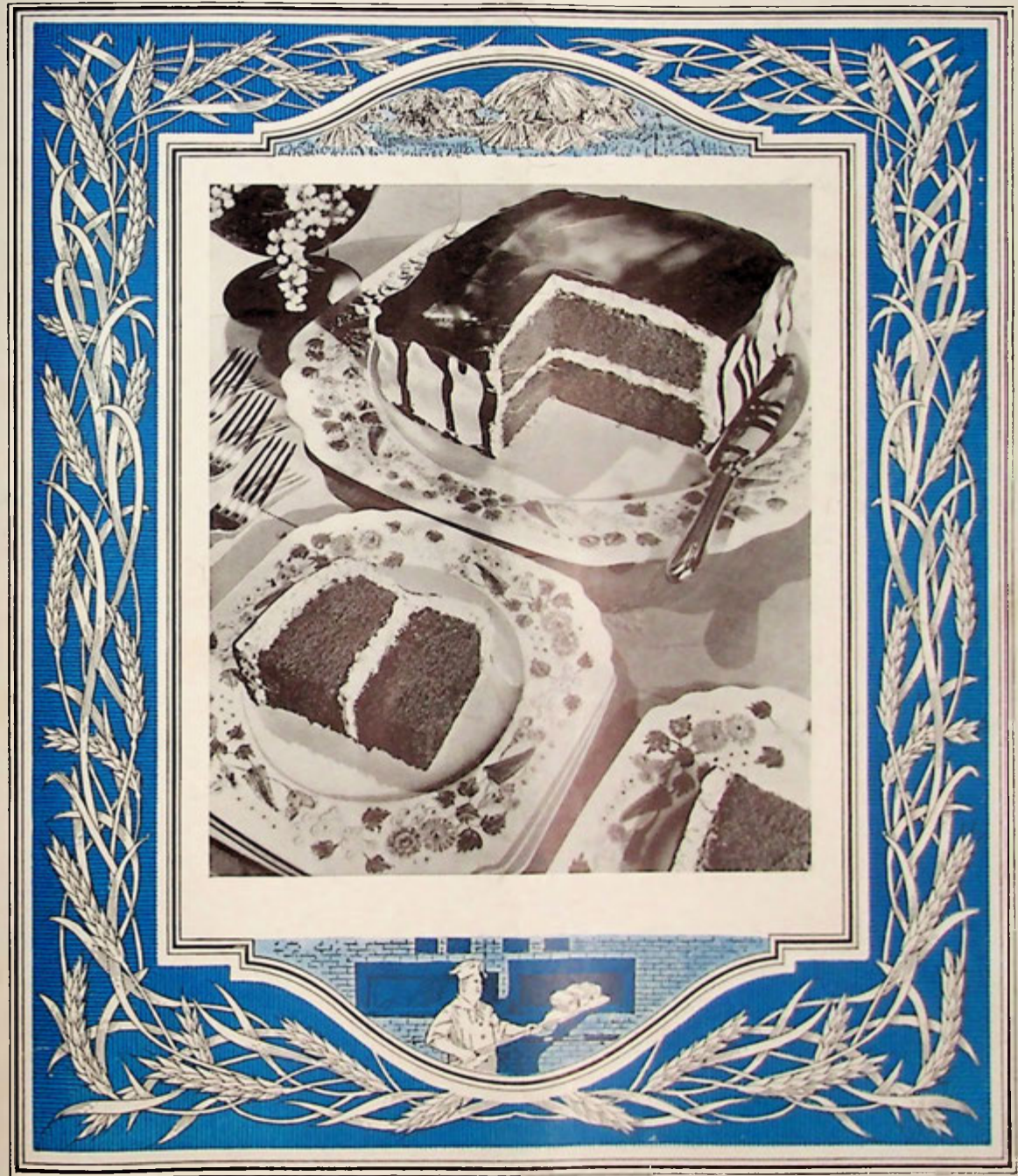
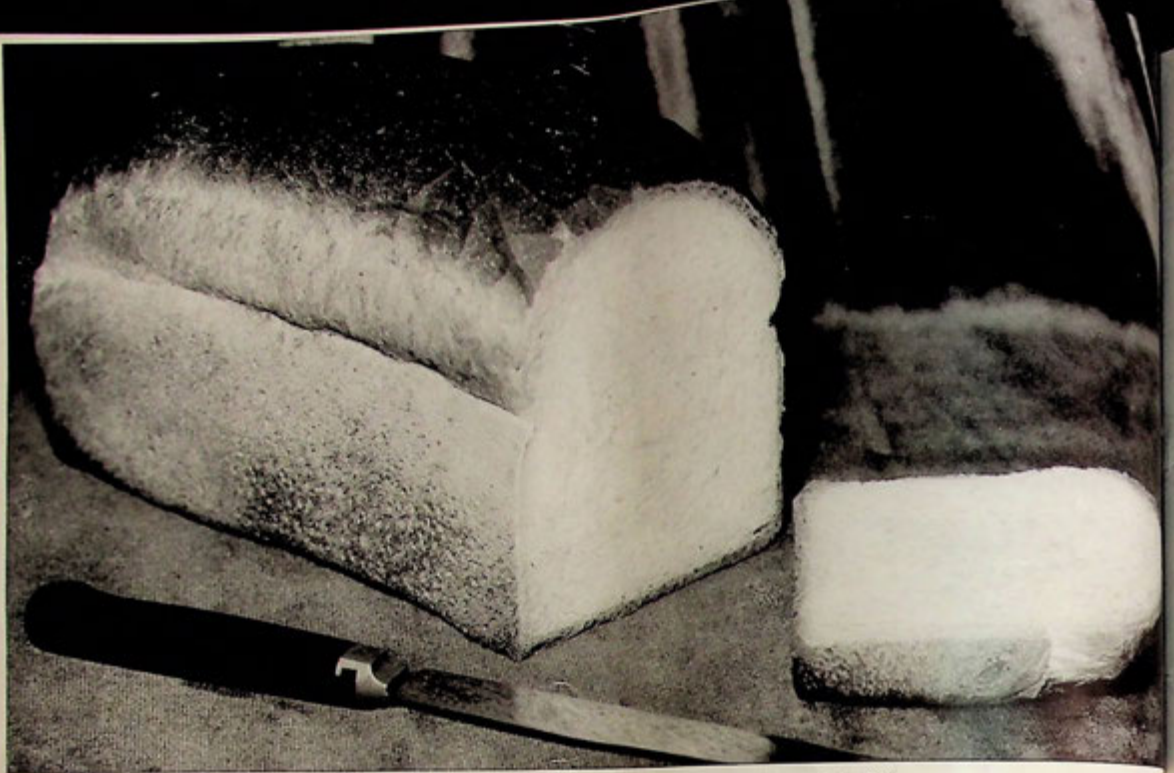


# The Northwestern Miller and American Baker

LIBRARY,  
THE RESEARCH ASSOCIATION  
OF  
BRITISH FLOUR MILLERS



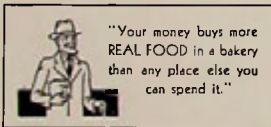
NOVEMBER 7, 1934



Actual Photograph of Loaf Made With Seal of Minnesota Flour in Our Bakery

# Better Bread

*Increases Consumption*



"Your money buys more REAL FOOD in a bakery than any place else you can spend it."

**T**HERE never was a time when so many agencies were working with the baker to help "put bread back on the menu" . . . but the loaf must have eye appeal and appetite appeal to compete with those foods which have replaced bread.

The better your bread, the easier it will be to regain your market lost to other foods . . . for instance the bread pictured here is a loaf folks like to eat because it is made from the finest ingredients.

There always will be a difference in bread as long as there is a difference in flours . . . if you want to make BETTER BREAD use a better flour like Seal.

For a generation we have been milling Seal of Minnesota flour the best we know how . . . we would like to have you try it . . . *will you?*



**INTERNATIONAL MILLING COMPANY**  
 Minneapolis, Minnesota

Buffalo, New York



# SEAL OF MINNESOTA

FLOUR MILLED FROM TESTED WHEAT

Insure the success of **BREAD-Vitality** with

## IMPROVED LOAF QUALITY



THE first requirement of good advertising is a good product to back it up. So in order to reap the maximum benefits from **BREAD-Vitality**, it will pay you to consider whether the quality—the taste and appearance—of your baked goods can be improved. The more satisfied your customers, the more permanent will be the increase in sales resulting from your advertising.

Flour, your chief ingredient, is the most important single factor in determining bread quality. That is why more and more bakers have changed to "*Ferm-a-sured*" RED STAR flours. For after once using RED STAR, bakers realize that the benefits they obtain with these "*Ferm-a-sured*" flours, mean added profits for their business. "*Ferm-a-sured*" RED STAR flours, by giving you the utmost in dependable shop performance, assure the consistent fine quality, the uniform excellence of taste and appearance, of every loaf you bake.

So if you are not using a "*Ferm-a-sured*" flour, ask to be convinced of the exclusive benefits you will receive with "*Ferm-a-sured*" RED STAR, OVEN STAR, or SHUR-BAKE. Make a trial run in your shop, using your own methods. The results will speak for themselves.

...USE  
**FERM-A-SURED**  
**RED STAR**



**"THE DOUGH CERTAINLY GOES THROUGH THE MACHINES NICELY NOW, DOESN'T IT?"**

**"YES, EVER SINCE THE DAY WE STARTED USING PILLSBURY'S DIASTATED FLOURS!"**



**D**OUGHS that have to be babied through the plant cut your profit—and make trouble—at practically every stage of production.

Slow, wasteful work at the divider . . . loss of dusting flour . . . poor moulding, resulting in cripples . . . expensive fussing step by step that dislocates the production schedule and puts the men on edge.

Free yourself of this trouble and expense by using Pillsbury's Diastated Flours. These flours greatly increase fermentation tolerance and produce doughs easy to handle, *doughs you can trust*. You can

count on Pillsbury's Diastated Flours to do this because their diastatic activity is kept always uniform by daily bakings of commercial-size doughs, in machines typical of those used in the average bakery. Moreover, these commercial-scale baking tests are supplemented by analytical tests.

Even if there were no other advantages, it would pay you to switch immediately to Pillsbury's Diastated Flours.

But, on top of this, you get the following *sales-boosting* advantages—a bigger loaf, more tempting crust color, richer flavor, more uniform grain, a velvetier

texture, and a smoother break and shred! In short—a better loaf by any standard you choose.

In what other way could you hope to put so much extra sales-appeal into your product, *while actually reducing your overhead costs*? Make a test of Pillsbury's Diastated Flours in your plant—and start cashing in on them!

PILLSBURY FLOUR MILLS COMPANY  
General Offices: Minneapolis, Minnesota

## PILLSBURY'S BAKERY FLOURS

The following Pillsbury Flours are "Diastated" by the special Pillsbury method:  
Northwestern: XXXX Patent, Best Bakers Patent, Bakery A, Northern King, Evenloaf, Balancer, High Gluten  
Southwestern: Masterstroke, Pan King, Protector, Excel, Southern King, Hylastic, Conqueror



# Western Star



## *In the Seventy Five Years*

since flour first was ground in this mill, it has kept even or a little in advance of every improvement in milling, of every build-up in baking quality of its flours, of every effort to make the baker's task easier and his products better.

WESTERN STAR  
KANSAS STAR  
GOLDEN CREST

*Help Good Bakers Bake Better*

WESTERN STAR MILL CO.  
S A L I N A , K A N S A S



1869-Daily Capacity 50 bbls.



1933-Daily Capacity 1500 Barrels

# To America's Bakers

October, 1934

Gentlemen: The National Geographic lately carried an interesting story of the discovery in the Sahara Desert that therein once resided a populous, prosperous, prehistoric civilization engaged principally in agriculture. Evidence was uncovered that the Sahara then was a fertile land, well watered, literally flowing with milk and honey.

This past summer millions of our eastern population for the first time took a lively interest in drouth conditions when huge dust storms, originating on western plains, blanketed eastern states, disconcerted housewives, and blew a thousand miles out to sea to cover with dust the decks of ocean liners.

What a potent force is Erosion. Erosion has changed the face of the globe from oases to deserts—has caused the migrations of peoples and the overthrow of civilization by invading hordes. Erosion is, and has been, unceasingly at work since the origin of the universe. Its influence is felt in the leveling of mountains, the deposit of deltas at rivers' mouths, the wasting away of farm lands, with loss of fertility, and its effects are ever present in every business.

Recently the Department of Commerce published statistics showing that the Nation's production of flour had steadily declined from 115 million barrels in 1928-29 to 94 millions in 1933-34\*—mute evidence of erosion in the time-honored, once prosperous industry of milling. Much of this decline in flour production results from lost export markets, but no small part is occasioned by decreased home consumption.

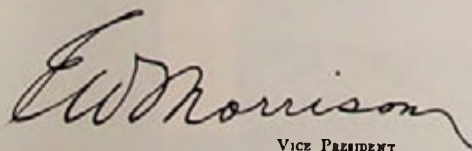
When farm lands begin to wash and fertile fields to show effects of erosion, the wise farmer takes steps to prevent the destructive action of these natural forces. Fields are terraced, gulleys are dammed, washed lands are sodded, and crops or grasses are planted to hold the soil.

Bakers can do much toward stopping the wearing away of domestic markets by making the products of flour more attractive to the eye, palate and pocketbook of the consumer. The first step is to use good flour. We unhesitatingly recommend PAGE'S—milled of excellent wheat, with great skill and care—reasonably priced—and offered with an eager, sincere desire to serve well. You'll like PAGE'S FLOURS, and their use will help prevent any wasting away of business caused by inferior products. Why not wire for prices?

Yours sincerely,

EWM-MT

THE THOMAS PAGE MILL COMPANY.



E. W. Morrison

VICE PRESIDENT

\*In this period PAGE'S Production has more than doubled.



## *Two Ways To Buy Flour...*

For bargains in flour,—a whole lot of some kind of flour for not very much of our new kind of money,—ask many millers for prices.

For satisfaction in flour,—a sound dollar's worth of assured baking results to deliver to your customers every morning of the year,—ASK KELLY.

*Engaged in the pleasant business of serving good bakers with good flour for more than 50 years.*

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



*A strong, dependable flour you are bound to like*

We do not know if you have exactly the flour that suits your needs. We do not know if it performs always the same. We do not know if you are paying too much for quality or paying too little and not getting what you think.

WE DO KNOW that if anything is missing in your flour buying, you can turn with confidence to "KANSAS DIAMOND."

*The company's account is available for well-established brokers and mill agents in a number of market centers*

MORRIS A. WILKINS, President.  
JOSEPH KELL, Vice President  
JOHN THIESEN, Secretary and Treasurer  
M. E. SCHULZ, Sales Manager

**ARKANSAS CITY FLOUR MILLS CO.**  
ARKANSAS CITY, KANSAS



  
**NEPTUNE***Short Patent Kansas***BREADMAKER***Medium Short Patent  
Kansas***RADIUM***A Perfect Blend  
Spring and Kansas*  



## YOU CAN STICK TO HALL'S (ST. LOUIS) FLOURS....

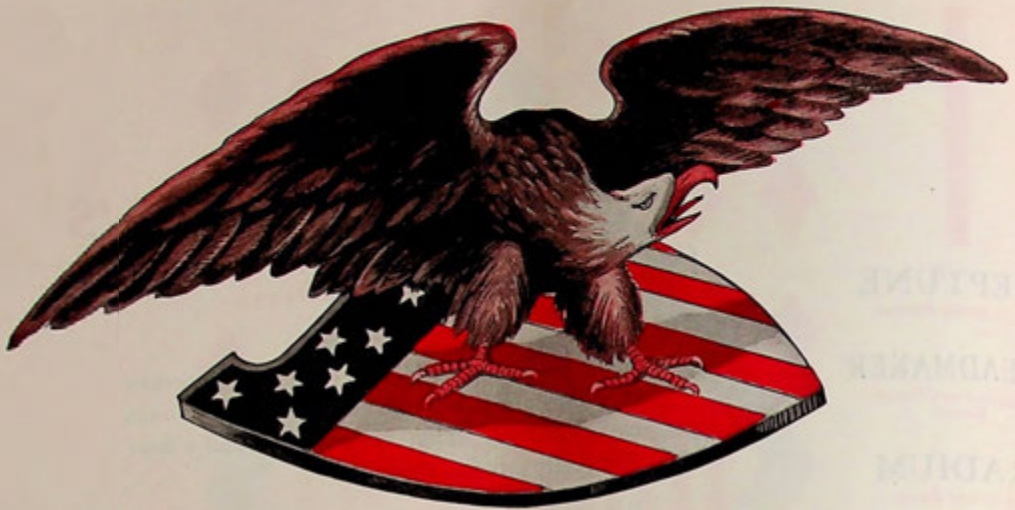
Many bakers buy a different brand of flour every time they are in the market. They are always experimenting. They never have found a flour that really satisfied them.

We wish more of these bakers would try HALL'S (ST. LOUIS) flours. We are confident that once they bought them, they would stick to them.

Our confidence in this respect is based primarily upon our fortunate location which enables us to draw wheat from virtually the entire hard wheat belt of the United States. Careful milling helps to make HALL'S (ST. LOUIS) flours dependable, but any good milling company mills carefully. Ability to obtain the same kind of wheat, year after year, is the most important factor in the dependable uniformity of HALL'S (ST. LOUIS) flours.

If you are satisfied with the flour you are now baking, stick to it. But if you are not satisfied, try one of HALL'S (ST. LOUIS) flours and you will find a flour to stick to.

  
**THE HALL***(3,000 BBLs. CAPACITY)***MILLING CO.****ST. LOUIS - MISSOURI**



# SILK FLOSS

Of course, "Silk Floss"  
and our other bakery  
flours are processed for  
fermentation tolerance.

*Also*

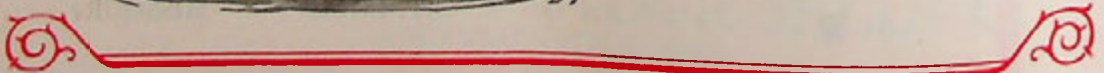
## "SANTA FE TRAIL"

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

## *The Check on the Performance*

Sometimes, not always, a barrel of this flour costs a few cents more. Always, not sometimes, the thought of that few cents is wiped out by the check sheets showing its performance in the dough and oven. Always, not sometimes, the baker who tries an experimental car wonders why he delayed so long.

The Kansas Milling Co.  
*Wichita, Kans*







REG. U.S. PAT. OFF.

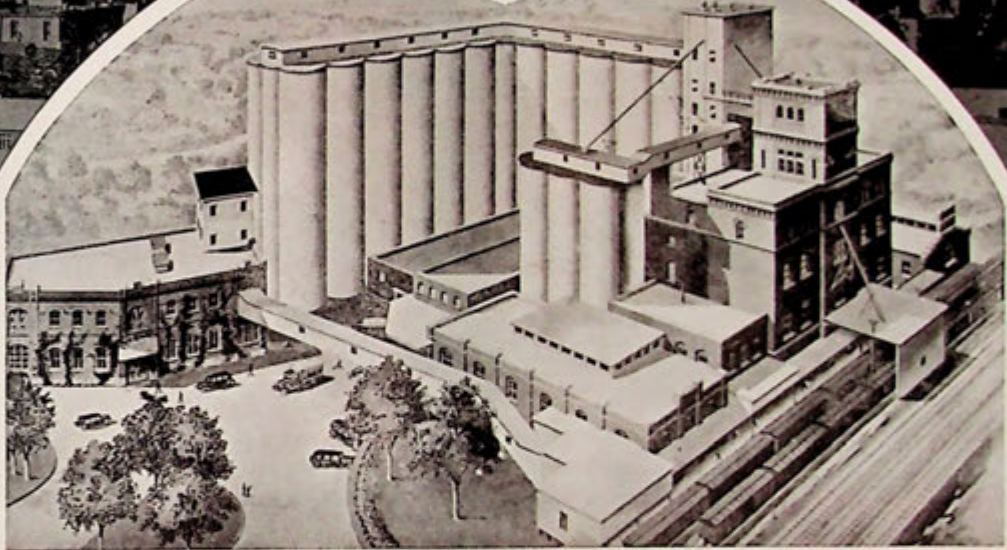
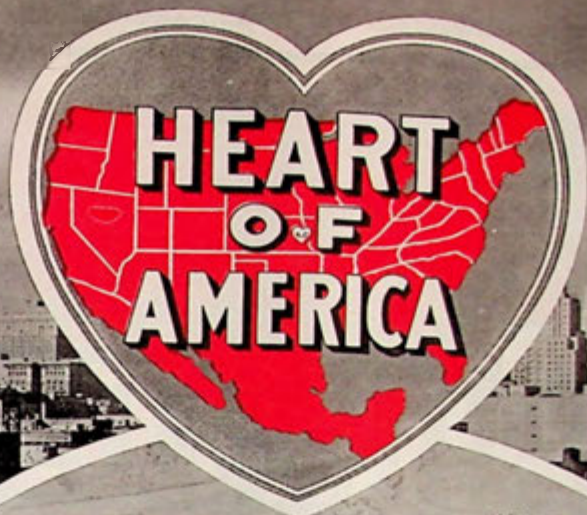
**"A Spinning Success"**

# TOPPER

This flour will do a good job for you. It is so well balanced that, whether you bake it straight or blended with another favorite flour, results are perfectly secure. Not too expensive, not too cheap.

**THE MOORE-LOWRY FLOUR MILLS CO.**  
Capacity 2,000 Barrels

**COFFEYVILLE, KANSAS**



## HEART of AMERICA FLOUR

Here at the bread wheat heart of the nation, we make this exceptional quality bakery flour. Every least particle of it reflects the superb quality of the finest Turkey-type hard wheat. It will fit equally well your formula and your purse and make you secure both in your bread quality and your profits.

RODNEY MILLING COMPANY

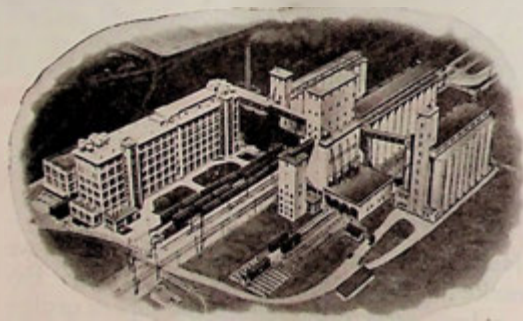
KANSAS CITY, U. S. A.

*2,000 Barrels Daily Capacity*

*1,000,000 Bushels Storage*



*Superior Quality Always Is the Best Value*



THE GREAT FLOUR MILL OF THE GREAT SOUTHWEST

THE SOUTHWESTERN MILLING DIVISION  
OF  
STANDARD MILLING COMPANY  
KANSAS CITY, MO.

# ELEANORE A Thirsty Type

## Now You Can Visualize Miracle E in all 4 Ranges of Ash

Eleanore type flour is very, very popular. Just one reason is its ability to absorb plenty of water and not lose it in production.

Its tolerance, ability to stand abuse, gas retaining power, and clean, sweet characteristics make it a favorite in every bakery it visits.

But there are seven MIRACLE Flour types. Each has individual characteristics valuable to bakers. And each of the seven types has four ranges of ash. So there are 28 different flours on the MIRACLE Card below from which to select a flour for your shop.

It is no longer necessary for you to change formulas and shop methods repeatedly to adapt your shop to a flour. Now there is a MIRACLE Flour type that will exactly fit your own shop.

Eleanore's type is capable of producing a loaf with fine pin point grain of silky texture. And remember—no matter how you use Eleanore type, you can always depend on it. We guarantee to keep its specifications exactly constant and true within .02 in ash and .20 in protein year after year.



WOULD YOU LIKE TO SAMPLE ELEANORE  
FLOUR? WE PAY THE FREIGHT!

Try out Eleanore type—or any of the other MIRACLE Flour types that strike your fancy—at our expense.

Send for enough to make a full-sized trial dough in your own shop and prove for yourself the greater fermentation tolerance, larger loaf volume, closer grain and more silky texture—the better all-around balance of MIRACLE Flour.

Check on the Miracle Card below the type and range of MIRACLE Flour you want. We will ship immediately, charging you only the carload price, f.o.b. mill, for the flour. We will pay the freight!


### MIRACLE FLOUR TYPES

BASED ON 13.50% MOISTURE

TYPES	A	B	C	D	E	F	G
ASH	PROTEIN STANDARDS						
1 .44 to .46	10.70	10.90	11.10	11.30	11.50	11.90	12.20
2 .42 to .44	10.60	10.80	11.00	11.20	11.40	11.80	12.10
3 .40 to .42	10.50	10.70	10.90	11.10	11.30	11.70	12.00
4 .38 to .40	10.40	10.60	10.80	11.00	11.20	11.60	11.90

THE KANSAS FLOUR MILLS CORPORATION  
KANSAS CITY, MO.

COPYRIGHT 1932

 Kansas Flour  
Mills Corp.  
KANSAS CITY, U. S. A.



NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

# Not a hitch in a stitch!

Strong, pliable Bemis Mainstay Twine swiftly sews cotton and burlap bags. There's not a hitch in a stitch with Mainstay. It's free from kinks and *uniformly* smooth.

That's why Mainstay speeds up production on your packing floor—enables your packers to sew more bags per hour and sew them better.

And Bemis Mainstay saves you money! It gives you more yardage per pound.

## BEMIS *Mainstay* TWINE

BEMIS BRO. BAG CO., ST. LOUIS, MO.

*offices:*

New York  
Chicago  
Brooklyn  
Detroit  
Los Angeles  
St. Louis  
Boston

San Francisco  
Buffalo  
Minneapolis  
New Orleans  
Kansas City  
Seattle  
Indianapolis

Louisville  
Houston  
Denver  
Memphis  
Omaha  
Winnipeg

Oklahoma City  
Salt Lake City  
Norfolk  
Wichita  
Peoria  
Salina, Kans.



*The Hallmark  
of Quality and  
Dependability*





## Whatever Kind of Flour You Buy

Whether you want as fine short patent as you can get anywhere, or something very fine but a shade less expensive, or a soundly economical flour with perfectly assured baking results, you will find one of these fits—

**GOLD BELL**—Exceptionally strong short patent for the making of prize bread.

**TWIN BELL**—Another patent, strong, splendidly milled, a sure performer in the bakery.

**SILVER BELL**—Famous for its economy and absolutely dependable in baking results.

*EACH ONE A SOUND BUY*

*Capacity*  
1700 BARRELS FLOUR—  
500,000 BUSHELS WHEAT



**TOPEKA FLOUR MILLS CORPORATION**  
TOPEKA, KANSAS

# PIKES PEAK

REG. U.S. PAT. OFF.



Super-Quality—CAKE FLOUR

## PIKES PEAK CAKE FLOUR

Would you like your cakes to be smoother, of finer texture, of greater delicacy?

Would you like to produce not only much finer cakes but 10 per cent more cakes from the same materials?

Would you like cakes that, because of the greater absorption of the flour, keep fresh much longer?

YES? THEN KEEP ON READING

## *Make Your Cakes the Pikes Peak of Perfection*

PIKES PEAK CAKE FLOUR is milled from wheat grown in a little territory in Idaho, formerly a desert but now irrigated, with the water supply exactly suited to wheat's requirements. At no other place in the world are conditions so ideally adapted to produce precisely the kind of wheat needed for Cake Flour.

*Just Try One Small Sample and See for Yourself.*

## The COLORADO MILLING & ELEVATOR CO.

*World's Largest Millers of High Altitude Wheat*

Capacity, 14,000 Barrels Daily

DENVER - COLORADO

Capital, \$10,000,000

SCHOOL  
OF  
EXPERIENCE



# COMMANDER FLOUR



*"Bakers' Insurance"*

**COMMANDER MILLING COMPANY**

GENERAL OFFICES

**MINNEAPOLIS, MINN.**

# UNBEATABLE SHOP RESULTS

There is a wealth of meaning in that phrase but it aptly expresses what can be expected when using

## AMBROSIA, TIDAL WAVE *and* ANITA HIGH PROTEIN FLOURS

We have no monopoly on the milling of fine flours and we make no such claim. But we do know that no mill maintains more careful, conscientious, supervision over every milling operation than we —because it isn't humanly possible to do so.

### TEXAS STAR FLOUR MILLS

GALVESTON, TEXAS

Established 1878 Daily Capacity 5,000 Barrels

*Pace Setters for Over Half a Century*



SHORT PATENT



STANDARD PATENT



HIGH PROTEIN

*Through the mouth of the Horn*

*To the mouths of millions*



# The CONSOLIDATED FLOUR MILLS CO.

KANSAS' LARGEST INDEPENDENT MILLERS



LONG DISTANCE TELEPHONES  
L. 8241, L. 8242, L. 8243

CABLE ADDRESS "CONFLMILS"  
USE ALL CODES

GENERAL OFFICES  
WICHITA, KANSAS, U.S.A.

Dear Sir:

Every day for the next eight months you will be hearing this and that about the growing wheat crop out here in the heart of Kansas.

It IS growing. Pretty dry yet out in the West End. But rains through the next few weeks could add a hundred million bushels to next year's harvest.

We do not wish the government bad luck in trying to effect its crop control ideal through fiddling around with the sown acreage.

But Kansas, when it comes to wheat growing, has a way of its own,--whimsically producing 60 millions one year and 200 millions the next on the same acreage.

For the long pull, it probably would be best for everyone if Kansas would turn loose and overwhelm all these little schemes to make one blade grow or two blades grow by government decree.

As to ourselves and our mills, it makes little difference; for our mills are right in the middle of the wheat where, regardless of the size of the crop, we can pick all the choice wheat we need in any and every year.

This year we have been particularly fortunate, with as fine a stock of wheat as anybody ever owned and lots more where it came from.

And is the flour good? It is absolutely GREAT. Our customers never were better pleased. New faces among them, too.

Yours truly,  
THE CONSOLIDATED FLOUR MILLS CO.

MANUFACTURERS OF "KANSAS BEST" AND "GIBALTAR" FLOUR

GENERATION *after* GENERATION  
*of* **HONORABLE SERVICE**



# Thankfully

## RECEIVED BY ALL

FROM earliest days the baker has been an integral part of the community. Rendering an essential service to individual and state, his industry has been a prominent factor in the broad national progress for which thanks are given at this season.

Indeed, men everywhere have honored the baker's product by regarding it, and by depending upon it, as the very staff of life. Out of its health-building qualities have come strength for growing children, vigor and enjoyment for young and old

alike. Through its ever-present convenience and unlimited variety, housewives have lifted themselves from former baking drudgery to new-found freedom.

Anheuser-Busch is gratified to have an active part in the fundamental service of the baking industry. Every day we supply Anheuser-Busch Yeast to thousands of provident bakers who use its renowned purity for the well-being of their patrons . . . who depend upon its supreme value for the perpetuation of their own success.

### ANHEUSER-BUSCH, INC.

*Yeast and Bakers' Malt Division*

GENERAL OFFICES • ST. LOUIS, MO.

Eastern Administration Offices, Empire State Bldg., New York City

## Anheuser-Busch YEAST



VALUE FOR MONEY RECEIVED IS THE FIRST AND  
BY FAR THE GREATEST OBLIGATION OF SERVICE



# "Polar Bear" FLOUR IS KING

Every wise and experienced baker knows that, however good his other ingredients and his shop methods, the quality of his loaf must rest upon the quality of the flour used. "Polar Bear Flour" is milled with these wise bakers,—many of them already buyers of "Polar Bear,"—in mind. "Polar Bear" is a sure foundation upon which to rest your quality bread assurance, not for a day or a year but through the years.

*A QUALITY LEADER FOR 35 YEARS*



*The* NEW ERA MILLING CO.  
ARKANSAS CITY KANSAS



## MAKING CAKES MOVE FROM THE RETAIL SHOP

By a Florida Cake Baker

I've heard that the cake business is demoralized, sales reduced and demand poor. Probably so; but speaking for my personal business, this picture is reversed. My cake sales are well ahead of volume for the past eight years. But cake sales will wane if the baker or the merchant grows stale on the job. It takes new types of cakes as well as the old favorites to tempt the customer, and it takes new types of contact and new methods of merchandising to get these cakes sold. I do everything possible to attract new business and hold the old customers; and some of these methods are:

**First.**—The best prospective cake buyer is the employed woman, for she certainly does not have time to do her own baking, and is usually rather thrifty-minded; therefore, she either does not keep a cook or maid, or keeps one only a few hours a week. Such a woman will buy cakes if she can be brought to the bakery, but will eat very little cake if given just the ordinary line of sweet goods. Give her quality, and a regular customer that will buy cakes several times weekly is made.

I have gone after the trade of the working girls, the business and professional women. I contact them at their business address, which seems to be more effective than mailing them letters or calling them by telephone at their homes. I can't canvass them all, for my shop is located in a semibusiness and residential section, with many homes and apartments of the better class near by. But I do try to locate where women work who live near my bakery, or live beyond it so that it will be convenient for them to stop on their way home. I obtain the names of employed women, and where they work, in various ways. In the first place, the salesgirls and myself ask them about their friends and learn the names and business addresses of women who should be buying at our shop.

I make it a point to know many business men in my city. I get the names of their employees that live out in my vicinity, and I obtain copies of social and business women's club membership lists. In addition, during spare time I have the girls check the city directory for names of women listed as employed at some place and living in our part of the city.

When I have planned something especially attractive, I write short personal letters to these employed women and mail them at night addressed to their business addresses. They are accustomed to getting advertising letters at home; it rather surprises them to get a little personal letter at the store or office. They wonder where I got their name; most of them recall having seen my bakery, even though they may not have ever been in it. I make it a point to briefly tell them about the seasonal cake offered at a slight reduction in price. I invite them to stop on the way home and make a selection.

I mail out such letters occasionally, sometimes 10 to 20 a day for four or five days; then probably no more for three

months. But out of each such mailing 10 or 12 women will come to the bakery in response; some mention having received the letters. Out of this number fully three fourths will keep coming back for all their bakery needs.

**Second.**—I make more cake sales by featuring two specials a week on a mass display plan. For Wednesdays and Saturday I feature one special cake. Usually on Wednesday, I will stress a small cake; one that ordinarily sell for 35c, and put it on special at 29c. For Saturday I make a little larger one for the special, taking a 45c cake and selling it at 39c.

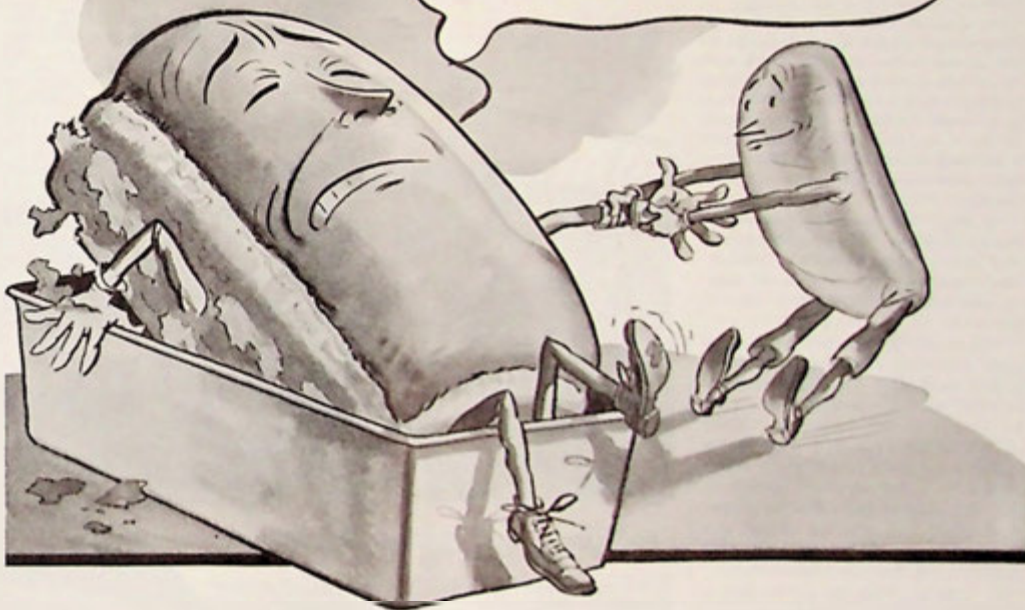
As a matter of fact, this price reduction in the specials does not mean less profit, for it is made in large quantity, causing a smaller production cost.

I believe in a mass showing of any

special item, for customers get the idea that the product is not a cheap quality, but merely made on a quantity basis so as to reduce the price slightly. When we run a special, we fill one entire section of the display case with it, and frequently place a number of the items on top of the case with a transparent paper sheet covering them. We keep several of these specials packaged and tied ready for the customer who rushes in to buy something quickly. Such customers generally are attracted by the counter card or the window display, and will select

(Continued on page 339)

THE STRUGGLE TO LEAVE THIS PAN HAS CRIPPLED ME BADLY, MY BOY . . . IF MY BAKER HAD ONLY USED **MELLOCRUST!**



### ● What is Mellocrust?

A pure, liquid lard product specially adapted for one very important bake-shop job . . . pan greasing!

By using Mellocrust you can practically eliminate costly "cripples". Because Mellocrust prevents pan sticking, ends gumming. It is not necessary to scrape your pans after baking when Mellocrust goes in ahead of the dough.

Mellocrust is economical, too. Because it is a *liquid* . . . spreads fast, evenly, with little effort on your part. And less is needed than of semi-solid fats.

Thousands of quality bakers depend on Mellocrust for a better greasing job at lower cost. Try it in your own bake-shop. Available in 5 gallon cans and metal drums.

Swift & Company



# SWIFT'S MELLOCRUST

# SOME SELLING IDEAS FOR

**T**HE retail baker has more than bakery products to sell—he has an unlimited supply of ideas, suggestions, desires, results and other things that can be sold to his clientele. A woman may enter the shop daily for bread and pastries. Her average purchase may be 19c or 27c; but tell the woman about some new idea for a bridge party, or a different way for celebrating a birthday, and she soon is spending \$3 for a cake or for bakery goods to be served for some special occasion.

The retail baker is limited in sales only by his ingenuity. There are dozens of ways of bringing in new customers from the same old community, extending the trade some to take in additional streets, or in stepping up the average unit sale of old customers. For example, one retail baker gives his experiences in this way:

"Being located in a semibusiness and residential section, my trade comes from the people who live in the vicinity, and those who stop at the shop on their way home from downtown. I decided to try to increase my trade from both sources. First I went after the community business.

"I obtained a city map, blocked out the streets surrounding my shop, and for ten blocks in two directions, and eight in another, which I considered my logical trading area. I took the city directory and compiled a list of the people living in this zone; then from my customers I was soon able to determine those living there who were prospects but not customers.

"I hired an attractive middle-aged woman to call on the people in this zone who were not trading with us. She invited these prospects to visit the shop; she told them a little about our type of products.

"I followed up her call with postal cards extending a further invitation to inspect the shop, and those who responded soon received a card thanking them for their visit and patronage. In the event that the woman called and the prospect was away from home, the next contact was by telephone, explaining that the solicitor had called in person previously. This combing of my own backyard produced a number of good customers who are now regular ones.

My next step was to try to stop a larger percentage of the motorists passing my shop. I knew that many people did stop to make purchases, then drove on home, which might be several miles away. I figured that others would do the same if I could once get them started.

"I posted a boy for several days out on the corner of the main street running in front of my bakery, and had him take down the license numbers of passing automobiles. The traffic came too fast for him to get more than a small per cent of them, but he got as many of those on cars driven by women as possible.

"I borrowed a registration book from an automobile dealer and learned the names of the owners. These names were checked against the telephone directory, and the city directory in some instances, and if the car owner really did live out

in a section of the city that would indicate frequent passage by our shop, we telephoned this prospect. If the party proved to be some one living in another part of the city, we checked her off the list.

"From this telephone contact we obtained a number of good customers. When we would mention to prospects that it would be convenient for them to

stop when going to and from the city, they seemed amazed that we knew something about their habits, where they lived, etc. But their curiosity was sufficient to keep them listening until we could tell them something about our bakery products, our special services and other inducements to buy at our shop.

"One thing we do when we can is to obtain the names of new people in our

neighborhood. When we see any one moving into a house in our section, when we hear of it, we make it a point to drop her a personal letter, inviting her to visit the shop.

"It is difficult to learn just why new customers drop in and make a purchase. It is not always convenient to inquire, and not always good policy to do so, but sometimes the conversation

## "Our Cake sales are UP 21% .. 71% .. 96%"

SAYS *Stirling Donaldson*



### COLUMBUS, OHIO—up 96%

Fred Bates, cake superintendent at Donaldson's Columbus plant writes: "We know that 'more milk, more sugar, more eggs, more shortening' is the key that opens the door to larger cake sales. Sweetex aids us in enabling us to use greater percentages of these moisture-retaining ingredients.

"We find Sweetex excellent in icings, too. It holds a good emulsion, doesn't separate out and gives us that smoothness so desirable in an icing."

	Increase per route	Total plant increase
Increase in cake sales (June, 1934 over June, 1933)	43%	96%



# RETAIL BAKERS

By CHARLES N. TUNNELL

drifts around to where it is courteous to ask just what prompted her to visit our shop. In most such instances, some regular customer has recommended us. We try to please this new customer, and we don't forget to telephone or personally thank the regular customer for sending in some one else. Women like to feel that they have been responsible for getting the baker a new customer—

but if the baker fails to notice this little courtesy or does not appear to appreciate the effort, he is in danger of losing both the old and the new ones. "We bake a good many birthday cakes. When we find out on any one's birthday, we make a card of his or her birth date, etc., and file it to come up a week prior to the birthday the following year. At this date we telephone the mother,

husband or some other interested party and remind them of the birthday. "One thing that we do to keep customers and to bring back prospects who visit our store and do not buy is to remind them of some article they have asked about previously. If a woman is known to us and we do not have an item she asks for, we try to fill her needs with something else. We say nothing at

the time, but jot down a note of the request. If we have this item a few days later, we telephone the customer and remind her that we now have what she was inquiring about. This little gesture flatters a woman to think that we remember her request or are making every effort to have the things that she likes. In the event the request is made by a stranger, the salesgirl will try to sell her something else, but in the meantime she explains that if the stranger will leave her name and telephone number, the girl will call her the first time that this item is in stock. These seemingly little points mean a lot to customers.

Two things are responsible for the success of our bakeries—good organization and a policy of *quality first, last and always*," confides Sterling Donaldson, president of the Donaldson Baking Company. (The Donaldson Company operates house-to-house plants in Louisville and Columbus and, under the name "Sterling Baking Company," in Canton.)

"As you no doubt know, we had our start over a dozen years ago in Columbus; moved the scene of our operations to Louisville in 1928, put on 70 routes inside of six months.

"In 1929 we opened our Canton plant and in April, 1933, we returned to Columbus and opened up again in our old home town.

"We believe we have one of the most loyal and efficient organizations in the field. As we opened up our Canton and Columbus plants we stepped various people up to better positions. Today we haven't a single department head who

wasn't with us in our original plant.

"We have always striven to bake a better cake and we've tried a good many methods to do so. One of the most successful measures we have taken was the use of formulas calling for higher proportions of sugar and moisture, possible through the use of Sweetex.

"Our cake business has increased 20% per route in Louisville, 42% in Columbus and 50% in Canton, within the past 12 months. Our switch to Sweetex, perhaps, isn't the only reason for these increases—but it is one real good one."

### Sweetex cakes are demonstrably better

Here is why bakers who change to Sweetex and "High-Ratio" formulas so often report increases in sales:

Sweetex "High-Ratio" cakes are far and away ahead of those made with old-style

formulas and old-type shortenings. Women notice the better quality at first taste.

But remember: A formula isn't a "High-Ratio" formula unless it calls for Sweetex.

"High-Ratio" formulas make better-tasting cakes, cakes that stay fresh longer and cut your stale-returns almost to the vanishing point. For these formulas specify greater proportions of the four enriching ingredients—more sugar, more milk, more eggs, more shortening.

Introduced a little more than a year ago, Sweetex "High-Ratio" formulas are helping to build new cake business for thousands of shops. For your set of these new formulas, mail the coupon.

"High-Ratio" is our registered trademark. It also stands for bakers' service; and, when employed by bakers, means that they have used Procter & Gamble's special shortening pursuant to the "High-Ratio" service. Procter & Gamble, makers of Sweetex, the "High-Ratio" shortening.

## "and Sweetex formulas are one good reason"

### LOUISVILLE, KY.—up 21%

E. M. Wens, superintendent of cake shop at Louisville, says: "About six months ago I started using Sweetex and the 'High-Ratio' formulas and have been very pleased with the results. For white cake and devil's food particularly, Sweetex is superior—especially for its moisture-keeping quality and the fine texture it gives the cakes."

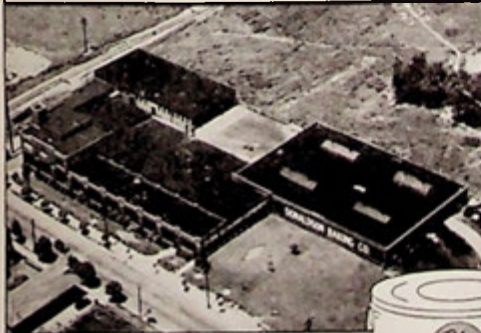
Increase in cake sales (June, 1931 over June, 1933)	Increase per route 20%	Total plant increase 21%
--	---------------------------	-----------------------------

### CANTON, OHIO—up 71%

Bert Wilbanks, cake foreman at Canton, tells us: "I am fully convinced that Sweetex is a paramount factor in producing richer, better cakes.

"We have found, too, that by using Sweetex in cookies we have been able to cut our scaling weights 10% and still get as large a cookie."

Increase in cake sales (June, 1931 over June, 1933)	Increase per route 50%	Total plant increase 71%
--	---------------------------	-----------------------------



**sweetex**  
REG. U. S. PAT. OFF.  
the "HIGH-RATIO" shortening  
(made by the makers of PRIMEX)



PROCTER & GAMBLE  
Dept. SL-13, Box 1801, Cincinnati, O.  
Please send me, free, a complete set of Sweetex "High-Ratio" cake and icing formulas.

Name \_\_\_\_\_  
Street and No. \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Name of Bakery \_\_\_\_\_

"Another thing we do on special orders, or goods that are sold for parties or special occasions, is to insert a little card in the package explaining that we hope everything is all right, but if not to telephone us. A number of women have remarked about the card and stated that they appreciated our interest, and many customers have telephoned us after receiving the card to ask us to prepare more of the same type of goods, or to set aside an additional supply.

"Specials are a feature in our bakery. Prices on these are not greatly reduced, but sufficient to be attractive. When something is especially seasonal or timely, we make the item and feature it as a special, probably getting more than we do for kindred items of our regular line.

"We have a rubber-type printing set such as used by school children. From time to time we set a little message in the stamp which announces our special for the following day. With this we will stamp the outside of what bags we will use for the day with a message that reads: 'Tomorrow's Special is \_\_\_\_\_.' We list the special and its price. This little sales message stamped on the bag which we use for the customer's loaf of bread, cookies or pastries is inexpensive, and often brings back the customer the following day.

"One thing we are careful about is making change for children and seeing that they get home with all of it unless we know that mother gave permission to spend a portion. We frequently put the change in a small bag and tie it up. At other times we wrap it in paper, seal it with tape, and place the small bundle in the bag with the bakery products."

### ODE TO A PRETZEL

I love the name of Pretzel,  
It has a funny twist.  
I love it more than Moonstone,  
And more than Amethyst.  
It's crisper far than Cruller,  
Superior to it by far,  
For where a Cruller's heart should be,  
There a Pretzel's heart-strings are.  
I love the name of Pretzel,  
Far more than Spanish Bun,  
I love it more than Macaroon,  
Or any foreign one.  
A Pretzel is ideal  
For a picnic in the park,  
For the noise you make in crushing it,  
Downs many a fresh remark.  
A Pretzel when well salted  
And cast into the sea,  
Will buoy up the ocean  
No 'twill float both you and me.  
To look at any Pretzel  
It may not seem complete.  
But if you'll follow the dotted lines  
You'll find enough to eat.

# QUESTIONS AND ANSWERS

## Ash in Flour

In flour specifications we quite often read and hear the term "ash" used. Will you please tell us what this means, and what it indicates? J. A., Montana.

The term "ash" is used to represent the mineral matter contained in a sample of flour. This consists mainly of potassium,

sodium magnesium, calcium and phosphorus. Iron is also present in small amounts. These mineral salts are obtained by the wheat from the soil in which it is grown, and are found mainly in the bran and the germ of the wheat berry.

Mineral salts or "ash" are not necessarily injurious to flour quality. The

baker invariably adds common salt to his dough, and very often yeast foods, composed mainly of inorganic salts. The baker also uses baking powder and milk in his cakes and pastries, and when he does this he materially adds to the "ash" content of his flours.

Generally speaking, the ash content in "straights" and "clears" is higher than

in "patents," due to the more complete removal of the branny material from the latter. The ash content of patent and straight grade flours will vary from about 0.35 to 0.50%. High ash content in flour will affect the fermentation of a dough, due to the fact that certain mineral constituents retard the development of the acidity in the dough. The baker, by changing his formula or fermentation period, can overcome this factor. However, he does not desire to change his methods whenever he receives a new shipment of flour, and relies upon the miller to furnish him with one which is uniform in ash content. A slight difference, say about 0.02, should not worry the baker.

Flours high in ash are darker in color, which is undoubtedly due to the inclusion of bran and germ particles which are naturally high in ash content.

At one time, when flour adulteration was practiced quite a bit, the ash test was used to discover this fact. Flour at one time was adulterated with chalk, gypsum or limestone; however, we do not have this trouble now, due to our pure food laws.

To find the ash content of a flour a small sample is burned in a porcelain dish at a temperature of approximately 1,100 degrees Fahrenheit for about 12 hours. A grayish powder residue remains, which is called "ash." Flour made from soft wheats contains a little less ash than harder wheats.

The mill control laboratories have found that the ash determination is advantageous in checking the flour manufacturing process.

To set up inflexible ash standards is not very practical, as wheats vary in ash content. The quality of bread the flour produces rather than the ash content should be of primary importance to the baker. One who is too much concerned over the slight differences in the amounts of ash in his flour may possibly overlook the more important part, which is baking quality.

## Gingerbread

Please send me a formula for gingerbread. D. B., Iowa.

You will find the formula given below will give you a very nice article, in sheets and layers.

Formula and mixing method:  
Scale into a mixing bowl and cream up light:

3 lbs gran sugar  
1 1/2 lbs shortening

Add gradually:  
16 eggs

Mix in thoroughly:

3 lbs high grade molasses  
3 lbs honey

Stir in slowly:

2 qts water  
4 oz bicarbonate of soda (dissolve the soda in the water thoroughly before adding)

Sift together four times and add:

7 lbs winter wheat flour  
1 1/2 oz cinnamon  
3 oz ginger 2 oz salt

This dough is quite soft, and should be given a good beating after the flour is added. Bake very light in an oven at 350 degrees.

Gingerbread is sometimes sold without any icing, but can be iced with any flavor or color desired. Caramel or chocolate



"I find Red Star Yeast keeps up a vigorous fermentation through the proof box and right into the oven.

"This gives my loaf good oven spring, good texture and good volume. It's this sustained reserved strength that makes the difference in fast selling bread and just ordinary bread. That's why I always use Red Star grown-from-grain fresh-compressed yeast and yeast food."



**RED STAR YEAST**  
Grown from Grain

**RED STAR YEAST AND PRODUCTS COMPANY**  
MILWAUKEE WISCONSIN  
STRICTLY INDEPENDENT SINCE 1882

**RED STAR**  
The Better Yeast Food

Conducted by **ADRIAN J. VANDER VOORT**, Head of the Baking School of William Hood Dunwoody Industrial Institute, Minneapolis, Minn.

are very popular. This will produce a cake that is soft and spongy, and will keep very well. By giving this batter a little extra mixing, it can be used for cup cakes. If desired, a few raisins or chopped nuts and coconut may be added to this mix, which will produce a variety of cakes, and by using several different flavors and kinds of icing, a nice variety can be produced, thus saving a lot of time, because it is not necessary to make a different mix for each type of cake produced. A boiled marshmallow icing goes well with this cake, and when the cakes are finished off with chopped nuts, toasted coconut, sprinkled with a few finely chopped glace cherries, etc., a pleasing variety can be made. Cup cakes with a large dot of marshmallow put on top of them with a star tube and then dipped in crushed nuts or coconut usually sell very well.

### Cheese Bread

Please publish in your next issue a formula for cheese bread. We desire to use cream cheese, and would like to make about a one gallon batch.

L. N., Wisconsin.

The following formula will make you a very nice rich loaf. It has good keeping quality and a fine flavor.

1 gal water	5 oz egg yolks
4 oz salt	8 oz milk powder
8 oz sugar	2 yeast
4 oz shortening	11 lbs flour
1 1/2 lbs cream cheese	

Dough temperature, 78@80 degrees; first punch, 1 hour; second punch, 30 minutes; bench, 10 minutes.

Note.—Melt cheese in a double boiler, and add it to the dough last.

### Bran Muffins

One of our competitors is making bran muffins for which I would like to have a formula. I am sending a couple of them to you so you can get an idea of what they look like.

E. G., Illinois.

We received the bran muffins you sent us and agree with you that they are very good. The amount of raisins used in this formula helps to keep them moist.

Cream together:

12 oz sugar
8 oz shortening
1/2 oz soda
1 oz salt

Add:

1/2 pt eggs

Next add:

1 pt molasses (good grade)

Then add:

1 qt milk

Stir in:

20 oz raisins (previously soaked)

Sift together and add:

2 lbs bread flour
1 1/2 oz baking powder

Also add with above:

12 oz bran

Drop in greased cup cake pans. Bake at 350 degrees.

### Rope in Bread

I am a miller with 25 years' experience, but know very little about rope in bread. It seems that, in the northern part of our state, housewives are having trouble with rope, when bread is about two or

three days old. I would like to know if it can be in the flour, or does it develop after the bread is made? Can it be in the mill, or just in the kitchen? Any information you can give me will be appreciated.

J. C. S., Utah.

Rope is the name given to a bread disease, the result of the breaking down

of the gluten and the producing of a stringy, sticky condition in the crumb. The odor is very offensive. The color of the crumb also is affected, it gradually becoming dark brown. Rope organisms, like other bacteria, are present nearly everywhere in the air, and are carried by dust particles.

Flour and certain other materials used

in the kitchen may become infected with rope organism. It has been found that the rope bacteria has its origin in the soil, and is frequently present on the outer part of grains. However, it would not do to say that the flour is the source of this trouble, unless a careful examination proves this to be the case.

Rope bacteria multiplies very rapidly



## “Music hath its charms” —and so hath **BADEX!**

**T**HE shrewd Hindu musician, with a quiet tune, calms a jungle lion, makes him roll over and do tricks.

Badex exerts an equally remarkable transformation in flour having harsh gluten characteristics—and all reports indicate that, because of the drought, the wheat now coming on the market pos-

sesses a very tough gluten and is badly in need of mellowing.

Like magic, Badex definitely mellows this harsh gluten by rendering it softer, more pliable. Thus, thanks to this “Standard Ingredient” your dough can develop smoothly to the full fermentation so necessary if the finished loaf is to have the fine “wheaty” flavor which, today, people demand.



**STEIN-HALL MFG. CO.**

2841 S. Ashland Ave.  
Chicago, Ill.



**STEIN-HALL & CO., Inc.**

285 Madison Avenue  
New York, N. Y.

Distributors of: **BADEX, COCOANUT, TAPIOCA, EGG PRODUCTS, CORN STARCH, RICE FLOUR, WHOLE POTATO FLOUR, KREEMKO SOYA FLOUR**

# BADEX

under favorable conditions, such as high temperature and moisture during the humid months. During cold weather this disease rarely prevails. Rope is not killed during the baking of bread, and continues to grow in the finished loaf. Under favorable conditions it will be noticed after about 24 hours by the characteristics previously described.

The addition of one quart of regular commercial vinegar (about 45 grain) to a barrel of flour used in the dough will act as a preventive against rope. The use of this vinegar will not hurt the quality of the loaf. You state that housewives are having this trouble with their

bread. This leads me to believe that the origin of this disease is in the flour. It would be a good policy to have some one who is qualified investigate the flour. By doing this you will know whether it is that or some other source which is to blame. Cleanliness is an important factor, and this angle would also bear investigation.

#### Icing for Wrapped Cakes

Under separate cover we are mailing to you today some cup cakes with a chocolate icing which we would like to duplicate. We have trouble with our

icing sticking to the wrappers, and that used by our competitor does not have this fault. Any help you may give us will be appreciated.

N. A., Louisiana.

We received the cup cakes, examined the icing, and find it a very good article. You did not give your own formula, so we cannot tell you what changes to make in order to improve it. We feel sure that the one below will very closely duplicate the sample sent in:

Cream together:  
6 lbs shortening      2 lbs butter

Add:  
6 lbs melted bitter chocolate

Add:  
8 lbs powdered sugar  
1 oz salt

Then add:  
2 lbs 12 oz whole eggs

Mix in:  
8 lbs powdered sugar  
6 oz invert sugar  
6 oz water      Vanilla to suit

#### Left-over Icings

I have been following the "Questions and Answers" department in your magazine with a great deal of interest, and am wondering if you will publish a method of getting rid of some of our left-over icings. I would like a cake formula if possible.  
G. J., Oregon.

Without a doubt the problem of what to do with left-over icing is one that bothers a good many bakers. This is especially true if one has an icing machine, where there is bound to be some left on the trays.

The following formula will make a very nice Devils Food Cake, and the cost per pound is comparatively low:

Bring to a boil the following stock and allow to cool (about 75 degrees Fahrenheit):

2 lbs 8 oz left-over icing  
2 qts milk  
1 1/2 oz salt      1 lb cocoa

Cream together:  
4 lbs good cake flour  
3 oz baking powder  
2 lbs 8 oz shortening

Add:  
2 lbs 8 oz granulated sugar

Then add the stock, which must be thoroughly cooled.

Last add, and mix well:  
2 lbs 8 oz whole eggs  
Vanilla to suit

This formula is suitable for sheet cakes, layers and cups. Bake at 375 degrees.

#### Merry Widow Cookies

Under separate cover I am sending you some cookies for which I would like to have you send me the formula.

G. S., Connecticut.

We received the cookies and you will find the formula given below will practically duplicate them:

Cream together:  
4 lbs gran. sugar      1/2 oz ammonia  
2 1/2 lbs shortening      1/2 oz nutmeg  
1/2 oz soda

Add:  
1 pt honey

Then add:  
1 pt eggs

Stir in:  
1/2 pt milk

Mix together and incorporate:  
2 lbs macaroon coconut  
4 1/2 lbs cake flour

These cookies are cut out with a 2 1/2-inch cutter. The top is washed with an egg wash. Bake at 340 degrees.

#### Retarding Souring

In your issue of June 6, 1934, page 600, you mention a tip on a method of retarding the souring of cream, which involves the use of 1 lb of lime. What kind of lime is this?  
R. F., Kansas.

This is a powdered, chemical lime compound, which can be bought in any drug store. It looks like pure cream of tartar.

# "O. K. NOW"

"HE\* said his bread was running O. K. now. He had quit using Wytase at one time, but he got so many complaints on his bread that he started Wytase again—and will stay on it."

So Wytase proves itself again—not only in the bakery, but in a quality bread that consumers recognize with cash demand.

For five years, since Wytase was introduced to the baking industry, thousands of bakers have found that their best, and fastest selling breads are made the Wytase way.

Use unbleached flour—to secure the full natural strength and flavor. With Wytase, the natural vegetable bleaching agent, you control your own crumb color right in your own shop—and get a finer loaf, with better keeping qualities.

Just order a trial sack and let the Wytase way of making better bread furnish its own proof. Write to

**THE J. R. SHORT MILLING COMPANY**  
38th & Wall Streets      Chicago, Illinois

\*Original report on file

NATURE'S WAY IS THE BETTER WAY ...

... USE

# WYTASE

# BAKERY FOOD EXHIBITS

By WAYNE G. MARTIN, JR.

**D**URING the course of a year bakers are occasionally called upon to display their products at various food exhibits. These vary in size from the World's Fair, where the remarkable display of the Continental Baking Co. was one of the features, to small community bazaars. In all cases, however, certain basic display factors are the same, and if the exhibits are to warrant their cost in time and money these principles should be studied carefully in advance of the actual exhibitions.

In the first place, cost is an uppermost factor. If an attractive booth is prepared, it is usually expensive, but unless it is outstanding the baker had much better remain out of the exhibit entirely. Then, in addition to the actual cost of the booth must be included the purchase or rental of such accessories as are used in decorating it, or adding to its attractiveness.

Another important item of expense is the salary of those in attendance at the exhibits. Some bakers have found it advisable to employ special sales people, definitely trained in this type of work, while others use members of their regular sales force. In the first instance, there are extra salaries to be paid, while in the second, sales people are taken away from their regular work of selling goods. Regardless of which system is followed, representatives at all types of food exhibits should be selected for their ability to meet the public, and for their knowledge of the foods displayed.

In too many cases the planning of an exhibit is left until the last moment, then hurriedly assembled, and the net result is a failure. If a baker thinks that an exhibition is sufficiently important to warrant his having a booth, then certainly he should see that his display is the best that he can possibly afford. Such results demand careful advance planning and adequate preparation.

Based upon the observation of many food shows in the past, the majority of bakers usually display their entire line of products, although they usually feature one particular product each day the exhibition lasts. In many instances small samples of cakes and cookies are given to visitors at the exhibit. This is one of the best known methods of sampling products. Incidentally it adds materially to the cost of the display, but, as previously stated, if the work is worth doing at all, it is worth doing right.

