

**THE NEW
MACARONI
JOURNAL**

Vol. 1, No. 7

**November
15, 1919**

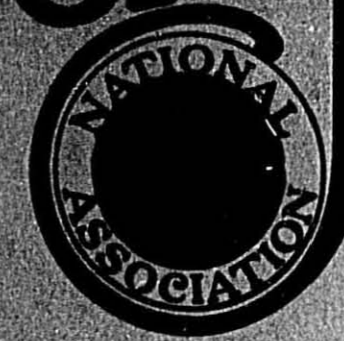
The New
Macaroni Journal

Minneapolis, Minn.

November 15, 1919

Volume I

Number 7



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

Keep On Moving

THERE IS NO USE STARTING OUT ON THE RIGHT ROAD UNLESS YOU KEEP ON MOVING.

Six months ago the Macaroni manufacturers, aided and abetted by the millers, started out on the RIGHT ROAD, but after a burst of speed covering about six weeks during which a few thousand dollars were wisely spent, like the tortoise in the race, went to sleep on the wayside.

The RIGHT ROAD referred to is that known as THE NATIONAL OR CO-OPERATIVE ADVERTISING ROUTE.

That this RIGHT ROAD leads to what would evidently be the realization of the dreams of its promoters, increased consumption of macaroni products, was evident from the spurt taken then, the interest shown and the results attained.

Increased consumption favorably affects large and small producers alike. All should be equally interested. If the large manufacturers gather the larger profits, they also furnish the greater part of the motive power necessary to keep up this publicity race.

We are for the macaroni manufacturers and will sponsor everything that will better production, distribution and sale of their goods. We wish to avoid and have them avoid anything that would be in any way harmful or doubtful, BUT,

THERE IS NO USE STARTING OUT ON THE RIGHT ROAD UNLESS YOU KEEP ON MOVING. LET'S MOVE.



"See what ANDREWS has to offer"

WITH the recent big additions, Andrews now has the *only* plant in the world manufacturing containers of every description, including wooden boxes and wire bound boxes. Also, corrugated fibre containers, solid fibre containers and fancy folding cartons.

Another thing not to be overlooked. Andrews never needs to depend on outsiders for the quality or delivery

of the materials that go into the containers and cartons you purchase from him. Andrews has his own timber and sawmills and makes his own fibre and paper.

Andrews' corps of artists and designers—specialists on cartons and containers—are at your service. Drop us a line and it will bring an Andrews man to your office in quick time. *See what Andrews has to offer!*

O. B. Andrews Company
Chattanooga - Tenn.

ANDREWS

Wooden Boxes, Solid Fibre and Corrugated Shipping Containers. Fancy folding cartons for proprietary medicines.



EGGS

Use Fresh Eggs in your Macaroni and Noodle manufacture.

Eggs make your products more pleasing, appetizing and nutritious.

Prompt attention given to all mail, telephone or telegraph orders.

Big supply always on hand for all food purposes.

ORDER NOW.

ALBERT & GERBER

— Merchants —

BUTTER and EGGS

Fresh, Broken and Frozen Eggs a Specialty

315 Greenwich St.

NEW YORK

Telephones—Worth 1881 and 1882.

USE DURUM SEMOLINAS

For Macaroni and Noodles

Unequaled in Color and Strength



YERXA, ANDREWS & THURSTON
 MINNEAPOLIS, MINN.

MACARONI JOURNAL

Macaroni Publicity

The power of publicity was known even to the ancients, but it was left to the late war to bring the various governments and peoples to a true appreciation of its full force. It has revealed some of the unsuspected sources of strength that have heretofore remained undeveloped. Publicity was brought to its highest degree of efficiency when the various governments involved in the war sought to establish their views as the right views, and succeeded in awakening their people to a realization of the heavy responsibility that rested on them.

Examples of successful publicity are not wanting. We all remember that it was through advertising alone that the American and British governments oversold the various war loans by direct appeal to the public in a way generally accepted as intensive advertising. Henry Ford and his little machine have been advertised in a joking way; leading actresses often obtain their publicity through reports of stolen diamonds, appeal to divorce courts and frequent, if not too happy, marriages. The Swiss government is a firm believer in advertising its many attractions, and the propaganda employed by the German government to popularize its cause in neutral countries during the war is another widely known example.

President Woodrow Wilson once said: "My hobby, if I have any, is the hobby of publicity". We can not overlook the inclination to publicity by the late former President Theodore Roosevelt who through this medium became the most popular man in American among the masses. Both of these renowned gentlemen were in positions to obtain much free publicity and made extensive practice of thus placing their views on various matters before the public.

Publicity is not a thing that is free, like the air; it costs money and somebody has to pay for it. In the case of government publicity the people pay, and in the case of individual notoriety the papers usually pay by innocently contributing space. Schemers of every sort are always seeking free publicity and derive benefits from boosting for which they do not have to pay. The power of publicity should be utilized by all who are in a position to take advantage of it.

For many well known and varied reasons macaroni consumption is now at a low ebb, and publicity is the only remedy for the ill that confronts the whole industry. How this remedy is to be applied is a question that has been referred to the leading "physicians" of the industry, who have been holding frequent "clinics", studying the "disease" from every angle. They have come to the unanimous conclusion that the right "cure" is a good big "dose" of publicity, nationally applied. One of the chief problems of this consultation committee is the question of how to administer this dose so as properly to affect those "schemers"

who have for years gained the advantage of publicity given the industry without any bother or worry or expense. If this can be properly "diagnosed" and an effective "treatment" applied, a "sure-cure" will have been made and the macaroni manufacturers will be free to look for an immediate return to the former state of good health and a building up of the constitution of the entire industry.

The people are now alive to the value of publicity, and the approved method when you want to accomplish anything now is to stir up public opinion on the subject. Let us all join in stirring up a favorable public opinion for macaroni products, through proper and effective appeals to the consumers who can be made to appreciate its great food value if placed before them in a proper manner.

The following program is suggested and with some needed alterations should be put into effect as soon as the means for starting and continuing the campaign of publicity have been obtained through one of the several schemes now under consideration:

1. There should be established two bureaus, to be known as (a) The Bureau of Education, and (b) The Bureau of Advertising.

2. The Bureau of Education should have for its object the dissemination of reliable information concerning the value of Macaroni as a food, in relation to the following subjects:

- (a) The wholesomeness of Macaroni, as demonstrated by scientific research.
- (b) The purity of Macaroni products, as assured by the national and state pure food inspectors.
- (c) The cleanliness of our products, guaranteed by the sanitary conditions and practices in our factories and the care exercised in properly packing them for shipment either in packages or in bulk.
- (d) The economy of Macaroni products as proved by savings to the consumer through highly concentrated food values and freedom from waste.
- (e) The dietetic value of Macaroni products, as substantiated by food experts who will show that this food contains most if not all the elements necessary to life processes.

3. The Bureau of Advertising should have charge of a campaign of publicity which shall spread information in magazines, newspapers, posters and other media—the final selection of such media to be made by the specially appointed committee. The advertising should follow along on the following lines and facts:

- (a) The superior quality of Macaroni products made from semolina, the real "heart" of hard wheat.
- (b) The economic value and the dietetic advantages

of this semolina made food, compared with meat and other well known food products.

(c) The encouragement of widely advertising private brands by the manufacturing concerns in similar media.

(d) By issuing tested recipes that will lead the

American housewives to prepare properly Macaroni, not alone as a side dish but as the basis for any meal.

General control of the two bureaus should be under the Special Advertising Committee and its Secretary who shall execute whatever may be the policy adopted by the Association.

WORLD WHEAT REVIEW

Pent Up Stores in Southern Hemisphere Affect Markets—Shipping Facilities Becoming Better—Rain Helps Argentina and Australia Crops—Russian Outlook Favorable.

(Broomhall)

In prewar times it was the custom of importers to stock up during the autumn because the new crops of the northern hemisphere were then available and usually North America or Russia and the Danube, and sometimes both, were able to ship freely. If the following crops of the southern hemisphere and India were good and offerings and shipments liberal, it occasionally happened that buyers were almost overwhelmed and this abundance brought low prices. It is instructive to note that this year we have not got to wait for Argentina and Australia to harvest new crops before liberal shipments can be made, for available supplies have long been waiting for transport, and the result is that the grand aggregate of wheat and flour shipments from all exporters one week recently was fifteen millions. There is besides no reason why the weekly shipments should not be maintained around this figure for quite a long time—if the mid-season crops are as good as we have reason to think they will be such an export movement could perhaps be maintained right through the season, for although the present North American contributions are somewhat greater than the weekly average that could be furnished by the combined crops of the United States and Canada, yet this is not the case with regard to Argentina and Australia, and besides we shall hope to get supplies from India next spring and summer, and possibly also something from south Russia and Roumania. (We hear contracts have been entered into already for substantial quantities of Roumanian wheat to be shipped to Antwerp and France.)

It goes without saying that notwithstanding the large shipments now being made, it is of great importance for the international supply that Argentina, Australia and India reap fair to

good crops in the coming months. If all goes well, both Argentina and Australia will have the first lots of new wheat by the middle of November, and although much may happen before then, yet the latest rains in Argentina and Australia have come most opportunely and the general prospect encourages optimism. All crop reports from Russia and Roumania are most favorable and we expect that Bulgaria will find it convenient, or even obligatory, to pay part of her indemnity by means of grain exports.

FIVE YEAR AVERAGE GUIDE FOR PLANTING

Wheat Area Advice by Government Based on Foreign Conditions—Recommends Acreage to Produce 830,000,000 Bushels as Total for 1920.

More wheat should be sown this fall than was the average in prewar years, but not so much as was sown last year. This is the outstanding fall farming recommendation of the United States department of agriculture, which is watching the changes of world supply and demand while European countries are getting back to normal in food production, and thus affecting the market for American products. The department's suggestions are based on the observations by specialists who were sent abroad to report on foreign conditions and probable needs, and on the most extensive reports it has been possible to obtain from other sources in this country and other countries.

