

From Grain To Flour

Food Marketing Information
OSU and U.S. Dept. of Agriculture
FLOUR OF THE FUTURE!
General Mills has launched
what the company has termed
"The flour of the future." The
product is described as "Instantized
flour, granular and completely
new in form." The new
flour, which is enriched, is free-
flowing, dust-free, and instantly
dispersible in cold liquids (a boon
to makers of lumpy gravy!).
Some of the advantages cited
by General Mills are: More uni-
form cup weight which allows for
more accurate measuring; it will
not "pack down" so it can be
measured by dipping or pouring
into the measuring cup, thus need-
ing no sifting; it will save the
user time and be easier to han-
dle than conventional flour.
The new flour, labeled "Gold
Medal Wonder Instantized Flour,"
has recently appeared in some
retail markets, and will be in
most stores by the end of Sep-
tember. It retails for about two
cents more per pound than regu-
lar flour.

MILLING
Before the grain is milled, the
mill chemist analyzes and classi-
fies wheat to be milled. After
considering his findings, together
with opinions of experienced grain
judges, he blends the wheats so
the flour milled from the com-
bination will have qualities de-
sired for the purpose for which it
is to be used. At the Pendleton
mill hard wheat imported from
the Midwest is blended with Ore-
gon's soft wheat to make flour for
a variety of institutional mixes.
In making white flour, bran
—the outer cover of the grain
—and the germ are separated from
the remainder of the wheat,
called the endosperm. The com-
pleteness of separation determines
the grade. The endosperm is then
ground for white flour. When no
separation is made, the product
is whole wheat flour.

BLEACHING AND MATURING
After the flour is milled it has
a yellow tinge which gradually
fades when exposed to oxygen.
At the same time, other changes
occur which improve the baking
quality of the flour. Natural aging
requires six weeks of exposure
to air. However, there is another
method, provided by careful
research, where the flour is treat-
ed with minute quantities of chlo-
rine dioxide and benzoyl peroxide.
(Their safety is recognized by
the Food and Drug Administra-
tion.) This treatment changes the
pigments almost instantly to col-
orless substances. At the same
time, other changes occur which
improve the baking quality of
the flour. Thus, flour may now
be milled and used the same
day with excellent results.

TESTING
During the entire milling pro-
cess every effort is made to pro-
duce a uniform product. The
mill chemist analyzes each run of
flour and makes a record of its
composition. Samples of each
milling also are sent to the bak-
ing laboratory to be tested in
baked products. (We sampled
some elegant orange rolls at the
baking laboratory in the mill we
visited.)

CONSUMPTION
Historically the family house-
hold was the major market for
flour. However, there has been a
decided trend in recent years for
consumers to buy prepared bak-
ery products and prepared mix-
es. Now bakers and processors of
mixes and cereal food products
have become the largest users
of flour.

ENRICHMENT
Enrichment is the process of
adding specified amounts of cer-
tain nutrients to bread or flour
in accordance with government
standards. Since bread is eaten
and enjoyed by practically every-
one, the addition of nutrients,
often lacking in the average
American diet, has been a great
advancement in the flour mil-
ling industry.

Enrichment is now mandatory
in 29 states and Puerto Rico. Un-
fortunately Oregon does not re-
quire enrichment of bread or
flour, so your best clue is to read
the label on the flour sack or the
bread wrapper. If the bread is
enriched, the label must contain
a statement such as the following:
"Eight ounces of this bread sup-
plies at least the following per-
centages of adult minimum daily
requirements: Thiamin 55 per cent,
riboflavin 50 per cent, niacin
50 per cent, iron 50 per cent."