The outstanding problem, of course, is to arrange an exhibit that will draw attention. This may be done in many ways. One, and probably the most simple, is to have the largest booth in the exhibition. Because of the excessive cost, however, few bakers can afford this, and must turn in other directions for means of attracting attention.

The arrangement of the display itself, for one thing, can be made so attractive that visitors will involuntarily be attracted to it. The use of striking color combinations is effective. Attractive uniforms for those in attendance at the display will draw attention, and a model of the interior of the bakery will prove interesting to many. Furthermore, if some part of this model can be in motion, it will create much added interest.

A baker mixing up doughs in the booth will invariably draw a crowd, and this also provides an excellent opportunity for the company to show just what ingredients it uses in its products. Indeed, there seem to be almost unlimited ways of attracting attention to a bakery display.

Many bakers and other food manufacturers have felt that they must provide

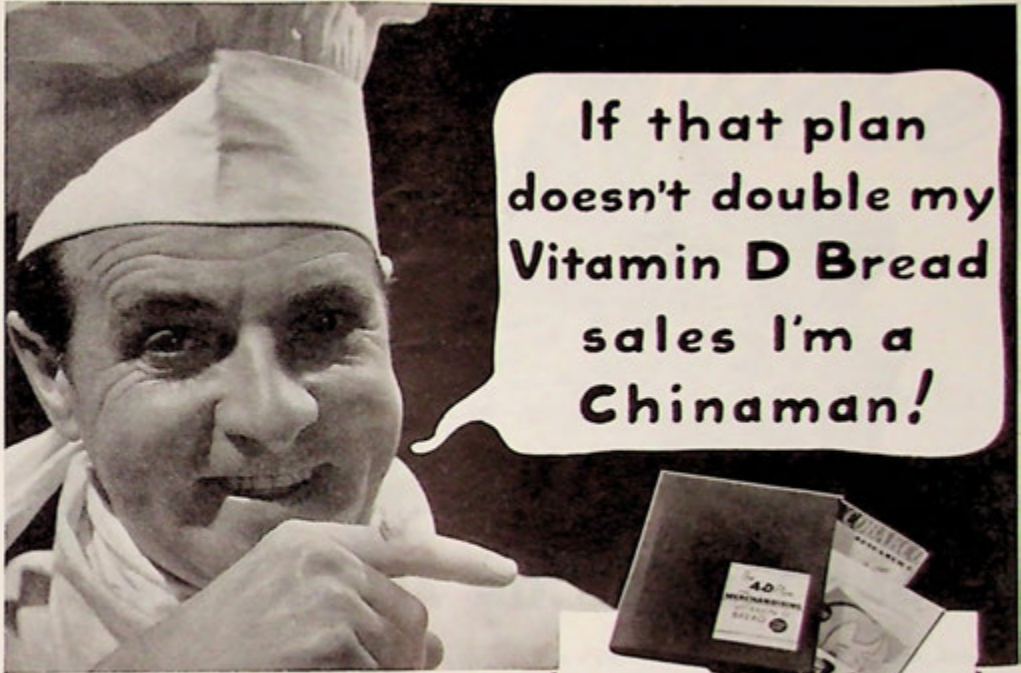
each visitor with a booklet or some other printed matter, telling about their products. The value of this practice, however, is highly questionable. Any one who has attended food shows has undoubtedly observed that most of this material is collected by children and persons of obviously low buying power, who take it because they believe they are getting something for nothing. That much of such printed matter is ever seriously read is quite doubtful.

A far better plan is to have those in charge of the display secure the names and addresses of likely looking prospects, and, after the exhibition is over, con-

tact them either through personal calls or by direct mail. Their attention then will not be diverted to other products, and much more effective sales work can be accomplished.

The creation of advance interest is always an important part of a food exhibit. How this can best be done largely depends upon the type of business a baker is operating. Newspaper advertising and direct mail is, of course, available to all. Wholesale bakers can have their salesmen impress its importance upon their distributors and ask them, in turn, to tell their customers about the dis-

(Continued on page 495.)



If that plan doesn't double my Vitamin D Bread sales I'm a Chinaman!



## THE 4 D PLAN...SOMETHING NEW IN BREAD MERCHANDISING

**T**HIS unique new plan is calculated to stir up your whole neighborhood! To get every mother talking about Vitex Vitamin D Bread and buying it. To get doctors, dentists and local health authorities behind it.

The 4 D Plan dramatizes the benefits of Vitex Vitamin D Bread . . . practically forces people to buy . . . boosts your profits!

Here's another angle: The 4 D Plan, together with the facts on Vitex Vitamin D itself, gives your whole organization the biggest sales story they've ever had! It's a peg on which to hang every step in your selling and merchandising program. Complete? Just look at what it covers—at the right!

When you make Vitamin D Bread with Vitex, you use a method that is simplicity itself and that gives your customers the actual Vitamin D of cod liver oil. It's extracted from this natural source by a process developed in the laboratories of Columbia University. The addition of Vitex brings absolutely no change in taste or smell of the bread. Find out about Vitex—and the 4 D Plan—by sending in the coupon today!

Ready for Action...and Sales!

Every move in the 4 D PLAN has been worked out to the last degree. This plan gives you:

- Complete sales and merchandising program.
- Bill-board and wagon posters.
- Window strips and pennants.
- Booklets and folders.
- Newspaper advertisements.
- Radio scripts.
- Broadsides and mailing pieces.
- Publicity releases.
- Wrapper bands and inserts.

Send coupon for full information.

NATIONAL OIL PRODUCTS CO.  
Harrison, N. J.  
Please send me information on Vitex and the new 4 D Plan.

Name .....

Company .....

SM-11

**VITEX**  
VITAMIN D CONCENTRATE

# Bakeshop Notes

## ALABAMA

W. L. Ziegler has equipped a retail bakery on Dauphin Street, Mobile.

Barker's Bakery, Selma, has installed a new slicer.

A new shop has been opened at Troy by W. Loveman, of Vienna.

J. M. McGill, of Oneonta, has bought

the bakery at Fiftieth Street and First Avenue North, Birmingham.

## ARIZONA

The City Bakery, Kingman, has been reopened by C. Wolz.

## ARKANSAS

The Fort Smith (Ark.) Baking Co. has a new dough brake.

The Butternut Bakery, Stuttgart, has been taken over by E. W. Hardenstle.

By the installation of a late type reel oven, the Arkansas Baking Co., 501 East Third Street, Pine Bluff, can turn out 25,000 loaves of bread daily.

Coffey's Hot Shop, Fort Smith, has a new cake machine.

## CALIFORNIA

Brownie's Bakery has been opened at 1920 West Seventh Street, Los Angeles. The Gordon Bakery is a new concern at 742 Tennessee Street, Vallejo.

## COLORADO

A new molder has been installed by the Hockett & Walters Bakery, Greeley. A retail shop has been opened at Burlington by O. R. Stone.

Holyoke has a new bakery, opened by C. J. McCormick, of Sterling.

Don Heaton, of Arnold, Neb., has taken over the pastry shop at 629 North Third Street, Sterling.

R. Palmer has sold his bakery at Longmont to G. Cessna, of Windsor.

## CONNECTICUT

L. Narjarian has equipped a retail shop on Union Street, Waterbury.

The Vece Bakery, 572 Grand Avenue New Haven, has been closed.

Friedrich Bros. have opened a bakery on Village Street, Rockville.

Anthony Sabis has opened a retail shop at 195 Stillwater Avenue, Stamford.

The Raymond Baking Co., Waterbury, a wholesale concern, will erect a garage to house its 27 trucks. The present one will be used for shipping and flour storage.

The Center Italian Bakery has been opened at 538 Campbell Avenue, West Haven.

The Cipri & Tarzia Bakery, 81 Virgil Street, Stamford, is in full operation.

New Haven has a new bakery, the Midola & Delaurs, at 14 Donnelly Place.

The Frisbie Pie Co., Bridgeport, will erect an \$8,000 addition.

Sorenson's Bakeries, wholesale and retail, 647 Pembroke Street, Bridgeport, are closed.

The Puritan Baking Co., 16 South Street, West Hartford, has a new high-speed mixer.

The Polly Ann Bakery has been opened at 317 Laurel Avenue, Bridgeport.

The Helen Louise Bake Shop, 968 Farmington Avenue, West Hartford, has been closed.

G. V. Ozier, Putnam, has installed a new oven.

The Genova Bakery, 52 Gaylord Street, Bristol, has been discontinued.

Herbert Bergerson has sold to Albert Dehlin the Town Talk baking plant, 150 Hallam Street, Bridgeport.

The Doughnut Shops, 841 West Main Street, Waterbury, have been closed.

Julius Baggish has taken over the Community Bake Shop, 1417 Main Street, Hartford.

## DISTRICT OF COLUMBIA

The Raven Bakery has been opened at 3127 Mount Pleasant Street N.W., Washington.

A new bakery in Washington is the Otto, 1433 P Street N.W.

## FLORIDA

The Liberty Bakery, Lake Wales, has a new slicer.

R. J. Hayes has entered the bakery trade at Grove and Cypress streets, Gainesville.

A. Hanson has purchased the Schultz



## ONE MINUTE ON ADVERTISING

● Look around you—as you read today's newspaper advertising. The needs and wants of yourself and friends are changing. The whole economics of production and sale of foods is being revolutionized today by advertising. Are you keeping your place with bakery goods? ● You may be using all the advertising mediums available in your market and yet fail to create a strong consumer demand. Whatever your advertising program may be, it must sell you, your institution and your policy, as well as your product. ● Your local bakery advertising must have a definite objective, determined after a careful study of your market needs, your competitors' methods and your own organization's strength and weakness. Once your advertising is ready to "shoot", it will be in competition with expensive, well planned national advertising, carefully prepared weeks and months in advance by accredited advertising agencies. ● But you can meet that competition of plans, words and illustrations—with a message that is your own. Call in The W. E. Long Company on your advertising problems. They have been leaders in this field for thirty years. They understand your needs—they know the right way to get the buying interest of the consumer. ● Consult with them—and then you can be confident that your advertising program will get results in competition with the finest advertising in any newspaper. Write or telephone today.

ADVERTISING AND SALES DIVISION **THE W. E. LONG CO.**

155 North Clark Street, Chicago, Illinois



# From Everywhere

Bakery, 2042 Northwest Second Avenue, Miami.

The Hardee Baking Co., Wauchula, has been succeeded by George Duensing. Carroll's Bakery, Milton, has added considerable new equipment.

Smith's Bakery has been equipped at Twelfth and Sixth streets, Miami.

Maloney-Peacock, wholesale bakers, Key West, have opened a house-to-house bakery in Miami.

The Henderson Baking Co., Tampa, has a large tray-type traveling oven.

## ILLINOIS

The Berger Bakery, of Blue Island, has opened a bakery in Dolton.

The Severance Bakery, 1613 Montrose Street, Chicago, has a new electric and gas oven.

C. H. Schutte, Highland, has sold his bakery to W. H. Evans.

A new shop has been opened at 3638 North Cicero Avenue, Chicago, by F. Ulrich.

The Rapp Bakery, Augusta, has been taken over by Fay Stucker, and renamed the Quality.

W. Tritthardt has succeeded J. Dorr in the bakery business at 3656 North Richmond Street, Chicago.

The Quality Bakery has been opened at 808 North Adams Street, Peoria.

Beck's Pastry Shop is a new concern at 2301 State Street, East St. Louis.

## INDIANA

Russell and Roy Malone, of Dana, have equipped a bakery in Rockville.

C. L. Moorman, of North Liberty, has equipped a wholesale and retail bakery in Walkerton.

Oliver Smith, Chesterton, has taken over and will also operate the Darling Bakery, Valparaiso.

Ray Hein, of Sheffield, is conducting a general baking business at Woodhull.

The J. H. Bakery, Wolcott, has installed an electric slicer.

The Krispy Kream Do-Nut Shop, wholesale and retail, has been opened at 1226 Lafayette Avenue, Terre Haute.

The Hossick Bakery, Elkhart, has enlarged its plant at 600-614 Harrison Street, to make room for an additional wrapping machine.

Charles Olstad and John Williams, of Chesterton, have opened a bakery in Lowell.

## IOWA

New Hampton has another bakery, under management of O. B. & C. W. Holmes.

The Home Bakery, Toledo, has installed a new mixer.

The Puritan Bakery, Iowa Falls, has been sold to A. Bergerson, of Madrid.

S. L. Olsen, of Monticello, has opened a bakery at Denison.

A. G. Vander Meer & Son, of Rock Valley, have opened a bakery at Le Mars.

George T. McNeil has reopened the former Osceola (Iowa) Bakery, and will conduct a wholesale business only.

F. E. Coverdale, Battle Creek, has remodeled his bakery and equipped it with entirely new machinery.

The bakery at Rolfe has been taken over by Dan Van Note.

W. P. Fagan, Stuart, has retired from

business and has leased his bakery to Howard D. Stickelman.

## KANSAS

A new shop has been opened at 215 East Kellogg Street, Wichita.

Hillsboro has a new bakery, established by W. A. Burkholder.

The Junge Baking Co., Coffeyville, has

made extensive repairs, including storage for 10 trucks.

## KENTUCKY

Bardwell has a new bakery, operated by D. B. Rudolph, of Paducah.

## LOUISIANA

The Fig Bakeries have been removed from Longview, Texas, to Shreveport.

A wholesale doughnut shop is being operated at 2121 Marshall Street, Shreveport, by L. M. Williams.

The Sanitary Bakery, Welsh, has added a new modern molder.

## MAINE

The F. & H. Bakery has opened a retail shop in Lisbon Falls.

Brooke's Bakery, retail pastry, is in



# Where

is the baker who ever made bread that was too good?

● OLD DIOGENES spent his time looking for an honest man—but he'd have a harder job today if he started hunting for the baker described above, because that baker never existed.

... Bread can't be made too good!

WITHOUT milk solids are an important means of improving bread quality and the improvement is almost directly proportional to the amount used.

No one has yet spoiled bread by putting in too much dry skim milk. The more the better from the standpoint of real wholesome quality, taste, food value, and appearance.

When we first advocated the use of 6% milk solids, not fat, in bread many people believed that that figure was the maximum which could be used.

Today it is a standard of bread quality—and already progressive bakers are materially exceeding that standard.

The wisest bakers use milk in their formulas—and use enough to yield real milk results—because they know that better bread sells better. How much is enough? Well that depends on your own needs, but just remember

... You can't make bread too good.

## AMERICAN DRY MILK INSTITUTE, INC.

Room 1314, 221 No. La Salle St., Chicago, Ill.

**Milk**  
**DRY SKIM**  
**Milk**  
 USE 6 PER CENT—IT PAYS

AMERICAN DRY MILK INSTITUTE, Inc.  
 Room 1314, 221 No. La Salle St., Chicago, Ill.

Please send your bulletin "What A.D.M.I. Means to Bakers."

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

operation at 185 Cottage Road, South Portland

#### MARYLAND

The Modern Bakery Co., 2322 Oak Street, Baltimore, is erecting an addition to be devoted to the production of special products.

Bish's Pic Bakery, 2318 Belair Road, Baltimore, has added two trucks and installed a new oven.

The Becker Pretzel Baking Co., 2500 Booth Street, Baltimore, has erected an \$1,800 addition.

Elenora Copperthite's Pic Bakery, 930 East Twenty-second Street, and the Warsaw Baking Co., Inc., Baltimore, are bankrupt.

The City Baking Co., 403 North Front Street, Baltimore, has rebuilt its storage building.

#### MASSACHUSETTS

Eugene Boulanger has equipped a wholesale and retail plant in Easthampton.

A shop has been opened at 526 Washington Street, Norwood, by F. Cote.

The Johnson Bakery, 755 Main Street, Brockton, has been discontinued.

The Thornby Bakery, 532 Main Street, Worcester, has been sold to J. G. Welton.

The Hall Baking Co., 86 Joy Street, Somerville, has a new proofer and divider.

Anna L., John G. and Violet M. Welton have incorporated a baking company in Worcester.

Melver's Home Bakery, South Main Street, Brockton, has installed a new slicing and wrapping machine.

The Union Baking Co., Inc., has been organized in Taunton by M. C. Travers, A. Veiga and J. H. Jacinto.

Brunen's Bakery, 35 Garden Street, Worcester, has installed a slicing and wrapping machine, a high-speed mixer and a molder.

Mac's Doughnut Bakery, 35 Garden Street, Worcester, has been discontinued.

The Thompson Bakery, Chandler Street, Worcester, has been closed.

The Ritchon Bakery, 376 Kempton Street, New Bedford, has a new oven.

The Belmont (Mass.) Bakery has been discontinued.

Roy Bros. have opened a retail shop at 96 Marion Street, Chicopee.

Wood's Bakery, 111 Pleasant Street, Brockton, has been closed.

F. F. Christenson has opened a retail shop at 133 State Street, Springfield.

Frank Napthos has purchased the Snow-White Bakery, 381 Dartmouth Street, New Bedford.

George Bugbee has opened a retail shop at 614 Page Boulevard, Springfield.

H. M. Schwabe, 64 Salisbury Road, Watertown, a voluntary bankrupt, filed liabilities of \$1,441, and no assets.

Manuel Souza, 54 Greene Street, Fall River, has discontinued baking.

Adolph Geesil has opened the Pontiac Bakery at 167 Chestnut Street, Springfield.

The Welton Restaurant & Baking Co. has been incorporated at Worcester to do a general restaurant and baking business.

The Guisti Baking Co., 1395 Purchase Street, New Bedford, is erecting an addition.

Fred Anderson has opened a shop on South Main Street, Tiverton.

The Blue Ribbon Baking Co. has been organized at Cambridge, with a state charter.

The Model Baking Co., Boston, has been incorporated under the state laws.

#### MICHIGAN

The German-American Bakery has been opened at 207 East Washington Street, Ann Arbor.

Leon Gardiner, Wayland, has sold his bakery to E. H. Cole.

The Gauss Baking Co., Ann Arbor and Pontiac, has opened a third bakery at Lansing.

The J. & A. Coffee Shoppe has been opened at 189 Michigan Avenue, Benton Harbor.

The Capitol Bakery has been incorporated to operate at 6314 West Jefferson Avenue, Detroit.

#### MINNESOTA

F. Forkel has taken over the Fisher Bakery, Alexandria.

Fred Luedman has installed a modern high-speed mixer in his Sally Ann Bakery, Crookston.

R. Fankhanel has taken over the bakery at Twin Valley.

The L. B. Hartz Stores, Inc., a chain system, has opened a bakery at Thief River Falls.

#### MISSISSIPPI

Perry Meadows has opened a retail shop in Picayune.

Samuel Ellis has purchased the Blue Ribbon Bakery, Bay St. Louis.

B. W. Rimes, Tylertown, has installed a new modern oven.

# An American for every plant



When inaccurate scaling can be so costly, why continue to use the old divider that may be badly worn or even obsolete?

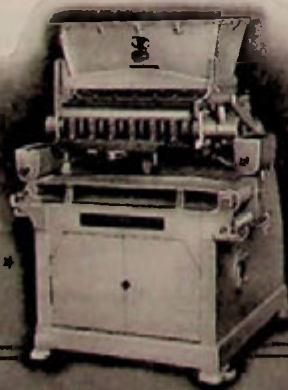
American Master Dividers are paying for themselves out of savings in scaling weight in hundreds of bakeries all over the country. In some plants the American Master Dividers are running with an accuracy of fourteen hundredths of one per cent, in others, the average is still less—and that is about the "last word" in accurate scaling of dough. It may mean as much as \$50.00, or more, per month in direct savings.

There is an American Divider for every size of plant—the Standard model with two, three or four pockets—and the massive lifetime American Master in four and six pockets. The Master models, equipped with variable speed transmission, will handle all weights of doughs from 8 to 42 ounces to the piece and at the rate of 1200 up to 6000 an hour, and they do it accurately and smoothly. These American Dividers are adaptable to widely varying needs of the modern commercial bakery.

Let us demonstrate how an American Divider will pay for itself with more accurate scaling in your plant.

*American Bakers Machinery Co.*

1600 SOUTH KINGS HIGHWAY ST. LOUIS, MISSOURI



**MISSOURI**

The Bailey Bros Bakery, Osceola, has been sold to W. D. Miller.  
 N. Ollinger has purchased the Branahl Bakery, 4657 Virginia Avenue, St. Louis.  
 The B. & M. Donut Shop has been opened at 3127 Troost Avenue, Kansas City.  
 C. C. Sands, Cassville, has sold his bakery to W. Coleman.  
 Belle has a new bakery, opened by I. H. Messersmith.

**MONTANA**

The Sally Ann Bakery, Great Falls, has a new divider and molder.  
 Otto Useman has a new bakery equipped at Nashua.

**NEBRASKA**

The Steam Bakery, Norfolk, has a new modern oven.  
 A bakery has been opened at Stapleton by Q. Conelly.  
 M. C. Burright, Shelton, has closed his bakery there and reopened it in Wymore.  
 Hooper has a new bakery, operated by H. A. Borchers.

**NEW HAMPSHIRE**

Cote Bros., Inc., wholesale, retail and house-to-house, 87 Elm Street, Manchester, is making approximately \$80,000 in improvements to care for increased business.

**NEW JERSEY**

Samuel Rensinsky, 258 Burnet Street, New Brunswick, voluntary bankrupt, filed liabilities of \$5,042 and assets of \$2,268.  
 The Ida J. Herman Bakery, Plainfield, has been incorporated.  
 John Jaitland has opened a retail shop at 46 West Broadway, Paterson.  
 Flesig-Weinberger & Gottlieb has been incorporated to do a pastry business at 131 Essex Street, Jersey City.  
 The Majestic Bakery, 121 North Broad Street, Trenton, has installed a new mixer.  
 Max Edelman has opened a retail shop at 98 Main Street, Hackensack.  
 The Sweet Marie Bakery Shoppe is a new venture at Second Street and Clifton Avenue, Lakewood.  
 Fritz Schultze has opened a retail shop at 400 Bloomfield Avenue, Montclair.  
 Orange has a new shop, opened by E. Hanko at 89 Main Street.  
 N. Bergamoto, Newark, has moved to larger quarters at 219 Jefferson Street.

**NEW YORK**

D. Cameron has opened a retail shop at 128 Main Street, Hornell.  
 J. Mergenhagen, 1175 Hertel Avenue, Buffalo, has sold his shop to George Uhl.  
 The Shuler Bakery, 1384 Bailey Avenue, Buffalo, has been closed.

**NORTH DAKOTA**

William Black, Grand Forks, has a new molder.  
 Martin Pederson, Hillsboro, has installed a high-speed mixer.

**OHIO**

Dovenbarger & Rinehart have opened a bakery at Prospect.  
 Traicoff Bros., Elyria, are located in their new plant.

**OKLAHOMA**

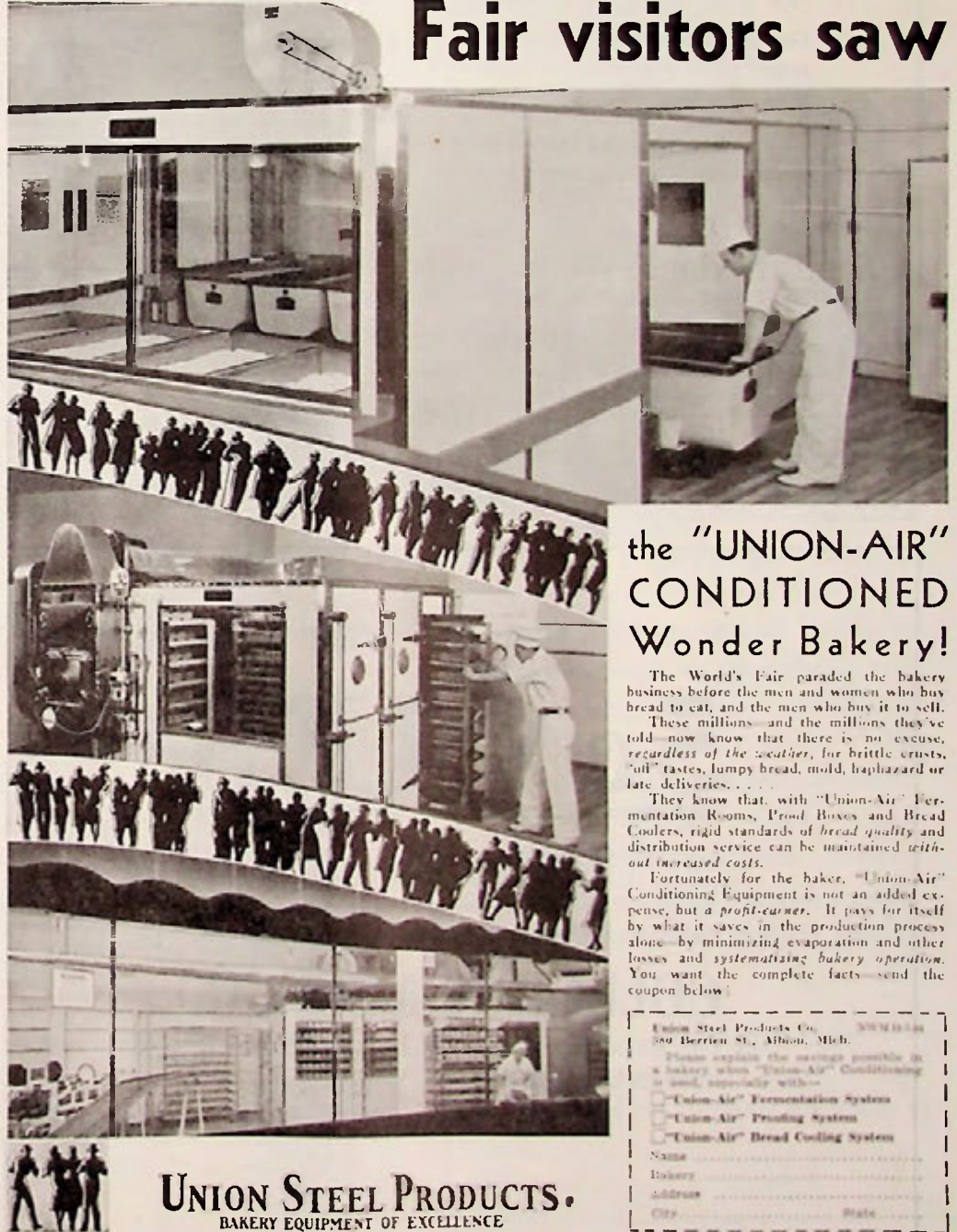
Knott's Bakery, Ada, has added a number of new trucks.

The General Baking Co., Oklahoma City, has added another truck.  
 The Capitol City Baking Co., Oklahoma City, and Van's Bakery, Edmond, have added new trucks.  
 The Southwestern Bakery, Lawton, has been discontinued.  
 R. L. Weber, Bristow, has installed a new modern dough mixer.  
 The Bostic Hill Bakery, Wewoka, in receivership, has been leased by Bryant & Cearley.  
 The Betty Anne Bakery, Lawton, has

been purchased by Robert Jones and the equipment moved to 407 D Avenue.  
**OREGON**  
 Peter Schild has organized a baking company and is operating at 706 South-east Grand Avenue, Portland.  
 H. E. Colvin, of Laurelwood, has opened a bakery in McMinnville.  
 Nelson's Bakery has been equipped at 2731 North Lombard, Portland.  
 Its new concrete plant is now occupied by the E. C. Keler Bakery Co.,

cakes, bread and pastries, at West Burnside Street and Nineteenth Avenue, Portland.  
 A new bakery, the Happy Oven, has been opened at Pendleton.  
 Louis Capp, C. L. Guinn and F. F. Bernard have organized the Superior Pie & Pastry Co., Portland.  
 J. C. LeMour has taken over the Purity Bakery, Newberg.  
 The former A. Walrall Co., Portland, is now the Gresham Seed & Feed Co.  
 H. L. Smith has taken over the De-

# 2,000,000 Fair visitors saw



## the "UNION-AIR" CONDITIONED Wonder Bakery!

The World's Fair paraded the bakery business before the men and women who buy bread to eat, and the men who buy it to sell. These millions—and the millions they've told—now know that there is no excuse, regardless of the weather, for brittle crusts, "oil" tastes, lumpy bread, mold, haphazard or late deliveries. . . . They know that, with "Union-Air" Fermentation Rooms, Proof Boxes and Bread Coolers, rigid standards of bread quality and distribution service can be maintained without increased costs. Fortunately for the baker, "Union-Air" Conditioning Equipment is not an added expense, but a profit-earner. It pays for itself by what it saves in the production process alone—by minimizing evaporation and other losses and systematizing bakery operation. You want the complete facts—send the coupon below.

Union Steel Products Co. 3000 Union  
 180 Berrion St., Abion, Mich.

Please explain the savings possible in a bakery when "Union-Air" Conditioning is used, especially with—

"Union-Air" Fermentation System  
 "Union-Air" Proofing System  
 "Union-Air" Bread Cooling System

Name .....

Bakery .....

Address .....

City .....

State .....

**UNION STEEL PRODUCTS.**  
 BAKERY EQUIPMENT OF EXCELLENCE



## King Arthur Special

Guaranteed Short Patent from northern-grown Hard Spring wheat and nothing else. No bleaching—no hocus-pocus of this or that treatment—just naturally good. It appeals to the reason and common sense of bakers who appreciate real quality flour.

**Sands Taylor & Wood Company**  
SOMERVILLE POST OFFICE - BOSTON, MASSACHUSETTS

**BRANCHES:**

New York City, New York  
Worcester, Massachusetts

Providence, Rhode Island  
Springfield, Massachusetts

DCA

**DOUGHNUT CORP. of AMERICA**

- Millers of fully-prepared doughnut mixes
- Mfrs. of automatic doughnut machines

Headquarters: 1170 B'WAY, N.Y. City  
BOSTON CHICAGO SAN FRANCISCO



COMPLETE EQUIPMENT FOR BREAD AND  
CAKE PLANTS OF EVERY DESCRIPTION  
**READ MACHINERY CO. Inc.,**  
YORK, PENNA.



Permanent Window Signs Have Been Used in the Stimpson Bakery, in Los Angeles, Cal., to Push This Shop's Popular "Hot from the Oven" Specials

licious Bakery, Pendleton, and renamed It the Purity.

**PENNSYLVANIA**

The Sellersville Bakery, Bethlehem, has been incorporated with \$5,000 capital stock, to do general baking.

**SOUTH CAROLINA**

The Standard Baking Co. has been opened at 1347 Main Street, Columbia. The Condon Baking Co., Sumter, has a new flour saving device.

**SOUTH DAKOTA**

O. E. Merrill has opened the Jumbo Donut Shop in Deadwood.

**100,000 BREAD LABELS**  
in two colors, \$10.00.

Write for free color chart.

**LABEL SPECIALTY CO.**  
Dept. K-1. P. O. Box 736, Buffalo, N. Y.

**BROWN'S HUNGARIAN  
CAKE FLOUR**

"Undoubtedly the best cake flour we have ever used," says a nationally known baker.

**BROWN'S HUNGARIAN CORP.**  
23 Beaver Street, New York City, N. Y.

# 5c PIES

Are increasing volume and profits for hundreds of alert bakers. Good pies made with modern money saving machinery will do the same for you. May we quote you? Our pie research bulletins with practical recipes are free.

## COLBORNE MFG. CO.

*Pie bakers' machinery for thirty years*  
159 W. DIVISION STREET CHICAGO, ILLINOIS

E. H. Kappe has discontinued his bakery at Eureka.

Stephen Fischer has opened a bakery in Aberdeen.

Lloyd Johnson has succeeded B. L. Pierce in the baking business at Centerville.

The City Bakery, Beresford, has been sold to Harold Holse.

**TENNESSEE**

R. Wilson has opened the Modern Bakery in McKenzie.

The Thompson Baking Co., Jackson, is confining its business to wholesaling.

**TEXAS**

The Home Bakery, Clayton, N. M., has opened a branch at Shamrock.

True's Bakery, Lufkin, has been taken over by Charles Frenzell.

The Chocolate Shop Bakery, Inc., Dallas, has been reorganized, with an addition to the capital.

The Highnote Bakery, Harlingen, has been purchased by John Hertel.

The Colonial Cake Co., Fort Worth, has been consolidated with the San Antonio plant.

The Good-Eats Bakery, Dalhart, has a new oven.

**UTAH**

The Premier Bakery, Salt Lake City, now closed, will be reopened.

**VERMONT**

Nicholas Romano has opened a wholesale and retail bakery on Meadow Street, Rutland.

**WASHINGTON**

The Boge Bros Bakery, Spokane, is expending \$12,000 to double its capacity.

**WEST VIRGINIA**

A \$2,000 automatic bread slicer, wrapper and sealer has been added to the equipment of the Richwood (W. Va.) Bakery.

The Kingwood (W. Va.) Bakery has a new gas oven.

The Klean Krust Bakery, Grafton, has installed an automatic doughnut machine.

The Nickels Bakery, Martin's Ferry, Ohio, has opened a branch at 17 Eleventh Street, Wheeling.

**WISCONSIN**

The Wilkinson Bakery, Prairie du Chien, has been enlarged and entire new equipment installed.

H. W. Olsen, Minneapolis, has opened the Mary Ann Bake Shop in Boscobel.

**WYOMING**

J. C. Zuttermeister has opened a retail shop at 410 Randall Boulevard, Cheyenne.

# HE SELLS THEM HOT STUFF!

By JOHN J. STAPP

**S**TIMPSON'S, a large Los Angeles retail bakery, has built a business on a solid foundation of a large following which could not be pried away from the store with a crowbar! Customers come from all over town to obtain Stimpson's goods. Considering the fact that Los Angeles is the largest city in the world in area, this is quite an achievement.

Hot from the oven is the way L. C. Stimpson has been able to build his loyal following. In these days of quality baking, he has found it necessary to offer the customer something more than just a very good product. His "hot stuff" is the "something more." The result,—not only a large retail clientele, but a large list of luncheon clubs, women's clubs and the like, to whom the bakery delivers freshly baked hot products just in time for serving. Incidentally, this is a market which it pays to cultivate, he pointed out.

"When we moved into our new location two years ago, we decided that we should place some promotion behind a set-up that would give us something a little different from the ordinary run of bakeries. But the problem here was twofold: First, we would have to maintain our volume and therefore we could not go into the higher priced field in an effort to strike out for uniqueness; secondly, we could not increase our overhead appreciably by inaugurating new services that would require fancy fixtures or more employees.

"That is how we hit upon the idea of featuring hot products for almost every hour in the day. Although this has increased our overhead to some extent, both because a little more money went into the gas bill and into employees' wages, we can counterbalance this by a slight differentiation in price and still remain in the volume competitive field. We have been able to obtain from one to two cents more on all items; this more than covers the additional expense."

### AROUND THE CLOCK WITH HOT GOODS

Instead of baking at night, Mr. Stimpson starts the crew at 4 o'clock in the morning. By opening time, the mixes on hatch stuff are set and the baking for the day has been fairly well lined out. At 7:30 hot doughnuts are placed on sale. There is a brisk early morning business on these. A study of his especial neighborhood and customers has shown that doughnuts are the early demand item. Hot doughnuts for breakfast make an appealing dish.

At 8:30 he brings out Danish pastry of some variety. This has been done because he finds that his late breakfast demand is for this article. Usually, the late breakfasters are people of more leisurely tastes; that is why Danish pastry moves out at that time.

At 11 a luncheon item comes out. Also some special bread, such as whole wheat raisin and walnut, whole wheat with a simple sirup and gelatin covered top, etc., is produced at the same time. The luncheon time seems to be a good whole wheat hour, as this is the one meal where bread takes the center, due to the ease with which the housewife can build her luncheon around it. Whole wheat, in some variety, is selected for the reason that school children are to be

fed. Also, there is brought out some hot sweet roll or fruit filled pastry.

There follows the luncheon club orders. These are baked and rushed to destination, or are called for in the case of special orders for small parties in the home. Luncheon clubs are handled on a wholesale basis—usually less 20%—and this has aided in building up the trade for large orders.

At 4 o'clock the first batch of evening

bread and cakes comes out. This is also a special loaf—the day's baking in the ordinary loaves having been done in the early morning as in other bakeries. Dutch and Vienna loaves are two big attractions for this hour. At about 5:30 still another bread comes out of the oven, or hot rolls of some special variety (such as butter rolls) have been found attractive at the day's finale. Thus the bakery is going right through the day, offering the

consumer a freshly baked product at any hour.

"The purpose of this baking program is to draw traffic into the store. Because every one knows that hot baked products may be obtained at any time, they come in here for their orders. Even when they do not want the special product which we have baked at that hour for that day, we can sell them something from

(Continued on page 404.)



## First impressions

### speed up sales

Glance over the bread racks in your nearest grocery store. See how some loaves catch your eye at once and convey an appearance of quality and goodness. It's this first impression that quickens sales.

The glossy whiteness and brilliant printing of Riegel's Sno-Paque will create this first favorable impression for you. It will catch the eye of the house-wife, command respect and make the sale. It's a profit-building bread wrap at a moderate cost. Secure samples and prices and see for yourself. Clip the coupon and mail it today!

## SNO-PAQUE

Made Near You By

Cleveland . . . . .	Cleveland Wax Paper Co.
Dallas . . . . .	Dixie Wax Paper Co.
Detroit . . . . .	Detroit Wax Paper Co.
Hamilton Ont. . . . .	Appelford Paper Products
Kansas City . . . . .	Waxide Paper Co.
Los Angeles . . . . .	Western Waxed Paper Co.
Memphis . . . . .	Dixie Wax Paper Co.
No. Portland Ore. . . . .	Western Waxed Paper Co.
New York . . . . .	Riegel Paper Corp.
Oakland, Cal. . . . .	Western Waxed Paper Co.
Pittsburgh . . . . .	Pittsburgh Wax Paper Co.
St. Louis . . . . .	Waxide Paper Co.

Mail Coupon to Nearest Plant

Send me SAMPLES of SNO-PAQUE and its INTERESTING PRICE

Name \_\_\_\_\_  
 Firm \_\_\_\_\_  
 Address \_\_\_\_\_

## *“Tea Table Quality”*

We wish we could give you (who know about milling only by the kind of flour you get) a picture of the scrupulous care required to make flour of “Tea Table Quality.”

Beginning with wheat selection — to secure perfect balance and uniformity — and continuing on through the cleaning, tempering, grinding, bolting, purification and, above all, separation into grades, the slightest inattention wrecks the whole plan.

Most millers are, of course, careful; but here at our task of producing “Tea Table Quality,” there has to be an exactness of care not required in producing ordinary flour or even reasonably good flour.

And it is this very special care in processing that has brought these “Tea Table Quality” flours to their high and fine reputation — to where so many good bakers have learned to depend on them as the foundation of their excellent products.

There are three grades of these splendid, care-milled flours — all good but differing in protein and ash to suit the baker’s preferences.

You can choose any one — “TEA TABLE,” “OVENSPRING” or “BIG VALUE” with perfect assurance.

WEBER FLOUR MILLS CO.,  
SALINA, KANSAS

# The Northwestern Miller and American Baker

Volume 11

MINNEAPOLIS, MINN., U. S. A., NOVEMBER 7, 1934

Number 11

## DO'S AND DON'TS FOR OPENING THE NEW BAKERY

By CHARLES N. TUNNELL

**M**ACHINERY jobbers, allied salesmen and other people close to the baking industry state that there is a greater demand for bakeries at present than for several years. It is a different situation, too. A year or two ago there were plenty of bakeries closing, and many changing hands, but the transactions for the most part were shoestring propositions involving little or no cash. It was a matter of one man assuming what another owed, or of re-organization.

But today the picture is different. Men with ample finances are turning to the baking industry as a business and profession. They are opening new bakeries, or anticipating the purchase of going plants.

There are many things to consider when opening a new shop, whether it is retail, wholesale or house-to-house. But the following do's and don'ts are the essentials:

### SOME DO'S FOR THE NEW BAKERY

**First.**—Do make a survey. It is not sufficient to merely select a town, city or market, and open up a bakery without a survey to reveal the volume of bakery goods being sold, the type used or desired, and the possibility of enlarging, expanding or increasing consumption. There are few markets which offer much opportunity to the baker going about the matter in an ordinary way. There are plenty where improved products will find acceptance and where the right kind of plan will broaden the market. When opening the new bakery, it should be planned to increase consumption or create new outlets rather than merely hoping to cut in on the established trade.

**Second.**—Do have the new venture amply financed. It is true that many of the leading bakers started in a one-man shop with a half barrel of flour; but conditions are different today. There are exceptions to the rule, but, generally speaking, a successful bakery today must be well financed from the start and have sufficient cash reserve to carry through for at least one year of operation without a profit.

**Third.**—Do give serious thought to the question of whether to buy a going plant or to open a new one. There are certain advantages in buying an established business, but if this firm has floundered along for years without any degree of success, the so-called good will is often more of a liability than an asset, and it is more profitable to open an entirely new plant with a clean start.

**Fourth.**—Do buy the best equipment possible, the anticipated production,

market to be served and all other factors considered. However, there is a tendency today to depart from the old practice of buying machinery and equipment much beyond present needs, in order to provide for 10 years of expansion. The modern baker realizes that it pays to replace most equipment before the expiration of 10 years, and it is often wise to buy only for present-day production, operate at a low cost, and replace this when it becomes worn and too small for the plant.

**Fifth.**—Do buy the best ingredients that money can buy. There is little use of paying a long premium for any product, but there generally are excellent ingredients to be had in the competitive class at reasonable prices, and it pays to buy the best. Trying to cheapen their

gross will make a nice advertising allowance.

**Third.**—Don't start a fight. Cutting prices is not the only way to disrupt a bakery market. The baking code has defined the fair trade practices of the industry, but there are shady ways of infringing on the code or accepted fair practices of any given territory. The new baker is watched closely by bakers and grocers alike; he is given every opportunity to overstep the rules, and many grocers will offer inducements for such action. Future security and success in the industry depends upon a rigid adherence to the rules of the game from the start.

**Fourth.**—Don't make concessions to gain trade. Many new bakers labor under the impression that the new man in the field must give something extra, make some concession to get started. That something extra must not be premiums, discounts, or special concessions to the grocer. It can be a strong consumer demand. Do something ethical to cause people to ask for the new loaf of bread or cake that is being advertised, and grocers will gladly stock the line. But business that is first gained by making some concession to the retailer never proves profitable, for the latter will continue to demand more and more favors.

**Fifth.**—Don't start abusing credit. The baker that has to have credit from the start is in a poor way to establish a business. The best way to build up a high credit rating is by paying cash, and some day in later years a credit rating may prove his salvation. It is easy to drift into delinquent accounts. Keep all bills discounted from the first, and there is no danger of getting in a bad way while the business is young.

**Sixth.**—Don't think the world owes you anything. Too many bakers and other business men feel that people should patronize them just because they are new and trying to get a start. With few exceptions, the baker enters business because he sees an opportunity to make money and not because he has been solicited to build a plant to serve pressing needs. The one who works on the theory that the grocers or consumers should divide up their business and hand him a portion just because he is new and needs a start will find the path rather rough. The way to secure this business is to get it on a merit basis. Something a little better than the other fellow's, something a little more attractive, service that is a little more pleasing and efficient, true and frank statements to the public about the products—those are the things that will win a trial from the consumers or an order from the grocers.

**Second.**—Don't spend all the advertising budget on an opening campaign. The new bakery should open up with quite a bit of flourish and have a big advertising campaign behind it, but don't deplete the budget during the first few weeks of business. A campaign that starts off with a bang, then is curtailed, falls far short of the goal. It is better to keep some money in reserve and continue each week with a modest amount of advertising and publicity. There are instances when it is wise to spend as much as 10% of the gross income of a new bakery during the first year for advertising, and by that time the volume should be large enough that a 3% of

### DO'S AND DON'TS SUMMARY

1. Do make a survey.
2. Do have ample finances.
3. Do consider established bakeries.
4. Do buy the best of equipment.
5. Do use the best ingredients.
6. Do start with a trained personnel.
1. Don't cut prices.
2. Don't exhaust advertising budget on opening campaign.
3. Don't start a fight in the industry.
4. Don't make concessions to gain customers.
5. Don't abuse credit.
6. Don't expect patronage just because the business is new.

cost usually cheapens the quality of the products, and there is no demand for a new bakery producing a poor quality line.

**Sixth.**—Do start the organization off with a well-trained personnel. It is not always possible or even desired to have all employees experienced in bakery work, but it is essential to have the production staff made up of experienced men, and especially to have a capable sales organization. It is not necessary to have experienced salespeople for either the retail shop or wholesale routes; it often requires more time and expense to untrain the so-called experienced people than it does to train new ones. It is unsafe and unwise to start out a wholesale bakery with a crew of route salesmen who have worked elsewhere and claim that they can pull a large personal trade. There is generally something wrong with such men, or they would not be seeking new connections. It generally develops that the best route salesmen are those that are intelligent, ambitious and with good personality.

prove to be wrong. It is pretty safe to assume that if bakery goods of quality could be produced cheaper, and sold at a profit in any market, there would be some baker or all bakers doing this very thing, and it would not be left to the newcomer to set the price level. Play safe by getting as much as or more than the average bakers of the area, then the business will grow on a solid foundation.

**Second.**—Don't spend all the advertising budget on an opening campaign. The new bakery should open up with quite a bit of flourish and have a big advertising campaign behind it, but don't deplete the budget during the first few weeks of business. A campaign that starts off with a bang, then is curtailed, falls far short of the goal. It is better to keep some money in reserve and continue each week with a modest amount of advertising and publicity. There are instances when it is wise to spend as much as 10% of the gross income of a new bakery during the first year for advertising, and by that time the volume should be large enough that a 3% of

# TODAY AND YESTERDAY

*"Of money, wit and wisdom, believe one fourth of what you hear"*

## THOUGHTS ON DOUGHNUT MONTH

With doughnuts for dunking, still bravely we seek  
The true celebration of great Doughnut Week,  
As into the coffee we ardently swing  
The beautiful, crisp and symbolical ring.  
The doughnut has neither beginning nor end,  
But in a harmonious co-tangent bend  
Returns on itself, as you note, by and by,  
As the sun in its cycle returns through the sky.

The doughnut exists in its palpable ring,  
But also a quite indispensable thing  
To put it correct in the true doughnut role,  
Is the nothing it circles—the intangible hole.

Philosophers argue and argue about reality,  
and they may waver in doubt  
Between the subject and object, and wonder  
what's due  
Phenomenon or to the noumenon too.

But I can sit down with a coffee cup plain,  
And pick up a doughnut, and loosen the rein  
Of logic and work out a notable hunk  
Of philosophy, while I just nibble and dunk.

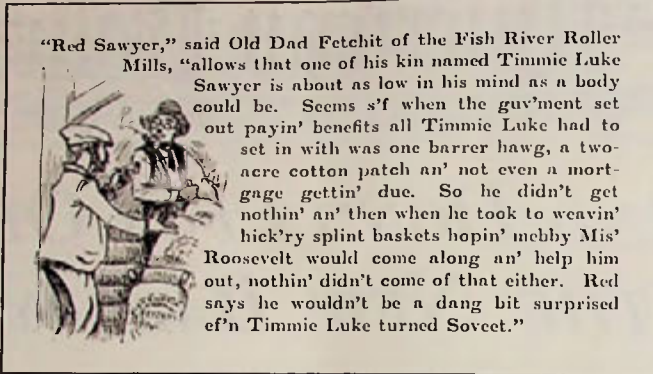
The doughnut, the hole in the doughnut,  
these two  
Will launch a whole field of philosophy new,  
And time in eternity wholly be sunk  
As you hold the symbolical doughnut and dunk.  
F. K. H.

## REVERENCE FOR BREAD

In an article in the *Netherlands Bakers' Journal* interesting details are given of acts of reverence for bread shown by various peoples. The Arabs especially consider bread to be an excellent gift of God. When giving the first cut to a loaf, the Arab says, "In the name of the beneficent God." When dropping a piece of bread, he will at once pick it up with the right hand, press it to his lips and give it to the birds. It would be a crime to leave it on the ground or tread upon it. In some districts of the Giant Mountains, care is taken that bread is not put in the wrong place, as this would cause a quarrel.

In a general sense bread and grain are symbols of abundance, which is evident in many old customs at marriages. For instance, the bride will keep a piece of bread taken from the wedding banquet as an amulet against calamities. In some regions the bride will give a loaf to any one she will meet on the way to her home. In Sweden the pockets of her coat are filled with bread to be distributed among the poor; this will keep misfortune from her and her house. The old Roman bride held three wheat ears in her hand, while a mola salsa cake (baked from milled corn with salt), the symbol of material prosperity, was hung over her head when the marriage was consummated. In England, a bride formerly wore a garland of wheat ears on her head and when she

"Red Sawyer," said Old Dad Fetchit of the Fish River Roller Mills, "allows that one of his kin named Timmie Luke Sawyer is about as low in his mind as a body could be. Seems s'f when the gov'ment set out payin' benefits all Timmie Luke had to set in with was one barrer hawg, a two-acre cotton patch an' not even a mortgage gettin' due. So he didn't get nothin' an' then when he took to weavin' hick'ry splint baskets hopin' mchby Mis' Roosevelt would come along an' help him out, nothin' didn't come of that either. Red says he wouldn't be a dang bit surprised ef'n Timmie Luke turned Sovcet."



came home from church, wheat ears were thrown at her.

On the Malabar coast, the priest sprinkles the bridal pair with rice. This also was done by the Persians who considered rice the symbol of fertility. This custom also was in vogue in England, but later on the rice was baked into long and thin rusks and still later these rusks were replaced by small cakes. After the wedding these cakes were tied up with a ribbon, a pyramid was built of them and the bride and the bridegroom had to kiss each other over the pyramid. Later the pyramid was surrounded by almond paste and in this way the wedding cake came into existence. The failing to provide such a cake was considered of fatal presage. In some parts of England the cake was cut in pieces and strewn over the heads of the bridal pair.

In other countries the guests accompanied the bride and bridegroom to their house where the bride threw wedding cake over the house. The higher the throw, the more prosperous the marriage would be.

From olden times there is a belief that plants are animated. It was thought that the soul of the wheat was to be found in the last sheaf. In some instances this sheaf was dressed in woman's clothes and called the "grain mother," which was sprinkled with water in order to insure fertile rains. The soul of wheat was believed to live one year. By mixing some grains of the last sheaf with other seed it was believed that next crop would also contain a soul. A "rice mother" is known in the Netherlands East Indies, consisting of a few halms of a special growth of seven junctures. The rice mother is brought home with special care and put in a special place in the barn. As long as the rice mother lives the balance of the crop, it is believed, will be good.

## THE CHANGING TIMES

At the furthest end of a long building composing a part of the plant of the Burrus Mill & Elevator Co., covering a city block in the Fort Worth, Texas,

business district, is a section of the structure in the lower part of which the company's truck horses formerly were stabled, while in the loft above was stored the hay for their winter keep. Today the lower floor is used for the mill's motor storage, while in what used to be the hay-loft, enlarged and extended, now is located a studio for rehearsals by the company's radio "Dough Boys," appearing every day over the Fort Worth radio station, and for the making of disc records to be used for "electrical transcription" over other Texas radio stations.

## A FABLE

Once a flour salesman, named Bill, took to the road. He knew his flour. He knew his company. And he didn't mind work. He didn't try to sell his flour to his competitors' salesmen in the hotel lobby.

All buyers are honest and straightforward! Of course they want to buy flour at a fair price to themselves as well as to the mills. So Bill always laid his cards on the table face up. One day he called on a buyer whom he had been trying to sell for some time. The buyer told Bill he was in the market for 2,000 or 3,000 bbls. So Bill called up his sales manager at the mill by long distance and told him to stretch a point to get started with the new buyer.

The mill, anxious to help Bill get started, gave him a rock-bottom price, which barely showed a profit. Bill hastened to the buyer and laid down his price as exhibit A.

Mr. Buyer said, "I've yet to hear from one of my mills." Whereupon Mr. Buyer wired another mill an offer 16c below Bill's special price. The other miller booked 3,000 bbls at the offer, to be a good fellow. "How can you get by, Mr. Miller, selling your goods at a loss? It's the volume that counts!"

Which reminds me of another story—that about the rabbit which saw the fox coming, and ran. Then he remembered the code. He sat down and waited till the fox arrived. "Good morning, Brother

Fox," said the rabbit. "You know your new code says we animals must not kill each other."

"You are right, Mr. Rabbit," said the fox, and they sat down for a moment. Presently they heard some hounds baying in the distance. They looked back over the hill came three dogs. On they came. Soon these three dogs were joined by three more. The rabbit began to get nervous. But the fox reminded him of the code again.

On came the dogs, and as they rounded a corner the pack was joined by five more. The rabbit said, "Brother Fox, you do as you please. I'm leaving here. When you get that many dogs together, there is sure to be some chiselers among them!"

OLIVER L. STEELE

## PITCHER AND CATCHER

A flour salesman, on being turned down for the fourth time in succession, looked out of the window of the bakeshop he was in and saw a man taking a long wind-up and then going through the motions of pitching. The salesman watched him do this three or four times. Seeing no ball, he turned to the baker and asked what was wrong with the fellow.

"Well," said the baker, "that man once was one of our most prosperous citizens but he lost all his money in the crash and now he spends his entire day pitching an imaginary ball game."

"That's terrible," said the salesman, turning to leave. "I guess I'd better be getting along now as I have some other calls to make. And, by the bye, if I don't have more luck than I have had so far today, I'll be back here to catch for that fellow."

## THANKSGIVING

For green fields where the prodigal sun squanders  
The precious gold of his life giving rays,  
For soft winds and each hillyow cloud that winds  
Freighted with rain for thirsty summer days;  
For yellow grain that ripens while we sleep,  
For bursting granaries that receive the hoard  
Of Autumn's gold, for those who sow and reap,  
For seedtime and harvest we thank Thee, Lord.

For nature's harnessed forces where the mill  
Grinds out the white dust that is hunger's foe  
We thank Thee, and for all who toil until  
The brown loaf issues from the oven's glow.  
When thankful praise for all good things is said,  
Lord, may we not forget our daily bread.

JOHN H. KNOX.

Cloud and wind, and sun and sky,  
Lahor all harmoniously,  
That while they thee with food supply,  
Since all are busied and intent for thee,  
Justice forbids that thou a rebel be.

Sidd.

## THE MILLER PUBLISHING COMPANY

118 South Sixth Street, Minneapolis, Minn.

Publishers of THE NORTHWESTERN MILLER, THE AMERICAN BAKER and FEEDSTUFFS

Covering the Bread and Feed Industries

H. J. PATTRIDGE, President and Treasurer  
W. C. NICHOLS, Vice President  
ROBERT T. BEATTY, Secretary  
L. C. WILTEN, Cashier  
THOMAS A. GRIFFIN, Circulation Manager

ROBERT E. STERLING, Editor and Chairman of the Board  
CARROLL K. MICHENER, Managing Editor  
HARVEY E. YANTIS, Associate Editor  
MAITIN E. NEWELL, Associate Editor  
WALTER QUACKENBUSH, Washington Correspondent

## BRANCH OFFICES

SOUTHWEST—Robert E. Sterling, Manager, 614 Board of Trade Building, Kansas City, Mo.; Arthur F. G. Hales, Special Representative.  
EASTERN STATES—Wayne G. Martin, Jr., Manager, 23 Beaver Street, New York City; Arthur S. Purves, General Field Representative.  
CENTRAL STATES—W. H. Wiggin, Manager, 513 Board of Trade Building, Toledo, Ohio.  
CHICAGO—S. O. Werner, Manager, Room 719, 144 West Jackson Blvd., Chicago, Ill.  
EUROPE—C. F. G. Balke, Manager, 69 Mark Lane, London, E. C. 3, England. Telegraph and Cable Address, "Miller's."  
CANADA—A. H. Bailly, Manager, 1061 Lumden Building, Toronto 2, Ont.

## SUBSCRIPTION RATES

For rates of subscription see foot of page facing front cover



# EDITORIAL

## PRELIMINARY CENSUS DECEPTIVE

THE preliminary census report on the country's wheat flour production for the calendar year 1933, showing a total of but 96,698,893 barrels, as compared with 115,364,000 barrels in 1931 and 120,390,000 barrels in 1929, presents a somewhat tragic picture of milling but one which, fortunately, will, in the light of experience with former milling censuses, be materially changed when final figures become available. The Bureau of the Census published the figures only as preliminary, and any conclusion drawn from them necessarily must take into account almost certain increase in totals under subsequent revision.

That the published figures show a total flour production much less than actual is best demonstrated by the fact that for 1933 the total of month-to-month production figures collected by the Bureau of the Census from only 1,037 mills was 96,974,282 barrels, while the preliminary total figure of production for all establishments, numbering 1,932, was but 96,698,893 barrels—less by nearly 300,000 barrels than production of the 1,037 monthly reporting mills alone.

The extent of the increase over the present preliminary report likely to be shown in the final revision may fairly be computed by a comparison of these month-to-month figures with the final census for other recent years. In 1931, the month-to-month production figures from approximately 1,000 mills totaled 108,153,000 barrels for the year, while the final census report covering all mills showed 115,364,274 barrels,—more than seven million barrels greater than the total of monthly figures.

In 1929 the factor of difference was somewhat less.—115,308,000 barrels by month-to-month reports and a final census total of 120,039,673 barrels.

Thus, for the year 1929 the final census figure showed a total production four per cent greater than the 1,000-mill monthly totals and for the year 1931 a total six per cent in excess of the monthly figures. Applying this approximately five per cent addition to the month-to-month total for 1933 suggests a revised production figure for all mills of 101,823,000 barrels. Mills reporting monthly production figures are estimated by the Bureau of the Census to produce approximately 95.5 per cent of the output of all mills, so that application of this method to forecasting the final census figure for 1933 will give virtually this same total of nearly 102,000,000 barrels.

When these figures for the last three census years, with those for 1933 raised to the indicated final total, are considered in connection with exports for the same years and domestic disappearance of flour thereby arrived at, the result is as follows, in thousands of barrels:

Year	Production	Exports	Disappearance
1929	120,039	13,663	106,376
1931	115,364	9,654	105,710
1933	101,500	3,964	97,536

While this shows an important decrease in domestic flour consumption, the production figures are not in themselves correctly indicative unless interpreted in the light of available data on flour stocks carried over, by the method used by Mr. Newell in his study published in last week's issue. The point worthy of emphasis, however, is that the figures issued last week were preliminary and tentative and much more disturbing on their face than they are likely to be when revised final totals become available.



*Whether it is paid by the producer or the consumer, whether it is a tax on productive labor or on hunger, the excise on bread now being collected is inequitable, unfair and a gross abuse of the taxing power granted to the federal government by the states. It is a heavy addition to the burden of millions who are struggling for means of existence and of doubtful or negative value to the chosen few whom it is proposed to benefit. It should be repealed.*

## END TO FREE MARKET

CONSIDERING how closely the action of the Canadian government in pegging the price of wheat futures at Winnipeg parallels the next from last act of our own Federal Farm Board, it is fair to assume that the ultimate result will be much the same and that no national interest, least of all that of wheat growers, will have been served. Yielding much to Premier Bennett's good intentions and Mr. McFarland's wisdom, the chance that this virtual closing of the Winnipeg market will advance the corpse of the Canadian government's "bull" market adventure one yard nearer to its unadorned grave is, at best, remote.

There is an ancient aphorism in the grain trade that it is easy enough to bull the market by buying up all of the wheat, but it is a tough job burying the corpse. Hutchinson, Leiter and all of the rest of the big speculators through the years had, each for himself, to rediscover the infallibility of this truism. More recently, rejecting the forewarning afforded by their misadventures, the United States government undertook the same job only to find that, in the business of trading, governments differ from individuals only in having more money and less practically effective judgment and ability.

Yet it took the better part of four years and scores of millions of the people's money to convince the Hoover administration, misled by political farm leaders and pre-New Deal academicians, to find that bull market hangovers are just as tough a problem for constituted authority as they were for the classic speculators of earlier and less expansive days. The Farm Board, despite the counsel of all economic experience, clung to its wheat and its hopes until the sheer weight of the burden, both on the set-up itself and on the world's wheat price structure, forced it to liquidate its holdings and confess defeat.

Much the same thing, dragged out over a longer period, has been happening in Canada. Daring long-established truths, even antagonizing governments and the interests of their own country, the Canadian pools built up and carried along their vast store of wheat and even greater store of fatuous optimism until their money ran out and they were forced to turn over both the wheat and their dimming hopes to the provincial and Dominion governments. That was two years ago, and the government, recently with the more experienced counsel of Mr. McFarland, has been carrying on, holding, buying, hoping, using its every resource to maintain a hull market.

Last week came what obviously is the beginning of the end of the misadventure. Unfortunately it did not come in the form of a frank and honest confession of failure, but in a patent attempt to set up an alibi by placing blame upon the Winnipeg market, which has, to any but the most biased eye, committed no fault greater than maintaining a free and open market for the grower's grain while those overconfident of

their ability better to serve him ran about in hopeless confusion. The cry of "wicked short sellers" always is set up when schemes to maintain a fictitious price go awry. It rarely means anything. It means nothing in the present circumstance, which clearly is a case of the government's deciding it to be cheaper and easier to maintain a desired price by fiat than through continuing its own market operations.

This country and Canada now share about equally in the questionable triumph of having cast aside their premier positions in the world's wheat and flour trade in efforts to maintain the fiction of agricultural well-being by price manipulation in a transient period of unbalance in the world's supply and demand. Had political demands that this be done never been yielded to, had the unbalance been permitted to liquidate itself by natural processes, had production and distribution been left to those longest experienced in it, there never would have been any continuing surplus problem on either side of the boundary. All of the millions of bushels of so-called surplus would long ago have been used for food, other countries of the world would not have set up their programs of stimulated production, restrictions and quotas would have been determined by military, rather than economic, considerations, and the international wheat trade would not have been so hopelessly askew, with these countries the chief sufferers.