As to winter wheat, the department suggests that 42,000,000 acres be sown this fall to this crop, and that 20,000,000 acres be sown in 1920 to spring wheat, making a probable aggregate production in 1920 of 830,000,000 bushels, of which 200,000,000 bushels would be available for export after home needs are met. This production would approximately equal the average yield of wheat in the United States for the five years 1915 to 1919, inclusive. The five year average is thought to be a safe guide for American farmers.

The suggested acreage for fall sown wheat is approximately 85 per cent of

the area sown in the fall of 1918 and about the same as was sown in the fall of 1917. The suggested area for spring wheat is approximately 88 per cent of the area sown in each of the last two years. The combined acreage of winter and spring wheat suggested for 1920 is about 86 per cent of the acreage sown for the 1919 crop, slightly more than the acreage sown for the bumper crop of 1915 and about 4 per cent less than the area sown for the 1918 crop.

BOON WHILE YOU KNOCK

If ye must knock, then knock ye must
But why not try to boost?
Th' strength ye use in knockin' 'd be
A great deal better used
If, with yer shoulder 'gainst th' wheel
Beside yer fellow-man
Who toils and tugs beneath his load,
You'd give what help you can.

But if there must be knockin' done
That no-one else can do,
And in yer place, at duty's call,
Th' knockin' falls on you,
Jest put yer shoulder t' th' wheel
An' never fear th' shock,
An' with yer hardest licks jest boost
A little, while ye knock.

Sometimes when all alone I think,
As you may sometimes do,
That th' whole world has it in for me
An' I get most mighty blue,
I roll my ragged shirt sleeves up
An' grit my teeth an' go
An' say "I'll show that other man
Who's WHO, and why who's so."

But when I see that other man
A tuggin' at his load,
An' stumblin' o'er th' thorns an' stones
That lie along his road,
I quite forget my rash resolve
T' make him howl an' yelp
An', ere he knows I'm near around,
I'm at his side t' help.

Then don't be knockin', jest ye boost
An' then jest watch 'er move.
Th' power of hate is very weak
Beside th' power of love.
But if ye must be knockin',
It won't be half th' shock
If with yer hardest licks ye boost
A little while ye knock.

—Leslie O. Allen

A Poor Start Handicaps the Race

Traffic Expert's Brief in Claim for Suitable Macaroni Products Classification—Their Value in Body Building Compared With Meats and Cereals—Discrimination Pointed Out.

As incidents of the past cast their shadows over present endeavors so we, in our work for the association, meet the reflex action of the decision handed down by the interstate commerce commission in Docket No. 9318, the case of the National Association of Macaroni and Noodle Manufacturers of America vs. Alabama Great Southern Railroad Company, et al, filed Oct. 25, 1916, and decided May 22, 1918.

With no idea of criticism we believe that a constructive analysis of the above case will prove of benefit to all and tend toward better understanding of the subject at issue.

We have prepared a series of articles dealing with the case and will be pleased to hear from individual members regarding the discussion, if they have comments or questions in the premises.

So that our readers may be thoroughly advised of the subject matter we give a brief outline of the petition in this case:

After giving an outline of the complainants and respondents it proceeded as follows:

Arguments Presented

That macaroni products are uncooked foods manufactured from a wheat flour combined with a quantity of water sufficient to form a paste or dough, which is then kneaded to a consistency that permits of its being pressed under high pressure into different forms; the macaroni being pressed through metal tubes or small diameter pipes, giving it the form of a long, slender, hollow tube.

The spaghetti is treated similarly, except that when completed it is a long, slender, solid bar of cylindrical form. Other macaroni products are similarly prepared but the paste or dough is rolled under heavy pressure into thin flat sheets which are cut into different shapes.

These products are then dried by artificial process to eliminate the water which was added to the flour for mixing purposes, leaving in the product only the original moisture content of the flour.

That these macaroni products are then packed in paper cartons, generally of two sizes; one, a five or six ounce

package, selling to the consumer at all points in the United States for five cents; and one, a 10 or 12 ounce package, selling to the consumer at all points in the United States for 10 cents. The weight of the contents of these cartons may vary with some manufacturers as much as one or two ounces.

These cartons are then packed in boxes or fibre board containers, generally of uniform size, and are ready for shipment. The shipping weight is generally about 20 pounds per case or box. In some forms of manufacture, or with some manufacturers, this shipping weight may vary slightly from the above figures.

That the manufacturers of macaroni products sell these goods to the retailer or jobber on a delivered basis at destination, the manufacturer standing all of the freight charges.

That shipments are made in both less carlot and in carlot quantities.

Macaroni Defined

That alimentary paste or macaroni products are a human food of common and general use; of a very high food value, comparing most favorably with many other human foods.

In "Practical Dietetics" W. Gilman Thompson, M.D., states:

"Sir Henry Thompson says, in speaking of macaroni, which is rather a form of gluten than of starch, that weight for weight it may be regarded as not less valuable for flesh making purposes in the animal economy than beef or mutton. Most people can digest it more easily and rapidly than meat; it offers, therefore, an admirable substitute for meat."

The same authority states further:

"After thorough soaking and when well cooked by boiling or stewing in milk or stock it is very nutritious, and it is often agreeably combined with cheese although this is not advised for persons with feeble digestive power. Cooked alone with boiling water macaroni is by many regarded as tasteless; and as the art of cooking it properly is less understood in this country than in Italy it is not so favorite an article of diet as it might be."

And later in the same volume the physician states:

"The use of Italian pastes,—macaroni, spaghetti and vermicelli—in this country is extensive, but by no means as much so as their intrinsic value deserves. They are manufactured from flour from which the starch has been in part removed and hence contain a relatively larger proportion of nitrogenous matter."

The New International Encyclopedia states:

American Production

"The use of macaroni in the United States has greatly increased, the importation having grown from 40,224,000 pounds in 1904, to 126,129,000 pounds in 1914."

The present production of macaroni products in the United States is approximately 300,000,000 pounds.

That the volume of shipments of macaroni products in less than carlots exceeds that of carlots, due to jobbers and retailers handling small quantities.

That the macaroni products manufacture as an industry is comparatively of recent growth in the United States; that although there are many old established plants in this country the use of these goods has become general only in recent years; that although there are many macaroni products factories throughout the United States very many of them cater only to the local trade within the town or city of their situation.

That the macaroni products industry, as represented by the members of this complainant Association, are shipping manufacturers conducting their activities with modern plants equipped with machinery of the latest design for the purpose of economy, efficiency and cleanliness, so as to give their customers a clean, wholesome food, free from any and every taint of dirt or unhygienic matter. Their factories are clean, sweet and pure to the extent that United States made macaroni products are coming to be known as the most desirable to be found.

That macaroni products are made from the meal or "semola" of a hard glutenous wheat, known as "Durum wheat" or "Macaroni wheat", grown

principally in the northwestern part of the United States, chiefly in the Dakotas, although it is now being obtained to some extent in Montana, northwestern Kansas, northeastern Colorado, and some in Wyoming and Nebraska through highly intensive development by the millers who grind these particular grades of macaroni wheat into flour or, as it is so called, "Semolina."

Easily Changed to Ingredients

That macaroni products are products of grain and are in fact only flour, made through a paste process into forms which, without other process than grinding, can be restored to the original flour from which they are made,—which is a thing that can be done with few if any of the various other grain products.

That macaroni products compare most favorably in fuel values with many other of the cereal foods commonly known as grain or cereal products, some of which are included in the following table.

Many other cereal or so-called "breakfast" foods have a much lower fuel value than macaroni products.

The fuel value of macaroni products exceeds that of any of the cuts of fresh beef, which range from 335 calories up to 1450 calories, except "clear fat" which has a fuel value of 3425 calories. The fuel values of lamb are a little higher on the average than fresh beef, but much less than macaroni products, while the fuel values of veal are very much lower than fresh beef.

That macaroni products are a food for the common use of all people, and should be placed on the market at a price within the easy reach of all. That the manufacturers are compelled to pay or stand the freight charges on all shipments from their factories and that the freight charges are so high, particularly as compared with the freight charges on many other food products, that they find it difficult to successfully meet the competition of competing products. That, if these manufacturers had just, fair, reasonable and non-discriminatory rates on their goods, they believe the demand would be materially increased, and the respondents herein would derive a larger revenue from the transportation thereof.

Other Cereals Classification

That macaroni products are rated in the various classifications referred to hereinafter, in less carlots at 4th class,

and in carlots at 5th class rates. Other cereal foods which enter into active competition with these macaroni products,—such as Grapenuts, Postum Cereal, Cream of Wheat, Force, Malta-Vita, Shredded Wheat, etc., etc., are rated, under the general head of cereal products or preparations, sometimes at 4th class in less carlot quantities, and sometimes at 5th class where such shipments move under the classification ratings,—and generally at 6th class rating in the Official and Southern Classification territories, and 5th class rating in the Western Classification territory where such shipments move under the classification ratings; but that in a large part of the United States a commodity basis of rates is provided, which commodity rates are applicable to cereal products, and which are materially less than the rates provided by the classification ratings.

That the manufacturers of these so-called cereal products or preparations are so situated that they can and do take advantage of said lower commodity bases of rates applicable to their traffic, and thus obtain a materially lower rate on their products than is applied or than can be applied to macaroni products; that, in addition to the application of the lower commodity rate bases referred to, milling-in-transit arrangements are in effect and applicable to many of these so-called cereal products or preparations, by which the manufacturers and shippers thereof receive the benefit of still lower through rates thereon. And that the said lower commodity rate bases and milling-in-transit arrangements are rates and arrangements voluntarily established by the carriers; and that by reason of these said lower commodity rates and milling-in-transit arrangements applicable to the so-called cereal products or preparations, the macaroni products and the manufacturers thereof are subjected to undue discrimination and disadvantage in violation of the provisions of the Act to Regulate Commerce.

Classifications

That for purpose of economy and efficiency the articles transported by the common carriers of the United States are arranged in schedules called "classifications". That the country is divided into three great classification territories, known as the Southern Classification territory; the Official Classification territory; and the Western Classification territory; and that each of the Respondents herein is a party to

one or more of these several classification schedules.

