

**THE NEW
MACARONI
JOURNAL**

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**October 15,
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The New
Macaroni Journal

Minneapolis, Minn.

October 15, 1919

Volume I

Number 8

*A Monthly Publication
Devoted to the Interests of
Manufacturers of Macaroni*

WHAT IS YOUR JOURNAL?

It is First, Last and All the time, your directory of Buying and Selling.

It is the medium that brings together the men who have service, or merchandise, or anything else to sell—and the men who need and want these very things.

By reading the advertisements in the Journal you may find just what you want or need with the least expense in the least time.

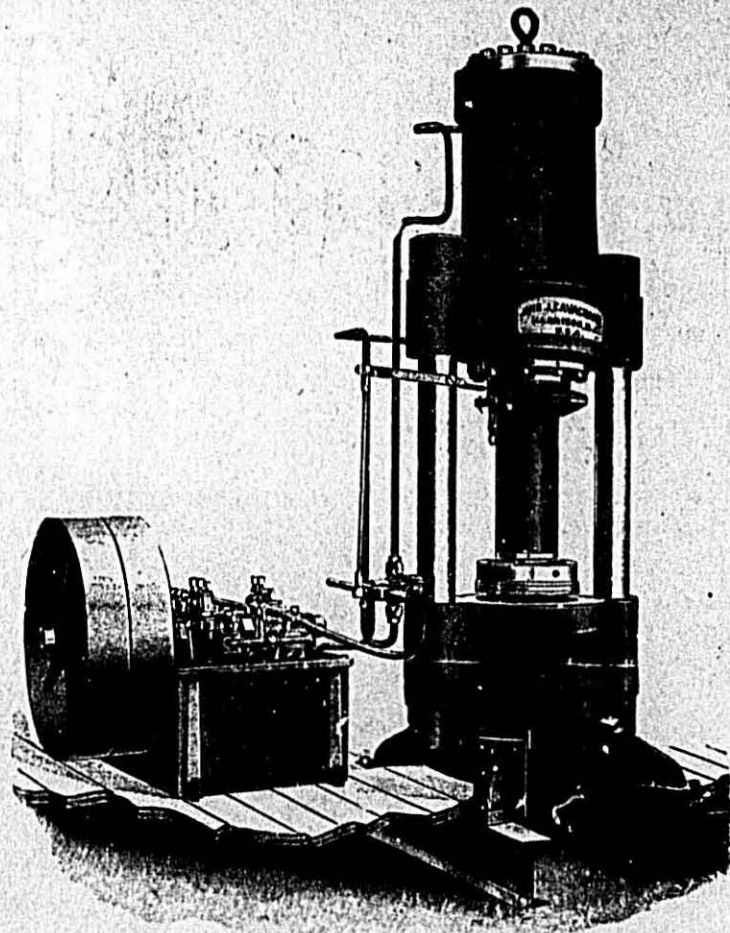
These advertisements may point out the fact that you needed many things the lack of which you never realized until you got them.

These benefits might never have been yours without the Journal advertisements which first bring your needs to your attention.

THE NEW MACARONI JOURNAL is all of that and more.

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MORAL—Read the News Items and the Advertisements in the Journal regularly and thoroughly, and patronize liberally all the advertisers.



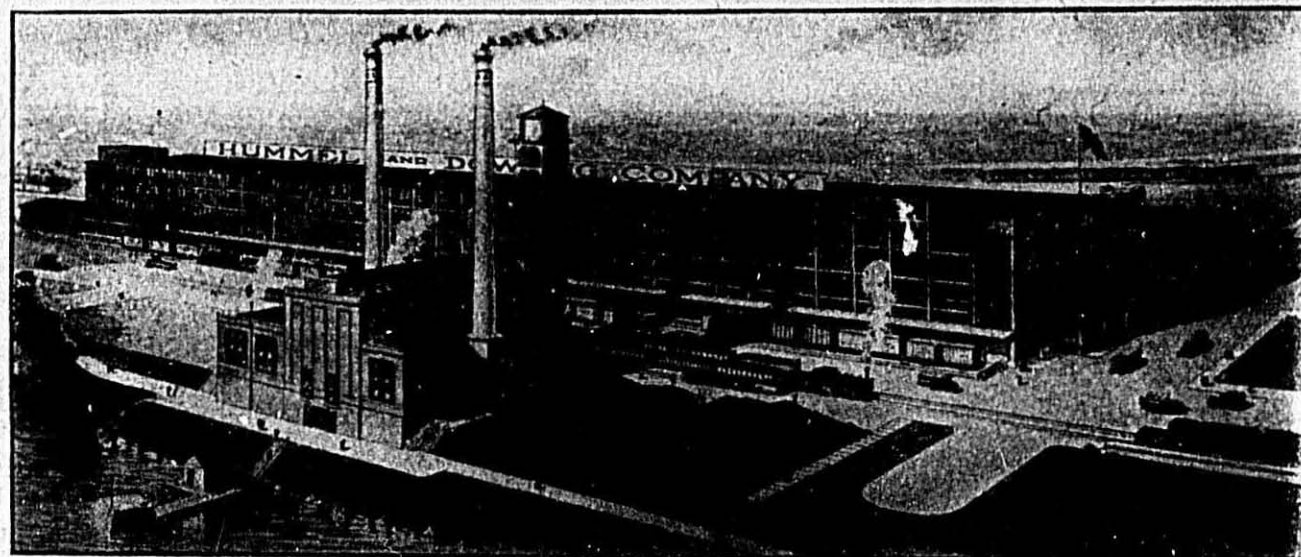
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Harrison, - - - N. J.
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MACARONI MACHINERY
since 1881

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This is the plant behind the best Fibre and Corrugated Shipping Boxes it is possible to make—Boxes that have stood the test—Boxes with a reputation—not cheap boxes, but boxes that will safely, sure and satisfactorily "Deliver the Goods."

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DENVER, COLO. Chamber of Commerce Bldg.
ST. LOUIS, MO. 362 Advertising Bldg.
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Many manufacturers who use immense quantities of cartons and shipping containers get them from Waldorf Co. Why? Because they must deal with a firm who not only can make good containers, but is big enough to fill large orders promptly.

The Waldorf plant is the largest of its kind in the U. S. The entire process of manufacture from raw pulp to finished product is all carried out in one plant, under one management, our own Manufacturing Plant and our own boxboard mill with a capacity of 135 tons daily. Switch tracks right in our plant eliminate delays in shipping. There's no order too big for Waldorf.



PAPER STOCK DIVISION - BOX DIVISION - MILL DIVISION
WALDORF PAPER PRODUCTS CO.
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THE WALDORF PAPER PLAN - PRODUCT OF THE BEST THAT NATURE CAN

USE DURUM SEMOLINAS

For Macaroni and Noodles
 Unequaled in Color and Strength



YERXA, ANDREWS & THURSTON
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MACARONI JOURNAL

It Depends Upon You

The Macaroni Industry and the National Association are just entering the greatest era of reconstruction in all history. The men who will yield the greatest influence during this period will be those who have the best faith, the strongest imagination, the keenest vision and the most constructive ability. Those who have an idea that they can do things in the future as they were in the habit of doing them in the past will be left out of the running. It is a new world opening up before the business interests of the whole country. Choose your attitude.

Generally speaking there are three attitudes which the members of the macaroni industry can take: The first is the destructive attitude; the second the obstructive and the third the constructive. Upon your choice of these attitudes depends just what kind of a manufacturer you will make of yourself and the amount of help or hindrance you will give to the Industry and to the Association. Good enough excuses can and will be found for taking any one of them.

Those who decide to be chronic kickers, knockers or malcontents can dig up plenty of things to find fault with and to vent their well filled spleens upon. Those who are inclined to be neutral, and have not the gumption or the desire to be positively destructive or positively constructive, can assume the attitude of the middle-of-the-road man, and neither help nor hinder greatly. They will simply get in the way of progress and like the stubborn mule on the railroad track get bumped off by the "train of progress" or else play the role of the dog in the manger, unable to eat the hay but yelping at those who would eat it. But the third class is the preferred alternative and that is the constructive group, and it is the privilege of every individual, low or high, rich or poor, large manufacturer or small, to form this group. Such can take the constructive attitude if they so decide. They can become builders, doers or producers and be the type of men who help make civilization advance by leaps and bounds.

Tearing down is a very easy matter but it requires a higher kind of ability to build up. While you employ common laborers to wreck an old building, trained and skilled architects are needed to construct a new building. There will ever be a certain amount of destruction involved in all progress. The writer must use up many sheets of paper before he is satisfied with a completed article. The gardener plants many seeds to insure a limited number of plants. "Life evermore is fed by death, in earth and sea and sky; and that a rose may breathe its breath something must die." But the function of destruction can not overbalance the constructive attitude unless there be death or decay.

We should fill our daily life with efforts of construction and this applies to every branch of endeavor. Never was this more important than in the present situation confront-

ing the Association and the Macaroni Industry. Let us brush aside those seemingly content "neutrals" who exclaim "Thus far shalt thou go and no farther." Let us lay out our course of action after due consideration of all the problems and then make the very best use of the ammunition at our command. It does not do to waste ammunition on insignificant targets. Let us not be neutrals but get into this war for right, justice and progress. Let us pick our marks, take sure aim and then deliver a series of shots that tell. It isn't the shots we fire but the hits we make that count in this world's battle, and our aim should be to plug the target every time we meet with problems affecting the Industry.

Look Up

The story told of the boy who went on his first trip to the sea with his father who was a captain should well illustrate the need of following the captain's fatherly advice by the captains of industry in their endeavor to reach the highest pinnacles of success in their business.

He wanted to learn to be a sailor. One day his father said to him, "Come, my boy, you will never be a sailor if you don't learn to climb; let us see if you can get up the mast." The boy, who was a nimble little fellow, soon scrambled up but, when he got to the top and saw at what a height he was from the deck, he began to be frightened and called out:

"Oh father, I shall fall! What am I to do?"

"Look up, look up, my boy!" said his father. "If you look down you will be giddy, but if you keep looking up to the flag at the top of the mast you will descend safely."

The boy followed this advice and reached the deck with ease. This advice will hold good for every one. To all we say "Look up!" If you would avoid the evils of bad companions—look up! If you would be numbered among the refined and educated—look up! If you are sad and despondent—look up! The stars shine above us—God is in Heaven—look up!

He who succeeds in the business world must need "Look Up" see the bright sides of his business and not be continually looking down into the mire as such action breeds only discontent and disgust.

Be not satisfied with following this fatherly advice in your own daily private and business life, but preach it to your coworkers and to your competitors to the end that their lives might be made more happy and the business more cheerful and progressive.

New Members

The National Macaroni Manufacturers Association plans to be "national" in scope and action as well as in name. This predominating feature was well evidenced during the

Spring national "Eat More Macaroni" campaign that it helped to foster and finance with the help of some of the Durum Wheat Millers, and which somewhat restricted and local as far as the backing was concerned was truly nation wide in effect. Advertising was done almost in every section east of the Rockies whether the manufacturers of these sections were contributors or not.

With this policy in view of caring for the interest of ALL manufacturers of the Industry and with the firm intent to serve as a medium whereby the Macaroni Trade will be advanced and the consumption of our product increased and popularized, the need of united and harmonious action among all the manufacturers is manifest. Therefore, it is the ambition of the officials of The National Macaroni Manufacturers Association to enroll as members and coworkers EVERY manufacturer of this commodity in America.

We want you as one of our active members and we want you to secure the membership of every macaroni manufacturer friend you have, whom you think you would like to have associated with you in large undertakings, the kind who will fight for right principles at the drop of the hat, and once in the fight will stay through to the end. One

with a fair and clear mind, with reasonable courage, enough at least to make up his own mind on any matter presented that is the only qualification desired. There is an old proverb that applies in the selection of members of this Association:

He who knows not, and knows not that he knows not, is a Fool; SHUN HIM.

He who knows not, and knows that he knows not, is simple; TEACH HIM.

He who knows, and knows not that he knows, is asleep; WAKE HIM.

BUT, he who knows, and knows that he knows, is a wise man; FOLLOW HIM.

The advantages of membership in this National Association are many and will be greater with time and progress. To attain the greatness desired the sincere cooperation of every manufacturer is an absolute necessity. Our motto should be "All for one and one for all." JOIN NOW and become a working part of this most needful organization whose only aim will be the betterment of the conditions now surrounding the Industry.

THE WORLD'S TONNAGE

Lloyds Register for 1919-20, issued this month, shows that the world's total merchant tonnage is now 50,919,000 gross tons, compared with 49,090,000 gross tons in 1914, just before the outbreak of the European war. The totals of the steam gross tonnage in round numbers of the principal countries for the two years are separately stated. The 1919 steam tonnage for Germany is for the time of the armistice, and as Germany ced-

ed to the Allies all ships over 1,600 gross tons and from one-fourth to one-half of the remaining smaller ships, the actual German tonnage will be about 700,000 gross tons, and 2,550,000 gross tons will be divided among the Allies proportioned to war losses. Sail tonnage (net) comprises a small and diminishing part of the world's shipping and is added in at the end of the three columns following:

Countries.	June, 1914. Gross tons.	June, 1919, or Gross tons.	Increase (*) or decrease (**)
United Kingdom	18,892,000	16,345,000	**2,547,000
British Dominions	1,632,000	1,863,000	*231,000
United States:			
Seagoing	2,027,000	9,773,000	*7,746,000
Great Lakes	2,260,000	2,150,000	*110,000
Austria-Hungary	1,052,000	713,000	*339,000
Denmark	776,000	631,000	*145,000
France	1,922,000	1,962,000	*40,000
Germany	5,135,000	2,347,000	**2,788,000
Greece	821,000	291,000	*530,000
Holland	1,472,000	1,574,000	*102,000
Italy	1,430,000	1,238,000	*192,000
Japan	1,708,000	2,325,000	*617,000
Norway	1,957,000	1,597,000	*360,000
Spain	884,000	709,000	*175,000
Sweden	1,051,000	917,000	*134,000
Other countries	2,427,000	2,552,000	*125,000
Total steam tonnage	45,404,000	47,897,000	*2,493,000
Sail tonnage (net)	3,686,000	3,022,000	*664,000
Grade total	49,090,000	50,919,000	*1,829,000

John Washburn Dies in Maine

John Washburn, chairman of the board of directors of the Washburn-Crosby Company of Minneapolis died at his boyhood home, the Norlands, at South Livermore, Maine, after a brief illness. He was 61 years of age and apparently in good health on his departure from Minneapolis a few days prior to his death.

Deceased was one of the most prominent flour men in the country having spent almost 40 years in that industry. He was born at Hallowell, Maine, in 1858 of a distinguished family and began his study of

the milling business at Minneapolis about 1880, later specializing on grain and wheat. In 1887 he became a member of the Washburn-Crosby company and since then has continued as a stock holder and an officer in the management of that corporation, serving as president from April, 1915, to May, 1919, when he retired to take over the chairmanship of the board of directors. He played an important part in the development of the grain and flour trade in the northwest, where he was best known.

Mr. Washburn was president of numerous other milling and elevator concerns in the northwest, including the St. Anthony-Dakota

Elevator company, the Royal Milling company, Great Falls, Mont.; KallsPELL Flour Mills company, KallsPELL, Mont.; Rock Mountain Elevator company, Great Falls, Mont., and others. He also was a director of the Chicago Great Western railroad.

Banish the Bromide

When you dictate the day's mail, do not say, "Replying to your valued favor of the 'steenth, we beg to say that," etc.

You do not "reply" to a letter but to an argument. Use "answer."

Never "beg." Any free born Canadian should be ashamed to "beg."

Then there's the time worn, ancient history, closing phraseology, such as "Trusting to have your early order which shall have our earliest attention."

Everyone looking for orders expects them—everyone "trusts" so why not be different and use a little more gumption in landing the order. Any prospect, any patron, demands "early attention" else he would not give you the order.

"As per your request" is stiff stuff, fit for the court room rather than sales letters.

"Of recent date" is a bluff. Why not give the exact date so that the reader may call for the proper letter from his files or call the thing up in mind?

"Agreeable to your request" is improper even if it were not ear torturing. The right form is "Agreeing to your request" but it is better to use something that is really agreeable instead of the participial form.

"Yours received and contents noted." Now there's a nice lifeless thing. Always wrapped up in undertaker's weeds.

Just for a change, try to make your letters human, sparkling with interest and friendliness and watch the result-rendering responses.—The Thinker.

Food Officials Convention Big Success

The twenty-third annual meeting of the Association of American Dairy, Food and Drug Officials, held Sept. 8-11 in the city of New York with headquarters at Commodore Hotel, was one of the most successful conventions ever held by this important body. Officials from practically every state in the Union were in attendance together with representatives of scores of food manufacturers who showed their keen interest in all matters pertaining to food production and manufacture.

The meeting was presided over by President Benjamin L. Purcell, food commissioner of Virginia, who in his opening address urged more co-operation among food officials in bringing about a proper and strict enforcement of the pure food laws. He lauded the improvements already shown in the manufacture of pure foods by the manufacturer, their storage and distribution, but said that there was room for improvement of the methods employed by the meat packers. He said, in part:

"I have excepted our meat supply from the statement of the improvement which has taken place in our general food supply for the reason that I consider the conditions surrounding our meat supply a standing disgrace to our civilization. The greatest protection the general public has today against the consumption of diseased, polluted and impure meats is the doubtful protection that high temperatures give to meats which are subjected to cooking in their preparation or consumption."

The following recommendations were made by the speaker in the course of his address.

"I recommend to your favorable consideration the adoption of suitable resolutions expressing the opposition of this association to government operation or ownership of the transportation lines of the country, or of our telegraph and telephone systems.

"That we approve government control, without ownership or operation, of the meat packing industry, because of the pernicious trade practices that the packers have developed and fostered.

"That we oppose the use of chemical preservatives in foods, or of the use of foreign coloring matter where its use may cover inferiority, or be the means of perpetration of fraud or deception.

"That we favor the compulsory pasteurization of all milk and cream intended for human consumption, and recommend, as an economic measure for herd owners, the voluntary subjecting of dairy and breeding cattle to the tuberculin test.

"That we favor a uniform standard for butter of 82.5 per cent milk fat, and a moisture content not in excess of 16 per cent."

Artificial Colors in Food

Dairy and Food Commissioner James Sorenson of Minnesota read a good paper on "Artificial Coloring of Foods" that was received with great interest. His contention was that coloring when used in a legitimate way should not be condemned. He said in part as follows:

"Artificial coloring is sometimes used for the specific purpose of concealing inferiority, and the use of color in this way must be condemned by all fairminded people. In the sale of cream, for instance, a portion of the fat may be removed and coloring matter added to make the buyer believe that the cream is rich in fat. Artificial color used in this manner cannot be too strongly condemned.

"Separating the subject under discussion into two parts, we have on one hand the harmless and on the other the harmful effect due to the artificial coloring of food. The first part may be disposed of by concluding that, when the consumer has full knowledge that the color contained in the product is a harmless one and the appearance of the product satisfies and pleases the eye and does not in any way constitute a deception, there could be little if any objection to its use. The consumer is perfectly aware that the color is entirely artificial, and it is left to his choice as to whether or not he prefers it to a natural colored product. And then we reach the other side of the question, and the objectionable features of color being added to conceal inferiority, or for the purpose of simulating an appearance of greater value. The effect of imparting to the cheaper varieties of certain foods which flood the market strikingly brilliant hues in no wise resembling the uncolored varieties is, in many cases, to mislead the public into the idea that the natural product is inferior.

"It is true that regulations have driven out some of the very dangerous mineral pigments, such as iron oxide, Prussian blue, copper sulphate and others of the same class, and, granting that all or nearly all of the colors now being used are harmless, it should still be the aim of lawmakers and food control officials to prohibit the use of coloring matter in food products when added for the purpose of deceiving the consumer as to the true value of the product, or where the addition of coloring matter constitutes a deception. It would require considerable hardihood for any official to stand out and declare that the addition of coloring matter should not be permitted in any product. He would probably be confronted by his own personal preference. The beautiful yellow tinted butter appeals to the average consumer, or the carbonated butter would probably appeal to his sensitive taste if a little color had been added. It might be said, however, that in certain products, where the deception is pronounced, colors could be eliminated and the consumer benefited thereby."

Chemistry Chief Speaks

Dr. Carl S. Alsberg, chief of the United States bureau of chemistry, was the principal speaker at the annual banquet tendered the visiting officials on Sept. 10 and chose as his subject "The Economic Future of the Country."

In referring to the power of production, Dr. Alsberg said that his information, received from close friends who were in a position to judge the situation with a large degree of accuracy, indicated that the American worker was far above the worker in

Great Britain, Germany, France and Italy, where the war had played havoc with the willingness of the men to resume their activities on a pre-war scale. He said that while this country had suffered many losses, its power to produce was infinitely greater than that of the Allies and the enemy countries, because our men had not experienced the same burdens and sufferings that the Allied soldiers had gone through, with the result that the American worker's powers had not been impaired to the same extent.

Dr. Alsberg declared the producing power of the foreign worker was less than 60 per cent of the American laborer or mechanic. He said that the outlook for the future of the country was bright, providing the situation was handled in a calm way. The post-war psychology which existed among the foreign workingmen, said Dr. Alsberg, was entirely absent in this country. He warned his hearers that when Germany, England and France got into their stride this country would have to speed up in order to keep the markets which it had gained. Germany was already sending goods into England, said the speaker, and added that people did not seem to realize that the high prices of foodstuffs were due purely to economic conditions, and he quoted prices on some foodstuffs in Paris which indicated that food was comparatively cheap in that country.

The fair price committee of the U. S. government which has been subjected to some unfair comment presented its case through Mt. Henderschott, representing the chairman of that body, who spoke in part as follows:

"You cannot reduce the price of living when the elements that make the price increase."

World Machinery Out of Gear

He said the war had simply thrown the machinery of the world out of gear, and that it would have to be mended along sane, commonsense lines, adding:

"You cannot depend on any one committee or any one group of committees to give relief. Things will have to work out, and they can work out satisfactorily only if all cooperate in bringing about the end that is desired by the people. Conditions have changed; labor is asking more, so that this increases the cost of production and brings about an increase in price which is perfectly natural.

"Our problem is not so much production; in fact, production has not been a problem for the past twenty-five or thirty years. The big problem is distribution, and in order to carry out a proper method of distribution it is necessary that our workers should be trained along the proper lines.