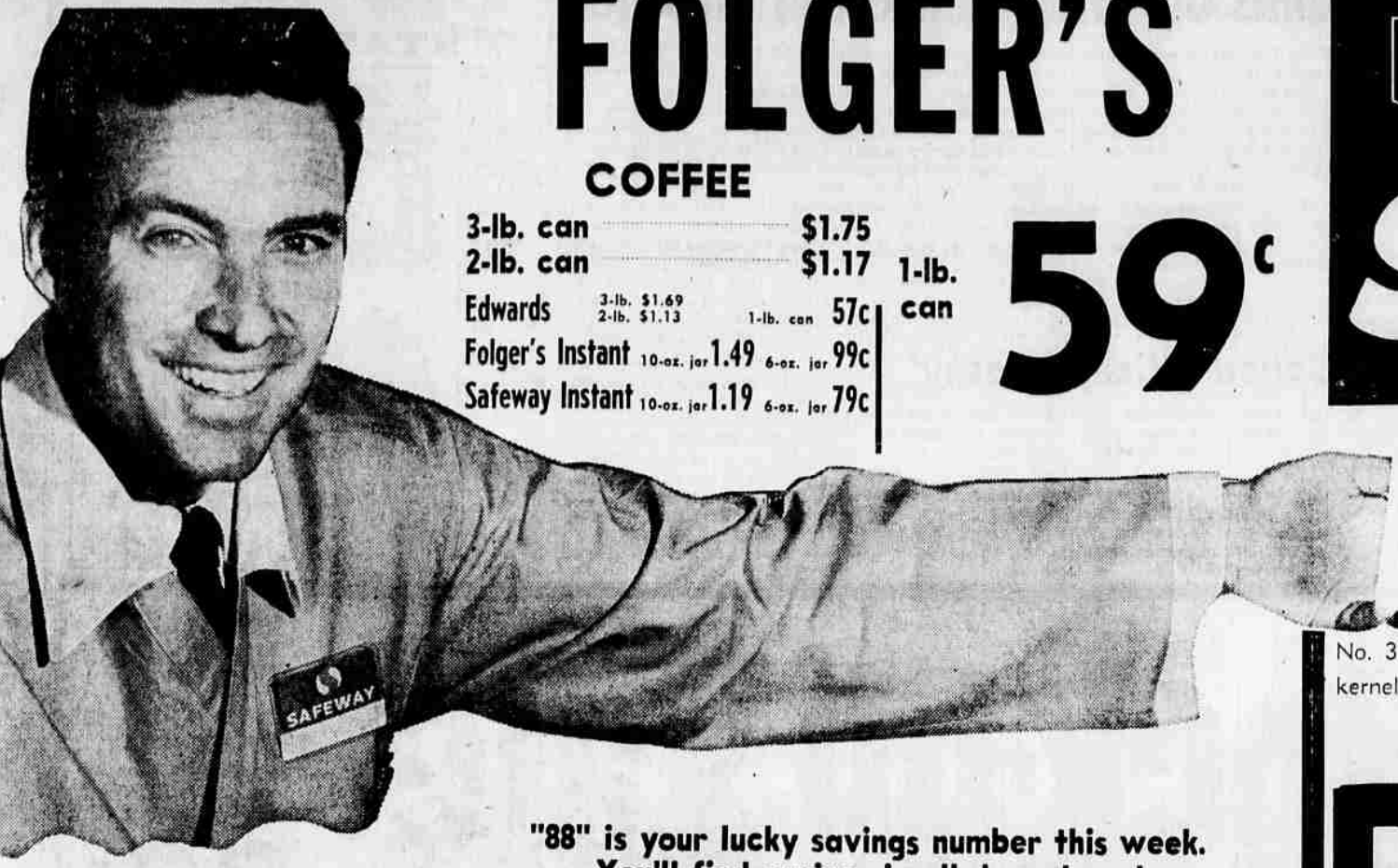
KINDS OF FLOUR
(grouped according to
the use for which the
flours were milled.)
Bread Flour — This type is
milled from hard wheat, is fairly
high in protein content (glutenin,
gliadin, etc.), and is somewhat
granular to the touch.
All Purpose Flour — All pur-
poses, general purpose, or family
flours are of such composition that
they may be used satisfactorily

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SAFEWAY



Prices effective Thursday, Septem-
ber 19 thru Saturday, September 21
at Safeway in Klamath Falls. Limit
rights reserved.



FOLGER'S

COFFEE

3-lb. can	\$1.75	1-lb. can	
2-lb. can	\$1.17		
Edwards 3-lb. \$1.69		1-lb. can 57c	
2-lb. \$1.13			
Folger's Instant 10-oz. jar 1.49		6-oz. jar 99c	
Safeway Instant 10-oz. jar 1.19		6-oz. jar 79c	

59¢

"88" is your lucky savings number this week.
You'll find savings in all departments
at Safeway. Come in and "bag" a batch of
bargains!