Meanwhile, with our own exchanges restrained by political regulations and, finally, Winnipeg destroyed as a free market, all speculative buoyancy has been eliminated from prices on this continent and, by reflection, from prices in the world. Liverpool alone continues as a free and open market and as a true day-to-day index of world wheat values based on supply and demand; and Liverpool, it is wise to remember, is a buyers' market, subject at all times to the winds of price depression and the wishes of those whose interest lies always on the side of lower prices. Blundering politics finally have brought the world wheat trade to this low estate.

## HON. TUBTHUMPER GETS RELIEF

WITH virtually no prejudice against betting on a sure thing, we will hazard one pretty fair barlow knife with one unbroken blade against a Ben Davis apple that no reader can tell us the meaning of the following law of the land, approved by the President January 25, 1934:

48 Stat. 337, 4 U.S.C. • 2248 U.S.C. • 206  
(PUBLIC NO. 86—704 CONGRESS)

### AN ACT

Relating to contracts and agreements under the Agricultural Adjustment Act.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That the provisions of section 3741<sup>2</sup> of the Revised Statutes (U.S.C., title 41, sec. 22) and sections 114<sup>2</sup> and 115<sup>2</sup> of the Criminal Code of the United States (U. S. C., title 18, secs. 204 and 205) shall not apply to any contracts or agreements heretofore or hereafter entered into under the Agricultural Adjustment Act, the Federal Farm Loan Act, as amended, the Emergency Farm Mortgage Act of 1933, as amended, the Federal Farm Mortgage Corporation Act, as amended, the Farm Credit Act of 1933, as amended, and the Home Owners' Loan Act of 1933, as amended.

Having won the bet and rung up the proceeds, we now reveal that Sec. 3741 prohibits any member of Congress from sharing in the benefits of contracts with the government. Sec. 114 provides that any member of Congress benefiting through contracts with the government shall be fined three thousand dollars, and Sec. 115 provides that a like fine shall be assessed against any officer of government who enters into any contract with a member of Congress by which the latter may profit. The purpose of S. 2284 is, therefore, to make it possible for members of Congress to participate in the corn-hog, wheat, cotton, land loan and other benefits of farm relief legislation, thus relieving that much more of the agricultural distress.

Which sort of clears up the most question of the self-sacrificing patriotism of our great Congress.

# THE WEEK'S FLOUR MARKET

## Strength In Futures Aids Flour Sales

**M**ODERATE strength in wheat futures late last week stimulated flour buying, especially in the Northwest. Spring wheat millers sold an average of 36% of their capacity during the period, compared with 42% in the previous week and 18% in the corresponding week of last year. Hard winter wheat mills averaged 41% of their capacity in new bookings, compared with 49% in the preceding week and 32% a year ago. In the latter case, although the average declined the sales generally were better scattered and a larger number of mills reported improvement in business. Family flour demand furnished most of the volume in both sections, but bakers also were fairly active. It was reported from the Southwest that so far this year both jobbers and bakers had used more flour than in the same period a year ago.

**Quotations.**—With the exception of clears, prices are about 10c bbl higher than a week ago. Clears strengthened somewhat in the Northwest, but southwestern mills reported continued weakness.

**Production.**—A further slight reduction in running time of mills occurred last week. Total production of United States flour mills reporting to THE NORTHWESTERN MILLER for the week ending Nov. 3 was 1,907,891 bbls, compared with 1,913,423 in the preceding week, 1,238,656 in the corresponding week last year, 1,329,212 two years ago and 1,480,833 three years ago. The reduction was all experienced by Buffalo and northwestern mills, the former decreasing output 12,000 bbls and the latter 8,000. The Southwest was unchanged, the central states group gained 8,000 bbls, the Southeast and the Pacific Coast 3,000 each and Chicago 1,000. Output of reporting mills, representing approximately 60% of the total flour production of the United States, was:

### WEEKLY FLOUR PRODUCTION

	Nov. 3, 1934	Previous week	Nov. 4, 1933	Nov. 5, 1932	Nov. 7, 1931
Northwest	595,322	308,443	319,344	313,186	409,602
Southwest	454,096	454,734	439,234	486,332	525,064
Buffalo	191,740	203,359	178,319	199,417	180,313
Central States	136,970	128,480	140,915	141,115	137,445
Southwest	85,226	89,374	65,032	88,566	89,188
Pacific Coast	*105,120	*103,707	72,448	67,854	110,360
Chicago	30,117	28,247	27,465	32,743	28,493
<b>Totals</b>	<b>1,207,891</b>	<b>1,313,424</b>	<b>1,238,656</b>	<b>1,329,212</b>	<b>1,480,833</b>

	Percentage of activity					Crop-year production	
	Nov. 3, 1934	Previous week	Nov. 4, 1933	Nov. 5, 1932	Nov. 7, 1931	July 1-Nov. 3, 1934	1932
Northwest	49	42	43	37	48	5,837,739	7,231,472
Southwest	64	64	69	67	73	3,999,574	3,412,970
Buffalo	70	74	66	72	66	2,584,697	2,195,662
Central States	54	53	56	57	55	1,284,697	1,284,697
Southwest	71	71	69	71	76	1,524,333	1,524,333
Pacific Coast	*75	*73	51	48	78	1,524,333	1,524,333
Chicago	75	73	69	82	71	473,412	473,412
<b>Totals</b>	<b>57</b>	<b>58</b>	<b>54</b>	<b>56</b>	<b>61</b>	<b>22,676,008</b>	<b>21,607,671</b>

### TOTAL MONTHLY FLOUR PRODUCTION

	October		Previous month		October	
	1934	1933	1933	1932	1934	1933
Northwest	1,482,987	1,352,250	1,461,647	1,564,386	1,493,184	1,493,184
Southwest	2,118,378	2,023,442	1,819,206	1,916,617	2,064,279	2,064,279
Buffalo	829,702	879,914	876,914	876,914	876,914	876,914
Central States	686,646	680,049	666,132	622,189	676,352	676,352
Southwest	392,660	346,049	291,696	369,126	388,882	388,882
Pacific Coast	164,673	149,414	80,756	228,698	87,328	87,328
Chicago	127,675	121,680	101,391	160,914	148,882	148,882
<b>Totals</b>	<b>6,023,600</b>	<b>5,720,958</b>	<b>5,399,712</b>	<b>6,193,179</b>	<b>6,454,731</b>	<b>6,454,731</b>

**Export.**—United States mills experienced an extremely quiet week as far as export business was concerned. Cuba and other Latin American countries virtually were out of the market. Canadian mills, likewise, did little business abroad, the pegged wheat prices in that country causing importers to hold off.

**Millfeed.**—Small output of flour mills for several weeks, plus fair mixed car buying, held feed quotations steady to stronger, prices nominally being advanced as much as \$1 ton in some production centers. There is little demand from car lot buyers, however, and jobbers are putting some of their current deliveries in store.

### MILLEFED OUTPUT

Production of millfeeds, in tons, for the current and prior two weeks, together with season totals of (1) all mills of Nebraska, Kansas and Oklahoma and the cities of Kansas City and St. Joseph; (2) all mills of Minnesota, North and South Dakota and Montana, including Minneapolis, St. Paul and Duluth Superior; (3) mills of Buffalo, N. Y. (computed from operation reports made to The Northwestern Miller by more than three fourths of the flour milling capacity of the territories included):

	Southwest		Northwest		Buffalo		Combined	
	Weekly production to date	Weekly production to date	Weekly production to date	Weekly production to date	Weekly production to date	Weekly production to date	Weekly production to date	Weekly production to date
Oct. 28-Nov. 3	21,323	373,548	11,857	213,617	7,190	127,297	40,380	713,311
Previous week	21,368	373,548	11,923	213,617	7,262	127,297	40,380	713,311
Two weeks ago	22,211	373,548	12,406	213,617	7,372	127,297	40,380	713,311
1932	19,619	336,748	11,422	228,665	7,063	127,865	39,188	693,314
1931	22,337	330,691	11,442	213,331	7,408	127,865	41,557	741,524
1930	23,974	430,667	12,803	300,807	6,762	160,905	46,338	888,379
1929	22,586	458,650	18,708	377,438	8,689	169,461	49,959	1,052,611
Five-year average	21,950	397,961	14,178	270,368	7,360	113,018	43,448	816,417

# CURRENT PRODUCTION

AN EXCLUSIVE STATISTICAL SERVICE MAINTAINED FOR READERS OF THE NORTHWESTERN MILLER FOR MORE THAN A QUARTER OF A CENTURY

### THE SOUTHWEST

57 Representative Mills			
	Weekly capacity	Flour output	Pct. of activity
Oct. 28-Nov. 3	350,100	213,315	61
Previous week	350,100	223,743	64
Year ago	349,200	186,913	54
Two years ago	312,460	176,525	56
Five-year average	325,220	196,970	60
Ten-year average	300,117	182,247	61

### Kansas City

Oct. 28-Nov. 3	190,800	109,763	58
Previous week	190,800	109,421	57
Year ago	190,800	111,396	58
Two years ago	180,800	146,693	81
Five-year average	190,800	111,396	58
Ten-year average	180,800	146,693	81

### Wichita

Oct. 28-Nov. 3	62,400	34,860	56
Previous week	62,400	33,257	53
Year ago	62,400	36,398	58
Two years ago	62,400	49,527	79

### Salina

Oct. 28-Nov. 3	48,000	25,684	74
Previous week	48,000	24,412	71
Year ago	48,000	36,981	77
Two years ago	48,000	39,741	83

### Atchison

Oct. 28-Nov. 3	31,500	27,662	87
Previous week	31,500	27,324	87
Year ago	31,500	25,214	80
Two years ago	31,500	31,624	100

### Omaha

Oct. 28-Nov. 3	30,000	27,922	93
Previous week	30,000	26,574	89
Year ago	30,000	33,324	78
Two years ago	30,000	27,157	91

### THE NORTHWEST

Principal interior mills in Minnesota, including St. Paul, North Dakota, South Dakota, Montana and Iowa:			
	Weekly capacity	Flour output	Pct. of activity
Oct. 28-Nov. 3	338,000	191,536	57
Previous week	338,000	153,500	45
Year ago	411,650	181,839	44
Two years ago	425,250	184,965	44
Five-year average	338,000	153,500	45
Ten-year average	338,000	153,500	45

### Minneapolis

Oct. 28-Nov. 3	285,400	150,712	40
Previous week	285,400	143,878	49
Year ago	322,700	140,070	42
Two years ago	395,100	133,166	40
Five-year average	285,400	150,712	40
Ten-year average	285,400	150,712	40

### Duluth-Superior

Oct. 28-Nov. 3	37,000	8,976	24
Previous week	37,000	8,165	22
Year ago	37,000	12,435	34
Two years ago	37,000	16,055	43
Five-year average	37,000	8,976	24
Ten-year average	37,000	8,976	24

### THE SOUTHEAST

	Weekly capacity	Flour output	Pct. of activity
Oct. 28-Nov. 3	128,420	92,626	67
Previous week	128,420	89,374	71
Year ago	115,920	75,637	65
Two years ago	128,420	92,626	67
Five-year average	128,420	92,626	67
Ten-year average	128,420	92,626	67

### PACIFIC COAST

Seattle			
	Weekly capacity	Flour output	Pct. of activity
Oct. 28-Nov. 3	46,800	*28,865	62
Previous week	46,800	*28,912	61
Year ago	46,800	24,031	51
Two years ago	46,800	23,930	51
Five-year average	46,800	28,865	62
Ten-year average	46,800	28,865	62

### Tacoma

Oct. 28-Nov. 3	57,000	*17,355	30
Previous week	57,000	*17,095	30
Year ago	57,000	25,417	45
Two years ago	57,000	20,181	35
Five-year average	57,000	17,355	30
Ten-year average	57,000	17,355	30

### Portland

Oct. 28-Nov. 3	36,900	28,900	78
Previous week	36,900	26,700	72
Year ago	36,900	22,241	60
Two years ago	36,900	23,680	64
Five-year average	36,900	28,900	78
Ten-year average	36,900	28,900	78

### BUFFALO

	Weekly capacity	Flour output	Pct. of activity
Oct. 28-Nov. 3	273,300	191,740	70
Previous week	273,300	203,359	74
Year ago	273,300	178,219	65
Two years ago	273,300	199,417	73
Five-year average	273,300	191,740	70
Ten-year average	273,300	191,740	70

### CENTRAL WEST

Mills in Ohio, Indiana and Michigan, including those at Toledo:			
	Weekly capacity	Flour output	Pct. of activity
Oct. 28-Nov. 3	136,500	75,270	55
Previous week	127,350	75,880	59
Year ago	6,683	51,600	28,800
Two years ago	51,600	21,800	40
Five-year average	136,500	75,270	55
Ten-year average	136,500	75,270	55

### St. Louis

Oct. 28-Nov. 3	51,000	21,800	43
Previous week	51,000	19,600	38
Year ago	51,000	23,800	47
Two years ago	51,000	21,000	40
Five-year average	51,000	21,800	43
Ten-year average	51,000	21,800	43

Outside mills, the product of which is sold from St. Louis:

Oct. 28-Nov. 3	64,800	32,600	50
Previous week	64,800	33,000	51
Year ago	64,800	28,600	44
Two years ago	64,800	30,100	46
Five-year average	64,800	32,600	50
Ten-year average	64,800	32,600	50

### Chicago

Oct. 28-Nov. 3	40,000	30,117	75
Previous week	40,000	29,247	73
Year ago	40,000	27,462	69
Two years ago	40,000	32,743	82
Five-year average	40,000	30,117	75
Ten-year average	40,000	30,117	75

### SUMMARY OF FLOUR QUOTATIONS

Week-end flour quotations, per bbl of 196 lbs, packed in 92-lb cottons or 140-lb jutes. All quotations on basis of carload lots, prompt delivery:

	Chicago	Minneapolis	Kansas City	St. Louis	Buffalo	New York	Baltimore	Philadelphia	Boston	Louisville	Nashville
Spring first patent	\$6.80@7.40	\$7.40@7.									

## MANY KANSAS AREAS STILL NEED MOISTURE

Deficiency of Moisture During Important Fall Period Reported from Wheat Growing Territory—Feed is Scarce

Prospects are more favorable for a good crop in central and south central Kansas next year than they have been at this date for several years, according to the weekly crop report issued Oct. 29 by the Kansas State Board of Agriculture. Lack of moisture is still a serious problem in north central and western countries.

The following reports from farmers and grain men tell of conditions in several parts of the state:

Navarre, Dickinson county, reports wheat growing well, furnishing some pasture, but needing more moisture. Local price for wheat is 85c, corn 92c.

Gorham, Russell county, reports wheat up to good stand but needs moisture. Farmers are very short of feed. Business poor in this region.

Walker, Ellis county, reports about the same acreage of wheat as last year. Wheat is up and furnishing some pasture but needs rain. Most all stock has been sold but even at that feed is scarce. Victoria, another station in Ellis county, reports wheat looking pretty good but needing moisture. Local price for wheat is 85c, corn 95c.

A farmer at Darlow, near Hutchinson, in Reno county, reports that wheat bran is the cheapest feed at \$1.10 per 100 lbs. Corn is 95c bu and kafir and milo are \$2 a 100 lbs. Land values have increased and some new cars have been sold to farmers. A few fields of grain sorghums will yield as much as 15 bus per acre.

Great Bend, in Barton county, reports that wheat is looking good but needs a rain, as only one-half inch fell during the last month. Early sown wheat is making good pasture. Local prices are: wheat 87c, corn 93c, shipped in bran \$1.10, shorts \$1.45, corn chops \$1.95.

Dodge City, Ford county, reports that the "rosy" prospects for the 1935 wheat crop in the western one third of Kansas have been overplayed, as moisture is less than a year ago, although surface conditions and present appearance of the crop may be a little better than last year. Rainfall at Dodge City for the four months of July, August, September and October, 1931, totals only 3.97 in, compared with a long time record of 8.72 for this four-month period, which is so important as a crop determining factor.

At Tribune, Greeley county, the rainfall for the same four months has been only 3.39 in this year compared with a "normal" of 7.16, and 9.24 last year. Early winter moisture will be essential to maintain present crop prospects in the western third of Kansas.

About half the acreage in the Dodge City territory was seeded in September, the other half in October, or still to be put in. Most of the September plantings are up, but some stands are poor. The October seedings are not generally showing above ground, and the seed in some fields will not germinate without further rains. The seeded acreage will be about 6% above last year, but this is not a very significant statement, as some fields will have to be replanted, and others will be abandoned, so that the really effective acreage cannot be determined at this time.

Feed is very short, and farmers are not in a very happy state of mind, as grain and livestock prices are going down and the prospect for a good wheat crop next year is not very bright.

### NEW MILL REPRESENTATIVE

HUTCHINSON, KANSAS.—The William Kelly Milling Co., Hutchinson, through P. H. Baum, secretary-treasurer, announces that Jack Thornton & Co., Chicago brokers and jobbers, have been appointed representatives of the mill in the Chicago territory.

### WORLD WHEAT CROP LOW

The wheat production of exporting countries this year reached the lowest level since the war, the International Institute of Agriculture reports. The estimates of world production for 1934-35,

excluding Russia, were the lowest since 1924. At the same time the world import requirements were estimated at 607,560,000 bus, compared with 515,310,000 bus for the season of 1933-34. The institute concluded it would be necessary in the coming season to draw about 7,000,000 bus from old crop stocks, thereby reducing these stocks to 10,000,000 bus.

### EASTERN KANSAS IS GREEN

In his report on agricultural conditions along the lines of the Santa Fe, issued in November, J. F. Jarrell of Topeka says that the rains have made most of eastern Kansas green, and that wheat in most of that area has made enough growth to furnish some pasture, and has sufficient moisture to carry it well into the winter. There has not been enough rain to give wheat a start in the western fourth of Kansas, except in a few counties. The crying need in that section is a downpour heavy enough to soak far into the subsoil. The counties in southwestern Kansas are in better condition than those in the northwestern section of the state.

Wheat planting is still going on, and

will probably continue until Thanksgiving time or later, weather permitting. No official estimates of acreage are available, but the government contract limit is set at 10,300,000 acres. Growers under contract are allowed to increase their acreage for pasture, and many have done so. There is no limit for the non-contract growers.

### G. S. HENDERSON PROMOTED

BALTIMORE, Md.—G. Stewart Henderson, traffic manager for the Southern States Co-operative Mills, has been made assistant secretary-treasurer. Mr. Henderson, who for many years was traffic manager for the flour and grain exchange of the Chamber of Commerce, will continue to perform the duties of traffic manager.

### DISCUSS MILL SALE

PORTLAND, OREGON.—Stockholders of the Silverton, Oregon, Fischer's Flouring Mill have been called to a meeting to discuss a proposal to dispose of the mill to H. W. Riecke and W. W. Harder, both of Portland. This mill has been idle for three years.

## IMPORTANT WHEAT UPTURN DEPENDS ON CROP LOSS, SURVEY SAYS

Southern Hemisphere Crop Damage Probably Necessary Basis for Any Sustained Price Advance, Gilbert Gusler Declares in Review—Chief Market Factors Enumerated

Any important upswing in wheat prices probably will depend on damage to the Southern Hemisphere crop, says Gilbert Gusler in a review of the wheat situation, just published by the Millers National Federation. Pointing out that in the decline since mid-September, Liverpool has been the weakest market and Winnipeg the strongest, he enumerates the principal adverse influences as the moderate upward revisions in estimates of world production and supplies; the improvement in Argentine and Australian crops; the generally favorable start of new seedings in the Northern Hemisphere; pressure on import markets; French offerings relative to demand at current prices in Canadian markets and lowering of support levels by the governmental wheat agency; the speculatively overbought condition of the market at the end of summer due to the prolonged crop scare; and the relatively high level of domestic wheat prices (including the processing tax) compared with the general price level.

The situation has not been wholly one-sided. Domestic primary receipts have been the smallest at this season in many years, the visible supply has been undergoing substantial shrinkage from week to week, flour production has been slightly larger than last year and the narrowing spread between wheat and corn prices has favored increasing use of wheat as feed. Part of the new winter wheat acreage in the United States is still in serious immediate need of rain. Argentine crop accounts have been less uniformly favorable in the last 10 days. While the total cost of wheat to domestic mills has been relatively high, prices at Liverpool, especially in gold, reached levels on recent extreme breaks which appeared low judged by the relationship between world supplies and prices in previous years.

In the next few weeks, the most important market uncertainty probably will be the outcome of the Argentine and Australian crops. Next will be the progress of the new domestic winter wheat seedings. Both of these are dependent on the weather. There may be some uncertainty also over selling policies in Canada and over domestic economic and monetary policies, although no important change in either appears probable in this period.

Other factors appear likely to turn more favorable. Domestic primary receipts probably will continue light, causing further reductions in the visible supply. With a larger proportion than usual of the year's flour bookings still to be made, flour buying may give more support than usual at this season. At pres-

ent price differences, strength in feed grains probably will have a sustaining influence on wheat. The remaining speculative open interest probably is more strongly held.

The movement out of first hands in Canada will be materially lighter. Argentine offerings and shipments of old crop wheat may diminish. European import demand may increase as merchants' stocks accumulated during the rise last summer are reduced.

Wheat prices in November have been weak compared with October in the majority of past years. The monthly lows and highs on the December future during November have been lower than the lows and highs, respectively, in October in 14 of the last 27 trading seasons and higher in seven seasons. In five years, prices in November did not go either as low as or as high as in October. This year, the October high was \$1.02 $\frac{1}{2}$  and the low 94c, with the close near the bottom of the range.

While prices in November have tended to be weak compared with the range in October, the low point for the period from Nov. 1 to Dec. 31 has occurred in the first 10 days of November in 12 of the last 27 years. Moreover, prices in December have tended to be strong compared with the November range. Lows and highs in December have been higher than November lows and highs in 16 of the last 27 years, lower in 8 years, and within the November range in 4 years.

### UNSETTLED WEATHER IN ARGENTINA

#### BUENOS AIRES, Argentina.

(Special Cable)—Weather this week has turned unsettled. Enough rain has fallen for the present. Harvesting of wheat will begin in about 10 days in the North. Rust is spreading in the provinces of Santa Fe and Cordoba but, apparently, has not spread into Buenos Aires or the Pampa. Some damage has been done and the weather is unfavorable at the moment.

While it is too early to calculate the exportable surplus of wheat from the new crop, some well informed people have made guesses ranging from 125,000,000 to 140,000,000 bus. Demand for wheat has been very fair lately, mostly from the United Kingdom. New crop wheats are at a small premium over the old crop and a good foreign demand is looked for as soon as the outturn is definitely known.

## PACIFIC COAST MILLS PROTEST HIGHER RATE

I. C. C. Hearing at Portland on Proposed Rail Rate Advance Develops United Opposition of Shippers

PORTLAND, OREGON.—Before Clyde B. Atchinson, Interstate Commerce Commissioner, representatives of shippers of all kinds of Pacific Northwest commodities gave considerable of their testimony in the hearing on the petition of the railroads for a general freight rate increase of 195%.

During the first day of the hearing testimony of those interested in the fruit and grain growing was heard. Witnesses for both of these commodities told practically the same story, backed up by exhibits, that they are operating at a loss and that any increased freight rate would put them out of business.

Among the first witnesses was R. D. Lytle, of the North Pacific Millers Association, who traced the history of freight rate increases.

"Any increase in freight rates will stop the movement of wheat as far as the railroads are concerned," he said, "and in his exhibit showed the movement of both wheat and flour shipments for the years 1920-34 to date, amounting to 238,437,300 bus of wheat and 357,622,000 bbls of flour.

Another witness was H. B. Schaefer, of Billings, Mont., traffic advisor of the Montana railroad commission. He testified that under present conditions existing rates are too high.

The first two witnesses appeared before Examiner B. E. Stilwell.

First witness to appear before Commissioner Atchinson was P. A. Cleveland, of Seattle, general freight agent for the Northern Pacific Railroad, completing testimony begun in Washington, D. C.

Representing the railroads was J. P. Plunkett, of St. Paul, assistant general attorney for the Great Northern. He cross examined witnesses and examined voluminous evidence as submitted.

The grain and milling industries voiced a threat to use additional water and truck transportation if higher rail rates were allowed.

An exhibit showing the wheat and flour movement in Oregon, Washington and northern Idaho for the period July-September, 1934, was as follows:

	Total wheat	Percentage during period
(1) Export—	2,800,000	10.6
Wheat, bus	2,800,000	10.6
Flour, bus wheat	1,750,000	4.6
(2) All Rail Road—	1,500,000	5.2
Wheat, bus	1,500,000	5.2
(3) Atlantic Coast—	1,200,000	4.4
Wheat, bus	1,200,000	4.4
(4) All Rail Road—	1,100,000	3.8
Wheat, bus	1,100,000	3.8
(5) Street and Road—	1,000,000	3.5
Three months requirements	11.5	
(6) Balance for disposition Oct. 1, 1934, including carry-over, Montana arrears and requirements for remaining nine months	412,000	
of total long carriages and Montana arrears	11,000,000	

Authority: (1) Portland and Seattle Merchants Association; (2) Carload Agreements on railroad shipments furnished Farmers National Grain Corp.; (3) Great Northern, Northern Pacific, C. M. & St. P. and G. W. R. & N. Co. bus grain traffic statistics; (4) Statistics by Farmers National Grain Corp.

### RUSSIAN SEEDINGS GAİN

In the Soviet Union an area of 85,000,000 acres, constituting 92% of the acreage specified in the plan, was seeded to winter crops up to Oct. 15, 1934, the Department of Agriculture reports. The seedings are ahead of the preceding four years, when comparable figures were 81,711,000, 82,408,000, 78,000,000 and 78,447,000 acres for 1930, 1931, 1932 and 1933 respectively. A number of regions, however, which should have completed their seedings in September had not fulfilled their plan even by the middle of October. At this time, also, an area of 50,000,000 acres had been plowed for seeding next spring. This constitutes 49% of the plan and is an increase of approximately 4,000,000 acres over the comparable figure of a year ago.

# FIRST CENSUS FIGURES INADEQUATE FOR COMPARISON

## Flour Production Reported Obviously Too Low—Omission of Many Mills and Change in Method of Compilation Preclude Comparison with 1931 Report

While confirming in a general way the decline in wheat flour production since the previous compilation, the preliminary report on the 1933 census of the flour milling industry, released by the Bureau of the Census, is too incomplete to afford meaningful comparison with the reports for previous years. Total flour output of 1,932 mills included in the preliminary figures is shown as only 96,698,893 bbls, compared with 115,561,274 in the final report of the 1931 census and 120,039,673 in the final 1929 report.

Since the total flour output of 1,937 mills reporting monthly to the bureau in 1933 was 96,574,282 bbls, it is obvious that some large mills reporting monthly are not included in the preliminary 1933 biennial figures, and that the total is probably 6% or more too low.

The 1933 preliminary report also contains reports from about 500 fewer mills of all sizes than the final 1931 report and from about 2,100 fewer mills than the 1929 report. Not all of these mills, of course, have gone out of business. The 1929 census, being conducted both by mail and by active solicitation by field representatives, was more complete than either of the two succeeding reports. Furthermore, the decline in the value of products prices resulted in many mills being left out of the later censuses because the value of their total output was less than the \$5,000 minimum set up by the bureau as a requisite for inclusion in the biennial census.

A third cause of the difference is that the Census Bureau in 1933 used an abbreviated schedule for small manufacturers, in which no data was secured on kinds and quantities of products. More than 800 mills, accounting for about 6% of the total value of products for the industry, reported in this manner, so that the data on production of various products were collected from only 1,129 mills, compared with 2,412 in 1931.

Naturally, the effects of this incomplete coverage are reflected in all the figures shown in the preliminary 1933 report and are responsible for some unusual and no doubt meaningless differences when compared with the final 1931 census, such as the sharp decline in grain and whole wheat flour output and the great loss in buckwheat flour production.

In the table below are shown the important figures in the 1933 report, compared with the final 1931 figures. These are given with the admonition that no exact conclusions can be drawn from the differences in the two reports. Figures are shown in thousands, except for number of establishments, and wage earners:

Number mills*	1933	1931
Wage earners*	1,932	2,412
Value added by mfg.	\$23,354	\$28,840
Value of all products	\$25,142	\$461,891
Value flour mill products	\$513,182	\$567,808
Value other products	\$26,975	\$30,233
Value added by mfg. separately†	\$33,702	—
Value added by mfg.	\$136,918	\$136,956

### GRAIN GROUND (DUBS)

Wheat	1924	1933
Corn	443,641	526,098
Oats	49,115	52,853
Rye	5,521	11,503
Barley	7,459	8,107
Buckwheat	4,444	5,502
Other and mixed	547	1,509
	1,961	1,679

### PRODUCTS BY KIND

Flour and other grain-mill products, total value	1933	1931
Made in the industry	\$513,182	\$567,808
Made as secondary products in other industries	\$23,354	\$127,953
Wheat flour—Total bbls.	96,699	115,361
Total value	\$430,927	\$450,855

White flour—Bbls	50,355	106,702
Value	\$399,235	\$412,591
Graham and whole wheat flour—Bbls	1,700	1,685
Value	\$6,430	\$11,523
Semolina—Bbls	2,750	2,853
Value	\$11,122	\$15,066
Prepared flour—Bbls	2,673	2,686
Value	\$14,231	\$14,276
Rye flour—Bbls	1,508	1,508
Value	\$5,966	\$5,336

Corn flour—Bbls	1933	1931
Value	237	214
Wheat flour—Lbs	16,163	31,092
Value	1158	4901
Other flour—Lbs	—	10,314
Value	8703	4411
Corn meal—Bbls (200 lbs)	1,555	5,676
Value	115	1,138
Bran and middlings—Tons	2,774	1,826
Value	11,514	7,188
Feed screenings, etc.—Tons	257,560	373,670
Value	1,193	1,189
Total	\$21,564	\$36,182

\*Thousands not omitted. †1933 mills reported on an abbreviated form which did not require statement of kinds and quantities of products. These mills therefore are not included in the tables of grain ground and products by kind. ‡Includes only prepared flour produced in industry; some prepared flour made as secondary product in other industries. Total of all prepared flour: 1933, 34,236,524; 1931, 4,757,565 bbls. \*Data inadequate.

### WHEAT SEEDING IN EUROPE

Preparations for the new crops are now going forward in Europe. Accord-

# OCTOBER FLOUR PRODUCTION SHOWS SUBSTANTIAL INCREASE

## Gains of 5% Over Previous Month and 11% Over Year Ago Indicated by Reports to NORTHWESTERN MILLER—All Sections Except Buffalo Gain

October was the best month for flour production in some time, production of merchant mills being more than 5% larger than in September and about 11% above October, 1933. The total output of mills reporting to THE NORTHWESTERN MILLER was 6,023,600 bbls, compared with 5,731,998 in the preceding month, 5,399,712 a year ago, 6,199,179 two years ago and 6,854,721 three years ago. It should be remembered that in October, 1933, the level of flour production was unusually low due chiefly to the heavy output that preceded the imposition of the processing tax.

Since the beginning of the present crop year, total flour output of reporting mills is about 1,000,000 bbls or roughly 4% greater than in the corresponding period last year, when output was unseasonably low.

All sections except Buffalo showed larger output in October than in the previous month and a year ago. Both Buffalo and the Northwest are lagging behind on crop totals to date. Detailed figures of October flour production are shown on page 356.

The September report of the Bureau of the Census, published last week, shows total output of mills reporting at 8,818,093 bbls, compared with 7,510,037 in the corresponding month a year ago. This brings total flour production shown in the Bureau's reports for the first three months of the crop year to 24,797,684 bbls, compared with 22,531,586 a year ago.

Wheat ground in September amounted to 40,369,195 bus, compared with 34,473,286 a year earlier. Millfeed output was 358,702 tons, compared with 804,799 a year ago. Pounds of offal per barrel of flour averaged 81.4, compared with 80.8 a year ago and pounds of wheat per barrel of flour averaged 274.8 this year and 274.3 a year ago.

Mills ran at 59.3% of capacity in September, compared with 48.1 a year ago and the crop year average so far was 52.5 compared with 46.6 a year ago.

# VETERAN RUSSELL-MILLER EMPLOYEES HAVE RETIRED

MINNEAPOLIS, MINN.—Harvey W. Hazeltine, traffic manager for the Russell-Miller Milling Co., Minneapolis, retired on Oct. 31, after 33 years' service with the company, and has been succeeded by

ing to trade reports, the weather has been generally favorable for seeding, especially in France, where no indications of reduced wheat acreage for 1934 have been noted. In Spain, however, the dry weather which favored the harvesting of the 1931 grain crops, has hindered field operations for fall sowings, and rain is needed. Good progress in seeding is reported for the Danube Basin.

# RYE MILLERS PLAN ACTION TO RESTRICT IMPORTS

MINNEAPOLIS, MINN.—The Rye Millers Association of America met in Minneapolis, Nov. 6, to hear reports from the committee appointed two weeks ago in Chicago. In the opinion of this committee it was not advisable at this time for the association to employ a paid secretary, but it did believe that something should be done toward restricting imports of foreign rye and rye flour. The president, Howard W. Files, of Minneapolis, was therefore instructed to investigate the situation, and see what could be done toward securing, and at what price, the aid of a well-qualified man in Washington, who could work with the necessary governmental departments, to the end that such foreign imports might be curtailed.

his former assistant, William E. Johnson. Mr. Hazeltine is chairman of the flour and feed committee of the Northwest Shippers Advisory Board.

Another old employee of the company retired at the same time, Frank H. Chapman, credit manager. Mr. Chapman was said to be the oldest employee, in point of years of service, of the company. He, however, remains as a member of the board of directors. His position as credit manager is being filled by Edward S. Decker, formerly a district manager in the sales department.

### N. Y. BAKERS CLUB GOLF GAME

The Bakers Club, Inc., will hold its last golf game of the season on Nov. 8 at the Scarsdale Golf Club, through the courtesy of A. A. Clarke, E. L. Cline, W. Klumeyer and R. K. Stritzinger. The first fall meeting of the club will be held on Nov. 28.

# PLANS COMPLETED FOR FEDERATION MEETING

President Smith, Herman Fakler and Dr. Taylor on Morning Program. Afternoon Discussion in Afternoon

Dr. Alonzo Taylor, head of the Food Research Institute, Stanford University, California, will address the convention of the Millers' National Federation at the Chase Hotel, St. Louis, Nov. 14, at the morning session. As previously announced, the other featured speaker, Chester C. Davis, administrator of the AAA, will be heard at the dinner which will be given by the federation to its members.

Other activities at the morning session will include the address of the president, J. B. Smith, of the Shellharger Mill & Elevator Co., Salina, Kansas, and a "legislative review," by Herman Fakler, Washington representative of the Millers' National Federation.

The afternoon session will be taken up with a discussion of code administration problems, under the leadership of Carl F. Dietz, code director, and a general talkfest on current federation matters.

Headquarters of the Millers' National Federation, at 2719 Board of Trade Building, Chicago, has asked that millers planning to attend the dinner on the evening of the convention send in a notice of their intention, in order that the hotel can be informed of the number it will be necessary to serve.

### CANADIAN FALL WHEAT CROP

TORONTO, ONT.—The yield of fall wheat in Canada is now estimated at 7,022,000 bus, compared with 14,031,000 bus in 1933. This year's production is the lowest in records dating from 1908. The Canadian fall rye crop amounts to 5,239,000 bus, an increase of 1,785,000 bus as compared with 1933. Canada's hay crop this year totals 9,881,000 tons as against 11,143,000 last year. The 1931 hay crop is the lowest recorded.

### C. R. HEANEY APPOINTED

TRAVERSE CITY, MICH.—Percy Owen, president of the Michigan Bakery, wholesaler with branches throughout the state, has announced the appointment of C. R. Heaney as manager of the Traverse City plant.

# GEORGE E. HOWE, INDIANA MILL EXECUTIVE, DIES

George E. Howe, an executive of the Lyon & Greenleaf Co., Inc., Ligonier, Ind., died Oct. 29 in a hospital at Elkhart, Ind., where he underwent an operation. Funeral services were held in Chicago, Nov. 2.

# FEDERATION BOARD OF DIRECTORS WILL BE ELECTED NOV. 26

## Nominations Will Close on Nov. 12 and Ballots Mailed to Members on That Date—Seventeen to Be Elected on Regional Basis

Election by mail ballot of 17 directors of the Millers National Federation will be conducted between Nov. 12 and Nov. 26, with the latter named as the closing date for the poll. This will bring the total number of directors to 33, inasmuch as the 16 members of the industry's code authority, announced last week, automatically become members of the board.

The additional directors will be apportioned among the various code regions on the basis of twice the number of directors as there are code authority members. Each region will nominate and elect its own directors. The president of the federation is an ex-officio member of the board and does not count in determining the number to be elected by the region in which he lives.

Under these rules, the Southwest will be entitled to four more directors, the Northwest three, the north central and Northeast two each, and the Piedmont, the Southeast, the south central, the Texas-Oklahoma, the intermountain and the Pacific Northwest one each.

Ballots will be mailed to the members in each region who are entitled to vote. They will be sent out on Nov. 12, and will contain the names of candidates who have been nominated by petition of not less than 10 members of the federation in the respective region. Nominating petitions will be received by the secretary of the federation to and including Nov. 12.

Each member of the federation is entitled to one vote for each 10,000 bbls or less of actual flour output for the calendar year 1933 (a mill with an output of 10,000 bbls is entitled to one vote, a mill with an output of 10,001 bbls is entitled to two votes, etc. A mill with less than 10,000 bbls is entitled to one vote.)

Members with plants in more than one region are entitled to vote the output of each plant in the region in which such plant is located, but may not vote such output in any other region.

The same regional lines will be used for the federation election as were employed in the code election.

## GRANULATION BASE OF WHEAT, FLOUR TESTS

Tri-State Crop Improvement Association Holds Discussion of Granulation in Relation to Other Characteristics

TOLEDO, Ohio.—G. H. Cutler, agronomy department, Purdue University Experiment Station, raised the question at the meeting of the Tri-State Crop Improvement Association at Toledo, Nov. 1, as to the adequacy of present standards in judging wheat and flour and suggested consideration of a standard based on granulation. Following a conference of millers held at Purdue in the summer of 1931, he said, "when the wheat improvement work, together with the newly improved fermentation time test was demonstrated, Harold Anderson, president of the National Milling Co., sent three samples of wheat to be tested for quality.

"These were chosen primarily for purposes of testing the fermentation time test and consisted of: Toledo No. 1, a high protein hard wheat; Toledo No. 2, a low protein hard wheat; Toledo No. 4, a starchy rather soft wheat. During these studies, it was observed, as had been the case on many previous occasions with other wheats, that the wheat meal used in the fermentation test possessed marked differences in appearance and handling qualities; particularly did it differ in respect to fineness of granular qualities.

"It was decided, therefore, to make use of these Toledo samples in a study of the granulation of their meals. The differences in granulation of the meals from these samples of wheat were found to be very marked and appeared to coincide with the observation and experience of millers and bakers in processing and using flours from different classes and types of wheat. It was decided, therefore, to give much attention to this peculiar characteristic to ascertain its relation to other important characteristics such as gluten quality and kernel texture and to ascertain as well its relative importance as a selection factor in the improvement of soft winter wheat.

"Three years' studies have been completed with the result that a standardized technique has been developed and a method for expressing the granulation of wheat meals numerically has been worked out." Dr. Cutler then proceeded to give further explanation of the process. Mr. Anderson remarked that new ideas were constantly coming out of Purdue, as it was only a few years ago that the wheat meal fermentation time test was developed in Indiana and was also presented by Dr. Cutler at a meeting of this association.

As is usually the case at these meetings, there was a tremendous amount of material presented in the form of manifold copies of reports by those conducting the work. E. H. Bayfield, Ohio Agricultural Experiment Station, spoke on "Influence of Soil and Climate on Wheat Quality, 1930-34"; H. M. Brown, Michigan State College, on "The Influence of Certain Environmental Factors on the Quality of Soft Winter Wheat"; V. Shippe, National Milling Co., "A Survey of the Laboratory Treatment of the Tri-State Samples, 1929-1934"; W. W. Worzella, Purdue University, on "Research in Soft Winter Wheat Improvement with Special Reference to Quality and Winter Hardiness"; Dr. G. H. Cutler, Purdue University, on "Research in the Standardization of Soft Winter Wheats in Indiana"; C. A. Lamb, Ohio Agricultural Experiment Station, on "Wheat Varieties from the Ohio Station."

This meeting completed the period of five years' work instituted by the National Milling Co. at Toledo in the creation of fellowships at the three state agricultural colleges in Ohio, Indiana and Michigan designed to bring about the selection and breeding of the best soft winter wheat varieties for the requirements of soft wheat flour and for different localities where grown.

With the termination of this five-year period and of these fellowships the matter of the future of the association naturally arose. There was manifested a feeling that the work has not elicited as wide interest and participation among the soft wheat millers of this section as

it has merited and as is desirable. There was a feeling that the work should be broadened, as Mr. Anderson expressed it, and it was suggested that the work be continued, as heretofore, by millers and those interested in the three different states, with the Tri-State Association existing only nominally as a coordinating factor. This would mean that the millers in the separate states would become more active in pushing the program. The outstanding achievement has been not only in the results obtained but the better understanding among all the interests involved. An effort will be made to interest a larger number of the mills in the three states under a more decentralized working arrangement.

Those who have been associated with this movement from the beginning, both on the scientific and professional end and on the practical, realize that the foundation has been laid in these five years for constructive work, that the direction in which they should go has been indicated, and they would regard its discontinuance with the greatest regret and dismay and feel that a grave mistake had been made. Not only have a number of varieties been eliminated, for one reason or another, and not permitted to get into distribution, as might otherwise have been the case, but new varieties are in process of development. C. A. Lamb, Ohio Agricultural Experiment Station, announced that they are about to release a new variety, as yet unnamed, which they feel sure is distinctly superior to the standard sorts now grown. It is from the progeny of a cross between Portage and Fullcaster. It has no awns, has a brown chaff and a red kernel. The straw is very stiff and in other respects it has proven desirable from the farmer's point of view. In 92 tests at 14 locations in the state it has outyielded Trumbull from three to 14%. In good years, on or fertile soils, it has demonstrated its ability to produce very high yields. Tests conducted in connection with the Tri-State program show that its milling and baking characteristics are satisfactory to the soft wheat miller. One of the discouraging things in connection with this movement has been the declining attendance at the annual meetings. Five years ago when it was inaugurated there was a large attendance of millers filling a large hall at the Chamber of Commerce, Toledo, and at this last meeting there were only about 30 present, including the representatives of the agricultural colleges. That is another reason why "broadening of the base" is suggested, so millers generally over the three states will become interested. Among those present

were Clark Yager and L. D. Whiting, Ballard & Ballard Co., Louisville, Ky.; G. S. Alexander, Commercial Milling Co., Detroit, Michigan; T. J. and A. A. Hanley, Hanley Milling Co., Mansfield, Ohio; H. E. Irwin and W. C. Brownlee, United Mills, Grafton, Ohio; Don B. Jenkins, Noblesville (Ind.) Milling Co.; H. G. Clarenz, Igleheart Bros., Evansville, Ind.; R. L. Oppen, Lawrenceburg (Ind.) Roller Mill Co.; and H. M. Simmons, Mid-West Laboratories Co., Columbus, Ohio.

## LOGAN ROWND, KANSAS CITY FLOUR BROKER, IS DEAD

KANSAS CITY, Mo.—Logan Rownd, aged 58 years, for more than 17 years in the flour business at Kansas City, died on Nov. 3 after undergoing a major operation a few days previously. He had been assistant to Don C. Graham, Kansas City flour broker, for the past nine years and prior to that was assistant to the late Otis Durlin, who also operated a flour brokerage business at Kansas City. Before entering the flour business Mr. Rownd was for a number of years private secretary to one of the officers of the Kansas City Southern Railroad.

Mr. Rownd was prominent in Masonic circles, being a member of the Shrine.

He is survived by his widow, one daughter and a son. The funeral took place at Kansas City on Nov. 3.

## FRANK A. THEIS VISITS KANSAS CITY ON VACATION

KANSAS CITY, Mo.—Frank A. Theis, chief of the grain section of the AAA, is in Kansas City on a fortnight's vacation, accompanied by Mrs. Theis. They have a son and daughter going to the University of Missouri, and one of the reasons they are here is to see them. Mr. Theis plans to return to Washington after the vacation but has no definite statement as to when. It was rumored here that he would resign from his government position in the near future, but a newspaper story some days ago said that Chester C. Davis, AAA administrator, was trying to prevail upon Mr. Theis to remain.

## PILLSBURY DIVIDEND

MINNEAPOLIS, MINN.—The Pillsbury Flour Mills Co., Minneapolis, has declared its regular quarterly dividend of 40c a share on its common stock.

## MILLERS' WHEAT SUPPLIES THIRD LARGEST ON SEPT. 30

But Heaviest in History in Relation to Total United States Stocks and Unfilled Flour Orders—Drouth Sections Show Declines—Gains in Other Areas

Millers' stocks of wheat on Sept. 30 were the third largest for that date on record, the report of the Bureau of the Census reveals, and when expressed as a percentage of the total supply of wheat in the United States probably were by far the largest ever held by mills.

Mills reporting to the Bureau owned 160,903,655 bus of wheat on Sept. 30, compared with 102,968,128 on June 30 and 173,583,635 a year ago. The only other date on which larger stocks were reported was Sept. 30, 1929, when the total was 174,775,605.

With unfilled orders for flour on millers' books at a low level for this time of year, it is certain that in relation to the flour they have sold ahead millers are carrying larger wheat stocks than ever before. Presumably this is hedged in wheat futures markets.

Stocks were divided between various positions as follows, with comparative figures for a year ago in parenthesis: in country elevators, 7,682,100 bus (10,753,247); in public terminal elevators, 11,938,370 (20,690,833); in private terminal elevators not attached to mills, 17,290,289 (15,237,853); in transit and bought to arrive, 17,278,475 (13,489,739);

in mills and elevators attached to mills, 106,903,685 (173,887,635).

Wheat stored for others in mills and mill elevators amounted to 10,154,599 bus, compared with 11,475,901 a year ago.

Stocks of wheat flour held in mills, public and private warehouses and in transit, sold and unsold, totaled 3,472,846 bbls, compared with 3,827,391 a year ago.

Compared with a year ago, the state figures show that mills in the western drouth areas have smaller stocks of wheat than last year, but that elsewhere holdings of wheat are almost uniformly larger. Kansas stocks show a great drop from 32,065,168 a year ago to 24,945,609 this year. Moderate declines are shown in stocks held by mills in Minnesota, North and South Dakota, Missouri, Texas, Oklahoma, Colorado, Iowa and Ohio. On the whole, stocks in the Southwest declined about 14%, while northwestern stocks (except Montana) averaged about 4% lower.

The remainder of the states showed increases compared with a year ago, the largest gain being in New York, where holdings were increased from 19,891,239 bus last year to 20,812,238 this year. Similar gains also were made in Illinois, Washington, Oregon and Idaho.

## 1935 FARM OUTLOOK SHOWS IMPROVEMENT

Higher Level of Farm Income During First Half of 1935 Despite Slow Export Demand Seen

WASHINGTON, D. C.—Greatly reduced supplies of most agricultural products, with some improvement in consumer purchasing power, are expected to bring about a higher level of farm income during the first half of 1935 than during the first half of 1934, despite the continued low foreign demand for American farm products, according to the annual agricultural outlook report of the Bureau of Agricultural Economics at the conclusion of a week's conference with agricultural economists of 40 states, and the AAA.

Farm production larger than the unusually small production of 1934 is expected next year, the report states. The higher prices this year may tend to stimulate excessive planting of some crops in 1935 particularly where adjustment programs are not in effect. Continued improvement in demand late in the year will depend primarily upon recovery in the durable goods industries, where the decline in employment and production has been most pronounced.

A small improvement in the purchasing power of farm families may, in general, be expected. In the areas severely affected by the drouth, however, cash incomes during 1935 will be extremely low, at least until the new crops are marketed.

Prices of commodities used in agricultural production probably will average somewhat higher than in 1934, at least until the middle of 1935. The credit situation will continue to show gradual improvement above the bad conditions of the past several years. Drouth stricken farmers without security, however, will require special consideration. The demand for credit will probably exceed that of 1934 since the accumulated needs for equipment and repairs are much greater than in recent years.

The wheat situation in 1935 will depend largely upon yields, says the report, but the probability is that the United States will have a considerable export surplus of wheat in 1935-36. Such a surplus, in the absence of any special measures to relieve its pressure on the market, would probably result, it is stated, in prices on an export basis at some time during the year and on an average level not much above an export basis.

Supplies of feed grains this year are the smallest since 1881 due to the unprecedented drouth, and the number of meat animals on farms at the end of this year will be the smallest since 1899. In the next few years the readjustment of livestock numbers to probable feed grain production will be one of the most difficult problems confronting American agriculture, the report states. An increase in acreage of feed grains and hay is expected next year, and the report says that should feed crop yields be normal or better, total feed supplies would be very large in relation to the number of animals to be fed. Feed prices would then be low in relation to prices of livestock and livestock products. No material expansion in livestock numbers is expected prior to 1936.

## A. & P. TEA CO. REOPENS CLEVELAND AREA STORES

The Great Atlantic & Pacific Tea Co. moved speedily to reopen its 800 stores in Cleveland, Ohio, closed for one week as the result of a controversy with a local labor union. Both the company and the union expressed a peace plan in the national labor relations board in Washington. All the stores are expected to be open by Nov. 7.

## GENERAL FOODS EARNINGS

Net earnings for the General Foods Corp. and subsidiaries for the third quarter amounted to \$3,149,722, equal to 60c a share on outstanding common stock, compared with 62c in the corresponding period of 1933. For the first nine months of 1934 earnings totaled \$1.72 compared with \$1.82 in 1933.

# Wheat Futures Pegged at Winnipeg

## EXCHANGE SETS MINIMUM PRICE AT REQUEST OF GOVERNMENT

Bottom Price of 75c for December and 80c for May Established by Council—Government Agency to Purchase Hedges if No Buyers Appear

WINNIPEG, MAN.—Wheat prices were "pegged" in the Winnipeg market last week for the second time in 15 months. A minimum price of 75c for December wheat contracts, and 80c for May, was established by order of the council of the Winnipeg Grain Exchange at the request of the Dominion government.

John I. McFarland, head of the government wheat agency, repeated his charge of outside selling of wheat futures, claiming that a resumption of this pressure had been noted in the closing days of October, and minimum prices were made effective from the opening on Nov. 1.

So long as the order holds, there can be no trading under these levels, but should the market stagnate, and elevator companies not find buyers for their hedges against country purchases, the government agency will buy the wheat, thus assuring the farmers of a cash market, and enabling the grain handling companies to function normally in the country.

### REGULATIONS BEING FORMED

Mr. McFarland announced that regulations to govern trading in wheat futures in the Winnipeg market were being framed, but it would be some little time before they could be put into effect. He did not disclose the nature of these regulations, but said the government was not prepared to stand by and watch the demoralization of Canadian wheat prices by outside interests, and had requested minimum prices until such time as regulatory action could be taken.

The Canadian grain trade was more or less exonerated by Mr. McFarland in the charge of selling pressure. "I want it to be understood," he said, "that I am firmly of the belief that this drive on Canadian prices is coming from interests outside the Dominion of Canada, and I would like to say that the great majority of the Canadian grain trade has always displayed a willingness to co-operate in the interests of the West."

Meantime the council of the Winnipeg Grain Exchange issued a public statement denying that there had been a "bear" raid on the Winnipeg wheat pit.

Results of an internal investigation of trading showing the position of traders on Sept. 17 and Oct. 1, had not revealed evidence of a "bear" raid, the statement said, and Mr. McFarland had been acquainted with the findings of this investigation. He had been informed also that the international firms whose names have been mentioned in this connection, were ready to authorize the clearing house to make available to him figures showing their trading.

### INTERNATIONAL INQUIRY

Mr. McFarland in his original charge of selling pressure had suggested that the governments of the United Kingdom and Argentina might be asked to inquire into conditions in the Liverpool and Buenos Aires markets, and in this connection the exchange comments as follows:

"The international investigation suggested by Mr. McFarland on Oct. 1 should, in our opinion, not be lost sight of. There can be no argument about the fact that our greatest need is to export more Canadian wheat, and if there is any hope that an independent international investigation into the situation in the Canadian, Argentine and English markets will disclose anything in the actions of government agencies or individuals that is making it difficult for us to market our wheat abroad, it should be undertaken at once. It would obviously be in the interest of the whole country as well as of our wheat producers. It

would, we are sure, be welcomed by the grain trade of Canada. "The council of the exchange is prepared to afford facilities for investigation of the trading operations of all its members, without exception, by competent and impartial persons, if such an investigation is deemed to be in the public interest, and has previously advised Mr. Farland that the exchange would, in addition, lend all possible assistance to a government supervisor of the kind recommended by the Stamp Commission should the government see fit to appoint one.

"The action of the Winnipeg Grain Exchange in setting minimum prices for December and May wheat of 75c bu and 80c bu respectively was taken at the instance of the Dominion government and in pursuance of the policy the exchange has consistently pursued of co-operating with the Dominion government and the government wheat agency."

### STILL HOLDS TO POSITION

Mr. McFarland remains adamant in his view that there has been an onslaught on the Winnipeg market. It is not denied that he has a better picture of the market operations at Winnipeg than any other individual or group in the Canadian grain trade.

In the first place, the government wheat agency has the knowledge of its own purchases in the market. Against this it has the Canadian wheat visible supply which represents the maximum of "hedges" or sales against actual wheat, excepting small amounts hedged by farmers against future delivery.

It also has access to the records of the Canadian wheat pools which handle about 50% of the crop. These records indicate within reasonable limits, the amount of wheat farmers are carrying unhedged, and with this whole picture before him Mr. McFarland has undoubtedly got a basis for calculating the market position that is not available to any other.

In suggesting a price minimum of 75c for December wheat, the government took cognizance of the fact that a large proportion of the new crop will grade No. 3 northern or lower, and the discounts on these grades under December price show a return to the farmer of 40¢/50c bu. The bulk of the wheat still to come in is low grade and will in most cases net the grower less than 50c on the basis of current values.

## MILWAUKEE FLOUR CLUB VOTES FOR SEPARATE CODE

MILWAUKEE, WIS.—By an overwhelming vote, members of the Milwaukee Flour Club, at the monthly dinner meeting at the Elks Club, Nov. 2, went on record as insisting that if they are to be governed by a code under the NFA it must be a code exclusively and independently for flour distributors rather than being brought under the millers' code or the wholesale food distributors' code. The action was taken after Phil Orth, Jr., past president of the club and member of the trade practices committee of the National Association of Flour Distributors, and Max E. Marquardt, immediate past president and member of the national executive committee, reported on the meeting of that committee held in Chicago on Oct. 22. Incidentally, both said that events of recent months have proved beyond measure the value of local clubs and a national association in safeguarding the rights of individual members of the flour distributing industry and praised highly the work of President George R. Flach, of New York, and his

associates in championing the case of the industry at Washington. C. G. Swanson, Washburn-Crosby Co., Inc., and the other officers elected at the October meeting were installed by Mr. Marquardt, retiring president. Appointment of the following committees was announced:

Membership, R. F. Burek, Bay State Milling Co., chairman; E. C. Lang, Procter & Gamble; William F. Burbach, Ph. Orth Co.

Entertainment, J. E. Truss, Rahtjen, Truss & Heiler Co., chairman; Bernard P. Schmidt, Wesson Oil & Snowdrift Sales Co.; William P. Hamm, Hamm Bros.; George W. Roth, Standard Brands, Inc.

Legislative, Phil Orth, Jr., and M. E. Marquardt.

The occasion was celebrated as "Past Presidents' Night" in honor of Messrs. Orth and Marquardt, the only two presidents the club has had since it was organized in 1924. Following the transaction of business, a vaudeville show was presented.

The next meeting of the club will be held Dec. 7 in the rooms of the Milwaukee Press Club, commencing with a 6 o'clock steak dinner.

## JEWISH BAKERS PLAN TO MEET AT BOSTON, DEC. 11

A convention and banquet of the Hebrew moulder bakers of New England, sponsored by the Greater Boston Hebrew Master Bakers Association, will be held on Dec. 11 at the Hotel Bradford, Boston. The Jewish bakers of New England employ between 7,500 and 10,000 people with an annual payroll of over \$2,000,000, and there are several problems important to this branch of the trade which will be discussed. Among them will be the problems of the small baker, the possibility of imitation rye bread endangering the sale of genuine Jewish rye bread, the difficulty of Jewish bakers remaining in business and observing the hours imposed by the code and the founding of a permanent organization to deliberate upon matters of importance to this trade. Phillip S. Silbert is general secretary.

## RESOLUTIONS COMMITTEE NAMED FOR CONVENTION

President J. B. Smith has appointed the following as the resolutions committee for the St. Louis convention of the Millers National Federation: J. E. Woodard, chairman, Acme-Evans Co., Indianapolis; J. R. Brown, Standard-Tilton Milling Co., Dallas, Texas; Sydney Anderson, General Mills, Inc., Minneapolis; R. W. Magill, Kansas Milling Co., Wichita, Kansas; C. C. Hine, Glorie Grain & Milling Co., Los Angeles; Robert C. Miner, Miner-Hillard Milling Co., Wilkes-Barre, Pa. Millers who have resolutions to offer are requested to submit them in advance to Chairman Woodard and the members of his committee.

### FLOUR FIRM ORGANIZED

DANBURY, CONN.—The National Flour Co., 865 Main Street, has been incorporated here with authorized capital of \$50,000. John Campo, Jr., is president and treasurer; John Campo, vice president, and Anne Campo, secretary, all of Danbury.

### CHICAGO FLOUR STOCKS GAIN

CHICAGO, ILL.—Stocks of flour in Chicago public warehouses, Nov. 1, 1934, were 35,400 bbls, according to F. C. Sickinger, official flour inspector. This compares with 33,400 bbls on Oct. 1, and 20,300 on Nov. 1, 1933.

### EMERGENCY COUNCIL ENLARGED

WASHINGTON, D. C.—A recent executive order consolidated the executive council with the National Emergency Council. The new organization includes every cabinet officer and executive head

of the major permanent and relief agencies, with Mr. Richberg as executive director of the council, which was specifically directed "to serve in an advisory capacity" to its executive director. In the same order, President Roosevelt brought the National Recovery Administration even more closely under White House direction by making its policy making group, the Industrial Emergency Committee, of which Mr. Richberg is also director, a subcommittee of the National Emergency Council.

## WHEAT PLANTING URGED ON GEORGIA COTTON FARMERS

ATLANTA, GA.—The campaign to induce farmers of the state to raise more wheat continues. In an address over the radio during the past week, C. J. Haden, state chairman of the Farm Debt Adjustment Commission, declared that Georgia farmers can and should produce most of the wheat used in this state. Mr. Haden told his radio audience that production of wheat must be increased to make up for the loss in cotton, and that Georgia farmers can cut their indebtedness by raising a wheat crop commensurate with needs of Georgia consumers.

Most of the wheat flour now used in Georgia comes from the West and consumers in this state pay about \$1.65 bu for wheat they can grow for about 75c bu, he stated.

Last November Governor Talmadge was leading a campaign to further wheat production in Georgia. He is now turning all his forces on an attack on the New Deal. In an address in Anderson, S. C., recently, the governor said, "The quicker they abolish the NRA the better off we will be. If the Bankhead act and the processing tax were abolished we would see the price of cotton advance 3c lb in one month," adding "the old Mosaic law of an idle year for the land in every seven is the only control measure that will work."

### MEMBERSHIP RECOMMENDED

MILWAUKEE, WIS.—John Kellogg, president of the John Kellogg Co., Chicago grain firm, has been recommended to membership in the Milwaukee Grain & Stock Exchange by the exchange's membership committee. He is a former Milwaukeean and the company he heads is successor to Stratton Grain Co., interest in which was disposed of by Donahue-Stratton Grain Co., Milwaukee, about three months ago.

### CONVENTION SPECIAL

MINNEAPOLIS, MINN.—The Minneapolis & St. Louis Railroad is arranging for special equipment to take northwestern delegates to the autumn meeting of the Millers National Federation at St. Louis, Nov. 14. This special equipment will be attached to the North Star Limited, leaving Minneapolis at 3 p.m., Nov. 13, and arriving St. Louis the following morning at 8 o'clock. A number of reservations have already been made.

## SENATOR SMITH DEMANDS REPEAL OF BANKHEAD ACT

WASHINGTON, D. C.—For some time, rumblings and grumblings have been coming out of the South over the operation of the Bankhead bill. These crystallized last week in a statement by Senator Smith, chairman of the agriculture committee, that at the next session he will demand a repeal.

Senator Smith, describing the Bankhead act as a "heartbreaking disappointment," said he would advocate an acreage regulation plan with "reasonable inducements." The veteran South Carolina senator also asserted he would demand modification of the tariff laws, declaring the Smoot-Hawley act "has done more to bring about unrest and disrupt the nations of the earth than anything else."

## ELEVATOR MEN VIEW DUST EXPLOSION FILM

Many Points to Prevent Dust Explosions Brought at Chicago Gathering—Local Group Elects Officers

CHICAGO, Ill.—Two hundred and three Chicago Board of Trade members, elevator superintendents and elevator workmen attended the showing of the Department of Agriculture's dust explosion hazards film prepared for educational purposes by Dr. D. J. Price, of Washington. The gathering was held, Oct. 27, in Room 300, Chicago Board of Trade. William H. Gassler, superintendent of the Calumet Elevators, presided.