"The cost of food is going down, and I believe that it will continue to go lower. But whatever happens, the people must be patient, for with increased production and proper distribution conditions are bound to right themselves."

Dr. L. P. Brown of the health department of the city of New York presented a paper on "Food Inspection, Past, Present and Future," in which he referred to its great and

growing importance both from an economic and from a public health standpoint.

"There can be great improvement from a public health standpoint," said Dr. Brown, "and investigation is a positive necessity of a great many practices now sanctioned by public opinion, particularly in connection with food, and more attention must be given to actual damages from unsound food, regarding which little is known and done in this country and which must be the next big development in this sort of work."

"The health department must be particularly free from political control. Food inspectors must be better trained and must be educated so that they will be eminently qualified to handle their tasks if the public is to receive what it thinks it is paying for. The appointment of men at the whim of some governor or in payment of some political debt always proves a most expensive process. The men in the service should receive ample pay for the work which they do."

Food and Drug Commissioner F. C. Blanck, of Maryland, read an interesting paper on "Municipal Food and Drug Control, Its Function and Scope," and Dr. Mary E. Pennington, chief of the United States research laboratory in Philadelphia, read a paper on "Good Eggs, State and Interstate," which was listened to with a great deal of interest. Other papers were read, and Guy G. Frary of South Dakota, who spoke on the effects of the enforcement of the national food law, and Julius Hortvet, whose topic was: "Standardized Milk."

Views of E. F. Ladd

One of the principal papers of the session was that read by Dr. E. F. Ladd, food commissioner of North Dakota, who dealt with state food and drug control. He said in part:

"No one needs in this day and age to argue for the necessity of state food and drug control work in any up-to-date progressive state. What we need now, it seems to me, is to more fully emphasize the need for closer relation and co-operation of the state regulatory officials on the one side with the federal control and on the other with the municipal control work of the state.

"The unifying of all the forces of every character which are attempting to safeguard the general public, either as against adulteration and misbranding on the one side and bad sanitary conditions on the other. The lack of education, it seems to me, on the part of the producer, distributor and consumer as how best to handle and preserve food products is one of the most important things we have to contend with.

"The manufacturer and dealer must learn that the state control officials are on their job, or that when the products leave the state they are certain to be seized by the federal authorities, and so on down the line. This means, then, working as one harmonious whole between the municipal authorities, the state officials and the federal authorities.

"The public are looking for help and will not tolerate abuses that can be controlled, and they are demanding that their regulatory or inspection departments and their educational forces shall be more closely co-

ordinated. Too many products, articles of food, as well as other commodities, are not manufactured so as to produce the highest grade possible, but to make a profit.

"The state control must see to it that the products of all classes to be sold wholly within the state are pure and wholesome and that they have been produced and handled under proper sanitary conditions to furnish a safe and wholesome article of food."

Towards the end of the session, it was seen fit to grant the demands of many of the food manufacturers and storage men to be heard on matters affecting their lines as associated with the duties of the food officials and many interesting and instructive papers and letters were presented on matters regarding uniformity of legislation and control.

One of the most interesting suggestions came from a representative of the American Meat Packers association, who recommended that the federal inspection system of meat be extended to take in all the meat consumed in this country. He said that only 50 per cent of the meat consumed was inspected, although he gave no reason for this. Later, it was explained that the appropriation for inspection work was not sufficiently large to cover the expenses of an adequate staff.

Henry Gardner of the Ice Cream Manufacturers association recommended that a standard be adopted calling for 8 per cent butter fat and 18 per cent solids not fat in the manufacture of ice cream. H. S. Harris, of the Borax Manufacturers association, made a plea for the use of borax as a preservative.

A rather warm address was made by A. B. Chambers of the American Cider Vinegar association, who asserted that cider vinegar manufacturers throughout the country were adulterating and misbranding their products. He said that this included some of the largest manufacturers with the result that the smaller firms, in order to meet competition, were also adulterating their products.

Recommendations of Committee

Resolutions were passed recommending the investigation of all methods whereby the cost of distribution of food products may be lessened to the consumer; congratulating manufacturers of food products on the largely reduced percentage of the cases of adulteration and misbranding of food products, opposing the renovation of raw material used in food manufacture when this is done for the purpose of covering up defects in finished products; urging the furtherance of constructive sanitary control laws; urging full co-operation with all agencies seeking to sanitize sea food by the purification of streams and tidal waters, and urging the appointment of a legislative committee of three to co-operate with the legislative committee of national and state organizations of trades with a view to the adoption of uniform food and drug laws in all the states.

Resolutions Adopted

The following statement was made by the committee regarding the proper branding and labeling of goods:

"Public confidence in the food supply is

necessary to both the trade and the consumer. The public has just passed through a period of intensive study of food quality and nutritive value.

"Colleges, high schools, women's clubs and consumers' leagues are studying and teaching food facts as never before, in view of this we call attention of the trade not only to their legal duty to do so but to the wide and sure opportunity for increasing public interest in foods by having labels, advertising copy and other sales statements in strict accord with the correct facts about quality, purity and nutritive value. We would point out that the growing knowledge from patient research about nutritive value must not be used as thoughtless or reckless advertising.

"The manufacturer has now the opportunity to tell more about nutritive value than ever before and is entitled to this to the full extent that he follows the facts. But all concerned are warned that any misstatements about sanitary quality or nutritive value constitute misbranding under existing pure food laws. We call upon the trade to co-operate to prevent the abuses of the sale of foods which often characterize the sale of medical preparations."

The committee presented a resolution urging that a committee of three be appointed to recommend to congress that provisions contained in paragraph 1, section 7 of the National Food and Drug Act be amended. It was contended that under this provision the sale of drug preparations is permitted differing in strength and other qualities from the respective pharmacopoeia and formulary standard, although sold under names recognized by the United States Pharmacopoeia and National Formulary. It is claimed that this has proved unfortunate in its operation in that it has favored the development of variation in the strength of pharmaceutical preparations.

New Officers Chosen

The following officers were elected unanimously for the ensuing year: Guy G. Frary, food commissioner of South Dakota, president; James Sorenson, of Minnesota, first vice president; R. E. Rose, of Florida, second vice president; Fred L. Woodworth, of Michigan, third vice president; George L. Weigle, of Wisconsin, treasurer, and John B. Newman, of Illinois, secretary.

The members of the executive committee are: A. M. G. Soule, of Maine; George B. Flanders, of New York, and E. F. Ladd, of North Dakota. On the committee of co-operation are: J. S. Abbott, chairman; R. E. Rose and Fred L. Woodworth.

The place for the next convention will be decided by the executive committee later in the month.

A full round of pleasant entertainment was provided covering each day and night of the session, the arrangement committee succeeding fully in its efforts to make the stay of the several hundred delegates and visitors both profitable and pleasing.

SOME SALESMAN

The question has often been asked, "What is an efficient salesman?" and the best answer yet reported is: "An efficient salesman is an Irishman that buys something from a Jew and sells it to a Scotchman at a profit."

If Means Money

SEMOLEON



Worth The Extra Price

SHANE BROS.

AND

WILSON CO.

MINNEAPOLIS, MINN.

ADVISE NORMAL ACREAGE

Export Demands Necessitate Continued Intensified Production—Shipping Available Early Next Summer—Government Control Probably Relinquished End of May, 1920—Labor Is Factor.

Milling and Grain News.

Conditions are such in the winter wheat belt that it would be good policy for Wheat Director J. H. Barnes or for the department of agriculture to urge upon farmers that they sow a normal acreage to wheat. The price for wheat will not be exceptionally cheap next year and there is even a possibility that the producer may realize the present guarantee on his next year's harvest. Export will return to normal then and without doubt Germany and other countries will be large buyers.

If wheat raisers would realize that consumption of bread is on the increase, not on the decrease, and that there will be an exceptionally good demand next year there would probably be a larger area sown to the grain. No public statement has come from Washington and wheat producers seem to be without any advice on the subject at all. The result is that preparations to date for fall sowing of wheat are considerably backward, with the prospect that the wheat area in some sections may show more than a 50 per cent reduction.

Supply and Demand to Rule

Farmers should also take into consideration that they will be guaranteed a world's market and world's price basis for next year's crop. Without doubt the government will relinquish control of the wheat crop and supply in this country after May 31 of next year, and with the reestablishment of free trading in wheat on exchanges world supply and demand will again control the situation and world prices prevail. The producer who fears his wheat may sell below \$1 per bushel next year is counting on a too swift change in economic values. The crop this year is such that there will be no great carryover while with the beginning of the movement next year in July ocean space should be on a better basis and there should be much freer exporting. The agencies that handled flour and wheat export previous to the war period will be ready to resume business.

* * *

1920 Production

A good deal of talk is heard nowadays that farmers are not going to produce as much grain and live stock next year as they did this. The labor situation in the country is becoming unbearable and the cost of everything that goes into production appears to be advancing steadily so that it is little wonder that farmers are not disposed to go beyond their normal production. Then too, the war on food prices that is being noisily waged by every official, from Washington to the most obscure cross roads, naturally creates the fear that all this food produced under high pressure will have to be sold on a low pressure market and has

a tendency to make farmers and stockmen more conservative in their operations. In other words, the brass band campaign against high priced food is very liable to defeat its own object.

World's Best Place

AMERICA.—The United States of America,—is the very best place in the entire world.

There is no such land of promise nor of opportunity anywhere in the world as there is in this country under its Stars and Stripes.

There are thousands with lots of money to spend and plenty of time to spend it who are longing to visit Europe, more out of curiosity than anything else, and to these Europe is looking with longing eyes. There are thousands who are planning to go to Europe firmly believing that it affords many opportunities.

Those who have been thinking of buying a one-way ticket to Europe where they hope to find a paradise with golden gates ajar should reflect a moment and either put their money back into the bank or else add enough to it to buy a return ticket, as they will surely need it.

Europe is full of glory but it is short of everything else. Ask any of the returned soldiers or war workers who have just returned.

It would be wise to compare conditions between this visionary haven sought by so many with the real facts found here at home.

Europe has to convert her factories to a peace time basis and then secure complete supplies of raw materials to run them.

America also has to convert its factories, but to a less degree, and the whole land reeks with raw materials awaiting development.

Europe went through four years of terrible war. Everything she had was turned to war purposes. Everything was under a war strain.

America went through two years of war with no land devastation nor factory destruction, and there is no need for waiting till the whole industrial fabric of the nation is completely changed.

One big American manufacturer estimated that the industries of this country would all have resumed a peace basis within five months after the armistice was signed. This was a fair estimate as time has proven.

Europe can't come back fully in five years. Production is the rock bottom of all lines of business. America leads the whole world in readiness to produce.

One-sixth of Europe is laid to waste—America is untouched.

The machinery in Europe is destroyed—in America it is in perfect running order. From a strictly material side of things America is in a position to offer a hundred opportunities to Europe's one.

America was the land of magic out of which sprang that endless stream of brown-clad soldiers and blue-clad sailors who according to a German version knew nothing—except to continue on towards Berlin.

Again the brown and the blue will spring

to the assistance of Europe, but this time will not be the army of war but the army of peace, clad in blue and brown overalls and jumpers, and which will man the factories and farms of the country to push a new war of trade-getting that will be the battle of the future.

For America this spells OPPORTUNITY—just like that, in big large capitals.

Given a short space of time for re-arrangement and American industry is bound to hum as it never hummed before. The empty hands and hungry mouths of the whole world stand in wait for the things America alone can grow and make and ship.

Here is the opportunity that some are seeking—opportunity right at their own door steps. What will be done to grasp it? Won't they make the best of it?

Look around you, in your own town, your own state and in the entire country. Take the plentiful harvest that is yours to the trying and don't buy a one-way ticket to Europe.

What America Means—America means more than an extent of country bounded by geographical limits. America means more than smiling valleys, and lofty mountains and prosperous farms, and mighty cities. America means more than North and South and East and West. America means the happiness of mankind, unfettered manhood everywhere. America means religious freedom, civil liberty, glorious opportunity to all the world. Because America is all that the patriotism of our American hearts is patriotism that transcends and surpasses any patriotism that in ancient or modern times has ever fired the human soul.

Benjamin Franklin said: "He that loses five shillings not only loses that sum, but the advantage that might be made by turning it dealing, which by the time that young man becomes old will amount to considerable sum of money" Invest in U. S. S. They are the safest kind of investment. The 1919 Franklin issue matures 1924.

TOOK THE HINT

He had been worshipping her for months but had never told her, and she didn't wait for him to. He had come often and stayed late—very late—and she could only sigh and hope. He was going away the next day on a holiday and he thought the last night was the time to spring the momentous question. He kept it to himself, however, until the clock struck eleven-thirty by the clock and it was not a very rapid clock.

"Miss Mollie," he said, tremulously, "I'm going away tomorrow."

"Are you?" she said, with the thoughtfulness of girlhood.

"Yes," he replied. "Are you sorry?"

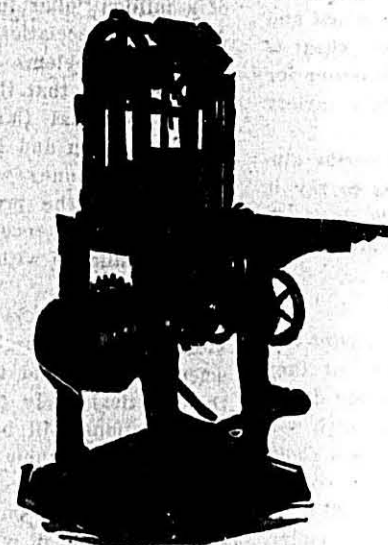
"Yes, very sorry," she murmured. "I thought you might go away this evening."

Then he gazed at the clock wistfully, and said good night.

Have you a "turn around" fund? It keeps away rainy days and helps you take advantage of sunny opportunities. Make one now. W. S. S.

SETTING THE PACE
IN YOUR FACTORY

Three packaging machines which will quicken your organization and help to lower your production costs materially



The Forming and Lining Machine
Space occupied, 4 x 4 feet. Weight,
1000 lbs. Power, 1/2 H.P.



PROMINENT food manufacturers who have used Peters Automatic Package Machinery for years find that it quickens the whole organization behind it. With a productive capacity of 40 packages per minute for each unit of three machines, they continually call for work to keep them busy.

The first machine forms and lines the package and carries it to the packing table. The second folds and closes the package, sealing it if desired. The third wraps, labels and seals the wrapper. Each machine can work independently. Note.*

Three operators suffice for each unit—their productive capacity equals 25 or 30 hand operators. The machines occupy scarcely one-tenth the floor space demanded by hand operators.

Thus the saving in labor, floor space and increase of productive capacity operates to reduce your production costs. At the same time you place fresh, attractive, labeled goods in the hands of consumers, and build repeat sales by continuously identifying yourself with your product.

Our prices are unusually reasonable.

*If desired and where nature of goods warrant, we can also furnish our automatic filling machine.

PETERS MACHINERY COMPANY
209 South La Salle Street
CHICAGO

ALIMENTARY PASTES

By A. M. Alexander

The best quality of alimentary pastes (acaroni, spaghetti and similar products) are produced from semolina milled from durum wheat.

Allimentary pastes produced from farina milled from hard spring wheat other than durum are considered by some to be the equal of durum products.

Allimentary pastes produced from short patent flour milled from durum or any other variety of hard spring wheat or Kansas red wheat or by mixing this short patent flour with semolina or farina are well regarded by some but never considered equal to those made exclusively of semolina or farina.

The exclusive use of semolina or farina because of their granular character protects the quality for both manufacturer and consumer in that any percentage of any kind of flour would be at once apparent, while short patent flour might contain a certain percentage of straight or clear flour which would not be so readily apparent.

Allimentary pastes produced from the new product a straight 95 per cent flour milled from durum or any other variety of hard spring wheat or Kansas red wheat are not inferior to above described grades in food value. As a matter of fact they are the best in this respect to almost the same extent that graham flour bread contains more nourishment than short patent flour bread but such alimentary pastes are inferior to previously described grades in appearance, cooking qualities and taste.

Allimentary pastes produced from farina or any flour milled from winter wheat other than Kansas or from straight or clear flour milled from any variety of spring wheat are inferior in every respect to previously described grades.

Grades and Qualities

Semolina and farina are one and the same mill products as both are refined middlings. Semolina is the commonly accepted designation of refined middlings milled from durum wheat. Farina is the commonly accepted designation of refined middlings milled from spring wheat other than durum or any variety of winter wheat but farina from other than Kansas red wheat is seldom used, however, in the manufacture of alimentary pastes.

Refined middlings (semolina and farina) is a granular product and the size of the granulation most generally used in the manufacture of the alimentary pastes is about the size of granulated sugar.

The superiority of refined middlings (semolina and farina) as a mill product is readily understood when it is known that the finest grade of flour, a short patent, is refined middling reduced to the pulverization or flour.

Semolina (refined middlings) from durum wheat has a yellow color of amber shade and bears a resemblance to yellow corn meal. Farina (refined middlings) from any variety of spring wheat other than durum or any

variety of winter wheat has a whitish color and bears a resemblance to white corn meal.

The straight 95 per cent flour was a new product of our flour mills produced by order of the food administration department under Milling Division Circular No. 6, which confined all flour mills during the war to the manufacture of two products, i. e., 95 per cent flour and 100 per cent flour representing the utilization of about 74 per cent of the wheat berry. The approximate 100 per cent division of the 95 per cent product would reveal about 65 per cent patent 20 per cent straight and 10 per cent clear flours.

The 5 per cent difference between the 95 per cent and 100 per cent products is low grade flour.

Spring wheat produces the best raw materials for alimentary pastes because of its better quality gluten and higher percentage of same as compared with winter wheat and the percentage of gluten in durum wheat is not only higher but the quality is better for alimentary pastes than in any other variety of spring wheat.

Probably the easiest way to describe gluten superiority and inferiority is to say it is either long or short as regards elasticity and the longer the better for alimentary pastes.

Cooking is Best Test

Semolina or farina alimentary pastes can be identified by the bran specks but they will not be otherwise very noticeably different than short patent flour goods which will be found relatively as strong and show about the same glassy fracture but in the cooking the semolina or farina goods will swell more and be firmer in shape and more tender. Perhaps a simple method of explaining this difference in cooking qualities would be to picture two drinking glasses one partially filled with semolina or farina and the other partially filled with flour and then pour water in each glass and the water will find its way through the semolina or farina quicker than through the flour because the semolina or farina is porous.

Allimentary pastes made of products of other than hard wheat are inferior not only because of the less percentage of gluten but its lack of elasticity as well.

A chemical analysis discloses the good or bad quality of alimentary pastes with absolute certainty. It is possible, however, to note quality by appearances and detect by taste and smell if goods are sweet and sound and not musty or sour because of any fermentation in curing or drying process, but if thin wall macaroni is kept in rapidly boiling water for more than 15 minutes and thick wall macaroni for more than 25 minutes and they hold their shape and don't get slimy or sticky they can be o. k.'d as all right. This boiling test may not be entirely fair to the straight 95 per cent flour goods but it can be fairly used to draw comparisons if several samples of same are being tested and outside of an analysis is the most practical means of determining quality.

Allimentary pastes are packed for domestic trade in 5 cent and 10 cent packages of varying weights and in 1 pound net weight cartons 4 dozen and 2 dozen to the fibre or corrugated case. They are also packed in bulk in wooden, fibre and corrugated cases containing 10, 20, 22 and 25 pounds.

Allimentary pastes like other cereal products should be stored in a dry cool place on low platform under which lime is sprinkled to lessen danger of damage from weevil and other insects.

Research of Baking Trade

Dr. H. E. Barnard, state food commissioner of Indiana, has been granted a year leave of absence to accept a position of peculiar importance in the baking trade and of value to grocers. He has accepted the position of director of the laboratories of the newly established American Institute of Baking at the William Hood Dunwoody Institute at Minneapolis.

The Institute of Baking is the outcome of a million dollar fund established by the American Association of Master Bakers to study the problems of the trade in much the same way that the Canners Laboratory of the National Canners association has helped develop and improve cannery practices. The money was raised previous to the war but the project was temporarily suspended until recently, when it was revived in alliance with the School of Baking at Minneapolis.

Dr. Barnard means to establish two laboratories; one for purely research work along scientific lines and the other for studying the practical trade problems of the bakers. Investigations will be conducted into various grains and their flours, yeasts and fermentation, moisture and heat, sugar syrups, new fatty shorteners, etc., there being a wide field in which to discover better baking efficiency.

Dr. Barnard has long been recognized as a leader in the progressive wing of food official circles and in harmony with manufacturers and the trade. He was for five years food commissioner of New Hampshire and for 14 years has been in a similar position in Indiana. He is also interested in several food manufacturing enterprises and has an unusual influence among business men as a leader in trade progress.

UNNECESSARY

The late Ambassador Walter Hines Page used to be an editor, and, like all editors, he refused a great many stories. A lady once wrote to him:

"Sir—You sent back last week a story of mine. I know you did not read this story. For, as a test, I had pasted together pages 18, 19 and 20, and the story came back with these pages still pasted, and so I know you are a fraud, and turn down stories without reading them."

Mr. Page wrote back:

"Madam—At breakfast, when I find an error is bad, I don't have to eat the whole of it in order to make sure."

Buy War Savings Stamps weekly; help your money grow, and help Uncle Sam too.



The Mechanical Weather Man Says;

"When a New York country bumpkin saw his first aeroplane, he looked at it hard for a few minutes and said,

'I don't believe it!'

Have you been reading about the Carrier System of Drying Macaroni and Paste Goods, with the same lack of conviction?

Today that country bumpkin hardly looks aloft when an aeroplane flies over,—because he has been convinced by *actual performance*. Perhaps he is receiving his groceries by aeroplane!

If you'll give us an opportunity we'll tell you about the *actual performance* of the Carrier System, in some of the principal plants of the United States and Canada."

Write Right Now

Carrier Engineering Corporation

39 Cortlandt St.
NEW YORK, N. Y.

BOSTON
BUFFALO

CHICAGO, ILL.
PHILADELPHIA

AID FOR ITALIAN SOLDIERS

Wounded and Crippled Warrior Heroes in Milan and Lombardy Receive Succor
—Interesting Booklet Out—
Official Organization.

