Sperry Flour Company

Sperry Products
In Every Home
Sperry Flour

Manufacturers of
Flour and Cereal Products
### OPERATING MILLS

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<td>FRESNO</td>
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<td>PASO ROBLES</td>
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### CEREAL MILL

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### SELLING OFFICES

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<td>HONOLULU, T. H.</td>
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### TERRITORIAL AGENTS

MANILA, ILOILO AND CEBU, P. I.

### FOREIGN AGENTS

- HONGKONG, CHINA
- SHANGHAI, CHINA
- BRITISH ISLES
- HOLLAND
- DENMARK
- SWEDEN

- CENTRAL AMERICA
- SOUTH AMERICA
- EGYPT
- GERMANY
- NORWAY

### GENERAL OFFICES

343 Sansome St.  San Francisco
A SHORT HISTORY OF THE COMPANY

The flour industry stands as the oldest in the State of California, established before gold was discovered in 1848. In the early days wheat was imported from Chili and ground into flour on an arastra, a contrivance manipulated by a horse travelling in a circle. The first grist mill was built in 1838, being erected in San Francisco.

Among those who came to California at the time of the discovery of gold was Austin Sperry. The first mill of any importance was erected by him in Stockton in 1852, and was called the "Sperry Mill." This mill was built for the one purpose of grinding feed for the teams used in carrying supplies to the mines, but later the manufacture of flour was introduced. Although flour was the most necessary food product previous to that time it was very poorly ground and of inferior quality.

The quality of flour turned out by Sperry Mill was so satisfactory, that the trade jumped by leaps and bounds and the reputation for honesty and square dealing then established has followed the name "Sperry" to the present day.

The original mill was enlarged from time to time and in each instance the most modern machinery installed and the most up-to-date methods established. In 1882 the Sperry Mill was destroyed by fire but was immediately rebuilt with roller machinery, supplanting the old millstone process which, previous to this time, was in general use. The new roller process had been practically demonstrated and found far superior.

In 1892 a new Company was formed including the finest mills on the Pacific Coast. Among the brands the Company acquired then and subsequently, together with the famous Sperry brands, were the noted Golden Gate and Horace Davis Roller, the famous Drifted Snow and the well known Port Costa.

In addition to Coast business, a large export trade has been established. Immense shipments are made monthly to the Philippine Islands, China, Japan, Egypt, Germany, Great Britain and other countries.
Good food is necessary if we want to live well and work well. Bread is the principal food we eat—and the bread we eat should be the best obtainable. The first essential for perfect bread is quality of flour. The second is uniformity of flour. Sperry Flour contains these two essentials—its quality has always been and is well known to be the very best.

Sperry Flour makes white "full risen" loaves of bread with pleasing taste and attractive appearance. Each sack is like every other sack, today, tomorrow and next year. The purity and fineness of milling is the same, the chemical properties are so uniform that the distribution of moisture and period of fermentation does not vary, and the flour contains
DRIFTED SNOW

every requisite to enable the housewife to make attractive loaves of the finest kind of bread. You are sure to have flaky biscuits, light, wholesome bread and delicious pastry when you have Sperry Flour in your home.

Bread making with Sperry Flour is not guess work. Baking tests are made in our laboratory every day to assure uniformity and to prove the flour perfect for the housewife’s use. Through these tests it is proved that Sperry Flour makes large, springy loaves containing the highest quality of gluten. High quality gluten makes good digestion, rich, red blood, hard, healthy flesh and builds energy and endurance.

Sperry Flour stands as the perfect product of over sixty years’ honest effort to produce a flour of absolute uniformity.
LABORATORY AN ESSENTIAL

Flour is the term applied to the finely ground and bolted substance of wheat.

The separation of Flour from other substances of wheat, namely, Bran, Shorts, Middlings, Red Dog Flour, and Cutoff Flour, is entirely a mechanical process. Hence to make flour the old fashioned theory was that two things were essential—the wheat and the Mill.

Millers built their Mills in the midst of grain fields, but raising wheat year in and year out gradually impoverished the soil and the wheat became poorer, hence they soon saw that they would either have to move their mills or improve the quality of their flour.

The first important step in this solution was their discovery that by blending wheats from different sections of the State, there was an improvement in the resultant flour. Finally they learned that by bringing the hard Turkey wheat from Kansas and blending it with the Washington, Oregon and California wheats, they could get a flour that was often better than any flour produced in the United States.

