and no assets.

North Dakota

Wesley Newby has reopened the bakery at Fairmount.

Martin Twete has purchased Hjalmar Tvedt's interest in the Home Bakery, Grenora.

Ohio

S. A. Smith, of Wauseon, has opened a bakery in Delphos.

J. M. Thomas, of the Amherst (Ohio) Bakery, is completely modernizing his plant.

Oklahoma

J. A. Miller has sold the Afton (Okla.) Bakery to Lyle Davis.

A. H. Empson, Depew, has moved the equipment of the Quality Bakery to Neosho, Mo., where he will open a shop.

R. D. Smith has opened a bakery in Ada.

Oregon

Walker's Home Bakery, Seaside, is being enlarged.

Mr. Gould, of The Valley Inn, Grass

Valley, has installed a bakery in connection with his hotel.

S. A. Moore, Astoria, has purchased the Dixie Bakery, Salem, and will change its name to Salem Bakery.

Rollin Weaver, of Salt Lake City, will open a pie manufacturing plant in Portland.

Pennsylvania

Wariner Solenberger has purchased the interest of J. K. Richard, Fayetteville, in The Lincoln Way Baking Co.

Mrs. Ada M. B. Wagner, Huntington, has sold her bakery to her son, C. V. Wagner, who will do business as the Wagner Baking Co.

John Beck, Norristown, has opened his bakery and confectionery under the title of North End Sweet Shop.

Roy Allebach, Norristown, has sold his bakery to Mrs. Frances Coldsbury.

The Red Star Bakery, Inc., Reading, has been granted a state charter.

The Almar Stores Co., a chain concern, will erect a three-story bakery in Philadelphia.

South Dakota

W. H. Sparrow has opened a bake shop at Corsica.

Schmidt & Jensen have purchased the bakery of C. H. Avery, Gary, and renamed it the Gary Bakery.

Smith's Bakery is a new institution at Hurley.

(Continued on page 1129.)

Wasco Warehouse Milling Co.

Manufacturer All Grades

HARD and SOFT WHEAT FLOUR

THE DALLES, OREGON, U. S. A.

Daily Capacity, 2,000 Barrels

These THREE Outstanding Machines

**OUR SERVICE
to the MILLER**

Iron Prince Scourer

is noted for its vigorous scouring of every kernel.

Automatic Three-Sieve, Double Shaker Milling Separator

Removes seeds, oats and other impurities from the wheat.

Perfection Dust Collector

Most modern mills throughout the nation are equipped with them.

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it is fully worth the difference”



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Bakeshop Notes
 (Continued from page 1128.)

Tennessee
 H. P. Wasson heads the Colonial Bakeries recently established in Chattanooga.

Texas
 The Fehr Baking Co. has invested \$200,000 in its new plant at Corpus Christi.
 Boler Bros., Brownwood, will open a bakery in Stamford, containing both bread and cake units.
 Leon Coffin, Big Spring, has purchased the Home Bakery, Stephenville, and changed the name to the Stephenville Bakery.
 Frits Ziles, former owner of the Pure Food Bakery, Uvalde, has entered the grocery business.
 The Oak Cliff Baking Co., 601-7 East Ninth, Dallas, will erect a \$22,000 plant.
 The Dallas (Texas) Bakers' Supply Co. has been incorporated, with \$5,000 capital stock, by O. H. Blass, W. L. Terrell and R. J. Peck.

Washington
 E. L. Bradley has purchased the Cashmere (Wash.) Bakery.
 M. E. Crume, of Pendleton, has moved to Prosser and engaged in the baking business.
 The Smith Bakery, Raymond, has closed its doors.
 R. P. Daniels, of Everett, has purchased the Pioneer Bakery, Renton.
 The Condon Bakery, Walla Walla, has added new equipment valued at \$4,000.

Wisconsin
 Philip Dahl has purchased the equipment of the Elite Bakery, Galesville, and is opening for business.
 Peter Lehr, Hales Corners, has reopened Ludwig's Home Bakery.
 Koser's Bakery, Watertown, has installed a large Fish rotary oven, to be used especially for fine cakes and pastries, and an automatic bread slicer.
 George A. Nelson, of River Falls, has purchased the Glenwood (Wis.) City Bakery from R. L. Oakley.
 P. W. Clifton has opened a bakery at Marshfield.
 C. J. Oswald has assumed management of the bakery at Muscoda.
 P. W. Clifton, and son Floyd, are arranging to open a bakery at Neillsville with the latter in charge.
 Mrs. William Dymacek, Oconomowoc, has sold the Quality Bakery to Lorena Graf.
 The Golden Krust Bakery, Owen, has succeeded H. V. Anderson.
 Bernard Endijan, Green Bay, in his voluntary petition in bankruptcy, listed liabilities at \$30,152 and assets at \$5,282.
 John W. Sawyer, Madison, has converted his candy shop into a retail bakery.

Wyoming
 W. E. Brien has opened a bakery in Cheyenne.
 The Lyman Bakery, Powell, A. L. Copas, owner, was totally destroyed by fire.


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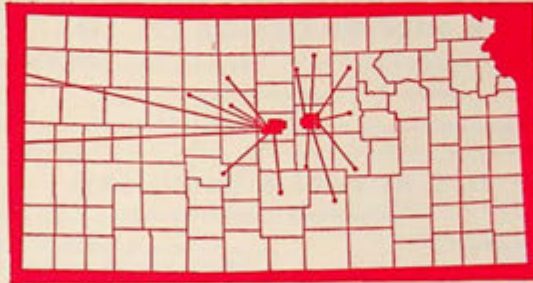
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Main Office—118 South Sixth Street, Minneapolis, Minn., U. S. A.

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SUBSCRIPTION PRICE

The Northwest Miller and American Baker,
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Domestic, \$1.00; 3 years \$2.00.
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Miller, published on the first, second, third
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as mail matter of the second class.

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Youngblood, A. P. Co., New York, N. Y.

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JOURNAL OF THE AMERICAN DIETETIC ASSOCIATION

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