



## PRIDAY, METFORD & CO., GLOUCESTER. LTD.

The City Flour Mill, The Docks.

HERE is probably no single industry which in the course of the last quarter of a century has undergone a more complete transformation than has flour milling. Not only have modern science and invention completely changed the process of manufacture,

the dust usually associated with mills, every machine being carefully gone over and the floors thoroughly swept twice daily. This cleanliness in every department is enhanced by the extensive use of automatic machinery by which the material is passed from stage to stage and is not touched by human hands until it leaves the mill as flour and bran.

Messrs. Priday, Metford and Company, Limited, receive large consignments of grain from Russia, India, Canada, America, and the Argentine, as by far the greater proportion of



The City Mills, Gloucester. Priday, Metford & Co., Ltd.

but the large amount of capital required to equip and work a modern mill with all its complicated and intricate machinery, together with the exigencies of competition, have had the effect of confining the trade to large mills at the ports where grain can be imported and dealt with economically, with the result that at present in the neighbourhood of Gloucester there are not now a third of the number of mills at work, but the outturn of those still in existence is more than in former years.

The history of the City Flour Mills, owned and operated by Messrs. Priday, Metford and Company, Limited, forms an interesting epitome of the remarkable evolution that has taken place in milling. This business was established in 1850 on the present advantageous site at the head of the docks. The plant in those days consisted of a few pairs of stones and dressing machines, and for some years the building first erected was amply large to meet the requirements of the trade. In 1883 a complete roller mill plant was installed, the Firm being among the first in England to introduce this system. From that date the business grew rapidly, and scarcely a year has elapsed without witnessing important additions or alterations to the plant. The present buildings, —a view of which is shown herewith—comprise the Main Mill, a fine five-storey structure, two large granaries and a very thorough wheat cleaning department, together with offices, boiler house, engine rooms, fitters' shops, etc. Both in exterior appearance and in interior arrangements the mills form one of the most conspicuous evidences of Gloucester enterprise.

During a recent inspection of the City Mills the writer was not only much impressed with the splendid mechanical equipment, but with the order and cleanliness everywhere apparent. The long lines of heavy rollers reducing the wheat and semolina, and upstairs the ranks of dressing and other machines used in this complicated process, all looked spick and span, and thoroughly cared for and singularly free from

the wheat used by English millers comes now from abroad.

The Company produce all the standard grades of flour. The mills have a weekly capacity of 2,500 sacks of 280 lbs. each. This output is sent to all points in the Midland counties, South Wales, and the Bristol district. The shipping facilities are excellent, the mills directly facing the docks, and the Company's own railway siding connected by both Great Western and Midland Railways, running through the premises. The Company are also owners of the St. Owen's Mills, at another part of the Docks, where they make the celebrated Digestive Wheat Meal, which is made of carefully selected and specially cleaned wheat ground on stones in the old-fashioned way. The decided dietetic value of this meal is fully appreciated by the lovers of the brown loaf, a proof of which is afforded by the large and steadily increasing demand for it all over the country. Three years ago the present limited liability company were formed, the directors being Messrs. Chas. Priday, (chairman) and F. K. S. Metford and F. T. Pearce. These gentlemen have for many years been associated with the business, which forms a sufficient comment on their progressiveness. The mill foreman is Mr. H. W. Arkell, a nephew of Mr. Chas. Priday. Mr. Arkell has been practically bred up in the business, and although one of the youngest mill foremen in the district, is both theoretically and practically familiar with its complicated processes. It was through his courtesy that the writer was shown through the various departments of the mill, and was given the information embodied in the foregoing lines.

## E. J. C. PALMER, GLOUCESTER.

Manufacturer of the Celebrated "Health"  
Self-Raising Flour.

NO description of Gloucestershire's industrial life would be complete without reference to the County Mill, an excellent engraving of which is presented herewith. For many years the premises have been used for milling purposes, although it is but little over three years ago that they came into the possession of the present proprietor, Mr. E. J. C. Palmer.

Since that date the main building has been altered and modernised, being now excellently adapted for the purpose for which it is used. The rooms are large and lofty, and are splendidly lighted and ventilated, affording every facility for carrying on the various operations under the most cleanly and wholesome conditions. Since in the preparation of food products nothing can be of greater importance than environment, it is a pleasure to commend the unusual cleanliness everywhere apparent in and about the County Mill.

In view of the ideal conditions in which the "Health" self-raising flour is prepared, it is but natural to look for a product of high quality. Such distinguished authorities as Dr. Andrew Wilson, F.R.S.E., the "Lancet," and George Embrey, Esq., F.C.S., public analyst for the city and county of Gloucester, have testified as to its purity, digestibility, and high nutritive value. It has also been highly commended by the Gloucestershire County School of Cookery. It should be stated, by the way, that the flour is made wholly from the best English milled flour, containing no substance of a deleterious nature.



In these days of relentless competition it is always a most difficult task to introduce a new food product, no matter what its intrinsic merit may be. Realising this, Mr. Palmer adopted a number of ingenious methods of advertising, displaying an inventiveness and originality in this respect which could not fail to catch the public eye. Within a few months from the date of its appearance "Health" flour had practically captured the local market, successfully competing with improved brands, which it was thought were firmly entrenched in popular favour. It is perfectly accurate to say that each succeeding year has shown a substantial and unbroken increase in its consumption, both within Gloucestershire and the surrounding country. "Health" flour is put up in neat and attractive bags, retailing at 2d., 3d., 6d., and 1s.

Mr. Palmer is to be congratulated upon the quite remarkable success which has attended his vigorous efforts to build up a new industry in Gloucester.