That in these classification schedules each article to be transported is assigned to a "class", designating the class of rate which is to be applied to that article.

That these Respondents then publish rate schedules which carry "Class rates" corresponding to the "classes" provided by the classification schedules. That the amount of the class rate decreases with the numerical increase of the class designation, viz; the 1st Class rate is greater than the 2nd Class rate, etc., etc.

That the current issues of the above mentioned classification schedules are as follows:

- Western Classification No. 53, I. C. C., 11.
- Official Classification No. 43, I. C. C.—O. C., 43.
- Southern Classification No. 42, I. C. C. No. 21.

That the ratings on macaroni products in the aforesaid classifications are as stated below:

WESTERN CLASSIFICATION

Page 225, item 16, Macaroni, Noodles, Spaghetti, Vermicelli and Italian Paste, in barrels or boxes, L.C.L. 4
In barrels or boxes, C.L. min. wt. 30000 lbs 5
Pages 15, et seq.,
Rule 42, Provides box rating applicable to articles in fibreboard containers.

OFFICIAL CLASSIFICATION

L.C.L. C.L.
Page 219, item 20, Macaroni in barrels or boxes 4 5
Page 243, item 38, Noodles.... 4 5
Page 347, item 21, Vermicelli. 4 5
Page 18, Rule 5-A provides for carload minimum weight 30,000 pounds.
Page 2, et seq., Rule 2-B, provides box rating is applicable to article in fibre board containers.

SOUTHERN CLASSIFICATION

Page 148, item 36, Macaroni, Noodles, Spaghetti or Vermicelli, packed L. C. L..... 4 5
Same, C. L..... 5
Page 22, Rule 24, provides for carload minimum weight 24000 pounds.
Page 19, Rule 11, Sec. 4, Page 7, et seq., Rule 9, (provides box rating is applicable to articles in fibreboard containers.)

That the less carlot and the carlot ratings in the several classifications, as



If Means Money

SEMOLLEON



Worth The Extra Price

SHANE BROS.

AND

WILSON CO.

MINNEAPOLIS, MINN.



applied to these macaroni products specifically mentioned in Paragraph XIX hereof, are unreasonable and unjust and in violation of Section 1 of the Act to Regulate Commerce; and further, that said rates unduly discriminate against the macaroni products and manufacturers thereof and subject them to unreasonable prejudice and disadvantage in violation of sections 2 and 3 of said Act to Regulate Commerce.

That the less carlot and the carlot ratings on these macaroni products specifically mentioned in Paragraph XIX hereof, have been unreasonable and unjust and in violation of Section 1 of said Act to Regulate Commerce for a period of more than two years prior hereto, and that all the matters and things to be submitted in proof thereof in this complaint could have been submitted at any time during that period, and would have been as true during that period as Complainant verily believes them to be now.

Asks Lower Rates—Reparation

WHEREFORE, Complainant respectfully prays that Respondents may be severally required to answer the charges herein; that after due hearing and investigation an order be made commanding said Respondents, and each of them, to cease and desist from the aforesaid violations of said Act to Regulate Commerce, and to establish and put in force and apply in future to the transportation of macaroni products between all points in the United States, interstate, in lieu of the ratings named in Paragraph XIX hereof, such other maximum ratings as the Commission may deem reasonable, just and non-discriminatory, and which ratings shall be without prejudice or disadvantage to macaroni products as an article of transportation or to the manufacturers thereof:

And also to pay to the macaroni shippers, members of Complainant Association, named in Paragraph XXII hereof, by way of reparation for the unlawful charges which Respondents have assessed, collected and retained based on the ratings named in Paragraph XIX hereof, on all shipments made by said macaroni shippers, as their interest may appear, during a period two years prior hereto, including reparation on shipments made by said manufacturers subsequent hereto, with interest at 6 per cent from the date of such unlawful collection; and that such other and further order or orders be made as the

Commission may consider proper in the premises.

(To be continued)

This gives you the basis for the complaint and by keeping this issue of the Journal you will be able to follow us in succeeding issues as the analysis brings out the arguments of the parties and the reasons for the Commission's decision as held.

ITALY FIXES WHEAT PRICE

Guarantees Various Values in Different Provinces—Hard Wheat Premium Over Soft Variety—Differences Based on Local Conditions—Modern Methods Welcomed.

The Italian 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 bu. for hard wheat and to \$2.24 for soft wheat, with 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 to \$2.66 per bu.

Hard Wheat Premium

The relatively high premium for hard wheat is justified by the keen demand for 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 latest 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.—The North Western Miller.

Intrastate Appeals

Effectively immediately the United States department of agriculture will handle all wheat appeals from licensed inspectors' grades on intrastate as well as interstate transactions. Formerly under the wheat standards act wheat was required to be shipped or delivered for shipment across state lines before an appeal could be taken to the government. The new arrangement has been made by the secretary at the urgent request of Julius H. Barnes, United States wheat director, and is effective under authority and during the continuation of the food control act the wheat guaranty act and the executive order of May 14, 1919. Mr. Barnes stated that it was necessary to have the appeal privilege on all wheat whether interstate or intrastate to make the guarantee good to the producer of wheat everywhere in the United States. Pursuant to this agreement federal grain supervisors in all large markets of the United States have been instructed to entertain all wheat appeals.

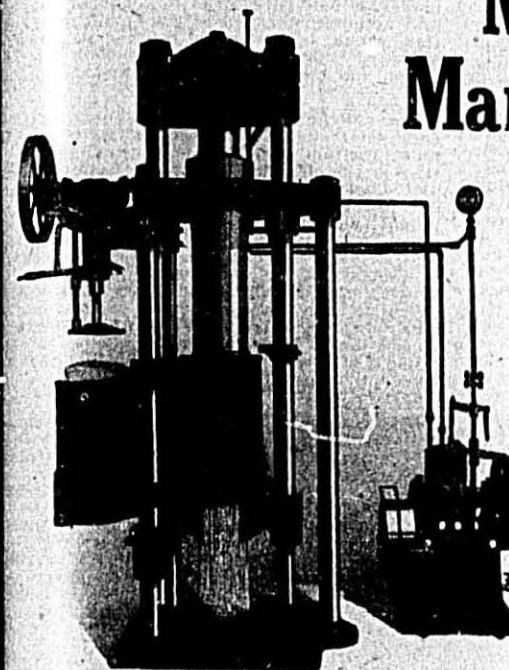
OUR GENEROUS TELEPHONE SYSTEM

Chicago has more telephones than all France, Kansas City has more telephones than Belgium, and Boston has more telephones than Austria-Hungary, Great Britain and Ireland together have only 200,000 more telephones than New York city, and some American office buildings and hotels have more telephones than the kingdom of Greece or Bulgaria. And America excels also in the quality of its telephone service. Suburban connections that can be made in half a minute in America take half an hour in London. And yet not very many years ago the London Times denounced the telephones as "the latest American humbug."—Youth's Companion.

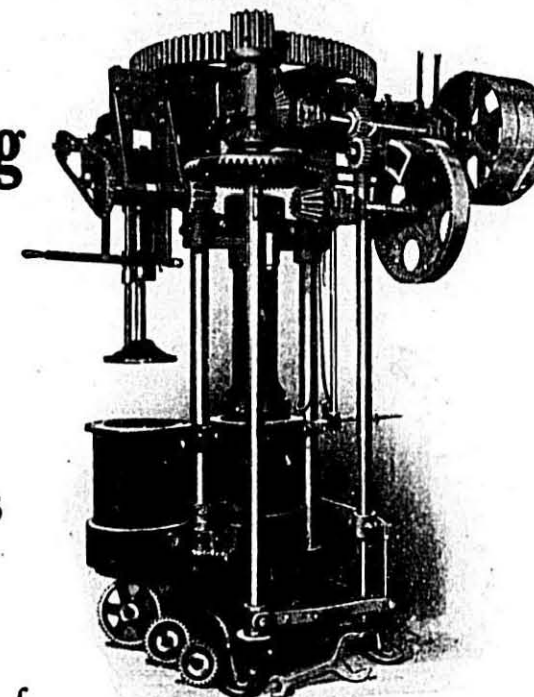
Walton Macaroni Machinery

Minimizes Manufacturing Expense

Our line of
Presses,
Kneaders
and
Mixers



STYLE K HYDRAULIC PRESS



STYLE F SCREW PRESS

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

We make both Screw and Hydraulic Macaroni, Vermicelli and Paste Presses in sizes to meet all requirements. Complete machines or parts furnished promptly.

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

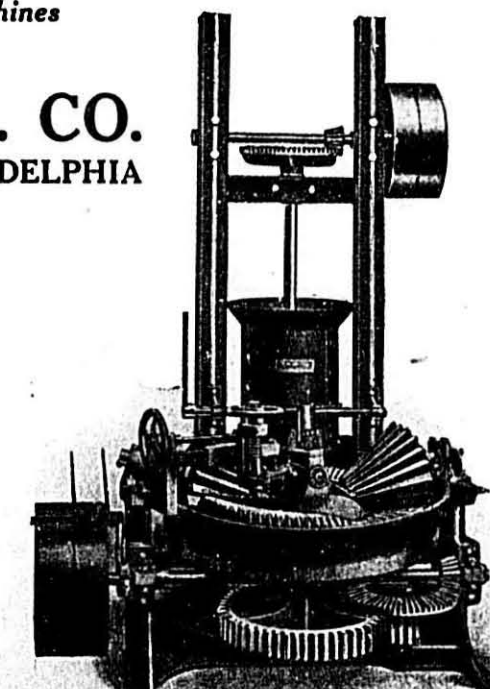
Write for catalog, stating the line of machines in which you are interested.

P. M. WALTON MFG. CO.

1019-29 Germantown Ave. - PHILADELPHIA



STYLE H HORIZONTAL CUTTING PRESS



IMPROVED KNEADER WITH PLOVER

"OUR COUNTRY FIRST" CONFERENCE

Illinois Manufacturers Association Takes Stand Against Government Ownership—Representatives From Many States—Price Fixing Opposed—Radical Propaganda Condemned.