Consul North Winship, Milan, Italy

An interesting booklet has been issued regarding the activities of the various institutions devoted to the aid of wounded and crippled soldiers in the Milan consular district. The Pio Istituto del Rachitici and the Officina Nazionale di Protesi have assumed responsibility for carrying on the practical side of the work. To their initiative and to that of several other bodies in sympathy with them is due the aid Milan and Lombardy offer the crippled soldiers. Among these is the Lombardy committee for the soldiers wounded in the war, organized by a group of Milanese women, who through appeals to the public succeeded in putting the entire work on a sound financial basis and in giving it a recognized legal status.

Many of the societies now in cooperation had been doing creditable work before Italy entered the war but their combined efforts pointed out lines that are now followed in all the principal districts of Italy.

The Lombardy committee, with its various classes of members, looks after the money contributions while the divers subcommittees of reeducation, comfort and assistance keep the movement before the public. Contributions to the success of the undertaking have come not only from Italy but also from abroad.

Practical Courses Offered

The education offered has a twofold aim, to make the soldier a more useful and intelligent citizen and to enable him in spite of his crippled state to earn a living in some practical way.

Thus in some departments there are two schools, one for the unlettered and the other for those with some education. Lectures and talks are given to instruct the soldier in regard to the condition of his country and the principles, rights and duties of citizens. Theoretical as well as practical instruction is given in the calling (often chosen by the soldier himself) he is being trained in to follow in his new life.

The practical side of the education is accomplished in an almost incredibly short period, as so much of a soldier's time can be given without interruption. The aim is to reeducate him to use his crippled body by means of some appropriate appliance or to restore for him by means of treatment (including that by electricity and radium) some useless member.

The educational program is broad: Courses in Italian, French, arithmetic, commercial branches, telegraphy, tailoring, smithing, carpentry, shoemaking, making of clogs, brooms, brushes, baskets, wicker ware and wicker furniture; and instruction in carved and inlaid woodwork, drawing and painting.

In the agricultural division practical training is given in raising cereals, in gardening, horticulture, hothouse growing; in

care of bees, cocoons, poultry, hogs, and cattle; in making cheese and marmalades; and even in repairing of machines and implements used in agricultural work.

Encouraged by State

The Officina Nazionale di Protesi was established upon the ideas of Bertarelli and greatly encouraged by the state. To avoid the almost prohibitive prices of substitutes for legs, arms, and hands, and to forestall speculation and imposition by dealers in such articles this institution was founded, and now the wounded make a great part of what they themselves need in these lines. This necessitated a fine machine shop with delicate apparatus. Electric power is used.

To those who feel that it may be largely useless to reeducate the cripples and may think that perhaps the best thing to do is to house them comfortably in a quasi idleness it is worth while to add that the cheerfulness, the great love of work and the sane joy of living which can be observed best only by those who visit the above institutions will show clearly the really useful and noble purpose of the work and the almost incredibly great and profitable results hitherto obtained.

A comparison of the methods employed and the results obtained thereby with the same work in other lands can not but be most profitable in the improvement, rectification and adjustment of the means, methods and instruction offered in these patriotic and highly humanitarian lines.

Italian Food Federation

A national federation of food associations has been formed in Italy to bring about a more uniform distribution of essential food-stuffs. Each province must subscribe to one share of 20,000 lire (\$3,860). Cities of over 500,000 inhabitants will have to take 10 shares (\$38,600). A committee of directors which has been appointed includes the directors of the food associations of Rome, Milan and Genoa. The first transaction of the federation was the purchase of 2,204,600 pounds of cheese from Brazil.

Flour Consumption Increases

An increase in America's flour consumption of almost 15 per cent, or 3,000,000 barrels in 70 days, indicating that the housewives of the country have effected a direct saving in household expenditures by eating more bread and less of the higher priced foods as advocated several weeks ago by Julius H. Barnes, United States wheat director, is shown in the nineteenth weekly bulletin on wheat and wheat flour movement issued by the United States Grain Corporation.

Commenting on the figures in the bulletin Mr. Barnes said "This is the first week since early July that the wheat deliveries from the farms of this country have been less than for the corresponding week of the last crop.

"This fall in deliveries is fully due, for more than 50,000,000 bushels have left the farms in excess of the total quantity for the same time last year. It is interesting to note, also, that the flour production for the

crop year to date is 15 per cent larger than a year ago, and as our exports of flour for that period are approximately the same as a year ago it would indicate that the American people are increasing their flour consumption, perhaps to the extent of almost 15 per cent or 3,000,000 barrels in 70 days.

"This view is also confirmed by the sharp fall in prices of replaced foods. For instance lard, which sold in Chicago wholesale at 35 cents not 60 days ago, has fallen to 22 cents, and edible oils now show sharp declines in sympathy. Condensed and evaporated milks have not shown the usual fall tendency to advance. It is to be hoped this flour replacement will continue and increase, for it not only means a direct saving in household expenditures, but further reflection into the prices of higher priced foods which last year displaced part of the usual flour consumption."

Trade Conference October 20

A. C. Bedford, chairman of the executive committee of the International Trade Conference being arranged by the Chamber of Commerce of the United States announced postponement to Oct. 20 of the conference, originally scheduled for Sept 30 in Atlantic City.

The offer of the war department of the steamship George Washington to bring the Allied Commercial Missions of this country had been accepted when King Albert of Belgium announced that he was ready to sail for America at once and the offer had to be withdrawn.

No adequate accommodations could be found on other vessels now in European waters. A steamer was to leave shortly after from Brest, and the British, French, Italian and Belgian delegates will arrive in time for the session.

Wheat Director Decorated

Julius H. Barnes, United States wheat director, received the decoration of an Officer in the Legion d'Honneur, at a luncheon given in his honor by the French High Commission at the Mid-Day Club. Among those present at the luncheon were M. Casanave, director general of the French High Commission, Controller Johannet, Intendant Dietrich, Captain Jean Goldschmidt and Secretary General Mavau.

ACTIONS VS. PLANS

In Montana a railway bridge had been destroyed by fire, and it was necessary to replace it. The bridge engineer and his staff were ordered to the place. Two days later came the superintendent of the division. Alighting from his private car, he encountered the old master bridge-builder.

"Bill," said the superintendent—and the words quivered with energy—"I want this job rushed. Every hour's delay costs the company money. Have you got the engineer's plans for the new bridge?"

"I don't know," said the bridge-builder, "whether the engineer has the picture drawn yet or not, but the bridge is up, and the trains is passing over it."—Harper's Magazine.

JOLO PRODUCTS SERVICE Best

NEW SPRAY PROCESS
IMMEDIATELY SOLUBLE

JOLO CERTIFIED WHOLE DRY EGGS

Selected whole eggs dried, insuring full
egg white content.

Superior to mixtures of yolk and egg
whites.

JOLO DRY EGG YOLK

All the properties of fresh country eggs
retained.

Insure the quality of your product by
using a GOOD egg.

JOE LOWE CO., Inc.

New York City, N. Y.

The Largest Importers of Dry Eggs in America.

AUSTRALIA'S WHEAT POOL

Description of Scheme and Method of Flour Trade Control—Farmers Oppose Government Control.

The Australian government determined to assume control of the grain trade and to carry out the scheme created the Australian wheat board, with Prime Minister Hughes as chairman. This was in August, 1915. A pooling scheme for handling the wheat was arranged and wheat growers were financed and encouraged. All handling charges were fixed, millers were brought under the jurisdiction of the board and no wheat producers were permitted to sell directly to the millers, but millers were compelled to purchase at a uniform price from the wheat pool. The result was that before the pool became effective in December, 1915, many of the large millers purchased heavily and paid cash for supplies, before the price was fixed.

Stimulation Resulted

During the first year, the wheat harvest was greatly stimulated and the wheat pool had delivered to it 162,500,000 bushels. Australian home consumption is 30,000,000 bushels annually, leaving 132,500,000 bushels for export. Here was a gigantic problem for the Australian wheat board, with no ships and an unprecedented amount of wheat delivered to it. The wheat board sent the Prime Minister to an Allied government and a "midnight contract" was made. Great Britain came to the rescue and arrangements were made for \$55,000,000 to reduce the overdrafts on the banks for the purchase of the wheat from the commonwealth farmers. In December, 1916, the largest wheat deal in history took place. The Australian wheat board sold to the British wheat commission 100,000,000 bushels of wheat at 4 shillings 9 pence per bushel, amounting to \$127,800,000, says the Daily Market Record.

Exports Increasing

Then the pooling scheme was harassed with the problem of storage which took form in the greatest piles of wheat the world has ever known, mostly in the open, but later under partial cover of galvanized iron roofing. Then came the stupendous damage and the problem of conditioning.

It is interesting to note, however, that Austrian mills kept busy and were run mostly full time. Up to Oct. 14, 1918, there were shipped 480,000 tons of flour with 260,000 tons in store.

In 1912 Australian flour exports were 168,094 tons; in 1913, exports were 221,658 tons; in 1914, 155,550 tons. Then the war almost stopped exports, but in 1916, 231,165 tons were exported; in 1917 there were 276,365 tons, and in 1918 from Jan. 1 to July 1, flour exports were 208,632 tons.

Now considerable wheat is being moved to India and other oriental markets.

It is proposed to continue in force the Australian wheat board with full control over the growing, storing and merchandising of wheat. The price to growers is to be fixed and price at which sales are made to

millers, both for domestic and export trade is fixed.

Government Control, Not Popular

The board has control of freight charters, arranges the terms of conversion into flour, will provide interior and port elevators and warehouses for storage, handle all arrangements and shipping documents. The board is considered in the same relation to the state offices as the commonwealth government is to the state governments.

The farmers of Australia are now opposing the continuation of this control, but it seems likely to be perpetuated.

Because of peculiar transportation conditions in Australia and because Australia has only a single source of shipping a state pool may have some justification which, however, would have no counterpart in the United States.

The commonwealth government could aid and control the development of wheat growing, and the merchandising of wheat flour. It could build an export trade, where the individuals would find no opportunity to expand. Australia can demand and force expansion of trade, where merchants would possibly be without voice.

In the United States our wheat culture is developed, our trade established and we have outlet to the markets of the world. We have long passed any such development as the commonwealth hopes to create.

Duplication of Trade Name Charged

Adoption of the identical trade name of a competitor corporation, with the effect of misleading the purchasing public, is charged against H. Norwood Ewing, doing business in New York city under the trade name Liberty Paper company, in a formal complaint of unfair competition issued against him by the federal trade commission. When Ewing adopted the name, the complaint sets forth, there was a Massachusetts corporation of the same name in business conducting a branch in New York city.

The complaint also charges Ewing with representing that his Liberty Paper company manufactured paper, whereas, in fact, the complaint states, Ewing purchased paper in bulk, converting it in New York into bags and other paper products. Ewing was cited to make answer before the commission in Washington on Nov. 7.

Learn to Smile

Learn to smile at the jolts and bumps you receive traveling over life's high roads!

What is the use of stopping to grieve over each and every one? You received many a bump in childhood which you cannot even recall now. So it will be with the jolts that you encounter at present. No matter how big they may seem now, five or ten years hence they will have faded in the past.

So don't waste time and strength worrying over matters every time you fall or are pushed down. Pick yourself up as you did in infancy and plunge ahead again. By

meeting such knocks with a laugh you take away all their sting.

It is only when you grieve or grow bitter over every jolt that the lines of sorrow and discontent leave their brand on your face.

If you greet them with a smile your face will show that happiness has been your portion because you learned early in the game to look on the sunny side of life.

Fire Insurance Problems

Siftings from the report of the sessions of fire insurance commissioners in Hartford, Conn., last month, form reading of interest to the non-technical part of the community—the assured, the policy holder, the man who pays the premiums.

Mutual Distrust

Among other speakers was Col. James Young of North Carolina, whose subject was "Fire insurance problems." In part he said: "The relations and feelings between fire insurance companies and the public with whom they do business should be good, indeed, much better than they are. The mutual distrust and lack of confidence should not exist, as it does. Cannot the fire insurance official afford to be willing in his dealings with the public to be candid and show them the working of the business? Must he not get away from the idea that if he discloses any of the methods of the business to the public it will only place his company in a position to be taken advantage of? The public must learn that insurance is a business and not a charity, nor even philanthropy—that it does not give something for nothing.

"Fire insurance, to be worth anything must be safe, furnishing the protection asked for. The first essential is solvency. To keep solvent, companies must maintain adequate rates and be well managed. The companies must provide sufficient capital and surplus to have assets to meet not only present but contingent liabilities such as may come in bad years and in conflagrations. But the necessity for solvency does not mean that their policyholders must accept every rate promulgated or every rule of practice indulged in, regardless of the justice or fairness. Should not some effort be made to show what constitutes an adequate rate?

Rates and Rate-Making

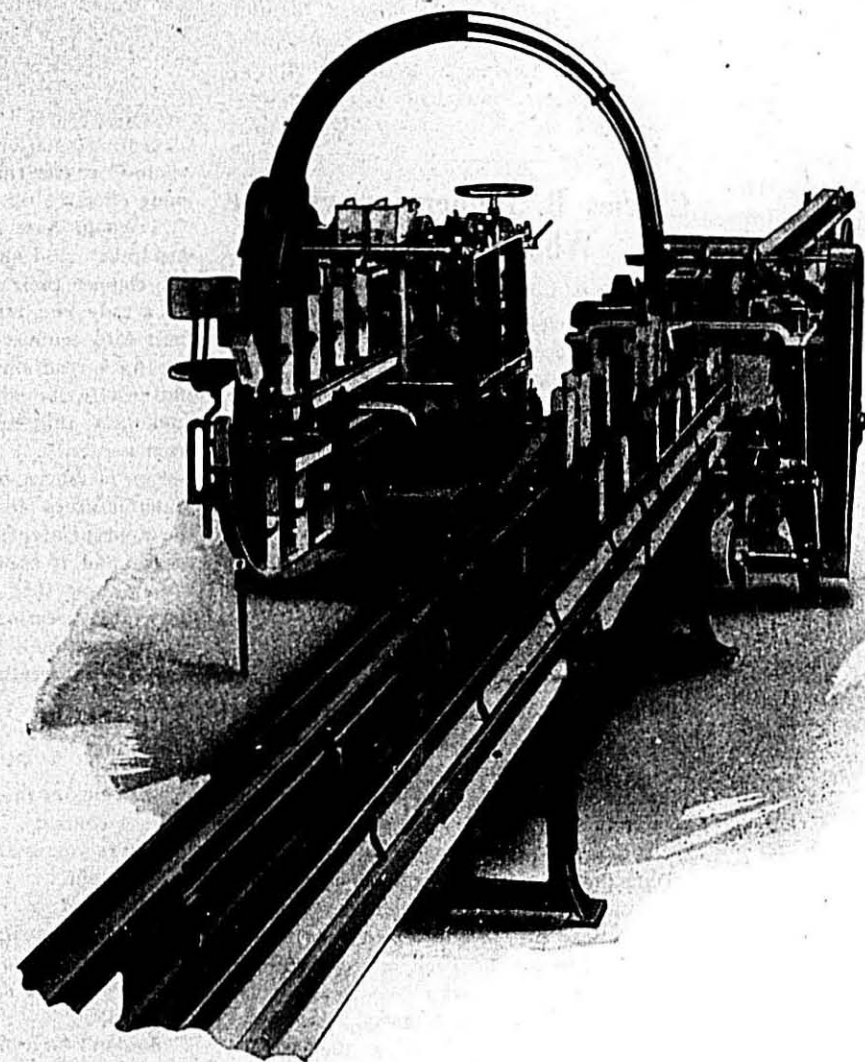
"Nothing is more clearly a storm center in fire insurance than 'rates'—the mode of making and applying them as well as showing the policyholders their fairness. They should be so made that they can be explained and defended. They should, in fact, be adequate. They should be fair and uniform, having due regard to local as well as countrywide conditions and experience. They should be based on statistics as well as underwriting judgment. I prefer a proper even a strict supervision to what its absence will lead to state-made rates."

Own shares in Uncle Sam, unlimited, the surest, safest, most glorious enterprise on earth. Buy W. S. S.

The smaller the car, the louder the rattling and humans and autos are somewhat alike.

PRODUCTION and EFFICIENCY GOVERN YOUR PROFITS

60 Complete Packages Per Minute.



This machine gives you production and efficiency. It seals and delivers 60 packages of macaroni per minute. Neat, clean packages. Operating costs reduced. Minimum floor space required. Motor driven.

We also make a combination sealer that seals both top and bottom of carton, 30 to 35 per minute, one operator. Motor drive.

All machines made adjustable for handling different sizes.

The best of MATERIALS, WORKMANSHIP, and MECHANICAL PRINCIPLES are combined in JOHNSON AUTOMATIC SEALERS.

Catalog Upon Request

Johnson Automatic Sealer Co.

P. O. Box No. 482

BATTLE CREEK, MICHIGAN

RESISTS RUST

Wheat Discovered in North Dakota Not Affected by Field Pest—Is Red Durum Named D-5—Great Expectations.

After many years of experimenting with different grades of wheat, Professor H. L. Bolley of the North Dakota Agricultural college at Fargo believes he has evolved a wheat that will successfully resist black stem rust, a disease which has in past years caused considerable loss to farmers of the state.

New Red Durum

Hundreds of thousands of bushels of the wheat, a red durum named "D5," were grown in North Dakota and neighboring states this year and reports from one section declare 20 bushels an acre have been harvested from this grade. Other sections report even greater yields, while it is said other grades, planted alongside the D5 grain, will not be harvested because of the great damage done by rust.

Professor Bolley's experiments with the wheat, which he obtained from Russia, covered a period of more than eight years, and were based, he says, on the Darwin theory of the survival of the fittest in plant life. The grain was planted for several years where it would be subject to attack by black stem rust, the heads making the best showing being used for the next year's planting, until the wheat successfully resisted all attacks of the destructive rust.

Farmers of the state have grown the wheat during the past few years when rust was especially prevalent and all report it highly successful.

To Become Standard

The originator of the wheat believes it will eventually become one of the standard wheats of the northwest and expresses the opinion that some of the other strains which are now being tested may prove of even greater merit.

Wheat Smut

Wheat smut is costing farmers a loss of thousands of dollars every year, while if the seeds are treated before sown most of this loss could be avoided. This disease, caused by a fungus, cost many Michigan farmers a price cut of from 5 to 50 cents a bushel on this year's crop, according to M. B. Dress, secretary of the State Millers association. He says that no smutted wheat will be bought at the central markets and that as a result dealers are compelled to cut below the government guaranteed price on all infected grain.

Growers can prevent the recurrence of this great loss next year by treating the seed wheat with formaldehyde before sowing this fall.

Although there are several methods of treating wheat for smut, the use of formaldehyde is probably as effective and practical as any. Regardless of the method used

it is advisable to clean the wheat by fanning and to grade it before treating.

After cleaning, it should be soaked in formaldehyde in an open vat or tub, so that it can be stirred, and the smutted kernels can be skimmed off as they come to the surface.

Machines are on the market convenient for soaking the grain but an ordinary tub, preferably a wooden one, will do. The grain may be soaked, dipped, sprinkled, or sprayed but the grain must be thoroughly and uniformly disinfected. Soaking is safest. The commercial formaldehyde is used for this work. The government recommends that the wheat be soaked in a solution diluted to one part of formaldehyde to 320 parts of water for from ten to thirty minutes.

Charles B. Heinemann vs. The Wholesale Grocers

By B. L. Benfer, Traffic Expert

For the benefit of those who have not had occasion to become acquainted with Charles B. Heinemann, we will state that he was till quite recently traffic assistant to Director Thelen of the U. S. railroad administration, and with no idea of criticising Max Thelen's way of doing business it is no secret that many of the changes in classification and rates on perishable freight made by the R. R. administration, were not approved by Mr. Heinemann.

However, it is conceded that if he had not been in office, these might have been more radical. To the veterans of the transportation world Mr. Heinemann is known as the enterprising secretary for the association of live stock exchanges, also star witness for the packers and his memory of rates and rate adjustment history is a matter of remark throughout the country.

Only the greenest of commerce counsel for carriers ever express a desire to crossexamine him. The well informed ones follow the first rule in the book of guidance for crossexaminers, namely, "don't ask anything from a man who knows what he is talking about and is telling the truth." Mr. Heinemann without consulting a tariff or memorandum of any kind can talk for hours on live stock, meat, refrigeration rules and regulations.

Now that our readers have some idea of who Mr. Heinemann is and of his value as a witness, we wish to cite you to parts of his review of the transportation service rendered to meat packers and wholesale grocers, given on Aug. 23, before the senate committee on agriculture.

Referring to statements of Lewis H. Haney, the economist-publicity man for the Southern Wholesale Grocers association, made before the same committee two days before, that the grocers are unable to get as good service from the carriers as the packers, Mr. Heinemann suggested that if the grocers gave as much personal attention to getting shipments through to destination in a hurry as the packers give to their shipments, they would be better satisfied with their service. The witness then said, "If I were advising the wholesale grocers who are advocating the passage of the Kenyon and

Kendricks bills, I would tell them to ask their economic experts and organize live traffic departments. They are paying higher rates on some of the commodities they ship than the packers, but they are paying the higher rates from choice and not from necessity. If they had live traffic men who would take up such matters with the railroad roads or with the interstate commerce commission, these inequalities would be removed."

Another suggestion made by Mr. Heinemann was that judging from what Mr. Haney had put into the record some wholesale grocers, when they think they are paying rates that are too high, are content when they have written one letter on the subject. He said that if a carrier changed a rate as a result of one letter written he would look askance at the rate which the railroad had made effective on so little urging.

"I would look for the Ethiopian in the woodpile," said the witness. "Railroads do not change their rates on one application. As a rule you must fight, even before the interstate commerce commission, before obtaining a readjustment. That is why I say that where the grocers are at nominal disadvantage, they are so from choice, and not from necessity."

The members of the National Macaroni Manufacturers association will readily see the appropriateness of Mr. Heinemann's remarks and it should be apparent from his review, now that we have made a start in the right direction, we must not expect results immediately but must fight for any adjustment in freight rates we ultimately obtain.

DON'T QUIT

"You're sick of the game?" Well, now, that's a shame;

You're young and you're brave and you're bright.

"You've had a raw deal?" I know, but don't squeal;

Buck up, do your damndest and fight. It's the plugging away that will win you the day.

