POLAR BEAR FLOUR

POLAR BEAR FLOUR, made by our special process, the result of three generations of milling, gives your bakings a rich, wholesome, appetizing flavor which can come from only the best of wheat, together with careful, intelligent milling.

The flour never varies in the least in quality from sack to sack or season to season. Knowing where and having access to the more favored sections of the state which "grows the best wheat in the world," we are in a position to obtain only the choicest of wheat.

Modern milling and frequent, painstaking tests in our laboratory make every sack of Polar Bear flour full of "lucky" bakings.

We have endeavored to mill a flour which will make each and all pastries as well as bread and rolls, imparting the same rich and delicious flavor to one as to the other.

It is so simple to make good, wholesome, nutritious and tasty bread and pastry when our flour is used, especially since it is made by millers with the thought of dependability and flavor in mind.

Your grocer will gladly refund the purchase price if you are not pleased with Polar Bear flour.

THE NEW ERA MILLING COMPANY.
OUR RECIPE FOR BREAD
(Using Compressed Yeast)

Making bread with POLAR BEAR FLOUR takes about 5 hours, although the time required varies somewhat with the temperature of the room and the dough and with the strength of the yeast. The time should be governed, however, by the way the dough rises.

There are but six divisions in the process:
- Mixing
- First rising
- Second rising
- Third rising (molded into loaves)
- In the pan
- In the oven
Material for 4 loaves:
2 pints water or half water and half milk
2 cakes compressed yeast
2 tablespoons sugar
2 teaspoons salt
2 tablespoons melted lard
3 quarts (more or less)

POLAR BEAR FLOUR

MIXING

Have flour sifted and to room temperature. Water should be lukewarm and if milk is used, it must be scalded and cooled (scalding prevents souring in dough). Crumble the two cakes of yeast in a small portion of liquid with sugar and salt. Stir and mix thoroughly until dissolved. Pour mixture into large pan or bowl and stir in enough POLAR BEAR FLOUR to make a soft batter. Into this put the melted lard and beat well with a
scoop. Into this work gradually enough additional flour to form a dough which can be turned out on board and worked or kneaded into a smooth dough.

Care should be taken to keep dough from chilling and it should be worked as rapidly as possible. Add flour from time to time to keep it from sticking to hands and board, but take care not to make dough too stiff. Now, round up in a large smooth ball for first rising. Keep vessel covered with a cloth.

FIRST RISING
Let dough rise until about 2½ times its original size or about 2¼ hours. Then punch it down and fold over a few times. Care should be taken not to work the dough too much at this stage.

SECOND RISING
Repeat the first operation but do not let it rise quite double in size.

THIRD RISING
After it has risen in bowl the second time, put back into the bowl and let rise to almost the same size as at the second rising. Now take it from the bowl and divide into loaves and mold
each separately. Let rest on board until this begins to rise or get light and then mold (very lightly) into loaves for the pans.

IN THE PAN
When put into pans, loaves should be molded rather tight or close and set aside in a moderately warm place to rise about twice their original size.

TO THE OVEN
After placed in the oven, the loaves should still increase in size and bake from 40 to 50 minutes. Do not have the oven too hot as the bread should not brown the first ten minutes and slowly thereafter. The bread is done when it leaves the sides of the pan.

PARKER HOUSE ROLLS
2 cups scalded milk
3 tablespoons butter
2 tablespoons sugar
2 teaspoons salt
1 cake compressed yeast dissolved in ½ cup lukewarm water
5 ½ cups POLAR BEAR FLOUR
Add butter, sugar and salt to milk; when lukewarm, add dissolved yeast cake and 3 cups of flour. Beat thoroughly, cover and let it rise until light.
A tribute to the ideals upon which it was founded, The New Era Milling Company, today, stands in a class apart; a flour mill that has, for more than thirty years, kept faith with its clientele.

It was more than thirty years ago that a group of pioneer millers had visions of a great wheat area in the southwest and the courage to establish a flour mill based upon sound methods of business and an unswerving devotion to a quality product. The wisdom of the pioneer millers is unquestioned today. Wheat milled by The New Era Milling Co., and sold under the company trademark, “POLAR BEAR”, is positive assurance to every user that better quality in flour is unobtainable at any price.
Cut down and add enough flour to knead (it will take about 2½ cups). Let rise again, toss on slightly floured board, knead, pat and roll out to ½ inch thickness. Shape with biscuit cutter first dipped in flour. Dip the handle of a case knife in flour and with it make a crease through the middle of each piece; brush over one half of each piece with melted butter, fold and press edges together. Place on a greased pan one inch apart. Cover, let rise and bake in hot oven twelve to fifteen minutes. As rolls rise, they will part slightly and if hastened in rising are apt to lose their shape.