At a meeting of the Illinois Manufacturers association held in Congress hotel, Chicago, Sept. 8 and 9, 1919, business conditions confronting the manufacturers were considered, not only by the members of the association but by leading manufacturers from practically every state. That the situation was viewed with some alarm may be judged from the resolutions adopted, known as the "Our Country First" declaration, by the conference and which are reproduced for the benefit of the macaroni manufacturers who are facing the same conditions affecting other lines of manufacture. The committee that drew up these resolutions, which were unanimously adopted, was composed of leading bankers, businessmen and producers from the central and eastern states.

RIGHTS OF PRIVATE PROPERTY

"Our Country First" conference unanimously demands that these United States shall forthwith return to the letter and the spirit of the constitution.

That great charter of human rights provides that: "No person shall be deprived of life, liberty or property without due process of law; nor shall private property be taken for public use without just compensation."

Our sires were foreigners lured to this country by the inspiration and hope that this was a land where the poor man and his children could acquire, own and control a home or business. The right of private property has made America the greatest among nations; has given to her people a greater number of privately owned and occupied homes, a greater and more equitable distribution of wealth and business enterprises; more happiness and comfort and less of poverty and suffering than any other nation in the world.

Today, at the end of the most awful war the world has ever known, we find our net national wealth larger than that of all Europe combined; the increase in the cost of living less, and wages and opportunities greater than in any other of the leading nations of the world.

It is under such conditions that we condemn the frenzied efforts being made by certain radical elements of society to spread the seeds of bolshevism, of ultra-socialism and other like doctrines among the people, all of which are destructive of the right to own and possess property, a right which has existed since the beginning of civilization, and upon which all of our institutions have had their basis and development.

We earnestly implore our people to consider well this fundamental right, and what its loss would mean to the nation and to its hopeful youth.

EMPLOYMENT SERVICE OPPOSED

The United States has become the leading nation of the world by permitting its citizens in their occupations the largest liberty of action consistent with the rights of others. Our future prosperity depends upon the maintenance of that policy. Whatever their necessity in time of war, government activities affecting business should be reduced to the smallest scope at the earliest moment. This conference views with disapproval a governmental policy of licensing interstate commerce business which may subject the existence of business to the whims of political boards. The government should refrain from engaging in any business which can be as well or better operated by private enterprise. Experience has demonstrated that the employment of labor and the furnishing of labor to different localities where it is needed can be best handled through private or state agencies and we oppose any further appropriation on the part of congress for maintaining the United States employment service bureau.

TRANSPORTATION PROBLEM

We commend the zeal with which committees

of congress are seeking a solution of the transportation problem. The increasing demand for food supplies necessitates the opening of new areas of agricultural production by the extension of transportation systems. Discontinuance of terminal and other railway development has had an important effect upon the general cost of living. Resumption of railway development will tend to stabilize employment of labor especially if the country should be afflicted with depression, for experience demonstrates that railway buying always stimulates and sustains employment and general prosperity. We hail with satisfaction the evident purpose of congress to reject government ownership of railroads or their management under domination by employees and to enact instead a law for the prompt reestablishment of private operation. We favor transportation developed as a government policy and urge a law prescribing that rates shall be such as to yield income sufficient to encourage such development.

PRICE FIXING AND FARMER

Every attempt at price fixing by governments in this or other countries has failed. If experience of the past is any guide the field is a dangerous one.

While we were at war our people willingly submitted to rules and regulations in the conduct of their private business that were recognized as autocratic and foreign to our institutions in the days of peace.

With the war ended, we record ourselves as opposed to any attempt of the government to fix prices in trade between its citizens.

The great agricultural interests producing the food supply of the nation, and represented at this conference, not only protest against government price fixing generally, but insist that any price fixing to the consumer that does not first give to the farmer his cost of production and a reasonable profit, is wickedly unjust and violative of his constitutional rights.

The farmer also insists that if price fixing by the government upon food products is engaged in, the price of machinery, clothing, automobiles and all other farm necessities should be correspondingly fixed by the government.

AGRICULTURE MUST BE PROTECTED

Agriculture is our most important industry. Our national existence depends on surrounding the business of food production and distribution with such conditions that capable men and ample capital shall be attracted to that business in order that the production and economical distribution of an adequate supply of food may be assured for all time to come.

All laws and regulations relating to food production should be based on the fundamental proposition that returns to capital invested in agriculture should be equal to the returns to capital invested in other industry and business, and that prices of farm products should be sufficient to assure production and to pay wages essential to that end.

COLLECTIVE ACTION BY FARMERS

The business of the nation has grown from the individual through the partnership into the corporation. A corporation is but a form of cooperative enterprise and cooperation in industry, therefore, is much more marked than it is in agriculture. To destroy this element of industry—these factors of growth—would weaken the nation itself. We believe the time has come when the millions of farmers, not only in their interest but in the interest of consumers, should have the clearly expressed right by both state and federal laws to buy, sell and bargain collectively concerning their own products, and we ask for such clarifications of existing statutes that this cooperation will be permitted without fear of prosecution. Where the only offenses charged have been technical and the purpose intimidation or political effect we deprecate criminal prosecutions directed against farmers and farm organizations over the country.

RELATIONS OF EMPLOYER AND EMPLOYEE

Section 1

Adequate and efficient production is the basis of social well being and progress for the individual and the community. It is the duty of wage payer, wage earner and the community to exert every reasonable effort for improving and increasing the quantity and quality of production. It is in the public and individual interest to assure productive efficiency through the stimulus of adequate personal reward. It is essential to recognize that mental effort of management as well as physical labor must be encouraged and properly rewarded and that capital, without which industrial enterprise would be impossible, is equally entitled to re-

ceive its adequate compensation, each in accordance with its contributory value.

Section 2

Both employers and employees must be free as a matter of right to associate themselves, separately or jointly, in a lawful manner, for lawful purposes. Any employer or employee who does not desire so to associate must equally be protected in his fundamental individual right to enter a contractual employment relation mutually acceptable and subject to restrictions of law.

Section 3

No voluntary combination of employers, employees or both, organized for common purposes and action in respect to the employment relation, should in the public interest be permitted unless it accepts legal responsibility for its action and those of its officers and agents.

Section 4

The individual worker and his employer should each be free to cease the individual employment relation, provided no contractual obligation is thereby violated. Nevertheless employee and employer in government and public utility service, where the public interests are paramount, should be restrained by law from instituting by concerted action a strike or lockout and instead effective machinery should be established in such service for prompt and fair hearing of any requests, differences or disputes touching upon the employment relation and for adequate redress of any grievances proven to be justified. These provisions should be made a part of the written or implied employment contract in such service.

Section 5

The prevailing high cost of living is the inevitable consequence of such causes as lessened production of necessities of life and decreased productive efficiency, inflation of money, abnormally high wage rates and unduly high prices, continued exercise of war powers by the government and governmental wastefulness of expenditures. Employers and employees individually and by their duly instituted organizations, should pledge themselves to exert every reasonable effort for the elimination of disturbances tending to interrupt or retard production, and for a speedy return of all industry to a normal basis.

Section 6

While efficiency in production is thus required by the nation's needs this conference demands that congress shall repeal all provisions in its appropriation bills such as the so-called Tavenner amendment providing that the appropriation shall not be available for any arsenal or public work wherein efficiency methods are adopted and it demands that all such provisions be eliminated from subsequent legislation.

DISTRIBUTING COST OF WAR

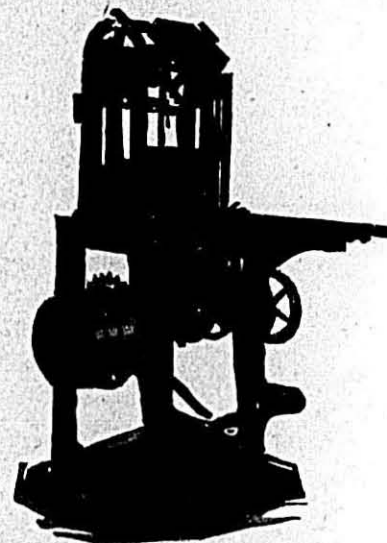
The conference recognizes that for many years to come expenses of government must be larger than they were prior to the war; that large appropriations will be required for the support of the military and naval establishments, and merchant marine, the air service and other necessary governmental activities. We recognize that the higher cost of conducting every kind of private business applies in even larger degree to the public business. Taxation is an essential element in the cost of commodities and therefore adds in considerable degree to the cost of living. Money collected by taxation whether from private incomes or from business profits, is withdrawn from investment in trade in public utilities, in railroads or in other enterprises serving the public welfare, and in merges in the aggregate mass of the governmental expenditures. So far as possible all business, agricultural, industrial and commercial, should be freed from the tremendous burden of taxation which was cheerfully borne during the stress of war. As the benefits derived from the winning of the war will be enjoyed by future generations, its cost should be distributed as to avoid creating an intolerable burden on this generation. Great economic can be effected by the abolition of governmental agencies created for war purposes, but necessary in peace. The government should set for the people an example of frugality and economy in its expenditures. Congress should speedily adopt a budget system, and limit its expenditures to the sums which are within carefully considered sources of income.

STABILIZATION OF DOLLAR

As possessors of 52 per cent of the gold reserves of the world, and as a creditor nation to the extent of nearly ten billion dollars upon which annual payment of interest will be due us, the world's exchange markets with the United States have been dislocated so that costs foreign buyers much more than the equivalent of one hundred cents to buy a dollar's worth of American goods. Our prosperity has automatically built up against us a protective tariff not of our making. It tends to retard the exportation of foodstuffs and materials for reconstruction essential to the relief of European countries and discourages the trade in American goods essential to the employment of our workmen and the prosperity of our industries. This conference therefore urges upon our government the need of using its resources for stabilizing rates of exchange and on investors the desirability of giving fair

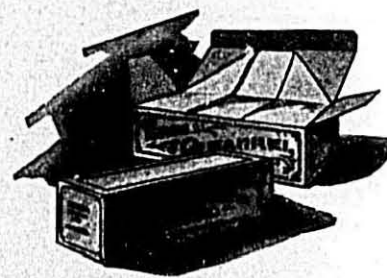
SANITARY PACKAGES FOR FOOD PRODUCTS

A unit of three machines which better the appearance of your packages and cuts production costs



The Forming and Lining Machine

Space occupied, 4 x 4 feet. Weight, 1000 lbs. Power, 1/4 H.P.