Some of the points brought out for dust explosion prevention, include 1 sq ft of ventable window area for each 80 cu ft of contents serving to vent explosion pressure; elevator head vents preventing dust dissemination due to "blowing" in the leg and permitting the leg to draw in or discharge air as required (not intended to release high explosion pressures but if sufficiently large will serve to protect the head and upper part of leg); corner vents for carrying part of dust outside (not intended as explosion pressure release); use of coarse mesh screens with 1/2- to 2-inch openings over gratings covering pits in truck sheds, bin openings or boots, for catching metal, etc.; closed stationary spouts wherever feasible, and no throw of grain in open for considerable distances within elevators; cloth seal or curtain between garner and scale retaining fine dust within scale hopper and permitting use of scale vents; covered bins for limiting extent of explosion.

Other points were: floor sweeps and dust removal equipment wherever dust is produced; smooth construction and elimination of ledges making cleaning easy and preventing heavy overhead dust accumulations; extension of entire top of head housing through roof where it can be covered with a light weather cap; segregation of particularly dusty operations or dividing plant into units; eliminating direct tunnel connections between workhouse and storage section and placing of steel partitions in galleries between these sections preventing spread of explosions; automatic fire doors closing belt openings through walls preventing spread of fires; use of sounding lead, nonsparking ropes to measure contents of bins instead of extension lights; use of deflector plates for deflecting grain entering bin so it will drop straight down and not strike against side walls, thus metal or foreign material may not strike spark.

After the discussions, local superintendents elected the following officers: Frank A. Byrnes, Northwestern Elevator, Rosenbaum Grain Corp., general chairman; Wilfred Myers, Interstate Elevator, Cleveland Grain Co., first vice chairman in charge of programs; Joseph Schmitz, chief weighmaster, second vice chairman; Gilbert Lane, Arcady Farms Milling Co., third vice chairman in charge of monthly meetings; Henry Cox, Rialto Elevator, Star Grain Co., treasurer; William T. Husband, E. R. Bacon Grain Co., secretary; William Confield, Rosenbaum Grain Corp., sergeant at arms.

Directors chosen include Chester Alger, Corn Products Refining Co.; John Becker, Belt Elevator, Rosenbaum Bros.; William Gassler, Calumet Elevators, Rosenbaum Bros.; Micky Greene, Rosenbaum Grain Corp., A & B Elevators; Frank Hasse, Corn Products Refining Co.; Fred Hawley, Norris Grain Co.; Elmer Karp, Farmers National Warehouse Corp.; Henry Kier, Wabash Elevator, Bartlett-Frazier Co.; Edmund Luff, Northwestern Yeast Co.; Ernest Peterson, B. A. Eckhart Milling Co.; Eddy Rosenbaum, Jr., Rosenbaum Grain Corp.; Bob Sayre, Irondale Elevator, Rosenbaum Grain Corp.; Frank Smith, Albert Dickinson Co.; Joe Van Cura, South Chicago Elevators, Farmers National Grain Corp.; William Whiting, Northwestern Elevator, Rosenbaum Grain Corp.

An advisory board of 11 Board of Trade members was selected and will be announced upon their acceptance.

An inspection trip to Milwaukee to see new Swedish vacuum drier was agreed

upon for Nov. 17, under the auspices of Milwaukee's weighmaster, M. H. Ladd, who is arranging a large local turnout.

The semiannual convention in Duluth, Dec. 1-3, aroused much interest.

### W. W. CUMMINGS IN NEW JOB

COLUMBUS, Ohio.—W. W. Cummings, who for the past six years has served as secretary of the Ohio Grain, Mill & Feed Dealers Association, has joined the staff of E. A. Poirce & Co.'s Columbus office, members of the New York Stock Exchange and the Chicago Board of Trade. He will retain his position as secretary of the association. He was formerly a salesman of feed ingredients and was in the grain business in Toledo.

## KENTUCKY LAW PROHIBITS DUMMY NAMES ON FLOUR

FRANKFORT, Ky.—A section of the 1934 act of the Kentucky legislature would prohibit flour millers from substituting dummy corporation names in marketing flour. The act was backed by the smaller millers of the state, with the idea that it would aid their problem in regard to chain stores having flour brands put up under private trade-marks, and where the miller uses some other name than his regular corporate name as the producer.

Under date of Oct. 29, the press carried a short item from Frankfort, reading: "Assistant Attorney General H. Hamilton Rice today advised C. B. Long, secretary of the Kentucky Millers' Association, that an act of the special 1934 legislature prohibits manufacturers from substituting trade names on flour packages."

A number of mills have several company names which are used on flours that they either are not proud to claim, or else were made up for chain stores, at a price, and where the miller prefers that they create no competition for his regular products as sold by independent stores.

This ruling would naturally only cover flour sold in the state, and could not control interstate sales and shipments. If enforced, it would merely take flour business out of the hands of Kentucky mills packing such flour, and place it in the hands of millers in other states. Probably it would not help the smaller millers, who are advocating such regulation, in any way, in that they haven't the business, nor have they much chance of getting it.

It is understood that a 60-day stay in enforcement of the provision may be granted, and some conferences will be held regarding the subject, looking to some alternate agreement.

### NEW ENGLAND EXHIBIT

The New England Bakers Association will hold an exhibit in conjunction with the annual fall convention on Nov. 19-21 at the Hotel Statler, Boston. It will be under the direction of J. U. Lemmon, and in view of the important developments in the baking field during the past two years, will offer many valuable suggestions. A strong committee has been placed in charge of convention arrangements, with Otto Dreikorn, general chairman, T. J. McArdle in charge of the program, Guy Maynard publicity, and P. A. Eaton entertainment.

## J. H. FRIEDEL CHOSEN HEAD OF BAKERY ALLIED TRADES

At the annual meeting and luncheon of the Allied Trades of the Baking Industry held in the Bal Tabarin room of the Sherman Hotel, Oct. 22, the following officers were elected: president, J. H. Friedel, of the Doughnut Corp. of America, New York; vice president, Walter D. Warrick, W. E. Long Co., Chicago; secretary-treasurer, George P. Reuter, Standard Brands, Inc., New York. G. Cullen Thomas, General Mills, Inc., Minneapolis, P. J. Bergenthal, Red Star Yeast & Products Co., Milwaukee, C. R. Chesley, Procter & Gamble, New York, were appointed to the executive committee for a three-year term.

President C. R. Chesley, who conducted the meeting, referred to the heavy toll of deceased members throughout the past

year and called on all present for a silent tribute, while the names of the 17 deceased were being read.

The report of George P. Reuter, secretary-treasurer, demonstrated that while the total membership of the association had declined somewhat during the past year, the financial condition of the treasury was sound.

Proposed mutual benefits for the membership were discussed. It was mentioned that the executive committee had offered suggestions as to the advisability of either having an insurance policy or starting a home for aged members. It was also felt that the Allied Trades Association should become more than a collection



J. H. Friedel, New President of Allied Trades of the Baking Industry

agency, because its financial condition was fairly strong, and was in shape to offer further benefits to members. A special committee consisting of C. R. Chesley, Walter D. Warrick and Albert Klopfer was finally appointed to work out a plan as to the best mutual benefits for serving the organization.

Prior to the adjournment of the meeting, C. R. Chesley, the retiring president, and R. Mayo Crawford, who had also held this office for two terms, were presented with handsome time pieces in commemoration of the valuable service they had rendered the association.

## SONS OF LOUISVILLE FLOUR MAN ARE FOOTBALL STARS

LOUISVILLE, Ky.—Myron J. Sheridan, known to his closer associates as General Sheridan, and one of the leading flour brokers of the state, has room to be proud of two big sons, who have proven themselves as athletes. Pat Sheridan, 20 years of age, starred at football for four years with the St. Xavier high school team in Louisville, at quarterback, and is now playing with the St. Helens amateur team.

A younger son, John J. Sheridan, 18 years of age, six feet, one inch, weighing 170 lbs., is now playing center on the same club, which this year held its old time rival, Manual Training High, to a scoreless tie on Oct. 27. John J. is a senior and has hopes of going to Notre Dame next year. He came out of the game on Oct. 27 with a lacerated foot which became infected, but is reported past the danger point.

## HARRY BROUILETT SPEAKER AT A. A. C. DINNER

CHICAGO, Ill.—Harry Brouillett, of the American Dry Milk Institute, was the speaker at the dinner meeting of the Midwest section of the American Association of Cereal Chemists held the evening of Nov. 5. The meeting was held at the Hamilton Club, and Mr. Brouillett talked on "The Need of Correlating Quality Ingredients in Bakery Products."

## NEBRASKA GRAIN MEN HEAR JAMES A. REED

Omaha Convention Takes Cessation of Legislative Activity Affecting Grain Trade—Bad Freight Advance Opposed

OMAHA, Neb.—Resolutions calling upon the membership to urge a cessation of legislative activity in Congress relating to the grain marketing system, until more settled business conditions appear or until unquestioned evidence of the need of emergency legislation arises, were adopted by the Nebraska Grain Dealers Association at its sixth annual convention here on Nov. 2.

The association also opposed any raise in rail freight rates on farm products and livestock and protested particularly the proposed charge by the railroads of \$1 each for issuing shippers' order bills of lading.

It favored a uniform and co-ordinated system of regulation for all transportation agencies, including truck, water and rail carriers, by one board of authority.

The Nebraska legislature was urged, at its next session, to pass a law reducing the present fees for elevator scale inspections at least 30%.

The association will work for amendment of the Nebraska mortgage lien law to lessen the hazards and responsibilities of the grain dealers in collecting notes secured by mortgages on grain. J. C. Paces, of Grete, was resolutions chairman.

B. W. Larson, of Kimball, former first vice president, was elected president of the association to succeed Gerald Eberberger, of Columbus. E. M. Kuhl, of Ashland, was elevated from second vice president to first, and Rudolph W. Nusky, of Nebraska City, was elected second vice president.

F. C. Krotter, of Polkade, and E. M. Moseman, of Lyons, were elected directors of the association for three years.

Fred I. Houser, Kansas City, member of the national code authority for the country elevator trade, defended the revised code under which the industry now is operating.

Other speakers were Professor P. H. Stewart, extension agronomist at the University of Nebraska College of Agriculture, and Harry R. Clark, chief inspector for the Omaha Grain Exchange.

James A. Reed, former senator from Missouri, delivered an address before the convention in which he bitterly assailed the new deal, particularly that part of it relating to agriculture, and declared that candidates for Congress and the Senate pledged in advance of election to obey the orders of the President, ought to be defeated. Senator Reed's speech was broadcast.

The annual banquet was held Friday night at the Fontenell.

### ST. LOUIS MILLERS PLAY GOLF

ST. LOUIS, Mo.—St. Louis Millers Club held their fall golf tournament at Glen Echo Country Club on Oct. 29. Many of the members played in a blind bogey after which a large gathering sat down to dinner. There being no business to transact the evening was taken up in playing bridge.

## BISCUIT COMPANIES SHOW SMALLER 1934 EARNINGS

The National Biscuit Co., New York, reported net income of \$2,997,118 after taxes and charges, in the quarter ended Sept. 30, compared with \$1,445,208 in 1933. For the first nine months, the net aggregated \$8,931,969 against \$10,643,633 in 1933.

The United Biscuit Co. of America for the third quarter reported a net profit of \$261,657 after taxes and charges compared with \$293,230 in 1933. Net profit for the nine months was \$755,535, against \$713,446 in the 1933 period.

The Lasso-Wilco Biscuit Co., New York, and subsidiaries, including the United Flour Mills, showed a net profit in the third quarter of \$318,264, after taxes, etc., compared with \$423,633 a year ago. For the first nine months of 1934 net profits have been \$1,043,668, compared with \$1,218,543 a year earlier.

# Crop Year Output in Northwest Declines

**MINNEAPOLIS, MINN.**  
**N**ORTHWESTERN flour production for the crop year ended Aug. 31, 1934, decreased 843,000 bbls, as compared with 1932-33. All but about 10,000 bbls of the decrease occurred at Minneapolis. South Dakota mills, naturally, showed up with a decrease, while North Dakota and Montana mills slightly increased their production. The total flour output for the four states for the crop year was 17,200,920 bbls, as against 18,043,600 in 1932-33.

A feature of the report, compiled from returns made by the mills to The Northwestern Miller, showed five more plants in operation in North Dakota, three more in South Dakota and one more in Montana. These were mostly small grist mills grinding for farmers under the allotment plan. There is evidence, however, that there are many more of these small mills in operation than reports were received from.

For the year, the larger mills in Montana operated better than 65% of capacity, compared with 51% for Minnesota. Montana mills of from 200 to 500 bbls capacity operated 42% of capacity, against 22% for the same sized mills in Minnesota.

The figures show that 62 mills in the four northwestern states were idle all year. The figures, in detail, for a series of crop years, follow:

**PRODUCTION IN BARRELS**  
 The production, in barrels, of the four states for the crop year ended Aug. 31, and for the previous one, with the percentage of increase or decrease and the number of mills, is shown here:

Year	Output	% Chg.	No. of Mills
1932-33	18,043,600		195
1933-34	17,200,920	-4.7	195

**COMPARATIVE FIGURES**  
 A comparative table as to the wheat consumption in two years, in bushels (600's omitted), shows:

Year	Consumption
1932-33	32,002,339
1933-34	28,656,313

**PERCENTAGE OF CAPACITY OPERATED**  
 Percentage of output to full capacity based on 200 running days of mills of all sizes in the Northwest, by days ending Aug. 31, 1934:

State	1,000	500	200	100	Less	Average
Minnesota	53.7	45.5	28.4	36.9	37.4	50.8
N. Dakota	46.7	34.4	26.7	32.4	31.9	38.2
S. Dakota	34.6	27.4	22.4	27.4	27.4	28.2
Montana	65.7	56.0	42.6			56.4

**1932-33 COMPARISON**  
 1,000 500 200 100 Less Average and to to to than or over 1,000 500 200 100 age

**1931-32 COMPARISON**  
 Minnesota. 56.6 48.3 24.7 22.6 22.8 52.2  
 N. Dakota. 27.8 27.0 21.2 41.4 20.9 25.9  
 S. Dakota. 43.3 34.3 33.4 37.7  
 Montana. 53.0 21.6 20.1 36.7 38.4

**1930-31 COMPARISON**  
 Minnesota. 66.9 55.5 20.4 21.9 23.0 69.6  
 N. Dakota. 41.9 47.5 20.7 33.9 43.0 38.0  
 S. Dakota. 37.1 34.7 32.3 46.8  
 Montana. 56.7 69.1 22.6 33.9 61.9

**1929-30 COMPARISON**  
 Minnesota. 59.6 51.8 63.8 27.6 17.8 55.1  
 N. Dakota. 42.2 46.1 32.1 26.8 18.4 39.2  
 S. Dakota. 34.7 52.0 29.4 19.3  
 Montana. 78.9 40.3 19.2 23.6 60.1

**PRODUCTION IN THE NORTHWEST**  
 The yearly capacity, flour production and percentage of activity for the crop year ending Aug. 31, 1934, of the mills in the Northwest:

Year	Capacity	Flour	Pct. of
1932-33	12,725,600	6,370,206	50.0
1933-34	12,577,500	5,852,592	46.5

**1932-33 PRODUCTION**

Yearly capacity	Flour made	Pct. of activity
13,102,500	6,985,481	53.3
3,771,000	1,826,311	48.2
1,830,000	205,948	39.2
1,688,526	1,688,526	62.4
16,655,000	7,655,159	45.3
1,830,000	690,075	37.2

**1931-32 PRODUCTION**

Yearly capacity	Flour made	Pct. of activity
12,124,788	6,124,788	50.5
3,726,000	1,955,175	52.5
1,830,000	198,375	33.7
1,688,526	1,688,526	62.4
16,655,000	7,655,159	45.3
1,830,000	671,384	36.6

**1930-31 PRODUCTION**

Yearly capacity	Flour made	Pct. of activity
14,074,600	7,380,241	52.5
3,277,500	1,306,833	39.8
1,830,000	233,936	12.8
1,688,526	1,688,526	62.4
16,655,000	7,655,159	45.3
1,830,000	1,036,647	56.6

**1929-30 PRODUCTION**

Yearly capacity	Flour made	Pct. of activity
18,726,000	8,627,208	45.8
3,885,600	1,330,117	33.9
1,830,000	334,671	39.2
1,688,526	1,688,526	62.4
20,355,000	10,489,959	61.2
1,830,000	1,121,040	61.2

**COMPARED WITH OTHER YEARS**  
 Totals for a series of years, covering all mills in Minnesota, North and South Dakota (Montana not included), are:

Year	Output	% Chg.
1932-33	15,547,028	
1933-34	16,394,974	+5.5
1930-31	16,463,376	+0.5
1929-30	20,886,164	+26.6
1928-29	21,922,395	+5.0
1927-28	24,054,725	+9.7
1926-27	26,625,200	+10.7
1925-26	26,745,994	+0.5
1924-25	26,503,713	-0.8
1923-24	28,930,450	+9.0
1922-23	30,556,576	+5.7
1921-22	28,727,880	-5.9
1920-21	27,452,484	-4.3
1919-20	31,811,814	+15.7
1918-19	32,874,645	+3.2

**MINNESOTA**  
 The following table shows in detail the number of flour mills in Minnesota (outside of Duluth and Minneapolis), together with the capacity ratings and the amount of flour produced and wheat ground in the crop year ending Aug. 31, 1934, with previous years' records for comparison:

No. of mills	Capacity	Flour	Wheat
12	1,000 and over	32,900	3,879,732
5	500 to 1,000	3,506,607	23,879,732
2	300 to 400	700	55,603
1	200 to 300	250	8,284
13	100 to 200	178,653	781,446
18	Less than 100	85,268	383,767

**1933-34**  
 24 mills reporting 41,705 6,767,773 34,955,960  
 Mills not reporting, but estimated: 28 mills 1,970 192,708 867,186  
**Totals, 83 Minnesota mills** 43,675 6,960,481 31,813,146  
 In addition, 23 mills were idle and one burned.

**1932-33**  
 24 mills reporting 41,705 6,767,773 34,955,960  
 Mills not reporting, but estimated: 28 mills 1,970 192,708 867,186  
**Totals, 83 Minnesota mills** 43,675 6,960,481 31,813,146  
 In addition, 23 mills were idle and one burned.

**1931-32**  
 24 mills reporting 41,705 6,767,773 34,955,960  
 Mills not reporting, but estimated: 28 mills 1,970 192,708 867,186  
**Totals, 83 Minnesota mills** 43,675 6,960,481 31,813,146  
 In addition, 23 mills were idle and one burned.

**1930-31**  
 24 mills reporting 41,705 6,767,773 34,955,960  
 Mills not reporting, but estimated: 28 mills 1,970 192,708 867,186  
**Totals, 83 Minnesota mills** 43,675 6,960,481 31,813,146  
 In addition, 23 mills were idle and one burned.

**1929-30**  
 24 mills reporting 41,705 6,767,773 34,955,960  
 Mills not reporting, but estimated: 28 mills 1,970 192,708 867,186  
**Totals, 83 Minnesota mills** 43,675 6,960,481 31,813,146  
 In addition, 23 mills were idle and one burned.

**1928-29**  
 24 mills reporting 41,705 6,767,773 34,955,960  
 Mills not reporting, but estimated: 28 mills 1,970 192,708 867,186  
**Totals, 83 Minnesota mills** 43,675 6,960,481 31,813,146  
 In addition, 23 mills were idle and one burned.

Mills not reporting, but estimated:

Daily capacity	Flour	Wheat
1,945	89,384	397,728

**1933-34**  
 26 mills reporting 43,749 6,861,456 30,531,554  
 In addition, 33 were idle, 2 were under construction and 1 went out of business.  
 Year ending Aug. 31, 1931:

**1932-33**  
 26 mills reporting 43,749 6,861,456 30,531,554  
 Mills not reporting, but estimated: 4 mills 320 14,988 62,441  
**Totals, 72 Minnesota mills** 46,915 6,896,241 37,711,055  
 In addition, 63 were idle, 4 went out of business and 1 burned.

**NORTH DAKOTA**  
 Figures for year ending Aug. 31, 1934:

No. of mills	Capacity	Flour	Wheat
2	1,000 and over	7,793,158	3,636,076
4	400 to 1,000	3,450	190,258
3	300 to 400	95,561	445,573
2	200 to 300	250	33,600
4	100 to 200	654	34,019
10	Less than 100	510	30,401

**1933-34**  
 24 mills reporting 11,415 1,306,567 6,429,562  
 Mills not reporting, but estimated: 4 mills 1,610 78,489 353,200  
**Totals, 28 North Dakota mills** 12,425 1,238,056 6,782,762  
 In addition, 10 mills were idle, 1 dismantled.

**1932-33**  
 24 mills reporting 11,415 1,306,567 6,429,562  
 Mills not reporting, but estimated: 4 mills 1,610 78,489 353,200  
**Totals, 28 North Dakota mills** 12,425 1,238,056 6,782,762  
 In addition, 10 mills were idle, 1 dismantled.

**1931-32**  
 24 mills reporting 11,415 1,306,567 6,429,562  
 Mills not reporting, but estimated: 4 mills 1,610 78,489 353,200  
**Totals, 28 North Dakota mills** 12,425 1,238,056 6,782,762  
 In addition, 10 mills were idle, 1 dismantled.

**1930-31**  
 24 mills reporting 11,415 1,306,567 6,429,562  
 Mills not reporting, but estimated: 4 mills 1,610 78,489 353,200  
**Totals, 28 North Dakota mills** 12,425 1,238,056 6,782,762  
 In addition, 10 mills were idle, 1 dismantled.

**1929-30**  
 24 mills reporting 11,415 1,306,567 6,429,562  
 Mills not reporting, but estimated: 4 mills 1,610 78,489 353,200  
**Totals, 28 North Dakota mills** 12,425 1,238,056 6,782,762  
 In addition, 10 mills were idle, 1 dismantled.

**1928-29**  
 24 mills reporting 11,415 1,306,567 6,429,562  
 Mills not reporting, but estimated: 4 mills 1,610 78,489 353,200  
**Totals, 28 North Dakota mills** 12,425 1,238,056 6,782,762  
 In addition, 10 mills were idle, 1 dismantled.

**1927-28**  
 24 mills reporting 11,415 1,306,567 6,429,562  
 Mills not reporting, but estimated: 4 mills 1,610 78,489 353,200  
**Totals, 28 North Dakota mills** 12,425 1,238,056 6,782,762  
 In addition, 10 mills were idle, 1 dismantled.

**1926-27**  
 24 mills reporting 11,415 1,306,567 6,429,562  
 Mills not reporting, but estimated: 4 mills 1,610 78,489 353,200  
**Totals, 28 North Dakota mills** 12,425 1,238,056 6,782,762  
 In addition, 10 mills were idle, 1 dismantled.

**1925-26**  
 24 mills reporting 11,415 1,306,567 6,429,562  
 Mills not reporting, but estimated: 4 mills 1,610 78,489 353,200  
**Totals, 28 North Dakota mills** 12,425 1,238,056 6,782,762  
 In addition, 10 mills were idle, 1 dismantled.

**1924-25**  
 24 mills reporting 11,415 1,306,567 6,429,562  
 Mills not reporting, but estimated: 4 mills 1,610 78,489 353,200  
**Totals, 28 North Dakota mills** 12,425 1,238,056 6,782,762  
 In addition, 10 mills were idle, 1 dismantled.

**1923-24**  
 24 mills reporting 11,415 1,306,567 6,429,562  
 Mills not reporting, but estimated: 4 mills 1,610 78,489 353,200  
**Totals, 28 North Dakota mills** 12,425 1,238,056 6,782,762  
 In addition, 10 mills were idle, 1 dismantled.

Mills not reporting, but estimated:

Daily capacity	Flour	Wheat
320	14,988	62,441

**1933-34**  
 17 mills reporting 1,455 193,800 872,391  
 Mills not reporting, but estimated: 4 mills 320 14,988 62,441  
**Totals, 21 Montana mills** 1,775 208,788 934,832  
 In addition, 14 mills were idle.

**1932-33**  
 17 mills reporting 1,455 193,800 872,391  
 Mills not reporting, but estimated: 4 mills 320 14,988 62,441  
**Totals, 21 Montana mills** 1,775 208,788 934,832  
 In addition, 14 mills were idle.

**1931-32**  
 17 mills reporting 1,455 193,800 872,391  
 Mills not reporting, but estimated: 4 mills 320 14,988 62,441  
**Totals, 21 Montana mills** 1,775 208,788 934,832  
 In addition, 14 mills were idle.

**1930-31**  
 17 mills reporting 1,455 193,800 872,391  
 Mills not reporting, but estimated: 4 mills 320 14,988 62,441  
**Totals, 21 Montana mills** 1,775 208,788 934,832  
 In addition, 14 mills were idle.

**1929-30**  
 17 mills reporting 1,455 193,800 872,391  
 Mills not reporting, but estimated: 4 mills 320 14,988 62,441  
**Totals, 21 Montana mills** 1,775 208,788 934,832  
 In addition, 14 mills were idle.

**1928-29**  
 17 mills reporting 1,455 193,800 872,391  
 Mills not reporting, but estimated: 4 mills 320 14,988 62,441  
**Totals, 21 Montana mills** 1,775 208,788 934,832  
 In addition, 14 mills were idle.

**1927-28**  
 17 mills reporting 1,455 193,800 872,391  
 Mills not reporting, but estimated: 4 mills 320 14,988 62,441  
**Totals, 21 Montana mills** 1,775 208,788 934,832  
 In addition, 14 mills were idle.

**1926-27**  
 17 mills reporting 1,455 193,800 872,391  
 Mills not reporting, but estimated: 4 mills 320 14,988 62,441  
**Totals, 21 Montana mills** 1,775 208,788 934,832  
 In addition, 14 mills were idle.

**1925-26**  
 17 mills reporting 1,455 193,800 872,391  
 Mills not reporting, but estimated: 4 mills 320 14,988 62,441  
**Totals, 21 Montana mills** 1,775 208,788 934,832  
 In addition, 14 mills were idle.

**1924-25**  
 17 mills reporting 1,455 193,800 872,391  
 Mills not reporting, but estimated: 4 mills 320 14,988 62,441  
**Totals, 21 Montana mills** 1,775 208,788 934,832  
 In addition, 14 mills were idle.

**1923-24**  
 17 mills reporting 1,455 193,800 872,391  
 Mills not reporting, but estimated: 4 mills 320 14,988 62,441  
**Totals, 21 Montana mills** 1,775 208,788 934,832  
 In addition, 14 mills were idle.

**1922-23**  
 17 mills reporting 1,455 193,800 872,391  
 Mills not reporting, but estimated: 4 mills 320 14,988 62,441  
**Totals, 21 Montana mills** 1,775 208,788 934,832  
 In addition, 14 mills were idle.

**1921-22**  
 17 mills reporting 1,455 193,800 872,391  
 Mills not reporting, but estimated: 4 mills 320 14,988 62,441  
**Totals, 21 Montana mills** 1,775 208,788 934,832  
 In addition, 14 mills were idle.

**1920-21**  
 17 mills reporting 1,455 193,800 872,391  
 Mills not reporting, but estimated: 4 mills 320 14,988 62,441  
**Totals, 21 Montana mills** 1,775 208,788 934,832  
 In addition, 14 mills were idle.

**1919-20**  
 17 mills reporting 1,455 193,800 872,391  
 Mills not reporting, but estimated: 4 mills 320 14,988 62,441  
**Totals, 21 Montana mills** 1,775 208,788 934,832  
 In addition, 14 mills were idle.

**1918-19**  
 17 mills reporting 1,455 193,800 872,391  
 Mills not reporting, but estimated: 4 mills 320 14,988 62,441  
**Totals, 21 Montana mills** 1,775 208,788 934,832  
 In addition, 14 mills were idle.

**1917-18**  
 17 mills reporting 1,455 193,800 872,391



# Southwestern Mills Report Decreased Output

**KANSAS CITY, Mo.**  
**PRODUCTION** figures compiled by the Kansas City office of The Northwestern Mills show that in crop year ended June 30, 1934, flour mills of Kansas, Oklahoma, Nebraska and the Kansas City terminal made 24,706,570 bbls of flour, a decrease of more than 2,000,000 bbls from the previous year and almost 4,500,000 bbls less than in the crop year 1931-32.

Though production in all groups dropped off sharply, Kansas mills, with a decline of almost 15%, showed the greatest decrease. The output of Kansas City mills slumped more than 500,000 bbls, or 9.3% under 1933,—the lowest production for that center in eight years and approximately 2,000,000 bbls under the peak year of 1929.

Similar losses in production were shown at other principal milling centers in the Southwest. Wichita, after consistent increases for the past six years, dropped more than 500,000 bbls under last year. Less drastic declines were shown at Salina, Atchison and Hutchinson. Omaha most nearly approached last year's mark, losing only 13,000 bbls.

It will also be noted that, while the total potential capacity has remained almost steady, the number of mills representing that capacity has increased. This is accounted for by the reopening of approximately 40 small mills, almost all of them under 100 bbls, principally in Nebraska.

Production in barrels of the three states and of Kansas City mills for the crop year ended June 30, 1934, and for the previous year, and percentage of increase or decrease are here shown:

	Year ended June 30, 1934	1933	%
Kansas	11,626,987	13,726,629	-14.6
Oklahoma	4,129,657	4,589,977	-10.0
Nebraska	2,953,149	3,157,841	-6.3
Kansas City	5,926,577	6,536,190	-9.2
Totals	24,706,370	28,031,637	-11.8

\*Increase or decrease.

Following are the details of the figures on flour production of southwestern mills, together with supplementary memoranda covering production at principal terminals and interior centers, all compiled from the reports made by the mills direct to The Northwestern Miller.

## KANSAS

The following table shows in detail the number of flour mills in Kansas (outside of Kansas City), together with the capacity ratings and the amount of flour produced and wheat ground in the crop year ended June 30, 1934, with previous years' records for comparison:

No. mills rating, bbls	Daily capacity, bbls made	Flour ground, bbls made	Wheat ground, bus
24	1,000 and over 48,520	5,583,514	29,338,022
28	500 to 1,000 18,405	2,182,440	9,812,724
20	200 to 500 787,322	3,699,124	15,811,121
14	100 to 200 1,810	131,561	684,319
13	Less than 100 955	49,267	237,587
165		73,257	11,626,987

Note: Nonreporting Kansas mills of 200 bbls and less capacity estimated at same rate of activity as reporting mills of like size. All mills not operated for past two years eliminated from active list.

Year ending June 30, 1933:	Daily capacity, bbls made	Flour ground, bbls made	Wheat ground, bus
23	1,000 and over 48,350	10,211,100	48,251,639
28	500 to 1,000 17,605	2,584,675	11,271,121
20	200 to 500 7,805	87,428	3,932,390
10	100 to 200 1,270	92,441	434,105
13	Less than 100 670	43,358	213,726

1931-32: 74,800 13,726,629 62,184,839

Year ending June 30, 1932:	Daily capacity, bbls made	Flour ground, bbls made	Wheat ground, bus
23	1,000 and over 51,850	10,377,610	47,879,122
25	500 to 1,000 17,605	2,584,675	11,271,121
19	200 to 500 5,850	90,561	4,321,567
10	100 to 200 1,270	92,441	434,105
13	Less than 100 670	43,358	213,726

1930: 76,445 14,150,267 64,391,967

Year ending June 30, 1931:	Daily capacity, bbls made	Flour ground, bbls made	Wheat ground, bus
23	1,000 and over 48,350	9,705,025	44,965,616
28	500 to 1,000 21,505	8,442,118	38,389,631
20	200 to 500 6,025	1,018,193	4,725,961
11	100 to 200 1,435	107,234	499,596
13	Less than 100 640	49,534	239,746

1929: 78,065 14,866,407 68,752,379

104 78,065 14,866,407 68,752,379

Year ending June 30, 1930:	Daily capacity, bbls made	Flour ground, bbls made	Wheat ground, bus
23	1,000 and over 49,210	6,310,466	46,339,885
24	500 to 1,000 21,580	3,796,033	17,440,437
22	200 to 500 8,930	967,256	4,458,833
14	100 to 200 1,810	71,837	364,468
13	Less than 100 665	36,736	168,936

Year ending June 30, 1929:	Daily capacity, bbls made	Flour ground, bbls made	Wheat ground, bus
109	79,310	16,084,142	69,335,969
23	1,000 and over 60,480	11,073,847	50,492,899
24	500 to 1,000 21,580	4,133,407	19,035,306
22	200 to 500 8,930	1,018,193	4,725,961
16	100 to 200 2,145	160,260	742,978
13	Less than 100 665	41,331	201,664

Year ending June 30, 1928:	Daily capacity, bbls made	Flour ground, bbls made	Wheat ground, bus
112	80,720	16,424,188	74,967,625
23	1,000 and over 55,200	8,359,624	42,443,974
24	500 to 1,000 24,200	3,223,701	17,448,601
22	200 to 500 6,805	385,005	4,042,269
15	100 to 200 2,055	110,325	495,623
16	Less than 100 505	41,667	206,649

Year ending June 30, 1927:	Daily capacity, bbls made	Flour ground, bbls made	Wheat ground, bus
125	89,164	14,230,332	64,836,126
23	1,000 and over 58,800	10,581,654	48,793,927
24	500 to 1,000 24,200	4,142,849	18,709,300
25	200 to 500 7,705	1,196,421	5,407,065
20	100 to 200 2,670	268,763	1,214,192
21	Less than 100 1,005	66,729	316,280

135 88,205 16,512,146 74,431,271

## PERCENTAGE OF CAPACITY OPERATED

Percentage of output to full capacity based on 300 running days of mills of all sizes in Kansas, by years ending June 30:

Year	over 1,000	500 to 1,000	200 to 500	100 to 200	Less than 100	Average
1934	59.3	43.5	44.8	24.2	16.7	53.2
1933	62.8	47.4	48.3	24.3	16.1	51.1
1932	67.7	50.8	53.8	24.9	16.7	61.7
1931	66.9	61.4	56.2	24.9	16.7	63.4
1930	69.0	53.6	54.2	24.0	16.2	63.5
1929	72.9	44.8	44.2	24.8	20.7	67.8
1928	56.4	52.8	48.8	19.9	17.3	63.3
1927	48.0	57.0	48.0	32.0	21.0	62.0
1926	62.6	44.0	44.0	24.0	20.0	62.0
1925	63.0	56.0	46.0	39.0	23.0	67.0
1924	58.0	49.0	43.0	31.0	26.0	53.0
1923	53.0	46.0	46.0	32.0	26.0	56.0
1922	62.0	44.0	44.0	21.0	21.0	62.0
1921	64.7	50.2	40.3	24.8	18.7	48.3
1920	65.2	65.1	55.5	33.2	23.8	60.6
1919	69.3	57.0	45.8	34.8	24.5	64.5
1918	63.6	63.0	48.9	31.9	18.1	59.9
1917	64.0	60.0	58.0	36.0	26.0	61.0
1916	65.0	64.7	62.3	38.5	28.5	62.8
1915	70.6	71.8	63.8	39.3	28.8	67.0
1914	62.6	44.0	44.4	41.8	32.7	62.7
1913	67.6	64.0	60.7	30.5	32.2	69.0
1912	55.3	59.3	53.4	28.0	23.1	51.4
1911	57.2	63.8	53.6	39.1	23.9	54.6
1910	63.6	63.0	62.0	40.0	23.0	64.6
1909	50.0	68.6	63.1	41.0	36.1	56.1
1908	62.5	64.0	60.0	42.6	26.7	51.1

1934 61.8 58.3 52.1 30.9 24.3 57.3

## CONSOLIDATED BY YEARS

The number of active flour mills in Kansas, the number of barrels of flour produced and the number of bushels of wheat ground, by years ending June 30:

Year	No. Cap.	Flour produced	Wheat consumed
1933-34	100	73,257	11,626,987
1932-33	100	76,445	14,150,267
1931-32	104	78,065	14,866,407
1930-31	109	79,310	16,084,142
1929-30	115	80,720	16,424,188
1928-29	125	89,164	14,230,332
1927-28	135	88,205	16,512,146
1926-27	150	87,940	14,339,093
1925-26	159	87,285	16,057,031
1924-25	167	88,574	15,777,314
1923-24	179	82,424	16,442,712
1922-23	175	90,815	16,065,371
1921-22	205	86,374	13,276,216
1920-21	208	85,694	16,877,543
1919-20	203	81,419	15,271,193
1918-19	198	82,045	16,001,449
1917-18	158	65,852	11,932,186
1916-17	169	64,807	12,133,447
1915-16	167	62,620	12,899,151
1914-15	184	63,518	13,303,819
1913-14	181	69,800	10,488,586
1912-13	211	63,370	10,207,358

## CAPACITY BY YEARS

The following table shows the number of mills in Kansas of over 200 bbls capacity and of mills of less than 200 bbls, with total capacity of mills of each class and total capacity of all mills:

Year	Over 200 bbls	Less than 200 bbls	All mills
1934	23	142	165
1933	23	142	165
1932	23	142	165
1931	23	142	165
1930	23	142	165
1929	23	142	165
1928	23	142	165
1927	23	142	165
1926	23	142	165
1925	23	142	165
1924	23	142	165
1923	23	142	165
1922	23	142	165
1921	23	142	165
1920	23	142	165
1919	23	142	165
1918	23	142	165
1917	23	142	165
1916	23	142	165
1915	23	142	165
1914	23	142	165
1913	23	142	165
1912	23	142	165
1911	23	142	165
1910	23	142	165

Year	Over 200 bbls	Less than 200 bbls	All mills
1932-33	113	87,445	200,458
1931-32	107	147,335	254,442
1930-31	110	78,065	188,075
1929-30	110	78,065	188,075
1928-29	110	78,065	188,075
1927-28	112	85,490	197,380
1926-27	94	62,800	157,600
1925-26	95	58,980	153,960
1924-25	98	53,835	152,670
1923-24	102	61,425	163,450
1922-23	100	62,740	162,740
1921-22	108	64,425	172,850
1920-21	107	61,725	168,450

Year ending June 30, 1924:	Daily capacity, bbls made	Flour ground, bbls made	Wheat ground, bus
96	19,160	3,157,411	14,730,454
23	1,000 and over 1,325	2,411,729	10,997,421
24	500 to 1,000 4,258	457,214	2,084,688
11	200 to 500 3,615	7,690,251	33,141,454
10	100 to 200 6,000	33,385	183,750
13	Less than 100 723	21,622	100,890

103 28,745 4,839,657 22,812,399

## OKLAHOMA

Year ending June 30, 1934:

No. mills rating, bbls	Daily capacity, bbls made	Flour ground, bbls made	Wheat ground, bus
7	1,000 and over 1,325	2,411,729	10,997,421
6	500 to 1,000 4,258	457,214	2,084,688
11	200 to 500 3,615	7,690,251	33,141,454
10	100 to 20		

## WASHINGTON



By WALTER QUACKENBUSH

## OBSERVATIONS

## THE ALL-AMERICANS

Representative Hamilton Fish (Republican, New York) last week presented his list of an All-American New Deal football team which he says could easily beat Harvard or Yale, but suggests that is not much. Coached by Santa Claus, with Postmaster General Farley and Secretary Ickes assisting, the list follows:

Right end, Sinclair; right tackle, Prof. Frederic C. Howe, AAA; right guard, Sidney Hillman, NRA; center, Prof. Paul H. Douglas, NRA; left guard, William L. Leiserson, National Labor Board; left tackle, Henry T. Hunt, PWA; left end, Jerome Frank, AAA; quarterback, Frankfurter; right halfback, Prof. David Lillenthal, TVA; left halfback, Rexford Guy Tugwell; fullback, Donald R. Riehlberg. Assistant coaches, Raymond Moley, Bernard Baruch and Rudolph Hecht. Cheer leaders, Frances Perkins and Rose Schneiderman. Band leader, Huey Long.

At the last minute President Roosevelt was removed from quarterback position and Professor Felix Frankfurter substituted.

## WHICH WAY WILL HE JUMP?

Out of the jam resulting from the present fight on the removal or continuance of the tobacco processing tax may come an embarrassing situation for Mr. Clay Williams, chairman of the newly devised NRA administrative board. Mr. Williams is also chairman of the board of the Reynolds Tobacco Co., and as such he might want the tax removed; on the other hand, and in his other capacity, he might want it continued. This leaves him astride a not too comfortable rail fence. But AAA is so insistent on a continuance of the tax, pointing to the prosperity of the tobacco farmer as its reason, that it may answer the perplexing question for Mr. Williams.

## A FULL HOUSE

The next House and Senate are going to have the appearance of a patchwork quilt, with the various blocs which will be a part of it. There will be the bonus bloc, the 30-hour-a-week bloc, the inflation bloc and Huey Long's "redistribute-the-wealth" bloc, as well as a lot of others, each with its leader or head. So it may be said that the approaching Congress will be amply supplied with bloc heads. The President's leadership will be put to a severe test in keeping control of so many different radical groups.

## HAPPY BANKERS

What a lot of sunshine has flowed into the life of the average banker since the big meeting in Washington, where a certain specific group had a heart-to-heart talk with the President! Optimism has replaced pessimism and gloom has flown out the window.

This was the atmosphere prevailing at the Investment Bankers Association meeting held at White Sulphur Springs almost immediately following the American Bankers Association meeting held in Washington.

In the former meeting a man regarded everywhere as a spokesman for the financial world pleaded with the investment bankers to stop talking "gloom," warning them that they were decreasing their own business prospects because their gloomy predictions discouraged customers. Another speaker described the Securities Commission as "a fair-minded body," and Ferdinand Pecora, who conducted the inquisition of Wall Street for the Senate, was called "a vigorous prosecutor as well as an impartial judge." The sincerity of such remarks is evident from the fact that they were made in a session behind closed doors.

Just see what a little sound advice can do.

On the basis that turn about is fair play, Andrew W. Mellon, former Secretary of the Treasury, has brought suit against the government for a refund of what he claims is excess tax payments of something over \$500,000. However, if he is not any more successful against the government than the government was against him he may not have much fun spending the money.

What is expected to turn out as a melon may take the form of a citrus fruit, spelled with the same letters differently arranged. There has been no mention of a prize to be given by the plaintiff in this suit to the one who puts these letters in their proper relation to each other and properly spells the word.

## FEEDLESS FUTURE

The meeting of the American Feed Control Officials, recently held in Washington, may possibly be one of the last of its kind because of reported recent developments in the realm of science which may make cattle feed unnecessary. If feed is unnecessary there will be no need for control, and if no need for control no need

for meetings. It will be readily remembered just what old "Model T" did to Old Dobbin, and how it drove him off the streets, causing a great reduction in the demand for feed. And now Mr. Ford announces synthetic milk, made without the aid of a cow—a product cleaner and cheaper than cow's milk. So it looks as though what happened to Old Dobbin will also happen to Old Bossie.

Now, when we drive up to that unobtrusive filling station, we can get the family milk along with the gasoline, only caring to keep them separate, else the baby or the car, or both, may suffer. The baby could probably run farther on a gallon of gas, though, than the car could on a quart of synthetic milk.

With an old, sufficiently vibrating Ford properly equipped we could churn the family butter on the home and sell buttermilk to the waiting hitchhikers. "It's only the beginnin', folks, only the e-e-e beginnin'."

## TUGWELL'S SALABILITY

It is being whispered about that, attempts so far made to sell Dr. Tugwell to the farmers having failed, the administration henceforth plans to use the Under Secretary of Agriculture as mostly background material.

It is said that policy directors of AAA feel that Tugwell's speeches have not convinced farmers in the grain belt that he has the desired respect for the Constitution, and that there was a mistake made when his name was permitted to connect with the proposed food and drugs bill which was made into mince meat by the Senate committee in the last session.

Wearing his clothes extremely well and looking a good deal like a motion picture star has made it an extremely difficult task to sell him as a plowman to either farmers or others.

There have been rumors of a split between Wallace and Tugwell, but those in position to know, who are close to both, say it is not true.

Dr. Tugwell, now attending the meeting of the International Institute of Agriculture at Rome, is expected back about the middle of November.

## TRUE TO FORM

The new Department of Justice Building, recently dedicated, seems to run true to the Washingtonian style of architecture in that it is spraddled out so that it is just as easy to get lost in it as it is in any of the others. It is occupied jointly by Attorney General Cummings and his staff and J. Edgar Hoover, head of the Department of Justice, and his crew of trained sleuths. However, whenever these two heads want to get their heads together they have to use their feet to carry them about two blocks in order to do so.

## LONG LINKS WITH LEGION

Something like an advance poster for a country circus was Huey Long's announcement of last week that at the coming session of Congress he will reintroduce the soldiers' bonus bill.

"Not so much to help the soldiers, but because we need more money in this country," the Kingfish said. "The best thing we can do is to issue more money. If we're going to spend our way out of the depression, the bonus is as good a way as any to get at it. However, I don't think we can spend our way out."

And yet Huey, like a lot of others, is willing to try, so that if there is success he will be in the large army that will claim a share in the glory of having accomplished the impossible.

## IMPROVING NRA

Business continues to gain greater voice in the affairs of NRA. This is clearly proven by the recent appointment as assistant to Clay Williams, chairman of the administrative board, of D. M. Nelson, formerly of Sears, Roebuck Co.

Other evidence that important industries will play a more active part in the reorganized recovery unit came with the recent appointment of Edward B. Stettinius, a United States Steel Corporation vice president, as a special advisor to the administrative board on personnel problems and with the return to NRA after extended absences of W. Averell Harriman, United Pacific Railroad board chairman, and A. R. Glancy, a General Motors Corporation executive.

These are all big men, representing big interests, and care should be taken to see that the small man is not smothered. Accusations of this character have been made against NRA—the Darrow report was full of them—consequently additional care to prevent this should be used now.

## UNCLE SAM HOLDS THE MORTGAGE

If Uncle Sam ever decides to play the part of the hard-hearted, tightfisted old party in the old-fashioned melodrama who is always insisting upon foreclosing the mortgage, he will become suddenly possessed of 608,109 homes upon which he has loaned \$1,828,083,114.

As General Johnson used to say, "Ain't that something?"

This announcement was made last week by the Home Owners Loan Corporation. The volume of loans already granted by this organization is nearly twice the estimated total amount of urban home mortgages held in 1932 by all American life insurance companies combined.

It would seem the said life insurance companies may look forward to a Merry Christmas.

## A POLICEMAN'S LIFE IS NOT A HAPPY ONE

There is a policeman in Washington who will readily subscribe to every word Mr. Gilbert wrote about the unhappy lot of that useful group of law enforcement individuals.

The catastrophe occurred on F Street on Halloween. Dense crowds watching the paraders forced a taxicab to drive very close to the curb. There stood the policeman, firm as the rock of Gibraltar, only in spots more vulnerable. The policeman turned part way round to check some disturbance in the crowd on the sidewalk, and as he did so the cab swung in and some projection on it firmly hooked the seat of his pants, forthwith removing that portion of his attire and making him useless for the rest of the evening.

## LUCK AND LIBERALITY

Mary Booth, one of the employees in the office of the Controller of the Currency Division of the Treasury Department, awoke one morning last week to find she had become rich over night. She was one of four people in the United States to hold a ticket on "Highlander," who ran third in the Cambridgehire Handicap and paid \$50,000. Mary is splitting 50-50 with her father. A fine example of liberality.

In watching these sweepstake things for the past ten years we have observed that heretofore, in order to become a winner, it was as essential to be a Bronx bootblack or a Brooklyn butcher as it was to have been born in a log cabin to assure election to the Presidency of the United States. Now that Lady Luck is beginning to see that there are others who could use some of this prize money, we think we shall look about a bit and see where a ticket on the next sweepstakes can be obtained.

## PAY CHECKS REFUSED

The pay of members of the NRA administrative board was fixed last week by the President at \$12,000 annually. At the same time it was said that three members of the board, Williams, Whiteside and Hillman, will refuse to accept government pay for the work they are doing. The first two, of course, can well afford to refuse pay, and the third is paid by the Amalgamated Clothing Workers of America. To be able, for any reason, to make such a gesture must give one a very warm and comfortable feeling under the vest.

## PAGING THE ROOSEVELTS

They are beginning to page the Roosevelts in Washington once more because of another tendency on the part of this prominent family to distribute itself again rather widely over the map of our fair land. The majority of them belong to the speech-making brigade and naturally, with an election close at hand, there are many calls for help.

Some time ago, when a certain tribe of Indians under the New Deal were required to pledge to AAA the sale of 150,000 of their goats at \$1 each in a range control agreement, they apparently thought they had sold at a fair price. But as the time came along for delivery the quota was not forthcoming. An investigation showed that they had apparently found it more profitable to eat them, for that is exactly what they were doing, and that was the reason why the delivery quota of goats was far below the number specified.

"White man no get um goat. Heap big chief he eat um."

# EUROPEAN

CONDUCTED BY C. F. G. RAIKES

Manager European Branch

59 Mark Lane London, E. C. 3, England  
Telegraph and Cable Address, "Millefori."

## INTERNATIONAL COMMITTEE ON WHEAT TO MEET SOON

**BUDAPEST, HUNGARY.**—It was decided at the London Wheat Conference last August that the next meeting of the International Wheat Advisory Committee should take place in Budapest. In this connection Stephen Winchler, chairman of the Hungarian Foreign Trade Corp., who represented Hungary at the London Conference, has made the following report:

"The wheat convention was signed by 27 nations, whose representatives form the Wheat Advisory Committee. At the last conference the committee dealt with the results obtained during the first year of its operation. The Wheat Agreement, which will remain in force until August, 1935, has the following aims:

"To regulate the supply and demand of wheat on the world market; and to gradually dispose of the present supplies and to co-operate with all wheat growing countries with a view to raising the wheat price.

"The most important achievement was that oversea countries have indirectly undertaken to decrease their wheat areas to the extent of 15%. The committee will now endeavor to induce these countries to continue such restrictions. It will therefore be suggested that the present agreements concerning the curtailment of the wheat areas be extended for 3½ years. The next task will be to regulate the export quotas so as to prevent the individual countries marketing their exportable surpluses in such a way as to depress the price of wheat from one day to another. These questions will be dealt with at the forthcoming Budapest meeting.

## CENTRAL EUROPEAN FEED SUPPLIES BELOW NORMAL

**BUDAPEST, HUNGARY.**—The corn shortage caused all over Central Europe by the spring drouth has created a serious situation in the deficiency countries. This is especially true of Germany where the yield of the corn and potato crops was very poor. The corn import requirements of Germany are estimated at 58,000,000 bus and with the addition of the import wants of Austria of 11,750,000 and of Czechoslovakia, 19,257,000, the aggregate import figure is 89,017,000 bus.

On the other hand, the corn surplus countries of Central Europe can supply the following quantities: Hungary 9,825,000 bus, Yugoslavia 47,160,000, Roumania 39,300,000 or a total of 96,285,000, which only slightly exceeds the requirements of the said three industrial countries. The latter are compelled to cover their wants from the Danubian countries on a barter basis, because lack of foreign currencies does not admit of their buying oversea corn.

The feed shortage is keenly felt also in Hungary, because the production of flour mills is heavily curtailed and a scarcity of bran prevails.

## HOLLAND FLOUR MARKET SHOWS NO IMPROVEMENT

**AMSTERDAM, HOLLAND.**—The recent firmer tendency of the wheat market has not been reflected in the Holland flour market, and demand for imported flour remains small. Canadian patents remain about 62c bbl higher than the home milled, while prices of Southwestern hard wheat flour are higher still. Cheap French soft wheat flour continues to be offered. Swedish wheat flour has disappeared from the market as it did not attract buyers. Swedish flour is dearer than French flour and as the latter satisfies the requirements of the industries in question, buyers prefer it.

To illustrate the keen competition

## NEWS AND COMMENT FROM THE OLD WORLD

AT a recent convention of French grain dealers at Lille, the president in his opening address complained of the fact that grain dealers and brokers are suffering most severely from the wheat crisis.

### FRENCH GRAIN DEALERS' PROPOSAL

Instead of 40,000 grain dealers as in 1922, he said, there were now only 25,000. There must be an end of compulsion on the grain market, and he recommended that by March 1, 1935, before the 1935 crop is seeded, free trade should be restored. Farmers should know that the price they obtain for their wheat will depend upon the quality. The president approved a measure whereby a tax of 10 francs would be levied on every 100 kilos of wheat to be delivered to the mills. This would be 38c bu. Such a tax would yield a sum of \$51,700,000, which would be sufficient to allow payment of an export subsidy on a large quantity of French wheat and flour and thus relieve the domestic wheat market, so that the domestic crop could be sold at remunerative prices. At the same time, he said, it would be well to restrict the wheat acreage to 80% of last year's. The speaker was averse to any preference being given agricultural associations and argued, that in the event of free trade being restored every grain dealer should store 3,670 bus on an average for his own account, and as there were 25,000 dealers this would relieve the market of 91,750,000 bus of wheat. One of the causes of the unsatisfactory turnover, he said, lies in the fact that too much is said and written about unsold stocks. Millers are too well informed about stocks and are led to practice the greatest possible reserve in buying.

**JOSEPH RANK** was entertained at luncheon recently by members of the Southampton Chamber of Commerce to celebrate the building and opening of the Solent Flour Mills, at Southampton Docks. A large number of the business men of Southampton were invited to the luncheon in order to meet him. Mr. Rank said it was with pride that he contemplated the new Solent Mills and he

trusted they would be a great asset to Southampton, helping a thriving and enterprising port. He pointed out that the mills would not only afford direct employment to many, but that they might also afford indirect employment to a large number. He then alluded to a note he had received since he arrived at the luncheon about "the poor devils who had been put out of work through the suckers, elevators and other machinery now used at the mills." Mr. Rank said he would like to point out to his critic that without the suckers and elevators the mill workers would be poor slaves. Formerly they had to carry the wheat out of the ships, 252 lbs in a bag, and it had to be carried 20 feet to the quay and then up four or five stories. Continuing, Mr. Rank said: "I think I have been a great friend of the workman. When I was 20 or more, I was working at the trade for 18s a week in Aberdeen. I know something about the workingman, and I honor the honest workman. I would just as soon take my hat

off to him as to the King. I am sure that I am doing my bit in finding work for the men. My money is all being spent in the erection of mills or churches, and that has given an enormous amount of work, and it is work the people want. The real way to help people is to provide work for them, for they don't want the dole. My motto has been to strive to do the right and to trust in God, and I hope to continue in that way."

**DURING** the last two years several articles have appeared in THE NORTHWESTERN MILLER criticizing the policy which was first pursued by the Canadian Wheat Pool and then by the Canadian government in handling the Dominion's wheat crop. These articles, in the main, have dealt with the situation from the point of view of the flour trade. The opinion continues to grow that the Canadian government is slowly killing the export flour trade, which is the only way in which the product of the Canadian wheat fields can be delivered to the British consumer without losing its identity.

### BRITISH MILLERS' VIEWPOINT ON CANADA'S WHEAT POLICY

W. Hodson, a member of the Liverpool milling industry, in a letter to the *Liverpool Daily Post and Mercury*, looks at the matter from another angle. Mr. Hodson considers that since Great Britain gives Canadian wheat a preference of 2s per quarter of 480 lbs, it is not straight dealing on the part of Canada that, having secured that preference by negotiation, it should persistently demand the highest possible price for its wheat from its best customer and fellow negotiator. It would seem incumbent on the country to which the preference is given to play the game, Mr. Hodson thinks. The Ottawa Agreement has only two years to run and in view of the present position it might easily happen that a different attitude would be assumed by the British government in the future in respect to Canadian wheat.

Mr. Hodson's letter is as follows: "At a conference held in Ottawa in 1932 Empire wheat was granted a preference of 2s per quarter over wheats of foreign origin, and, in return, Empire exporters agreed to market their surplus at world prices. Canada has broken that agreement. Her wheat was held above world parities during the spring and summer of 1934 and, having missed her market badly in the summer, she complains in the autumn that other exporters are spoiling her market. While she was continuing to pile up heavy stocks her competitors were getting on with their ordinary export business. The action of Canada in holding wheat on the part of the undertaking given at Ottawa are irreconcilable. She is engaged once again in a big gamble, the success of which depends on a failure of crops in the Southern Hemisphere. In the past, discouraging results to the growers have followed upon attempts to hold wheat above world parities. History is being repeated. The lesson has not been learned." Mr. Hodson concludes his letter by suggesting that the impending meeting at Budapest of the Wheat Advisory Committee should be canceled.

flour importers experience from the Holland mills it may be mentioned that the imports of foreign flour into Holland during the first half of this year totaled 123,200 bbls, while the Holland mills delivered 224,000 bbls of unmixed wheat flour, that is not the usual standard quality (which is milled from a mixture of 65% foreign and 35% domestic wheat) but flour exclusively ground from foreign wheat and sold in direct competition with foreign varieties.

The bread war in Amsterdam has assumed serious proportions. In some quarters bread is being sold far below cost, and it is quite clear that bakers themselves will not succeed in putting a stop to these practices. Government help will be indispensable, and efforts in this direction are now being made. The minister of economic affairs has been requested to fix a quota of flour to be delivered by the mills to each baker. At present it would seem that the government has some objection to this plan, but efforts are being continued.

### CZECHOSLOVAKIAN TRADE URGED

**MONTREAL, QUE.**—The Advertising Club of Montreal was recently addressed by Dr. Francis Pavlasek, consul general in Canada for Czechoslovakia. Dr. Pavlasek made a strong plea for better trading relations between the two countries. He said that the best means of accomplishing the desired result would be by doing away with high customs tariffs on import-

ed goods from Czechoslovakia. Dr. Pavlasek stated that his country does not produce sufficient flour for its own population and would be glad to buy Manitoba flour for its high quality. But the difficulty is the settling of accounts as Canadian duties are too high and prevent the import of Czechoslovakian goods.

## AUSTRALIAN EXPORTS SHOW DECLINE FROM LAST YEAR

**TORONTO, ONT.**—According to a report by the Canadian trade commissioner at Melbourne, wheat and flour equal to 71,714,169 bus were shipped by Australia from the beginning of the season on Dec. 1 to Sept. 12. The figure for the corresponding period last year was 134,571,169 bus. Farmers have been reluctant sellers at the lower prices existing since the middle of August. Values had declined 8d per bu. Australian currency, from the peak on Aug. 10. At the middle of September the quotation was 2s 7d bu (50c Canadian) at country bidings and 3s 2½d (62c) fob, principal Australian ports.

It is expected that China will require wheat, as the rice crop has been damaged by drought. Manchuria will also be buying in the latter months of the year. It is reported that the Egyptian government has authorized importation of about 35,000 long tons of Australian wheat, but no actual business has so far been done.

Australia's surplus in September was about 36,700,000 bus, and if shipments are made steadily up to middle of December there should be no burdensome carry-over.

Export trading in flour is quiet, and little new business has been booked in recent weeks. Orders for Dairen will keep flour mills running full time until end of October. The usual shipments for the United Kingdom and Java are going forward, but export prices have weakened during past weeks. On Sept. 13, quotations were 47 5s (\$27.84 Canadian) ton of 2,800 lbs, in 130-lb sacks, and 47 10s ton (\$28.89) in 40-lb coffee bags.

Freight rates have firmed. A steamer was chartered from Sydney carrying a cargo of wheat for October shipment at 27s 6d ton, but since then vessels have been chartered at 26s 8d and 26s. Freight rates are quoted on the basis of 2,240 lbs to the ton.

### J. A. KILPATRICK ELECTED DIRECTOR

**TORONTO, ONT.**—At the annual meeting of shareholders of Western Canada Flour Mills Co., Ltd., Toronto, J. A. Kilpatrick, Montreal, was elected a director. Mr. Kilpatrick is president of Dominion Wheel and Foundries and Port Hope Sanitary Manufacturing, chairman of Canada Iron Foundries, Ltd., and a director of the Massey-Harris, Dominion Steel and Coal and Consumers' Glass companies. He takes the place on the directorate left vacant by the death of Sir Horatius Laporte.

### FLOUR IMPORTS INTO CANADA FAIRLY LARGE

More Than 20,000 Bbls Brought Into Eastern Provinces Thus Far—All of Empire Origin

TORONTO, Ont.—Flour imports into eastern Canada so far have been entirely of empire origin, English and Australian mills being the shippers. Inquiry among brokers responsible for the importations furnishes estimates as to quantities that are in excess of the figures currently reported in the trade.

Owing to the agreement reached in early July between Canada and Australia, shipments into eastern Canada were discontinued after all flour on the way at the time had entered free of Canadian duties. The last of these shipments arrived in early October. Summing up the known receipts, one importer states that some 2,992 tons of Australian flour arrived in Canada. This is the equivalent of 29,000 bbls.

Not all of this flour came direct from Australia. When buying for Canadian account began there was considerable Australian flour lying unsold in Great Britain, and it was found convenient to ship immediately from these stocks rather than to wait for direct supplies. Favorable rates for Atlantic shipment were offered by steamship companies and accordingly first arrivals of Australian flour came from England and Scotland. Prices for this were sufficiently low to make it easily competitive with Ontario winter wheat flour in markets like Montreal and east. The rail haul from Montreal to Toronto added to the cost enough to make shipments this far inland unprofitable.

In the case of English milled flour much the same considerations applied. Since no attempt has been made by the Canadian government to interfere with such business the season of all-water shipment has extended to the close of navigation at Montreal, and more of this flour than Australian has come to Canada. The best information available shows a total of date of English flour amounting to 4,000 tons, or approximately 40,000 bbls.