So don't be a piker, old pard. Just draw on your grit; it's so easy to quit. It's the keeping-your-chin-up that's hard.

—Anon.

"The power a man puts into saving measures the power of the man in everything he undertakes."—(Frank A. Vanderlip.) B. W. S. S.


HE SAW ALL RIGHT

An old gentleman was being shaved by a barber whose hand was none too steady. Finally he cut the customer's chin. The victim looked at his tormentor sadly and said somewhat reproachfully:

"You see my man, what comes of hard drinking."

"Yes, sir," replied the barber, "it does make the skin horrid tender."

Lincoln said: "Don't fail to keep the pledge, and it will be the best act of your life." This advice applies today. If you couldn't keep your 1918 W. S. S. pledge, stick it to your 1919 purchases.



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 St. Paul - Minn.
 Capacity 1500 Barrels

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This new mill is located at the Gateway of the Great Northwest, where the best Durum Wheat is always available.

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 Made from
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We want your business. Ask for
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Capital City Milling & Grain Company
 ST. PAUL, MINNESOTA

ASKS FREIGHT AID DIRECTOR GENERAL

Seeks Co-operation in Moving Goods to Avoid Congestion—Serious Lack of Facilities, Although Roads Get 900 New Cars Daily.

An appeal to shippers asking further co-operation in promoting freight car efficiency has been issued by Director General of Railroads Walker D. Hines, who said that a serious lack of transportation facilities was threatened unless greater efforts were made.

The railroad administration will do its part, said Mr. Hines. He pointed out that of the 100,000 new freight cars ordered by the administration, 59,409 were completed by Sept. 13, and are now in service. This number is being increased by more than 900 each working day.

"During the war, no one was more patriotically helpful than the American shipper," said the director general. "With zeal and efficiency he did his part in the common cause. The time has now come for renewed efforts by both the railroad administration and the shippers and receivers of freight so that the nation's transportation service may be given with the greatest satisfaction possible under the circumstances.

Fair and Just Distribution Promised

"An unusually heavy grain and coal movement, deferred repair and the construction of public highways in all sections of the country and the concentrated requirements of suddenly reviving business, combined with the usual transportation requirements at this time of the year, threaten a serious lack of transportation facilities unless all parties interested co-operate in obtaining the greatest possible utility from the existing limited transportation facilities.

"The railroad administration will do its full part. The car service section in Washington and the various regional organizations are striving earnestly to secure a fair and just distribution of the existing equipment as well as to meet the requirements of individual shippers. Of the 100,000 new freight cars which the railroad administration ordered constructed, 59,409 had been completed on Sept. 13 and are now in service, and this number is being increased at the rate of over 900 each working day. Instructions have been issued to all regional directors to bend every effort to speed up road and yard movements, to get heavier loading of equipment, to establish and maintain complete and accurate yard checks, to reduce the number of bad order cars, to make prompt delivery to connections, to effect early deliveries at freight houses and teamtracks, to reduce the number of freight cars used in the transportation of company material, and to expedite the movement of grain cars in terminals. The hours of labor of car shop employees have been increased and every effort is being made, both in railroad shops and in the shops of private concerns to whom the work is being let out, to reduce the number of bad order cars.

How to Assist

"I earnestly urge all shippers and receivers

of freight to redouble their efforts to promote freight car efficiency.

SHIPPERS OF FREIGHT CAN ASSIST

1. By loading all cars to full visible or carrying capacity.
2. By prompt loading and releasing to the carrier.
3. By ordering cars only when actually required.
4. By eliminating the use of railway equipment in trap or transfer service when tonnage can be handled by motor truck or wagon.
5. By reducing the diversion and re-assignment of cars to a minimum.

RECEIVERS OF FREIGHT CAN ASSIST

1. By prompt unloading of cars and notice thereof to the carrier.
2. By ordering goods in quantities representing the full safe carry capacity of cars and disregarding trade units.
3. By ordering from the nearest available source.
4. By pooling orders so as to get full carload.

"A resumption of intensive loading will not merely reduce the number of cars under load, but will also relieve congested terminals where it is a question of track room rather than of equipment.

"With a strong concerted effort on the part of the railroad administration and the shippers and receivers of freight, it is hoped that during the period of abnormally heavy traffic with which we are now confronted the nation's transportation needs may be met with reasonable satisfaction to all parties."

What "\$ Exchange" Really Means

The words "dollar exchange" and "sterling exchange" have appeared so frequently in print the past two years and so many questions have been asked by American business men as to their meaning, that it is evident a brief explanation is necessary.

Before the war it was customary for sellers engaged in foreign trade to draw drafts against their customers made payable in that currency which had the most general circulation and the most stable value. England, through her wise financial legislation and the vigor and effort of her bankers and business men, had established a worldwide reputation for prompt payment at a fixed rate, and the English pound sterling was the medium of value customarily used.

Modus Operandi

In 1914 if a Dutch buyer came to this country to make purchases, he always first arranged a credit or made a deposit in London. Then, after purchasing goods, he gave in payment a draft on his London bank payable in pounds sterling. To obtain his money it was necessary for the American seller to sell this sterling draft here.

Or if an American concern bought goods from an exporting house in Japan it purchased from its bank a sterling draft, drawn on an English bank, and forwarded the draft to the Japanese seller. The seller in Japan then had a credit in a London bank which was in turn used to pay for goods purchased in America or elsewhere. Thus England was acting as banker for the entire world and collecting commission on drafts drawn to pay for purchases made in this country.

America Now Banker

But America is now a creditor nation and

as long as this is true it will be greatly to the advantage of foreign merchants to carry balances in our banks. As more and more buyers come to our markets, larger and more important credits will be established with our banks and "dollar exchange" or dollar payments will become the standard form of settlement.

And it will then be a thing of the past for a business man in Brazil to deposit his money in London, buy goods in America and give in payment a sterling draft. The American business man will no longer buy from the same Brazilian and offer him payment in the form of sterling purchased at a cost from England.

Instead, checks against deposits carried in the United States will be used in both transactions and dollar exchange will be firmly established.—Rochester Credit Men's association "Doings."

Swiss Mission Studies Milling

A Swiss mission of business men and millers is touring this country studying the American methods of milling and endeavoring to establish better business relations with American millers and grain elevator owners. The grain end of the mission's work has been entrusted to Hugo Eberle, a miller from Berne, Switzerland, who has been consulting the leaders of the milling industry in the northwest during the past few weeks.

Mr. Eberle was greatly impressed with the volume of flour milled, particularly in Minneapolis, stating that the city produces eight times as much flour as does the whole country of Switzerland. During the war the difference was even greater owing to failure of the millers of his country to obtain adequate supply of grain for milling purpose. Switzerland now uses great quantities of American flour.

PAT EVIDENTLY MADE GOOD

Pat Finnegan had left his wife in Ireland and gone to America to try his fortune and establish a home for his family in the new world. It was some two or three weeks after Pat's departure that his wife stood in the meager garden in front of her home, looking down the road her man had gone, and moodily speculating on his success. She was rudely startled by the harsh voice of Mrs. O'Leary calling her over the fence.

"Have you heard the news from America, Mrs. Finnegan?"

"Faith, an' Oi have not."

"'Tis in the paper this mornin.' Read fer yerself. 'America gone dry. Last alcoholic drink sold at midnight, June 20.'"

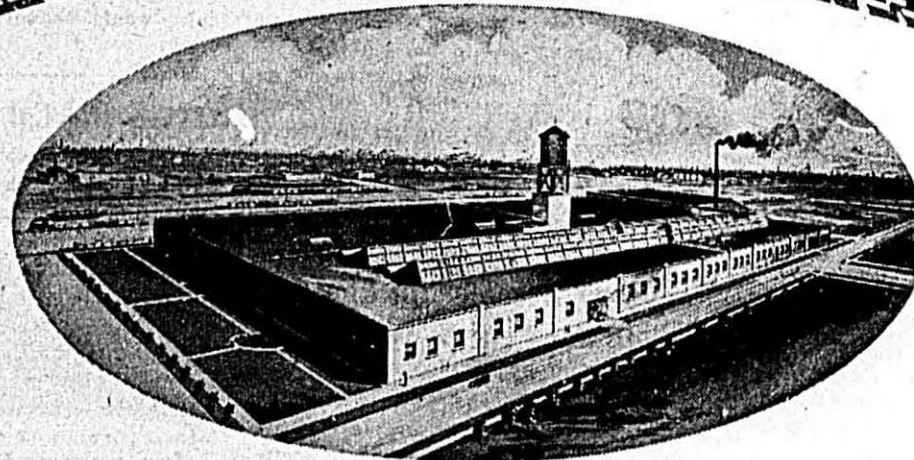
Mrs. Finnegan looked doubtful for a minute; then, swelling with pride and casting a triumphant glance at Mrs. O'Leary, she shouted back: "Faith, an' Pat always said give him two weeks an' there was not a country in the world he couldn't drink dry."—Life.

Sing a song of Savings Stamps,
The cost of living's high,
But have you counted all the things
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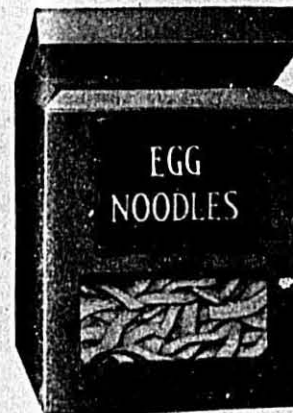
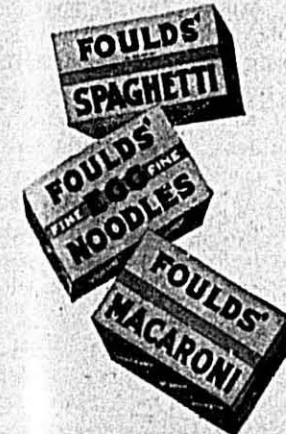
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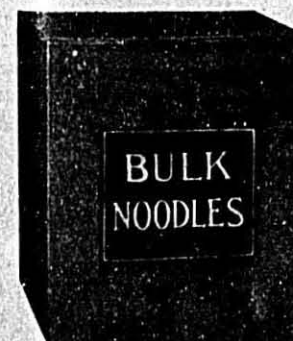
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Write for Samples and Prices



EXCEL-ALL
DISPLAY CADDY



PERFECTION BLIND CADDY

After Near East Trade

The National Association of Manufacturers through its international committee will conduct a thorough survey of trade conditions and opportunities in the near east and in northern Africa. This survey will start next December and will be in charge of G. P. Klevenaar for many years associated with the foreign affairs of this association.

Untold Possibilities

In announcing this trade survey, Steven de Csesznak, foreign trade adviser to the National Association of Manufacturers, said:

"The near east, including the Levant and northern Africa, presents untold possibilities of economic development for the American manufacturer, inventor, exporter and importer. Here is a trade territory covering an area of more than 7,000,000 square miles, containing a population of 250,000,000 people, whose normal imports exceed \$1,500,000. Their old commercial routes and connections have been destroyed by the war and they must now find new outlets for their products, all of which have a ready market in the United States, as well as new sources of supply for their rapidly increasing needs. Greece, Spain and the Black Sea countries are natural customers for the United States and present tremendous opportunities for commercial and industrial development.

"The Levant especially is a veritable treasure house of trade possibilities. Turkey, Armenia, Anatolia, Syria and Palestine are open to world trade today for the first time since the Turks entered Constantinople in 1453, conquering the ancient empire of the east and extending their dominance over all the wide imperial territory. Rich in natural resources and limitless in possibilities for development and expansion, these countries only await the hand which shall open wide their doors to world commerce.

American Methods Appreciated

"America's opportunities to open these doors is in many ways unique and unparalleled. There is no other part of the world where there exists a more sincere appreciation of America and the Americans than in the near east. The pro-American spirit is almost universal in all the countries of that region. This is the result of many causes. American educational institutions have exercised a tremendous influence upon the lives and habits of many of the people of these countries and in addition there is hardly a village in Syria or Palestine that does not contain men who have lived in the United States for a longer or shorter period—usually until they have amassed a small fortune which enables them to return home and even with a comparatively modest competence assume a position of prominence and leadership in the home village. They build themselves houses with roofs of red tile—a sign of wealth and high position and indeed because so many dwellers in these red-roofed houses have made their fortunes in the United States, the red roof has come to be looked upon as a symbol of Americanism.

"It means also that the men who dwell beneath it have on their return home brought with them a taste for American products. American standards of living

and great good will for everything American. The United States has proved their promised land of opportunity and they are glad to spread far and wide the tale of the achievements and glory of the American nation. This widespread spirit of good will toward the United States, her people and her products, is a trade asset of the greatest value. It means that in the near east we shall not have to introduce ourselves and go through the long preliminary period of familiarizing the people with our products. Instead we find whole nations eagerly awaiting our goods and all ready to buy what we have to sell."

Employees Become Stockholders —10 Per Cent to Workers

The Edmonds Shoe company was not only the first Milwaukee shoe factory to adopt the 44-hour week, without any decrease in wages, but four months ago put into operation a plan whereby employees may participate in the earnings of the company.

This concern offers its employees a liberal proposal to become stockholders. It is an opportunity which all employees can avail themselves of, as the company arranges weekly payments which are agreeable to the employees. The stock offered is the regular 7 per cent preferred stock of the company with an additional 3 per cent, making a total of 10 per cent on the employees' investment. The 10 per cent earnings are compounded quarterly and the schedules have been prepared on that basis.

The Edmonds Shoe company issues a \$100 preferred stock certificate as soon as \$100 has been paid in. This plan applies to their shoe factory employees only.

The employee who deposits \$5 a week for a period of 20 years would actually invest \$5,200 but would have \$16,595.46 to his credit, because to his original deposits would be added the interest (compounded quarterly) amounting to \$11,395.46.

The employee who deposits \$10 per week (and many of them are doing it) will, in 20 years, pay in \$10,400 but this principal will have grown to \$33,190.92, because in the mean while \$22,790.92 would be accrued to him through quarterly compounded interest.

Eat More Bread

Bread—there's the food to beat H. C. of L. hunger pangs, Julius Barnes, federal wheat director, assured 300 bakers at the Hotel Sherman in Chicago where the American Association of the Baking Industry held its twenty-second convention.

"If people will eliminate luxury and eat more bread they will practice true economy," declared Mr. Barnes. "The bakers are to be congratulated for the way they obeyed all the government's demands during the war," he said, "and that is even more true now when they alone are not practicing profiteering."

He too told of the faults he had found in the government's wheat guarantee measure. "The wheat price guarantee has had two

effects that are unfortunate. One is that wheat acreage has been increased at the expense of other grains that is regrettable, and the other is that government control of private industry is thus maintained long after war has ended."

Mr. Barnes predicted that the crop difficulty would be corrected within the next year.

Big Calorie Foods

It has been three years nearly since the first advocacy of buying food by calories, and not five since anyone who mentioned a calorie was called a highbrow. Yet in agricultural literature of nearly 60 years back you will find the word. Men got interested in feeding cows and other animals on a fattening ration that far back, and farmers did not flinch when it came to the simple terms which most accurately described the fundamental contents of those animal rations, although arbitrarily indifferent to a right human ration.

* * *

The calories are the heat and energy in foods. In expending energy we get hot. We expend energy merely in the act of eating, which is a muscular business more largely than most people realize. Breathing is a muscular business, and uses up energy just as surely as walking and using our arms does. It is natural for the human body to protect itself by storing up some energy for an emergency in the shape of fat. It is wise for people with normal health and strength to supply enough energy for the daily needs by the daily food they eat, and not to use up their store.

The most basic of all foods are what we call the starches. These are the food seeds or grains such as wheat, oats, barley, corn. Anybody who wants to buy foods by calories, or eat intelligently from the energy standpoint, can most easily learn how to reckon in calories by beginning with these. In round numbers everyone of them in the dry state yields 1,600 calories per pound. Reckoning for any diet is easy because there are 16 ounces in a pound. One ounce, then, yields 100 calories. The sugary foods, like raisins, yield 1,600 calories per pound.

* * *

But the foods that are biggest in calories are the fats. Butter and pure fat pork yield up to 3,600 calories. A pure fat like olive oil yields 4,000 calories. In general, the foods with a large fatty content have somewhere between 3,000 and 4,000 calories.

The edible portions of walnuts, for instance, contain over 63 per cent of fat and yield almost 3,300 calories per pound. All nuts except chestnuts are rich in fat. Chestnuts have so little fat and so much water that they yield only 1,125 calories. We would expect that this starchy nut would contain as many calories as wheat. The reason it does not is that it contains 45 per cent water. —Chicago Tribune.

Lincoln said: "Shall he who can not do much be for that reason excused if he do nothing?" Thrift and War-Savings Stamps are expressly designed to accommodate the person of small means.

Established 1861

ELMES

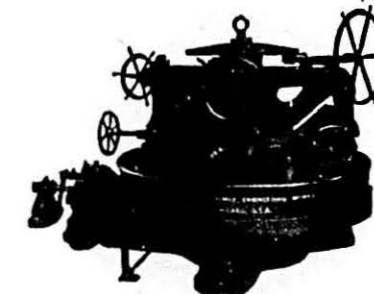
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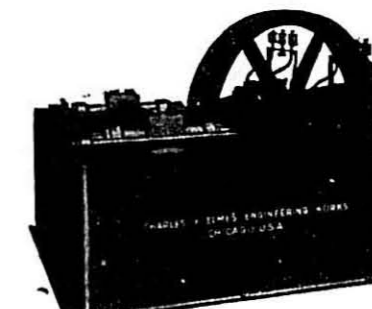


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CO-OPERATIVE MARKETING

Producer Organizations for Export Trade—Growing Popularity of This Method of Combined Effort—Functions of These Central Organizations.

Popularity of co-operative effort as a remedy for marketing difficulties is increasing rapidly among producers of farm products in the United States. Co-operative marketing organizations can undertake activities and obtain results where individual effort is of little avail. Thus the standardization of products grown, the adoption of and use of careful grading and packing methods, inspection of shipments to bring about uniformity and high quality, gathering market information and developing and maintaining outlets are among the activities in which co-operative action is important in obtaining the best results in the marketing of farm products.

Logical Method of Attack

Just as co-operative organization is a valuable aid in solving marketing problems for the grower in our own country, so is it important to growers in undertaking export trade. The problems encountered in the establishment of foreign trade relations are of such a nature as generally to make their solution by the individual grower an impossibility. Still the producer has a direct interest in propositions of this nature; consequently co-operative effort appears to be the logical method of attack to employ.

Co-operative marketing organizations handling products for which export trade may be built up can be of effective service in the development of foreign markets for such products. A sufficient volume of business to make the necessary efforts worth while is one of the essentials for success. Then there must be effective organization in definite producing areas, as the shipments from several shipping points will have to be combined if the best results are to be obtained. Strong local organizations which handle local problems effectively are of prime importance. Then there ought to be an association of these locals to undertake the work of developing the necessary outlets and establishing the most profitable trade relations.

Function of Central Organization

A central association of this character supported by strong local organizations is in a position to do things for the producer member which it would be futile for him to attempt as an individual. The central body can encourage, develop and supervise the activities of the local organizations in problems relating to production and handling at the local shipping point. The products must be graded, handled and packed with the greatest care, that a reputation for uniformity and quality may be built up and so that the products will reach the markets in the proper condition. Without uniformity and quality, much of the efforts of the entire organization will be unproductive or permanent results.

An association of local associations can make investigations of trade demands and connections in foreign countries. The infor-

mation thus obtained will be of immeasurable value in making shipments and arranging for the sale of the products in foreign countries. The knowledge of the markets and the volume of the business represented would enable the association to secure the highest class of selling service in foreign countries. Old markets may be expanded and new ones developed through the action of an effective organization of this character.

Prorating of Returns

The returns from shipments handled through such an organization should be prorated according to grade and variety for definite periods, provided of course that the product is of uniform quality and uniformly packed. In this way returns will be equalized and the organization will be in a position to undertake development of new markets without placing the burden of such ventures on only a few members.

Communities which expect to undertake co-operative organization for foreign trade should not put off the establishment of the enterprise until the marketing season is at hand. Action should be taken as far in advance of the opening of the shipping season as possible in order that a strong organization may be built up and the plans may be fully developed.

Problems encountered in foreign marketing are of such a nature that a weak organization will be doomed to failure. Co-operation and loyalty on the part of the individual members are of vital importance, and the growers should be under binding contracts to market through the organization. Careful handling methods, strict grading, and proper packing must be employed. It goes without saying that an enterprise of this kind requires business management of a high grade, and no efforts should be spared in obtaining such management.

SOME "OLIVE OILS"; FRAUDS UNCOVERED

Seizures and Prosecutions Under Federal Food and Drugs Act—Read Labels With Care—Misuse of Vegetable Oils.

In the light of several seizures already made and prosecutions instituted as a result of a campaign inaugurated by officials charged with enforcement of the federal food and drugs act against interstate shipment of adulterated and misbranded olive oil, consumers are advised by the bureau of chemistry, United States department of agriculture, to read carefully the labels of all containers offered to them as containing olive oil to determine whether the manufacturer actually claims that the product is olive oil or merely suggests it by misleading devices. Some of these deceptively labeled products are sold by itinerant peddlers.

Misuse Vegetable Oils

Cottonseed oil, corn oil, peanut oil, soybean oil, and other vegetable oils are wholesome, palatable oils, but they should be bought under their own names at prices much lower than the prices at which olive oil is usually sold. Owing to scarcity and

high price of olive oil some dealers were putting on the market cottonseed, corn, and other vegetable oils labeled as olive oil. As the result of seizures of these products and prosecutions pending the practice has been generally discontinued. Some dealers, however, are endeavoring to continue to reap the large profits involved and hope to escape the penalties of the food and drugs act by wording the labels of their product as to convey the impression to the consumer that the product is olive oil without stating directly on the label that it is olive oil.

Careful Scrutiny Advised

These products are commonly labeled as "salad oil" or "table oil," or some other indefinite kind of oil. On the labels are displayed conspicuous pictures of olive trees or maps of Italy or other devices intended to suggest olive oil. In some instances, the words "cottonseed oil" or "corn oil" are printed in very small type in an inconspicuous place on the label. A cursory reading of the label, such as is usually given by retail purchasers, would lead the average person to believe that the product was olive oil. Only the most careful scrutiny and exact reading will reveal that the product is not labeled olive oil, and, in fact, is not olive oil.