PETERS Automatic Package Machinery opens the way to manufacturers who wish to establish their own brands on the market and build a growing repeat business.

Fresh, attractive goods can be placed in the hands of consumers in packages that are air, moisture, dust and odor proof. The goodness which you have been able to incorporate in the making of your goods is passed on to the housewife, unimpaired.

Factory operations which heretofore entailed expensive hand labor and raised production costs too high to meet the market are eliminated.

A unit of three machines, each capable of working independently and easily installed in any ordinary building, forms, lines, folds, closes, wraps, labels and seals protective packages. Note.* These machines, each requiring but one operator, have a productive capacity of 40 packages per minute—the equivalent of the best efforts of 25 to 30 hand operators.

Our terms are unusually reasonable.

*Where conditions and nature of goods warrant, our automatic filling machine can be supplied.

PETERS MACHINERY COMPANY

209 South La Salle Street
CHICAGO

careful consideration to offerings of foreign investments. We urge American business men to encourage reciprocal buying of foreign goods so far as consistent with the welfare of American trade.

RADICAL PROPAGANDA CONDEMNED

There is being carried to the school children and college students dangerous un-American teaching inimical to the constitution of the United States through the medium of textbooks and radical teachers. We therefore condemn such action and recommend that the delegates urge their respective organizations to oppose most vigorously such propaganda and combat it with counter efforts.

LABOR INTERNATIONALISM OPPOSED

This conference disapproves establishment of any department under the League of Nations in the interest of any special class of citizens. We refer especially to Section 20, establishing an international bureau of labor, and to Part 13 of the Treaty of Peace enunciating some of the purpose thereof.

COMMITTEE TO WASHINGTON

The president of the conference is authorized to appoint a committee to go to Washington and urge the resolutions here adopted upon members of congress and to take such other steps as shall make these resolutions effective.

REFRIGERATOR CAR USE TO STORE WRONG

Abuse of Privilege Causes Government Investigation—Practice Holds Back Perishable Goods From City Market—Quick Unloading Recommended.

Using refrigerator cars for storage houses at freight terminals is holding back perishable foodstuffs from city markets and causing losses to grower and consumer, according to investigators of the bureau of markets, United States department of agriculture.

A recent report on cars held at terminals made by one of the refrigerator car lines shows that 67 cars were held an average of 4.37 days at Chicago, while figures on 36 cars at Denver show an average delay in unloading of 6.36 days. Assuming that these figures hold at other markets and that the average time for a refrigerator car to make a round trip is about 20 days, it is pointed out that such delays would decrease the available supply of refrigerator cars by about 25 per cent. This, in the face of a present inadequate supply of refrigerator cars, is hampering the movement of perishable products from an acreage in excess of that of past years.

While the railroad administration is using every effort to remedy the situation and much can be done to increase the supply of refrigerator cars through speedier unloading, it is pointed out that the supply will still be inadequate and that it is not being increased by new cars at a rate to give much relief. The acreage of perishable crops is increasing each year, making it more imperative that adequate cold storage terminals be constructed for temporary storage so that receivers can immediately unload refrigerator cars upon

arrival at markets and send them back to the shippers.

Tested Macaroni Recipes

For Use By Manufacturers, Jobbers and Retailers in Advertising Macaroni Products.

SPAGHETTI A L'ITALIENNE

To two quarts of boiling water add salt to season, one tablespoon of butter or substitute and one small onion stuck with two cloves. Then add ½ pound of spaghetti, either broken in one inch pieces or full length pipes. In the latter case, hold the pipes in a bunch in the hand, place the ends in the boiling water and as it softens, gradually allow them to slip and coil into the water until entirely covered. Cook twenty to thirty minutes or until tender. Drain, remove onion, and pour cold water over pipes to separate them. Drain well and reheat in sauce a l'Italienne. Turn on a hot platter and sprinkle with grated cheese.

To make the sauce cook two tablespoons each of onion, carrot, lean raw corn finely chopped, one dozen pepper corns, two cloves, and one sprig each of parsley and marjoram, five minutes in two and one-half tablespoons of butter or substitute until butter is browned, stirring constantly. Add five tablespoons of flour, continue stirring; when richly browned, pour on slowly, while stirring rapidly, one cup of hot brown stock and one and one-half cups of hot thick tomato puree. Heat to boiling point and add one small clove of garlic and let simmer twenty minutes. Strain and pour over boiled spaghetti macaroni, or baked fish.

* * *

MACARONI SOUP

One large soup bone.

One large package macaroni, broken in inch lengths.

Three cupfuls canned tomatoes.

One-half pound grated cheese.

Salt and pepper to the taste.

Crack the bone, cover with three and one-half quarts of cold water and simmer for two hours. Remove bone and bring the liquid to the boiling point. There should be three quarts of liquid. Add salt to the taste and add the macaroni, slowly, so as not to stop the boiling, and cook until it is tender. Heat the tomatoes and strain them into the macaroni. Add cheese and pepper and

cook ten minutes longer. A most economical and nourishing soup and good one to serve children.

A SHORTAGE OF LABOR

It seemed that when Rastus and Sam died they took different routes; when the latter got to heaven he called Rastus on the phone. "Rastus," said, "how yo' like it down thar?"

"Oh, boy! Dis here am some place," replied Rastus. "All we have ter do is to wear a red suit wid horns, an' ebry now an' den shovel some co' on de fire. We don't work no' more dan two hours out ob de 24 down her. But tell me, Sam, how is it with yo' up yonder?"

"Mah goodness! We has to git up at fo' o'clock in the mawnin' an' gathah in de stahs; den we has to ha' in de moon and hang out de sun. De we has ter roll de clouds aroun' all de long."

"But, Sam, how come it y' has to work so hard?"

"Well, to tell de truf, Rastus, we kin' o' short on help up here."—Grit.

U. S. PETROLEUM PRODUCTS DURING THE WAR

During 1918 the United States shipped some 2,629,000 tons of fuel oil to the Allied navies in Europe, and more than 1,000,000 tons of petroleum products. In October alone we supplied 315,000 tons of oil to the British navy. To realize the importance of that contribution we need to know that when the armistice was signed 10 per cent of the British warships burned oil instead of coal. In other words, there had been no oil 48 per cent of the British fleet would have been unable to fight. An unbroken line of motor lorries carrying supplies by day and night from Paris to Verdun made possible the marvelous success of the French army in defending Verdun against an almost overwhelming attack; and gas line from the United States made possible the line of motor lorries. Of the 35,000 tons of gasoline that the French armies used every month during the war, more than 30,000 tons came from the United States.—Exchange.

Common sense saves common cents. Put your common sense into wise buying and you'll have common cents to put into Thrift Stamps and W. S. S.

Men listen when money talks. Probably that is why we sometimes hear of high money.



BROKEN!
Somewhere in Transit

ON crowded loading platforms; in swaying freight cars; in hustling terminals; wherever shipping is handled, there are a thousand and one smashing jars and jolts to put containers and their contents "out of business".

"Broken in Transit"—it's the one profit drain that's always on the job.

There is one sure way to eliminate this "daily" dollar-leakage; Use strong, resilient, *safe*

H & D Corrugated Fibre Shipping Boxes

They absorb the shocks that cause the breakage. The staunch cushion walls of H & D Corrugated Board perfectly protect merchandise of every kind. They are light, amply strong for every shipping need and low in cost.

The H & D Corps of packing experts will design a container to fit your merchandise *FREE* of charge. Send [a sample—collect—and we will return it H & D-packed, prepaid.

THE HINDE & DAUCH PAPER CO.
220 Water St. Sandusky, Ohio

THE SACK PROBLEM

Shortage of Raw Materials Acute—Refilling Advisable Under Some Conditions—Grain Sacks Recommended—Losses From Poor Containers—Bag Situation in General.

Next to the baking and cracker industries macaroni manufacture is the greatest user of flour in the country, and this industry especially is vitally interested in the sack problem now facing all flour users. Owing to ever increasing cost of cotton and jute materials and the poorer quality used in manufacture of flour containers, a serious situation has arisen that can best be solved in united action by flour men and flour users, according to a leading durum miller of the northwest.

To meet the shortage many millers have advocated frequent reuse of the original container and so ardent have many of the manufacturers become in this "saving" campaign that they are now abusing the practice and wasting considerable flour. Sacks returned for filling often are not properly inspected and seldom repaired, so that refilling is a matter of great concern to the miller who is anxious to fill the bag to its proper weight and sew it to prevent even the slightest loss of flour. It occurs to us that something should be done to educate the macaroni trade more fully to appreciate the necessity of carefully considering this loss to inspect bags before sending them in to be refilled, and thus take in some of the "slack" that is seriously affecting the business. The views of several millers have been obtained on this question and we expect others to voice sentiments. Here are some of the comments:

From the Miller's Viewpoint

"A very large percentage of the macaroni manufacturers purchase their semolina and flour requirements on a bulk basis expecting to furnish their own sacks for shipment. Invariably the average cotton or jute sack used over and over again is soon filled with many holes near the top of the sack on account of the sewing and stretching. After about the second time they are used, no matter how much care is taken, it is impossible to sew these holes into the roll of the sack, consequently, there is a leakage. This applies to the 140s jute as well as the 98s cotton.

"After making an extensive study of this we are convinced that it would be economy for the buyer to purchase

every second shipment packed in new bags, thus allowing the sack to make two trips only. We believe every factory should be urged to do this and be encouraged to carefully examine the sacks sent to the mills for refilling, discarding any that may be the least bit torn, or properly repair them in a manner to make them almost as good as new. We believe any factory will find the loss occasioned by the sale of all empty sacks, after they have made two trips only, many times less than the corresponding loss resulting from leakage on account of torn or worn sacks, if returned oftener.