Green Beans

Santiam. Fancy cut or sliced. 303 can

5 FOR 88¢

Cake Mix

Mrs. Wright's. White, Yellow, Spice, Devil Food. 19-oz. pkg.

4 FOR 88¢

Dog Food

Pooch. Reg. or liver flavor. Reg. can

12 FOR 88¢

Clam Chowder Snow's. Hearty flavor 15 oz. 3:88c
Minced Clams Snow's. Try a clam dip 7 1/2 oz. 3:88c
Vienna Sausage Libby's 4 oz. 2:49c
Relish French's sweet mustard 9 oz. 4:1.00
Cucumber Disks Zippy, fresh! 16 oz. jar 4:1.00
Chili Sauce Heinz 12 oz. 39c

Save More at Safeway

Chili Dennison's with beans, Reg. or hot 15 1/2 oz. 37c
Lipton Tea Orange Pekoe 48 bag pkg. 65c
Lipton Soup Chicken Noodle 2-pkg. 33c

Toilet Tissue Zee. White or pastels 4 pack 43c
Toilet Tissue Clifton. White or Lilac 2-pack 29c
Garbage Bags Zee. So many uses 30 bags 39c
Cookies Sunshine Hydrox 16 oz. pkg. 39c

Green Giant CORN

No. 303 Niblets, 12-oz. Cream style or
kernel.

5 FOR 88¢

Gr. Giant Peas 303 can 4:88c

Town House Tomato JUICE

Pressed from Vine-ripened tomatoes. 46
oz. can.

3 FOR 88¢

Gold Medal FLOUR

Kitchen tested. You'll bake everything
better.

10-lb. Bag 88¢

POST'S COUNT OFF, 8 oz. Toasties

Treat Pack, 5 1/4-oz., Grape-nuts, 11-oz.,
Sugar Coated Corn Flakes & Oat Flakes,
10-oz.

3 FOR 88¢

Truly Fine TISSUE

White and soft pastels. Box of 400.

5 FOR 88¢

Highway Sliced Pineapple

Delicious half slices 1 1/4 flat tins.

5 FOR 88¢

Cragmont Beverages

13 sparkling flavors. 32-oz. bottles

6 FOR 88¢

Town House Fruit Cocktail

Assortment of fruit bits. No. 303 can

4 FOR 88¢

CREAM O' THE CROP LARGE "AA" EGGS

Always fresh at Safeway!

Doz. 49¢

BEL AIR QUICK FROZEN French Fries

9-oz. pkg. Hash Browns or Spinach. 12-
oz. pkg.

6 FOR 88¢

From Grain To Flour

(Continued from Page 2-B)

for all household cooking purposes.
In soft wheat areas, they are
usually a blend of soft wheats; in
hard wheat producing areas, they
are usually a blend of hard
wheats. Sometimes they are made
from a blend of both hard and
soft wheats.

Pastry Flour — Pastry flours
may be made either of hard or
soft wheat, although they are
usually made of the latter. They
are fairly low in protein, and are
finely milled, though not so fine
as cake flour. They are especial-
ly milled for making pastry and
are used chiefly by bakers.

Cake Flour — Cake flours are
milled from soft wheats and are
the most finely ground of all
flours. Protein content is low.
Less cake flour is now manu-
factured for home use because of
the prevalent use of mixer.

Macaroni Flour — This type
of flour is milled especially for
making macaroni, spaghetti, and
noodles. Best macaroni flour
comes from durum wheat which
is high in protein. Good macaroni
flour is creamy or amber col-
ored and more granular than other
flours.

'Must' Breakfast

Do your children rush off to
school without an adequate break-
fast? If so, you had better do
something about it. A child should
get at least one-fourth of his
daily nutrition needs at breakfast
in order to keep up stamina, avoid
midmorning fatigue, and a d main-
tain attention.

What is a good breakfast?
Many answers. One of fruit or
fruit juice (particularly a citrus
fruit); cereal, hot or cold, with
milk; toast or rolls; butter and
margarine and a glass of milk is
called "the cereal breakfast." It
is adequate, easy to get, very
inexpensive and gets the O.K.
from nutritionists, dietitians, and
most young people.

The Iowa Breakfast Blood Su-
per Studies proved that a basic
cereal-and-milk breakfast, provid-
ing about 20 grams of mixed
plant and animal protein (cereal
and milk) gave quick and lasting
energy throughout the early and
late morning hours.