The practice of deceptive labeling, even though no directly false statements are made, is, in the opinion of the officials, a violation of the food and drugs act. Seizures are being made and prosecutions instituted to check also this form of deception and misbranding.

A JOKE ON "DOC"

The Red Cross doctor was examining a doughboy who had been badly wounded in both hands.

The boy surveyed his injured members ruefully.

"Do you think I'll be able to play the piano when I get well?" he asked.

"Certainly you'll be able to play the piano," said the doctor emphatically.

"That's funny," remarked the soldier, "I never could play one before."

Abraham Lincoln said: "Answer with facts, not arguments." Don't argue about your patriotism. The war job has to be finished. Buy Thrift and War-Savings Stamps.

RELIGION AND BUSINESS

"Parson," exclaimed Ephraim, "I see got 'ligion—'ligion, I tell you."

"That's fine, brother? You are going to lay aside all sin?"

"Yes, sah."

"You are going to church?"

"Yes, sah-ree."

"You are going to care for the widows?"

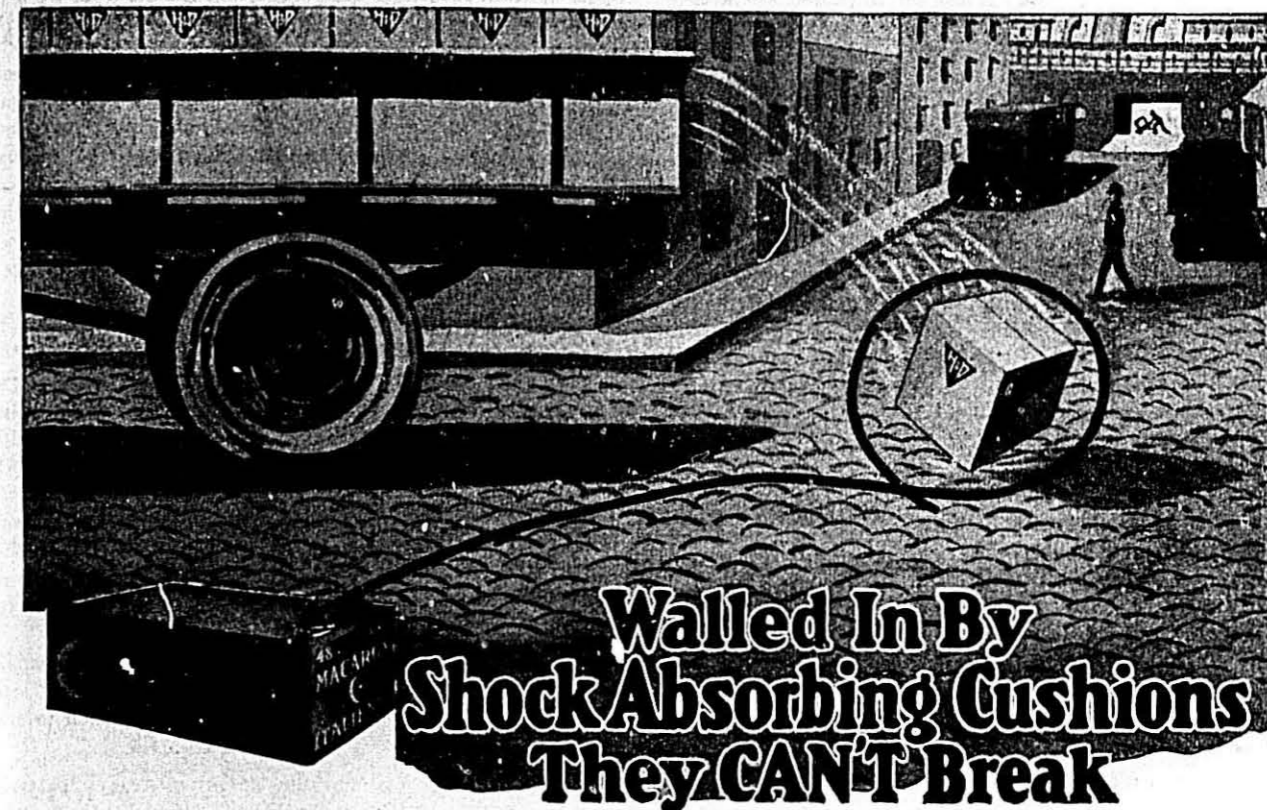
"Ah, yes, sah."

"You are going to pay your debts?"

"Sah? Dat ain't 'ligion; dat's business."

—St. Louis Globe-Democrat.

Lincoln said: "Be a patriot! Don't mar the immortal emblem of humanity, the Declaration of Independence." Buy Thrift and W. S. S.



Bumpety-bang!—From truck to stone pavement. A shipping box is seldom subjected to this particular kind of a shock—but it is typical of the hard knocks that are almost certain to come somewhere on the journey.

H & D Corrugated Fibre Shipping Boxes Absorb The Shock That Cause The Breakage

They are built to stand the rough and tumble handling that modern shipping methods necessitate. The strong, sturdy, resilient corrugated fibre board affords a cushion wall that completely surrounds your merchandise and absorbs the smashing jars and jolts.

Let the H & D packing experts design a shipping box for you that will meet the particular requirements of your business. They will do this free of charge.

Send us a sample of your product, collect. If there is a better and more economical way to pack your merchandise, the H &

D packing experts will design a box that will stand every shipping requirement. If there is no better way to pack it, we will frankly tell you so and return your product charges prepaid.

H & D Corrugated Fibre Shipping Boxes can be built to meet practically every shipping need. They are light, strong, well constructed and economical. They insure your shipment reaching the customer in perfect condition. By using them, you save in first cost, in shipping room labor, in freight charges and, their being sealed, prevents the pilfering of goods in transit.

Send for "How to Pack it", a well illustrated 40 page booklet that will give you many valuable suggestions on the better way to pack merchandise for shipment. It's free.

The Hinde & Dauch Paper Company
220 Water St.

Sandusky, Ohio

Canadian Trade Address—Toronto

"EGG SUBSTITUTES"

Baking Tests Prove Majority of These Preparations Useless for Purpose Advertised—Federal Officials to Prosecute—Real Dried Egg Powder Permissible.

So called egg substitutes which, under various trade names are being sold to housewives, will in no sense take the place of eggs in baking or cooking, say the specialists of the bureau of chemistry, United States department of agriculture. These have analyzed and made baking tests with most of the preparations which are said by manufacturers to do the work of eggs.

Such preparations are sold usually in small packages containing from 1 to 4 ounces and priced at from 10 to 35 cents a package. It is said that each package will take the place of from 12 to 48 eggs. If these preparations would take the place of or do the work of even a dozen eggs, their purchase would help to reduce the high cost of living, but unfortunately for those who are misled by the alluring claims on the labels or in advertisements they do not do the work of eggs in baking or cooking.

Cost More Than Worth

The average price paid by the consumer for the so called egg substitutes is approximately 6 cents an ounce or at the rate of about a \$1 a pound. Since these products consist essentially of starch or a powdered cereal product such as wheat flour, some-

times artificially colored yellow to imitate the appearance of eggs, the consumer pays a price far in excess of their food value or intrinsic worth.

Baking tests showed that cakes made with these so called egg substitutes are inferior to cakes made with water in place of the substitute, otherwise using the same recipe, are not nearly so good as cakes made with milk and in no measure are comparable with cakes made with eggs. There is no doubt, say the specialists, that most of these products do not really resemble eggs, neither can they take the place of eggs in baking and cooking, and further they do not serve any purpose in baking and cooking which is not equally served by the ordinary products daily used in the household.

Real Eggs and Substitutes

A distinction should be made by the consumer between dried egg preparations, dried egg powders and the like, which consist entirely or mainly of real eggs in powdered form and the so called egg substitutes which contain little or no egg in any form. Real egg powders, properly prepared, will answer most purposes of shell eggs in baking and cooking.

Prosecutions are now pending in the federal courts against manufacturers of a number of the so called egg substitutes on the charge that the preparations are misbranded under the terms of the food and drugs act. Inspectors have been instructed to watch interstate shipments of such preparations and take appropriate action in cases where misbranding is found. The

federal food and drugs act does not apply, however, to preparations made and sold wholly within the state.

"No More Price Fixing" Is Ordered

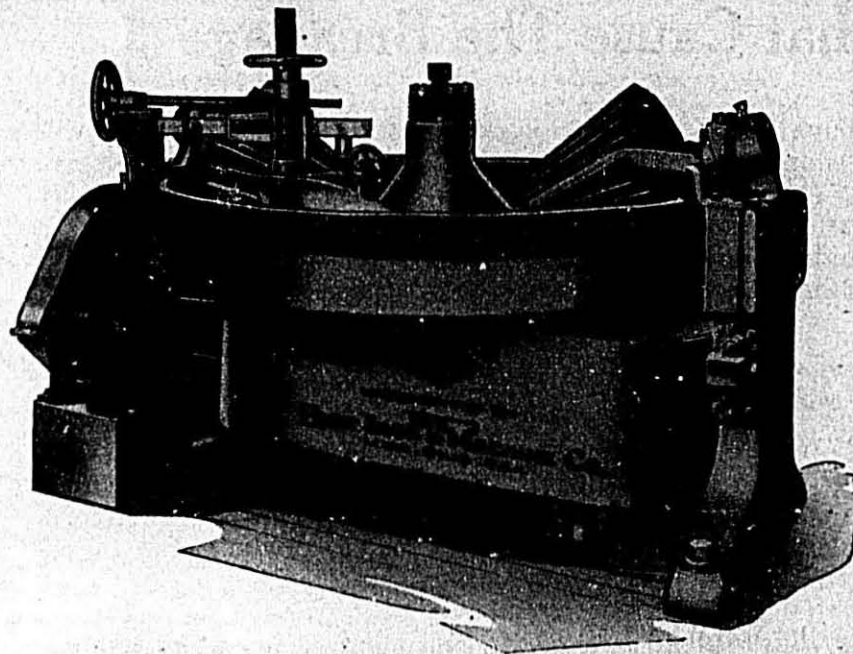
The federal trade commission has ordered the Mishawaka Woolen Manufacturing company, of Mishawaka, Ind., manufacturer of woolen and rubber footwear, to discontinue the practice of attempting to fix or control the prices at which retailers resell their goods to the public. The company does a business of approximately \$10,000,000 a year through some 43,000 retail dealers.

The order specifically enjoins the company from:

1. Entering into contracts, agreements or understandings with dealers requiring or providing for the maintenance of standard resale prices.
2. Cooperating with dealers in obtaining information to enforce maintenance of such prices.
3. Refusing or threatening to refuse to sell to dealers because of their failure to maintain such prices.
4. Employing any other means directly or indirectly to bring about or enforce the resale of its products at such prices.

The Boy Scouts of France, patterned after the American organization, will have as their leader, none other than Premier Georges Clemenceau.

Love is to life as limestone to the soil.



(This shows 1-Bbl. size, with plow.)

Complete Installations

of EIMCO machinery, Mixers, Kneaders, Presses etc., mean wonderfully efficient plants. It means getting features of real value that can be had only by using EIMCO products.

Now is a good time to order.

The East Iron & Machine Co., Lima, Ohio.

EIMCO Macaroni Dough Kneader

**The kneader you need
to knead the dough.**

Here's a kneader that will stand the hardest kind of work, give better than good results, and stay on the job every minute—it is built that way. The frame is very strong; the corrugations on the rolls are pitched just right to give the greatest kneading effect; and heavy iron scrapers are located at each roll to keep the dough from climbing. The pan is smooth, inside and out, and a good lubricating system keeps the machine running smoothly.

Look at the gear guards; see how they provide safety. All these things mean a thoroughly modern machine that combines efficiency, cleanliness and safety—the kind of a kneader that you want.

Cevasco

Modern
M



This illustration shows a machine that has since been furnished with a type of machine.

Main Office

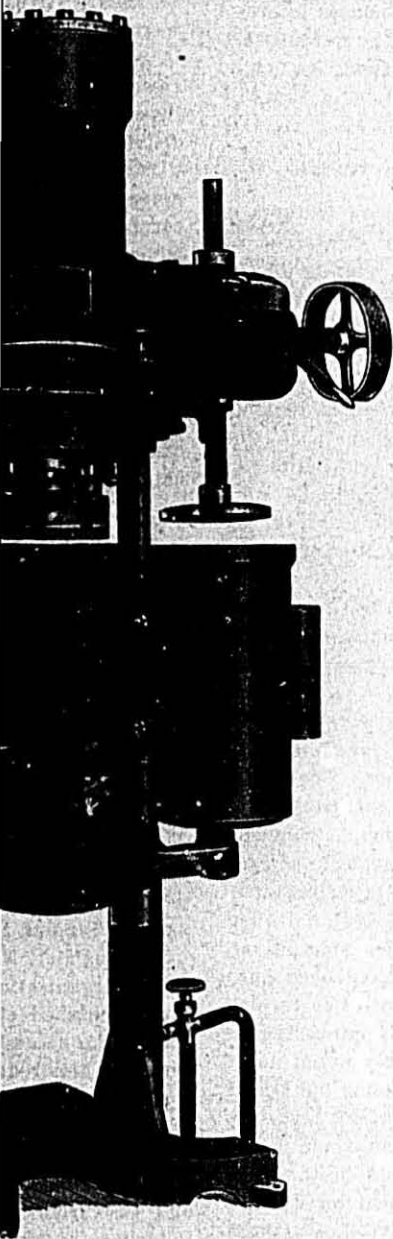
156 S
BROOKLYN

o, Cavagnaro & Ambrette, Inc.

DESIGNERS and BUILDERS

of

ern Machinery for the Manufacture of
Macaroni, Spaghetti, Noodles, Etc.



PRESSES

Hydraulic
Screw

Vertical
Horizontal

Kneaders
Mixers

Dough Brakes
Noodle Cutters

Mostaccioli Cutters

All Kinds of Bronze and Copper
Moulds for Macaroni, Spaghetti,
Etc. Copper Leaf Moulds with
Steel Support.

The machine shown is our latest model Vertical Hydraulic Macaroni Press. This machine has been specially designed for operation with an accumulator, but can be equipped with pump for direct drive.

It has a separate compartment for the mould so that one die serves for both cylinders, and need not be removed until the day's work is completed or a change is desired. The die compartment is heated by steam.

It is equipped with gauge, variable speed valve and attachment to prevent operation of machine until the cylinders are in proper working position.

Illustration shows the machine equipped with belt driven packer, but we can make a change in the same, and all our machines of this type are operated by our independently controlled hydraulic packer. We construct this machine in two sizes, as follows:—13½ inch and 17 inch.

Office and Works:

Sixth Street,
New York, N. Y., U. S. A.

Branch Shop:

180 Centre Street,
NEW YORK, N. Y., U. S. A.

SIX MONTHS HOLDS FUTURE

Foreign Trade of United States Should Wax With War's Wane—Expert States What America Faces in Light of Past and Prospect—Now Is Time.

Financing the needs of Europe for materials for goods is one of the chief problems to be handled in the next half year, which according to Phillip B. Kennedy, director of the bureau of foreign and domestic commerce, is the most important period in the export trade of the United States, in the transition from war to peace basis.

With the influence of the war period waning the future of the foreign trade must be met by American business men with resourcefulness and skill, says Mr. Kennedy. He said:

End of Transition

The period of the past 10 months since hostilities ended has been in the nature of a transition between war and peace. Armies have been demobilized, manufacture of munitions and war material has ceased, factories have begun to get back to normal production, shipping has improved and the treaty of peace has been drawn up. For more than four years the energies of the world have been devoted to war and it naturally takes time to adjust them to the demands of peace. We are now near the end of the transition period and on the eve of return to unrestricted trade. It is, however, a new world and we cannot foretell the future by looking back to conditions prevailing before 1914. We must take the situation as we find it and face the important questions which must be solved before the fruits of peace and victory can be fully realized.

A few days before I left London last April I had opportunity to talk over conditions with the president of the Association of Chambers of Commerce of the United Kingdom, who is also one of the leading business members of parliament. The conclusion I told him which I had come to was that the most discouraging features in Great Britain were on the surface and that there was no question fundamentally as to the ability of the nation to come through. He said that he felt that this was true.

Character is Crux

When an individual asks for a loan a banker examines the state of his business but the acid test is character, that is, the reputation of the applicant for living up to his obligations. It is going to be an anxious, difficult task for Great Britain, France and other European countries to struggle back to an adequate standard of comfort and prosperity after having expended their resources so unreservedly in the war. Nothing is to be gained by glossing over difficulties, but to consider present European conditions sanely they should be viewed with hopefulness born of confidence in the basic character of the great nations with whom we have been associated.

It is too much to expect that international friendship should always be kept up to the point of war ardor. After a great strain is

past people can realize their weariness and take stock of their losses. The great task of rebuilding the ruins of war and reopening the old channels of profitable trade, however, will be accomplished more quickly if the Allies maintain a spirit of mutual confidence and helpfulness and suppress ignorant misunderstandings and petty jealousies. We have seen what team play meant in the work of destruction. It means no less in the work of constructive achievement.

The Chamber of Commerce of the United States will receive at the end of this month representative delegations of business men from Great Britain, France, Italy and Belgium. They will be given a truly national welcome by all classes of business interests in the United States. This conference and the general spirit in all the countries behind it is a practical demonstration of the willingness to co-operate.

Interest in Foreign Trade

One of the most encouraging features of the present situation is the widespread attention being given in this country to foreign trade. It is a national problem. Anything less than an intelligent understanding of our opportunities and responsibilities by various classes of people in different sections of the country would mean that we would still have to carry on our backs the heavy load of inertia which has limited us in the past. Today there is, to be sure, some romancing about foreign markets. Yet there is a growing tendency toward a serious study of exporting.

The present abnormal demand for American goods, due to underproduction abroad, may conceivably tend to increase American costs. When trade is brisk at good prices the same attention is not always given to economies of production as when it takes close figuring to secure a profit. There may be a rebound in European countries when production gains momentum. England, France, Belgium and Germany have showed in the past that they could often manufacture cheaper than we could in the United States. In all these countries vigorous effort will be made. They have been hard pressed and have every incentive to recoup. It is none too soon to study carefully the mounting costs which not only afflict us at home with the high cost of living but which may also sooner than we expect limit our opportunities abroad. Foreign trade is no Eldorado. Our foreign trade in the long run will succeed in proportion as we can produce skillfully and cheaply. Let us hold steadily during this unsettled period. It is no time to "break training."

The next half year will show whether the United States will rise to meet its new international business position with the determination, foresight and enthusiasm necessary to real achievement. It is one thing to have an opportunity and another to grasp it. There will be no shortage of order takers. If, however, we go no further than order taking during the vital trying days of world trade adjustment, we will not have experienced the change needful to a world position. There must be a national understanding and a national interest in world

political and commercial affairs. There must be as many purchasers of foreign bonds as there were of Liberty loans. The government must have a foreign commercial service which will be on such a plane as to retain permanently highly trained and experienced men. Exporting manufacturers and export merchants must build from the ground up organizations at home and abroad of the best caliber. "The door of opportunity is opened and there are many adversaries."

Save to Cut H. C. L. Costs

The people in many parts of the United States are virtually in league with the profiteers, according to William Mather Lewis, U. S. director of the savings division of the treasury department, on his return to Washington after visiting various federal reserve districts.

"A veritable orgy of extravagant buying is going on," he said. "The reaction from the careful use of money during war time is widespread and disturbing. Retailers are obtaining goods from jobbers without bargaining about prices, if they can only be assured of immediate delivery. They know their customers will scramble for the goods regardless of cost. Thus, with an abnormal demand and a limited output, nothing else can be expected than high prices. It is natural, though deplorable, consequence the profiteers abound."

"The people must return to the policy of careful buying and regular saving if they wish to help the situation. The treasury department to combat this artificial situation is intensifying and speeding up a thrift campaign. Statements on the principles of finance and the laws of investment and budgetary are being brought to workers in factories, to farmers, to business and professional men, and members of women's organizations by means of printed public and the spoken word. A nationwide attack upon swindlers who are persuading people to dispose of their Liberty bonds and War Savings Stamps is also being inaugurated."

"Throughout New England savings and thrift organizations already are exerting their combined efforts to combat the increased cost of the necessities of life. Savings directors and hundreds of officers of savings societies are taking the lead in disseminating information as to fair prices."

"In their communities they are aiding the determination and publication of fair prices and in curbing unjust profits. They are following the plan of campaign recently outlined by Governor W. P. C. Harding of the federal reserve board, to promote regular and efficient work, to increase productivity and insure reasonable economies, to devote that production to necessities rather than extravagances or luxuries."

"Steps are being taken to insure similar efforts throughout the other federal reserve districts."

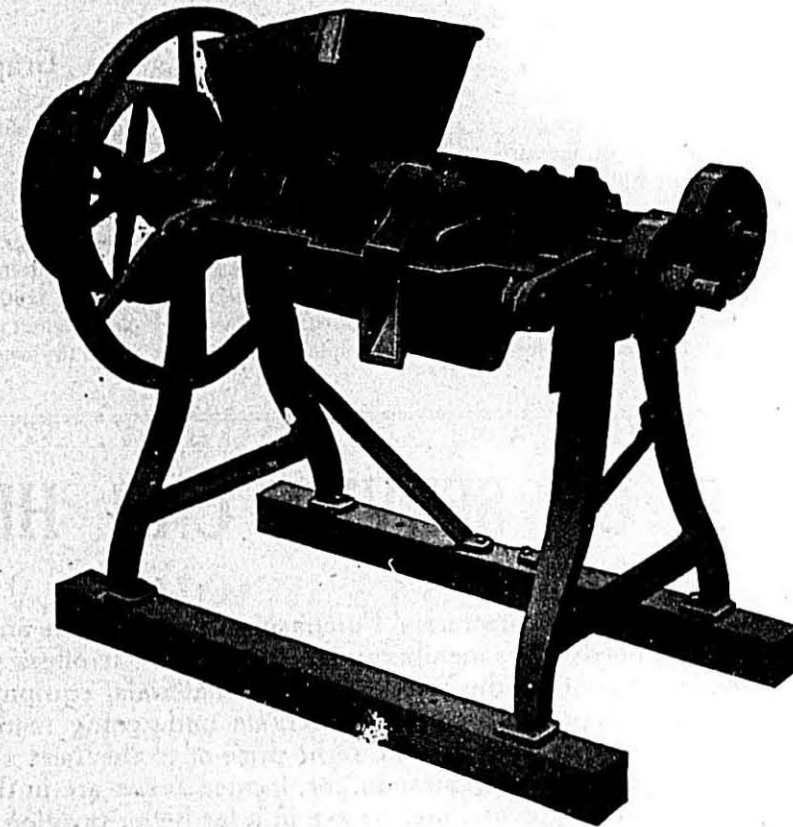
Meet Benjamin Franklin face to face the 1919 War Savings Stamps.