"If any particular manufacturer has been in the habit of buying sacks anticipating more than two trips to the mill, we recommend that he buy grain sacks in preference to the regulation flour sack of jute or cotton. These can be used six or eight times in transit before they begin to show signs of wear and tear."

Another Helpful Hint

Another miller offers a good suggestion which, if put into practice by the manufacturers, will eliminate much of the loss referred to:

"While it is true that sacks frequently become useless as flour containers after their second or third trip to the mill, we find that manufacturers can overcome the loss due to poor tops by first purchasing their semolina or flour in 140 pound containers and when returning them to the mills for refilling, order them filled only to a 98 pounds capacity, thus allowing for a considerable roll at the top and a tying of the sacks instead of sewing. This practice, barring the few torn bags, will result in their being used three and four times as long as in the case where bags are filled to their original capacity. Our shipping department has made extensive study of this problem and realizes the serious loss of flour due to poor containers. Therefore we are urging our customers to use large grain sacks in all cases where frequent refilling is expected; or that they order smaller quantities placed in sacks used two or more times."

This is a matter that warrants the

serious attention of the purchasing department of every macaroni concern and it is confidently anticipated that study of the problem and the serious consideration of the several viewpoints expressed by the millers, who are their friends, will result in saving much of the loss due to leaky bags. Figuring the loss as only a fraction of a pound per sack, firms using many carloads of flour annually will find this loss amounting to a tidy sum at the end of a year.

Bag Situation

In this connection the following article from the Price Current Grain Reporter is timely:

"The jute bag ever since the war began has been a serious additional cost to millers, feed manufacturers, seedmen, western grain shippers, alfalfa millers and their patrons and others of those interested in the columns of this paper. Prices have been steadily appreciating instead of declining since the armistice and there seems no immediate prospect of a change of this tendency. For our trades the main dependence is on the jute of India, and crop conditions there, as well as shipping conditions from Calcutta and manufacturing conditions for various jute products at Dundee, Scotland, are paramount influences. During the war the British government controlled absolutely Calcutta shipments of jute and bags as well as the Dundee output of cloth and various products; now the main factor is the crop of jute.

"Under ordinary conditions, when the trade is free of control, prices are largely determined by what is termed 'speculation' in the goods in this country; and strange as it may seem to those who eschew speculation and call it the prince-of-evil things in commerce and trade, it is only when the American importer does speculate, that he buys goods for distant future shipment that prices in this country are low. In other words the more speculation there is the lower the prices have been and the less speculation the higher prices are. The reason is that it takes practically four months from the time a buyer places his order to the time he will get his goods from India, and everybody holds off and is afraid to place orders for future shipment, there is a shortage and what few goods there are in the country bring high prices.

Multiplication of Profits

"At present, as previously stated herein, the jute supply is subnormal

WHY THEY COME TO WALDORF

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.

The illustration shows a large industrial facility with multiple buildings and a train passing through the foreground. In the foreground, several boxes of products are displayed, including 'Aunt Jemima Pancake Flour' and 'Milk'. The scene is framed by decorative flourishes.

PAPER STOCK DIVISION - BOX DIVISION - MILL DIVISION
WALDORF PAPER PRODUCTS CO.
SAINT PAUL MINNESOTA

THE WALDORF DAILY PLAN  PRODUCE the BEST that MORTALS CAN

and prices are high for jute products. The high price of cotton is also a factor which sustains the price of the jute bag. There is also another factor which buyers should bear in mind, one of the chief present causes of high bag prices, which is the multiplication of small concerns whose operations have the effect of multiplying profits to be paid by the consumer; and buyers of bags should consider whether the support of these small and more or less ephemeral traders does not do something to keep the prices of bags above what they should be, high as they must necessarily be compared with prewar levels."

Wants Embargo Removed

Julius H. Barnes, United States wheat director, appeared recently before the senate committee on agriculture and forestry to answer charges that the United States Grain corporation has aided speculation by preserving the embargo on wheat after the need for such a restriction had ceased. The real facts, according to Mr. Barnes, are that permits have facilitated the export of wheat and wheat flour to the extent of 77,000,000 bushels in three and one-half months, an amount exceeded only twice in our history. Mr. Barnes admitted that the control which the Grain corporation had exercised during the two years of the war emergency will be removed soon, but urged that steps to consummate this should provide for a gradual transition of prewar conditions and not an abrupt change. He stated that one of the first steps should be elimination of export and import restrictions authorized under the wheat guarantee act. He recommended to the president the removal of the embargo restrictions on June 30, but for fear that the removal of these restrictions might lead to advancing bread prices action was deferred. As to the danger of under production of wheat, he declared that this possibility is always to be faced when seeding is unfavorably affected by the weather or by the producers' views of future markets.

The Snug Buttery

In this season of falling leaves and rising prices we are moved to speak of the sense of protection against the inclemency of the first and the relentlessness of the second—the sense of protection there is to be extracted out of contemplating the buttery all snugged

down for the winter; the buttery all snug and smug, with fat smiling quart jars and jam pots and jelly glasses, says the Chicago Tribune.

There is also the sense of protection that comes of the ruddy glow of the fireplace and the snow-flakes whirling against the window pane. A fine sense of luxury this, even if the ruddy glow is only a mental exercise produced by the clanking of the steampipes or the rattle of the poker in the old base burner.

Again we say it is a fine sense of luxury; warmth and the boisterous snow; but how infinitely reassuring to be thus genially conscious of protection while at the same time conscious of that abundant fortification in the pantry—a fortification built by your own homely initiative and prudent forethought.

What will tomatoes fetch this winter? You should worry with your dozens of quart jars portly and sagely nodding approval of your wisdom. How much will jelly be; clear as ruby—breakfast cheerless without it? No matter, the top shelf will tell you it doesn't matter.

Native Wit vs. High Prices

Does the price of the zestful chili sauce appall you? Certainly not, for a dozen, two dozen quarts of it grin in the buttery. Dill pickles? A huge crock is in the corner with a stone holding the contents under the brine.

Why Worry?

Most people who worry have something to worry about—at least they think they have. "Don't worry" is aimed squarely at them. There is little need of admonishing one not to worry who has nothing to worry about. It is the person who has something to worry about who should not worry. The clock ticks just the same when you are worrying, the sun rises and sets just the same, the years roll on just the same and your little short life passes just the same if you worry as if you do not worry. The only difference is if you did not worry life would be more pleasant, gray hairs and wrinkles would arrive later in life, you would be more of a comfort and pleasure to your dear ones, you would get a lot more out of life, even a little more time, a few more years. Keep your worries in the background.

Stuffed peppers, fine for blustering December! They, too, hide in the brine.

We can't all have Ichabod Crane's dreams come true—"every roasting pig with a pudding in his belly and an apple in his mouth; the pigeons snugly put to bed in a comfortable pie and tucked in with a coverlet of crust; the geese swimming in their own gravy; and the ducks pairing cozily in dishes, like snug married folks, with a decent competency of onion sauce—" but we can have the sense of honest and prudent comfort and protection which come of wise and economical provision.

High prices always will be high if our native wit and forethought fall into disuse. Housewives no doubt will resent the imputation that they lack the creative impulse; yet the first blast of winter will be proof to many that a dozen jars of tomatoes preserved at home is worth more than whole years devoted to developing temperament.

Let's think of higher things, but also of potatoes in the bin and squashes that make pretty fair "pumpkin pie." Let's have art and also artichokes, music and muffins; aesthetics in moderation and asparagus in crust; culture and cabbage and philosophy and flapjacks. The caveman would have taken a house in town much sooner had the cavewoman known how to put up stuff for the winter.

Northwest Cereal Crop

A bulletin issued by the Dominion bureau of statistics on the yield and condition of field crops at the end of September makes a satisfactory showing. The total yields are subject to revision after final ascertainment of the areas sown, according to returns from individual farmers throughout Canada which are now in process of compilation.

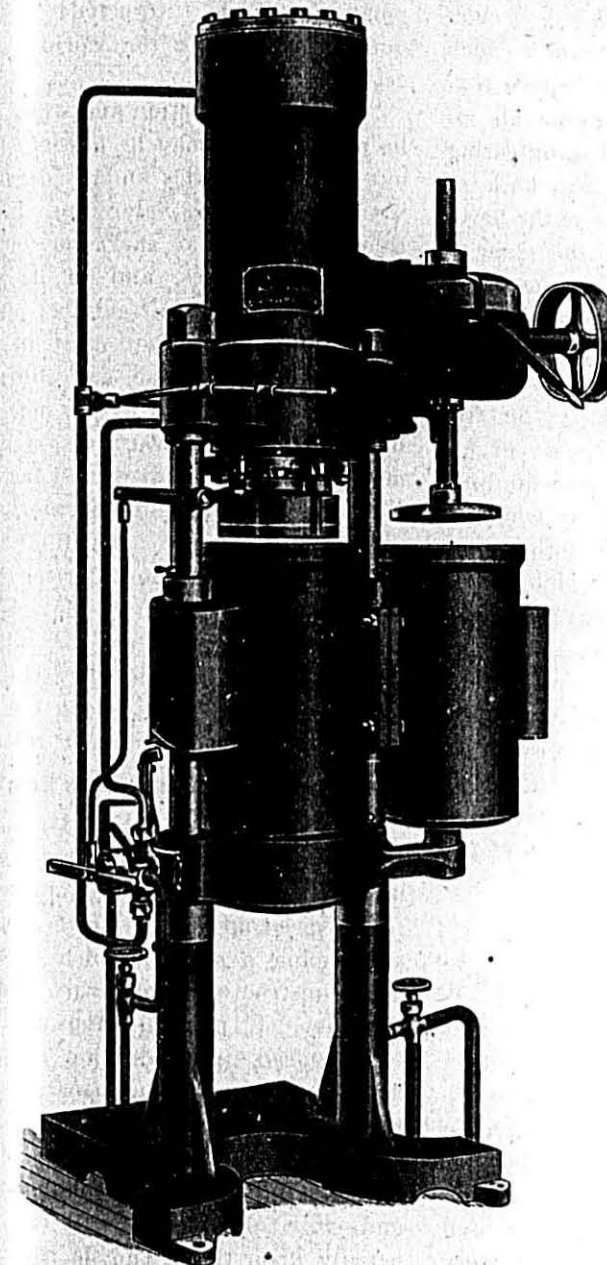
The total yield of wheat in Canada now placed at 193,688,800 bushels, including 174,687,000 bushels of spring wheat and 19,001,800 bushels of fall wheat. Upon the acreage sown the average yield per acre is 10½ bushels for spring wheat, 23¾ bushels for fall wheat and 11¼ bushels for all wheat. In 1918 the total yield of wheat was 189,075,350 bushels or 11 bushels per acre. For oats the average yield per acre for Canada is 27 bushels, representing a total of 399,368,000 bushels as compared with last year's average of 28¾ bushels and total of 426,312,500 bushels.