All of this was sold for delivery in Montreal or east. The only direct shipment to Toronto landed last week from the s.s. Havmo which came direct to this city from Ipswich. It is certified to have been made from English or scotch wheat in a mill at that town. The quantity was originally 1,530 bbls, of which 260 were landed at Montreal. Stormy weather on the Atlantic resulted in this cargo being soaked with sea water which made most of it undeliverable on the original contracts. The c.i.f. price at which it was bought was the equivalent of \$3.70 bbl. Landing charges would be 6c bbl.

Another tramp steamer, the Exstrand, is reported on her way to Montreal with 10,200 bbls. She is expected to arrive before the close of navigation on the St. Lawrence.

Any further shipments of English flour would have to land at Halifax or St. John. Apparently those who have engaged in this trade do not expect any flour by that route unless some unforeseen development should appear. The long land haul to Quebec points would make cost prohibitive.

Certain London wholesale grocery houses are offering English flour to Canadian customers through their agents in this country. This flour is shown by samples submitted to be of good quality, and cheap at \$3.66 bbl, landed and f.o.b. cars Montreal. The wheat used is guaranteed to be all English; if Australian wheat is preferred the price asked is 1s higher. The package would be 140s. For shipment via St. John, N. B., \$3.56 bbl is asked. Only one lot of this flour is known to have been bought in Toronto, and this is being forwarded from Montreal. The quantity involved is stated to be 2,500 bbls.

#### SAILS FOR ORIENT

VANCOUVER, B. C.—To make a very careful study of the flour requirements of the Dutch East Indies, particularly, and the Far East in general, R. T. Osborne, coast manager for the Maple Leaf Milling Co., Ltd., sailed for the Orient recently on the Empress of Japan.

This is his first trip to the Orient in more than four years and is indicative of the increasing possibilities which countries across the Pacific offer for Canadian flour. Mr. Osborne will be away for nearly four months and will stop at Shanghai, Hongkong, Dutch East Indies and then return via Australia and New Zealand. In Australia he will study milling export conditions and in New Zealand contact buyers of Canadian high grade flour.

### LAKE OF THE WOODS PROFITS SHOW GAIN

Annual Report Reveals Net Income of \$102,372, Compared with \$300,698 Last Year—Bank Loans Reduced

MONTREAL, Que.—Lake of the Woods Milling Co., Ltd., held its annual meeting here, Oct. 31. General Frank S. Meighen, president, in his remarks, reported that profits were more than \$100,000 above those of the previous year, amounting to \$102,372, compared with \$300,698.

Domestic business was well maintained, he said, but exporting trade in flour showed practically no improvement. Baking subsidiary operations had been better in the eastern part of Canada, but the western baking trade had been unsatisfactory. All plants were kept in good condition and the equipment of a number of grain elevators had been improved. In a general way the position of the company was stronger.

The auditor's report stated that investments of the company in controlled subsidiaries had been revalued and were conservatively stated.

Apart from these official notations as to this company's improved financial position bank loans and current liabilities have been substantially reduced, while working capital has increased.

Following is a summary of the annual statement:

INCOME STATEMENT			
	1934	1933	
Profit after taxes	\$803,262	\$336,439	
Less interest	215,890	210,744	
Less depreciation	185,000	125,000	
<b>Net profit to surplus account</b>	<b>\$402,372</b>	<b>\$300,698</b>	
BALANCE SHEET			
	1934	1933	
Property acct., less dep. reserve	\$5,298,111	\$5,476,026	
Deferred charges	24,163	30,163	
Investments in controlled companies	679,370	679,250	
Other investments	65,417	61,001	
Good will, etc.	250,000	250,000	
Cash	60,990	115,240	
Accounts receivable	631,312	619,243	
Inventories	2,556,948	2,010,931	
	<b>\$9,656,300</b>	<b>\$9,270,886</b>	
Liabilities—			
Preferred stock	11,500,000	11,500,000	
Common stock	2,953,780	2,953,780	
Bonded indebtedness	4,000,000	4,000,000	
Bank loans secured by bonds and under Sec. 83 of Bank Act	2,992,000	3,214,000	
Accounts payable	631,932	419,812	
Bank overdrafts	—	80,172	
Reserve for employees' retiring allowances	125,000	125,000	
Insurance reserve	44,629	42,530	
Surplus—			
Opening balance	905,686	601,888	
Add to surplus during year	402,372	300,698	
	<b>\$9,555,300</b>	<b>\$9,270,886</b>	

### IMPORTS OF FOREIGN FLOUR CONTINUE AT VANCOUVER

VANCOUVER, B. C.—While Eastern Canadian mills, as represented by W. A. Black, president of Ogilvie Flour Mills Co., Ltd., have protested strongly against the increasing importation of British soft wheat flour and its mixing with Canadian, western mills have been faced with this problem for a number of months and the situation shows no indication of improving. British-milled flour is coming into Canada in large quantities both through Montreal and Vancouver. Mills here claim that the imports are due to the fact that the Dominion government, by its continued support of the Winnipeg wheat market, has boosted the price of Canadian flour to such an extent that a third grade of Canadian flour is now about 80c bbl over the British product.

For three years British flour has been coming into Vancouver in varying quantities. It is claimed that the big bulk

of this is Australian wheat ground in England. At present it can be laid down in local stores at about \$1 bbl under the Ontario level, but it is still above the cost of direct Australian importations here.

Figures supplied by the local branch of the Canadian Manufacturers' Association show that from Jan. 1 to Sept. 30, there were 13,297 bbls of British-milled flour landed here with a market value of \$18,762. During the same period importations from Australia aggregated 85,930 bbls. While the Australian imports show a very marked increase, British are down this year.

Two years ago Ontario soft wheat flour enjoyed a good sale in the west in competition with United States brands, but since that time eastern mills have been kept out of this market by high freight rates and the American product is kept out by a high tariff. The Australian product comes in duty free. A movement initiated two years ago to bring Australian wheat into Vancouver and grind it here was not continued, when local mills were embarrassed by Canadian grain import regulations which claimed the Australian wheat carried flag smut.

### CANADIAN COMMISSION TO INVESTIGATE FLOUR MILLS

TORONTO, Ont.—The parliamentary commission that is investigating price spreads and mass buying in Canada has resumed its sittings at Ottawa on Oct. 29, after a summer vacation. Before the commission reassembled, its chairman, the Hon. H. H. Stevens, minister of trade and commerce, resigned from that office owing to certain differences of opinion with Premier Bennett. Mr. Stevens retains his membership in the commission, but has left his portfolio in the government as well as the chairmanship of the commission. At its resumed sessions this body will, among many other subjects, inquire into conditions in the flour milling industry. In view of the poor earnings in recent years and the fact that it is never a large employer of labor, it is not probable that the commission will spend much time on this industry. Most millers would be pleased to see mass buying of flour at remunerative prices and

### IN RETIREMENT



ANNOUNCEMENT some weeks ago of the retirement of Thomas Joseph Cherry from the service of Lake of the Woods Milling Co., Ltd., was received with regret in the flour trade of Canada. During almost 50 years of connection with the Lake of the Woods Milling Co., Ltd., he became widely known and highly esteemed both by his colleagues and competitors in the industry. At the time of his retirement and since 1906 he had been manager of the Keewatin branch of his company. Mr. Cherry was born in Ireland, coming to Canada when five or six years of age. He joined the staff of Lake of the Woods Milling Co., Ltd., in 1888.

### BAKERY TRANSPORTED BY BOAT

Montreal, Que.—A DOLPH and Otto King, Montreal, recently decided to start a baking business in Georgetown, British Guiana, and have shipped by steamboat to that point practically the entire contents of a bakery. The property moved consists of a delivery truck, fire bricks for building an oven, cook stoves, doors, cupboards, sign boards, paper plates and pipes, cellophane and a consignment of ingredients with which fancy cakes and pastries will be made. The whole concern with exception of the truck was neatly packed in 87 boxes. The prospective bakers are confident they will make a go of the new business venture.

will be grateful to the commission for any hints as to how the earnings of employees and owners in this industry may be put on a satisfactory basis.

#### A. McQUARRIE RESIGNS

TORONTO, Ont.—A. McQuarrie, advertising manager of Western Canada Flour Mills Co., Ltd., Toronto, has resigned from that post to join McConnell & Fergusson, Ltd., advertising agents of London, Ontario, and Toronto. Mr. McQuarrie is expert in his business and will be a decided acquisition to the McConnell & Fergusson organization. This is one of the oldest and best of Canadian advertising agencies and its sphere of influence embraces all Canada.

### OCTOBER GRAIN EXPORTS FROM VANCOUVER FACT

VANCOUVER, B. C.—October shipments of grain from Vancouver were well ahead of the corresponding month last year and the total for the first three months of the new crop year was 2,000,000 bush in excess of the same period last season, according to figures released by the Vancouver Grain Exchange.

The outlook for November, however, is not so hopeful. There are very few, if any, full cargoes in sight and the great bulk of the movement will be on regular liners, tramp and berth ships not being attracted by the continued low rates, which are 13s to the United Kingdom and 10s to the Continent. The pegging of the Winnipeg wheat price also is expected to slow down local sales somewhat.

Exports for October were 5,667,527 bush making a total of 11,625,917 this season, against 4,466,734 last October and 9,206,325 for the three months of the 1933-34 crop year.

New Westminster shipments in October were 246,083 bush, bringing the season's total to 692,183 against 522,143 a year ago.

#### London Flour Quotations

Following were the current c.i.f. quotations per 250 lbs for week ending Oct. 29:

Canadian top patent	24s 6 1/2 25s
Canadian export patent	22s 6 1/2 23s
Australian patent	17s 9 1/2 18s 2 1/2
French flour	12s 6 1/2 12s 9 1/2
Home-milled straight run, delivered	12 1/2
Bran, per ton, ex-mill	4 1/2 5

\*Difference between c.i.f. and delivered terms is approximately 2s 6d per 250 lbs.

#### LONDON WHEAT QUOTATIONS

Imported wheat was quoted in London on Oct. 16, as follows, per quarter of 450 lbs (8 bus):

Atlantic (October-November)—	
No. 1 northern Manitoba	31s 1 1/2
No. 2 northern Manitoba	29s 9 1/2
No. 3 northern Manitoba	29s 4 1/2
Vancouver (October)—	
No. 1 northern Manitoba	31s 1 1/2
Argentina (64 lbs)	22s 6 1/2
Rosaflo (October)	23s 6 1/2
Rosaflo (October)	23s 6 1/2
Burasso (Jan.-Feb.)	23s 9 1/2
Burasso (Jan.-Feb.)	21s 3 1/2
Australian, afloat	25s 2 1/2
French (October)	20s 6 1/2

#### London Flour Arrivals

Arrivals of flour in London by weeks in sacks of 250 lbs, showing countries of origin:				
From—	Oct. 12	Oct. 5	Oct. 13	Oct. 13
Canada—	1934	1934	1933	
Atlantic	5,528	6,853	9,473	
Pacific	3,350	—	2,614	
Australia	1,360	2,680	3,217	
Argentina	2,072	—	3,212	
Continent	2,588	8,502	4,130	

# CANADIAN

CONDUCTED BY A. H. BAILEY  
 Manager Canadian Branch  
 1001 Lumsden Bldg. Toronto 2, Ontario  
 Cable Address, "Palmking."

## Flour Markets

### Toronto

Last week was quiet in domestic markets for spring wheat flour. Nothing occurred to induce buyers to place further orders. Indeed, the fact that the government pegged the price of wheat during the week had the opposite effect. No change was made in mill lists. Quotations, Nov. 3: top patents \$5.40 bbl, seconds \$5, bakers \$4.90, whole wheat or graham \$5, all in jute 98's, mixed cars, delivered, less 10c bbl for cash, plus cartage if used.

Exporting trade in spring wheat flour was very quiet. United Kingdom importers disliked the idea of pegged wheat prices which the government put into effect in Canada last week, and placed no new business. Canadian mills were busy on old orders, but there was little new buying. Mills increased their quotations for December delivery 1s, while for immediate shipment the price would be 3@6d lower. Quotations, Nov. 3: standard makes of spring wheat export patents 23s per 280 lbs, in 140-lb jute bags, c.i.f. British ports, December seaboard loading.

There was little doing in local soft wheat flour markets. Ontario winters were almost at a standstill. Receipts of English flour at Montreal cut down demand from that and more eastern markets. Prices for Ontarios declined 5c, while English flour was 10@15c higher. Quotations, Nov. 3: 90% Ontario winter wheat patents \$4.15 bbl, bulk, seaboard basis, and \$4.85 in second-hand jutes, car lots, Montreal; English soft flour \$3.90, basis f.o.b. cars, Montreal.

Deliveries of Ontario winter wheat from farms were light. The price was down 1@3c. Quotation, Nov. 3, milling quality 95c hu, country points, car lots.

### Montreal

Demand for spring wheat flour in local markets was only fair last week. The attention of traders was fixed on the week's developments in the Winnipeg wheat market, and there were few new orders booked. Prices were unchanged. Quotations, Nov. 3: top patents \$5.40 bbl, seconds \$5, bakers \$4.90, in 98-lb jute bags, mixed cars, delivered.

Trading in spring wheat flour for export was about at a standstill. The British West Indies were taking the usual quantities, but with that exception practically nothing was done. Buyers looked with disfavor on the government's action with regard to wheat prices. Mills were asking 6d@1s more. Quotations, Nov. 3: export patents 22s 6d@23s per 280 lbs, in 140-lb jute bags, c.i.f. British ports, November-December seaboard loading.

English flour continued to dominate the soft wheat flour market here. Supplies were plentiful, and buyers easily filled their needs. Ontario winters were out of the running; offerings were scarce and dear. Quotations, Nov. 3: Ontario winters \$4.35@4.40 bbl, in second-hand jutes, car lots, on track; English milled flour \$3.90, f.o.b. cars, Montreal.

### Vancouver

In the face of a very dull export trade last week western Canadian mills were faced with the pegging of wheat prices at Winnipeg. The general impression among millers and exporters here is that it will cut into flour sales. It is expected that mills engaged in the United Kingdom trade will suffer most. The principal competition at present is from Argentina and Australia, which have no minimum wheat price and are already

## CURRENT COMMENT ON CANADIAN AFFAIRS

ALL the big milling companies of Canada have held their annual meetings of shareholders and made public their statements for the accounting year. It is their custom to follow the crop periods in this operation. On the whole 1933-34 was better than its predecessor. The effect of economies forced by business depression is beginning to show results on the side of operating expenses and this accounts in part for the improvement in earnings. Although comparatively slight, this improvement gives promise of better things to come. It is now apparent that any substantial increase in sales of flour for export will make a considerable difference in the position of the Canadian flour milling industry as a whole. For one thing it will relieve the pressure of competition on domestic prices allowing earnings on that side to reach a more normal relationship with costs. It would be invidious to make comparisons of results between the statements of the several companies that make up this group. They vary in apparent results though each has its own gratifying features. Some companies have considerable investments in subsidiary companies, bakeries, for instance. Betterment in the returns from this latter industry has had its effect on the earnings of the parent companies. Statistical tables showing results by companies are being omitted here since milling practice in Canada is too intensely individualistic to permit sound comparisons of that kind. In a general way the shareholders of all these companies knew pretty well in advance what to expect as regards the year that had passed. What they do wish to know is what they may expect from the future. They are aware in a general way that the reason for the current low rate of earnings lies outside of the sphere of control over which directors have influence. Presidential addresses at these meetings laid particular emphasis upon the disastrous effect of abnormally high premiums for Canadian wheat and it is beyond doubt that this is now the principal reason for the inability of Canadian flour mills to re-establish their position with regard to earnings. Fortunately, there is some prospect that before the current crop year has passed that handicap will have been reduced.

### MILL EARNING REPORTS ENCOURAGE HOPE

A NEWS note in this department lately drew attention to the fact that British commissioners who are in control of the government of Newfoundland had let a contract in England for 100,000 sacks of flour for shipment to St. John's to be used for relief purposes in Newfoundland. It now transpires that this contract was let without the knowledge of the local flour trade and without asking for competitive tenders from Canadian and United States mills that have for many years done a regular and well-established trade in Newfoundland. These mills have their own agents in St. John's and have always given the island people their supplies of flour at satisfactory prices. Moreover, as is the regular custom, these agents had contracted with their mills for the coming winter's supplies and this is already being shipped via the St. Lawrence River route to be stored in St. John's before the close of navigation at Mont-

real. While the excuse is being made that the English flour is for relief purposes, it ought to have been obvious to the officials responsible that flour brought in under that heading will most certainly displace a corresponding amount of the ordinary commercial article and that accordingly the established trade should be given opportunity to tender for any relief supplies. Latest advices intimate that a vehement protest has been registered by the Board of Trade of St. John's on behalf of its flour importing members against the action of the relief authorities and British commissioners in this business. Whether or not redress can now be obtained is conjectural, but it would seem to be ordinary business prudence for the British interests concerned to seek some means of avoiding the bad will that must attach to business operations of this stealthy kind.

THE decision of the government of Canada with respect to the Winnipeg wheat situation and its own interest in the market as owner of the surplus was announced last week. The price for December contracts is to be pegged at 75c bu and supervision to prevent short selling will be exercised until further notice. These are the forms of protection that John I. McFarland, who is acting for the government in this matter, recommended. It remains now to be seen if sales of Canadian wheat for export can be improved. So far they have been uniformly disappointing throughout the new crop year. Nobody knows how much wheat the government actually owns, but it must be a high percentage of the total visible supply of well over 200,000,000 bus. Mr. McFarland has said that he believes Canada is upwards of \$200,000,000 better off as a result of the market support supplied by the Dominion government and he has also intimated that he believes the wheat account will be liquidated by the time another crop is ready for the market. He himself has the confidence and respect of all the trades concerned to a high degree and there will be nothing but good will and satisfaction if his operations should have the happy termination next year for which he hopes. Many well-informed members of the trade do not agree with Mr. McFarland as to the benefits already received from government control and, since this aspect of the question is one of pure conjecture, it is just as easy to maintain that the real result of what control is a loss. Whatever the actual figures, it is certain that Canada has lost indirectly through milling and commercial stagnation an incalculably great sum of money by reason of this unparalleled venture in the realm of speculation. It would be easy also to argue that labor and the consuming public of Canada have paid heavily in unemployment and higher cost of bread. However, these aspects of the case are not now profitable subjects of discussion, if there can be some assurance that the government really means to get out of the market by the end of this crop year. To do that wheat will have to be sold in large quantities and at world values in which case the milling industry will have a chance to recover exporting flour trade on a scale at least faintly comparable with the volume of this business formerly enjoyed under open market conditions.

### THE WINNIPEG PRICE DECISION

well under Canadian ideas. If they drop their levels any further, it will reduce Canadian flour sales in the competitive markets. Oriental buying in Canada is also expected to be affected to some extent. The week was productive of little new export interest. Prices were reduced 10c but the decline was expected to be only temporary. North China buyers made no reply to cabled offers, and it is believed Canadian prices are about 30c out of line. Japan was out of the market, while Hongkong sent in a few inquiries for clears. There was some small business to Manila and the West Indies. In the domestic hard wheat flour trade, mills lowered prices 10c, bringing the cash car quotation on first patents down to \$5.40 for jute 98's and \$4.70 for bakers patents. Now that the larger mills are out of the private brand business which played havoc with patents, it is reported that some of the smaller ones are engaging in this practice. Australian soft wheat flour could be bought for December arrival around \$4. Another small shipment was landed here last week.

ern mills last week, but operations broadened sufficiently to keep the large plants busy. Whether the "pegging" of wheat prices will develop or hinder operations remains to be seen. Quotations, Nov. 3: top patent springs, for delivery between Fort William and the Alberta boundary, \$4.60 bbl, jute; seconds, \$4.30; cottons 10c more; second patents to bakers \$4.30, car lots, basis jute 98's.

### LARGER STORAGE CAPACITY PROPOSED FOR HALIFAX

HALIFAX, N. S.—It is proposed to increase grain storage facilities at the port of Halifax and plans to this end have been forwarded to federal authorities by the Halifax harbor commissioners. At present the port has two elevators with a storage capacity of 2,000,000 bus. This is inadequate as these elevators have been filled for several weeks and a large amount of grain is being left in railway cars awaiting transportation overseas during the winter months.

termination with comparison for September, 1933, in barrels:

Great Britain	1054	1222
British West Indies	164,792	202,188
British East Indies	68,754	55,886
South America	22,824	39,177
Japan	22,300	12,800
Hongkong	18,734	22,847
Trich Free State	18,734	22,847
Philippine Islands	11,000	10,000
British Guiana	8,737	8,737
Other Eastern	8,737	8,737
France	8,737	8,737
Denmark	1,274	11,214
Other countries	81,222	62,114
	314,210	352,310

As will be noted, reductions in quantities taken by importing markets were fairly general. The United Kingdom shows a serious falling off. Norway also showed a decline. The amount purchased by that market in September was so small that it does not figure in the 12 leading importers.

### HAND AMPUTATED

TORONTO, Ont.—Adolph Henkel, one of the owners of the Eagle Flour Mills, Owen Sound, Ont., had a hand amputated as a result of an accident in the mill. Mr. Henkel was cleaning a machine when his hand was drawn into the rollers.

### CANADIAN FLOUR EXPORTS

TORONTO, Ont.—The following table shows flour exports from Canada in September by principal countries of destination:

### Winnipeg

A little export business and moderate domestic demand was reported by west-

## MOSTLY PERSONAL

### Burglary

William J. Mackie, of the Harry S. Leviston office, Boston, is on a visit to the Texas Star Flour Mills at Galveston, represented by his firm in New England. On the night he left Boston, Halloween, a burglar decided it was a good time to visit Mr. Mackie's home. From the disheveled condition of the house when Mrs. Mackie returned, it appeared that the spirits actuating the burglar were not too hallowed. In any event, the burglar was sufficiently "wise" to take only the sterling silver and the good clothing, as well as \$150 in cash.

### Miami Bound

M. D. Leonard, president of Park & Pollard Co., Boston, has left for his winter home at Miami, Fla.

### Texas Trip

John Morris, vice president of the International Milling Co., Minneapolis, made a trip through Texas last week, inspecting the company's newly acquired mill at Greenville, and visiting also in Fort Worth and Amarillo.

### Quail or Flour Buyers?

W. W. Blair, of the Blair Milling Co., Atchison, spent last week end in Arkansas, but whether he was calling on the flour trade there or lining up new quail hunting territory was problematical. The bunch at the Blair mill are keen hunters. E. B. Hackney, president of the mill, being a fine shot.

### You Bring the Ducks

R. Ward Magill, president of the Kansas Milling Co., Wichita, went out with friends for a duck hunt over the weekend. He has been rather silent about his luck since his return.

### At Home Office

J. L. Hagler, of Norman, Okla., representative in that state for the Wichita (Kansas) Flour Mills Co., was a visitor at the home office during the week.

### In Duluth

D. S. Levin, Minneapolis, of the Continental Export Co., and F. Leval, New York, of L. Dreyfus & Co., were visitors in Duluth last week.

### Golden Wedding

Blanchard Randall, a member of the grain firm of Gill & Fisher, Baltimore, and Mrs. Randall, celebrated their golden wedding anniversary on Oct. 30.

### Consolation Prize

Conrad J. Becker, superintendent of Lang's Bakery, Buffalo, was one of the half dozen citizens of that city who pulled a lucky horse in the Irish Hospital sweepstakes. He drew a prize, called a "consolation" prize, of \$500 for his \$3 ticket.

### Anniversary

Thirty-five years of service with the Washburn Crosby Company, Inc., was fittingly recognized by the sales force of the Buffalo office, who presented President William R. Morris with a magnificent bouquet of flowers when his anniversary date with the company rolled around.

### Back to Buenos Aires

Roswell Wrigley and Mrs. Wrigley, son-in-law and daughter of Joseph Walter, president of the Walter Milling Co., Buffalo, and their daughter, left last week for Buenos Aires, Argentina, where Mr. Wrigley is auditor for the Bell Telephone Co. When the little granddaughter first came to Buffalo two months ago for a visit with her grandparents,

she could speak but little English and expressed herself in sonorous Spanish. Since her stay in Buffalo, she has attended the public schools and now goes back to the pampas country well versed in the language of the "Colossus of the North."

### Hunters

Henry Wilbur, Wilbur Feed Co., Jamestown, N. Y., and Harold Bradt, Sunset Feed & Grain Co., Buffalo, were among the early hunters in the field, the former looking for deer and the latter hot after pheasants.

### Vacationing

Claude Moore, chief chemist of the Washburn Crosby Company, Inc., is spending a vacation in New York City.

### Calls on Trade

J. J. Padden, president and manager of the Crockston (Minn.) Milling Co., called on the trade in Milwaukee, Wis., last week.

### Credit Speaker

E. C. Gayman, credit manager for the Sperry Flour Co., was the first guest speaker of the 1934-35 Credit Forum, to be conducted by the Credit Managers Association of Northern and Central California, opening Nov. 5. His subject will be "Constructive Credit and Qualifications of a Credit Man."

### New England Visitor

B. M. Hagan, sales manager for the Oklahoma City (Okla.) Mill & Elevator Co., spent last week calling on the trade in New England, with the mill's representative, Morris Alper & Sons, Inc., Boston.

### Back from the East

Ellis English, sales manager of the G. B. R. Smith Milling Co., Sherman, Texas, has returned from an extended business trip in the East.

### To California and Back

Walter Barlow, manager of the Great West Mill & Elevator Co., Amarillo, Texas, made a hurried trip to California recently. He was away for a week.

### Southeastern Trip

Fred H. Kiddle, lieutenant governor of Oregon and operator of the Pioneer



**SAMUEL F. McDONALD** was elected senior vice president of the Continental Baking Corp., New York, at a recent meeting of the board of directors.

Flouring Mills Co., Island City, Oregon, was in Memphis last week, the guest of Charles B. Stout, of the Dixie-Portland Flour Co. He was en route home after visiting points in the Southeast, where he found fairly good prospects for Pacific Coast flour shipped via the canal.

### Guest

Jack P. Burrus, president of the Tex-O-Kan Flour Mills Co., Dallas, Texas, had as his guest last week end J. E. Haviland, president of the Texas Star Flour Mills Co., Galveston, one of the subsidiaries of the Tex-O-Kan company.

### Visits Headquarters

R. L. Brang, manager of the family flour and cereal department of the Sperry Flour Co., San Francisco, recently visited the headquarters of General Mills, Inc., in Minneapolis.

### Sees Halfback Borries

Fred Borries, president of the Ballard & Ballard Co., Inc., Louisville, was at Annapolis on Nov. 3 for the football game between Navy and Washington and Lee, which Navy won 26 to 0, for its sixth straight victory of the season. Fred ("Buzz") Borries, Jr., scored two of Navy's touchdowns, which ran his season's touchdowns to 10 and his points to an average of 10 per game. Young Borries continues to look like just about the best football player in the East, and appears almost certain for a place on the All-American team this year. He is now rated as the best athlete at Navy in many years.

### Out for Business

Wiley T. Hawkins has been calling on the trade in Missouri during the past week, with H. L. Sumpter covering the Arkansas territory, both representing the Consolidated Flour Mills Co., Wichita.

### Believe It or Not

One man who apparently waited until the Chicago World's Fair was virtually over before taking his vacation in that city was Charles A. Barrows, of the Midland Flour Milling Co., Kansas City, who is spending some time there.

### Heading South

Frank O. Jones, who has charge of the sales of the Midland Flour Milling Co., Kansas City, in southern territory, left this week for a trip which will probably keep him away for three weeks to see why more orders are not coming in from his southern baker friends.

### Due to Go East

L. C. Chase, vice president of the Kansas Flour Mills Corp., Kansas City, is due to leave this week on an eastern business trip which will keep him away from the office until almost Thanksgiving.

### Federation Visitors

Recent visitors to the Chicago offices of the Millers National Federation were: A. L. Jacobson, Arnold Milling Co., Sterling, Kansas; Fred Lingham, Federal Mill, Inc., Lockport, N. Y.; Earl Shafer, Mancy Milling Co., Omaha, Neb.

### Football Fan

George L. Faber, Chicago manager King Midas Mill Co., spent the last week end in Minneapolis, and attended the Minnesota-Michigan football game.

### Headed Home

F. A. Daugherty, Arnold Milling Co., Sterling, Kansas, stopped off in Chicago last week, returning to the mill from a business trip in West Virginia. Mr. Daugherty will also visit the trade in Iowa.

### George Flach Honored

Upon the celebration of his twenty-fifth anniversary with the Broenninnan Co., on Nov. 1, George R. Flach, the president, was surprised with the presen-

## PRESIDENT OF CONTROL OFFICIALS



**AT** the annual convention of the Association of American Feed Control Officials at Washington, Nov. 1-2, W. B. Griem, of Madison, Wis., was elected to the presidency of the group. A director of the Feed and Fertilizer Division of the Wisconsin Department of Agriculture and Markets, Mr. Griem is in charge of feed control work in that state, and he has gained the confidence and respect of feed manufacturers and dealers through his administration of his duties.

tion of a handsome large silver cup from the employees and members of the company. American beauties, chrysanthemums, and a very beautiful basket of mixed flowers also helped the celebration, together with a sheaf of telegrams from many of his friends in the trade.

### Plans a Business Trip

W. H. Bowman, sales manager for the Larabee Flour Mills Co., Kansas City, intends to leave some time this week on a business trip which will take him through the Central States territory and some eastern cities.

### Nimrod

G. C. Krause was one of the New York City brokers who made flour secondary to more important business last week when he spent the time hunting at New Paltz, N. Y.

### In New York

H. H. Cate, general manager for the Texas Milling Co., Wolfe City, Texas, was a visitor last week with Gus Fleischmann, who handles this account in New York. Charles H. Newman, vice president of the Wichita Mill & Elevator Co., Wichita Falls, Texas, was also in New York during the week.

Among the Minneapolis visitors stopping off at their mill's New York office recently were A. R. Sasse, chief chemist Standard Milling Co., and M. H. Matsehe, director and credit manager for the Pillsbury Flour Mills Co.

### Atlanta Notes

J. L. Schofield, Southwestern Milling Division of Standard Milling Co., Kansas City, Mo., visited W. E. Steakley, Atlanta flour broker.

R. H. Kauffman, manager of the Atlanta office of the Washburn Crosby Co., spent several days in Oklahoma City, Okla., on business.

F. J. Goodrich, Flour Mills of America, Inc., Kansas City, was in Atlanta, calling on the trade.

### St. Louis Visitor

Edgar A. Igleheart, president Igleheart Bros., Inc., Evansville, Ind., was in St. Louis last week on business.

**Chicago Caller**

H. G. Cowan, district sales manager Spencer Kellogg & Sons Sales Co., Minneapolis, called at the Chicago office of The Northwestern Miller last week.

**At Sales Meeting**

W. W. Brandhorst, St. Louis branch manager for the Washburn Crosby Co., Kansas City; Harry Hungate, supervisor; T. J. Mitchell and F. C. Sphore, were in Kansas City last week attending a sales meeting of the company.

**Appointed Representative**

R. W. Johnson has been appointed representative for the Valier & Spies Milling Corp. in central and southern Illinois.

**In Minnesota**

C. H. Williamson, manager of the millfeed department of the Bartlett Prazer Co., St. Louis, was on a business trip through Minnesota last week.

**In Minneapolis**

Outside representatives of the Pillsbury Flour Mills Co. in Minneapolis this week are: H. J. Patterson, Cleveland manager, P. L. O. Smith, Cincinnati manager, and Frank Fairchild, bakery sales man at Los Angeles. Mr. Fairchild, a former Minneapolis man, has been a patient at the Mayo clinic at Rochester, Minn.

**87 Years Old**

E. P. Wells, of Minneapolis, chairman of the board of the Russell-Miller Milling Co., on Nov. 9 will observe his eighty-seventh birthday anniversary.

**RYE PRODUCTS**

**Minneapolis.**—Northwestern rye mills did little or no new business last week. In recent months, their field of operations has been greatly restricted, on account of foreign imports. Profitable sales in eastern markets are said to be no longer possible and, even in the middle western markets, rye flour made from imported foreign grain is a keen competitor. Nominal prices here are: pure white rye flour \$4.70@4.85 bbl, in 98-lb cottons, f.o.b. Minneapolis; pure medium, \$4.40@4.55; pure dark, \$4@4.15.

**Buffalo.**—Demand for flour was light last week, trend steady and supply ample. Quotations: white \$5.45 bbl, medium \$5.15, dark \$4.75.

**Indianapolis.**—Demand for flour was slow last week; buying generally was from hand to mouth and in small lots; trend unchanged and supply ample. Quotations, Nov. 3: pure white patent \$5.85 @5.95 bbl, medium \$5.55@5.65, dark \$5.15@5.25, meal \$2.50.

**Chicago.**—Only scattered sales of single cars of flour were made last week. Buyers were not interested. Mill asking prices, Nov. 3: patent white, \$4.30@4.70 bbl, jute; medium, \$4.05@4.40; dark, \$3.55@4.05.

**Duluth.**—Mill sales of flour last week depended on how pressing buyers' needs were. Light interest for deferred movement. Quotations, Nov. 3: pure white, \$4.85 bbl, No. 2 straight \$4.50, No. 3 dark \$4.10, No. 5 blend \$3.50, No. 8 rye \$3.95.

**Pittsburgh.**—Demand for flour was moderate last week, trend steady and supply normal. Quotations, Nov. 3: pure white \$4.65@4.90 bbl, medium \$4.50@4.75, dark \$4.40@4.60.

**New York.**—Flour business was purely routine last week, and without feature. Quotation, Nov. 2, for pure white patent, in jutes, \$4.70@5.10 bbl.

**Philadelphia.**—There was little doing in flour last week. Prices, however, were well maintained. Quotation, Nov. 3, in 98-lb cotton sacks, for white patent, \$4.70@4.95 bbl.

**Milwaukee.**—There was little demand last week, as buyers feared the market.

Directions mostly for prompt delivery. Quotations, Nov. 3, basis Milwaukee: short patent \$4.75 bbl, jutes; straight \$4.70, standard \$4.60, dark \$4.30@4.50, meal \$3.15.

**Detroit.**—Flour sales were very slow last week. Asking prices advanced 10c on all items at the close. Shipments were fair. Quotations, Nov. 2: pure white patent \$4.95@5.10 bbl, light \$4.85 @5, medium \$4.65@4.80, dark \$3.70@3.85, meal \$3.95@4.10.

**St. Louis.**—Prices advanced 5c on flour and meal last week; demand slow; pure white flour was quoted at \$5.25 bbl, medium \$4.95, dark \$4.55, meal \$4.65.

**Boston.**—New England distributors of flour reported a very moderate business last week. Quotations, Nov. 2, tax in-

cluded, 98-lb cottons, Boston rate points, car lots: choice white patents \$4.85 @4.95 bbl, standards \$4.75@4.85; medium light straights \$4.60@4.70, medium dark \$4.40@4.50; pure dark rye \$4.35@4.45, meal \$4.05@4.10.

**Baltimore.**—The flour market showed little change last week, values following the recent decline. Quotations, Nov. 3: white \$5.10 bbl, dark \$4.80.

**Flaxseed Receipts, Shipments and Stocks**  
Receipts, shipments and stocks of flaxseed at principal primary points for the week ending Nov. 3, in thousand bushels, with comparisons:

	Receipts	Shipments	Stocks
Minneapolis	19 15 14	22 1,037	859
Duluth	13 14 20	—	131 413

**FOOD STOCKS MAKE UPWARD PROGRESS**

The stock market was a rather selective affair during the past week, but most food stocks were able to make some upward progress, with favorable dividend activity helping in some cases. Advances of fractions up to five points were recorded. Some of the leading issues were still relatively weak, Continental Baking A and United Biscuit preferred showing small losses. Pillsbury Flour and Quaker Oats made new highs for the year, while Corn Products reversed its previous weakness and made substantial gains.

The highest and lowest prices for food stocks listed on the New York Stock Exchange registered in 1934 and the close on Nov. 5, Oct. 30 and 23, 1934, are here shown (quotations by courtesy of Chas. E. Lewis & Co., Minneapolis):

1934	Low	High	Dividend in dollars	Nov. 5	Oct. 30	Oct. 23
Falling Mills, Inc.	1.00	1.00	1.00	7 1/2	7 1/2	7 1/2
American Stores Co.	1.00	1.00	1.00	45 1/2	45 1/2	45 1/2
Archer-Daniels-Midland	1.00	1.00	1.00	11 1/2	11 1/2	11 1/2
Continental Baking A	1.00	1.00	1.00	11 1/2	11 1/2	11 1/2
do B	1.00	1.00	1.00	11 1/2	11 1/2	11 1/2
do pfd	1.00	1.00	1.00	50 1/2	50 1/2	50 1/2
Corn Products	1.00	1.00	1.00	67	67	67
do pfd	1.00	1.00	1.00	150	150	150
Cream of Wheat	1.00	1.00	1.00	11 1/2	11 1/2	11 1/2
General Baking	1.00	1.00	1.00	7 1/2	7 1/2	7 1/2
do pfd	1.00	1.00	1.00	11 1/2	11 1/2	11 1/2
General Foods	1.00	1.00	1.00	33 1/2	33 1/2	33 1/2
General Mills, Inc.	1.00	1.00	1.00	27 1/2	27 1/2	27 1/2
do	1.00	1.00	1.00	11 1/2	11 1/2	11 1/2
do pfd	1.00	1.00	1.00	11 1/2	11 1/2	11 1/2
Gold Dust Corp.	1.00	1.00	1.00	17	17	17 1/2
do pfd	1.00	1.00	1.00	60	60	60
Kroger Grocery & Baking	1.00	1.00	1.00	21 1/2	21 1/2	21 1/2
Loose-Wiles	1.00	1.00	1.00	35 1/2	35 1/2	35 1/2
do pfd	1.00	1.00	1.00	11 1/2	11 1/2	11 1/2
National Biscuit Co.	1.00	1.00	1.00	27 1/2	27 1/2	27 1/2
do pfd	1.00	1.00	1.00	11 1/2	11 1/2	11 1/2
National Dairy Products	1.00	1.00	1.00	16 1/2	16 1/2	16 1/2
National Tea	1.00	1.00	1.00	10 1/2	10 1/2	10 1/2
Novadel-Agona Corp.	1.00	1.00	1.00	11 1/2	11 1/2	11 1/2
Park & Tilford	1.00	1.00	1.00	11 1/2	11 1/2	11 1/2
Pillsbury Flour Mills	1.00	1.00	1.00	28 1/2	28 1/2	28 1/2
Procter & Gamble	1.00	1.00	1.00	115	115	115
do pfd	1.00	1.00	1.00	115	115	115
Purity Bakeries	1.00	1.00	1.00	11 1/2	11 1/2	11 1/2
Quaker Oats	1.00	1.00	1.00	12 1/2	12 1/2	12 1/2
do pfd	1.00	1.00	1.00	11 1/2	11 1/2	11 1/2
Safeway Stores	1.00	1.00	1.00	48 1/2	48 1/2	48 1/2
Standard Brands, Inc.	1.00	1.00	1.00	109	109	109 1/2
do pfd	1.00	1.00	1.00	18 1/2	18 1/2	18 1/2
Standard Biscuit of America	1.00	1.00	1.00	22 1/2	22 1/2	22 1/2
do pfd	1.00	1.00	1.00	11 1/2	11 1/2	11 1/2
Ward Baking	1.00	1.00	1.00	11 1/2	11 1/2	11 1/2
do B	1.00	1.00	1.00	11 1/2	11 1/2	11 1/2
do pfd	1.00	1.00	1.00	24	24	24

\*New York curb. †Chicago Board of Trade. ‡Chicago Stock Exchange. ††Listed on both New York Stock Exchange and Chicago Board of Trade.

**ORIENTAL MARKETS**

**VANCOUVER, B. C.**—There are more than 1,150,000 bbls imported flour now in warehouses at Tientsin, China, according to advices received from the Canadian trade commissioner at that port, 114,000 Australian, imported last year, and 14,000 Canadian flour, the balance coming from Shanghai mills principally.

For the first eight months of the current year Tientsin flour imports were 8,299,540 bags of 49 lbs each, with Shanghai supplying 5,341,273, Japan 28,467 and Canada 26,000, with only 200 from Australia. During 1933 Tientsin importations aggregated 17,064,249 bags, Australia being credited with 3,793,020, Japan 901,300 and Canada with 11,400.

The decline in imports this year is attributed to the heavy duties which went into effect last December and the heavy purchases made a year ago. Australia secured substantial business last year owing to cheap prices and favorable exchange.

Canadian flour shipments to Tientsin have been about average compared with last year, but it is doubtful if the final figures for the full year will be large. Except for a limited steady demand for Canadian flour used for high grade confectionery and for Chinese macaroni and noodles, none can be sold in any volume only on a strictly price basis, as quality is a secondary consideration.

Current flour prices at Tientsin on a local currency basis, ex-warehouse: Cana-

dian \$3.30 bag, Australian \$2.66, and Shanghai \$2.47@2.50. Tientsin milled flour is quoted at \$2.80. It is expected that new shipments of Canadian flour cannot be marketed there at less than \$3.65, local currency. Australian flour is being sold at a loss in order to clear out accumulated stocks. Shanghai flour touched the lowest price in years, \$2. This is a mixture of American loan wheat and domestic wheat, while Tientsin flour is a mixture of domestic and Argentine wheat. Four out of the five Tientsin mills are operating, and their daily average this year has been between 8,000 and 10,000.

The only large shipment of wheat imported into Tientsin this year was from Argentina, due to the heavy carry-over, estimated at 30,000 tons of Australian and Argentine. The domestic crop is of poor quality.

**PORTLAND, OREGON.**—Mills in the Orient are interested in foreign wheat, but hesitate to buy because of a rumor that the Chinese government expects to increase the wheat duty in the near future. Shanghai mills continue to operate near full capacity with wheat supplies becoming short. Flour demand is fairly good, with shipments to Newchwang heavy, but below the record quantity of last season. Domestic daily wheat arrivals are small. Flour stocks in Shanghai are placed at 1,200,000 bags.

**SEMOLINA**

**Minneapolis.**—Durum millers declare it is impossible to pay over the current premium on choice amber durum and get a living price for semolina. It was stated that only one car of choice amber appeared on the floor of the exchange for sale, Nov. 5, and for it 18c premium over the option was bid. A month ago this premium was 27c over. The macaroni trade, it is claimed, is demoralized by cheap products. Bulk of the manufacturers, apparently, are using low grades, with a small admixture of semolinas, judging by current light production of latter. Durum millers report virtually no new bookings last week, with directions only fair. Some of the smaller mills are barely getting enough to keep running half time. Nominal asking prices: No. 1 semolina \$9.20@9.35; standard \$8.60@8.70; durum fancy patent \$8.55@8.75; standard \$7.70@7.85 and standard and to \$6. These prices are bulk, brokerage included, f.o.b. Minneapolis. One mill quoted No. 1 semolina as low as \$9.05, but was told by the buyer it was still 15c too high. In the week ended Nov. 3, seven Minneapolis and interior mills made 45,944 bbls durum products, against 56,104, made by eight mills, the previous week.

**Milwaukee.**—Dullness continued to feature this market as prices remained firm last week. Buyers covered only their urgent needs and specified prompt delivery in most cases. Quotations, Nov. 3, basis Milwaukee, in bulk, 15c additional for jutes; top patent \$9.70 bbl, standard \$9.10, durum patent \$9, durum flour \$7.50, durum clear \$5.25.

**Pittsburgh.**—Demand is light, trend steady, supply normal. Quotation, Nov. 3, in bulk, Pittsburgh: No. 1, \$10.10 bbl.

**Chicago.**—Sales of semolina last week were confined to scattered and small lots. Quotation, \$9.50@9.70 bbl, bulk.

**St. Louis.**—Prices were unchanged. No sales reported. Specifications fair. Quotations, Nov. 3, bulk: first grade No. 1 semolina \$9.65 bbl, standard \$8.95, durum fancy patent \$8.95.

**Buffalo.**—Demand light; prices firm. Quotations, Nov. 3: No. 1 \$10.40 bbl, standard \$9.50, durum fancy patent \$9.50, macaroni flour \$8.50.

**Duluth.**—Demand was not very keen last week, and business was based on rather moderate requirements. Macaroni manufacturers appear to have supplies enough to carry them along further than anticipated and are holding off. As a rule they buy only when they need to, and the strength in wheat did not stir them to make new bookings. Shipping instructions were fair. Canadian imports of durum wheat have diminished, and it is understood that milling interests have present needs pretty well filled. Boat cargoes will probably be very few from now on, but car movement may string along for some time.

**OATMEAL**

**Portland.**—Rolled oats and oatmeal moved rapidly last week, due to colder weather. Prices held steady. Quotations, Oct. 3: rolled oats \$3.90 bbl of 180 lbs, in 90-lb jute bags, mixed cuts; car lots, \$5.75; oatmeal, in 95-lb jute bags, 10% over rolled oats.

**Montreal.**—Rolled oats and oatmeal were active last week. Package firms particularly were in keen demand; prices were unchanged. Quotations, Nov. 3: rolled oats \$2.90 per 90-lb bag, f.o.b. warehouse, or \$3 delivered to wholesaler, Montreal freights.

**Winnipeg.**—A fairly good demand for oat products was reported last week, with a little moving regularly for export and the domestic trade increasing with the advent of colder weather. Prices were firm. Quotations, Nov. 3: rolled oats in 90-lb sacks, \$3.15 in all three prairie provinces; oatmeal in 95-lb sacks, 25% over rolled oats.

**Minneapolis.**—Rolled oats were quoted on Nov. 5 at \$3.18 per 90 lb.

# FLOUR MARKETS IN DETAIL

## The Southwest

### Kansas City

Although flour sales last week represented only 11% of mills' capacity, compared to 49% in the previous period, sales generally were better scattered, so that the average mill did a better business. Buyers took hold fairly well for near-by needs on dips in the market, and when some strength appeared in the futures toward the end of the week their confidence seemed to be stimulated.

It seems evident that flour is being consumed more rapidly, as both bakers and jobbers of family flour are using more so far this crop year than in the same period of last year. Millers state that their shipments to individual bakers and jobbers show, in a majority of cases, that they have had more flour shipped to them this year. Family flour business has been especially good in recent months, leading one to believe that the sharply higher prices for virtually all parts of the diet are encouraging greater use of flour, despite the fact that the price is much higher.

Business also seemed to be better with bakers. From all sides came reports that a greater number of loaves were being sold. Although profit reports of the big bakers would not seem to indicate this, the smaller profits were probably more due to increased costs than to a smaller volume of sales.

Shipping directions were hard to obtain, and mills were running well below the 5- and 10-year average. Operations ran ahead of a year ago, which leads one to believe that consumption is better than during that period.

The weakness in clears, especially the lower ash types, continued, and some sales at very low prices were reported. Second clears held relatively firm, although offerings increased. The normal thing to expect would be a widening of the spread between first and second clear from the present 40@50c, but whether this will be accomplished by a firming of the first clear price or a decline in the second is debatable.

Quotations, Nov. 3, basis cotton 95's, f.o.b. Kansas City, shipment within 30 days: hard winter short patent \$3.95@6.25 bbl, 95's \$5.70@6, straight \$5.00@5.55, first clear \$5.20@5.30, second clear \$4.75@4.85, low grade \$4.50.

Southwestern mills' sales averaged 41% of capacity, compared with 49% in the previous week and 32% in the corresponding week of 1933.

Of the mills reporting, 5 reported domestic business fair, 11 quiet, 14 slow and 10 dull.

Direct export shipments by all reporting mills outside of Kansas City were 1,159 bbls last week, 1,753 in the previous week, 1,507 a year ago, and 2,203 two years ago.

### Atchison

Bookings were slightly better last week, and sales ran around 50@70% of capacity. Most of them were of the single car variety. However, there was a general interest in the market, and on a 25c bbl decline from this basis, there would undoubtedly be considerable booking. Shipping directions were very slow, and mills were forced to curtail capacity sharply. Quotations, basis 98-lb cottons, Missouri River points: hard wheat short patent \$6.55@6.60 bbl, straight grade \$6.15@6.40, first clear \$5.30@5.50.

### Texas

Business was spotted last week, buyers showing some interest at the weaker spots. In the main, it was confined to scattered, small lots, although some round lots for deferred shipment were booked. Buyers exhibited much caution. They were averse to buying ahead. The week's chief business was with bakers. The

smaller ones bought round lots of 1,000 to 3,000 bbls. Specifications on old contracts came in more freely.

Family flour sales were increased to a small extent. Split car business also was on the upgrade. Quotations, basis delivered consuming territory of Texas and western Louisiana (including federal tax): hard winter short patent in cotton 18's, \$7.50@7.70 bbl, standard patent \$7.20@7.40.

### Denver

Prices advanced 10c last week. General business tightened toward the close, with increased activity on the part of buyers and jobbers. Bakery sales were fair. Inquiry was exceptionally good, especially for millfeed. Family trades were steady, and specifications normal. All Denver mills operated on a 24-hour schedule. Quotations, Nov. 3, basis cotton 98's, Denver: high patent \$6.90 bbl, straight \$6.60; spring wheat bakers \$6.90, clear \$6.10.

### Oklahoma City

Sales dropped off last week, only two mills reporting over capacity, while the general range was 25@75%; average of all mills, 67%. Shipping directions declined. Two mills ran at capacity, but the average was 70%. Exports were confined to a single sale of 85 bbls. Prices followed the rise and fall of wheat, and closed 10@20c higher. Quotations, basis 98-lb cottons, delivered Oklahoma rate points: hard wheat short patent, \$7.05@7.25 bbl; soft wheat short patent \$7.05@7.25, standard patent \$6.75@6.95.

### Salina

Salina trading was quiet last week. Bookings covered small scattered lots and buyers, as a rule, requested immediate shipment. The week ended with prices slightly lower, and with mills operating on a fairly active schedule. Quotations, Nov. 2, basis Kansas City, cotton 95's: fancy short patent \$6.65 bbl, standard patent \$6.10, straight grade \$6.30.

### Wichita

Owing to the dip in price early last week, sales were slightly improved. The market closed higher. Shipping directions were quiet, with the running time at the plants ranging from 40% up to full time. Quotations for hard wheat short patent, basis 98's, in Kansas City territory, \$6.80@7.15 bbl.

### Hutchinson

Little new business developed last week. Buyers were bearish as the market advanced, and had their ideas well below a working basis. Bookings were confined to a few single car lots. Shipping directions were satisfactory. Quotations, basis cotton 98's, Kansas City: short patent \$7.10 bbl, straight \$6.65, first clear \$5.50.

### Omaha

Mills in this territory reported sales last week somewhat improved. Shipping directions came in well, and all the larger mills operated on a full schedule. Movement of wheat to this market totaled only 76 cars.

## The Northwest

### Minneapolis

Strength in wheat futures late last week resulted in somewhat better demand for flour. Bookings by northwestern spring wheat mills aggregated 56% of capacity, a marked improvement over the preceding two weeks. The bulk of the business came from those catering to

family trade needs, though bakers also were in evidence.

Millers are encouraged over the attitude taken by most buyers concerning carrying charges on old bookings. These charges are being levied against delinquent contracts, with little or no protest on the part of the trade. They have become reconciled to the fact that millers have no other recourse. There has been a little widening in the spread between clears and patents. That is, while latter have been advanced, clears have stood still. Thus far, however, there is no accumulation of spring clears, though demand is not nearly as keen as it was. Most companies would welcome more business on these grades, but blenders show little interest.

Shipping directions are very spotted. However, navigation on the Great Lakes will close Nov. 30, and usually mills are flooded with directions before all-rail rates are the only alternative. Consequently, an improvement in directions is looked for immediately.

Export demand, even from Cuba and the West Indies, was at low ebb last week. New bookings were inconsequential.

Quotations, Nov. 6, hard spring wheat flour, basis cotton 98's or in jute 140's, Minneapolis: short patent, \$7.40@7.70 bbl; standard patent, \$7@7.30; second patent, \$6.85@7.05; fancy clear, \$6.40@6.60; first clear, \$6.10@6.25; second clear, \$4.15@4.60; whole wheat, \$6.80@6.90; graham standard, \$7@7.15.

Of the 22 Minneapolis mills, the following 12 were in operation, Nov. 6: King Midas, Minneapolis, Northwestern Consolidated A, Pillsbury West A, Durum A, Graham, and Phoenix, Russell-Miller, Washburn-Crosby A (one half), C (one half), F, whole wheat and Gold Medal feeds.

### Interior Minnesota

Interior mills report conditions much the same as at terminals. Inquiry is light and difficulty is experienced in getting a profitable price on anything sold. Were it not for their local trade, some country millers say they would be out of the running entirely. Directions are becoming increasingly scarce, though improvement in this respect is hoped for before close of navigation. Good local demand for feed is reported by most mills, and prices are firm.

### Duluth

Business was of small volume last week. Buyers were reluctant about entering into new commitments for later movement. Price differences held up trade, until ironed out in some instances and sales recorded. Clears were scarce, with demand from certain quarters. Sales limited, owing to the light output. Quotations, Nov. 3: first patent \$7.90@8.05 bbl, second patent \$7.70@7.85; first clear \$6.50@6.65, second clear \$4.75@4.90.

### Montana

Quotations on Montana flour, basis car lots, f.o.b. mill, in 98-lb cottons, Nov. 2: family short patent \$7.40 bbl, bakers short patent \$7.25, first clear \$6.75.

## Central West

### Chicago

Flour business last week was of moderate proportions. Sales made were usually in single cars up to 500 and 1,000 bbls. Shipping directions were fair. Quotations, Nov. 3, basis Chicago, patents in cotton 98's and clears in jutes: spring top patent \$6.80@7.40 bbl, standard patent \$6.70@7.25, first clear \$6.25@6.50, second clear \$4.50@5.20; hard winter short patent \$6.80@6.80, 95% patent \$6.10@6.50, straight \$5.90@6.25, first

clear \$5.50@5.90; soft winter short patent \$6.60@6.60, standard patent \$3.85@4.35, straight \$5.70@6.10, first clear \$3.00@3.80.

### Toledo

According to reports of the mills available, business last week seemed to be very slow. Not only was it difficult to make new sales, but almost impossible to secure directions. It was not clear just what was the cause of the lethargy and stagnation, but it was supposed to be more or less a reflection of the general unsettlement that has obtained in business, consequent upon so-called New Deal policies, as much as any particular effect resulting from the erratic and uncertain course of the wheat market. It cannot be said that there has been any premeditated strike on the part of buyers, although they all seem to be of the same mind. It is thought that they are disposed to await a clearer indication of probable events and a sharper crystallization of opinion before making further commitments. Meantime, stocks of flour are being used up and one of these days must be replenished. Late in the week the market gave indications of going to higher levels, and it may be that buyers have made a mistake in holding off too long. The point is that they were too confused to know just what to do, and hence did nothing.

Soft winter wheat standard patent flour was quoted at \$6@6.10 bbl, locally made spring wheat flour \$7, and hard winters \$6.75, in 98's, f.o.b. Toledo or mill.

The Toledo bid for No. 2 red wheat, 24½c rate points to New York, Nov. 2, was 93¼c bu, equivalent to 2½c under Chicago December. Attention has been called to the fact that there is a wide demand for soft winter wheat, and movement has been accentuated and broadened. It is presumed that this wheat is now being largely used for mixing with hard wheat to reduce costs and bring down too high protein of the latter.

### St. Louis

Local mills reported business as quiet last week. A few scattered orders were booked for immediate requirements and prompt shipment. Prices advanced. The trade is fairly well booked up to Dec. 31. Specifications showed some improvement. First and second clears were in fair demand, but offerings were sparse. Jobbers advised business as being light and directions fair. Quotations, Nov. 3, basis jute 110's, f.o.b. St. Louis: soft wheat short patent \$6.90@7.20 bbl, straight \$6.10@6.45, first clear \$3.10@5.60; hard wheat short patent \$7@7.10, 95% \$6.60@7.10, first clear \$5.35@5.85; spring wheat top patent \$7.20@7.45, standard \$7.10@7.20, first clear \$6.65@6.85.

### Milwaukee

Dubious market conditions kept buying at a minimum last week. Directions were mostly for immediate delivery, although a few bakers booked the 9-day limit. The movement of old bookings was satisfactory. Activity was light in the fancy pastry and soft winter wheat markets. Besides covering immediate needs, buyers took out some of the older bookings. Directions fair and mostly for prompt delivery. Bookings of southwestern flour were mostly for immediate delivery. Old accounts moved poor to fair. Both family and bakery buyers were on the market. Bakers brought in longer termed contracts than did family buyers.

Quotations, Nov. 3, basis Milwaukee, patents in cotton 98's and clears in jutes: spring top patent \$7.15@7.30 bbl, standard patent \$6.90@7.15, first clear \$6.15@6.40, second clear \$3.75@3.90; fancy pastry flour, in 100-lb packages \$7.10 per 100 lbs in barrels, \$8.45 car lots, \$9.05



I. C. I. soft winter wheat 95% standard patent \$6.20; southwestern hard winter short patent \$6.75, standard \$6.55, first clear \$6.70, second \$6.70. The current range between northwestern and southwestern top patents was 40¢ to 25¢, compared with 35¢ to 70¢ on Oct. 27.

Indianapolis

Demand was only moderate last week, consisting of small lots for immediate delivery, with a few scattered car lots. Large buyers were indifferent to the market, and small buyers continued to buy as their needs indicated. Chains took small lots to replenish their stocks; wholesale grocers were more or less well supplied. Clears were in improved demand, with prices higher, while the sale of soft winter wheat flour was limited to small lots, with prices somewhat easier. Shipping instructions were unsatisfactory. Prices generally closed 15¢ to 25¢ lower.

Quotations, Nov. 3, f.o.b. Indianapolis, basis car lots, 98-lb cottons: soft winter wheat short patents \$7.60@7.20 bbl, 95% \$6.40@6.60, straight \$6.20@6.40, first clear \$5.35; hard winter short patents \$7.15@7.35, 95% \$6.65@6.85, standard patents \$6.45@6.75, first clear \$5.55@5.75; spring wheat short patents \$7.55, standard patents \$7.15, first clear \$6.65. No 2 red winter wheat sold on the basis of 2c over the Chicago December, delivered, Ohio River rate basis; No. 2 hard brought a premium of 4¢ to 5¢; demand fairly good; receipts limited and readily absorbed.

Detroit

The stronger wheat market and increase in quotations by mills and flour brokers last week kept business down. Mill schedules were reduced, and shipments on contracts declined. Prices were 15¢ higher on all items. Quotations, Nov. 2, f.o.b. Detroit mills, basis car lots, 98-lb cottons: spring wheat family patent \$7.95@8.20 bbl, bakers fancy \$7.80@8.05, second patent \$7.70@7.95, standard \$7.55@7.80, fancy clear \$7.20@7.45, first clear \$6.20@6.45, second clear \$5.20@5.45; extra fancy winter wheat bakers patent \$8.45@8.70, bakers fancy \$7.95@8.20, standard \$6.85@7.10, second clear \$4.75@5.

Eastern States

Buffalo

Buyers last week adopted a policy of watchful waiting until after the election. Sales were for immediate requirements and near-by shipments. Although bakers held off, there apparently was some improvement in consumption of baked goods. Directions improved. First clears were strong, but the supply was somewhat better. Production was fair. Foreign business closely paralleled the domestic, with nothing developing out of the ordinary. Quotations, Nov. 3, in 98-lb cottons: spring fancy patent \$7.75@8 bbl, first patent \$7@7.25, standard patent \$6.90@7.15, first clear \$6.15@6.70; hard winter first clear, \$8.75@9; soft winter short patent \$6.60@6.65, straights \$6.50@6.75, pastry \$6@6.30.

Philadelphia

Business early last week was slow and unsatisfactory. However, bullish sentiment set in on wheat and buying interest showed some improvement. One of the leading mills reported a comparatively fair business. Quotations, Nov. 3: spring wheat short patent \$7.60@7.80 bbl, standard patent \$7.25@7.45, first clear \$6.65@6.95; hard winter short patent \$7.05@7.20, 95% \$6.85@7.05; soft winter straights, \$6@6.40.

Pittsburgh

Decidedly slow local business was noted last week. Directions were moderate. The only bookings were in small lots in which the average retail baker was the principal factor. The larger consumers did not venture into the market. They are well provided for until

Dec. 31. Prices were unchanged. Demand for clears was improved, while the market for soft winters was drab. Quotations, Nov. 3: spring wheat short patent \$7.75@8.25 bbl, standard patent \$7.25@7.65; hard winter short patent \$7@7.50, standard patent \$6.75@7; low protein \$6.75@7; spring clears, \$6.75@7; soft winters, \$5.50@5.75, bulk.

New York

Business last week was dull, with sales not so light as to be called "dead" and not good enough to be called "moderate." Brokers generally, however, had a good volume of business during October. There seemed no particular incentive for buyers to come in, since several advances must be held before they will believe higher prices have any degree of permanence, and with flour still on the looks at lower levels they are not concerned over taking on more. The scarcity of clears continued to command attention, as light short patent sales promised no abundance, and prices on the lower grade flours were nearly equal to standard patents. This, and the premium of 20¢ to 15¢ for Montana high gluters over Minnesotas, were the only unusual phase of the price situation. The differential between spring standard patents and high gluters, which varied from 20¢ to 40¢, also commanded comment.

Quotations, Nov. 2, in jutes: Montana high gluters \$7.75@7.95 bbl, Minnesotas \$7.50@7.70; standard patents \$7.05@7.30, clears \$6.65@7; hard winter standard patents, \$6.75@6.90; soft winter straights, \$5.90@6.20.