The chrysanthemum is served as a salad in French households.

Grind up your

Broken Macaroni

and use them over again in your Mixing Machine. We need not tell you that this means a *saving of money* for you, you are fully aware of that fact. The question in your mind was only *how to do it*. The solution of this problem is the *efficient and moderately priced*



W. & P. Macaroni Waste Grinder

Write for a copy of the W. & P. Grinder Leaflet and our 1918 Catalog illustrating and describing our complete line of up-to-the-minute Macaroni and Noodle Machinery

WERNER & PFLEIDERER COMPANY

1224 North Niagara Street

SAGINAW, MICHIGAN, U. S. A.

New York
Woolworth Bldg.

Philadelphia
Drexel Bldg.

Cleveland
Hippodrome Bldg.

San Francisco
Pacific Bldg.



The More the Knockers Knock

I know he must be doing well,
I know he's getting on.
His work has now begun to tell,
His struggle time has gone.
He now has passed the dreary days,
The lonesome ones and grim.
And now he's treading better ways
For folks are knocking him.

His skill has caught the eye of man,
His worth is seen at last.
He left the throng that knew him when
His skies were overcast.
He's won the laurel for his brow
By toll and pluck and vim.
And he's doing real work now
For folks are knocking him.

The knocker is a curious cuss,
He never starts to whine
Or fling his envious shaft at us
Until our work is fine.
It's only men with skill to do
Real work he tries to block.
And so, congratulations, to
The man the knockers knock.

—Community Life.

Some Boost, Eh?

Here is what the Pillsbury Flour Mills company of Minneapolis, through its H. W. Files, manager of the Durum department, thinks of the New Macaroni Journal:

"It has been our pleasure to receive and to read carefully the first four copies of the

New Macaroni Journal. Each successive issue reflects added credit upon its editors and publishers. We gladly concur in the opinion of many that the journal is now recognized as a permanent, reliable and very worthy publication.

"Effective at once, we wish you would please enter our subscription for 16 copies to be mailed each month to the 16 branch offices of this company listed herein."

Patents and Trade Marks

No. 21393, Label registered Aug. 5, 1919, to the Buckley Macaroni company of Kensington, Conn. Filed Feb. 17, 1919. Title of label, "International Brand."

Registration of trade marks by Kansas City Macaroni Co. Kansas City, granted Aug. 19, 1919. Serial No. 116,340. Filed March 6, 1919, and published May 6, 1919. The registration number is 126,298. Patent granted Aug. 26, 1919.

1,314,300. Machine for cutting macaroni, spaghetti, and similar articles. John A. Alvey, St. Louis, assignor to Alvey Manufacturing Company, St. Louis, a Corporation of Missouri. Filed Dec. 11, 1917. Serial No. 206,579. 4 claims. (Cl. 107—22.)

A machine for cutting macaroni and the like comprising a shaft provided with circular cutters, a countershaft provided with spiders whose arms have their end portions curved in the direction of movement, said spiders being positioned to overlap the margins of said cutters and constitute a feeding cradle therefor, yielding guides located be-

tween said shafts in position to co-operate with said cradle, and means for simultaneously actuating said shaft at a high speed and said cradle at a low speed.

Wheat Crop Figures

Crop production this year, based on October 1 indications, was announced by the Department of Agriculture Oct. 8 as follows: Spring wheat, 203,170,000; all wheat, 471,000; corn, 2,900,511,000; oats, 1,219,500; barley, 198,298,000; buckwheat, 17,000; white potatoes, 350,070,000; sweet potatoes, 99,413,000.

Peaches, 51,327,000; apples (total crop) 156,721,000 bushels; apples (commercial) 23,177,000 barrels.

Condition of the crops Oct. 1 was: Corn, 81.3 per cent of a normal; buckwheat, 88.1; white potatoes, 67.9; sweet potatoes, 83.9.

The September forecast put the wheat crop at 423,000,000 bushels.

Grapevine Yields Nuts

A man in Missouri asserts that on a farm in his county is a wild grapevine growing round a hickory tree. The vine has produced hickory nuts for two consecutive years, he declares, the nuts growing in clusters like grapes. We are not prepared to say definitely whether the gentleman is telling the truth or not but if he is nature, an originator of freak fruits, has outdone even the celebrated Luther Burbank.

HOW "M. P. C." SERVICE CAN HELP YOU

As is indicated by its name, the Manufacturers' Purchasing Corporation is an organization which attends to the purchasing of the needs of its members and customers. It offers you the advantages of a centralized purchasing department for the purchase of all materials, equipment and machinery necessary in your business. At the present time, with markets undergoing many decided changes, the individual buyer has little chance of buying at the right price or to the best advantage. Now, as never before, he needs the services of our organization, for, located as we are in the country's biggest markets where big things are happening every day, we are in a far better position to know conditions than is possible for one located elsewhere.

Our broad experience in placing orders for millions of dollars' worth of raw materials annually and the devoting of our entire thought and energy to buying gives us a decided advantage over the individual.

The Manufacturers' Purchasing Corporation has nothing to sell; it carries no stocks and does no billing. Its business is simply the placing of orders where it can secure for its members just the goods they want and at a price lower than they themselves can obtain.

If you are anxious to secure your goods at lower prices than you are now paying you will communicate with us. Our services cost you nothing, but they will save you much.

MANUFACTURERS' PURCHASING CORPORATION

110 W. 40th Street, New York

Postal Telegraph Bldg., Chicago

MACARONI DRYING MACHINES

ROSSI MACHINES "Fool" the Weather

Labor Saving, 50 per cent. Saving of Floor Space over other Systems, Absolutely Uniform Products—Hygienic

Write or Call for Particulars—
IT WILL PAY YOU

A. Rossi & Company

Macaroni Machinery Manufacturers

322 Broadway

SAN FRANCISCO, CAL.

PACKAGE GOODS POPULAR

Demand for Cartoned Merchandise Indicates Bulk Buying Not Increased by War Conditions—Shown in Case of Flour and Sugar.

That the public is showing a growing taste for package goods may be inferred from the reports of the Harvard Bureau of Business Research into the methods and costs of the retail grocery business. Pre-war and postwar comparisons are made which go to show among other things that "ridiculously expensive packages", as they have been termed, are more popular with the people.

In part the report mentioned reads as follows:

Flour and Sugar Packages

In the stores from which reports were received prior to 1918, 80 per cent sold flour only in packages. In 1918 the proportion of stores selling flour only in packages was even higher. Before the war 38 per cent of the stores stated that they sold sugar only in bulk. In 1918 less than 6 per cent of the stores sold sugar only in bulk. In the earlier period, furthermore, only 15 per cent sold package sugar entirely, but in 1918 over one-half of the stores reported that they sold sugar only in packages. This difference is so striking as to indicate a large increase in most parts of the country in the sale of sugar in packages during the last five years.

Breakfast foods were sold chiefly in packages. None of the retailers reporting sold breakfast foods entirely in bulk, and about 90 per cent handled only package goods in this line.

Before the war 7 per cent of the retailers reported that they handled only bulk crackers. In 1918 there was not a single grocer who stated that he handled crackers only in bulk. The number of stores selling crackers only in packages, moreover, seems to have increased. Before the war 12 per cent of the stores stated that they sold crackers only in packages, whereas in 1918 over 40 per cent were carrying only package goods.

There has also been an apparent increase in the number of stores that carry dried fruit, coffee and tea in packages. Before the war about 6 per cent of the retailers sold dried fruit only in packages. In 1918 one-third of the stores stated that they did not handle dried fruit in bulk. There has been a similar increase in the sale of coffee and tea in packages.

In the earlier years 15 per cent of the retailers carried butter only in bulk and 50 per cent only in packages. In 1918 some package butter was sold in every store that furnished a report, and over three-fourths of these stores sold butter only in packages.

Brands Appear to Gain

Along with the increase in the quantity of package goods sold there has been an increase in the quantity of branded merchandise carried. Most of the retailers stated in reply to the Bureau's inquiry that there has been a growing tendency among their cus-

tomers when ordering goods to specify the brands that they preferred.

One of the problems facing the retail grocer is the selection of the brands that he is to carry on his shelves. Over one-half of the grocers reported that they were making an attempt to restrict the number of brands that they carried in order to keep down their investment in merchandise, to avoid losses through deterioration, and to obtain a faster rate of stock-turn. It is probable, however, that most of the stores still carry an unnecessarily large number of brands in numerous lines.

Many retail grocers have private brands of their own in same lines of merchandise. The articles on which the retailer's private brand is most commonly found are coffee, tea, canned goods and flour. Others also have private brands of such articles as ammonia, starch, soap, olives, cereals, cocoa, spices and bottled goods.

The retailers who carry private brands believe that it is good advertising—attracting to their stores customers whose trade they are likely to retain. In some cases the retailer obtains a larger gross profit on the private brands and prefers them on that account. He also is not forced to mark down his own brands to meet the price-cutting policy of his competitors.

The reason most commonly given for the preference for retailer's private brands, however, is that it strengthens the hold of the retailer upon the trade of his customers. Yet in the stores that sell private brands there does not seem to be a higher gross profit, a higher net profit, or a lower figure for total expenses than in the others and stock turnover is about the same.

Commercial Reorganization

Montreal—An interesting example of the process of commercial reorganization, which is everywhere in evidence as a result of the war, is to be found in Canada in connection with the method of doing business in the Dominion by many American firms and corporations. Prior to the war the usual method was by branch offices—which worked satisfactorily enough. With the advent of heavy war taxation on both sides of the line it was quickly shown that this method of handling business in the Dominion had serious disadvantages. Profits made by the Canadian branch were subjected to double taxation and the temporary allowances under the Canadian business profits war tax act in respect of similar taxation by other Allied governments afforded only passing relief. In consequence, there has gradually developed a notable tendency to replace these branches of American firms and corporations by subsidiary companies incorporated under Canadian law, the effect of which arrangement is to make the profits of the business liable only to Canadian taxation. While dividends paid to the parent company in the state would, of course, be subject to taxation there, it is understood that in a number of cases wide-awake American business corporations are following the policy of retaining the profits of the Canadian business in Canada to further develop

their Dominion business. In the case of manufacturers of lines which have a market abroad this policy has the effect of killing two birds with one stone, since in addition to the avoidance of double taxation advantage can be taken of the British preference to Canadian made goods. While the heavy Canadian business profits war tax is admittedly only a temporary measure, and the present legislation expiring at the end of 1919 may not be renewed, or only in a modified form, the level of income taxation upon corporation profits, both in Canada and the United States, is likely to continue relatively high, at least for some years to come, and the permanent saving in double taxation will be substantial enough to make Canadian incorporation of American branch business well worth while. At the present time the movement is going on rapidly in this and other Canadian centers and there is every indication that it will continue.

Must Stamp Horse Meat

The meat inspection service of the United States department of agriculture, to comply with the provision of the law that horse meat shall be conspicuously marked, has decided to stamp the meat with a harmless green ink. Horse meat is likely to be on the market in appreciable quantities shortly.

KEEPING HIS WORD

"I used to think you were not a man of your word, Jones, but I've changed my mind."

"Ah, you understand me now, Brown. But what caused you, to change your mind?"

"You remember that \$10 you borrowed from me?"

"Yes."

"You said if I lent it to you you would be indebted to me forever."

"Yes."

"Well, you are keeping your word like a man."—Pearson's Weekly.

The back of a Thrift Stamp or a War Savings Stamp is the best sticky paper for money that flies.

HIS PRESENCE MOST ESSENTIAL

Tony, the janitor, had been working faithfully at his job for several years, when he surprised his employer by asking for a vacation.

"We can't get along very well without you," said the boss. "You don't need a vacation. You'll only blow in your money and come back broke."

"I like to have vacation," persisted Tony. "I getta married, and I kinda like to be there."—Argonaut.

Pay more attention to your advertisements and your advertising will pay more attention to your business. Here is the space that will pay you!

Benjamin Franklin's picture is on the 1919 War Savings Stamps; his thrift ideas are behind them.

SEMOLINA

FROM PURE

DURUM WHEAT

Coarse Medium Fine

Ask For Samples

Our Location Enables Us to Quote
Attractive Prices

Our Representatives Are Always Pleased to Go
Into Details With You.

Get in touch with

PHILETUS SMITH
O. F. HARTMAN
CORBIN FLOUR CO.
CORBIN FLOUR CO.
CORBIN FLOUR CO.
CORBIN FLOUR CO.
BREY & SHARPLESS

Produce Exchange
Board of Trade
Lytton Bldg.
Union Arcade
Williamson Bldg.
Pierce Bldg.
Bourse

New York, N. Y.
Boston, Mass.
Chicago, Ill.
Pittsburgh, Pa.
Cleveland, Ohio
St. Louis, Mo.
Philadelphia, Pa.

CROOKSTON MILLING CO.

CROOKSTON, MINN.

Grain, Trade and Food Notes

Rice Crop of U. S. Boomed in War

Rice production in the United States practically doubled during the war period and in addition to this importation also doubled. Meantime, the world has awakened to the fact that the United States has rice to spare and the quantity passing out of our ports to foreign countries and our noncontiguous territories in the fiscal year 1918 was 330,000,000 pounds, as against 163,000,000 pounds in the year before the war.

The rice crop of the United States was 23,649,000 bushels in 1914, and according to the latest estimates of the department of agriculture will be 42,487,000 bushels in 1919, while, as already indicated, the quantity imported has practically doubled.

The United States is by far the largest rice producer of the Occidental world. Rice production in the United States languished after the Civil War, for it was not then realized that it could be grown and harvested by the machinery and methods applied to the production of wheat and other grains. Rice can flourish only on wet land, so wet that ordinary farm machinery cannot be used upon it. But a few years ago it was discovered that certain lands in Texas, Arkansas, Louisiana and elsewhere were so constituted with relation to soil, climate and water supply that they could be prepared with the usual agricultural machinery, the rice also planted by machinery, the lands then flooded from nearby streams or artesian wells, the water drained off as the rice approached maturity and ordinary reaping and threshing machines used in harvesting the crop. This revolutionized rice growing in the United States. Our biggest rice crop of over 1,000,000,000 pounds per annum, while the largest in the Occidental world is a trifle when compared with that of some of the Oriental countries. Siam, for example, produces over 5,000,000,000 pounds of rice a year; the Dutch East Indies, 7,000,000,000 pounds; Japan, 17,000,000,000 and India, 70,000,000,000 pounds, while China, which has no official figures of her crop, may equal or possibly exceed India in production.

The best estimates that can be made of the total rice production of the world indicate that the grand total in favorable years is nearly or perhaps quite 200,000,000,000 pounds.

Crop Conditions

Drought has been completely broken in the corn and winter wheat states, as shown by the government weekly weather and crop report. Plowing still is retarded by dry ground in the Dakotas and Minnesota and parts of Kansas and Oklahoma. Only 50 per cent of the usual acreage has been plowed in Kansas so far. Sowing of winter wheat is general in northwestern Kansas and will be general in other sections next

week. Seeding in Oklahoma will be late. Plowing and seeding in other winter wheat states is progressing fairly, with reports of decreased acreage in Illinois. Corn is safe from frost in practically all sections of the country. Cutting is well advanced. Silo filling is general. The potato crop promises to be short.

Winter wheat acreage this year is estimated at 67 per cent as compared with 1918, according to returns to the Price Current-Grain Reporter. Recent rains, however, may encourage additional seeding. The percentage of the wheat crop already sold from farms ranges from 26 to 81, the former in Minnesota and the latter in Illinois, while Kansas has marketed 48 per cent. Of oats, 13 to 60 per cent of the crop has been marketed, the latter in Nebraska. Condition of corn is fairly well maintained, and the outlook is for a crop of 2,850,000,000 bu.

Western Canada's wheat crop this year will total 162,326,400 as officially estimated. Manitoba, 36,999,100 bu; Saskatchewan, 88,221,000, and Alberta, 37,106,300 bu.

World Wheat Crop

"Germany reports her winter crops slightly below average and spring crops slightly above average. This is certainly a much better report than those we have received of the French crop, but then the drought in Germany was nothing like so severe as it was in France. If the indicated outturn materializes we feel sure Germany will not import the big quantities some sanguine holders have predicted, and in any case the publication of the rather favorable official report indicates that the government does not intend to make huge purchases if such can be avoided."

"Very favorable reports of the situation in South Russia have been received during the past week. A press correspondent with the Volunteer army writes of huge areas on the steppes covered with grain crops, ripe for the reapers, who already are busily at work. Denikin's army is steadily advancing through the great grain producing regions of the south center and southwest of Russia, which are amongst the best cultivated and most fruitful lands of the country, and in former times furnished huge quantities of wheat and barley for export. The Azoff ports are already liberated from the Bolsheviks, and we hear of more merchants going back there, as well as the British Consul at Rostoff-on-Don. One gentleman writes us that he is firmly convinced there is a big wheat surplus available for export and he is going out with the intention of working grain for export, in combination with imports of manufactured articles. If Odessa and Nicolaieff are really clear of the Bolsheviks we can be sure that it will not be long before grain traders will find their way back also to these ports."—Broomhall.

Official Japanese Paper—One Subscriber

It has been the inflexible custom in the imperial family of Japan, says a writer in "East and West News," to withhold all newspapers and magazines from its members until they attain their eighteenth year, but the rule was waived in the case of Hirohito, the present Crown Prince. Four months before his imperial highness entered upon his eighteenth year he was allowed to begin reading a specially prepared journal.

This curious newspaper was edited by the official of the imperial household and printed in the imperial printing office. It was set in special type and printed on this Japanese paper. The reading of it did not require a great deal of time, for it was of small size and on a single sheet.

Drag in Flour Trade

Clear flour is still a drag, if not a drag on the flour market. Buyers generally manifest little interest in the cheaper grades of flour and, with the exception of light sales to blenders, millers find the going rough. Their stocks of clear are piling up, but rapidly depends not particularly on the demand for these grades, but on the production of patent of high extraction.

While domestic consumers on the whole demand the short or fancy patent flour, millers are not pushing sales of this grade. In instances where millers are in a favorable position as regards bookings of flour, they are sidetracking inquiries for patent grade and while this is not at all general, it is a practice which the industry has never before witnessed. Normally, millers push the sale of short or fancy patent flour, having a broad outlet for the clear. The Europeans were heavy buyers and domestic industries, including foundry operators, pasta manufacturers, blenders and bakers, took considerable of the clear and low grade production. The United States Grain Corporation, having control of flour exports abroad, is taking no clear, and as domestic outlets are not broad enough to absorb production accumulation results.

Demand for the better grades of flour cannot be described as keen, but compared with the clear situation, straights, standard and short patent are enjoying an active trade. The market continues more or less unsettled. Nervousness has subsided in large measure among the larger jobbers and bakers interests, but the retailer is still puzzled.—Rosenbaum Review.

Fair Play Imperative

"Business is business," is a motto workers should keep before them. They should demand their rights, but should remember that those in authority have rights also, and are entitled to fair, honest

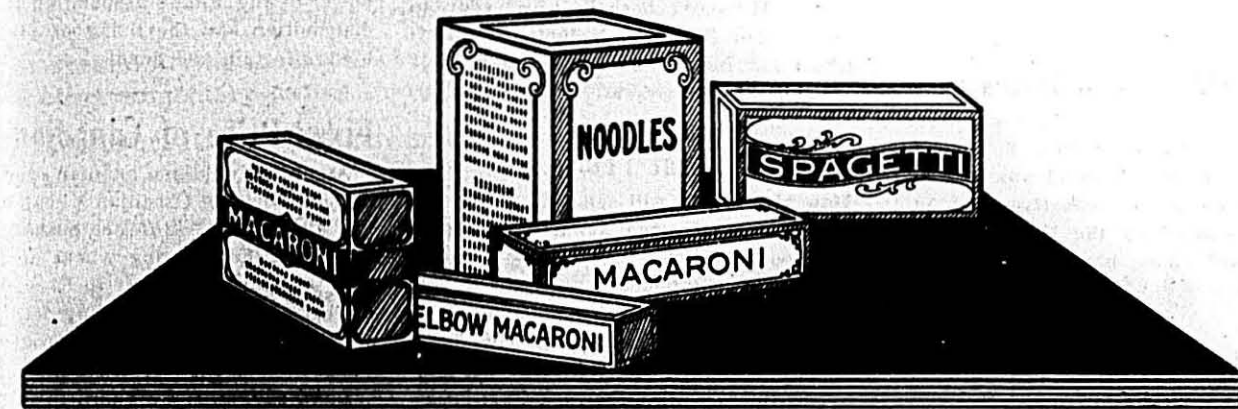


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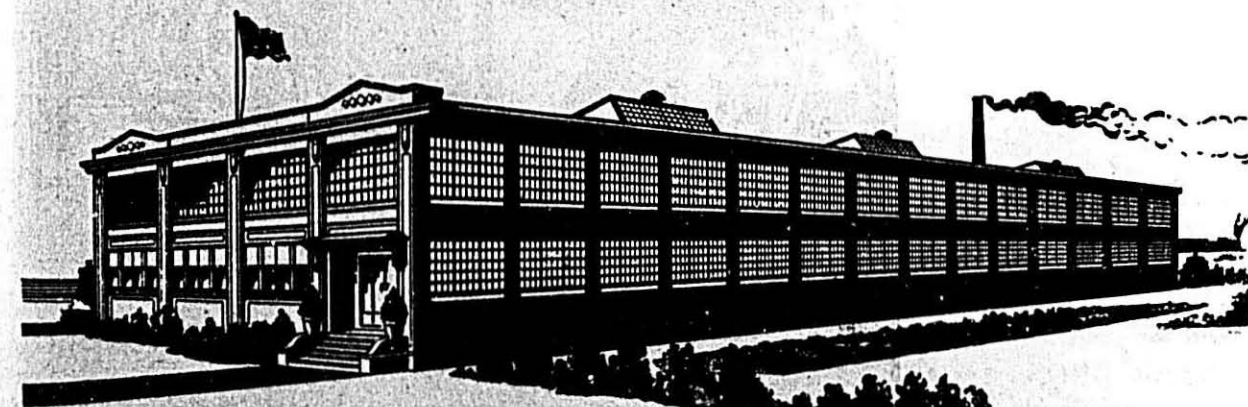
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CINCINNATI, OHIO



treatment from the people they employ. Therefore, one must learn to be punctual, non-talkative and kindly to their associates. The employe who swerves from this code is not playing fair with employer and certainly should keep silent on the question of equal rights.—Exchange.

