

Canada's Standard Flour

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THE new standard flour is not dark and does not make a gray, coarse, soggy loaf of bread; on the contrary, if it gets anything like fair treatment at the hands of the baker, the result is quite otherwise. A rich, creamy, full-flavored loaf of good appearance has been the result over and over again. A loaf that most people pronounce an improvement on our loaves from the high patent flours.

The miller clears, conditions and mills the wheat just as he did before with this one difference. Instead of dividing the flour into a great number of grades such as Patent, Bakers, First and Second Clears, Low Grade, etc., and selling them under various fancy names that convey no special meaning, except by reputation, to the consumer, all the different possible separations are combined in one grade under "Standard Flour." This flour, by the Dominion Government's new ruling, must be 74% extraction. That is, one hundred pounds of wheat must produce seventy-four pounds of flour. In other words, 265 pounds of Spring wheat must produce a barrel of flour (196 pounds).

This measure was deemed advisable to secure uniform results through the whole Dominion. The larger mills have in most cases been making as long an extraction as the ruling required. Such, however, has not been the case in many of the smaller mills as for instance a correspondent reported to Professor Harcourt of the Department of Chemistry, of the Ontario Agricultural College that he took 1142 pounds of Spring wheat to a mill for grinding and received in return 435 pounds of flour and 685 pounds of feed. This wheat according to the Food Controller's

orders should have yielded 844 pounds of flour and allowing two pounds of waste per barrel of flour, 288 pounds of feed. The samples of feed in this case showed a very large amount of material, convertible into good flour. Such waste of human food should not be allowed at a time when famine stretches out her gaunt arms over a large portion of the world. One of the objects of the order was to correct such leaks as this and secure every available ounce of human food from our wheat. In addition most large and small mills were selling a larger or smaller percent of their Low Grade flour as cattle feed and another slightly higher than the so-called feed flour was being used by the foreign element and for export to countries other than the allied nations.

By standardizing, or requiring one grade of a similar extraction from our Canadian flour mills, a considerable saving of wheat will be effected. Transportation will also be conserved and simplified. For example, this will discourage shipping Montreal-made flour to Winnipeg where there are excellent flour-producing mills.

The contention may be made that a milling firm that has made its name famous by turning out superior flour in the past will lose its identity by milling standard flour. Such, however, will not be the case. Careful or careless milling is as easily traceable in Standard Flour as in complicated mill separations.

In addition to the use of Standard Flour we are requested to use as much whole wheat, Graham and cereal flour substitutes, such as barley, rye, buckwheat, corn, oats or any grain other than wheat, as is available. The Food Controller has not deemed it advisable