The cereal-and-milk serving not
only provides quick and lasting
energy, but also is a good source
of many nutrients.

Karen Evans of Belleville, Ill.,
a 4-1 Club high school student,
wrote us on the importance of
breakfast. "I used to go without
breakfast. Around 11 a.m. I felt
all gone, especially on test days.
Now I know better. So I have
juice, cereal, and skim milk, I
toast, butter and get the O.K.
ter and my marks have gone
up." Her favorite recipe:

OATMEAL CRISP BARS

(6 servings)

4 cups pared, sliced apples
1/4 cup granulated sugar
1 tablespoon lemon juice
1/3 cup sifted all-purpose
flour
1 cup rolled oats
1/2 cup brown sugar uncooked
1 teaspoon salt
1 teaspoon cinnamon
1/3 cup melted butter or
margarine

Arrange sliced apples in 10x2-
inch baking dish. Sprinkle with
sugar and lemon juice.
Combine dry ingredients; add
melted butter, mixing until crum-
bly. Sprinkle crumb mixture over
fruit. Bake in a moderate oven
(350 degrees) 30 minutes, or un-
til fruit is tender. Serve warm or
cold, cut in bars, with top milk
or cream.

Bite Sized Pancakes

For feathery light raisin butter-
milk hot cakes, beat 3 egg yolks
with 1/4 cup buttermilk. Beat
1/4 cups sifted flour with 2 ta-
blespoons sugar, 1 teaspoon bak-
ing powder, 1 teaspoon soda and
1 teaspoon salt. Beat into egg
mixture. Stir in 1 teaspoon vanil-
in and 3 tablespoons melted but-
ter. Gently fold in a stiffly beaten
egg whites and 1 cup dark seed-
less raisins. Bake 3-inch pancakes
on moderately hot, greased grid-
dle. Makes 3 dozen.



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GRAPEFRUIT

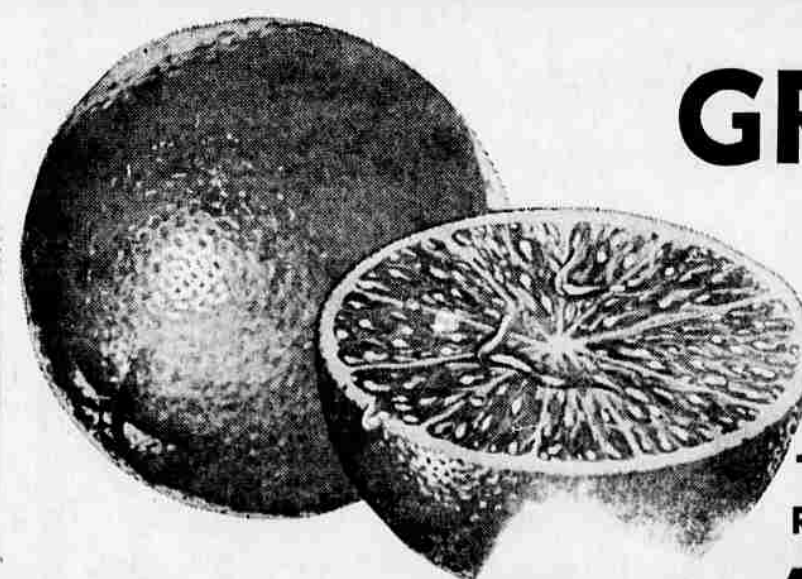
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Peak of
The Season
Back to school
special. Sweet and
juicy to please the
youngsters.

8 FOR 88¢

RED DELICIOUS APPLES

A really fine
quality apple.
Pick up a bag-
ful at Safeway.

6 LB 88¢



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STAMPS!**

Grade A FRESH FRYERS

Grade A, whole fryers.
The very finest!

Cut-up Fryers lb. 35¢ Fryer Parts Legs, Thighs, 59¢
breasts. lb.

Chuck Steaks

U.S.D.A. Choice,
aged beef. Extra fla-
vorful blade cuts.
Check the trim!

49¢
lb.



Pot Roast U.S.D.A. Choice. Round Bone lb. 69¢
Cross-Rib Roast Boneless. Oven roast lb. 89¢
Beef Sausage Safeway. 1-lb. rolls 4 FOR 1.00
Halibut Steaks Captain's Choice, Flash Frozen lb. 69¢