New Italian Tariff Delayed

Unofficial information has been received that the new Italian tariff expected to be in effect Sept. 20 will probably not be in force until some time in November. This does not imply, however, that the status quo will be maintained in the meantime on all classes of goods. It is probable that certain classes of allied goods will be subject to the same rates of duty as those to be imposed on goods from former enemy countries.

Reduce Freight Rates

The freight rate on flour in sacks from Pacific coast ports to Manila, Yokohama, Kobe, Hongkong, and Shanghai was reduced to \$0.50 per 100 pounds effective Aug. 18, 1919, as announced by the United States shipping board. The previous rate was \$0.60 per cwt.

More Pure Food Prosecution

If the interest of city and state food and drug control officials in the federal food and drugs acts as a supplement to similar city

and state laws is to be measured by the number of cases they have instituted under this act, either independently of or in cooperation with the United States department of agriculture, their interest has increased greatly in the last four years. The number of prosecutions for violations of the federal food and drugs act begun by state and city officials during the fiscal year 1919 was 202. During the fiscal year 1916 only 35 such prosecutions were begun by such officials.

Australian Wheat Shipments

According to the London Grain, Seed, and Oil Reporter, Australia exported from Jan. 1 to July 31 57,176,000 bushels of wheat, including flour as wheat. Of this amount the United Kingdom received 2,776,000 bushels; 3,752,000 bushels went to Continental Europe; 12,800,000 bushels were sent to non-European countries, including 4,928,000 bushels for India; and 37,848,000 bushels were shipped "for orders."

Wheat Prices

How high wheat will sell this season depends to a great extent on the amount of ocean room available, says Price Current. The Grain corporation has the right to sell wheat on credit, but whether it has done so cannot be determined. Exports have been averaging around 1,000,000 bushels per day for some time past, but the rush from farms to terminal markets has been so great that the supply in the show windows has been in-

creasing by leaps and bounds. Millers have been paying fancy prices for choice spring wheats; in fact prices are now higher in the northwest than they were before harvest. Canada must move the bulk of its crop before the close of navigation, but through Canadian ports. This may result in Europe either being forced to take American wheat or going without. If the quality of the grain is as poor in the spring wheat section as reported, and there seems to be no doubt but what it is, the amount fit for milling much under the estimated crop.

Distribution of Grain in Sweden

The American legation at Stockholm cables that a law has been passed by the government of Sweden effective Sept. 1, establishing a grain monopoly, placing in the power of the Millers association the buying distribution and the fixing of prices of all kinds of grain and flour.

Fixed Price of Canadian Wheat

According to the Canadian war mission in Washington, the Canadian wheat board will buy all wheat at \$2.15 per bushel, based on No. 1 Northern spring wheat at Fort William, Canada, the wheat to be sold in open market and the profit, if any, less expenses of sale, to be returned to the producer.

Don't say, "Can we afford to get it?" but "Can't we afford to do without it?" You and your country need W. S. S.

The principal object of this advertisement, is to give fair NOTICE to beware of infringements of my PATENT RIGHTS.

De Martini Drying System

Improves the Quality—Reduces the Cost—Eliminates Waste.

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Fundamental Facts that solve the drying problem:

Efficiency—Simplicity—Economy.
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This system drying macaroni of quality, has been perfected by an Expert manufacturer of macaroni and other alimentary pastes, through the ceaseless and tiresome efforts and expensive experiments.

No Catalogues issued—if interested state your daily production of Long macaroni and drying floor space or No attention given.

Genuine only through direct communication.

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High Grade Durum Semolina and Flour

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Coarse Ground Semolina

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"ORIENTAL"

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"DURO PATENT"

A Fancy Macaroni Flour

Made exclusively from Pure Durum Wheat in our New Mill Equipped with the Latest Improved Machinery for Scientific Durum Milling.

Write for SAMPLES and PRICES.

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DULUTH, MINN.

CROP CONDITIONS GOOD

Weather Good for Late Vegetation—Cotton About Same, But Corn Excellent—Winter Wheat Seeding Progresses.

Washington, Oct. 1.—Reviewing conditions throughout the United States during the past week the Weather Bureau in a report issued to-day said:

The weather was favorable for the maturing of late crops, except in the southwest, where it was too cool, wet and cloudy, and in the northwest, where it was cool with some frost damage; light frost occurred also in other northern states and as far south as West Virginia in the northeast section, but without material damage. Early seeded winter grains germinated nicely, except in parts of the northwest.

The weather was favorable for general harvesting, except in the southwest, and good progress was made. The soil is still too dry for plowing and seeding in parts of the northwest parts of the northern, central and lower great plains region, and in the southeast, but good advance was made in central districts.

The temperature during the week averaged slightly below normal in most of the cotton-belt, and the rainfall was light or entirely lacking in nearly all districts except for some fairly heavy showers in portions of Texas and in extreme eastern North Carolina. Cotton made only poor to fairly good progress during the week in North Carolina and the drouth is becoming serious in South Carolina, where the prospect for a top crop is now only poor to fair and premature opening is increasing. Deterioration continued in Florida, while the progress of the crop was irregular in Mississippi, mostly only poor to fair.

The condition and progress were reported as fairly good in Tennessee, and the weather during the week was favorable in Arkansas, where cotton made fairly good progress and is shedding but little. Progress was generally only fair in Oklahoma on account of the cool cloudy weather, but the condition continued fair to very good in that state, except that it is poor in the eastern portions. The advancement of the crop and its general condition continued mostly very good in the western half of Texas, but further deterioration was reported from the eastern half on account of previous wet weather and insect damage.

Preparation of the soil and the seeding of winter grain made good progress during the week under favorable soil conditions in much of the principal winter wheat belt. Conditions were especially favorable for seeding winter wheat in all of the principal producing states from those immediately west of the Mississippi river eastward, except that it is still rather dry in southeastern Missouri. The continued absence of material rainfall in nearly all of the northwest has seriously delayed the seeding of winter grains; the early sown wheat in Montana failed to germinate properly.

The weather continued favorable during the week for thrashing grain crops in the

late districts, and this work is now well advanced. Buckwheat harvest has been completed in the western lake region and a good crop of this grain has been mostly harvested in the Appalachian mountain district and the northwest. Much rice has been harvested in Louisiana and this work made good progress during the week in Arkansas under favorable weather conditions; rice has been injured in Texas by wet weather, although the crop continues in good condition in that state and is excellent in California.

To Limit Storage of Foodstuffs

Washington, D. C.—Additional legislation recommended by President Woodrow Wilson as a means for reducing living costs was passed by the house and sent to the senate.

It would limit the time of holding foodstuffs in cold storage to twelve months and require that when released such food be plainly marked with the date it was placed in storage.

The vote was 264 to 4. Regulatory features become effective immediately on its passage, but 90 days for an adjustment of the business affected is allowed before penalties apply.

Vast quantities of food now in storage are expected to be released as soon as the measure becomes a law. Cheese is the only commodity exempted, the time limit for storage to perfect aging being extended for a longer period.

Violators will be fined \$1,000 or imprisoned for one year.

Tested Macaroni Recipes

Green Peas with Spaghetti

Boil one quart of peas, one cup of spaghetti broken in very small pieces until tender. Add one tablespoonful of butter, two level teaspoons salt, one-half teaspoon pepper. If too thick, a little milk may be added.

Spanish Macaroni

One box macaroni, 10 cents hamburger, one large onion, one can tomatoes, salt and pepper. Cook macaroni and drain. Fry hamburger in good bit of drippings. Mince onion. Put in hamburger and let cook ten minutes. Pour all over macaroni and set in oven for one-half hour.

Macaroni and Cheese

Boil in salted water half a pound of macaroni, which has been broken into pieces about half an inch long. When it is soft turn the macaroni into a buttered pan and cover thickly with grated cheese. Dot with pieces of butter and bake until it is brown, but do not allow it to get dry.

World's Productive Land

The total land area of the world (excluding the polar regions) is about 30,000,000,000 acres. What proportion of this is productive agriculturally is not definitely known; but the International Institute of Agriculture has collected data for 36 countries having a total land area of 15,071,209,000 acres;

of which it is calculated, or estimated that 4,591,691,000 acres, or 30.5 per cent, are productive and 1,313,832,000 acres, or 8.7 per cent, are cultivated land (including fallow land, also artificial grasses). The productive land includes, besides cultivated land, natural meadows and pastures, forest, wood lots, and land devoted to cultivated trees and shrubs.

Production as Remedy for High Prices

The answer to the argument that European buying will keep prices high to our consumers is that the surest way to bring down prices everywhere is by increasing production all over the world. Textile mills in Italy, Poland, Bohemia, Germany, Belgium and France are idle for want of cotton and the skilled operatives are idle, thus contributing to a world shortage of cotton goods. Perhaps their buying would increase the price of raw cotton but it would lower the price of cotton cloth in all markets. The price of cotton cloth is not regulated by the price of cotton so much as by the supply of goods. The cotton mills of this country cannot consume our cotton crops or supply the world demand for cloth. Their consumption of cotton this year is running a million bales behind last year, and our available supply of raw cotton is the largest in many years, says the National City Bank October 15th.

Moreover, isn't there a possibility that our exports may decline so rapidly as to give us something to think about besides relieving consumers from high prices? It is desirable to get back to normal trade conditions abroad and at home, but the normal and humane way to get back is by the increase of production all over the world, and our interest and duty both require that we cooperate to that end.

Upon one point there is full agreement. For the most part the credits required by Europe are of necessity larger than good commercial banking practice permits. They must be carried by investors.

Benjamin Franklin said: "Be industrious and free; be frugal and free." Buy U. S. Bonds.

Distribution Is Big Problem

"The world need have no fear of a food shortage the coming winter, providing there is proper care in handling the program and proper distribution" said George H. Roberts, British food controller, and one of the delegates to the Supreme Economic Council, in session at Brussels. Other delegates concurred in this view.

Roquefort Cheese

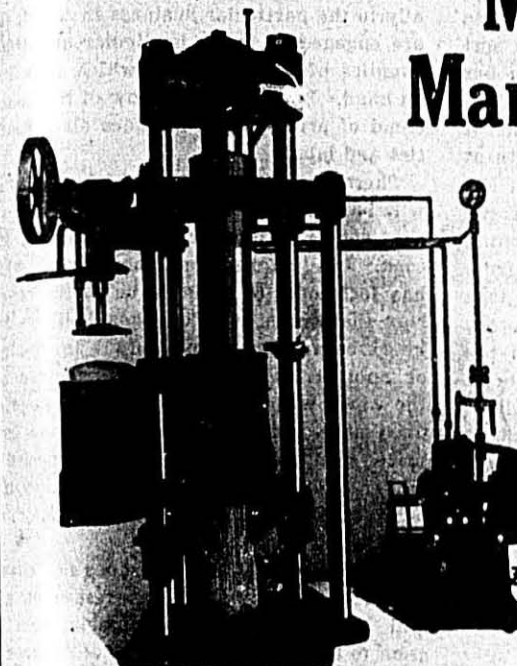
Roquefort cheese is imported from the village of Roquefort, in the department of Aveyron, France. It is made from the milk of goats and sheep and matured in the rock caves of the Lencleux cliffs. The production of this cheese is enormous, though the population of the village is only about 1,000.

Don't budge from your savings budget. Put the rest in Thrift Stamps and U. S. Bonds.

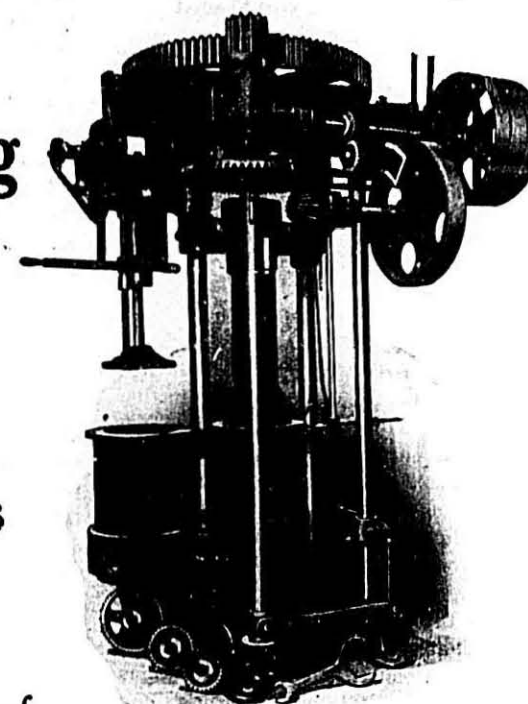
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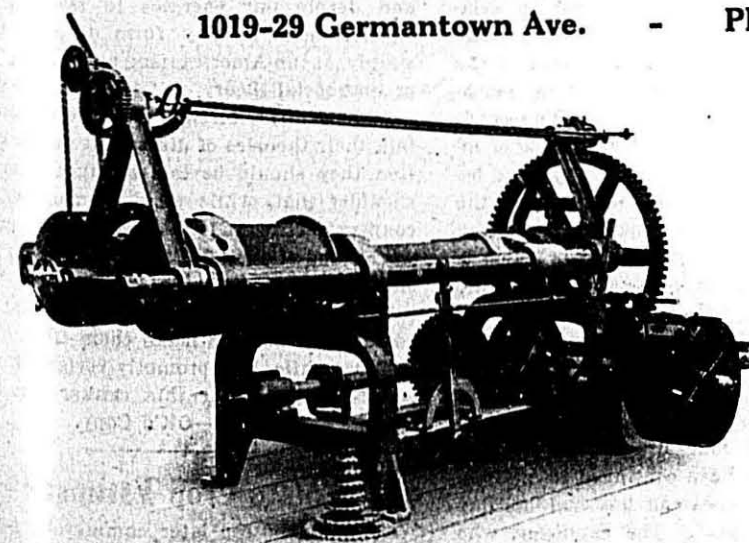
is the result of years of specialization in this class of machinery. Every model is built to insure long life and efficiency.

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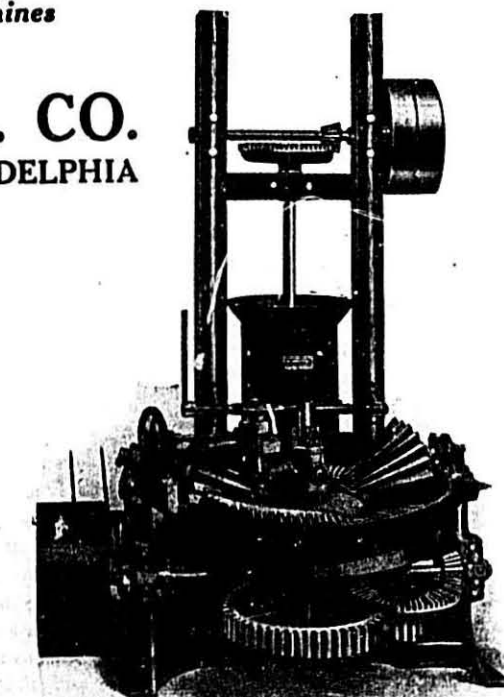
We also build paint manufacturing equipment and saws for stone quarries.

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IMPROVED KNEADER WITH PLOW

"LET'S GO!"

EUROPE'S SLOGAN

Grain Corporation Official Returns With Word All Countries Eager to Start Industries—Direct Aid Still Needed From Its "Big Brother".

Edward M. Flish of St. Louis, who has been in charge of the London office of the United States Grain Corporation since last January, and in that capacity supervised the distribution of supplies sent by the corporation for the work of the American relief administration throughout devastated Europe, returned to New York Oct. 8, on the La France.

This Country is Big Brother

"All Europe looks upon America as a big brother," declared Mr. Flish. "But the continent is bankrupt and still further methods of assisting these nations to get on their feet must be devised. My belief is that it hasn't been borne in as yet upon the minds of the American people the terrible sufferings that Europe has experienced. Before I sailed for home I made a trip through France, Germany and Holland. In some of these countries where the crops have been good they have sufficient breadstuffs for the moment, but in other sections they are very short of foodstuffs and America will have to provide help for some time to come.

"Only recently people in some of the northern countries of Europe have been entirely without wheat and lived upon ground cattle feed mixed with oats. In the near east as late as last May because of the need of meat they lived upon dogs and cats, even horses in some instances. We have photographic evidence to prove that in certain cities if a horse fell on the streets it immediately attracted a crowd, desperate to get the meat."

Total Results

Discussing the operations of the Grain Corporation abroad, Mr. Flish declared that the total of all commodities used in relief work approximated 4,000,000 tons including breadstuffs, rice, beans, peas, meats, milk, cocoa, sugar and clothing distributed by the American relief administration, the Grain Corporation expending \$60,000,000 a month for six months. Ships employed in transporting foodstuffs numbered more than 360 including those chartered by the corporation in moving cargoes from port to port.

"The Grain Corporation staff in London and our various European agencies numbered about 150 men," said Mr. Flish. "Most of them were volunteer workers assigned from the United States army and navy by General Pershing at the request of President Wilson to carry on the work of Herbert Hoover.

"Seventy-five per cent of the relief given countries abroad came from America. The Grain Corporation operated through different ports such as Danzig, Hamburg, Copenhagen and Rotterdam for the North; Trieste and Ragusa on the Adriatic and Saloniki, Tiflis, Constantinople, Batoum and Constanza on the Mediterranean. At Danzig most of the shipments went to the Poles

and we also operated through Hamburg for the Czechs.

Ready to go Quick

"All of the countries abroad are now anxious to start up their industries as rapidly as possible, believing that this will restore prosperity and kill Bolshevism which has been gaining ground so rapidly. France is very short of sugar, England has resumed her rationing system and all central Europe has a disturbing coal situation. All of these conditions must be remedied by some sort of direct aid before Europe can be on her feet again."

Mr. Flish was second vice president of the Grain Corporation with headquarters at St. Louis when he received a call from Mr. Hoover on Dec. 29 to take charge of the London office. He sailed Jan. 4, reaching London Jan. 10. On his departure from England Mr. Flish received decorations from Serbia, Finland, Belgium and other foreign governments. He will devote the next few months to closing the accounts of the London office and making the final report to Mr. Hoover as director general of the American relief administration. He will continue to act as treasurer of the Grain Corporation until it terminates its activities on June 30.

HIGH PRICE PEAK REACHED

View of Correspondent After One Week Study in Nation's Capital—General Tendency of Commodity Prices and Wages to Be Downward.

By J. Ralph Pickell

After one week at Washington, where we have been studying labor conditions and proposed legislation this writer believes that the peak of high prices has about been reached and that from now on the general tendency of the commodity prices and wages will be downward. If the radical labor element had won the present strike or if it had been precipitated a year ago there would now be a different story to write, but labor has lost its fight for a "closed shop" which of course would have meant higher wages and decreased production.

The temper of congress is not in sympathy with the radical labor leaders. The temper of congress is representative of the temper of the people who are not in sympathy with the radical labor leaders. We seem to be completely recovering from a lapse of intelligent thinking and we seem to have become imbued with the idea that work is the only way out. We see England struggling in the mighty grip of radical labor which is all but dictating the course of economic events in the British Isles and we are resolved not to allow any minority or any class of men to involve us in the same plight.

We are, therefore, confident in view of the events of the past week that the period which has been long drawn out wherein wages and prices have continued to climb is now over. The workman has had his day and month and year. The employer, who has been forced to accede to the demands of labor, now shall have his turn and it remains to be seen whether he will be wiser in his treatment of labor than labor has been in the treatment of the employer.

The next long swing of business, as repeatedly we have told you, is to be downward. Again we would point out that this movement may not be accelerated by the turn of events for some months to come. We are convinced now that at last we have reached the turning point. Just how swiftly we shall go down remains to be seen. Readers of the Review must be very careful not to interpret this statement as applying literally to the particular business in which they are engaged or to the particular quantity of supplies of various kinds which they have on hand. We are writing now of the general trend of prices which includes all commodities and labor.

There are some things which we believe will be enhanced in price between now and next spring. Take for instance that of May corn. Our information from abroad which has just come to us leads us to the conclusion that our surplus of wheat will be marketed between now and July 1 in one way or another. Credits will be extended and the wheat will be moved. With wheat prices fixed at a minimum of \$2.28 as the base price, corn prices must not be expected to go far below \$1.25 per bushel and they may be expected to reach an altitude by May next of \$1.50 per bushel.

This statement, however, does not change the view which we have expressed on general business conditions, namely, that we seem to have reached the peak of commodity and labor prices and that from now on the tendency for the long swing will be downward.—Rosenbaum Review.

Stop Advertising Bolshevism

"Isn't it about time we stopped giving Bolshevism so much free advertising? We have taken a word that meant nothing in this country a few months ago and, in our newspapers and magazines and speeches and personal conversation, have done just what the leaders of the movement wanted us to do: We have advertised it into prominence for them!

"What Bolshevism needs more than anything else is to be absolutely ignored. Let's stop talking about it and writing about it, and devote our energies to swatting un-Americanism in any form it may take, simply as un-Americanism and not as this or that social theory.

"When these foreign disturbers start to talk their theories of discontent and destruction they should be told straight from the shoulder that, while we don't consider our country perfect, it is the best country in the world, and if they don't like it there is just one thing for them to do—GET OUT!

"And then we ought to see to it that our government officials make them GET.

"Meanwhile, let's promptly resign our jobs as press agents for this canker sore and stop its spreading."—OK'd Copy.

Potato Crop Estimate

Condition of the later commercial potato crop on Sept. 1 indicated a yield of 123,511 carloads, a decrease of more than 22,000 carloads from the estimate on the same date last year, according to a report by the department of agriculture.