Boston

There was a slackening of interest in New England last week. Bakers reported ed business slack. Some interest in Texas flours was reported, short patents being offered at \$7.10, although consumers wanted to trade on \$7 even. Pennsylvania straights, \$6.

Quotations, Nov. 2, tax included, 98-lb cottons, car lots, Boston rate points: spring wheat first patents \$7.10@7.90 bbl, standards \$7.20@7.60, first clears \$6.90@7.15; hard winter short patents \$7@7.30, standards \$6.70@7.10; soft winter patents \$6.85@7.70, straights \$5.85@6.20, clears \$5.75@6.

Baltimore

Prices held steady last week. Trading slow, and confined mostly to contracts and immediate wants. Quotations, Nov. 3, 98-lb cotton sack basis: spring first patent \$7.10@7.35 bbl, standard patent \$6.75@7; hard winter short patent \$6.75@6.90, 95% patent \$6.60@6.75; soft winter short patent \$6.10@6.65, straight \$5.45@5.60.

The South

Atlanta

Demand and trading were rather slow last week. Family sales and shipping instructions were quiet to fair. A fair amount of soft wheat 95% flour was sold, and the wide range of prices held. Good demand for clears continued, but mills were not making any offers, and all kinds were very scarce and unobtainable at buyers' bids; inquiries for them were good from Virginia to Alabama.

Grocers reported that a great deal of high quality flour was going to consumers on relief certificates, but a large amount of low quality still was being sold, even though the state law requires it to be marked "low quality." Bakery flour bookings were of small volume. Some local sales were made at prices that were described as "giving flour away." Movement on contracts was very quiet to normal. Prices were unchanged to stronger.

Quotations, Nov. 2, basis 98-lb cottons unless otherwise stated: spring standard patent \$7.65@8 bbl, whole wheat \$7.65@8; Kansas standard bakers patent \$7.30@7.40, short patent 20c more, straight 10c less; Oklahoma standard bakers patent \$6.90@7, short patent 10

20c more, straight \$6.10c less; soft wheat bakers short patent \$7.50@8.75; family short patent \$7.30@8.70, standard patent \$7@7.70, fancy patent \$7.05@7.70; soft wheat 95% bulk basis, \$9@6.70; low protein, \$6.60@6.70, bulk; no clears were quoted.

New Orleans

Prices last week were unchanged to 10c higher, with demand rather inactive. There were a few scattered purchases, ranging from a car to 1,000 bbls. Bread and cake consumption continued to decline. The Master Bakers Association of New Orleans went on record as endorsing the effort of the board of health in its campaign against stale bread. The members lined up unanimously against the acceptance of stale bread or cake, and moved to give fullest support to the state's efforts to end the practice.

Quotations, Nov. 3, middle western flour, basis cotton 98's: spring wheat short patent \$7.60 bbl, 95% \$7.30, 100% \$7.10, cut \$6.90; hard winter short patent \$6.70, 95% \$6.50, 100% \$6.35, cut \$6.10, first clear \$5.90, second clear \$5.45; soft winter short patent \$7, 95% \$6.70, 100% \$6.50, cut \$6.20, first clear \$5.90, second clear \$5.50; Pacific Coast pastry flour, short patent \$6.10, standard patent \$6; bakers flour, short patent \$6.85, standard patent \$6.65, 100% \$6.45.

A total of 4,678 200-lb bags flour was sent through this port to Latin America.

Louisville

Running time of around 75% to 90% of code capacity was reported by Louisville millers last week.

Quotations, week ending Nov. 3, soft winter wheat flour, cotton 98's, f.o.b. Louisville: short patent, \$7.20@7.75; extra fancy as high as \$8.25; long, straight or standard, \$6.15@6.70; low grades, \$5.85@5.90; blended, \$6.20@6.40; spring wheat, fancy \$7.60, standard \$7.40, first clear \$7.40, whole wheat \$7.60; Kansas hard winter, fancy \$6.80-7.25, standard \$6.60, first clear \$6.25.

Memphis

Market quiet last week, and movement chiefly on instructions. New buying was very limited. Jobbers had a fairly good call. Lower grades moved better than others. Quotations, Nov. 3, basis 98's, car lots, f.o.b. Memphis: spring bakers short patent \$7.15@7.45 bbl; hard winter short patent \$7@7.15, standard patent \$6.45@6.75; soft winter short patent \$7@7.15, standard patent \$6.40@6.75; blended 95% \$6.40, low protein \$6.25@6.65; intermountain short patent \$6.65, standard patent \$6.35.

Norfolk

Prices were slightly higher last week, but there was little new business. Quotations, Nov. 2: top springs \$7.75@9 bbl, second patents \$7.50@8.50; Kansas top patents \$7.70@7.70, second patents \$7.75@7.50; top winters \$6.40@6.75, second patents \$6.15@6.50; Virginia and Maryland straights, \$6@6.50; west coast flour, \$6@6.50.

Nashville

The market was dull last week, with mills running about 75% of capacity. Quotations, Nov. 3, car lots, f.o.b. Nashville: short patent \$6.65 bbl, standard \$6; hard winter patent \$6.35; spring patent, \$7.35.

Pacific Coast

Ogden

Bakers were heavier buyers last week. Prices dropped 2c early in the week, but advanced the same amount on Friday. Only a few of the larger grocery organizations in Utah and Idaho followed the lead of bakers in making purchases. There was considerable interest manifest among southwestern buyers, but California trading was dull. Ogden mills operated at 75% of capacity, and country mills in Utah and southern Idaho

at 45%. Wheat receipts totaled only 33 carloads, with outgoing shipments slightly under that figure. Prices were unchanged.

Quotations: to southeastern dealers, first patents \$6.50@6.60 bbl, straights \$6.20@6.70, and second grade \$5.20@5.60, car lots, f.o.b. Memphis and lower Mississippi River common points; to California dealers, family patents \$7.25@7.40, second patents \$7.05@7.30, bakers patents \$6.50@6.60, straights \$6.30@6.40, car lots, f.o.b. San Francisco and California common points; for Utah and Idaho dealers, family patents \$6.20@6.30, second patents \$5.40@6.05, bakers patents \$6@6.10, straights \$5.70@5.80, and stuffed straights \$5.60@5.70 bbl, car lots, f.o.b. Ogden.

San Francisco

Prices declined 10¢ to 20¢ last week, but closed steady to 10¢ up. At the low point, some fair-sized sales were made, but with the market stronger, buying interest was withdrawn. With bakery business slow and keenly competitive, bakers were demanding closer prices. Deliveries were fair. Quotations, car lots, draft terms, San Francisco: eastern family patents, \$7.80@8 bbl; California family patents, \$7.40@7.60; Oregon-Washington bluestem blends, \$6.00@6.50; northern hard wheat patents \$6.70@6.90, pastry \$5.50@5.80; Dakota standard patents, \$7.00@7.20; Montana standard patents, \$7.10@7.30; Idaho hard wheat patents, \$6.90@7.10; California bluestem patents, \$6.20@6.50.

Portland

Flour business of local mills is reported moderate. Prices were unchanged. Quotations, Nov. 3, basis car lots, 98-lb cottons, f.o.b. Portland: family patent \$8.10 bbl, bakers patent \$7.55, bluestem \$7.10.

JUTE & COTTON

Remis Bro Bag Co.'s cotton goods index, a composite figure reflecting wholesale prices of principal cotton cloth used in bag making, expressed in cents per yard of cloth, is 5.67 as compared with 5.30 a year ago. The Remis composite figure reflecting duty paid early shipment prices of heavy and lightweight Calcutta burlap expressed in cents per pound of cloth is 8.87 as compared with 8.92 a year ago.

Cotton prices declined in erratic markets. Lacking government support, levels weakened on hedge and foreign sales and uncertainty over continuation or stoppage of the government 12c loan. Confusion over average limitation for next year contributed toward the generally unsettled market and resulting lower prices. Favorable weather during October has increased private estimates for the current crop and reports on the sentiment in the South indicated a desire for larger average seed yield. Consumption of American cotton for September showed a decline of 14.5% from August and consumption in this month dropped 20.3%. World stocks of this cotton were also much smaller. Indications for October point to a pick-up in domestic use.

Changes in burlap prices were small and activity was light. Buying was almost entirely for immediate needs of haul-month variety. Dundee jute prices were higher with steady business.

Blended Goals in the United States

Blended Goals in the United States (Percentages in the United States portion of this report are based on 1929-30 and a year ago, in brackets on a seasonal basis)

Table with 4 columns: Month, Wheat, Oats, Dry Haying. Rows include February, March, April, May, June, July, August, September, October, November, December, and Yearly.

# FEED & GRAIN MARKETS

## Wheat Prices About on Even Keel

**W**ITH market news of a mixed character, wheat prices showed modest strength. Improvement in prices in foreign markets, a technical bulge in Chicago December and the close adjustment of domestic supplies and needs were the chief helpful influences. There was nothing new in crop reports, and the progress of southern hemisphere crops continues generally favorable.

Foreign markets, especially Liverpool and Winnipeg, made better gains than Chicago, while Buenos Aires also showed slight relative strength. The most important news of the week was the action of the Canadian government in fixing minimum prices for wheat futures on the Winnipeg exchange. While this action was regarded by the trade as ultimately bullish and an indication of an inherently weak situation, there was considerable short covering in that market which boosted values considerably. There also were rumors concerning the removal of the Argentine government's fixed minimum prices for wheat, but it is uncertain just how the situation now stands in that country. Probably a continuation of the fixed prices will depend on the progress of the new crop.

Most of the wheat in Argentina still is six weeks away from harvest and in a critical stage of growth. Dry conditions throughout the winter wheat belt of the United States, while not exciting great interest, are being watched closely. Condition of the soil is better than a year ago, but there has been no real recovery from the great lack of subsoil moisture. Private estimates indicate that new winter wheat seedings are about 36.6% larger than a year ago. European winter seeding has taken place under generally favorable conditions, and there is no indication of important decreases in acreage, which remains above average.

World wheat shipments amounted to 10,169,000 bus, of which North America supplied only 3,407,000 and Argentina and Australia 5,178,000. Stocks on passage increased 1,200,000 bus, making the total 33,616,000, compared with 32,464,000 a year ago. European demand for Canadian wheat remains light, but fairly good quantities of Argentine wheat are being taken regularly because of the low prices. The International Institute of Agriculture placed European import requirements higher than Broomhall.

Domestic wheat receipts remain small and cash premiums were firm until there was a sharp gain in December futures. This resulted in a weakening in premiums and a subsequent decline in the option. The visible supply declined 2,379,000 bus, making the total 100,700,000, compared with 141,880,000 a year ago. The Canadian visible increased 3,668,000 bus, making the total 124,688,000 bus, compared with 123,582,000 a year ago.

**Corn**—Continued light movement of corn to market, and indications that the crop estimate may still be too high kept the corn market independently strong. However, Argentine import offerings are an offsetting factor. Market receipts were hardly sufficient for needs. The visible supply decreased 1,342,000 bus, making the total 56,448,000, compared with 60,276,000 a year ago.

**Oats**—Influenced by the strength in corn, and aided by light receipts, oats futures advanced. There is a fairly good cash demand and little offered. In this case also, Argentine imports are a threat to higher prices. The visible supply decreased 270,000 bus, making the total 21,684,000, compared with 47,067,000 a year ago.

**Rye**—Better foreign developments and strength in wheat were responsible for moderate gains in rye prices. A commercial treaty between Russia, Poland and Germany, designed to strengthen world rye markets, was helpful, while European demand showed some improvement. Domestic receipts were light and in good demand. The visible supply increased 1,265,000 bus, making the total 12,130,000, compared with 13,407,000 a year ago.

**Barley**—Not much change occurred in barley markets. Little good mulling barley is being received and premiums remain high. There has been federal buying

of seed types. The visible supply decreased 41,000 bus, making the total 13,519,000, compared with 15,836,000 a year ago.

**Flaxseed**—Although there is a good cash demand from crushers, the dearthness of the Argentine crop outlook keeps flaxseed prices weak. Lined oil demand is light. Stocks at Minneapolis and Duluth increased 3,000 bus, making the total 1,218,000, compared with 1,482,000 a year ago.

## Feedstuffs Average Lower with Slow Demand for Light Offerings

**F**EEED markets were generally dull and weak during the past week. Mild, open weather which favored extensive use of pasturage and green feeds and weakness in grains were influencing factors. Offerings of most feeds were small and demand was light. Wheat feeds were steady to lower. High protein feeds, other than cottonseed cake and meal, were slow sale with prices under a week ago. Cottonseed cake and meal were firm and higher with inquiry from drouth area quite active. The index of feedstuffs prices declined from 102.2% on Oct. 23 to 101% on Oct. 30.

**Wheat Feeds** were unchanged to lower with light offerings in excess of the limited inquiry. Production at the principal milling centers declined further and during the week ended Oct. 27 was the smallest weekly outturn since early in September. The seasonal peak in offtal production so far this season was reached during the week ended Sept. 22.

Wheat millfeeds showed no material change at Minneapolis. The general demand situation continued dull with consumers buying sparingly. Limited offerings held the local situation firm, but some selling pressure was again evidenced from country mills with quotations on the Milwaukee and Chicago basis comparably weaker than Minneapolis prices. Wheat feeds for delivery on track at or for shipment from Minneapolis were strong, since these feeds could readily be moved to drouth areas west of that city. Northwestern quotations were mostly out of line for shipment to eastern markets. Bran and standard middlings lost \$1 ton at Chicago, but the heavy wheat offtal, particularly red dog, was steady to strong. The Buffalo market was easier with offerings heavier, some selling pressure and demand rather slow, confined almost entirely to single cars for near-by shipment. Some inquiry prevailed for wheat feeds for future shipment but no offerings were available on this basis except at large premiums. Demand continued very dull at Philadelphia where offerings from Buffalo and other eastern mills were quoted under western offerings.

Trading at Kansas City was narrow with demand limited to occasional scattered cars for immediate needs of mixers and retailers. Spot offerings were light, reflecting limited mill operations, but sufficient feed appeared available for the small requirements. Favorable weather over the Central West curtailed demand at St. Louis. The Cincinnati market was dull with little interest for the smaller offerings. Southeastern demand was limited by the open weather and utilization of local feed. Inquiry at Fort Worth was fair, but not quite so active as a week ago despite numerous complaints of dry weather and poor conditions of pastures in west Texas.

Western markets were mostly quiet and steady. Inquiry in Utah, Idaho and Wyoming was fairly active. Need for hay was becoming more apparent in most of Utah since cattle were being taken off depleted ranges. Pacific northwestern markets were dull with only fair demand from both local and outside markets, mostly unchanged. Shipments to California markets continued of fair volume but were mostly on previous sales. The San Francisco market was quiet with prices on the principal western classes practically unchanged compared with a week ago.

### MILLFEED

**Minneapolis:** Aside from mixed car inquiry, and an occasional order for one or two carloads from mixers, millers reported market as quiet but steady. Production was at a minimum and, consequently, prices here still were well above Chicago basis. Speculative buying was nil. The trade took what few deliveries there were, and anything in excess of current needs was stored against winter needs. While market was quiet, the undertone was firm and slightly bullish. Futures remained at a premium over spot. Minneapolis flour \$2.50 @ 23, std. midds. \$2.3 @ 23.50, flour midds. \$2.5 @ 26, red dog \$3 @ 30.50, in 100-lb sacks.

**Kansas City:** Limited offerings well cleaned up; bran \$21.50 @ 21.75, pure bran \$22, gray shorts \$27.50 @ 27.75.

**Omaha:** Good; trend steady; supply light; std. bran \$21.50, pure \$22; brown shorts \$22, gray \$27; flour midds. \$29, red dog \$33.

**Salina:** Fair for bran and shorts from mixed car buyers, supplies adequate; no trading in deferred shipment; bran \$21 @ 21.25, shorts \$26 @ 26.25, base Kansas City.

**Fort Worth:** Fair; trend steady; supply light; wheat bran \$25 @ 26, gray shorts \$31 @ 32, del. Texas com. pts.

**Hatchinson:** Improving; trend stronger; supply light; bran \$22.50 @ 23, mill run \$26, gray shorts \$28.50 @ 29, Kansas City basis.

**Atchison:** Good for deferred delivery; prices rather firm; bran \$31.50, mill run \$25, shorts \$27.50.

**Wichita:** Good; trend steady; supply limited; bran \$22 @ 22.50, mill run \$25, shorts \$25 @ 25.50.

**Oklahoma City:** Very active, with current output readily absorbed by mixed car trade; prices unchanged to 6c higher; bran \$1.20 per 100 lbs, mill run \$1.35, shorts \$1.50 @ 1.55, del. Oklahoma rt. pts.

**Chicago:** Fair; trend easier; supply adequate; spring bran \$23.75 @ 24, hard winter \$24.25; std. midds. \$24, flour \$25 @ 26; red dog, \$31.50.

**Toledo:** Improved; trifle stronger and prices advanced 6c at end of week; soft winter wheat bran \$25.50 @ 26.50; mixed feed \$27, flour midds. \$27.50 @ 28.50, std. \$24.50.

**Milwaukee:** Rather limited; trend steady; tons firm; mill operations light; Minneapolis and Kansas City markets strong and firm; Buffalo prices inclined to be easier; brewers' dried grains and malt sprouts in

better demand than millfeeds; std. bran \$23.75 @ 24, pure bran \$24.50; std. one midds. \$24 @ 24.50, rye midds. \$29 @ 30.50, flour midds. \$28 @ 28.50, red dog \$31 @ 32.50.

**St. Louis:** Fair; trend steady; supply light; bran \$23.25 @ 23.50, gray shorts \$26.75 @ 27.25, pure bran \$23.50 @ 23.75.

**Des Moines:** Fair; trend firmer; supplies moderate; all items up 5c; spring wheat bran \$28 @ 28.50, winter \$29 @ 29.50; std. midds. \$28 @ 28.50, fancy flour \$32 @ 32.50; red dog, \$35.50 @ 37.

**Indianapolis:** Light; trend steady to higher; supply ample; soft winter wheat bran \$26.50 @ 26.80, std. midds. \$27 @ 27.25, mixed feed \$27 @ 27.25, spring midds. \$31 @ 31.25, red dog \$33 @ 33.25; spring wheat bran \$26.50 @ 27, std. midds. \$27 @ 27.50, mixed feed \$28 @ 28.50, flour midds. \$31.25 @ 31.50, red dog \$33 @ 33.50.

**Cincinnati:** Fair; trend steady to weak; supply adequate; bran, \$27 @ 27.50; spring wheat midds. \$27.50 @ 28, flour \$31 @ 32, soft winter wheat \$30 @ 31; gray shorts \$29.50 @ 30, winter wheat mixed feed \$27.50 @ 28.

**Louisville:** Good; trend stronger; supply ample; bran, \$28.00; std. midds. \$27.00 @ 28, gray \$30.10, rye \$32.50; mixed feed \$27.50, red dog \$35, rye midds. \$24.25.

**Buffalo:** Slow; trend soft; supply ample, bran, \$25; std. midds. \$25, flour \$35, second clear \$42.50, red dog \$33, heavy mixed feeds \$22.

**New York:** Limited; trend firm; supply not pressing; bran \$27.50 @ 29, midds. \$27.50 @ 29, red dog \$36.50.

**Baltimore:** Fair; trend lower; supply ample; std. bran \$27.50 @ 27.70, pure \$27.50 @ 28.15, std. midds. \$27.50 @ 28.15, flour \$32.15 @ 34.70; red dog, \$35.45 @ 36.70.

**Philadelphia:** Quiet; trend upward; supply small; spring std. bran \$28.50 @ 29, pure \$29 @ 29.50, pure hard winter \$29, soft winter \$30 @ 30.50; std. midds. \$29 @ 29.50, flour \$35.50 @ 36.50; red dog, \$37.50.

**Boston:** Moderate; trend easy; supply fair; spring bran \$28 @ 28.50, winter \$28 @ 28.50; midds. \$28 @ 28.50, mixed feeds \$30 @ 32, red dog \$34 @ 34.

**Pittsburgh:** Trend steady; supply normal; spring bran, \$27; std. midds. \$28, flour \$32; red dog, \$36 @ 37.

**New Orleans:** Moderate; trend upward; supply ample; Kansas wheat bran \$23.40, gray shorts \$33.50, Texas wheat bran \$27, gray shorts \$33; std. midds. \$32, red dog \$31.

**Birmingham:** Light; trend staple; supply ample; std. grade bran \$29, pure wheat bran

25c more; gray shorts, burlaps, unstamped, \$32.

**Memphis:** Limited to small lots immediate; trend slightly firmer; supply ample; bran \$25.50, gray shorts \$29.50, bran \$30.

**Atlanta:** Fair; trend easier; supply ample; bran \$31, gray shorts \$33, brown shorts \$32, red dog \$42.50.

**Norfolk:** Light; trend downward; red dog, \$36 @ 37; winter midds. \$29 @ 31, bran \$29 @ 30; std. midds. \$27.50 @ 28.50, bran \$30.

**San Francisco:** Very slow; offerings adequate; pure bran \$31.50 @ 32; Utah-Idaho white mill run \$25.50 @ 26, blended \$25 @ 25.50, red \$24.50 @ 25, Oregon-Washington red mill run \$22.50 @ 23, std. \$23 @ 23.50, white \$23.50 @ 24, shorts \$25 @ 25.50, white bran \$24 @ 24.50, midds. \$28 @ 29; California blended mill run \$24 @ 24.50, white \$25 @ 25.50; Montana bran and mill run \$25 @ 25.50.

**Ogden:** Fair; trend lower; supply normal; most of Utah's output being utilized in intermountain territory, to California, red bran and mill run \$23, blended \$24, white \$25, midds. \$32.50, f.o.b. San Francisco and Cal. com. pts.; to Utah and Idaho red bran and mill run \$15, blended \$19.50, white \$20, midds. \$27.50, f.o.b. Ogden.

**Toronto:** Good; trend steady; mills well booked ahead; sales for export to United States heavy; supplies of bran about adequate for demand, but shorts and mid-ware; bran \$24, shorts \$25, midds. \$29, bags included, mixed cars with flour, country points in Ontario.

**Montreal:** Fair in domestic markets and good for export; production moderate; no surplus stocks; prices unchanged; bran \$24, shorts \$25, midds. \$29, bags included, mixed cars with flour, country points in Ontario. Vancouver: Quiet; run \$15, blended \$19.50, white \$20, midds. \$27.50, f.o.b. Ogden.

**Winnipeg:** For bran and shorts well maintained, and limited supplies in the West are moving to domestic and export markets; bran \$22, shorts \$23, midds. \$28, in Manitoba and Saskatchewan; \$4 less for each in Alberta; small lots ex-country elevator warehouses, \$2 extra in all three provinces.

### SUMMARY OF MILLFEED QUOTATIONS

Week-end millfeed quotations, summarized from the market reviews appearing on this page, are based on carload lots, prompt delivery, per ton, packed in 100-lb sacks, f.o.b. at indicated points:

	Chicago	Minneapolis	Kansas City	St. Louis	Baltimore
Spring bran	\$23.75 @ 24.00	\$22.50 @ 23.00	\$	\$	\$27.50 @ 27.70
Hard winter bran	24.25	24.50	21.50 @ 21.75	23.25 @ 23.50	27.50 @ 27.70
Standard middlings*	24.00	23.00 @ 23.50	27.50 @ 27.75	24.75 @ 25.25	27.50 @ 28.15
Flour middlings†	28.50	27.50 @ 28.50	27.50 @ 27.75	24.75 @ 25.25	32.15 @ 32.40
Red dog	31.50	30.00 @ 30.50	31.00 @ 31.50	34.00 @ 35.00	35.45 @ 36.70
	Buffalo	Philadelphia	Boston	Louisville	Nashville
Spring bran	25.00	\$28.50 @ 29.00	\$28.00 @ 28.50	28.00 @ 28.50	28.00 @ 28.50
Hard winter bran	29.00	30.00 @ 30.50	30.00 @ 30.50	29.00 @ 29.50	29.00 @ 29.50
Standard middling*	25.00	25.00 @ 25.50	25.00 @ 25.50	27.50 @ 28.00	27.50 @ 28.00
Flour middlings†	32.00	31.00 @ 31.50	31.00 @ 31.50	30.00 @ 30.50	30.00 @ 30.50
Red dog	33.00	31.75	34.00 @ 35.00	34.00 @ 35.00	34.00 @ 35.00
	Spring bran	Shorts	Middlings		
Toronto	\$24.00	\$25.00	\$29.00		
Winnipeg	\$22.00	\$23.00	\$28.00		

\*Brown shorts. †Gray shorts. ‡For William basis. §Tuesday prices.

**Bradstreet's Weekly Visible Grain Supply**

Following are Bradstreet's returns of stocks of wheat held on Oct. 27, in the United States, Canada and the United Kingdom, and the supply of wheat for Europe, and the stocks of corn and of oats held in the United States and Canada, with comparisons, in bushels (000's omitted):

Wheat			Corn			Oats		
Week ending	1934	1933	Week ending	1934	1933	Week ending	1934	1933
United States	189,811	1,953,149,719	1,044,000	1,044,000	1,044,000	1,044,000	1,044,000	1,044,000
Canada	4,114	349,749	2,000	2,000	2,000	2,000	2,000	2,000
Totals	357,782	4,304,404,432	1,046,000	1,046,000	1,046,000	1,046,000	1,046,000	1,046,000

**Combined aggregate wheat visible supplies, as shown by Bradstreet, follow, in bushels:**

Year	United States	Canada	Totals
1934	1,044,000	1,044,000	2,088,000
1933	1,953,149,719	349,749	1,953,499,468

**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 Nov. 2, and corresponding date of a year ago:

Year	Wheat	Corn	Oats	Rye	Barley
1934	1,044,000	1,044,000	1,044,000	1,044,000	1,044,000
1933	1,953,149,719	349,749	1,044,000	1,044,000	1,044,000

**Commercial stocks of grain in store and afloat at the close of the week ending Oct. 27, 1934, and Oct. 28, 1933, as reported to the United States Bureau of Agricultural Economics, in bushels (000's omitted):**

Year	Wheat	Corn	Oats	Rye	Barley
1934	1,044,000	1,044,000	1,044,000	1,044,000	1,044,000
1933	1,953,149,719	349,749	1,044,000	1,044,000	1,044,000

**Russell's Flour Production and Movement**

Year	Production	Exports	Shipments
1934	1,044,000	1,044,000	1,044,000
1933	1,953,149,719	349,749	1,044,000

**Milled Receipts and Shipments**

Year	Receipts	Shipments
1934	1,044,000	1,044,000
1933	1,953,149,719	349,749

**GRAIN FUTURES CLOSING PRICES**

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

WHEAT				MINNEAPOLIS				CORN (CONTINUED)				KANSAS CITY			
Oct. 27	Oct. 28	Oct. 29	Oct. 30	Oct. 27	Oct. 28	Oct. 29	Oct. 30	Oct. 27	Oct. 28	Oct. 29	Oct. 30	Oct. 27	Oct. 28	Oct. 29	Oct. 30
91 1/2	92 1/2	93 1/2	94 1/2	103 1/2	104 1/2	105 1/2	106 1/2	78 1/2	79 1/2	80 1/2	81 1/2	78 1/2	79 1/2	80 1/2	81 1/2

**FEED FUTURES**

Moderate strength existed in millfeed futures during the past week, as a result of firmer grain markets and some improvement in speculative interest.

Relying principally on local speculative trading, volume was better last week in the Kansas City market. Some flour mill hedging was noticeable, but the majority of the business came from local traders who see speculative possibilities in the market. Spreading activities also accounted for some of the volume of trade as well as transfer of nearby option holdings into the later deliveries.

At St. Louis, bran advanced 40¢ to 75¢, gray shorts 25¢, standard middlings 65¢ to 75¢, and Chicago bran 40¢ to 90¢. Futures were quiet and unsettled. The market quickly responded to the action of grain. Buyers were slow to follow any advance. Sellers were unwilling to sell on declines, having a firm belief in higher prices at the first sign of winter weather. A better time existed on deferred deliveries.

Closing prices of millfeed futures on the St. Louis Merchants' Exchange in dollars per ton, Monday, Nov. 5:

Month	Bran	Gray	Shorts	Middlings
November	25.75	26.00	26.25	26.50
December	26.00	26.25	26.50	26.75
January	26.25	26.50	26.75	27.00
February	26.50	26.75	27.00	27.25
March	26.75	27.00	27.25	27.50
April	27.00	27.25	27.50	27.75

**Closing prices of millfeed futures on the Kansas City Board of Trade in dollars per ton, Monday, Nov. 5:**

Month	Bran	Gray	Shorts	Middlings
November	25.75	26.00	26.25	26.50
December	26.00	26.25	26.50	26.75
January	26.25	26.50	26.75	27.00
February	26.50	26.75	27.00	27.25
March	26.75	27.00	27.25	27.50
April	27.00	27.25	27.50	27.75

All quotations local basis.

**Western Canada Visible Grain Supply**

Visible supply of grain in the western Canadian divisions, Nov. 2, 1934, and receipts and shipments during the past week, in bushels (000's omitted):

Year	Wheat	Oats	Barley	Rye
1934	1,044,000	1,044,000	1,044,000	1,044,000
1933	1,953,149,719	349,749	1,044,000	1,044,000

**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):

Year	Wheat	Corn	Oats	Rye	Barley
1934	1,044,000	1,044,000	1,044,000	1,044,000	1,044,000
1933	1,953,149,719	349,749	1,044,000	1,044,000	1,044,000

\*Including via Pacific this week: wheat 1,000 bus; flour 25,400 bbls from San Francisco; barley, 40,000 bus; rice, foreign 5,000 lbs. Porto Rico 1,000,000 lbs. Hawaii 1,000,000 lbs. Includes flour milled in bond from Canadian wheat. Committed to Sept. 29 to include all ports.

**Northwest Output and Exports**

Year	Output	Exports
1934	1,044,000	1,044,000
1933	1,953,149,719	349,749

**Imports of Canadian Wheat**

Year	Imports
1934	1,044,000
1933	1,953,149,719

**TOTAL RECEIPTS**

Year	Receipts
1934	1,044,000
1933	1,953,149,719

**TOTAL SHIPMENTS**

Year	Shipments
1934	1,044,000
1933	1,953,149,719

**Rye Flour Output**

Year	Output
1934	1,044,000
1933	1,953,149,719

# MILL & LABORATORY

## AGRONOMIST TELLS STORY OF WHEAT BREEDING IN MINNESOTA

Speaking to members of the milling and agronomy departments at Kansas State College, Manhattan, on Oct. 30, Dr. H. K. Hayes, chief in agronomy at the University of Minnesota, told the story of wheat breeding at University Farm, St. Paul, in a way to interest every one present.

Dr. Hayes stated that the millers were very well satisfied with Marquis, but that farmers demanded and really needed a spring wheat that was less subject to injury from black stem rust than Marquis. Recent dry years have minimized losses from rust and have lessened the interest of farmers and millers in this problem, but when there is a wet year again, rust may be expected to return, in spite of the eradication of hosts of offending hard berry bushes, said Dr. Hayes. It is now known that rust spores can be carried to the spring wheat states from Texas and old Mexico, in the upper air currents.

Early plant breeding studies at Minnesota attempted to transfer the rust resistance of durum wheats to the bread wheats. Kubanka and Lumillo, two rust resistant macaroni varieties, were crossed with Marquis. From the Lumillo x Marquis cross, the bread wheat Marquillo was selected, and distributed to Minnesota farmers. This wide cross did combine some of the rust resistance of the durum parent with fairly good baking quality, but the yellow color of Marquillo flour proved to be a serious handicap to the new variety when grown commercially and it is now being withdrawn. To add factors for rust resistance from another source, Marquis was crossed with Kanred, a rust resistant variety of hard red winter wheat selected at the Kansas station. The most rust resistant selections of this Kanred x Marquis cross were then crossed with one of the Lumillo x Marquis selections, to produce the strain until recently known as Minnesota double cross No. 2203. This rust resistant, high quality variety has been named Thatcher, in honor of former Dean R. W. Thatcher, of the Minnesota College of Agriculture, a man who added a great deal to our understanding of quality in wheat, while working at the Nebraska, Washington and Minnesota experiment stations. About 2,000 bus of Thatcher wheat were distributed a year ago and in spite of the dry year of 1933 there will be a fair amount of seed available for planting in the spring of 1935. Thatcher has been tested in direct comparison with Marquis and Ceres, standard varieties, for several years, by federal, state and commercial laboratories, under the guidance of the Northwest Crop Improvement Association. It is about equal to the popular Marquis in most milling and baking characteristics.

Thatcher yields about 20% more per acre than Marquis, and is thus a real advance in wheat improvement in the Northwest. Thatcher has rather small kernels and the test weight is not always as heavy as desired, but the rust resistance, high yield and stiff straw of this new wheat more than make up for these minor defects.

In the present program of wheat breeding at Minnesota the method of back-crossing, long used by animal breeders, but little used by plant breeders, is finding a useful application. Thus it is desired to keep all the good qualities of Thatcher wheat, adding further factors for rust resistance from such a variety as Hope, bred from the cross of Marquis on comber. This rust resistant sort is crossed with Thatcher, the hybrid is back-crossed to the Thatcher high quality parent again and again. After three such back-crossings there is fifteen sixteenths of Thatcher "blood" in the crossbreds, and only one sixteenth of Hope "blood." If selection is made each year under rust conditions, the plant breeder has the chance of getting the desired additional rust resistance and is almost assured of having the desirable quality factors in the end-product.

The Minnesota station has also been very successful in producing an excellent variety of winter wheat, Minturki, from the cross of Turkey on Odessa. This cross was made by Professor W. M. Hayes, and tested, named and distributed by Dr. H. K. Hayes, since 1915 in charge of plant breeding at University Farm. Minturki is very winter hardy and can safely be grown in southern Minnesota. Minturki has only fair baking "strength," hence Dr. Hayes has crossed it with Marquis and now has some promising selections under test that seem to combine the cold resistance of Minturki with the fine quality of Marquis.

Dr. Hayes expressed the hope that within a few years cereal chemists and cereal breeders would find a method of determining quality of new wheats without waiting until there is four pounds of seed available for milling and baking tests, as it is very important that the plant breeder be able to discard the inferior ones of the large numbers of selections of cross-bred wheats that he must carry from the third to the fifth generations in the hybridization program.

The Saunders Pelshenke Cutter test, known as the dough-ball or wheat-malt-fermentation-test, is being studied at University Farm and is considered promising, according to Dr. Hayes, although more needs to be known of factors, such as method of grinding the sample, that influence the results obtained. In some cases fairly good correlation has been observed between the time required for dough balls to break, and baking tests of the same varieties, while in other cases the agreement has not been close. In a series of quality tests with winter wheats the value of the correlation coefficient ranged between .31 and .40, when a value of 1 would indicate perfect correlation between baking test and the dough ball test.

### L. S. Cayzer to Talk

L. S. Cayzer, a graduate of the University of Sydney, and who has been attached to the Department of Agriculture of New South Wales, will be the

speaker at a special luncheon meeting of the Northwest Section of the American Association of Cereal Chemists, at the Minneapolis Athletic Club, Nov. 9. Mr. Cayzer is a research fellow under the Farrer memorial trust of New South Wales. He will discuss wheat in Australia. The chemists extend a hearty invitation to millers, grain men and others interested, to attend.

### Motor Trip

E. J. Dalby, Minneapolis representative of The Wolf Co., Chambersburg, Pa., and of Tabler, Ernst & Traber, Inc., New York City, recently returned from an automobile trip to Omaha, across Nebraska to the Colorado line, and home through the Black Hills country in South Dakota. He reports that the soil in western Nebraska and South Dakota is baked dry, those territories not having enjoyed the fall rains that other northwestern states had. Mr. Dalby was accompanied by his 12-year-old son.

## FROM FUTURE FILES

LUMBAGO, INDIHO,  
Sept. 9, 1937.

Three years ago the story was told in Kansas City of an inebriated fellow who entered a bakery, purchased a dozen loaves of bread, produced a long knife from his coat, and proceeded to sit on the floor and carefully carve the bread into thin slices. When the police had responded to the distracted baker's call and asked "Why?" the logical slicer replied that he had been doing this all day because he had heard on the radio that each loaf of this bread "contained a glass of milk," but that so far he had failed to run across even an empty glass, and thought the whole thing was hokum!

Many years ago a prominent miller offered a substantial reward to the cereal chemist who would put in the palm of his hand a "vitamin," and "through the ages" there have always been skeptics who have demanded to "see" all of which they were told.

Such demands undoubtedly will soon increase as the public reads the claims for "Loafready Flour" soon to be produced by the Whoops-my-dear Milling

to certain flours, which can be put right into an oven to produce ready-made sandwiches.

POHON IVY, OKLAHOMA, Nov. 16, 1937. Sylvester F. Tuttle, local inventor, announces today that applications for a patent have been filed covering a complete flour milling process of revolutionary design. No longer will flour mills be six or seven story tall buildings, according to Mr. Tuttle. The mill of the future will look more like a long over pipe, in some cases even several miles long, with here and there small outbuildings where products are taken off in the course of production.

Several years ago, it will be recalled, it was proposed to build a pneumatic pipe line between Chicago and the eastern seaboard to be used for wheat designated for export. Experiments, in which it is reported Mr. Tuttle participated, revealed that, when blown through such a pipe, wheat was subjected to a severe abrasive action. Oil, of course, can be so carried, being a self-lubricant—but that is a different story. In Mr. Tuttle's mill clean wheat is first blown through a section of pipe lined with oil razor blades—an ample supply of which is assured. The bran comes off in little pieces, and is discharged at Way Station No. 1. For dealers demanding an old-fashioned flake bran, a crew of jig-saw-puzzle-expert-solvers has been recruited who will glue the small bran fragments together.

Less violent abrasives line other sections of the tubing, and at carefully figured intervals, bolting cloths are inserted and necessary separations made, with the resulting streams either collected or blown through individual sections of tubing until the desired reduction is obtained. Considerable air is required, of course, but in his plans Mr. Tuttle figures on running supply lines to original sources, such as barber shops and brokers' offices; and it is believed that in some milling organizations sufficient "air" for the process can be obtained from their own sales departments.

## Southwest Crop Year Output

(Continued from page 363.)

WICHITA			
1934	3,120,000	1,868,572	63.8
1933	3,120,000	3,398,725	76.9
1932	3,120,000	2,333,035	74.9
1931	2,970,000	1,687,839	56.8
1930	3,030,000	1,951,773	64.4
1929	3,120,000	1,940,384	62.3
1928	3,120,000	1,766,194	56.6
1927	3,120,000	2,618,344	84.0
1926	3,327,300	1,666,694	47.8
1925	3,466,980	2,034,740	58.7
1924	3,288,980	1,904,811	58.1
1923	3,420,000	3,099,776	90.7

SALINA			
1934	2,400,000	1,671,930	69.7
1933	2,400,000	2,329,264	97.0
1932	2,400,000	1,977,770	82.4
1931	2,400,000	2,123,788	88.5
1930	2,400,000	1,892,794	78.9
1929	2,400,000	1,825,824	76.1
1928	2,400,000	1,885,481	78.7
1927	2,400,000	1,808,046	75.3
1926	2,176,800	1,398,478	63.9
1925	2,336,000	1,326,165	56.8
1924	2,808,000	938,846	33.4
1923	2,380,000	1,306,351	54.9

ATCHISON			
1934	1,575,000	1,300,956	82.7
1933	1,575,000	1,819,537	115.6
1932	1,575,000	1,439,895	91.5
1931	1,575,000	1,628,625	103.4
1930	1,575,000	1,510,869	95.9
1929	1,575,000	1,883,143	119.8
1928	1,575,000	1,381,627	87.7
1927	1,440,000	1,384,247	95.8
1926	1,485,000	1,182,971	79.7
1925	1,185,000	1,174,840	99.1
1924	1,195,000	1,048,311	87.7

HUTCHINSON			
1934	1,600,000	870,157	54.4
1933	1,600,000	1,078,047	67.4
1932	1,600,000	647,513	40.5
1931	1,600,000	474,953	29.7
1930	1,630,000	628,331	38.6
1929	1,610,000	1,182,330	73.4
1928	1,630,000	920,897	56.5
1927	1,630,000	1,245,161	76.4
1926	1,630,000	944,092	57.9
1925	1,660,000	1,038,043	62.5
1924	1,640,000	991,938	60.5

OMAHA			
1934	1,500,000	1,231,291	82.1
1933	1,500,000	1,329,359	88.6
1932	1,500,000	1,174,840	78.3
1931	1,249,500	1,169,832	93.6
1930	1,267,000	1,203,437	94.9
1929	1,267,500	1,166,531	91.9
1928	1,260,000	1,321,793	104.9
1927	1,346,000	1,169,381	86.9
1926	1,419,000	1,048,827	73.9
1925	1,456,000	1,043,644	71.7
1924	1,456,000	1,042,602	71.7

Co., of this city. Simply by leaving a pan of this flour out in the rain, or weeping into it a little—to give it the necessary additional moisture—"perfect loaves" will come from the oven without anything added.

"Milk Tempering" is said to be the first step in its manufacture; great claims for the mill-churn equipment, in which the necessary shortening is added by churning the flour with cream as it is being made. Bees are kept in the attic of the mill, and honey is allowed to drip into a special centrifugal reel where it is thoroughly dispersed throughout the product. "Yeast middlings," obtained from an affiliated brewery, are blended in the correct proportion, and reduced with the regular streams in the ordinary flow of the mill.

Future plans contemplate the addition of lettuce, slices of ham and mayonnaise

## NEW LIST OF BRANDS IN PREPARATION

AS the next quarterly supplement in its Expanded Reader Service, The Northwestern Miller will republish its annually revised List of Brands in the United States and Canada. This edition will appear as Section II of The Northwestern Miller of Jan. 16, 1935. Owners of flour brands are requested to co-operate in the task of revision by calling attention to new registrations, changes in brand proprietorship, discontinued usage or erroneous listing. Following publication of the 1934 edition of the list there was a good deal of trademark housecleaning, and many a company's roster of names was set properly in order. Only publication of its kind, the list has had extensive use throughout the 35 years during which The Northwestern Miller has given it periodical revision. It has been helpful not only in straightening out many a tangle over disputed rights of usage but in preventing trouble over the acquisition or adoption of brand designations already the property of others. All brand owners, therefore, and all users of the list, have an important interest in contributing toward its accuracy and completeness.

## Northwest Crop Year Output

(Continued from page 362.)

Mills not reporting, but estimated:

No. mills	Daily capacity, bbls made	Flour ground, bbls	Wheat ground, bus
10	625	26,862	121,330
29	10,410	1,623,567	7,506,053

In addition, 24 mills were idle, 1 out of business.

### SUMMARY BY CROP YEARS

No. mills	Output, bbls	Ground, bus
1933-34—		
13	4,378,286	24,468,922
14	3,285,638	8,782,782
15	190,137	821,416
16	1,653,992	7,442,513

17	9,899,291	42,746,812
18	1,111,889	39,697,714
19	550,130	2,656,685

195	17,200,920	77,404,143
-----	------------	------------

No. mills	Output, bbls	Ground, bus
1932-33—		
82	6,958,481	31,313,166
23	1,085,311	4,870,328
14	208,948	840,266
42	1,048,626	7,418,814

167	8,998,366	44,542,643
16	7,865,169	33,988,216
2	590,075	2,656,338

185	18,043,000	81,190,197
-----	------------	------------

No. mills	Output, bbls	Ground, bus
1931-32—		
74	8,581,456	30,831,551
28	968,176	4,366,787
14	198,225	895,236
39	1,005,095	4,636,430

159	9,026,001	40,617,007
14	7,749,718	34,788,118
2	71,384	3,023,218

177	17,469,470	78,567,607
-----	------------	------------

No. mills	Output, bbls	Ground, bus
1930-31—		
71	8,380,211	37,711,085
31	1,306,583	5,879,824
14	314,671	1,012,708
33	1,623,567	7,306,053

116	11,544,326	51,948,470
13	9,828,758	44,679,411
3	1,036,647	4,664,912

157	22,509,731	101,293,793
-----	------------	-------------

No. mills	Output, bbls	Ground, bus
1929-30—		
100	8,667,208	39,002,431
27	1,330,117	5,885,625
24	314,671	1,012,708
40	2,166,132	9,747,892

191	12,478,128	46,191,911
19	11,276,145	51,817,633
2	1,121,040	5,044,630

212	21,089,127	108,401,066
-----	------------	-------------

No. mills	Output, bbls	Ground, bus
1928-29—		
195	10,080,407	45,361,534
32	1,347,715	5,614,718
27	292,735	1,317,318
44	2,376,311	10,693,398

208	19,997,379	62,987,268
18	18,276,441	81,817,633
2	1,207,721	5,434,746

224	26,431,036	118,939,666
-----	------------	-------------

No. mills	Output, bbls	Ground, bus
1927-28—		
123	10,795,761	48,580,925
33	1,400,204	6,300,913
31	460,632	2,072,846
48	2,149,554	9,672,993

285	14,806,151	66,627,682
26	12,902,419	59,060,845
9	1,066,184	4,797,828

157	28,774,754	129,486,935
-----	------------	-------------



## Grain Cleaners

Richmond Mfg. Co.  
LOCKPORT, N. Y.

J. K. HOWIE, Representative,  
20 Flour Exchange,  
Minneapolis, Minn.



It's a highly profitable operation to reclaim wheat from screenings with disc separation.  
Carter-Mayhew Mfg. Co. - Minneapolis, Minn.

## "Tough Bags"

Percy Kent Bag Co., Inc.  
Kansas City - Buffalo  
Sales Offices: Minneapolis, Chicago, Wichita



Specialized Laboratory  
Service for

Millers  
Grain Dealers Bakers  
Feed Manufacturers  
Mid-West Laboratories Co.  
129 Virginia Avenue COLUMBUS, OHIO

PAUL, PAUL & MOORE  
PATENT ATTORNEYS AND SOLICITORS  
Patents Procured and Trade-Marks Registered in All Countries  
710 Security Building MINNEAPOLIS

Mason, Fenwick & Lawrence  
Patent and Trade-Mark Lawyers.  
Practice before the United States Courts.  
Complete Files of Registered Flour Brands.  
Established 1861 Trade-Marks Registered  
728 Woodward Bldg Washington, D. C.

Atlanta Fulton Dallas  
St. Louis BAG & COTTON MILLS Minneapolis  
Brooklyn Kansas City, Kan. New Orleans

FLOUR ANALYSES  
Practical, reliable reports show the exact characteristics.  
Consultation on mill, bakery and related problems, laboratory control methods, etc.  
THE HOWARD WHEAT & FLOUR TESTING LABORATORY  
Drawer 1, Commerce Station, Minneapolis, Minn.

FEEDSTUFFS  
50 Cents Per Year  
To NORTHWESTERN MILLER SUBSCRIBERS

WORTHINGTON  
DIESEL AND GAS ENGINES  
... are effecting substantial reductions in the cost of power in many plants.  
WORTHINGTON PUMP AND MACHINERY CORPORATION  
HARRISON, NEW JERSEY  
Offices in Principal Cities

# Spontaneous Ignition

Occurs from Improper Storage of:

BREWERS GRAINS  
DISTILLERS GRAINS  
MIXED DAIRY FEEDS  
CORN GLUTEN  
HAY

A feed mill in Ohio just burned from spontaneous ignition of brewers grains. The fire department was standing by while attempt was being made to move the grain, but the fire got beyond control.

ASK YOUR INSURANCE OFFICE FOR INSTRUCTIONS ON STORAGE AND HANDLING

Association of MILL and ELEVATOR  
MUTUAL INSURANCE COMPANIES

230 EAST OHIO ST. CHICAGO, ILLINOIS

Export Flour Insured ALL RISKS by  
The Sea Insurance Co., Ltd.  
of LIVERPOOL

U. S. Branch Assets \$2,744,000  
Capital Deposited in U. S. 200,000  
Surplus for Protection of Policyholders 1,769,938

ORIGINATORS OF ALL RISKS  
Insurance on Flour  
Policies of this Company are had by all leading millers  
CHUBB & SON  
United States Managers  
John Street New York  
Insurance Exchange Chicago  
Hurt Building Atlanta, Ga.

## SCANDINAVIAN-AMERICAN LINE

New York to Oslo, Copenhagen, and Baltic Ports

For freight and passenger rates  
At New York to Frank, Todd & Co., Inc.  
45 Broadway, or S. L. Morgan & Co., Inc.  
Lafayette Building  
At Baltimore, to Ramsay, Scarlett & Co., Inc.  
Special attention given to prompt forwarding of Flour to all Scandinavian Ports  
At Boston, to S. V. Lombard's Sons  
At Galveston and Houston, Williams & Bush  
At Chicago, Scandinavian American Line, 131 North La Salle Street  
At New Orleans, to American Baltic Chartering & Shipping Co., 202 American Bank Bldg

For SERVICE and DISPATCH route your  
FLOUR and FEED SHIPMENTS via the  
CHICAGO & ILLINOIS MIDLAND RAILWAY CO.

E. IRBER, Agent, 216 Corn Exchange Minneapolis, Minn.  
V. H. WILLIAMS, Traffic Manager, 500 Public Service Building, Springfield, Ill.

JONES-HETTELSATER CONSTRUCTION CO.  
Designers and Builders for Milling Companies  
600 Mutual Building KANSAS CITY, MISSOURI

REBUILT MILL MACHINERY  
Like New We say each for Good Good Machinery and we prepared to supply what you need in  
REBUILT USEFUL AS NEW MACHINERY at money-saving prices  
MILLING MACHINERY, INC. 94 Mutual Bldg. KANSAS CITY, MO.

A. E. BAXTER ENGINEERING CO.  
Designers and Engineers for Mills, Elevators and Feed Mills  
34 DELAWARE AVENUE BUFFALO, NEW YORK

## Special Notices

### HELP WANTED

BRILLIANT OPPORTUNITY FOR SALESMAN in New York with northwestern mill, having complete line; satisfactory commission arrangement will be made; this is unusual opportunity. Reply Box 132, care Northwestern Miller, 23-25 Beaver Street, New York City.

### SITUATIONS WANTED

FIRST CLASS MILLER WANTS POSITION in large or small mill, long experience. L. J. Kopp, 1060 Marg. St., North St. Paul, Minn.

FLOUR AND FEED SALESMAN. Thoroughly experienced; well acquainted Indiana, Illinois and Southern States trade; salary or brokerage; must have reasonable expense account; using own car; furnish best references. Address 1714, care Northwestern Miller, Minneapolis.

POSITION WANTED BY FLOUR SALESMAN in Central States; married; good health; temperate; age 37; 15 years' experience selling flour to grocers and bakers; can furnish best of references as to character, industry and ability. Address 1711, care Northwestern Miller, Minneapolis.

## OBITUARY

### Alexander Godby

Word has just been received of the death at Eltham, Kent, England, of Alexander John Godby, a former member of the grain firm of Gill & Fisher, Baltimore. Born in England in 1833, Mr. Godby settled in Baltimore in 1870. In 1874 he joined the grain brokerage firm of Gill & Fisher, becoming a partner in 1882. The firm at that time was one of the largest grain exporters in the United States. In 1900 Mr. Godby retired and returned to his old home in England, where he has resided ever since. During recent years, he devoted most of his time to his flower garden, which was one of the show places in that part of England. Mr. Godby's other hobby was the collecting of etchings, engravings and other black and white art, and he was well known in London as an authority on the work of Rembrandt and Durer.

### Mrs. Lena B. Lake

Mrs. Lena Bixnan Lake, wife of Fred W. Lake, vice president and general manager of the Kansas City office of the Farmers National Grain Corp., died last week suddenly at Long Beach, Cal. Mrs. Lake was traveling in California with a daughter, Miss Mary Jane Lake, as she had done in recent years at this season owing to an asthmatic condition, when she was taken critically ill. Her husband was in Montana on business when she was stricken and proceeded to her bedside immediately by airplane. Two other children, both boys, also survive.

The funeral was held at Kansas City on Oct. 20 and was attended by a large number of millers and grain men.

### S. S. Grandin

S. S. Grandin, 88 years of age, formerly associated with his father in the operation of the Old Stone Mill, James-

town, N. Y., died Oct. 27, in Westfield, about 30 miles from Jamestown. His father, Daniel Hunt Grandin, was one of the pioneer millers of western New York. Mr. Grandin was educated at the Jamestown Academy, Clinton School and Cleveland Commercial College. At one time he took an active part in the development of the Pennsylvania oil fields and was also connected for a number of years with the Edward Thompson Publishing Co., New York City. He is survived by a widow, one son and two daughters.

### B. F. Sommers

B. F. Sommers, age 74, for 80 years head miller for the Phoenix Milling Co., Evansville, until his retirement eight years ago, is dead after several weeks' illness. A native of Saxony, Germany, he came with his parents to the United States in 1872, settling at Millersburg, Ohio. He was then 13 years old. The day after his arrival he entered the business to which his life was devoted, and before coming to Evansville had been connected with mills in Ohio, Pennsylvania and Illinois. He was a member of the Masonic lodge and of the Scottish Rite division of Masonry. His widow, one daughter and one son survive.

### Edward Slade

Edward Slade, aged 66, manager of the Arcanum (Ohio) Elevator Co., died at the Greenville, Ohio, hospital, Oct. 29, from the effects of injuries sustained in an automobile accident early Oct. 28. Mr. Slade has been a resident of Arcanum his entire life and was engaged in the grain and elevator business a greater part of his business career. He served as manager of the Arcanum Elevator Co. since it was organized.

### George P. Pope

George P. Pope, proprietor of the Altru Bakery, Minneapolis, died on Nov. 3. Mr. Pope was born in England, but had been a resident of Minneapolis for 27 years.

## J. A. GINDER TO DIRECT SALES OF NEW OCCIDENT BISCUIT MIX



Fleet of Trucks Used by Russell-Miller Milling Co. Specialty Salesmen in Marketing Occident Biscuit Mix

J. A. GINDER, formerly manager of retail sales for the Quaker Oats Co. in Chicago, recently joined the organization of the Russell-Miller Milling Co., Minneapolis, as manager of cereal sales.

Mr. Ginder has wide acquaintance with grocery trade in all parts of the country, having traveled for the Quaker organization 12 years, during which time he had 125 men handling retail sales under his direction. He was president of the Chicago Association of Manufacturers Representatives in 1932.

Mr. Ginder's association with the Rus-



J. A. Ginder, Manager of Cereal Sales for Russell-Miller Milling Co.



Occident Biscuit Mix Container

sell-Miller organization coincides with announcement to the trade that a new product, Occident Biscuit Mix, is now in production and will be marketed under Mr. Ginder's direction.

The Russell-Miller Milling Co. for half a century has engaged in production of high quality flours, the best known of its brands being Occident Flour. The organization has grown from 1882, when but one small mill was operated in Valley City, N. D., to a present daily capacity of 16,000 bbls in 13 mills, with wheat storage capacity of 17,000,000 bush.

## RETAINED FRESHNESS—

is Symbolic of Quality Cake

You cannot afford to overlook the importance of "Table Freshness" as a big factor in winning consumer approval, which means continued sales.

## NULOMOLINE

Nulomoline retains moisture in cakes, cookies and icings. It helps you to make better looking, better eating and better keeping bakery goods. There is no substitute for Quality—USE NULOMOLINE.

Write for formulas and practical suggestions.

## THE NULOMOLINE COMPANY

109-111 WALL STREET

NEW YORK

Western Office: 333 No. Michigan Ave., Chicago, Ill.

Statement of the ownership, management, circulation, etc., required by the act of Congress of Aug. 21, 1912, of The Northwestern Miller and American Baker, published monthly at Minneapolis, Minnesota, for Oct. 1, 1934. State of Minnesota, County of Hennepin ss. Before me, a notary public in and for the State and County aforesaid, personally appeared H. J. Patridge, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the Northwestern Miller and American Baker, and that the following is, to the best of his knowledge and belief, a true statement of the ownership and management of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit: 1. That the names and addresses of the publisher, editor, managing editor and business manager are: Name of Publisher The Miller Publishing Co. Post office address—Minneapolis, Minn. Editor, R. E. Sterling, Kansas City, Mo. and Managing Editor, C. K. Michener, Minneapolis, Minn. Business Managers, H. J. Patridge and William C. Nichols, Minneapolis, Minn. 2. That the owners are the Miller Publishing Co., principal stockholders of which are: A. H. Bailey, Toronto, Ont.; R. T. Beatty, Minneapolis; Mrs. Eva F. Chaffin, Chicago, Ill.; W. G. Martin, Jr., New York; C. K. Michener, Minneapolis; W. C. Nichols, Minneapolis; H. J. Patridge, Minneapolis; Eleanor L. Pillsbury, Minneapolis; A. S. Purves, New York City, N. Y.; C. F. G. Ralke, London, England; W. C. Semple, Louisville, Ky.; B. B. Sheffield, Minneapolis, Minn.; R. E. Sterling, Kansas City, Mo.; Mrs. M. A. Trues-

dale, Minneapolis, Minn.; S. O. Werrar, Chicago, Ill.; Mrs. Rebekah S. West, St. Louis, Mo. 3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None. 4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him. 5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is—(This information is required from daily publications only). H. J. Patridge, Business Manager, sworn to and subscribed before me this 20th day of September, 1934. L. C. Wilton, Notary Public, Hennepin County, Minn. My Commission Expires March 9th, 1940. (Seal.)

# BIG CITY METHODS IN THE SMALL CITY BAKERY

It is not infrequent to hear a small town or small city baker reflect: "Yes, there are a lot of good ideas that the big city baker can work out—but they won't work in the smaller places. We can't afford to buy the equipment needed to make the same kind of products; and we can't afford to spend money for advertising as the bakers do in the big cities." George Gould comes along and upsets a lot of these misconceptions, for he has applied big city methods and practices to a small city bakery and has made a success of it in spite of the fact that his predecessor had lost a lot of money, and well-meaning friends told him that a city of 8,000 population would not support a bakery of the type he would operate—and especially when the big bakers from two large cities were selling in this town.

In March, 1933, Mr. Gould purchased a bakery in Victoria, Texas, with an appraised value of approximately \$40,000. Educated in England, he had been connected with some of the large bakeries of that country as well as some large plants in the United States and Canada, and is known as one of the outstanding production men of the country. But his experience had always been in operating a large plant in a large city for a large firm. "His ideas won't work in this market, and now that he is operating on a shoestring without backing, he can't put the job over," said his friends who at-

apply proven methods of production and merchandising to it.

"We didn't have proper equipment—only one small oven. But one way we improved the texture and appearance of our loaf was to roll the dough long, cut it, fold back the two pieces, cut them and roll, giving a double jelly roll effect or a twist loaf that improved our loaf immensely."

A doughroom was needed; so was the floor space. Mr. Gould solved this problem by building a doughroom large

enough for four troughs in one corner of the building, insulated, and only 40 inches high. An ice chamber was built at the back of the doughroom, with tiny sprays and with a fan circulating the moist air over the ice. A thermometer extends from within the doughroom through the floor or top to enable one to know the exact temperature at all times. As the top of the doughroom is but 30 inches high, this is used as a platform for the office, serving both purposes and conserving space.

The cash reserve would not permit a very extensive advertising campaign. Within a few weeks after opening, Mr. Gould and the other local bakers raised the price of bread, and the local grocers boycotted the new baker on the contention that he had caused the advance. But this baker took his story to the consumers, through advertising messages. He couldn't use a great deal of newspaper space, only enough to keep the editor friendly, but he did obtain a sound truck, equipped with loud speakers, a



George Gould

tempted to discourage what they called his plunge.

"The reason that small town bakers lose business to the big city bakers who operate trucks into their towns," says Mr. Gould, "is because the former do not make as good a loaf of bread as the latter. Small town citizens are loyal to the local baker if his products are good, but not to the extent of buying an inferior product.

"We knew we had to make as good a loaf of bread or a better one than that shipped into our little city. The day we opened for business, we made a half sack dough—but we did make a good loaf. Today we run 35 three quarter sack doughs every 24 hours, proof enough that people will buy quality.

"We couldn't raise any cash on real estate that we owned elsewhere, so we took over this bakery with only a few hundred dollars and a determination to

WANT a crust on your bread that says "Buy me"? Want a loaf that keeps oven-fresh longer? That tastes better than other bread? And a fine, up-standing loaf in the bargain?

6% of Bakery-Tested Breadlac, powdered skimmed milk, will give you just that kind of bread.

And not just usually—but *unfailingly*. Batch after batch.

Because Breadlac is the only skimmed milk that's *Bakery-Tested*. Proved in

the oven under regular shop conditions.

Under that *Bakery-Tested* label you'll find milk that will give you loaves with a flavor, texture, volume and crust beyond your fondest hopes. For samples from every batch have been required to make loaves that score high—*unusually* high—on each of these four points.

So you can expect the same performance in *your* ovens—and at no greater cost than the milk you now use. For Breadlac increases the capacity for mois-

ture. Gives more loaves from the dough.

Try Breadlac. It's the *only Bakery-Tested* skimmed milk. And it's Borden Quality.

**GET THIS BOOKLET!**

Send for the Breadlac booklet—"Milk For Bread Baking." We'll tell you all about *Bakery-Tested* Breadlac and how to get it. The Borden Sales Co., Inc., Powdered Milk Division, 350 Madison Avenue, New York, N. Y.

**SEND THIS COUPON TODAY!**

The Borden Sales Co., Inc., Dept. NM1148  
350 Madison Avenue, New York, N. Y.

Please send me—without charge—the *Bakery-Tested* Breadlac booklet—"Milk For Bread Baking."

