



Flour Milling.



J. REYNOLDS & CO., LTD., GLOUCESTER.

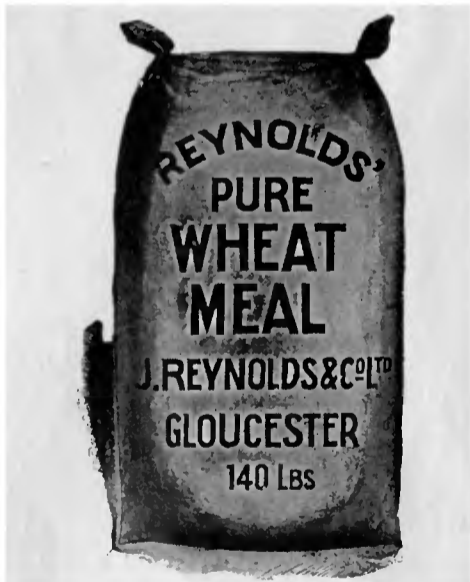
Manufacturers of the Celebrated
"Reynolds" Digestive Wheat Meal.

Of all the firms connected with the flour milling industry in Gloucestershire none are more widely or more favourably known throughout this section than that of Messrs. J. Reynolds and Company, Limited, proprietors of the Albert Flour Mills, The Docks.



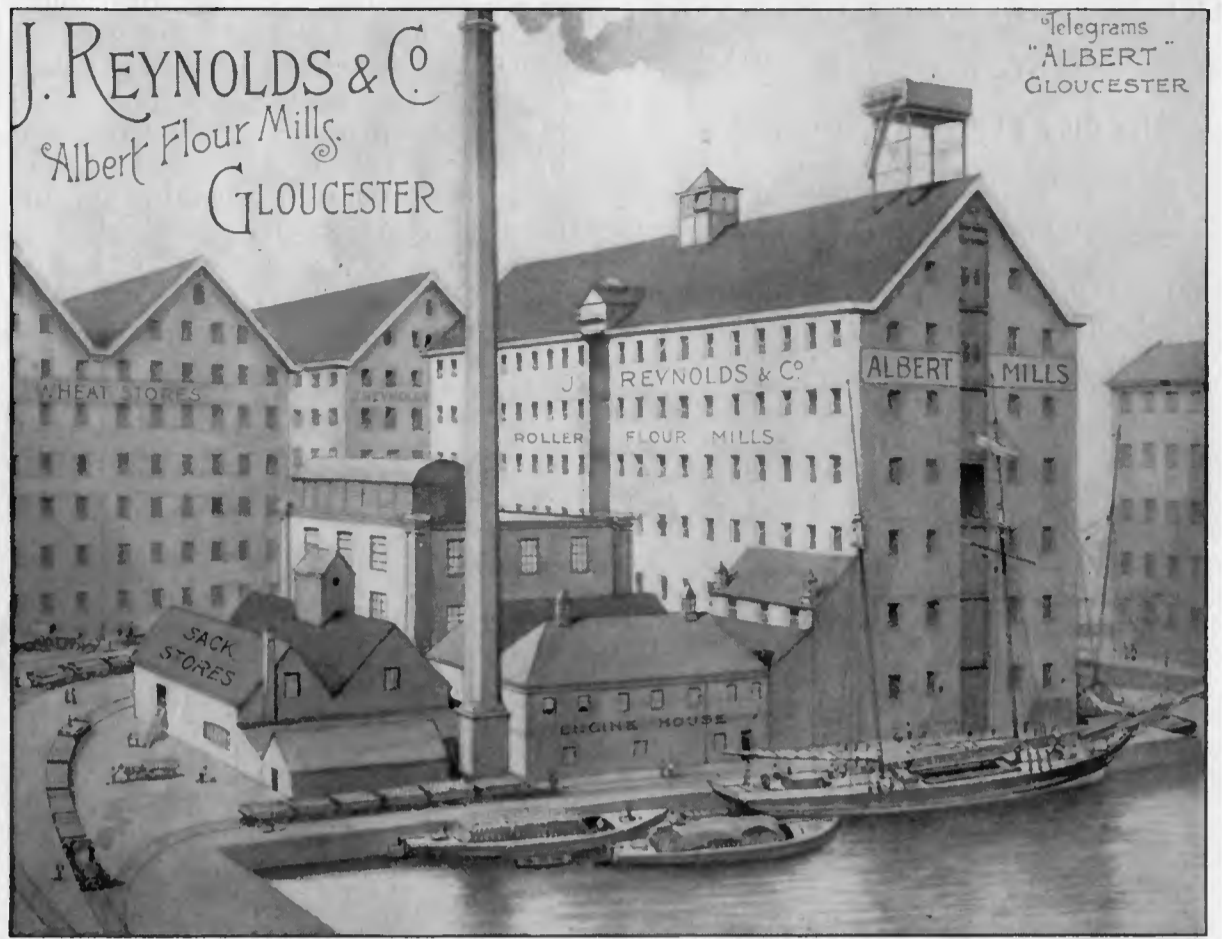
The business was established in 1869 by Mr. James Reynolds, who was afterwards joined by Mr. T. W. Hibbard and Mr. James Bruton, all of whom were well-known in the industrial world. Mr. Hibbard is past High Sheriff for the City of Gloucester, past President of the Chamber of Commerce, past President Bristol Corn Trade Association, past President British and Irish Millers' Association, past Examiner in Milling City and Guilds, London, and is a Director of the Sharpness New Docks and Canal Company, Gloucester. Mr. Bruton is a Justice of the Peace for the City and a past President Chamber of Commerce and past High Sheriff for the City. Four years ago the present limited liability company was formed, the directors being Messrs. Thomas William Hibbard (chairman), James Bruton (vice-chairman) (these two being joint managing directors), Joshua Gibbs Caswell, and William Richard Voller (the latter being also secretary).