Your Shipments Are Advertisements

Make them create desire by clean, crisp, convincing appearance—Pack your product in

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DOWNING FIBRE AND CORRUGATED BOXES

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"BAY STATE" Durum Wheat SEMOLINA

is superior for
Macaroni, Vermicelli,
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Coarse, Medium or
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Hard Spring Wheat Flour
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Daily Capacity 6000 Barrels

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Special Constructors of
COPPER and BRONZE
MOULDS

For Macaroni and Fancy Pastes

Also Steel Supports with Copper Leaves
for Vermicelli, Noodles, Etc.

REPAIRING OF ALL KINDS OF MOULDS
We Guarantee the Best Material and Workmanship.

YOU MUST HAVE IT

Perfect Bronze Moulds with our Patented Removable Pins; holes and pins same size, firmly centered, giving uniform goods. Suitable for hydraulic presses as they take less pressure and are easy to clean.

Ask for illustration. Price will be quoted on size of mould and goods desired.

PATENTED PINS

OFFICE AND FACTORY

285 Myrtle Avenue, BROOKLYN, N. Y.

Notes of the Industry

Foreign Business

Several of the middle west macaroni concerns are enjoying a large export business, their plants being kept very busy and in some cases necessitating the employment of a night shift to care for this heavy demand.

The Foulds Milling company of Libertyville, Ill., is shipping large quantities of macaroni products to London, Eng., for re-shipment to Sweden. The Quaker Oats company of Tecumseh, Mich., is busy filling orders for shipment to Norway and the Wm. Hayden Milling company of the same city is working night and day on a large government order for goods to be sent to Turkey, or Armenia and Palestine, over which our government has some supervision as to foods.

The demand is so large that macaroni concerns throughout the country are being besieged daily to bid on this business. Some of the concerns are content to fill the American demand because more variety is called for, the export business being mostly on short goods.

Macaroni Men Assassinated

John Gagliardo, a wealthy manufacturer of Chicago, and his salesman, Charles Ramondy, were mysteriously killed by unknown assassins while riding through the streets of Chicago on their way to complete some sales. The police are baffled in ascribing a reason for this double killing and fear that it may be the culmination of the ill-feeling growing out of the recent macaroni strike in that city. Strength is added to this belief when connection is made between this double killing and the attempt made just a few days before on Antone Morici, another macaroni manufacturer, when his automobile was fired upon and his companion probably mortally wounded.

Mr. Gagliardo was 32 years of age and was associated with his brothers in business at 863 North Sacramento avenue. James Gagliardo, his brother, said that John had been in mortal dread of his life for some time, having been attacked just a few days before the killing, and that he carried a gun to defend himself with. It is feared that this ill-feeling is the outcome of a poorly conducted strike.

New Association Members

That the National association is gaining in favor among the macaroni manufacturers is evidenced by the many firms that are becoming affiliated with this body, offering their advice and assistance towards the realization of the worthy aims of this organization. At a recent meeting the applications were voted on favorably by the executive committee as follows:

Regular members—Dalpini Macaroni Co., St. Louis; California Macaroni Co., San Francisco; Pablo P. Ponce, El Paso; West Virginia Macaroni Co., Clarksburg, W. Va.;

Campanella & Favaro Macaroni Co., Jersey City; West Philadelphia Macaroni Mfg. Co., Philadelphia.

Associate members—Universal Paper Products Co., Chicago; Peters Machinery Co., Chicago; O. B. Andrews Co., Chattanooga; Bay State Milling Co., Winona, Minn.

There are several other applications on file at the secretary's office awaiting action on the part of the board of directors. An invitation is extended all legitimate macaroni and noodle manufacturers to join.

Macaroni Exports to China

China is one of the large macaroni and vermicelli importing countries according to the figures given out by the government of the country covering the years 1917 and 1918, for the Canton district, apparently the biggest market. During 1917 there was a slightly larger quantity imported from this country but the 1918 shipments brought a much better price.

In 1917 the exports of macaroni and vermicelli from this country to the Canton area reached 1,736,300 pounds at a price slightly in excess of 10 cents a pound, totaling \$175,936.00.

In 1918 shows a slightly smaller importation of 1,710,933 pounds at nearly 13 cents a pound, totaling \$214,312.00.

Most of this import was for home consumption, based on the same report giving the exports from the Canton district which shows 350,667 pounds exported in 1917 at a value of \$19,147.00 compared with 639,333 pounds valued at \$49,254.00 in the year 1918. It will be noted that the macaroni and vermicelli products exported must have been of inferior grades made in the Chinese factories since the prices on goods exported are only about one-half that paid for American made goods, bringing between 6 cents and 8 cents a pound.

New Paper Box Machine

A machine which its inventor, George Diamond, believes will revolutionize the paper-box industry will be turned out at the factory in De Pere, Wis., which will be in full operation Jan. 1, and employ 500 persons. Mr. Diamond is president and general manager of the corporation he has organized with a capital of \$2,500,000. The directors are: George Diamond, Frank E. Seldman, William E. Unger, Matthew W. Weber, Sylvester Duquaine, Samuel Abrahams and C. G. Leonard.

The machine will do the work formerly done by 17 machines, it is said; will save the manufacturer storage space of 15,000 to 20,000 square feet. Instead of ordering paper boxes, manufacturers henceforth will install the new machine and order the paper cardboard in sheets. He can turn out the boxes as fast as he needs them under his own roof. The Diamond machine in a single operation will transform a cardboard blank

into any size box, from the smallest cigar container to the largest shirt box. The Diamond corporation will erect a paper mill. Mr. Diamond has purchased 25 acres of land near De Pere on which the plants will be erected.

Another Method

"Poetry" is being used by one of our southern concerns in boosting macaroni among the consumers. If their products are as "tasty" as their rhymes business should be indeed brisk.

Macaroni is not a vegetable, neither does it grow. But it's made from "Durum Semolina" by John and Joe; It's just as staple as the genuine staff of life. Everybody should eat it, even the children, man and wife.

It's very inexpensive, and as healthful as can be. And a ten cent package will make a meal for three. Now, if troubled with H. C. L., give Macaroni a chance. It will help you in many ways—even finance.

It's manufactured daily in your own home town. When passing by the Factory, drop in and look around. We do our very best to comply with the Pure Food Law. But with your inspection, you may notice a little flaw.

Quality is our argument, which we use from A to Z. There may be some that's better, but we've got to see. You may fool yourself on clothing, and other things to wear. But when you fool your stomach—it's the it starts to "Rare".

We have another argument, STOP, LOOK, and WAIT—One pound of bulk macaroni will make a meal for eight. We appreciate your business, so just give it a chance. There's no need to ship Macaroni from Old Ireland, or France.

July Macaroni Imports

According to government statistics few macaroni products were imported in this country during July, 1919. The figures as recently given out by the department of commerce show the imports to have been 800 pounds from Hong Kong, China, valued at \$97 and 300 pounds from Japan valued at \$23. The much expected rush of macaroni products from European countries has failed to develop as far as present statistics show and every indication is that a serious importation can be dreaded before the next wheat crop is harvested.

Bakery Company Arraigned

Free distribution of an additional loaf of bread to purchasers of one loaf, "at various times during 1919 in various towns in which it markets its products," to get a competitive advantage, is charged against the New England Bakery company, Boston, in a formal complaint of unfair competition served on the concern by the federal trade commission. The company was directed to file answer with the commission at Washington Nov. 1.

Pure Amber Durum Wheat Flour

LINCOLN MILLS Lincoln, Neb.

The only mill south of Minneapolis milling durum wheat exclusively.

TO Macaroni Manufacturers interested in improving the quality of their product we will be glad to mail samples of both the wheat and the flour, together with macaroni and spaghetti made from it.

Now is a good time to write.

F. Maldari & Bros.



Specialist Constructor of Moulds

FOR ALL KINDS OF

ALIMENTARY MACARONI AND PASTES

CONTRACTOR OF
Steel Supports for Fide-
lini, Vermicelli, Tagliarini,
Noodles, Etc.

Repairing of all kind of
Moulds at Moderate
Prices.

All work guaranteed.
Send for illustrated cata-
logue and prices.

YOU NEED IT

We have perfected an all
made interchangeable hard
Bronze Die, strong as
Steel, all holes and pins
exactly same size firmly
set in centre giving posi-
tively uniform results.

Patent Pending

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The Charles Boldt Paper Mills

manufacture labels, corrugated and solid fibre shipping cases. We operate two large paper machines in connection with our Box Department, thereby assuring prompt delivery on your shipping cases and uniform quality in both color and test. Let us figure on your requirements.

CINCINNATI, OHIO

The New Macaroni Journal

(Successor of the Old Journal—founded by Fred Becker of Cleveland, O., in 1903)
A Publication to Advance the American Macaroni Industry

Published Monthly by the National Association of Macaroni Manufacturers of America
Edited by the Secretary, P. O. Drawer No. 1, Braidwood, Ill.

PUBLICATION COMMITTEE

JAMES T. WILLIAMS - - - - - President
M. J. DONNA - - - - - Secretary

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SPECIAL NOTICE

COMMUNICATIONS:—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.

The NEW MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

The publishers of the New Macaroni Journal reserve the right to reject any matter furnished either for the advertising or reading columns.

REMITTANCES—Make all checks or drafts payable to the order of the National Association of Macaroni Manufacturers of America.

ADVERTISING RATES

Display Advertising - - Rates on Application
Want Ads - - - - - Five Cents per Word

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Vol. 1 October 15, 1919 No. 6

Queries and Answers

Free Copies to Advertisers

An eastern advertising agency writes to learn the policy of the New Macaroni Journal management relative to supplying 15 or more free copies to one of its clients who is a big advertiser, saying that other periodicals do so.

Reply: The policy of the management has been to supply one free copy to each advertiser and where advertising is placed through an agency a free copy will also be furnished the agency. Attention was called to order recently placed by one of the largest advertisers for copies to be sent to every branch office of that company in this country at the expense of the company.

Macaroni Names, Trade Marks

A southern manufacturing concern desirous of selecting a name for its macaroni products and trade marks for its various brands, and further desirous of not selecting names and marks now used by other macaroni firms, writes to obtain list of various macaroni names and trade marks now used by the industry.

Reply: We have no such list but feel that it might be advisable sooner or later to

get one, especially if requests along this line become numerous.

Pure Egg Noodles

A concern from down south writes—“Could you please enlighten us as to whether there was any restriction regarding the wording of ‘Pure Egg Noodles.’”

Reply: There are none so far as known. Bureau of Standards merely required that term “Egg Noodles” be used only when they are manufactured according to regulations concerning use of eggs and flour of a certain standard, and that they be labeled “Flour” or “Water” Noodles if not made up to standard.

Use of Coloring and Blends

A middle west concern writes as follows “We are using 1st. clear and high patent flour with semolina and using harmless coloring to give same a yellow amber color. Do we have to state on labels and packages that it is artificially colored? Also can we brand our products as made from highest grade wheat or must we state “made from blended flour”?”

Reply: Coloring used to hide inferiority or when used with inferior quality flour to give it the color of semolina-made goods, is not permissible under the ruling of the Bureau of Standards of the department of agriculture, unless where such use is plainly shown on the label by proper inscription. Use of first clears and high patents will necessitate your labeling your product as “Flour” macaroni or noodles. Yes, you may label products as “made from highest grade wheat” or “made from blended flour” if such is actually the case.

Statistics Wanted

A large grain and milling company of the Pacific coast is seeking data concerning the amount of macaroni manufactured from semolina of durum wheat or from semolina of hard wheat and also what percentage is made from flour not semolina. Also wants to know is there is a semolina produced and used by macaroni manufacturers in this country from hard wheat not durum.

Reply: We have no statistics covering the matter in question. There is macaroni made from semolina of durum wheat as well as from semolina of hard wheat. Some of the inferior qualities, according to government standards, are also made from flour not semolina.

Can any of the millers or macaroni manufacturers furnish further information on this subject?

NO EVASION

Don't try to sidestep or evade an honest duty. You can no more get away with it than did the darky grocer who wanted to avoid a positive guarantee. A colored woman stopped in front of his store and asked:

“Is dese algs fresh?”

He answered: “I ain't sayin' dey ain't.”

The woman snapped: “I ain't axin' you is dey ain't. I'se axin' you is dey is. Is dey?”—Kablegrams

Renew Your Subscription Early

Month after month it is necessary to notify by personal letter the many firms whose subscription is expiring. We don't like to “dun” people and it's expensive doing so. Please save us the trouble and expense of urging you by sending in your remittance now.

Unfortunately trade journals need cash to pay paper bills, pay roll and general running expenses. The New Macaroni Journal has been very liberal with its subscribers, quoting a low subscription rate for what we are told is a good trade paper.

Most trade papers either have raised their rates or are contemplating doing so. The New Macaroni Journal does not wish to increase its rates and subscribers can help keep the price where it is by prompt renewal of their subscriptions.

There are a few subscribers whose renewal was due last May still delinquent. Show your appreciation of the exceptional value we are giving you. This can be done by prompt renewal. A word to the wise is sufficient.

The New Macaroni Journal.

For Sale!

Werner - Pfeiderer Mixer, 2 bbls. capacity—Used only a few months. Quick delivery.

Address Mixing Machine, care Macaroni Journal.

FOR SALE; Macaroni Factory

Located in Rapidly Growing Western City of 150,000 population. Equipped to turn out about 100,000 lbs. monthly. Long established line with good reputation. Our package goods sold through Jobbers and bulk goods sold direct to Italian trade. Good reasons for selling. A money maker for the right parties.

Address 1, care of The New Macaroni Journal.

WANT ADVERTISEMENTS

Five cents per word each insertion.

For Sale—Several thousand drying frames for Macaroni or cut paste at one-fifth cost. Particulars on request. Samples sent if interested. Italian Macaroni Company, Utica, New York.

Wanted—Correct address of EVERY Macaroni and Noodle Manufacturer in the country. Send same to M. J. Donna, Secretary, P. O. Drawer No. 1, Braidwood, Ill.

Wanted—News Notes and contributions for New Macaroni Journal. Mail to Editor at Braidwood, Ill.

Wanted—Some member of EVERY Macaroni concern to act as correspondent for New Macaroni Journal and to contribute items of interest to Macaroni men regularly.

The National Association of Macaroni and Noodle Manufacturers of America

Extends an invitation to ALL Macaroni Manufacturers and Allied Interests to affiliate themselves with this progressive and up-to-date organization.

What Are Its Objects?

To promote the best interests of the Macaroni and Noodle trade.

- 1st. By **Applying** science and improved practices of manufacture.
- 2nd. By **Meeting** annually to discuss trade matters and cultivate friendly relations and good fellowship.
- 3rd. By **Uniting** the members for the general good of the Industry.
- 4th. By **Assisting** manufacturers in securing skilled and experienced operatives.
- 5th. By **Advertising** our production as a Food Staple.

Who Are Eligible?

Regular Members.—Any individual or firm in the macaroni or noodle manufacturing business in America is eligible to Regular Membership.

Associate Members.—Any individual or firm conducting a line of business allied with macaroni and noodle manufacture, is eligible to Associate Membership.

What Are the Fees and Dues?

Joining Fee. . . \$10.00 Annual Dues. . . \$25.00.

IF INTERESTED SIGN AND MAIL THIS SLIP:

To M. J. Donna, Secretary
P. O. Drawer No. 1, Braidwood, Ill.

Kindly mail me application blank and full information concerning the National Association of Macaroni and Noodle Manufacturers of America.

Firm.....

Date..... Address.....

Gleanings From Government Reports

Prices Fixed on Home Grown Grain

Commercial Attache Alfred P. Dennis, Rome

The government by royal decree has fixed the price of home grown wheat for 1920. A basic price of 80 lire per quintal is established for hard wheat and 70 lire for soft and semisoft wheat. To these basic prices are added the respective premiums of 13.50 lire and 12 lire for hard and soft grain produced in: (1) The southern provinces; (2) Sicily, Sardinia, and other islands; (3) the provinces liberated from enemy invasion.

To the basic prices of hard and soft wheat are also added 10.50 lire and 9 lire, respectively, for grain produced on the great plains of Grosseto and of Rome.

The basic price of 80 lire per quintal works out at the going rate of exchange to \$2.56 per bushel for what we would denominate hard wheat and to \$2.24 per bushel for soft wheat, the named increases noted above for special districts. It will be seen, therefore, that the government price for wheat ranges from a minimum of \$2.24 per bushel to \$2.66 per bushel.

The relatively high premium for hard wheat is justified by the keen demand for hard wheat in the production of macaroni. The premium on wheat from the islands, southern provinces and regions overrun by the enemy is offered to stimulate production and not because the grain is of better quality.

The superprice on wheat produced in the plains about Rome and Grosseto needs some explanation. The latifundia system still prevails in the Roman Campagna and in the level stretches about Grosseto. These lands are owned by absentee landlords, who lease them for pasturage and pay little or no regard to their development for agricultural purposes. A premium on grain produced in these regions is part of a far reaching scheme to develop the latent agricultural resources of the country. It is recognized that the present unsatisfactory food situation in Italy is due to the inability of the inhabitants to feed themselves. With modern agricultural methods and with the utilization of its idle lands it is computed that Italy can be made self sustaining in the production of grain.

Establishment of Italo-American Union

The Italo-American Union, an organization to furnish a center for all Italian-American committees, has been established in Rome. It will serve also as a rallying place for American business men in the Italian capital, not only in their associations among themselves but also in their social and business contact with Italians. The dominant note of the organization will be encouragement of commercial and economic relations between the two countries.

The union has economic, intellectual, art, legislative and press sections. One import-

ant feature will be an office of information for American business men. It is hoped that it will get into close and early touch with American chambers of commerce. In connection with it a library for American studies of Italy is being formed with the object of providing a method by which precise and accurate knowledge of the United States can readily be obtained in Italy. There have already been cataloged for the use of this library valuable gifts and books from the Harvard university library, the Italian Chamber of Deputies, the Italian Ministry of Public Instruction, the American Red Cross, and various publishers and booksellers in the United States.

The association is under excellent auspices, as far as personnel is concerned, comprising as it will the personnel of the old Italo-American Union and the new Italo-American committee.

The home of the new organization will be in one of the most beautiful medieval palaces in Rome—the Palazzo Salviati on the Corso Umberto.

Hong Kong Flour Shortage

According to a report on the flour shortage in Hongkong received by the department of state on Aug. 2 from the American consul general at Hongkong—"The flour situation in Hongkong has begun to give some occasion for worry in the past few weeks and present indications are that there will be some difficulty in maintaining a fair supply for this market through the season at living prices. The stock of flour on hand in the colony is about 200,000 sacks, a small margin as compared with the stocks usually on hand at this time of the year.

American Flour Moves Slowly

"The worst feature of the situation, however, is that only small supplies are in sight, and other markets on which Hongkong has been drawing during the past three years are more or less closed to Hongkong demand. Shipments of flour from North China have fallen off in line with reduced supplies and increasing prices, while Japanese flour has practically been put out of the market for several months. A fair amount of Australian flour is in the market, and an experimental shipment of American flour of 6,000 bags, made to test whether the higher grade American flour could compete with other flours at present rates, is gradually being taken up.

"Freight rates and accommodations from Australia, however, are such as to hold back supplies from that source, while American flour is still too high priced to get a foothold. At the present writing American flour is quoted at \$3.85 Hongkong currency, or \$3.18 gold per sack as compared with \$2.85 or \$2.35 gold for No. 2 Shanghai, the only Shanghai grade on the market, and \$3.00 and \$2.75 Hongkong currency, or \$2.48 and \$2.26 gold for the two grades of Australian flour on sale. Probability of lower prices in a few months prevents much future trading,

and the entire situation is considered satisfactory"

Big Supply Depot

The army supply base at Norfolk, Va., regarded by officials as "one of the most remarkable construction feats in the world and as "the greatest supply depot in history." It comprises the "largest flat storage space under roof in the world." It is stated there are in all eight buildings, each covering about 10 acres. Stored here, says an official, are "enough captured German cannon to supply all the cities, towns and villages in the country with cannons requested in bills introduced in congress." Large quantities of ordnance and engineering supplies are being received every week from Europe. The two great piers at Norfolk are large enough to accommodate 12 ocean liners at one time so there is no delay in discharging the supplies as fast as they arrive.

Lower Food Prices in 12 States

Reports to the department of justice from 12 states indicate there has been a decline of 10 to 15 per cent in food prices since the time the fair price committees began their work.

From four states have come reports of wholesale prices indicating a decline of 5 to 6 per cent. Virtually no reductions in clothing prices have been noted.

The reports on retail food prices were said to have been from cities and countries well distributed throughout the country, and the information is believed by officials to be a fair indication of what is going on everywhere. They think that results now becoming evident will be cumulative as the season advances, new declines in wholesale prices being reflected in retail prices and additional reductions coming from the campaign against hoarding and profiteering.

Italy's Wheat Crop

According to Broomhall, the yield of the year's Italian wheat crop is 114,000,000 bushels. This compares with an estimate given Aug. 1 of 160,000,000 bushels against 176,000,000 bushels a year ago. Taking Italy's annual consumption at 232,000,000 bushels, it looks as though the country will import roughly 88,000,000 bushels, which compares with 56,000,000 in the season of 1915-16, and 46,500,000 in the season prior to the war.

Government Suggests Acreage

The department of agriculture advises smaller wheat acreage seeded this fall, suggesting 42,000,000 acres of winter wheat and 20,000,000 acres of spring wheat, making possible production of 830,000,000 bushels of which 200,000,000 bushels would be available for export. An acreage of 6,500,000 suggested for rye.



U.S.



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THE UNITED STATES PRINTING & LITHOGRAPH CO.
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Durum Products



Every macaroni manufacturer should know the superior quality of

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and the advantages of using them. With these clean, strong, high quality Durum Semolinas and Durum Fancy Patent you are sure of unspecked, golden yellow, flavory macaroni and spaghetti. The largest durum capacity in the world, facilities for selecting and grinding only the best of durum wheat, and a milling experience of half a century—all combine to offer you not only the best in QUALITY but the best in SERVICE. Whether you want a few sacks or a trainload—we can fill your demands to your complete satisfaction.

Pillsbury Flour Mills Company

MINNEAPOLIS, U. S. A.

Pillsbury's Semolina No. 2
Pillsbury's Semolina No. 3

Pillsbury's Durum Fancy Patent
and all grades of Durum Flour