A FEW FACTS ABOUT FLOUR

RUSSELL-MILLER
MILLING COMPANY

ON SALE AT
RUBY ALDRICHS
EMPORIUM
Baking can be no better than the flour used—and flour can be no better than the wheat from which it is made.

So the starting point for Occident Flour is the most carefully selected wheat obtainable.

In the territory known as the “bread-basket” of America—the great plain areas in North Dakota and Montana, where the country’s finest wheat is grown, are located 140 Occident Grain Elevators. These elevators maintain constant contact with farmers throughout these prize-wheat growing areas. These elevators have first choice in selecting the finest raw material for the milling of the finest flour.

Additional Storage Capacity

Supplementing the storage capacity of the Occident Elevators are the Occident Terminal Elevators at Minneapolis, Duluth and Buffalo with additional storage capacity. All of
the Occident Elevators can hold 17,000,000 bushels of wheat—a tremendous reserve of raw material—insuring a constant supply of the very finest wheat for all of the Occident Mills. This wheat is carefully stored and tempered so it is in perfect condition for milling.

Wheat, when it arrives at the mill contains a small percentage of other grains and foreign substances. The wheat stocks, as received at the mill, first pass over a series of screens, designed to eliminate everything but wheat kernels.

**Wheat is Washed and Scoured**

Then the wheat would be ready, in many mills, for the grinding rolls. But not so in the Occident Mills. Before any wheat starts on the long Occident milling process, it must first be carefully washed and scoured. This is looked
upon as an unnecessary process in some mills—a costly step that adds unnecessarily to the price of flour. But in all Occident Mills, the standard of quality is such that wheat washing is just one of many extra steps to insure the peak of quality.

Dirt and bacteria lodge in the crease of the wheat berry. The only way to insure complete removal is by a thorough washing process—such as is employed for Occident wheat in all Occident Mills. If you could see the color of the water as it enters the Occident wheat washing drums—and the color of the same water when it leaves the drums—you would be easily convinced of the value of this extra process. About 12 gallons of pure warm water are used for washing each bushel of Occident wheat. The wheat is then scoured. It comes out as clean as any food can be, ready for the tempering and drying process.

Wheat washing apparatus insures clean flour.
A tile floored grinding department as clean as your own kitchen

Above is shown a group of grinding rolls in one of the twelve Occident Mills. These rolls gradually reduce the wheat kernel to finer and finer mill stocks. Bran, the wheat germ and that part of the wheat berry directly under the bran coat, is gradually removed by an exceptionally long process.

A Mile of Spouts

As an instance of the care with which Occident Flour is made, it is interesting to note that a kernel of wheat travels more than a full mile through grinders, sifters, bolters and purifiers before it is ready for the Occident sack.

As another instance of the care with which Occident Flour is made, mill stocks pass through silk screens with 20,000 apertures to the square inch. A flour must be fine and uniform to pass this test! And all Occident Flour does!!
This longer process costs more than the ordinary process . . . but the difference in baking results is immediately apparent and the difference in cost becomes insignificant in comparison with this difference in baked products.

Each Batch Laboratory-Tested

Even though the milling of Occident Flour entails many added operations to insure quality, each batch is nevertheless tested in a completely-equipped laboratory to make doubly sure that it is up to required standard.

Here in the laboratory, protein, moisture and gluten tests are constantly in progress. When you buy a sack of Occident Flour you know that it carries the laboratory’s “O.K.” on these important baking factors.
Tests made in the chemical laboratory are not sufficient. **Occident Flour must also pass a rigid baking test**—under conditions exactly similar to those in your own kitchen.

In the baking laboratory, Occident Flour is baked into bread and compared side-by-side with other flours. Test loaves are not identified—so scoring for the loaf is completely unbiased.

Occident-baked bread must obtain the highest grading in this "blind-identity" test.

Additional equipment in the baking laboratory checks gluten quality and quantity, expansion in the loaf and other factors of importance to you as a home-baker.

Occident Flour works best with Occident recipes. The reason: Occident is "stronger" than the average flour—that is, absorbs liquid
Recipes and an outright money-back offer in each sack

more freely, due to its higher quality and quantity of gluten. Thus if you use Occident with a recipe designed for a weaker flour, you probably won’t use as much liquid as you should so you won’t get as much dough as can be had from Occident when used properly.

**Occident Goes Farther**

When you make a side-by-side comparison of Occident and the flour you are now using, you will probably notice that Occident goes farther, keeps baking fresh longer. **Tested recipes are enclosed with each sack of Occident Flour. These recipes have been triple-tested.** If you will follow them carefully, there’s no possibility of your getting anything but perfect baking results.
In each sack of Occident Flour we enclose a money-back guarantee. This is an unqualified offer to refund the full purchase price if you do not agree that Occident produces definitely better baking results in any test you may make.

Approved by “Good Housekeeping” Bureau

Specific claims of superiority for Occident Flour, as given in guarantee, are endorsed by “Good Housekeeping” Bureau—testing bureau designed to provide unbiased information to readers of “Good Housekeeping” magazine.

But Occident Flour must “stand on its own feet” regardless of any endorsements it may carry. Either it delivers better baking for you or the experiment has cost you nothing. All Occident distributors are authorized to make immediate refund to any customer who is in any way dissatisfied with baking results.

Your guarantee of baking quality
Twelve mills with a uniform standard of quality back of the Occident Guarantee

Occident Flour and the Occident guarantee are backed by more than half a century of milling experience. Occident Flour was first milled in Valley City, North Dakota, in 1882. From one small mill at that point, the Occident organization has grown to 12 mills with a daily capacity of 16,000 barrels.

The same painstaking care is exercised in all of the Occident Mills today as was the case when the first sack of Occident was made more than half a century ago.

The entire Occident organization stands squarely behind the Occident guarantee of better baking.

When you try your first sack of Occident Flour, you join company with many thousands of women who have been introduced to better baking by this means. You will exclaim: “I didn’t know there could be that much difference in flour."
TRY a sack of Occident and make as many bakings as you wish. If you are not better satisfied with your baking results, return the unused portion of the sack, and get your money back.

We guarantee the quality of Occident Flour to be sufficiently superior so as to be immediately noticeable. We guarantee that you can make bread from it which cannot be excelled in purity, whiteness, rich-flavor, fine even texture and general goodness. In accordance with the terms of this guarantee, every dealer has authority to refund the full purchase price to any dissatisfied Occident customer.

RUSSELL - MILLER MILLING CO., Minneapolis, Minn.

“BREAD IS OUR BEST AND CHEAPEST FOOD”
RUSSELL-MILLER MILLING CO.

General Offices
MINNEAPOLIS, MINN.

Eastern Headquarters
87 CHILDS ST., BUFFALO, N. Y

Branch Offices

Pittsburgh, Pa. .................. 1328 Gulf Bldg.
New York City .................. 108 Produce Exch.
Boston, Mass. .................... 512 Statler Office Bldg.
Chicago, Ill. ..................... 309 W. Jackson Blvd.
San Francisco, Cal. ............. 2600 Harrison St.
Los Angeles, Cal. ............... 668 Santa Fe Ave.
Birmingham, Ala. ................ 738 Martin Bldg.

Location of Mills

Minneapolis, Minn. (2)        Dickinson, N. D.
Buffalo, N. Y.                Mandan, N. D.
Valley City, N. D. (2)        Bismarck, N. D.
Minot, N. D.                  Billings, Mont.
Grand Forks, N. D.            Sidney, Mont.

Mail addressed to any of our offices or mills will receive immediate and careful attention.