Cevasco, Cavagnaro & Ambrette, Inc.

DESIGNERS and BUILDERS

of

Modern 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.

This illustration shows the machine equipped with belt driven packer, but we have since made a change in the same, and all our machines of this type are furnished with our independently controlled hydraulic packer. We construct this type of machine in two sizes, as follows:—13½ inch and 17 inch.

Main Office and Works:

156 Sixth Street,
BROOKLYN, N. Y., U. S. A.

Branch Shop:

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

Grocer View of Prices

Resents Accusation of Profiteering—Blames Daily Papers—Names War Destruction as Price Element—Urges Greater Production as Real Remedy.

"In all the excitement of the past few weeks over the high cost of living, excitement which has even afflicted the government to some extent, few voices have been raised in favor of the retailer," says Burton H. Allbee in the Grocers Review.

"No matter who else was accused eventually the retailer came in for more than his share of recrimination. Ultimately one or another of the agencies supposed to be seeking facts have charged the retailer with profiteering and with asking outrageous prices for the foodstuffs he handles.

"But they haven't undertaken any investigation of the rent situation, for example, a situation which, in certain cities, has reached a stage quite as critical as the food situation. They do not tell how four room apartments have advanced from around \$25 per month to \$72, as they have in more than one city. The owners of large apartment houses with a heavy investment are allowed to go on with that, while the unfortunate retailer, beset on one side with bad bills and on the other with a steadily rising tide of expenses, is arrested and fined \$500 for overcharging a few cents on a pound of sugar. If government agencies supposed to be making impartial investigations are to proceed in such a one-sided fashion, small wonder that so many people refuse to accept these suddenly awakened sentiments as genuine.

Blames Newspaper Headlines

"And then, too, much of this hysteria about high living costs is psychological. If the headline writers on the newspapers of the country would change their tactics and display reductions in price instead of the advances, a different sentiment would be created shortly. They continuously tell the people that they are overcharged, that the expenses of living are advancing, and emphasize kindred statements until the entire country sees only that phase of the situation and has come to believe that almost everyone from whom they buy has turned profiteer and is charging unnecessarily high prices.

"It is no more than fair to admit that some profiteering has been done, but

by no means as much as has been repeatedly said. Here and there a dealer probably has taken advantage and has charged all he dared. That is a manifestation of human nature with which most persons are familiar and which they expect at all times. And provided some extraordinary circumstance conspires to encourage such action, it is pretty safe to believe that it is going on, but to charge all retailers or wholesalers with profiteering is unfair and untrue. The bulk of them are taking their share of the hardships incident to the war the same as the wage earner. In many instances the wage earner is in better position now than anybody else. He seems to be the only one who can get his income increased but, unfortunately, he frequently does it at the expense of his less fortunate fellows. It benefits him, but it injures some one else who has never been able to organize into a huge union capable of holding a club over a community or a business enterprise and forcing them to pay more money on pain of some action that would be disastrous in its effects. So many phases of this living difficulty come up when a discussion is attempted that it is next to impossible to proceed in a logical way with a consideration of the subject.

War is Destructive

"A few fundamentals ought to be understood at the outset. First, the present high cost is due to the fact that for five years nations sought to destroy instead of construct. More than 50,000,000 men were directly engaged in destruction, and as many more persons were at work behind them making commodities of different kinds to be used in this orgy of destruction. In other words, not only were 100,000,000 workers withdrawn from productive pursuits for approximately three years, but one-half of them were engaged in active destruction. They were trying to see how much property they could destroy, how much land they could lay waste, and how many lives they could crush out. That is war, nothing but wholesale murder and wholesale destruction of property. Let there be no mistake about that. It is competi-

tion carried to its logical conclusion. It is the forces of humanity gone mad and turned into destructive elements. It is the recrudescence of the maniac characteristics which formerly were more influential than they are now. And with destruction running riot what could be expected? Surely nothing more than the world has received.

"All this destruction and waste must be paid for. It may be glorious to go out and win battles and be decorated with crosses for valor and various things of a similar character, but the glory soon ceases, and in its place comes the hard stern fact that all this waste and destruction must be paid for. It doesn't make any difference whether one wants to pay or not. The bill for the great war not yet ended must be paid to the uttermost farthing. Your income and mine is mortgaged for years in advance. It will all be exacted, and it makes no difference about the exaction whether the nations like it or not. They will pay the bill and the generations to come will feel the effects, eye down such a long line that no vision of the present can reach.

Reduced Production Means Shortage

"One partial remedy exists. In increasing production per person or per unit of activity. If men employed on farms speed up production they will be performing a service which is useful and constructive, not cruel and destructive. If men in shops and factories speed up production they will rank equally with the benefactors of the race. But unless production is speeded up, unless each person does some useful work and keeps doing more and more, the burden will fall more heavily upon those who do work, and it will be longer before the bill can be met.

"Unfortunately men in shops and factories are not endeavoring to speed up production. Instead they are trying to see how short a time they can work and get sufficient return to make a living. In other words they are deliberately endeavoring to limit production when they should be endeavoring to increase it. And then they wonder why what they buy costs so much. They are un-

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.

able to see that reduced production means shortage of foodstuffs, shortage of wearing apparel, shortage of everything that men need to live and be comfortable. As soon as a shortage begins the law of supply and demand which no legislation or investigation can change becomes operative and prices advance. This is the whole story in a nut shell. Given increased production and the increase in needed commodities will be such that prices will automatically tend toward a lower level. These facts are so self evident that it scarcely seems possible to overlook them. Yet many thousands do, forgetting that the earth in most of its great centers of population produces nothing excepting as men work to get it, and forgetting that one must work, and strive, and urge one's self to greater activity in order to get one's share of the bounties which nature bestows for the effort to obtain them.

Supplies Insufficient

"Fundamentally the high cost of living is due to the destruction wrought by the war. And the ramifications of this fact are so numerous and touch life at so many vital points that it is quite impossible to discuss them here. Over it all rules this great law that it is impossible to bring down prices when supplies of commodities are decreasing and the total supply is insufficient to satisfy the requirements of those who need them. That is an inexorable law and nothing that has happened since the war started has changed it.

"Applying this law to the food problem it is not difficult to see that when the supply of a certain commodity required for food is insufficient to satisfy the demand the price will rise. On the other hand, if the supply is more than is needed the price will go down. That is a law which is really based upon competition, but which becomes operative before the law of supply and demand is really invoked by attendant circumstances. And no amount of legislation or rulings by commissions can change this law one iota. It will apply just the same regardless of what men may say and do unless they turn their energies to production and increase the supply. Then they can force prices down. But they can't do it by reducing their hours of work and holding down production.

Reduced Hours Harmful

"The retailer who is doing business in foodstuffs goes out to buy. He finds that the supply of a certain commodity

is smaller than is required for the consumption of those who customarily use it. He pays a higher price if he is able to obtain any at all. And he in turn must charge his customers a higher price. Perhaps the employes of some factory in his town are in a degree responsible for the increase in price. They may have obtained a shorter work week. For example, in a certain industrial city the 26,000 workers employed in one industry have been granted a 44-hour work week. They have reduced the working time of each worker four hours per week at approximately 104,000 hours per week is lost. How many weeks of 44 hours each are lost to the producer in that city alone? And no speeding up, for which by the way the workers declare they will not stand, will make that loss good. It must be made by employing others and thereby increasing cost of production a certain fixed percentage. This is only one instance and represents what is going on everywhere. If the quantity of a certain commodity produced in your town is cut down, you will pay more for it regardless of how the reduction is brought about, and those workers who are so assiduously seeking to limit output by decreasing hours of labor are preparing trouble for themselves and everybody else by putting in motion forces which will automatically add to the price of every commodity the consumer must buy. This law is immutable. No one can escape from its operation.

Retailers Exonerated

"So far as investigations have gone the retailer has been proved anything but a profiteer. In New York, when the food administrator prepared his list of fair prices, he followed the retail price in all but a few commodities and these were so near that the difference amounts to nothing. This ought to show that retailers have been obtaining no more than a fair return for their commodities, plus the cost of selling. But the purchaser of food supplies has become hysterical and is learning how to make himself heard. His efforts are somewhat grotesque because they are not directed toward those responsible for the present difficulty, but the fact that he is doing something relieves his mind and he believes that a great deal is accomplished, when, as a matter of fact, it is impossible to set aside the controlling influences. They must go on working in exactly the same way until the expense of this horrible war is

paid. Until then taxes on incomes, taxes on this and taxes on that, with high prices for all commodities, and other difficulties multiplying indefinitely, it is punishment for permitting such lavish destruction of life and property. It is the price the world must pay for fostering warlike ambitions by glorifying the soldier and placing him upon a pedestal so that the common people might see and worship. Perhaps that has passed. The lesson should be severe enough to make it pass but not until the real facts about the steadily mounting costs are understood will it be possible to prevent a return of much of the same spirit and action, if indeed it is not all repeated in a few generations. Don't blame the unfortunate retailer who at present is ground between two stones and has no means of escape from the crushing process he is suffering."