BAKING POWDER BISCUIT

2 cups POLAR BEAR FLOUR
1 cup milk
5 teaspoons baking powder
½ teaspoon salt
2 tablespoons lard

Mix dry ingredients and sift twice. Work in lard with tips of fingers, add liquid gradually, mixing with knife to a soft dough. Toss on floured board, pat and roll lightly to ½ inch thick-
ness. Cut and bake in hot oven twelve to fifteen minutes.

**SOUR MILK BISCUIT**

2 cups POLAR BEAR FLOUR  
2 teaspoons baking powder  
½ teaspoon salt  
¼ cup shortening  
1 cup sour cream  
¼ teaspoon soda

Mix and sift the flour, baking powder and salt. Work in the shortening with fingers. Beat soda into sour milk until smooth, then add. Stir. Turn out on floured board, pat into flat cake about ½ inch thick. Cut and bake in hot oven.

**COCOANUT CAKE**

Sift together 1 ½ cups POLAR BEAR FLOUR, ¾ cup sugar and 4 teaspoons baking powder. Add 4 teaspoons melted butter, 1 teaspoon lemon extract, ½ cup fresh grated cocoanut and one beaten egg to dry ingredients.

Mix well and bake in small greased loaf pan in moderate oven 35 to 45 minutes.
GRANDMOTHER'S COOKIES

1 cup butter
1 cup sugar
1 egg
1 nutmeg (grated)
5 tablespoons sweet milk
1 small teaspoon soda
4 cups POLAR BEAR FLOUR

Form into balls the size of a walnut. Press out flat and thin. Do not roll. Bake in greased pan.

CHOCOLATE ANGEL FOOD

1 1/2 cups egg whites
1 1/2 cups granulated sugar (sifted)
3/4 cup POLAR BEAR FLOUR
(sifted 3 times before measuring)
1/4 cup cocoa
(sift flour and cocoa 5 times)
1 level teaspoon cream of tartar
1/4 teaspoon salt
1/2 teaspoon vanilla
1/2 teaspoon lemon extract

Bake the same as Angel Food.
LEMON CHIFFON PIE
FILLING

Juice of 1 lemon 3 tablespoons water
Yolks of 3 eggs ½ cup sugar

Cook until it thickens, then fold in the beaten whites of 3 eggs mixed with ½ cup sugar. Set in 350 ° oven for 25 minutes.

PIE CRUST

6 tablespoons POLAR BEAR FLOUR (level)
2 tablespoons lard (level)
Salt
Cold water enough to make a dough

Sift salt and flour together, cut in shortening with a knife or rub in well with the fingers. Add water little by little. Mix thoroughly and keep cold.

(Note: This may be made in large quantities and kept in the ice chest for several days if desired.)
TWIN MOUNTAIN MUFFINS

¼ cup butter
¼ cup sugar
½ teaspoon salt
1 egg
1 cup milk
5 teaspoons baking powder
2 cups POLAR BEAR FLOUR

Cream the butter, add sugar gradually and egg well beaten; sift baking powder with flour and add to first mixture, alternating with milk. Bake in buttered gem pans in moderate oven 25 minutes.

Chopped dates may be added to the above, using 2 tablespoons sugar in place of ¼ cup.

DEVIL’S FOOD CAKE

1 egg
½ cup shortening
4 teaspoons cocoa
1 ¼ cups sugar
1 cup sour milk
1 teaspoon soda (level)
1½ cups POLAR BEAR FLOUR
½ teaspoon baking powder

Mix ingredients in order given, saving white of egg to be beaten and added last.

Bake 30 minutes in moderate oven.
BREAD IS THE BEST AND CHEAPEST FOOD

REG. U.S. PAT. OFF.

POLAR BEAR

The NEW ERA MILLING Co
ARKANSAS CITY, KANS.

BLEACHED
48-Lbs.

POLAR BEAR
FLOUR

There is no substitute for
High Quality