When the business was established the plant had less than one-fourth of its present capacity, and the old "burr" system was in use. In 1882 the Company installed a complete roller system, being the first to do so in Gloucester or the district. Since that date the enlargements to the plant or improvements in equipment have been almost continuous, the mill to-day having the distinction of being one of the most completely equipped in the country. Among



the more important additions that have been made by the Company were the purchase and fitting up of the large warehouses formerly occupied by the well-known firm of Messrs. Vining and Rea, the erection of new blocks for repairing, cleaning and conditioning wheat, new engine and boiler houses, sack cleaning department, and carpentering, smithing, and fitting shops.

It should be added that the mills are lighted by electricity generated on the premises, this Company being one of the very first of our manufacturers to adopt electric lighting in Gloucester; automatic fire sprinklers and



numerous hydrants and buckets in all departments minimise the risk from fire; telephones and speaking tubes afford communication with the various departments and with the office, the telephones also being connected with the directors' homes; a wide overhead passageway connects the mills and the warehouses; and in even the smallest detail every possible effort has been made both to increase the capacity and lessen the cost of production.

One of the most interesting departments, and one which affords a good illustration of the Company's thoroughness, is the wheat-cleaning department, a substantial and roomy three-floor building having been erected for this purpose. The machinery in this department is operated by a separate engine. After passing through the various special machines nearly every particle of refuse and undesirable matter is removed from the wheat.

The capacity of the Albert Flour Mills, which for years have been operated 140 hours a week, is about three thousand 280 lb. sacks weekly, their output including all the standard grades. Their great speciality, however, is their pure digestive "wheat meal," which has gained a wide celebrity. This wheat meal, which is manufactured by a special exclusive process, contains the whole of the wheat berry, and, therefore, all of the nutritive substance in the grain. At the London Bakery Exhibitions, in 1902-3—the largest exhibitions of the kind ever held anywhere—it achieved a series of brilliant successes, the users of the meal having secured gold, silver, and bronze medals in open competition. It has, in fact, won the most important series of awards ever won by any brand of pure digestive wheat meal in Great Britain.

The following medical endorsement (which is but one of many) speaks for itself:—

MANCHESTER SQUARE, LONDON, W.
January 4th, 1898.

This is to certify that having examined a sample of Whole Meal flour from Messrs. J. Reynolds and Company, Albert Flour Mills, Gloucester, I find it contains the whole of the wheat.

Only from such can the best whole meal bread be made.

Bakers who desire to make the genuine whole meal bread must use such a meal as you supply, and everyone of them should make such bread, as the masses are becoming educated, and demand a whole-meal loaf rather than a white one.

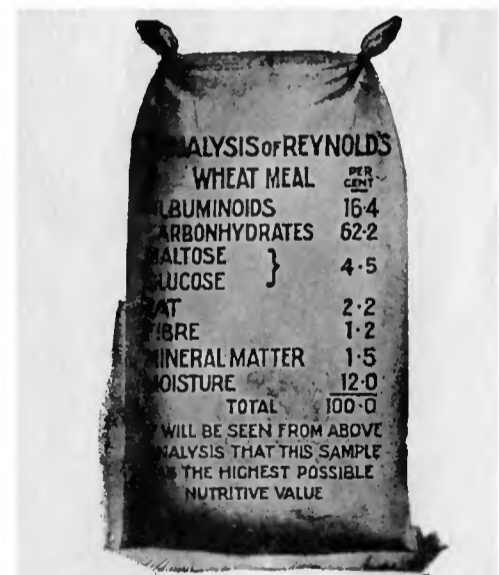
A grain of wheat is in itself a perfect

food, containing everything for the bodily wants. In it we find mineral matter for the bones and teeth, carbonaceous material for heating and warming the body, nitrogen for the muscles, and last, though not least, the bran being ground fine and retained in the flour prevents that curse of the country, constipation, with its attendant evils of indigestion, piles, varicose veins, etc. The germ being retained in the flour makes the bread sweeter and more nourishing than white.

Finding all these constituents in the meal you submit for my examination, I have much pleasure in recommending it. Dr. Allinson sends a testimonial for your wholemeal, which you are at liberty to use to push the sale of your splendid meal.

(Signed)

T. R. ALLINSON, L.R.C.S., Ed., &c.
(Author of "A System of Hygienic Medicine." Five volumes of Medical Essays, &c., &c.)



ANALYSIS OF REYNOLDS' WHEAT MEAL	
	PER CENT
ALBUMINOIDS	16.4
CARBONHYDRATES	62.2
MALTOSE	4.5
GLUCOSE	
FAT	2.2
FIBRE	1.2
MINERAL MATTER	1.5
MOISTURE	12.0
TOTAL	100.0

WILL BE SEEN FROM ABOVE ANALYSIS THAT THIS SAMPLE IS THE HIGHEST POSSIBLE NUTRITIVE VALUE

The actual milling processes of the Albert Mills are under the personal supervision of Mr. W. R. Voller, who combines a wide theoretical with an accurate technical knowledge. He is a gold medallist of the trade, and is the author of "Modern Flour Milling," an elaborate scientific treatise which has gone through three editions in seven years, and which to-day is one of the standard works on milling. During the past year he was elected president of the Gloucestershire Engineering Society—a compliment which sufficiently reveals his standing among our own engineers and manufacturers. He has been connected with Messrs. J. Reynolds and Company, Limited, for the past thirty years.