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

*Borden's*

**BREADLAC**  
*Bakery-Tested*  
**POWDERED SKIMMED MILK**

The companion product to **BAKERY-TESTED**  
*PARLAC* powdered whole milk

Look for "*Bakery-Tested*"  
 on the label



# O. P. Powdered Malt

Tests are proving its superiority.



Bread scores high—slightly larger volume, crumb color brighter, texture and flavor showed marked improvement, over bread made from malt extract.

A Minnesota baker writes us:

"Have tried your 2-lb sample of O.P. POWDERED MALT and like it very much. It gives a wonderful bloom to the loaf.

"I noticed it had a tendency to slacken the dough, so have been only using  $\frac{1}{2}$  to 1 ounce per gallon. However, the dough is not sticky. Also noticed we get a fine oven-spring, shortens proofing time."

Try a sample in your own shop.

O.P. POWDERED MALT is packed in 50-lb. steel drums, shipment prepaid. The minimum quantity shipped is 100 lbs.

## Malt-Diastase Company

OFFICE AND LABORATORIES  
Wyckoff Avenue and Decatur Street, BROOKLYN, N. Y.

Phone: HEGeman 3-1000

Chicago Office (C. S. Jacobsen, Manager)

Room 211, Engineering Building, 205 Wacker Drive

California Office, 530 West Sixth Street, Los Angeles

Kindly note we carry warehouse stock at the following cities:

Chicago, Cleveland, Atlanta, Kansas City, Louisville, Minneapolis,

Duluth, 125 South Santa Fe Avenue, Los Angeles, 625 Third Street,

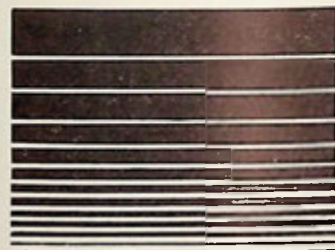
San Francisco, St. Paul, Omaha, Dallas, Texas, Fargo, N. D.

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



# Fenke's

EXTRA FANCY



# BREAD FLOURS ALWAYS UNIFORM ALWAYS DEPENDABLE

Milled from the finest quality and heaviest high-protein No. 1 Dark Northern Spring Wheat. Economical—because it yields more loaves per barrel.

**COMMERCIAL MILLING CO.**

**DETROIT, MICHIGAN.**

**"MADE GOOD" SINCE 1855**



mountable for records, and a radio receiving set which enables the truck to use either the phonographic transcriptions or the tape in an any radio station and re-broadcast the program with cut-ins regarding Gould's Bakery products.

This truck was used in the home town and other small ones of the vicinity served by this baker. He informed the local chambers of commerce and other such organizations that they could use the truck at any time at no expense—and soon it was making good will tours for the local chamber of commerce. It was being used by the fair associations, for pageants, boat regattas and other public and civic activities. Incidentally, the truck will carry 1,000 loaves of bread in addition to the broadest equipment, making it convenient where barbecues and big picnics are held.

At a small cost, Gould's Bakery was soon known in every town and to every consumer within a radius of 50 miles. The local grocers were advertised and glorified by special programs over this sound truck—and local loyalty began to increase from those who had at first been antagonistic.

This small city baker did not ask his grocers for special consideration or to give his bread and cakes preference over the out-of-town products. He did try to place his products first in the minds of consumers, and made a quality that would invite repeat trade. He didn't try to force out the other local bakers. In fact, during a breakdown in one shop, he placed the facilities of his plant at the baker's disposal so as to help him protect his business.

Unlike some small town bakers who felt the pressure from out-of-town competition, Mr. Gould did not cut prices. He even stood pat when prices were cut for some weeks to one half the wholesale price charged by him and some of the others. He worked to elevate prices to a profitable level; he refused to give away his products.

From one delivery truck, the Gould's Bakery fleet has grown to 10 for bread and cakes. A second shop in Victoria has been purchased, the original plant being an exclusive pan bread plant, and the other used for hearth breads and cakes. The original indebtedness on this property has been reduced to a figure that is \$3,000 less than the actual appraised value of the building alone, not counting the lots.

In this city of 8,000 population, Mr. Gould often bakes and sells more than 8,000 loaves of bread daily for the local trade and that of the small near-by towns. This progress proves his contentions, which are: "Most any town or city, regardless of size, is the proper place for the right kind of bakery goods that are made and merchandised along the same lines as employed by the successful big city bakers. It is true that the small baker of a small city may be limited in equipment, limited in capital, and limited as to his sales promotion efforts; but what he does do he can do well, and his efforts will be rewarded in even greater proportionate measure than that of the big fellow of the metropolitan market."

### Making Cakes Move

(Continued from page 359.)

the special. They readily accept the item that is already packaged—and the sales-girls are careful to see that every packed item is just like the one on display. But the woman with more leisure prefers to select a cake, even though it is one of many, and have it packaged before her.

There are no cut prices in my shop; my general schedule is quite a lot higher than the average in my city. The reduced prices on the two weekly specials are the only reductions made other than for day-old products, and we don't have many of these.

Third.—One thing necessary for the retail bakery is an attractive front, something that will draw attention to the shop before the prospect reaches it. For the downtown location, the display windows and signs at the front will serve the purpose. But for the shop like mine, located out where the traffic is motorized, attractive windows or even the ordinary sign at the front is not sufficient. By the time

the motorist has come within range of the sign or displays, he or she is already about past—and it is expecting too much to think that a prospect will turn around and come back to a bakery to spend money in this day of speed and hurry.

The way I stop a lot of the automobile drivers is by having an electric sign out by the curb and as high as allowed by the city regulations. This is noticeable for more than a block in either direction. Suspended beneath this sign is a small swinging panel one foot wide and three feet long, painted black, and each day we use white chalk to write some suggestion on both sides of it. We have seen women and men driving who would notice the electric sign; they would slow down to read the suggestion on the

swinging panel beneath, and pull in and enter the bakery.

We try to make window displays so large they will attract the attention of passing motorists. A pie, rolls, or a cake cannot be seen very well from an automobile that is passing, but large, plainly lettered signs or suggestions on the window can easily be read. One thing I have learned about writing signs on the windows is that of using show card paint instead of powdered chalk. The latter will smear and run. Kids will wipe it off and blur it. But show card paint remains attractive until washed off. The cost is more, but 25¢ spent for paint will last the average retail baker for a full month.

Fourth.—I take care of any emergency

that is within my possible power, for the rush special order is the big opportunity to build a real customer. There is no direct profit in these special orders, but in many instances there is an indirect benefit.

It is not uncommon for a woman to decide at the last moment or after her special order has already been started to change to something else. We never lose patience in such instances, but work to satisfy the woman. Of course we charge her accordingly, but try to work it out in such way that the cost is not too great. For example, we have had special orders for a number of individual French pastries to be served at a party—the order was a nice one. After we were half

(Continued on page 381.)

The hen lays her best eggs in the Spring

... so Brookfield Eggs are Springtime eggs  
... frozen fresh as the day they were laid

Nature provides the finest eggs in the Spring. Eggs that give outstanding results in the bakeshop. So Swift's Brookfield Frozen Eggs are packed only during the Spring months. Each egg inspected to table quality. Its baking properties preserved by quick-freezing.

Every can of Swift's Brookfield Frozen Eggs is of uniform goodness from top to bottom. Many bakers report larger volume, better results, a valuable saving in time and effort with these *top quality* eggs. Every step in their handling is watched over by perishable-goods experts!

Get Springtime freshness every day in the year with Swift's Brookfield Frozen Eggs. Prove their superior performance now ... in your own bakeshop!

Furnished in convenient 10 and 30 pound cans. Contract for a season's supply!

**SWIFT'S BROOKFIELD**  
**FROZEN Fresh EGGS**



Gordon Smith and Members of His Family Before Burns Cottage at Ayr, Scotland

## GORDON SMITH ABROAD

By OLIVER L. STEELE

**G**ORDON SMITH is home. Every baker is glad to hear that, because he knows Mr. Smith. Every member of the allied trades is glad, for Gordon Smith was founder of the allied trades. Every miller is interested in Gordon Smith. If he has ever been a customer, the miller knows his business methods.

Mr. Smith went to Europe last summer. If you haven't been to Europe yourself, you could get a pretty good idea about England and Scotland—the places Mr. Smith visited—by reading his "Impressions," a sort of running fire of what he saw and heard. It's like seeing a moving picture of an interesting place done by a good actor.

Mr. Smith visited all the places you have read about all your life, or saw yourself, if you have been there. He and his party, Mrs. Joseph Knox Roe, his oldest daughter, Miss Margaret, his youngest daughter, and Jane Roe, his granddaughter, composed the party.

If you know Mr. Smith personally, you know that his interests are not confined to business and finance. They are as broad as the interests of humanity. That constitutes the basis of his unusual charm. He is interested in the thing you are, whatever that is, if it's anything worth while. He is interested in literature and art, in history and politics. He is interested in humanity and all its problems.

A man like Gordon Smith could not have failed to meet with success, and in

his case, success is spelled with sss, not with SSS. He is a leader in the world of baking. He was one of the prime movers in establishing the American Institute of Baking. He was the father of the allied trades, an organization that has done much for the advancement of the baking business. His interest in the field of baking has not lagged.

Mr. Smith has held every office in the gift of the baking fraternity, from the bottom up to president of the national association. At home they keep him busy, and have done so for a quarter of a century.

This fall a committee of citizens called on Mr. Smith, shortly after his return from Europe, to get him to head the Mobile Community Chest Drive. This writer heard them tell Mr. Smith that he was the only man in Mobile who could unite all the forces for success. He hesitated—he had been away for a long time. The committee spokesman said, "Gordon, the need is great. The task was never harder, but you are the only man who can lead us to victory." They won!

Mr. Smith and his party visited the home of Shakespeare, and they spent a day at Ayr, for Burns and Shakespeare both hold a prominent place in Mr. Smith's library. He met and talked to many business men in England. One prominent banker in Manchester said to him, "Yes, we have lost our old trade here, but we will get it back." The English are like that, Mr. Smith said. They have a long history behind them; a long

record of hard battles fought and won against adversity. Therefore, they look with confident faith into the future. "We will find a way out, always do," said the banker.

The Smith party visited Edinburgh. There he played golf at St. Andrews and other famous golf courses in Scotland. In his "Impressions," he mentions the beauty of the rolling countryside in Scotland. The wheat, oats and sheep, sheep everywhere. He describes the Scotch people as "happy, polite and sincere."

I'd like to submit Mr. Smith's own impressions of England and Scotland as taken from his notebook. A friend suggested to me that these notes reminded him of some of the writings of O. O. McIntyre. At any rate, they make a graphic picture of the countries visited. Here are some of them:

### IMPRESSIONS OF ENGLAND AND SCOTLAND

Landed at Liverpool after 15 days at sea. Docks where ships are docked via a series of locks. The first sight of an English policeman, called a bobbie. Not armed, but much respected by everybody. No confusion; immigration and customs quite easy. Taxicab old and like our first taxis of about 15 years ago. Looks like they bought our second-hand ones and shipped them over here. Through Liverpool to Lime Street Station.

Train to London: a fast one, 200 miles in 200 minutes. Make dinner reservations at once; get sent tickets from conductor. Good meal served in courses, 4s 6d (\$1.12), but worth it. Drinks generally is.

Arrive London on time. No confusion, but got into wrong taxi; driver wanted 6d (12c) because we got into his cab. A wrangle, but we finally beat him off. Langham Hotel, strictly English, patronized by the gentry who come up to London. An old hotel, but scrupulously clean. Page boy shows you to your rooms—little fellow about 12 years old. Very polite; does not mess around inviting tip. They "Sir" you and "thank you" a plenty. You find an air of quiet and refinement at the Langham. Towels as large as bed sheets. Everything must be done their way; for instance, no water is served with meals. If you want water, you must ask for it. Coffee poor. They all drink tea. That is a glorious and charming custom—4 o'clock tea! You have only to come into the lounge at teatime and there you are—tea, scones, cakes, etc., 1s 6d.

Find the Englishman very reserved with strangers. If you know him, O.K., but don't try to meet him informally. Spoke to the guard at the hotel door about this. He said if you tried to butt into an Englishman he'd probably call a policeman, thinking you were trying to rob him.

Changing the Guard. Sunday a.m. An impressive ceremony. At Buckingham Palace when the King is home; at St. James Palace (the Prince of Wales' residence) when the King is away.

Visiting around London. St. Paul's Cathedral, by Sir Christopher Wren. Forty-eight churches he built. Hampton Court built by Wolsey, who made King Henry the Eighth mad when he put his picture above the King's in a stained glass window. Along the beautiful Thames River, called Tems by the English. Pall Mall called Pell Mell, I don't know why. I couldn't find out why lieutenant is called leftenant, but it is. Many words are like that, as, for instance, Cheswick is called Chissick, and Keswick Kessick. Wherever you meet the English they are most polite, and especially so the police. Traffic is strict, but the policeman politely directs you, and does not raise his voice.

The Bank of England, called the "Old Lady of Threadneedle Street." When you say the Bank, that means the Bank of England. Roast beef at Sympson's on the Strand. Streets in circles called circus, as Oxford Circus, Picadilly Circus, etc. Covent Gardens instead of Convent; the N was dropped during the Reformation, but the name was not changed. Tower of London: Crown Jewels in the Tower magnificent. Westminster Abbey.

Prices high—if anything higher than ours. Taxes terrific: for instance, 16c per gal on petrol, as they call gas. Pri-

vate autos for tour hard to get in London. There simply aren't any to be had unless you speak a long tongue ahead. Telephone all right; they say "hello" just as we do. Guides and parties everywhere, but don't try to listen in to a guide unless he is your guide. Weather lovely, cool, only one day a little rain. Theaters nice, but you must understand English as they speak it or you will miss a lot of the dialogue.

Oxford—all-day trip. Twenty-seven colleges, all separate buildings and churches, yet representing one Oxford University. We visited Magdalen College, called Mardlen; on account of some religious prejudice the name was changed. Christ Church, College Library, Gutenberg Bible, the smallest book in the world. You have to look at it through a magnifying glass.

London the beautiful, London the magnificent. Bright, clear, cheerful, no evidence of squalor or poverty at all. Very little unemployment, a cheerful, contented people, the English. They love their King and their royalty. Lord Mayor of London elected for one year, salary £10,000. Spends many times that during the



Gordon Smith

one year's term. Board of aldermen, name comes from "older men," and they are all elderly men, serve for life. Newspapers, 1d and 2d. No newsboys allowed to cry their papers. They simply have a sheet announcing the name of the paper they are selling, and the principal items of news. Autos drive to the left, as do trains. American factories are encouraged to build here, as they feel that it gives them work. Ford, Firestone, Hudson are examples.

Coach to Edinburgh via Chester. Little villages, crooked streets, no straight street or road in the country. You come into a town and the coaches are so near the houses you can almost touch them. Fresh air, cold wind, women smoking cigarettes everywhere.

Stratford, Shakespeare's birthplace, quaint place; old hotel for lunch—horse cab with talkative driver. To Chester, old town walls; late there, did not see the walls. Breakfast with fish. Cathedrals, old churches, old landmarks, Gretna Green; little boys shouting Scotch heather, a penny (2c).

Scotland beautiful, rolling country, wheat, oats, harvest, sheep, sheep everywhere. Tea with scones and cakes at Moffat's, Edinburgh—a gray city, gray stone, plenty of history. (Finnan haddie for breakfast—very good.) Edinburgh Castle, Mary Queen of Scots, married three times—Dauphin of France first, Lord Darnley second. Room where James I of England, James VI of Scotland born. People, people, walking Princess Street. Never seem to tire. Walk, walk far into the night. Princess Street Gardens, flower clock; tells time; strikes "Cuck-oo" for the quarters and hours; beautiful. Sir Walter Scott monument, grave at Dryburgh Abbey, house Abbotsford. Beautiful country, Piper playing

### IN THE SECOND GENERATION



ABOVE are two of the Smith boys, sons of Gordon Smith, the Birmingham baker. And there is still another, Donald. All three are actively associated with their father in his great business enterprise. At the left, above, is J. Roy, and alongside him is Gordon Smith, Jr.

Scotch tunes for pennies. Strange—no kilts, and only one piper so far. Language not at all rough. Our talkies, I was told, have changed their speech. Melrose Abbey, where Mary Queen of Scots was born. Tea, tea, always tea. Hotel Royal quite old, no steam heat; but Queen Victoria stopped there once, maybe, in the rooms we occupy. Golf, St. Andrews—thrill, but dampened by rain. Happy people, so polite and sincere. Not always waiting for a tip. Shops, shops, and wooden goods. Princess Street, people, people, always walking. Horse, buggy, at St. Andrews, very old. Whisky—they do drink it. Water never served at meals unless asked for.

Girls have big feet. Very few pretty girls. Men red faced. No beggars at all on streets. Strange, I thought otherwise. Trip by private auto £6 10s for the afternoon, through Aberfoyle, where we lunched. Thence through the Highlands to Loch Catherine (called Katrine). Hills are covered with heather in bloom, very beautiful. Climate quite cold and

Back through Sterling (Forth Bridge quite inspiring). Train from Edinburgh to Lancaster. Had third class tickets. Changed to first class—for four people £2 10s extra. Then had to share compartment with lady traveler who wouldn't permit smoking.

Lancaster. Lord Ashton Rich, dead now, gave the city town hall. Golf at Ashton Country Club. Club house old estate. Lovely golf links. Old hotel, no bath. No keys for doors; say they never lock up. To Moor Cambe, seaside resort, also Black Pool, like Coney Island. All sorts of pleasure devices, and people, people, all out for a good time. To Manchester, down now on account of Japanese taking their market for cotton goods. Talked with banker there; not discouraged; says they will find a way out, "always do, you know?" Midland Hotel, quite fine, owned and operated by railroad. Sailed down Manchester Canal, a narrow ditch, very slow work.

Glasgow a fine city. Some poverty here. Trip via private auto, £2 10s to Burns's cottage at Ayr. Well worth while. Glasgow, fine shops. Argyll Street and Sauchehall Street, quite nice and seems to be busy. Down the Clyde at 10 a.m. Beautiful scenery, 531, large Cunarder, about to be launched and christened by the Queen. No half holiday, because the city wasn't asked to invite the King and Queen.

gested something that would fit into her scheme of things. We didn't charge her full price on the pastries already started, but we did charge her a portion of the cost, then put these products in our cases and sold them to the regular trade. We charged full price for the products we delivered to her. She was happy, we made money, and the pastries for the special order really worked into our regular line with fine results.

There are times when a hostess will rush to the bakery for something she needs for an unexpected company, a little informal party, etc. We not only fill her needs, but we remind her that she may want to order ice cream, luncheon meats or other articles which we do not carry. We invite her to use our telephone for placing her orders, or if she has to rush downtown for bridge cards and party favors, we tell her that we will order her ice cream or other things for her and see that they are delivered on time; in other words, we find it profitable to take as much of the trouble and worry from the housewife or hostess as possible. She learns to depend upon us in emergencies, and eventually for all her bakery needs.

Fifth—I make some products that are not ordinarily featured in retail bakeries. For example, I bake chicken pies and find they sell unusually well. I also make a few lines of homemade candies, jellies, preserves and sweet pickles; I make tamales once or twice a week during the fall and winter months; I bake hams or turkeys on special orders. Many customers have been added to my list because they know that on certain days they can stop on the way home from the office and buy hot chicken pies, tamales or such things as well as ordinary bakery

(Continued on page 404.)

**PIONEER FLOURING MILL CO.**  
Soft Winter Wheat Flours  
ISLAND CITY, OREGON



**Making Cakes Move**

(Continued from page 179.)

finished with the order, the woman found she would have to change her party scheme; her colors were not what she wanted; she was disappointed because she thought her pastries would not be in harmony with her plan. We quickly sug-

**PRESTON-SHAFFER MILLING Co.**  
MERCHANT MILLERS

ESTABLISHED 1865

Soft White Winter Wheat Flour a Specialty  
Also Choice Blue-stem and Hard Spring Patents

Atlantic Coast Office: WAITSBURG, WASH., U. S. A.  
RAYMOND F. KILTHAU  
Produce Exchange NEW YORK DAILY CAPACITY, 1,000 BBLS.

**CENTENNIAL FLOURING MILLS CO.**

Head Office: 814 Second Avenue Bldg. SEATTLE, U.S.A.

We have Mills in the Wheatfields and Mills on Tidewater

Cables: "CENTENNIAL" All Codes



**MILLERS OF**  
Montana  
High Gluten  
Spring Wheat Flour

Pacific Coast Soft Wheat Cake Flour

MILLS AND ELEVATORS AT  
TIDEWATER AND INTERIOR POINTS

**TERMINAL FLOUR MILLS CO.**

Cable Address "EAGLE" all Standard Codes

PORTLAND, OREGON

DAILY CAPACITY 1,500 BBLS.



**FISHER FLOURING MILLS CO., SEATTLE, U.S.A.**

Domestic and Export Mills  
CLIFF H. MORRIS, EASTERN REPRESENTATIVE, 611 Proctor Bldg., New York City

**WASCO WAREHOUSE MILLING CO.**

MILLERS OF  
Bluestem Patents - Montana Hard Wheat Patents  
Pastry Flour - Cake Flour

THE DALLES, OREGON, U.S.A.

Cable Address: "WASCO" All Codes  
ATLANTIC COAST OFFICE: H. J. Greenbank & Co., Produce Exchange, New York  
Daily Capacity, 2,000 Barrels

**WESTERN MILLING CO.**

PENDLETON, ORE.

Specializing High Grade Bakers' and Pastry Flours

Mills at PENDLETON, OREGON, and SALT LAKE CITY, UTAH



**COLLINS FLOUR MILLS**

PENDLETON, OREGON

Millers of Export and Domestic Flours  
Daily Capacity, 1,000 Barrels  
Correspondence Solicited

MILLERS OF  
Martin's Best, Baker's Pride, F. M. Martin Grain & Milling Co.  
Martin's Supreme Topping Flour DAILY CAPACITY 100 BBLS. SHREVE, WASHINGTON

**SPOKANE FLOUR MILLS, SPOKANE, WASHINGTON**

Soft Winter and Blue Stem Wheat Flours



WAY back yonder,—thirty years or so,—John Ismert and his son, Theodore F. Ismert, and connections of the family were interested in three little country mills down in southern Illinois.

Gradually these mills felt the weight of growing competition from the fast developing hard wheat country in the West. They decided it would be well to follow the old political axiom, “if you can’t beat ’em, jine ’em.”

So the two of them came out to the West and travelled about over Kansas, selecting two towns which they felt would be good locations for mills of about 500 bbls capacity.

They went back and reported to their associates. Then as the situation was discussed, the Ismerts,—father and son, both practical millers,—recalled how many kinds of wheat grow in Kansas and how local mills always would be subject to the annual variations in wheat grown locally.

So, the whole plan and picture were changed and decision was reached to build a larger mill at Kansas City, where all of the wheat routes-to-market converge and where a miller can reach out his hand and gather from the great wheat stream exactly the kind of wheat he needs.

That decision was wise. In the years since then, it has proved to be the very root and branch of Ismert-Hincke’s reputation for uniformity in the quality of its products,—year in and year out.

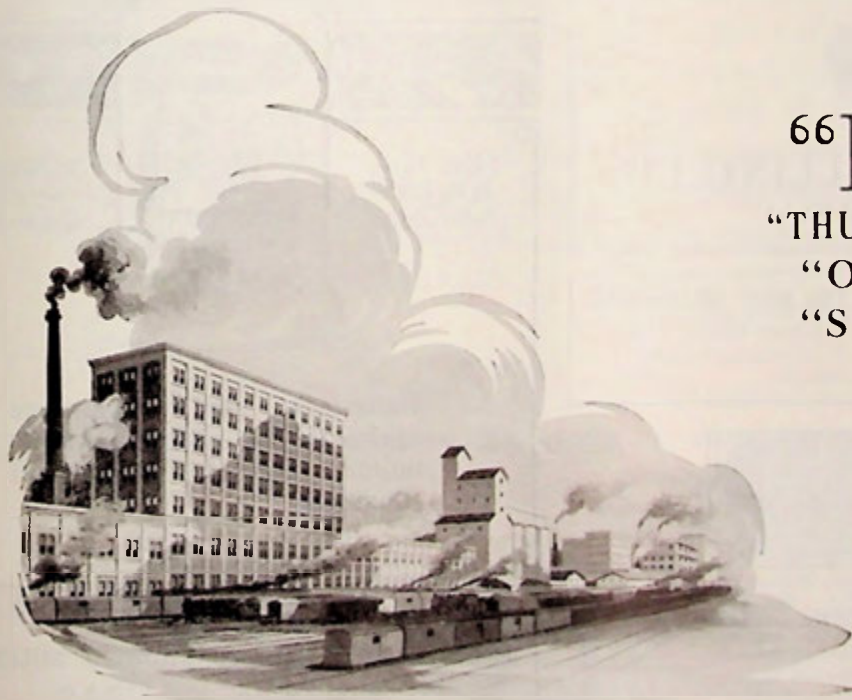
*For Bakers*  
ORACLE  
*A Short Patent*  
THUNDERBOLT  
*A Reliable Flour*

Years later, when this company pioneered the milling field in mill operation under laboratory policing, this uniformity-of-quality was emphasized and strengthened. We even told bakers how they might, by ash and protein standards, check this quality both in our flours and in other flours.

We have not told them,—because that is every miller's secret,—about the *art* of milling which adds that priceless ingredient to flour quality which science has not found out just how to measure. But its result will be found in every sack of flour turned out in these mills of ours.

It is something you cannot buy for money, yet it is as priceless as good will or good friendship. The scores of bakers who have used these flours for years know exactly what it means. You can, if you like, share their knowledge and their prosperity.

Good flours are listed below and to the right—



66 I-H 99

“THUNDERBOLT”  
“ORACLE”  
“SUNRAY”



THE ISMERT HINCKE MILLING CO.  
KANSAS CITY, MISSOURI

---

---



**ROBINSON  
MILLING COMPANY  
SALINA, KANSAS**

# ROBIN'S BEST

THIS FLOUR AND  
BAKING TROUBLES  
CANNOT HAVE PLACE  
IN THE SAME  
BAKERY.



**ROBINSON MILLING CO.  
SALINA, KANSAS**

**"Whitewater Flour"**

Ground Where the  
Best Wheat is Grown

**WHITEWATER FLOUR MILLS CO.**  
Whitewater, Kansas

**THE ROSS MILLING CO.**

*Choice Quality Flour*

*Plain and Selfrising*  
**OTTAWA KANSAS**

Established  
1882



2000 Barrels  
Daily

... Over 52 Years Continuous Milling ...

*Highest Quality, Uniform Baker's Flour*

**ANCHOR**—Standard Bakers  
**BEWLEY'S BEST**—High Gluten  
**TEXAS SPECIAL**—Short patent

NEW YORK—Jacques A. Davis  
BOSTON—David F. Silbert Co.  
TAMPA—E. A. Cole Comm. Co.  
JACKSONVILLE—Dixie Mills Co.

PHILADELPHIA—P. E. Meyers Co.  
LITTLE ROCK—Peck Bros.  
MIAMI—Dorsett-Hothwell Co.  
NEW ORLEANS—N. J. Thiers

FOR QUOTATIONS COMMUNICATE WITH OUR NEAREST REPRESENTATIVE

**B EWLEY MILLS**  
FORT WORTH, TEXAS



Weingarten's Bakery and Food Kitchen, Houston, Texas

## MERCHANDISING IN MULTIPLE UNIT OUTLETS

As Told to Charles N. Tunnell,  
By M. BRAUN, manager of Weingarten's Bakery, Houston, Texas

**M**ERCHANDISING bakery goods in the multiple unit outlets is little different from good work in any type of retail bakery outlet. It is a matter of quality merchandise at a price that affords a profit, proper contact with the consumers, anticipation and interpretation of the customers' wants, properly trained salesgirls, variety products, and sincere effort to please the trade. We operate a bakery and food plant that was erected at an investment of \$250,000 to serve 12 large market type stores. We don't claim to know all about bakery production and merchandising, but my experience with large wholesale plants in the East, plus my experience in the retail bakery business, has given me some

pointers that have served me well, and probably will be of benefit to other bakers. In the first place, the cake sales are important with us just as with any other retail baker. We make a profit on our cakes; we build cake volume by putting in the quality and by having the variety. We are always seeking something new, different and timely. For instance, we make a lot of fresh fruit products such as strawberry, peach, apple, cherry and other such products. We put them on the market before it has been glutted with fresh fruits, and we sell large quantities. There are so many new things and new combinations possible that we keep chang-

*More loaves  
to the Barrel  
and  
Better Bread"*

*"It's Better Flour  
for Baker  
Grocer, Jobber"*

Inexpensive quality insurance  
against baking mishaps. Strong,  
uniform, dependable under all  
conditions.

W. A. Chain, Manager,

**SECURITY FLOUR MILLS CO.**  
OPERATING  
**SECURITY MILLS & MIDWEST MILLS**  
**ABILENE, KANSAS**

COMBINED  
DAILY CAPACITY  
1700 BARRELS

WHEAT STORAGE  
500,000 BUSHELS





## Town Crier EDITORIAL

**T**HERE is something almost irresistible about bargain prices, whether for a motor car, a suit of clothes or a sack of flour. Some bakers, from time to time, allow themselves to be convinced of the merits of a bargain flour against their better judgment. The result? Quality suffers and, instead of saving money as they anticipated, customers drop off and profits dwindle.

Fortunately, most bakers recognize the shortsightedness of this policy and prefer to pay a little more for

a superior flour, such as TOWN CRIER. Acknowledged to be above the average, we haven't a customer who won't tell you that it produces a finer loaf than he was able to get at any time before. A superior product, of course, costs a trifle more and ours is no exception. We accept only the finest wheat from every crop and gladly pay a premium in order that all TOWN CRIER users may be assured of a reliable and uniform flour. Why not make a trial and convince yourself? You'll never regret it.



THE MIDLAND FLOUR MILLING CO.  
KANSAS CITY



A Very Fine  
Country-Milled High  
Protein Patent Flour

**Newton Milling & Elevator Co.**  
NEWTON, KANSAS.  
SALES OFFICE - BOARD OF TRADE BUILDING  
KANSAS CITY, MO.

**STANARD-TILTON MILLING CO.**  
ST. LOUIS ALTON DALLAS  
QUALITY FLOURS  
KANSAS—TEXAS—SPRING  
AND SOFT WINTERS  
For Every Baking Purpose  
5000 Bbls. Daily Capacity

**ANNAN-BURG GRAIN & MILLING CO.**  
St. Louis, Mo.  
HARD AND SOFT WHEAT FLOURS  
SHIPPERS OF MILLING WHEAT



She's  
Saying  
"Please"...

The housewife is asking bakers for cake as rich and tasty as those she can bake. The only way for you to offer her such cakes is to use a balanced gluten flour milled from soft red wheat, which will hold the load of rich ingredients.

We specialize in milling such a flour. Its success is attested by some of the country's best cake bakers using our flour to good advantage.

**BOONVILLE  
MILLS CO.**  
BOONVILLE, MO.

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

ing. These new varieties are offered along with the old proven staples; but regardless of whether it is a new variety or an old standby, we believe in putting in the quality.

We are sincere about using quality ingredients; for quality really determines our selection of ingredients. For example, in the selection of mincemeat I select samples of the various kinds being considered, bake the pies and make them from mincemeat samples designated only by number. The finished pies are then tested and the selection is made from the finished product and without knowing whose brand we are going to buy.

We use true fruit flavors, and as little substitutes as possible. If we say that a cake is a chocolate cake, we believe in making it just that rather than using some new-fangled preparation.

Our salesgirls, and we have 90 of them, are made to know as much about the ingredients used in our products as the bakers themselves. These girls are not bakers—the only way they have of knowing what goes into products is to show them and to tell them. They should be convinced of the contents of every product rather than crammed with too much high-powered sales efficiency talk. Too much efficiency selling makes the customer doubtful of the product—a more sincere and honest explanation of the product gets confidence, for, after all, the woman wants to know the flavor of the icing or whether it is a butter cake or a sponge cake, or if the fruit is fresh, and how much used.

We impart such information to our girls in our regular monthly meetings, which are friendly conferences where we ask for information as well as hand it out. We cut and sample cakes with the salesgirls; we discuss all angles of bakery merchandising. If some girl or all the girls of some store have made some errors, we may discuss and correct these, but we mention no names and cause no embarrassment. But if some girl has brought out some original idea that is helpful, we are quick to praise her to the entire sales personnel, to encourage the interest shown.

Once each week we send out bulletins to further remind and acquaint the girls with the kind of products and the contents of those sold, what kind of cake mix, kind of filling and icing of cakes. In this way the girl isn't talking about a butterscotch cake when it is actually a caramel one.

Our girls are brought to the plant and conducted through the baking departments from time to time. They are taught to know something about the production end of the business, which really promotes harmony throughout the organization.

As manager of the bakery and bakery merchandising, I consider myself as only the executive head of the bakery, and the salesgirls as my eyes and ears. It is through them that I find out what the public is asking for, the reception given certain types of articles, and the criticisms offered. These girls are encouraged to sound out shoppers to see why they prefer certain items or do not buy others. In this way we know what our

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



## 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.

There is no flour requirement that cannot be completely met by one of these fine

## Shellabarger Flours

“BIG S”

“SPECIAL”

“PEACOCK”

Milled from the very choicest wheat—held in reserves in our 2,500,000-bu storage—by the most modern methods, under scientific supervision. You will find nothing better nor more for the money.

**The Shellabarger Mills**  
SALINA, KANSAS

ESTABLISHED 1877



If you are a baker or a distributor to bakers, you will do yourself a good turn by looking into “Walnut Creek Imperial.” Bakers like it because of its more and better bread production. Distributors like it because the baker once sold on it stays sold on it.

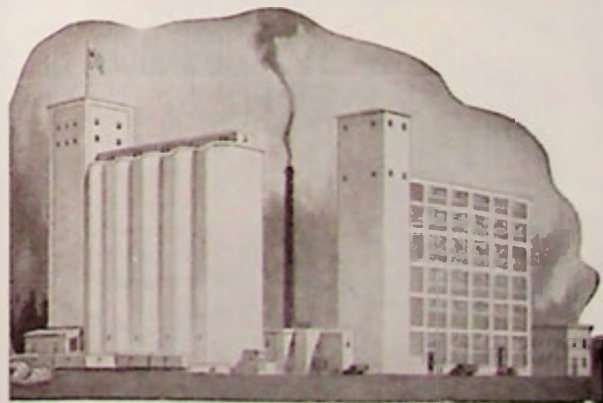


## Walnut Creek Milling Co.

Great Bend, Kansas

LAURENCE B. CHAPMAN  
*President*

T. H. SHERWOOD  
*Sales Manager*





# "THORO-BREAD"

(Diastatically Balanced)

## WHOLE WHEAT FLOUR

A perfectly balanced pure Whole Wheat Flour, especially milled for the baker who bakes a superfine whole wheat loaf. *Five Granulations*,—extra fine, fine, medium, coarse, extra coarse,—exactly to meet your liking. Samples? Of course.

*What "Thoro-Bread" patent is to fine flours, "Thoro-Bread Whole Wheat Flour" is to whole wheat flours.*

**THE ARNOLD MILLING CO.**  
STERLING, KANSAS

New York Representative—Cliff H. Morris & Co., 204 Produce Exch., New York.  
Territorial Representative—B. T. Lennon Sons Co., 315 Road Bldg., Pawtucket, R. I.



# "Golden Eagle"

As strong, fine flour as you ever saw. Milled from particular selections of Central Kansas Turkey wheat for particularly selective bakers.

**LINDSBORG**  
Milling & Elevator Co.

Other fine flours:

"Lindy's Best"  
"Viking"

customers want, how they want it, what they want to pay for it, and the other factors that are necessary to operate a successful business.

Every employee is made to realize that we are anxious to have suggestions and criticisms. In fact, one of the most profitable and helpful steps that we have taken in many months came as the result of a suggestion from a shipping clerk. His idea was experimented with, perfected, and then introduced to the trade, which accepted the product readily.

But just as we have our own girls visit our plant while it is in production, we are able to get many consumers to do the same. There is never a week but what 50 or 60 women visit this plant, usually in groups of 10 or 12. We extend invitations to clubs and groups where we think they will be accepted, and we get some teachers to bring their classes to inspect our bakery while in operation.

**VARIETY AND SPECIALS**

We feature some specials; we believe in using leaders to some extent, but not in lowering the quality of a leader nor in cutting a price to where there is no profit. Our specials are usually a bar cake, layer cake or such product. When a special is run, it is not repeated in the same product for about three months, for running one item as a special too frequently will kill off the item rather than build demand for it. We make a large variety of breadstuffs and sweets, 25 varieties of bread, 14 of rolls, and 21 of cookies. We also are building up a demand for a line of plain English crackers.

There are times when it is hard to make sufficient profit on some variety of bread, but the housewife expects the baker to have what she may request, and in the long run it pays to carry a wide variety. The customer conceives the idea that we are trying to please her, and she comes back for all sweet goods as well as breadstuffs.

When it comes to special orders,—and we get a great many,—I look after them personally. We have built up a nice patronage from some of the clubs and organizations for bakery goods and similar food items for banquets, barbecues, etc. On many of these special orders we receive a great deal of publicity that is later reflected in consumer sales.

We have a bakery supervisor who looks after the display and department arrangement in the various stores. But the girls in the bakery departments do their own ordering of stock, for they are better able to know what they will sell and the condition of their stock on hand. These girls are taught to watch their stocks and use suggestions in moving certain items so as to not be long on some things and short on others—but they also transfer many items. At any time they are running short or long on any product, they call the bakery office, and the shipping clerk informs the driver to make the transfer to some other store that can use the product. By this method we have very little stale merchandise. None is sold in our stores as fresh goods, and very little as stale. All stale sales are made at one store best located for this purpose.

Very little packaging of bakery goods is done in our retail outlets. Oftentimes too much of the goodness of the product itself is camouflaged by the packages, which at times increase the cost of the article very much. Certain items are adapted to packaging, and for the wholesale trade, where the packaging of all

**Chickasha Milling Co.**

Capacity 600 bbls  
CHICKASHA OKLA.  
Cable Address "Washita"  
Manufacturers of High-Grade Hard Wheat Flour  
Foreign and Domestic Trade Solicited  
Member Millers' National Federation

**MALT-O-WHEAT**

Scientifically pure flour from malted wheat for use by millers in balancing their bakery flours.  
GEORGE W. HOYLAND, Inc., Kansas City, Mo.  
exclusive sales agents for  
WESTERN MALT FLOUR MILLS CO.  
BONNER SPRINGS, KANSAS

*Round Lots  
Fancy First Clears*

Always Available  
**MOUNDRIDGE MILLING CO.**  
Moundridge, Kansas

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

**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

**"SUNKIST" Flour**

Made from specially selected wheat, under constant laboratory control and guaranteed to give satisfaction.  
*Let us quote you before you buy.*  
**THE MANEY MILLING CO.**  
Omaha, Nebraska

**"SLOGAN"**

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

**"AMBASSADOR"**

Western Kansas Turkey Wheat Patent.  
**OUR MILL** at Larned is far out beyond the softer wheat sections of Kansas,—out where all of the wheat is strong and fine.  
**BOWEN FLOUR MILLS CO.**  
Main Office INDEPENDENCE, KANSAS

# "VOLUME"

Our very first and finest quality leader for bakers who are meeting and beating conditions by making the very finest loaf of bread possible. It does not cost as much more as you may think, but you will be glad of every dime you spent to get this quarter better flour.

## The WICHITA FLOUR MILLS CO.

WICHITA, KANSAS

Wheat Storage Capacity, One Million Bushels

CAPACITY, 2,500 BARRELS

### A NEW STANDARD

#### WHOLE WHEAT BREAD

With Baur's 100% Whole Wheat Flour  
All the flavor and vitamins of the best hard wheat.

Bakes and slices like white bread, without the addition of white flour.

DIFFERENT and BETTER.

Write for sample and privilege of exclusive use or sale.

BAUR FLOUR MILLS CO.  
St. Louis, Mo.

### Hunter's "FLYER"

A fine patent flour, invariably milled from the choicest selections of high protein "country run" wheat. In bakery performance, you can depend upon every car being like every other car.

The Hunter Milling Co.  
Wellington, Kansas

Go as far as you like with

## "BESTOVAL"

A Fine Flour for Bakers

It will meet your every test of performance in the shop,—yield, number of loaves, crumb, crust, flavor. Best of all in flavor.

Another fine one is "GOLD DRIFT"

ACME FLOUR MILLS CO. Oklahoma City, Okla.

SAXONY MILLS  
ST. LOUIS, MO.

HARD AND SOFT  
WINTER WHEAT FLOURS  
Daily Capacity, 1,100 Bbls.

Established 1849  
Correspondence  
Solicited

BLACK BROS. FLOUR MILLS, BEATRICE, NEBRASKA  
FLOUR 1,000 HDLS. 1863-1933 STOCK FEED 250 TONS

### "Gooch's Best"

Superior quality  
—to make all  
baked things  
better.

Gooch Milling & Elevator Co.  
LINCOLN, NEBRASKA

## FLOUR

Hard Wheat or Soft Wheat  
Plain or Phosphated and self-rising  
all in the same car

Meyer-Blair Milling Co.  
Springfield, Mo.

Mills and elevators at Springfield, Mo., and Lyons, Kansas, with flour milling capacity of 500,000 bushels hard wheat and 150,000 soft wheat daily and grain storage capacity of 500,000 bushels.



Daily  
Capacity  
1200  
Barrels

# Superflour

This SUPERFLOUR Flour is a real superflour, a specially milled bakers' patent ground from the strongest and best wheat,—a standard to compare by, but, better still, a standard to use.

The WILLIS NORTON COMPANY  
WICHITA, KANSAS

Quality Millers Since 1879

# A CHALLENGE

... to the baker who wants a

## BETTER LOAF!



The Products Control department of General Mills, Inc., guarantees the uniform high quality of HUMRENO. Look for the "Ferm-a-sured" tag on every sack.



If you are not now using a "Ferm-a-sured" flour, we believe we can prove conclusively to you, in your own shop, that "Ferm-a-sured" HUMRENO can produce a better, more uniform loaf . . . that it will save money for you on losses and make money on increased sales resulting from better, tastier bread.

*Ferm-a-sured*

# • HUMRENO •

EL RENO MILL & ELEVATOR CO., El Reno, Okla.

# White Crest

*The Perfect Flour*



In point of quality, reputation and sales, WHITE CREST leads all the soft Short Patent flours. Get on the WHITE CREST band wagon.

*The*  
J. C. Lysle Milling Co.  
Leavenworth, Kansas



WOLF'S  
PREMIUM  
FLOUR

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

*An Independent Mill*

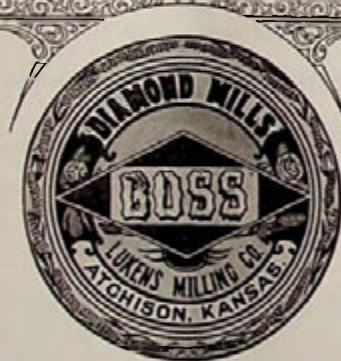
WOLF MILLING CO.  
ELLINWOOD, KANSAS

## ANY FLOUR YOU NEED—

Our mill, at the wheat crossroads of the West, can supply any type of quality bread flour, from Spring or Turkey Hard Wheat.

*Our location permits this*

Inland Milling Co.  
Des Moines, Iowa



# Boss Patent

FAIRLY PRICED—No mill in the Southwest is in better position to compete in any market on good flour. Try "BOSS."

LUKENS MILLING CO.  
CAPACITY 1000 BARRELS  
ATCHISON, KANSAS

## 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

*Designs on this page were originated and engraved by*

HOLLAND  
ENGRAVING CO.  
KANSAS CITY - MISSOURI

## "JUBILEE"

FLOUR  
One of the very best from Kansas  
The Aurora Flour Mills Co.  
Successors to Tylor & Company  
JUNCTION CITY, KANSAS

Blackburn's Best—Elko—  
Golden Glory *Three flours of pre-eminant quality.*  
High Class connections solicited.  
BLACKBURN MILLING CO.  
Mills at Omaha, Neb.  
Elkhorn, Neb.

THE N. SAUER MILLING CO.  
CHERRY BELL } Family  
and RAINBOW }  
CREAM OF PATENTS } Bakers  
and CHAMPION }  
Milled from the VERY BEST hard winter wheat grown in Kansas.



Retail Baking Department in a Welington Store at Houston, Texas, Showing Salesgirls in Dutch Costume, Tying Up with the Bread Brand, "Little Dutch Maid"

products must be carried out, but in retail departments nothing is more attractive than the products themselves, and eye appeal is important. If a product is pleasing to the eye, it is much more pleasing to the palate. We are careful of our colors, using dainty pastel shades rather than deep hues.

Occasional sales contests are used to keep the girls pepped up and interested in devising new selling ideas. During such sales contests, we usually work out a plan to include the store managers, too, so that the entire organization will be pushing the goods.

Our salesgirls receive clean uniforms daily. These carry out the Little Dutch Maid costume idea to coincide with our bread trade brand. Each girl has her name on her uniform, enabling women to become personally acquainted with the girls that serve them, which means that a closer relationship is obtained. These women learn to come to the girls for party suggestions and helps; also learn to make constructive criticisms to the girls, who relay these comments to me. This consumer confidence is very important, and especially is it becoming more

of a reality with the younger generation. All our bakery goods are showing a nice sales increase, but especially our layer cakes, both small and large sizes. This fact would indicate a better public understanding and confidence in our products, for when we can sell the customer a layer cake, we have no trouble selling her the other lines of bakery goods and making a repeat sale.

**"Sasnak Flour"**

For Discriminating Eastern Buyers

ENNS MILLING Co., Inman, Kan.

**UNIVERSAL BAKERS BAKERS' GOLD BAKERS**

From High Protein Texas Wheat

UNIVERSAL MILLS  
Capacity 2000 Bbls. Fort Worth, Texas

Adequate protein in properly balanced flour yields the acme of results for bakers. WISDOM Dia-Gluten is such a flour, and it's steadily winning greater approval among exacting bakers.

**NEBRASKA CONSOLIDATED MILLS CO.**

OMAHA, NEBRASKA

RAVENNA • GRAND ISLAND • HASTINGS

**Michigan Soft Wheat Flours:**  
VOIGT'S ROYAL PATENT  
VOIGT'S GILT EDGE  
VOIGT'S CRESCENT  
VOIGT'S SELF RISING

**Spring and Hard Wheat Flours:**  
VOIGT'S MARK TWAIN  
VOIGT'S COLUMBIAN  
VOIGT'S PEP

VOIGT MILLING COMPANY,  
Grand Rapids, Michigan, U. S. A.

**Quality Michigan Flour**

Plain and Self-Rising

Made exclusively from Michigan wheat—we grind nothing else. Open for Connections  
CHELSEA MILLING CO. - CHELSEA, MICH.

**QUEEN OF THE PANTRY**

"A Flour of Quality"

Waggoner-Gates Milling Co.  
Independence, Mo.

Strictly Soft Wheat Millers Since 1867  
We Cater to the Jobbing Trade

**The Wamego Milling Co.**

WAMEGO, KANSAS

Millers of Kansas Hard Wheat Flour  
HIGH CLASS BROKERAGE  
CONNECTIONS DESIRED

**Put Vitamins in Your Bread with Lucky Wheat Germ**

**Bake that modern loaf with wheat germ containing vitamins B, E, G, A—gives a singularly pleasing flavor, fast becoming popular.**

Write for sample and particulars

**FEDERAL MILL, INC.**

251 Race St. Lockport, N. Y.

Makers of fine flours for over 25 years

Capacity 1600 bbls.

Mill at Seaboard

**QUAKER CITY FLOUR MILLS CO.**

3042 Market St.

QUAKER CITY  
Soft Winter Short Patent

PHILADELPHIA, PA.

KEYSTONE  
Family Pastry

**MOSELEY & MOTLEY MILLING CO.**

FLOUR MILLERS

ROCHESTER • NEW YORK

**LIBERTY FLOUR**

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

Founded 1788



**Buckwheat Flour**



Before the steam engine was used, before a railroad track was laid, we ground the grain for waterpower. And we've never lost our Buckwheat Flour since 1788.

Miner-Hillard Milling Co.  
WILKESBARRE, PA.

**VAN VEX PRODUCTS**

Van Vex Genuine Whole Wheat and Irving Mills Wheaten Entire Wheat Flours from select High Protein Spring Wheat.

Van Vechten Milling Co., Inc.  
Rochester, N. Y.

**BLAINE - MACKAY - LEE CO.**

Millers of Spring Wheat Flours

NORTH EAST

PENNSYLVANIA

**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 Fawcett & Rouse Co. Watertown N. Y. U. S. A.

**LEADING MILLS OF THE BRITISH EMPIRE**

**WESTERN CANADA FLOUR MILLS CO., LIMITED**

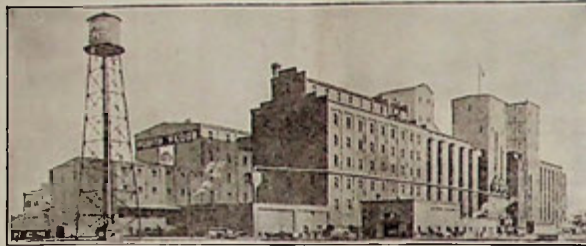
Head Office, TORONTO, CANADA

MILLS  
 WINNIPEG      CALGARY  
 GODERICH    EDMONTON  
 BRANDON      VICTORIA

Total Daily Flour Milling Capacity  
 10,000 Barrels

Rolled Oats and Oatmeal  
 800 Barrels

Cable Address: "LAKUBOS"



Winnipeg Plant (St. Boniface) Daily Capacity, 5,500 Bbls.

Manufacturers  
 of  
 Manitoba Hard Wheat  
 Flours

100 Interior Elevators  
 throughout Western Canada's  
 famous Wheat Belt

NEW YORK AGENCY:  
 76 BEAVER STREET

**PURITY - THREE STARS - BATTLE**

*Fort Garry Flour Mills*  
 Company Limited

MILL AT SASKATOON, SASK., CANADA

SALES OFFICE  
 MONTREAL, CANADA

Cable Address: "FORTGARRY"      BOX 2190      Codes Bentley & Riverside



**BEMIS BAGS**

Particular, pleasing, dynamic printing on Bemis Bags displays the miller's brand to the greatest advantage. Bemis-built special printing presses, Bemis-made inks and skilled craftsmen make Bemis-printed brands distinctively attractive.

**BEMIS BRO. BAG CO.**

JUTE, BURLAP, COTTON  
 PAPER BAGS. TWINE  
 Winnipeg      Manitoba



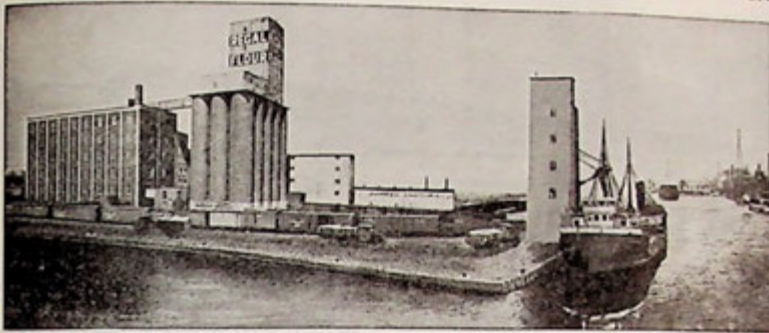
**JUTE AND COTTON BAGS OF EVERY DESCRIPTION**  
**WOODS MANFG. CO. LIMITED**  
 MONTREAL • TORONTO • WINNIPEG • OTTAWA • WELLAND

# The St. Lawrence Flour Mills Co., Limited

MONTREAL

CAPITAL, \$1,800,000

CAPACITY, 3,000 BARRELS DAILY



**Brands:**  
*Regal, Daily Bread,  
 National, Citadel, Signal*

**TO IMPORTERS:**

We guarantee that our flours are not bleached, blended nor "improved" in any shape or form, but are the pure product of the best MANITOBA HARD WHEATS.

*A trial is all that is required  
 to make a contented customer*

## Export Flour INSURANCE

"All Risks"

Special Service to Flour Mills on Export and Domestic Ocean and Lake Insurance and Transportation

Twenty-Five Years' Experience in Export Flour Handling

**Western Assurance Company**

701 Royal Bank Building, TORONTO

F. C. THOMPSON CO., LTD.  
 Canadian Agents  
 Royal Bank Bldg., Toronto, Canada

APPLETON & COX, INC.  
 American Agents  
 8 South William St., New York

## Canadian Hard Spring Wheat

450 Elevators in Manitoba, Saskatchewan and Alberta.

High Test United Grain Growers, Ltd.  
 Country Run Winnipeg, Manitoba

## "SACKS APPEAL"



Customers are attracted by a pleasing exterior. . . . Artistic designs, enticing colors, clean-cut printing, all lend distinction to a container and its contents. Let our experts co-operate with you in these important details.

### THE CANADIAN BAG CO., Limited

Factories: Montreal - Toronto - Winnipeg - Vancouver  
 Cable Address: "DOMHAY" . . . Office, Calcutta  
 HEAD OFFICE . . . MONTREAL, CANADA

Established 1857

## James Richardson & Sons, Ltd.

GRAIN MERCHANTS

Owners and Operators of Public Terminals, Private Terminals and Country Line Elevators  
 Grain Handlers—Grain Shippers  
 Grain Exporters

If you are interested in Canadian Grain we would be glad to hear from you. We make a speciality of Miller's Trade.

Head Office:  
**WINNIPEG, MANITOBA**

Western Branches: Winnipeg, Port Arthur

Calgary, Saskatoon

Eastern Branches: Toronto, Montreal

Export Office:  
**MONTREAL**

Private Wire Connections  
 From Coast to Coast

QUALITY UNIFORMLY MAINTAINED SINCE 1887

# Lake of the Woods Milling Co., Limited

Cable Address  
**"HASTINGS"**  
 Montreal



Codes  
 ABC 4th & 5th Editions  
 Riverside 1901

Makers of CANADIAN HARD SPRING WHEAT Flour

Opening and Operating  
 125 Wheat-Receiving Elevators in Manitoba,  
 Saskatchewan and Alberta

Mills at  
 Montreal, Brantford, Keewatin, Portage la Prairie,  
 Medicine Hat

Daily Capacity, 40,000 Bags of 98 lbs.

HEAD OFFICE: MONTREAL

WESTERN OFFICE: WINNIPEG

Offices:

TORONTO, OTTAWA, QUEBEC, ST. JOHN, N. B., HAMILTON, BRANTFORD, SUDBURY, LONDON,  
 SAULT STE. MARIE, FORT WILLIAM, KEEWATIN, MEDICINE HAT, PORTAGE LA PRAIRIE,  
 CALGARY, MOOSE JAW, REGINA, EDMONTON, VANCOUVER, VICTORIA

Total Daily Capacity  
24,500  
Barrels Flour



TORONTO MILLS

Cable Address—  
"Shawley,"  
Toronto,  
Canada



## Maple Leaf Milling Co. Limited.

HEAD OFFICE - TORONTO, CANADA

KENORA, ONTARIO      MILLS AT      TORONTO, ONTARIO

BRANDON, MANITOBA      THOROLD, ONTARIO

PETERBORO, ONTARIO

MEDICINE HAT, ALBERTA

PORT COLBORNE, ONTARIO



choicest Canadian  
hard spring wheat and perfect  
milling facilities have placed our  
products in the van.

BRANDS  
"Victory"  
"Prairie Blossom"  
"Woodland"  
"Homeland"

Cable Address:  
"DOMFLOUR"

## The Dominion Flour Mills, Ltd.

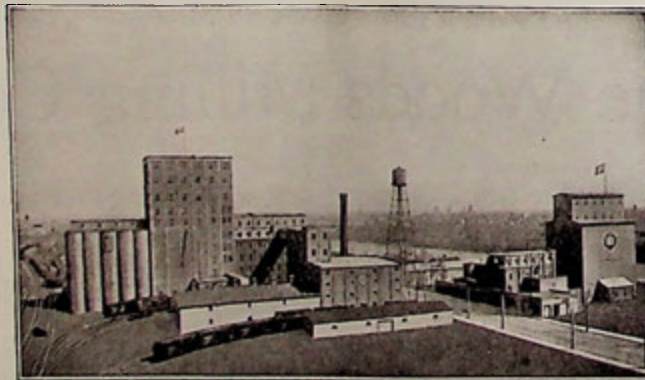
MONTREAL, CANADA



BY APPOINTMENT TO  
HIS MAJESTY THE KING

TELEGRAPHIC AND CABLE ADDRESSES  
"OGILVIE, MONTREAL"

CODES USED—PRIVATE,  
A B C 4TH & 5TH, WESTERN UNION,  
RIVERSIDE, A1,  
BENTLEY'S



WINNIPEG MILLS

MILLS AT  
MONTREAL, FORT WILLIAM,  
WINNIPEG, EDMONTON AND  
MEDICINE HAT

DAILY MILL CAPACITY  
FLOUR  
17,500 BARRELS

ROLLED OATS AND OATMEAL  
1,000 BARRELS

CORN PRODUCTS  
1,000 BARRELS

ELEVATOR CAPACITY  
11,000,000 BUSHELS

WAREHOUSE CAPACITY  
450,000 BARRELS

## THE OGILVIE FLOUR MILLS CO., LIMITED

HEAD OFFICE: MONTREAL, CANADA

Branch Offices: ST. JOHN, HALIFAX, QUEBEC, OTTAWA, TORONTO, LONDON, HAMILTON, FORT WILLIAM, WINNIPEG, REGINA, MOOSE JAW, MEDICINE HAT, CALGARY, EDMONTON and VANCOUVER

Flour Brands:—"ROYAL HOUSEHOLD," "GLENORA," "FAMOUS" and "BUFFALO"

Cereal Brands:—"OGILVIE OATS," "MINUTE OATS" and "WHEAT HEARTS"



# THE GROCER'S VIEW OF BREAD

By N. T. CHARLES

EVERY wholesale baker knows that he wants the whole-hearted co-operation of the grocer, for the latter is next to the consumer in importance. With a consumer demand, most grocers can be forced to stock any line of bread, but only their good will and personal interest will cause them to sell any particular one. They can name their own bread brand in fully 50% of the sales made in the service type stores. In cash and carry stores, customers make their own selection.

The baking code as well as common sense profitable practices have done away with secret discounts and special concessions to the grocer. One baker is to have the same advantage with him as any other baker. It is no longer a price differential, it is only in the matter of service, consumer demand, personal friendship, quality products, etc., that the baker can gain any advantage.

The natural question then arises as to what the grocer wants and expects of the baker. After interviewing a number of southern grocers, I selected several comments as representative of the group, and chief among all the contentions expressed by grocers was for a larger margin of profit on bread sales. The writer is not advocating a greater margin of profit for the grocer on bread sales; in some localities it might be advisable, but the grocer rather than the baker generally sees to it that the spread from wholesale to retail price is not very great.

C. L. House, owner of the Montrose Grocery, Houston, Texas, says this on the subject: "As for service, quality, etc., I could not ask the wholesale baker for more. The bakers are perfectly willing to service my store twice daily; they keep fresh stocks on the racks, they are eager to furnish dealer helps, etc., in order to sell more bread and cakes. The only trouble is that they have made it hard for me to sell any volume of bread at a profit."

"Mine is a service store, located in a high class residential district. There are three locally owned chain stores within a few blocks that operate their own bakeries. Some years ago the wholesale bakers sold me bread at 4c per 1-lb loaf which I retailed at 5c, protecting a gross profit of 20%. My average overhead cost is 17% of gross.

"Now bread prices in Houston are 8c lb wholesale, and practically every grocer in the city is retailing it at 9c, or 12% gross profit. I can't afford to lose 5% on each loaf I handle, so I charge 10c per 1-lb loaf. But I am one among many; even the wholesale bakers in some instances have advertised the retail price, making it almost impossible for me to sell any volume of bread at 10c, or at 20% profit. People learn that practically all other grocers are getting 9c, and buy their bread elsewhere.

"For the most part I have received no complaint about price increases for bread. The only one is due to my being

higher than other grocers. I believe that if wholesale bakers would set a wholesale price for bread and say nothing about the retail price, I could get my price without much trouble.

"I stock only two lines, both well advertised brands with a good consumer demand. I have tried buying a cheaper bread to sell for less or to protect a better margin of profit, but my trade does not want this kind of products. I stock two lines of package cakes, making 20% profit on them.

"My baker friends have tried to convince me that, because I have a daily turnover on such staples as milk and bread, I should be willing to take very little profit on them. What does turnover mean if I lose money on the stock? On milk, for example, I have a refrigeration unit costing \$1,800; one half is devoted to milk on which I make less than 10% profit, and yet it costs me 17% to do business. When it comes to the point that milk, bread and sugar will not make a profit for the community grocer, he is doomed, for he must have a profit on these staples."

Max Lewis, another grocer of Houston, Texas, is located across the city in a semi-industrial district. He says: "I get 9c for bread which costs me 8c, making about 12%. I'm not kicking, but I can't make a profit on any product which gives me a gross profit of less than 20%. I stock five lines of bread, four of them retailing at 9c lb and one at 7c. The latter does not sell in very large volume. People are not so price conscious about bread. When the price goes up, they will remark, 'Oh, so that's gone up, too.' But it is almost impossible for the grocer to get a better margin of profit on bread unless all the bakers see that the grocers all sell at the same price."

It is the writer's personal opinion and observation that Mr. Lewis answers his own contention for a better margin on bread. It is almost impossible for any one grocer to make a 20% margin if the other grocers are making only 12%. But the question is, How can the baker force the grocer to make more?