Here then, was the secret of the success of the California Millers, a blend of wheats, but they soon found that sometimes the blend was no better than the California wheat alone.

The great question then before the Millers was to find the reason why there was such a variation in wheats. Some ten years ago the Sperry Flour Company put in a Laboratory, and worked out chemical and baking tests which soon showed them that there was a great difference in the chemical composition and baking qualities of even the same varieties of wheats; and then the truth of the matter was out.

With these facts thoroughly demonstrated it then became simply a matter of employing chemists to work out methods and make tests on every lot of wheat before it went into the Mills, so that no wheat would go into flour that would in any way interfere with the proper chemical balance or baking quality.

The Sperry Flour Co. is well pleased with the ten years of experience it has had in the chemistry of wheats and flours, and is now furnishing to the people a flour which is as perfect as human skill and science can make it.
VIEWS IN OUR STOCKTON LABORATORY

OTHER LARGE LABORATORIES AT VALLEJO, TACOMA AND LOS ANGELES
GERMEA

This cereal breakfast food is absolutely unique, being the only one of its kind manufactured.

Germea is the best known of the Sperry Cereals.

It is made from the germ of the wheat.

Only two per cent of the wheat selected is utilized in the manufacture of Germea. One hundred pounds of wheat makes but two pounds of Germea.

Germea is only one of forty-four cereals manufactured by the Sperry Flour Co. There are forty-three other varieties marketed by the Company.
SPERRY ROLLED OATS

This product is made from the choicest grade of White Oats.

The Sperry Flour Co. engages the services of specialty men who travel all over that vast territory West of the Mississippi, wherever good Oats are grown and buy only the very best Oats that are raised.

Only the largest and best Oats are used. They are kiln dried by the Sperry process, which gives them that delicious flavor peculiar to Sperry Oats. After being thoroughly cleaned, (which process requires the Oats passing through thirteen separate machines), they are graded for size, then they are roasted in a dry kiln. These kilns consist of a series of steel pans, one over the other, occupying three stories in the Cereal Mill. These pans are heated to the highest degree of temperature. This is necessary, because the Oat is like a peanut, when raw it has no flavor, and also, it has large quantities of fusil oil, which must be extracted by heat, otherwise it would become strong and rancid.

Sperry Oats are steam cooked, then rolled—not flat but with a curl. This prevents them from breaking up in the package and from cooking to a mushy condition.

All Sperry Oats are thoroughly sterilized and packed in the hygienic Sperry Red Package.

SPERRY ENCORE PANCAKE FLOUR

The demand for this article of food is steadily increasing.

Sperry Encore Pancake Flour is a mixture of wheat, corn, baking powder, salt, dry eggs and milk. In every hundred pounds of this flour there is equivalent to twenty-eight quarts of milk.

The preparation for cooking is very simple. Plain directions are printed on the outside of every package.
“STOCKTON”

“SALINAS”

Cereal Packing Room
“Capitol”
POULTRY FOODS.

Surelay Egg Mash, composed principally of Dried Meats, Bone, Dry Milk, Specially Cleaned Mill Feeds, Charcoal, Corn, and Glutenous Wheat Flour, and packed in ninety pound sacks. The nearer you approach giving your hens just the right proportion of the necessary foods the nearer you come to producing the most for the least money, and Surelay is made with just that aim in view.

Sperry Baby Chick Feed, absolutely uniform in correct granulation, clean, pure, sound grains. We also include therein a quantity of Granulated Dried Meats, Hulled Oats, Millet, Hemp, Rape Seed and Granulated Bone. It contains no grit or shell.

Suregrow Chick Developer, composed of Broken and Small Whole Grains, Seeds, Dried Meat, Bone cracked and sized for little chicks from five and six weeks to three months of age, to be used the same as the Sperry Scratch Feed to compel exercise. Contains no grit or shell.

Sperry Scratch Feed, balanced mixture of Whole Wheat, Corn, Bone, Particles of Dried Meat, Sunflower and other Seeds. It sells for about the same price as straight wheat, but is much better. Thrown out in litter gives the incentive for plenty of healthy exercise. Contains no grit or shell.

Send for samples and free literature.

STOCK AND POULTRY FOOD DEPARTMENT

Sperry Flour Co.

STOCKTON, CALIFORNIA.