The correct margin of profit the grocer should have on bread is problematical. Whereas some would take this profit and place more stress behind bread and less behind competitive foods, others would merely reduce the price and the scheme would be defeated. Probably the wisest plan for the average wholesale baker to follow is to figure his own costs, wholesale his bread at a profit, and leave the retail price up to the grocers. If the latter want to get together and make 2c a loaf on bread, fine and good; the public will gladly pay the price. But if the grocers want to make only 1c lb, there seems to be little that the baker can do. His only alternative is to produce a good loaf that grocers will almost have to stock, advertise this loaf so it will stay sold, give good service, and keep up a friendly relationship with these retailers.

## LAKESIDE MILLING COMPANY, Ltd.

"BLOSSOM of CANADA" "YORK" "NORDIC"

Cable Address: LAKESIDE

TORONTO, CANADA

## TORONTO ELEVATORS, LTD.

JAMES PLATTFAIR, President; GORDON C. LEITCH, General Manager

Capacity 2,000,000 Bushels

Canadian and United States grain shippers will find our storage and service equal to the best on this continent.

TORONTO, ONTARIO

## Parrish & Heimbecker, Ltd.

GRAIN MERCHANTS

Importing, Shipping and Exporting  
Options Contracts Excessively Executed  
Head Office: WENSHIGER  
Branches: Toronto, Calgary, Lethbridge,  
Edmonton, Regina, Montreal  
Members Winnipeg Grain Exchange  
Council Board of Trade

## Gallatin Valley Milling Co.

MONTANA

Flours and Grain

D. B. FISHER, Mgr. BELGRADE, MONT.

*"It's the Wheat"*

PLUS INTELLIGENT MILLING

## WHAT PRICE QUALITY

Cut prices are constantly at war with product quality maintenance—yet it is only upon consumer confidence in product quality that sales volume can be maintained.

We find certain buyers demanding SAPPHIRE—JUDITH—GOLD CROSS at prices only possible in flour of distinctly lower quality, seemingly not considering that the lower price is the price of lower quality.

Never before were quality products offered at so low a price compared with production cost. Sound economy lies in final result cost—not in first money cost.

SAPPHIRE, JUDITH and GOLD CROSS Patents, ISIS CLEAR and SAPPHIRE Entire Wheat Flour offer the utmost in quality and sell at a price permitting the maintenance of that quality.

## Montana Flour Mills Company

4,000 Barrels Daily

Grain Storage: 3,000,000 Bushels

General Offices, Great Falls, Montana



## Frank B. Ham & Co., Ltd.

TORONTO, CANADA

MILLFEED, SCREENINGS, GRAIN  
DOMESTIC AND EXPORT

Cable Address: "HAMCO"

## CEREAL CUTTERS

Kipp-Kelly Rotary Granulators

Standard the world over for cutting small grains, wheat, hulled oats, etc.

KIPP-KELLY LIMITED

Winnipeg, Manitoba, Canada

## STORAGE IN TRANSIT

THE KEYSTONE WAREHOUSE CO.  
Buffalo, N. Y.

## JOHN KENNEDY

EXPORTER

FLOUR—OATMEAL—CEREALS

Reford Building

Cable Address: "KENGRAIN" TORONTO, CANADA

## CASCADE MILLING & ELEVATOR CO.

CASCADE, MONTANA

## CASCADE GIANT

Short Patent

Standard Patent

*If it's Cascade flour it must be good*

## "Diamond D"

A High Grade Baker's Spring Patent. Milled under Laboratory Control from Montana Spring Wheat.

## Sheridan Flouring Mills, Incorporated

SHERIDAN, WYOMING

## WOLVERTON FLOUR MILLS CO., LTD.

Canadian Spring and Winter Wheat Flour

"SILVERKING" "GREAT STAR" "WOLF" "KEYSTONE"

Mills at—New Hamburg, Seaforth, St. Mary's  
Cable Address: "WOLMAGS"

ST. MARY'S, ONTARIO, CANADA

We Are Large Buyers of Purified Middlings

THE CREAM OF WHEAT CORPORATION, Minneapolis, Minn.

It may pay you to correspond with us

**Not What You Pay For A Flour**


**EARNING POWER! PROFIT!**

That is the true test of the flour you purchase. Answer these questions: Will it work well in your shop?—will it improve your loaf?—will your customers recognize an outstanding quality in your loaf that will cause them to buy your loaf again and again?

**HUBBARD'S Flours Will! They earn their way!**

**HUBBARD MILLING COMPANY**

MANKATO MINNESOTA



**But What It Will Earn For You**

**"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.



**LA GRANGE MILLS, RED WING, MINNESOTA**

*Millers of Quality Flours*

FOR OVER HALF A CENTURY

**TELEPHONE MERCHANDISING**  
By FRED E. KUNKEL

TELEPHONE merchandising is an ever-increasing keynote in business today. It may be defined as the practice of encouraging customers and prospective customers to do business with you by telephone. This may be accomplished either through advertising your telephone extensively or through attractive window displays which emphasize the desirability of shopping by phone. Thus you make people conscious of the fact that your bakeshop is as near as their telephone.

"The baker's problem lies in getting all the new and repeat business he can," explained James M. Taylor, of Taylor's Bakerette, Washington, D. C. "By means of telephone merchandising customers

and prospective ones are impressed with the idea of using the telephone instead of going in person, so that once they become your customers they remain so. It is much easier for them to order by phone than to bother going in person to the nearest delicatessen or grocery store. And when you once get them in the habit of ordering from you by telephone, they will continue to do so, not only for small items but for large purchases. Their business is all yours."

Undoubtedly there still exists today a tremendous field for aggressive merchandising and using the telephone appeal to sell direct to the consumer. When customers become telephone shopping conscious they invariably patronize the bakery that emphasizes the use of the telephone in their advertising, whether it be in the newspaper or by handbill, blotter, circular, sales letter, or in the classified section of the local telephone directory, or in radio announcements. Advertising the use of the telephone is more emphatic, more direct, more suggestive, than any other method of getting people to act immediately.

For instance, you are running a special today at a slightly reduced price to act as a buying stimulant. Whatever method you use to bring this before the public, you cannot afford to omit stimulating direct orders by telephone, by emblazoning your telephone number and the fact that telephone orders will be delivered, in large type on the circular, handbill, blotter, or whatever medium you use.

The average baker will find an important outlet for his baked products from telephone business if he will try to see how it can be made to fit more intimately into his merchandising program. The one who fails to employ any selling vehicle which is easily available to stimulate business need not wonder why trade is falling off or only holding its own.

There is another reason for pushing the idea of telephone shopping. Most of us have a streak of laziness, or, if you will, a love of leisure. When we read an advertisement we may feel inclined to purchase the article advertised, but the physical effort of going to the bakeshop to get it, or even of looking up the store's telephone number, may be the difference between buying and "passing it up."

The baker whose telephone number is clearly displayed, and whose advertisement is prepared with the thought in mind that it will definitely win a telephone response, has a much better chance of getting the order than the one who

**Choice  
No. 1 Semolina  
Fancy  
Durum Clears**

AMBER MILLING COMPANY  
1252 Chamber of Commerce Annex  
MINNEAPOLIS, MINN.

**WHITE SWAN  
FLOUR**  
SPRINGFIELD MILLING CO.  
SPRINGFIELD, MINN.

**"Ethan Allen"**  
Fancy Minnesota Patent  
WELLS FLOUR MILLS  
MINNEAPOLIS, MINN.

NO. DAK. FANCY SPRING PATENT  
MONTANA HIGH PROTEIN SPRING PATENT  
Brands: "Blue Seal" "White Cross"  
"Snow White" "Pickwick"  
Whole Wheat Flour  
Capacity 700 barrels per day  
MINOT FLOUR MILL COMPANY  
Minot, North Dakota

J. J. PADDEN, President S. M. SIVERTSON, Secretary

**"CREMO"**

*Just the Cream of Hard Wheat*

ALSO SEMOLINAS

**Crookston Milling Company**  
CROOKSTON, MINN.

**Red River Milling Company**

**"CERES"**

Highest Quality Hard Spring Wheat Flour

FERGUS FALLS, MINNESOTA

Montana and North Dakota Wheat used exclusively

Daily Capacity 1,000 Barrels

**"No. A1"**

Highest Quality Hard Spring Wheat Flour

DISTRICT SALES OFFICE: New Chamber of Commerce, MINNEAPOLIS



Successors to Sheffield-King Milling Co.



# THE SPRING WHEAT FLOUR

**T**ODAY, as always, baked goods made of spring wheat flours have greater volume, finer texture, better color, superior flavor. In baking results, no flour can equal that made from choice spring wheat.

For seventy-eight years our flour has been milled from the finest of spring wheats. For seventy-eight years we have maintained its superior quality.

Today, tomorrow, next week and next year, the quality of your baked goods will be improved by use of Daniel Webster.

A PRODUCT OF

**EAGLE ROLLER MILL CO.**

DAILY CAPACITY 6,000 BBLs

NEW ULM

MINNESOTA

## DANIEL WEBSTER FLOUR

# THE STANDARD OF STANDARDS



# CERESOTA FLOUR

PURE—NOT BLEACHED

MADE BY

THE NORTHWESTERN CONSOLIDATED MILLING DIVISION

OF

STANDARD MILLING COMPANY

MINNEAPOLIS, MINN.

# Always Ace High



The FLOUR with  
The Vim and Pep left in

**Tennant & Hoyt Co.**  
LAKE CITY, MINN.

## WESTERN QUEEN

"A Kansas Flour Milled in Transit"

WESTERN FLOUR MILLS  
Davenport, Iowa



ignores the phone entirely as a sales route to more volume.

Through advertising and promoting the use of the telephone, plus the efficient handling of the resulting business, a baker can do more to influence the shopping habits of his customers and prospects than by any other method of obtaining new and repeat business.

For instance, take Taylor's Bakerette. It staged a window display in which four hand telephone sets were shown, and in the center of the window a large sign, "Discriminating People Telephone C17100 for Home Cooked Foods That Are Different—Two Deliveries a Day."

Mr. Taylor traced 10 telephone orders the next day to that window display alone, showing the impression it made on passers-by, thus emphasizing the importance of this sales vehicle of letting your windows invite people to trade with you by telephone.

This kind of a sales stunt can be done not only once, but three or four times a year, and still remain effective as a business stimulant. People forget. Keeping them constantly reminded keeps your telephone busy. It has the same valuable function as the best kind of newspaper or direct mail or door-to-door advertising. It is the constant reiteration that counts.

A window display is one way of getting "front page news" space at small cost. People who pass your bakery are thus invited to telephone in their orders—and they do. To increase telephone calls:

Take an ad in the classified telephone directory.

Place decalcomanias in any number of colors up to seven in the window.

Distribute blotters or circulars in your trade zone emphasizing the use of telephone shopping, giving your number, and advocate the simplicity of ordering by phone.

Use miniature phone display back-

grounds in the window, or a large telephone 10 times the normal size of the regular hand phone.

Use package inserts, such as monthly calendars, for instance.

Use stickers with your telephone number on them, which the customer can paste on the telephone book, or in some other convenient place.

Use your telephone number prominently on all printed matter—letterheads, billheads, circulars, etc.

Create special window displays from time to time emphasizing the use of the telephone.

The up-to-date baker does more business as a result of incoming telephone calls. It is, therefore, vital to him to keep before his regular and prospective customers two facts, viz., that he is well equipped to handle telephone orders, that he welcomes telephone orders as much as personal ones. "Order by Telephone (District 5713); We Deliver," is a good window display sign to use, or to print on billheads or letterheads in red, or in stickers, package inserts, etc. "Telephone your orders. You can be sure that they will get the same expert attention as if you called in person," is another good idea to stamp on or print.

"The telephone is one of the most important factors in our business," continued Mr. Taylor. "It is an absolutely necessary adjunct that proves advantageous every minute of the day, and its constant use by our customers during inclement weather reduces our business worries to a minimum. It is also most important for a rush delivery. But its greatest value lies in pushing it as a sales vehicle, getting it before the housewife, telling her our bakery is as near as the telephone is to her elbow."

"The local telephone company is generally glad to co-operate and help you stage a telephone display in the window, also frequently furnishing stereotypes for use in advertising; or rubber stamps to imprint on letterheads, billheads, etc., giving your phone number in large, readable type.

# Stokes

## MILLING COMPANY

Executive Offices: Minneapolis, Minn.



“...we found the use of

Occident Flour a decided asset.”

Menninger's baked products are known as quality leaders in the metropolitan market. Views below show this quality baking-selling in quantity from Menninger's retail store.



Fine Baked Products

Russell-Miller Milling Co.  
Minneapolis, Minnesota

Gentlemen:

In the manufacture of our products we found the use of Occident Flour a decided asset. Especially in our sweet yeast dough products where we use large quantities of fresh milk, butter and eggs, it would be inadvisable to use a flour not possessing the qualities of Occident Flour.

I am a confirmed user of Occident Flour and am pleased to advise you that I found the use of Occident Flour advantageous in my various quality bakery products.

Very truly yours,

*F. Menninger*



OCCIDENT FLOUR

**Red Wing Special**  
 Choice Short Patent  
**Cream of West**  
 Fancy Medium Patent

Laboratory Controlled.  
 Scientifically Milled.

**Bixota**  
 Strong Standard Patent

**The Red Wing Milling Co.**  
 Millers of High Grade Flours  
 RED WING, MINN.



**The Choice of the Finest Hard Wheats**

Duluth Universal      Pride of Duluth  
 Duluth Reliable      Apex—Extra Fancy Clear

**DULUTH UNIVERSAL MILLING CO.**  
 Duluth, Minnesota

**CAPITAL FLOUR MILLS**  
 INCORPORATED



**MINNESOTA GIRL**  
 FAMILY SHORT PATENT  
**FLOUR**

High Grade Durum Wheat

**SEMOLINAS**

MINNEAPOLIS ~ ST. PAUL  
 MINNESOTA

QUALITY—UNIFORMITY  
 GUARANTEED



**DOLLARS for DOLLAR-PULLERS**—Have you a slick little selling idea, Mr. Baker Reader, that has actually made your cash register ring? (Something like the ones printed here this month?) Tell us about it. If it seems likely to help some one else we'll publish it, and you'll get our check for three whole dollars—there'll be \$3, in fact, for every dollar-puller we publish!—**THE NORTHWESTERN MILLER AND AMERICAN BAKER.**

**Baker's Dozen**

Wilbur Raymond, Elmhurst, N. Y.—I felt it was desirable to inject a little interest and excitement in our store, at the same time objectifying for a boost in store trade, particularly of such specialties that weren't selling well. Therefore, I announced that for an entire week the store would give a real baker's dozen on each dozen small cakes bought, excluding the usual line of rolls. How my customers ribbed me on this stunt! They

were having a lot of good natured fun at my expense. But, much that fazed me, considering the appreciable increased store trade this idea worked up! So many new faces called at the store to buy a dozen of this or that cake, to get that one extra cake! It was profitable and productive publicity. Previously the regular customers usually would buy but two, three or so of certain small cakes, confining their patronage unnecessarily. My baker's dozen offer induced more customers, incidentally, to try out a greater variety of small special cakes, of which some of the patrons before knew little or nothing. During the week of this unusual stunt I saw to it that there was an adequate supply of all cakes, and that there would be no run out. We disposed of everything we baked, and our bakers were kept gratifyingly busy. This novel idea has convinced me a little unusualness sprinkled about the store, in the form of stunts, contests—anything, in fact, out of the ordinary—will invariably bring about a satisfactory increase of trade. We almost trebled our sales in small cakes covering the week of this stunt.

S S S

**"Sweet Cream"**  
**"Very Best"**  
 Quality Flours

**W. J. JENNISON CO.**  
 MINNEAPOLIS, MINN.

**CAVALIER MILLING CO.**  
 Can offer typical, strong, high quality North Dakota flour  
 Hi-gluten Flour Our Specialty  
 Write us. CAVALIER MILLING CO.  
 Cavalier, N. D.

**Crown Milling Co.**  
 Chamber of Commerce  
 MINNEAPOLIS  
 Brokerage Connections Wanted

**NEW ULM ROLLER MILL CO.**  
 Red Jacket Patent  
 Compass White Rye  
 NEW ULM      MINNESOTA

**"Scotch Day"**

S. & N. Bakery, Santa Cruz, Cal.—Devoting a special promotion to some of the old world specialties baked in your shop can prove an effective means of introducing them to new customers as well as recalling their goodness to others who've enjoyed these delicacies before. We demonstrated that not long ago when we held a Scotch Day, featuring some of the typical Scottish baked goods made by our Scotch baker, Mr. Sharp. On this particular Saturday we advertised specials on seven different Scottish specialties: meat pies, Sultana cake, short-bread, coffee cookies, scones, milk scones, cookies and muffins. All these specials sold so fast that an additional baking during the day was required to take care of the demand.

S S S

**Cakes-in-Pan Displays**

Fred Niebling, Pajara Valley Bakery, Watsonville, Cal.—The home-made appeal of our quality angel cakes is enhanced by the fact that they are displayed in the same individual pans in which they

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**



# DULUTH-SUPERIOR MILLING DIVISION

OF  
STANDARD MILLING COMPANY

General Offices  
MINNEAPOLIS, MINN.

*Mills at the Head of the Lakes.  
Duluth - Superior.*



## DOMESTIC *and* EXPORT

Direct loading from Mill to  
Lake Steamers

Quick delivery at seaboard  
and all Eastern points

## SPRING WHEAT

Duluth Imperial, Patent  
*"Without a Rival"*

Zenith, First Clear

## DURUM WHEAT

Hourglass, Semolina  
*"Sharp - Bright - Uniform"*

Ambo Semolina

Durum Patent Flour

## RYE

Duluth Imperial Rye

# A Headliner for Quality



If you want to make your bread different (and who doesn't?) there's no easier method than the Sunburst route. When everyone else is baking their bread "to a price" the quality loaf stands out all the more in sharp contrast. Sunburst makes a loaf that brings repeat business (and a better price, too).

Write us for quotations

**EVERETT, AUGHENBAUGH & CO.**

General Offices MINNEAPOLIS, MINN.

Capacity Now 1,850 Bbls Daily



**ATKINSON MILLING CO.**  
MINNEAPOLIS, MINNESOTA

NODAK } HIGHEST QUALITY  
VOLUME } SPRING WHEAT  
FORCEFUL } FLOURS

Brokerage Connections Wanted  
**DAKOTA MILLING COMPANY**  
New Chamber of Commerce, Minneapolis, Minn.

**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. Astle WISCONSIN

**FARGO MILL COMPANY**

Millers of Hard Spring Wheat Flour made from the famous Red River Valley Wheat.

FARGO, N. D.

**GOLD KEY**

A flour of high loaf volume, producing excellent flavor and texture—fairly priced.

**WISCONSIN MILLING CO.**  
MENOMONIE, WIS.

**WISCONSIN RYE FLOUR**

Of Uniform and Highest Quality Made From Wisconsin Grown Rye

White Heather Blue Ribbon Rye Meal

Milled by exclusive rye millers to satisfy the demands of the most critical bakers

**GLOBE MILLING CO.**

WATERTOWN, WIS.

"WISCONSIN MAKES THE BEST RYE FLOUR"

are baked. Besides the oven-fresh suggestion developed in this way it has at least two additional advantages; it permits the development of striking mass displays of golden brown topped angel cakes in windows and cases; equally important, it makes possible keeping these cakes moist and fresh until the customer is ready to take them home. Cakes, of course, are removed from pans before being wrapped for delivery.

S S S

### Morning Volume

R. Diekmann, Brooklyn, N. Y.—We desired to draw more morning patronage, especially for our baked specialties, so I announced, by local newspaper advertising, counter and window trim placards, and by sales people, that for 30 days, covering a specified period, we would present two free small cakes or buns to every customer buying at least 25c worth of baked specialties before 11 a.m. Breads and the usual rolls were excluded. My object was to sell more of the special products that customers usually did not call for in the morning. More trade could easily be taken care of before noon, and this plan developed admirably. Moreover, I succeeded in popularizing various special baked goods that I reasoned certain customers should know more about. To each customer entitled to two free small cakes or buns I would present, for instance, two honey buns, on another occasion two spice cakes, and so on, varying the gifts. This stunt, additionally, helped me to "sell" the real intrinsic merits of our different cakes. Some of our customers, even though regulars, hitherto had bought few if any of certain cakes and special buns. I saw to it that they received as their gifts those small cakes and buns that I desired they should know more about. Now we have worked up a goodly bit of extra morning volume, which keeps our store rather busy. Besides, we have jacked up sales well over 50% on cakes that previously did not sell so well.

S S S

### "Pay-Ore" Plan

Frank O'Neill, Jr., sales promotion manager, Mills Baking Co., Detroit, Mich.—In our attempt to realize the greatest market potentialities of the Detroit trading area, our firm, a branch of the Continental Baking Co., plans to concentrate intensively during the coming winter season on the "pay-ore" plan of selling as outlined by S. F. McDonald, senior vice president of the parent company, and a well known figure in the baking industry. This plan, which is simple in its application, utilizes the efforts of a group of high grade salesmen in selecting "pay-ore" customers from each route as a nucleus for a new route of strictly high-class customers. In an effort to aid the salesmen the plan will be tied in with all the company's sales

and advertising activities. It is felt by the Mills company that conservative efforts toward a definitely set goal will be more effective than the "hoopla" activities so much in vogue during recent years.

### He Sells Them Hot Stuff!

(Continued from page 351.)

the standard line. In other words, the hot product idea is simply a leader, and the most successful one we have ever used.

"This promotion also has given us a great deal of word of mouth advertising. Customers talk about this service. That kind of advertising cannot be bought, and is worth much to us in dollars and cents. Another thing—that might seem that we would have a surplus on hand, but items not sold can always be carried over and added to the standard stock. As a matter of fact, we find that we have cut down sales considerably by this means; the late afternoon items are still good for a longer time the next day or even the day after than they would be had we baked everything early in the morning.

"We are now tying in our idea with a hot chicken turnover. We bring this out at both noon and dinner time. It is a deep fry, filled with meaty pieces, and we obtain gravy, in cake form, from a manufacturer, to which we add milk. By advertising hot chicken turnovers along with our other hot products we have still another leader. In other words, it is the idea behind the thing that enables us to obtain a better price and still have a valuable advertising medium for our business," Mr. Stimpson concluded.

### Making Cakes Move

(Continued from page 351.)

goods. Many office workers eat a large lunch, and don't care to go to a great deal of trouble preparing dinner; they will eat something that we can supply, often serving only cake and milk.

Sixth.—I believe the one thing that has been most helpful in my retail cake business is that of not losing my head over wholesale routes. Too many retail bakers get ambitious and put on one or more wholesale routes to get more volume, and soon begin robbing the retail end of the better class clubs in our city with bakery goods, especially their cakes, French pastries and such sweets. They buy their bread and rolls from the wholesalers. But even in furnishing these clubs in large quantities, I get a good price for the products, and make a line for them that really advertises my business.

**NOKOMIS, White Rye Flour**

**BIG DOUGH FANCY, First Clear**

Shipped in same car. A good buy.

**NEW RICHMOND ROLLER MILLS CO.**

NEW RICHMOND, WIS.

Since 1849 Wisconsin's Par Plus Product

**"ROCK RIVER RYE"**

All Grades—from the Darkest Dark to the Whitest White

**FRANK H. BLODGETT, INCORPORATED, JANESVILLE, WIS.**

Successors to Blodgett-Holmes Co., Blodgett Milling Co., and Ford Milling Co.

The buyer purchasing our products pays no commission, no brokerage. Each sale is direct from mill to buyer.

**Pure Rye Flour** We make a high grade pure winter rye flour.

**Fisher & Fallgatter, Wausau, Wis.** Ask for sample and quotations



*After all!*  
 "There is  
 No Substitute  
 for Quality"



"Old Doc" ROSEN RYE

LET  
 "OLD DOC"  
 PRESCRIBE  
 FOR YOU

"IT'S THE ROSEN RYE FLAVOR THAT WINS THEIR FAVOR"

## BAY STATE MILLING CO.

HARD SPRING WHEAT & RYE FLOURS

WINONA, MINNESOTA

DAILY CAPACITY FIVE THOUSAND BARRELS

Write for Our Free Rye Bread Formula Booklet



## Vanity Fair Flour

*Again We Say:*

**N**O matter who makes it or where it comes from there is no better flour made than the flour manufactured at Cannon Falls, Minn., by the Cannon Valley Milling Co.

Main Office  
 Chamber of Commerce, Minneapolis

*Leading Patents*

VANITY FAIR }  
 TELEPHONE } Laboratory Controlled.  
 MARITIME }

What "Big Jo" Is to  
 the Family Flour Trade—

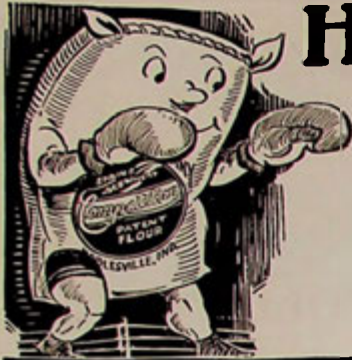
# "Diamond Jo"

is to the Baker who is trying his utmost to make bread that will bring his customers back for more—bread that is outstanding in quality and flavor. After all is said with reference to bread ingredients, it is the flour that really determines the quality of the bread. Expensive improvers, shortenings, sugars, etc., have their place, but back of them all, and the foundation on which they must rest, is the flour. Start with "Diamond Jo" as your foundation and you will have uniformly good bread, repeating customers and good will that has its base in quality.



## WABASHA ROLLER MILL CO.

W. B. WELSH, PRESIDENT AND MANAGER  
 WABASHA • MINNESOTA, U. S. A.



# Heavyweights ~ in the Baking Game

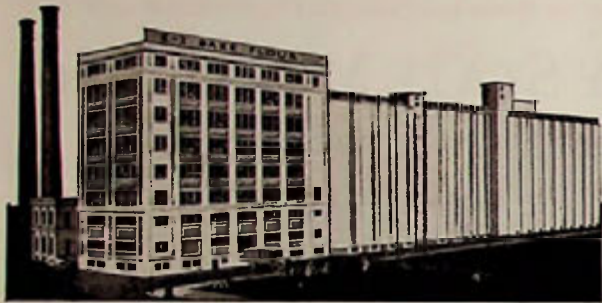


Two real contenders in the bread baking game—**COMPETITION**, from hard spring wheat, and **GOOD CATCH**, from hard winter wheat. Put them into the ring under your colors, and they'll bring home the decision every time. Better bread for your trade—bigger business for you.

Also two other thirsty bread flours—**REXOTA**, hard winter wheat, and **EARLY RISER**, hard spring wheat—each top-notch in its class. Write for full information.

**NOBLESVILLE MILLING CO.** Noblesville, Indiana, U. S. A.  
Elevator Capacity, 750,000 Bushels Mill Capacity, 1,200 Barrels Daily

Over a Century of Milling Progress  
Since 1821



IDEAL FACILITIES

**ACME-EVANS COMPANY**  
INDIANAPOLIS, IND.

## There Is a Difference In Whole Wheat

Stone ground Whole Wheat, when milled from highest protein No. 1 Dark Northern Spring Wheat, is truly different from other types of Whole Wheat . . . Especially is this true when each grain of wheat is thoroughly washed before grinding.

A trial shipment will demonstrate to you why over five hundred bakers prefer Lawrenceburg Old-Fashioned stone ground 100% Spring Whole Wheat.

**Lawrenceburg Roller Mills Co.**

Lawrenceburg, Indiana



**J. ALLEN SMITH &  
COMPANY, Inc.**  
KNOXVILLE : TENN.

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

Domestic and Export Ask for Prices

**Garland Milling Co.**

Pure Soft Winter Wheat  
Flour  
GREENSBURG, IND.

**BLSH MILLING CO.**

Fancy Soft  
Wheat Flours

SEYMOUR, IND.

# Martha Wayne CAKE FLOUR

SPECIALLY MILLED

From Choicest Soft Red Wheat,  
the BEST Grown Anywhere for  
the Purpose.

*Something Different and Better*

than the usual run of Cake Flours  
and other short patents.

TRY IT—ONCE USED—ALWAYS USED

**MAYFLOWER MILLS**

FT. WAYNE, IND.

**Lyon & Greenleaf Co.**

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

**Evans Milling Co.**

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

**DAVID STOTT FLOUR MILLS**

DETROIT, MICH.

**"ALWAYS SATISFACTORY" FLOURS**

SPRING WHEAT FLOURS  
HARD WHEAT FLOURS  
SOFT WHEAT FLOURS  
RYE FLOURS AND MEAL  
CORN MEAL





**NEW DEAL SALESMAN**

A visitor to the office of a big firm was struck by the lazy movements of a member of the staff, who seemed all the same to be on good terms with the others. "How long has that man worked for you?" he asked the manager. "About four hours, I should say." "Indeed! I should have judged from his manner that he has been here longer than that." "He has," said the manager. "He's been here about two years."—*Financier*.

**Secretary:** "How did you find Mrs. D. this morning, doctor?"  
**Doctor:** "It looks to me as if she's in for a serious illness, but I don't want to be too sanguine."—*Medical Journal*.

**PERFECT**

"This fish is not too fresh, Tony."  
"No, sir. Justa right."

As a result of repeal they are serving what is known as the miniature cocktail nowadays—one drink and in a miniature out.—*Druiggist*.

**TAIL BETWEEN HIS LEGS**

While a farm girl was milking a cow, a bull tore across the meadow toward her. The girl did not stir, but continued milking. Observers, who had run to safety, saw to their amazement that the

bull stopped dead within a few yards of the girl, turned around and walked sadly away. "Weren't you afraid?" asked every one.

"Certainly not," said the girl. "I happened to know this cow is his mother-in-law."—*Hoard's Dairyman*.

**NO FLIES ON HIM**

**Small Boy:** "I'm not afraid of going to the hospital, mother. I'll be brave and take my medicine, but I ain't going to let them palm off a baby on me like they did on you. I want a pup."—*Medical Journal*.

**CIRCUS STUFF**

**Circus Manager:** "Well, what's wrong now?"

**India Rubber Man:** "Every time the strong man writes a letter he uses me to rub out the mistakes."

**FIFTY-FIFTY**

**Teacher (calling at pupil's home):** "Your son has a great thirst for knowledge. Where did he get it?"

**Mother:** "He gets the knowledge from me and the thirst from his father."  
**Instructor.**

**NOTHING IMPOSSIBLE**

**Teacher:** "And now, boys and girls, we see that nothing is impossible."

**Police (from the rear):** "It isn't, eh? Well, I'd like to see you stick an umbrella down your throat and then open it."

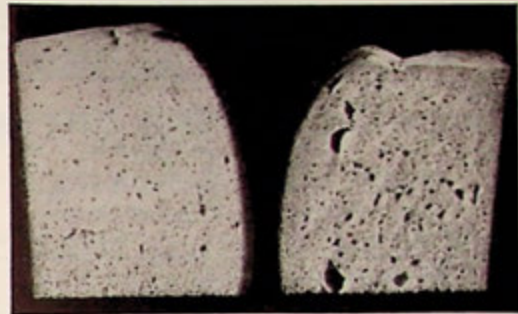
**Steward:** "How would you like your breakfast, sir?"

**Seaside Passenger:** "With an anchor on it, if you don't mind."—*Chronicle*.

**TAKEN AT HIS WORD**

"Smith, the practical joker, is dead."  
"How did it happen?"  
"Well, while he was in Chicago, he went into a night club and yelled, 'Fire!'"  
"Well?"  
"Somebody did."

**DIA-AID** brings many benefits



With Dia-aid      Without Dia-aid

1. Finer grain and texture.
2. Better bloom and crust color.
3. Fewer baking troubles.
4. Wider fermentation tolerance.
5. Symmetry of shape and form.
6. Full strength and elasticity of gluten.
7. Longer lasting freshness.
8. Improved taste and richer flavor.
9. Increased absorption—bigger volume.
10. Greater economy—lower costs.
11. Increased salability of product.

**A Pure Wheat Product**

Should Be Used with All Brands of Flour

Send for Booklet, "Startling Facts About Dia-aid"

**B. A. ECKHART MILLING CO.**  
CHICAGO, ILLINOIS



**Matching the Needs of Your Business . . .**

No matter where you require banking service—or what that service is—this Bank is organized to supply it, and to help you build your business in the Northwest, the Nation or over-seas.

**Northwestern National Bank & Trust Company**  
Minneapolis

**SPARKS MILLING COMPANY**

ALTON, ILLINOIS

TERRE HAUTE, INDIANA

Established 1855

**O.S.O.S.O.F.T**

**CAKE FLOUR**

FOR HIGH RATIO FORMULAS

**Pfeffer Milling Company**

Manufacturers of Pure High-Grade Winter Wheat Flour  
Branch: Lebanon, Ill.      **LEBANON, ILL.**  
Etherval, Jewel      Member Millers' National Federation  
Capacity: 1,000 bbls.

**DECATUR MILLING CO.**

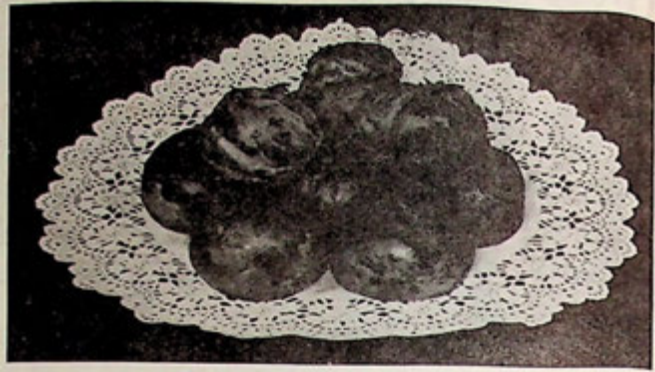
DECATUR, ILLINOIS  
Manufacturers of  
White and Yellow Corn Products  
Tapioca      Cream Meal  
Corn Flour      Bakers' Baking Flour  
Ask for Samples and Prices

**GILSTER MILLING CO.**

CHESTER, ILLINOIS

Manufacturers of  
Gilster's Best and Finest White, Plain and Soft Baking Flour

CREAM PUFF SHELLS



**T**HIS formula for cream puff shells makes a nice, smooth shell and can also be used for éclair shells.  
 Scale into a kettle:  
 1 qt milk  
 13 oz shortening  
 Place the kettle on the fire, and stir until it boils. Now add 1 1/4 lbs spring wheat flour. Stir the mix until it boils dry. Put the hot mix into a bowl and add a scant 1/4 oz soda (or 1/2 oz ammonia). Rub into the mix, while hot, 18 eggs, adding them 2 at a time. After the eggs have been rubbed into the mix, stir in 1 pint milk, adding it a little at a time. Beat the mix up thoroughly. Drop out by hand on greased and dusted

flat pans about the size of a small egg. Bake in oven at 400 to 425 degrees. These shells should be baked good and dry. After they are cold, fill with whipped cream or custard cream filling. Dust lightly on top with powdered sugar.

Bakery Food Exhibits

(Continued from page 345.)  
 play. This work can usually be augmented by having some kind of printed matter, telling about the exhibition, where consumers will see it when buying bakery products.

Retail and house-to-house bakers have a much easier problem in this respect, for they are in personal touch with their buyers. Their sales representatives can extend personal invitations to attend the display, and follow this up by inclosing a circular, telling something about the exhibit, with each order.

Whenever a baker has a display at any kind of a food show, he places his entire business open for inspection, for visitors will invariably judge it as a whole by the exhibit. Consequently, it is absolutely necessary that the display be the best he can afford and prepare. Otherwise, it would be far better to have no exhibit whatever.

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

*Bakers—*  
 When comparing Spring Wheat Flour use  
**"BULL DOG"**  
 for your standard  
 Made by  
 The Fairchild Milling Company  
 CLEVELAND, OHIO

**Hardesty Milling Co.**  
 Quality Millers for  
 Over Half a Century  
 Domestic and Export DOVER, OHIO

**BREAD FLOUR**  
**CAKE FLOUR**  
**FAMILY FLOUR**  
**The Mennel Milling Co.**  
 Toledo, Ohio

**MELLOW CREAM CAKE FLOUR**  
 Made from SELECTED PURE SOFT WHEATS  
**NORTHWESTERN ELEVATOR & MILL COMPANY**  
 TOLEDO, OHIO

COUNTRY OFFICES:  
 FAIRMONT, MINN. MARSHALL, MINN. DEVILS LAKE, N. D. WILLISTON, N. D.  
 SIOUX FALLS, S. D. CEDAR RAPIDS, IOWA LINCOLN, NEBR. HASTINGS, NEBR.

**CARGILL**  
 MINNEAPOLIS, MINN.

TERMINAL OFFICES:  
 DULUTH - MILWAUKEE - GREEN BAY - OMAHA - CHICAGO - TOLEDO  
 BUFFALO - NEW YORK - ALBANY - BOSTON - WINNIPEG, MAN. - MONTREAL, QUE.

**ARCHER-DANIELS-MIDLAND COMPANY**  
 J. M. CHILTON, Mgr. Grain Dept.  
**GRAIN MERCHANTS**  
*Milling Wheat and Coarse Grains*  
 MINNEAPOLIS BUFFALO

**JOHN KELLOGG COMPANY**  
**GRAIN MERCHANTS**  
 CHICAGO  
*Branch Offices: Minneapolis, St. Joseph, Mo., New York*  
**ELEVATORS**  
 Minneapolis Chicago Savanna, Ill. St. Joseph, Mo. Schneider, Ind. Depot Harbor, Ont.

**Rosenbaum Grain Corporation**  
*Grain Merchants - Exporters - Importers*  
 332 So. La Salle Street  
 CHICAGO, ILLINOIS  
 Cash and Futures Private Wires

**CONTINENTAL EXPORT COMPANY**  
 St. Louis Operating Kansas City  
 CONTINENTAL ELEVATOR MISSOURI PACIFIC ELEVATOR  
 Kansas City St. Louis  
 Capacity 2,500,000 bus. Capacity 1,000,000 bus.  
*We solicit your inquiries on MILLING WHEAT*

**CHECKERBOARD ELEVATOR CO.**  
**GRAIN MERCHANTS**  
 ST. LOUIS MINNEAPOLIS KANSAS CITY DENVER

**THE VAN DUSEN HARRINGTON CO.**  
 WHEAT GRAIN DEALERS BARLEY  
 RYE FLAX Business Founded 1859 CORN  
 MINNEAPOLIS OATS DULUTH

We are always ready to fill your requirements of  
**MILLING WHEAT**  
**MOORE-SEEVER GRAIN CO.**  
*Operating Kansas City Southern Elevator*  
 KANSAS CITY, MO.

**Hallet & Carey Co.**  
 Futures, Receivers, Shippers  
**MILLING WHEAT**  
 Minneapolis

**BARTLETT FRAZIER CO.**  
*Grain Merchants*  
 Receivers, Buyers and Shippers  
 We Specialize in Milling Wheat  
 Members of All Leading Grain Exchanges  
 Cash and Future Business Solicited  
 111 W. Jackson Blvd. CHICAGO

**THE WARWICK CO.**  
 Makers and Shippers of Flour from Choice Winter Wheat  
 MASSILLON, OHIO  
 Write for samples and prices

*America's  
Finest*



*Terminal  
Elevator*

IN POSITION TO OFFER CHOICE WHEAT  
OF THE KIND YOU LIKE OUT OF OUR  
GREAT CAREFULLY SELECTED STOCK

## Davis-Noland-Merrill Grain Company

Operating Elevator "A"—Capacity 10,200,000 Bushels

KANSAS CITY, MO.

# SIMONDS' SHIELDS' LONSDALE GRAIN CO.

KANSAS CITY MISSOURI

HAVE YOU NOTED HOW TERMINAL STOCKS OF  
CHOICE WHEAT AT KANSAS CITY ARE GOING DOWN  
—DOWN—DOWN? WE STILL HAVE A FINE SUPPLY  
FOR SALE TO DISCRIMINATING MILLERS AT IN-LINE  
PREMIUMS.

Storage Capacity 7,000,000 Bushels

F. C. VINCENT, PRESIDENT  
E. F. EMMONS, VICE PRESIDENT  
F. L. ROSEBURY, SECY. & TREAS.  
F. J. FITZPATRICK  
H. J. O'DOWD  
H. O. McVEY

FRED UHLMANN, President

PAUL UHLMANN, Vice President

RICHARD UHLMANN, Secretary

JACK A. BENJAMIN, Treasurer

## 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  
New York Coffee and Sugar Exchange  
New York Cotton Exchange  
New York Cocoa Exchange

*Total Capacity 7,200,000 Bushels*

OFFICES:

New York City  
Chicago, Ill.  
Kansas City, Mo.  
Oklahoma City, Okla.  
Fort Worth, Texas  
Amarillo, Texas

# REPRESENTATIVE FLOUR IMPORTERS OF FOREIGN COUNTRIES

M. STANNARD F. T. COLLINS  
 Established 1870  
**STANNARD, COLLINS & CO.**  
 FLOUR, GRAIN AND CEREAL PRODUCT IMPORTERS  
 Cory Buildings, Fenchurch Street LONDON, E. C. 3

**D. T. RUSSELL & BAIRD, LTD.**  
 45 Hope Street GLASGOW  
 IMPORTERS OF  
 FLOUR, OATMEALS, CEREALS  
 OFFICES ALSO AT  
 LIVERPOOL LEITH DUBLIN BELFAST

**R. HUNTER CRAIG & CO., Ltd.**  
 GLASGOW—45 HOPE STREET LIVERPOOL—17 BRUNSWICK STREET  
 LONDON—7 LONDON STREET, MARK LANE, E. C.  
 Also at BRISTOL, SOUTHAMPTON, HULL, BELFAST, DUBLIN and COKE

Cable Address: "DONFEACH," London  
**MARDORF, PEACH & CO.**  
 FLOUR IMPORTERS  
 Old Trinity House, Water Lane  
 LONDON, E. C.  
 West Second Patents and First Bakers

**HARRIS BROS. & CO. (Grain) Ltd.**  
 COMMISSION AGENTS and FACTORS  
 GRAIN, SEEDS, OIL, FEEDINGSTUFFS and FLOUR  
 21 St. Mary Axe LONDON, E. C. 3  
 9 Brunswick Street LIVERPOOL  
 68 Constitution Street LEITH  
 61 Hope Street GLASGOW

**J. M. & C. M. HAMM**  
 FORMERLY  
 WALKERS, WINNER & HAMM  
 FLOUR AND GRAIN IMPORTERS  
 Offices: 50 Mark Lane, E. C. 3 LONDON  
 Cable Address: "ALEKKA," London

**A. GARNHAM & CO.**  
 FLOUR IMPORTERS  
 67 Crutched Friars LONDON, E. C.  
 Cable Address: "FLAKY," London

**A. VAUGHAN THOMAS**  
 FLOUR  
 59 Mark Lane LONDON, E. C.

**COVENTRY, SHEPPARD & CO.**  
 FLOUR IMPORTERS  
 LONDON  
 Cable Address: "COVENTRY," London

**GREEN & GOWLETT**  
 IMPORTERS OF GRAIN, FLOUR,  
 CORN PRODUCTS AND  
 ALL FEEDINGSTUFFS  
 48 Mark Lane LONDON, E. C. 3

**PILLMAN & PHILLIPS**  
 FLOUR IMPORTERS  
 LONDON, LIVERPOOL, BRISTOL,  
 DUBLIN, BELFAST

**ROBERT NEILL, LTD.**  
 FLOUR IMPORTERS  
 67 Hope Street GLASGOW  
 Branches: Belfast and Dublin

**ARCHD. HAMILTON & SONS**  
 IMPORTERS OF FLOUR,  
 OATMEAL  
 AND FEEDINGSTUFFS  
 67 Hope Street GLASGOW, C. 2  
 Cable Address: "ROSLIN," Glasgow

**BRUCE & WILSON**  
 FLOUR IMPORTERS  
 25 Wellington Street GLASGOW  
 Cable Address: "CATYPSO"

**ROBERT CARSON & CO.**  
 LTD.  
 FLOUR IMPORTERS  
 50 Wellington St. GLASGOW  
 Cable Address: "DIPLOMA," Glasgow

**FARQUHAR BROTHERS**  
 FLOUR MERCHANTS  
 67 Hope Street GLASGOW  
 C. I. F. business much preferred.  
 Cable Address: "GLENCAIRN," Glasgow

ANDREW LAW WILLIAM R. LAW  
**CRAWFORD & LAW**  
 FLOUR IMPORTERS  
 67 Hope Street GLASGOW  
 and at 59 Mark Lane LONDON  
 Cable Address: "CAMELLIA," Glasgow

**WATSON & PHILIP, LTD.**  
 FLOUR IMPORTERS  
 93 Hope St. GLASGOW  
 41 Constitution St., LEITH  
 Esplanade Buildings, DUNDEE  
 12 Virginia St., ABERDEEN  
 Cables: "PHILIP," Dundee

**McCONNELL & REID, LTD.**  
 FLOUR IMPORTERS  
 19 Waterloo St. GLASGOW  
 Cable Address: "MARVEL," Glasgow

**McKINNON & McDONALD, Ltd.**  
 FLOUR, OATMEAL, OILCAKES, CORN PRODUCTS AND GRAIN  
 67 Hope Street, GLASGOW  
 Cable Address: "GRAINS," Glasgow Also at: 27 Charlotte Street, Leith  
 102-103 Grafton Street, Dublin

**N. V. Handelmaatschappij v/h GRIPPELING & VERKLEY**  
 IMPORTERS OF ALL KINDS OF FLOUR AND CEREALS  
 Cable Address: "BILGRIJ," Amsterdam  
 All codes used  
 Bankers: Twentsche Bank, Amsterdam  
 Sole Agents of Washburn Crosby Co., Inc., Minneapolis AMSTERDAM

**N. V.: M. WITSENBURG JR., Agentuur & Commissiehandel**  
 60 years in business and still going stronger  
 IMPORTERS AND BUYERS OF ALL KINDS OF CEREALS  
 Established 1868 AMSTERDAM, HOLLAND, cable address: "Witroog"  
 Reference: Twentsche Bank, Amsterdam NEW YORK, U.S.A., cable address: "Witroog"

**WILLIAM MORRISON & SON**  
 LTD.  
 FLOUR IMPORTERS  
 Baltic Chambers  
 50 Wellington Street GLASGOW  
 Cable Address: "WAVERLEY"

Established 1851  
 Sir Thos. Dunlop Bt. G. B. E.  
 Robert J. Dunlop Thos. Dunlop, Jr.  
**THOMAS DUNLOP & SONS**  
 FLOUR IMPORTERS  
 70 Wellington Street GLASGOW  
 Cable Address: "DUNLOP," Glasgow

**BYRNE, MAHONY & CO.**  
 FLOUR IMPORTERS  
 LONDON DUBLIN  
 ABERDEEN AND BELFAST  
 Cable Address: "BYRNE," Dublin

**JOHN F. CAMERON & CO.**  
 FLOUR IMPORTERS  
 No. 8 South College Street,  
 ABERDEEN, SCOTLAND  
 Also LEITH and DUNDEE  
 Cable Address: "VIGILANT" Code: Riverside

**SHAW, POLLOCK & CO., LTD.**  
 FLOUR AND CEREAL PRODUCT  
 IMPORTERS  
 BELFAST AND DUBLIN  
 Cables: "POLLOCK," Belfast  
 "PILSHURY," Dublin

**WILSON & DUNLOP**  
 FLOUR IMPORTERS AND  
 COMMISSION MERCHANTS  
 LEITH and GLASGOW  
 Also at Aberdeen  
 Cable Address: Correspondence solicited  
 "FLOUR," Leith Advances on consignments

N. V. HANDELMATSCHAPPY voorheen  
 (Trading Company late)  
**BULSING & HESLENFELD**  
 MILLERS' AGENTS and FLOUR  
 IMPORTERS AMSTERDAM  
 Represented in Germany, Czechoslovakia, Austria, and Belgium.  
 Cable Address: "HESLENFELD," Amsterdam

**HANDELMIJ v/h OSIECK & CO.**  
 (Successor to H. F. Osieck)  
AMSTERDAM  
 Importers and Agents of FLOUR and All kinds of FEEDINGSTUFFS  
 Cable Address: "OSIECK," Amsterdam. All codes used.  
 Sole Agents for the Pillsbury Flour Mills Co., Minneapolis, Minn., for Holland, Belgium and Rhine territory

**A. RUOFF & CO.**  
 Successors to SCHÖFFER & CO.  
 FLOUR IMPORTERS ROTTERDAM  
 Established 1855  
 Invite correspondence with reliable  
 American Mills.  
 Cable Address: "RUODAM," Rotterdam.

W. BOUWMAN C. L. KIECHHEIMER  
**E. & W. BOUWMAN**  
 FLOUR IMPORTERS  
 ESTABLISHED 1833 ROTTERDAM  
 Cable Address: "BOUWMAN," Rotterdam

Established 1894  
**ANTH. JOHANSEN & CO.**  
 FLOUR, GRAIN AND FEED  
 AGENTS  
 OSLO, NORWAY  
 Cable Address: "JOHNNY"

**LØKEN & CO. A/S**  
 Established 1871 OSLO, NORWAY  
 Working Norway, Finland, Denmark  
 and Sweden  
 Reference:  
 The National City Bank of New York, New York  
 Midland Bank Ltd., Poultry & Princes St.,  
 London

**ASBJØRN P. BJØRNSTAD**  
 FLOUR AGENT  
 OSLO, NORWAY  
 Reference:  
 The Northwestern Miller  
 Cable Address: "ASBJØRNSTAD"

**Our FLOUR IMPORT REPORT**  
 Issued monthly, gives a detailed statistic on  
 imports of wheat flour, with number of bags  
 shipped by each mill to each importer locat-  
 ed at the 25 ports of Cuba, since 1920. Mod-  
 erate rates.  
**CARR & MORE**  
 Produce Ex. Rooms 202-203 P. O. Box 1219  
 HAVANA, CUBA

**THE A B C CODE**  
 In use by various foreign brokers  
 Sixth Edition . . . \$20 00  
 For sale at all its branches and by  
 THE NORTHWESTERN MILLER, MINNEAPOLIS,  
 MINN., U. S. A.



**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, 1100 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 mark, a formal notice of opposition. The journal offers to render an advance search free of charge on any trade-mark upon which they may desire information. Write direct to us or Mason, Fenwick & Lawrence.

**DOMESTIC MAID** and design: Ohio Farm-ers Grain & Supply Association, Portoria, Ohio; bread, family flour, bread flour and pastry flour. Use claimed since Jan. 15, 1933.

**LACONO**, Lanier Cone Co., Cincinnati, Ohio; ice cream cones. Use claimed since June 25, 1930.

**PAUL SCHULZE KICKS**: Paul Schulze Biscuit Co., Chicago, Ill.; crackers. Use claimed since April 5, 1931.

**RENZ'S THREE IN ONE**: J. F. Renz & Sons, Lima, Ohio; bread. Use claimed since Jan. 1, 1933.

**MELLO-CAKE**: S. & S. Cone Corp., New York City; sugar cones and waffles. Use claimed since July 1, 1933.

**GOOD HUMOR**, Good Humor Corp. of America, Inc., Brooklyn, N. Y.; bakery prod-ucts. Use claimed since June 11, 1931.

**Coming Conventions**

Nov. 18-20—New England Bakers Association, convention at the Hotel Statler, Boston; secretary, Robert Sullivan, 177 Milk street, Boston.

Jan. 6-8—Pennsylvania Bakers Association, annual convention at the Bellevue Stratford Hotel, Philadelphia; secretary, H. F. Fielder, 20th St. and Indiana Ave., Pitts-burgh.

**United States Grain Crops**

Estimates by the Department of Agriculture of grain and faxseed crops of the United States by years (in millions of bushels):

	Wheat	Corn	Oats	Barley	Rye	Flax	wh't
1934*	497	1,417	546	122	17	5	8
1933	528	2,214	752	157	21	7	9
1932	727	2,908	1,242	300	40	15	7
1931	900	2,567	1,118	198	32	22	9
1930	863	2,034	1,358	335	48	23	9
1929	807	2,622	1,239	307	41	17	12
1928	915	2,315	1,419	277	43	20	13
1927	872	2,786	1,195	266	59	27	16
1926	832	2,645	1,251	191	40	19	13
1925	676	2,817	1,488	217	46	22	14
1924	864	2,369	1,503	182	65	32	13
1923	737	2,884	1,304	198	63	17	14
1922	868	2,906	1,216	182	103	16	16
1921	815	3,069	1,078	155	62	8	14
1920	833	3,209	1,456	189	60	11	13
1919	968	2,811	1,184	148	75	7	14
1918	951	2,503	1,538	156	91	13	17
1917	637	3,065	1,553	112	63	9	16
1916	636	2,867	1,252	182	49	14	12
1915	1,026	2,995	1,649	239	54	14	15
1914	891	2,673	1,141	195	43	16	17
1913	763	2,447	1,122	178	41	14	14
1912	730	3,125	1,418	224	36	20	12
1911	621	2,531	922	160	33	13	13
1910	635	2,886	1,186	174	35	13	13
1909	683	2,552	1,007	173	30	20	15
1908	665	2,869	807	167	32	26	16
1907	634	2,530	764	154	32	26	14
1906	735	2,327	965	180	32	26	15
1905	693	2,702	853	137	28	28	15
1904	552	2,467	895	140	27	23	15
1903	638	2,244	784	132	29	27	14
1902	670	2,524	988	135	34	29	15
1901	748	1,823	737	110	89	18	15
1900	523	2,105	809	59	24	20	12
1899	547	2,378	786	73	24	--	10

\*Oct. 1 estimate.

**Low Grades and Millfeed**  
I. S. JOSEPH CO., INC.  
MINNEAPOLIS, MINN.

**PIONEERS & ORIGINATORS**  
**BALANCED FLOURS**  
John W. Eckhart & Co  
ESTABLISHED FOR OVER 50 YEARS  
112 N. CARPENTER ST. CHICAGO

**Johnson-Herbert & Co.**  
**FLOUR**  
444 W. Grand Ave. CHICAGO

**Low Grades and Second Clears**  
Your Offers Solicited  
The New Century Company  
2940 So. Union Avenue CHICAGO, ILL.  
Cable Address: "CENTURY"

**HABEL, ARMBRUSTER & LARSEN CO.**  
**FLOUR** Grades  
410-120 N. Western Ave. CHICAGO, ILL.

**Buyers and Shippers**  
of all grades of  
MILLFEEDS and SCREENINGS  
DONAHUE-STRATTON CO.  
MILWAUKEE, WIS.

**KELLY-ERICKSON CO.**  
Flour Brokers  
OMAHA, NEB.

**PH. ORTH CO.**  
FLOUR AND BAKERS' SUPPLIES  
198 201 FLORIDA STREET  
MILWAUKEE, WIS.

We are **FEEDS** of all kinds  
**DEUTSCH & SICKERT CO.**  
Suite 400-402 Chamber of Commerce Bldg.  
MILWAUKEE, WISCONSIN

**PEEK BROS.**  
Flour Brokers  
Operating in Southern States  
LITTLE ROCK ARKANSAS

**DON C. GRAHAM FLOUR**  
808 Dwight Building  
KANSAS CITY, MO.

**TRIPLE XXX FINE GROUND ALFALFA MEAL**  
Ideal for Poultry Mash  
THE DENVER ALFALFA MILLING & PRODUCTS CO. Merchants Exchange, Lamar, Colo. St. Louis, Mo.

**J. H. BLAKE**  
Representing  
Highest Class Mills and Buyers  
**FLOUR and SEMOLINAS**  
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

**FLOUR**  
Broker and Merchandiser  
**DAVID COLEMAN, Incorporated**  
Members N. Y. Produce Exchange  
Produce Ex - NEW YORK  
Rm 603 Grain & Flour Ex., Boston, Mass.

**KNIGHTON FOR FLOUR**  
NEW YORK BOSTON  
PHILADELPHIA

**American Flour Corporation**  
Produce Exchange  
NEW YORK  
Cable Address: "AMFLOURCO"

**FLOUR AND SEMOLINA**  
PHILETUS SMITH  
Produce Exchange NEW YORK

**S. R. STRISIK CO.**  
Flour Mill Agents  
Produce Exchange NEW YORK

**HUBERT J. HORAN**  
**FOREIGN FLOUR DOMESTIC**  
465 and 467 Bourse PHILADELPHIA, PA.

**F. W. WISE & CO.**  
Millers' Agents  
Flour and Feed  
508 Grain & Flour Exchange BOSTON

**JACQUES A. DAVIS**  
Flour Broker  
Member N. Y. Produce Exchange  
1 Broadway New York City

**COWING & ROBERT'S**  
Established 1867 Flour Winter Wheat  
Correspondence and Specialty Flour  
Samples solicited  
418 Produce Exchange NEW YORK

**Broenniman Company**  
INCORPORATED  
**FLOUR**  
64 Produce Exchange NEW YORK

**FLOUR BROKER**  
JAMES HAFFENBERG  
Member N. Y. Produce Exchange  
Produce Exchange NEW YORK

**L.G. SPINDLER**  
**QUALITY FLOUR**  
PRODUCE EXCHANGE NEW YORK

**H. S. PEARLSTONE FLOUR**  
Produce Exchange Bldg.  
New York City

**J. G. WEBSTER**  
Commission Brokerage  
**FLOUR and SEMOLINA**  
Member New York Produce Exchange  
316 Produce Exchange, No. 1 Broadway,  
NEW YORK, N. Y.

**Acheson Flour Co., Inc.**  
**FLOUR**  
Philadelphia, New York, Boston

**BREY & SHARPLESS FLOUR**  
The House PHILADELPHIA, PA.

**J. J. SHEVELOVE**  
COMMISSION BROKERAGE  
Flour and Semolina  
Representing Highest Class Mills  
66 Park Place, NEWARK, N. J.

**H. S. LEVISTON**  
**FLOURS OF CHARACTER**  
177 Milk St. BOSTON, MASS.

ESTABLISHED 1894  
**Dawson-Davis Company**  
Special Attention to Baking Industry  
All Types of Bakery Flours  
177 Milk Street BOSTON

**J. C. Consodine Company**  
Millers' Agents  
1502 Merchants Bank Bldg.  
INDIANAPOLIS, IND.  
**SUPERIOR SERVICE**

**Associated Flour Mills Co.**  
**FLOUR**  
of all descriptions for distributing  
jobbers and dealers  
Office: Hearst Tower Bldg., Baltimore, Md.  
Cable Address: "ASFOFG"

Established 1846  
**J. H. BAKKE**  
WORKING SCANDINAVIA AND THE BALTICS  
OSLO, NORWAY

**H. H. GJERTSEN**  
COMMISSION AGENT  
FLOUR SPECIALIST  
Toldbodgt., 4 OSLO  
Cable Address: "KWAKER"

**NASHVILLE**—The largest Flour market in the Southeast.  
Over a million barrels annually.  
**COHEN E. WILLIAMS & SON**  
BROKERS  
FEE—FLOUR—GRAIN  
Nashville, Tennessee Atlanta, Georgia

**Associated Flour Mills Co.**  
**FLOUR**  
of all descriptions for distributing  
jobbers and dealers  
Office: Hearst Tower Bldg., Baltimore, Md.  
Cable Address: "ASFOFG"

INDEX OF ADVERTISERS

Table listing various companies and their locations, such as Acheson Flour Co., Inc., Philadelphia, Pa.; Acme-Evans Co., Indianapolis, Ind.; Acme Flour Mills Co., Oklahoma City, Okla.; etc.

# "BIG RED APPLES"



No, we won't insult your intelligence by saying why this apple vendor polishes his apples. But it's a safe bet he sells six to every one dull uninteresting apple sold by his competitor on the next corner—and his customers come back for more!

Of course, you can't take the inside out of a loaf, polish it and put it back—but bake up

some Novadel treated flour against some untreated flour and see for yourself the improved color, the sparkle and brilliance that carries over to the finished loaf and on to your customers' tables.

Specify "Novadel treated" flour, then *your* customers will come back for more, too!



NOVADEL — a process for the improvement and standardization of color, scientifically controlled at the mill.

## NOVADEL-AGENE

Agents: WALLACE & TIERNAN CO. INC., NEWARK, N. J.

WHY

BREAD IS GOOD TO EAT 4 TIMES A DAY



*How many mothers and children who buy your bread know the "answer" to this phrase?*

Why is bread good to eat 4 times a day?

You know why. Or should. And the convincing, scientific *reasons why*—as given in that marvelous little booklet "How To Keep Well Nourished"—are the most electrically vital sales weapon you possess.

*Bread is our outstanding, our most economical energy food. And energy, the body's greatest need, is best supplied by bread. Therefore every truly balanced diet should include bread in some form.*

There's your answer in a nutshell. How many women and children know it by heart . . . *believe* it?

Through a complete tie up with the compelling nationally advertised Bread-Letter Contest, it is in your power to *make* these mothers, these children—the buyers of today and tomorrow—*know* and *believe* these facts.

Get into the schools with Bread! Work with the teachers . . . play up the exciting glamour of this great Prize Contest . . . make every boy and girl in your town a Bread-Letter Contest fan! And . . . be ready to supply them with the material they need to "read up" on bread and write winning letters!

Is there any doubt in your mind that more bread will be bought if this truth about bread is planted deeply in the minds of your customers?

Then—glorify *Bread* in the Balanced Diet! Work hard and long to make every home in your community a Bread-Letter home!

For additional information about the Contest see your General Mills man or write to Products Control Department of General Mills, Inc. Minneapolis, Minn.

*Bread* ENERGY FOR *Vitality!*