Counterfeit War Savings Stamp

The public is warned by the secret service division of the treasury department to purchase War Savings Stamps only from authorized agents, as a counterfeit \$5 War Savings Certificate Stamp of the Series of 1919 is being offered for sale. According to the secret service the counterfeit is printed from photographic plates, is darker than genuine, a watery blue in color, and has a general blurred appearance. The head of Benjamin Franklin and the reading matter are not sharply defined and in size the counterfeit is a fraction of an inch smaller than the genuine. It is the custom of unscrupulous traffickers to paste stamps on to a genuine certificate card obtained from scalpers after War Savings Stamps have been removed. Then the genuine cards with the counterfeit stamps, are offered for sale at prices below the cost of agencies, which was \$4.22 during November.

WHEN LOVE IS YOUNG

They were standing at the front gate.
"Won't you come into the parlor and a little while, George, dear?"
"N-no, I guess not," replied George, tactfully.
"I wish you would," the girl went on, "awfully lonesome. Mother has gone out, father is upstairs groaning with rheumatism in the legs."
"Both legs?" asked George.
"Yes, both legs."
"Then I'll come in a little while."

When Thrift comes in the window, when goes out the door. Buy W. S. S.

U.S.

FOLDING BOXES

HELP
SELL GOODS

CONSULT OUR TRADE MARK
BUREAU BEFORE ADOPTING
NEW BRANDS OR TRADE MARKS

THE UNITED STATES PRINTING & LITHOGRAPH CO.
8 Beech St - Norwood, Cincinnati, O.

Grain, Trade and Food Notes

Canadian Wheat Crop

An estimate for the total wheat crop for western Canada for 1919 is 166,225,000 bushels, distributed among the three leading wheat producing provinces as follows: Manitoba with acreage of 2,913,000 produced about 26,608,000 bushels or an average of 16 bushels to the acre; Saskatchewan with 8,879,000 acres produced about 97,669,000 bushels or an average of 11 bushels to the acre; Alberta planted 3,658,000 acres and produced only 21,948,000 bushels averaging about 6 bushels to the acre. The wheat crop as a whole will be "low grade," due partly to heat and partly to rust. Manitoba has undoubtedly the most profitable crop and the best returns for the acreage seeded. Saskatchewan has suffered in the south and west; its great central plains, Indian Head, Regina, and Moose Jaw, are making fair returns of excellent quality. The northeastern section of the province, where the crops were the heaviest, has suffered materially from rust and hail. The rust, however, has been confined to the wheat.

European Crops Normal

In the wheat producing region of Hungary the average seeding this year is fully 90 per cent of the normal pre-war acreage. Along the Russian-Poland border peasants are rapidly returning to their homes, although food conditions are bad, due to lack of cultivation. Germany's entire acreage is under cultivation, but the yield is expected to be below normal due to lack of fertilizers. Belgium is very highly cultivated with good crop prospects. France and England have been seriously affected by drought and their prospects in bread grain are not encouraging.

Increased Bean Acreage

Bean acreage in the five principal producing states—New York, Michigan, Colorado, New Mexico, and California—increased enormously in this country in 1917 and 1918 in accordance with war-food propaganda, to 1,800,000 acres in 1917 and over 1,700,000 in 1918. The previous acreage had been 875,000 acres in 1914, 928,000 in 1915, and 1,

107,000 in 1916. Now there is a disposition to recede from these high areas and for 1919 the bean acreage of these five states, estimated by the bureau of crop estimates, is 1,090,000 acres.

Poultry and Egg Situation in Italy

The department of agriculture in a recent report says that Italy seems to be fairly well off for poultry and eggs. Restaurant and market prices for these commodities are much lower than in France. Eggs were selling in Rome for about 57 cents a dozen. Before the war Italy exported large quantities of poultry and eggs, but at present this trade is greatly reduced.

Wheat Bread Common in Europe

United States department of agriculture specialists after traveling through practically all of agricultural Europe report: "Food shortages in Europe are for the most part local. Wheat bread is common in all parts except Germany. Production throughout Europe will increase as soon as fertilizers become available again though it will probably not exceed prewar production for some years. Generally crop prospects are good."

French Wheat Crop

The London Times French number, states that the battle front where fighting was of daily occurrence covers an area of about 3,025,750 acres, of which 2,270,000 acres had been under cultivation. More than one-tenth of this area is completely destroyed and every trace of useful soil has disappeared. Some 1,976,000 acres which were formerly in full bearing were seriously damaged by the churning up of the subsoil with crop-bearing earth. As a result this year's yield of wheat in France will not exceed 184,000,000 bushels.

The Valuable Potato

The process of drying potatoes so that they can be kept indefinitely and transported as easily as wheat or flour has given them an important place in world commerce; but the potato is likely to become even more important as a source of motive power if those experts

are right who prophesy that alcohol will take the place of gasoline for internal-combustion engines. Since a bushel of potatoes will produce a gallon of alcohol and since an acre of land produces 100 bushels of potatoes in this country and more than 200 bushels in Germany, the possibility of making alcohol in large quantities is obvious. —Youth's Companion.

International Institute

According to the latest report from the International Institute of Agriculture, the total wheat crop this year for the world is 3,392,000,000 bushels against 3,527,000,000 bushels a year ago and 3,706,000,000 for the prewar average. The decrease from the prewar average is 314,000,000 bushels. The world's normal requirements are placed at 864,000,000 bushels this year and probable imports at 665,000,000 bushels, which can be furnished by the leading exporting countries by drawing upon reserves carried over to the extent of 145,000,000 bushels.

Beet Sugar Prices

The contract price for sugar beets this year is \$10 a ton, with some local exceptions. In addition to this price, growers in California, Washington, Michigan, and Wisconsin will be paid an additional price of \$1 a ton of beets for each cent in the average price of sugar in New York above 9 cents during the four months beginning October 1. In Ohio the base price for beets is \$9 a ton, and for sugar 8 cents, and in some other states the base price for beets is \$9.50 a ton.

Drop "Made in Germany"

The once familiar "Made in Germany" is not appearing on products of German manufacture since the armistice which are finding their way into continental markets. An American salesman who has just returned to London from Italy has several samples of the goods German firms are distributing there. Each bears some symbol, but none the three old words. A cutlery firm has its name in a semicircle at the base of the blades and under it is stamped a lion. The salesman told the

Established 1861

ELMES

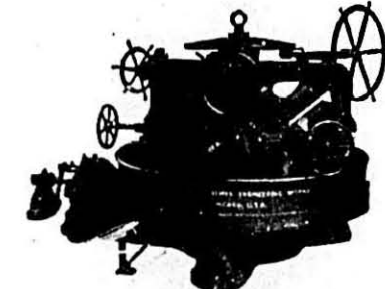
CHICAGO

Incorporated 1895

Builders of Macaroni, Spaghetti and Paste Goods Machinery



Motor Driven Dough Kneader
No. 1486



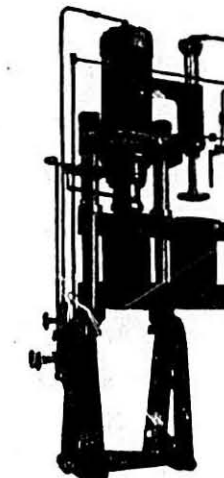
Motor Driven Dough Kneader
No. 1382

We build, erect and design complete plants for the manufacture of macaroni, spaghetti, and other paste goods. We incorporate in our designs the most advanced methods, which have proven very substantial and durable under test. We are also prepared to furnish expert superintendency, and can supply men thoroughly trained in the operation of such plants.



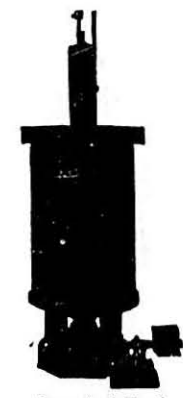
Three Plunger Vertical Pump
No. 549

High
Grade
Machinery
Only



Hydraulic Macaroni
Press No. 1110

Greater
Output
With
Less
Maintenance



Inverted Tank
Weighted Acc.
No. 1232



Horizontal Dough Mixer
No. 1487

Horizontal Short
Cut Presses



Four Plunger Horizontal Pump
No. 9

Investigate Our Record Run For Quality and Quantity.
Builders of Hydraulic Machinery For Over 60 Years.

Charles F. Elmes Engineering Works

Offices and Works: 213 N. Morgan Street,
CHICAGO, U. S. A.

Associated Press: "I saw many new German-made articles in Italy priced far below what American manufacturers can produce them for. I was surprised to find that the Germans were offering from 12 to 18 months credit."

British Wheat Prices for 1919

The British board of agriculture announces arrangements have been made whereby flour millers will be in a position to purchase all home grown wheat of the 1919 harvest at such prices as will produce for the whole crop an average gazette price of 71s. 11d. (\$17.50) per quarter of 480 pounds, equal to 75s. 6d. (\$18.37) per quarter of 504 pounds. The market will be free and each sample of wheat will be bought on its merits; every seller will have to make the best terms he can under the ordinary prewar conditions of a free market, and will not have the right to call upon a miller to buy at 75s. 6d. or any other price.

Appetites of American Soldiers

During the war 3,700,000 American soldiers ate 800,000,000 pounds of roast beef, 150,000,000 pounds of bacon, 1,

000,000 pounds of flour, 17,500,000 pounds of butter, 1,000,000 pounds of oleomargarine, 150,000,000 pounds of baked beans, 487,000,000 pounds of potatoes, 40,000,000 pounds of onions, 150,000,000 cans of corn, beans and peas, 190,000,000 cans of tomatoes, 107,000,000 cans of peaches, prunes and apples, 350,000,000 pounds of sugar, 200,000,000 cans of evaporated milk and 75,000,000 pounds of coffee. The average soldier gained twelve pounds in weight.

Bulgaria to Export Cereals

Roumania is still far from a complete recovery. The most optimistic grain experts claim this year is 500,000 tons against 1,700,000 tons of prewar years. The bread grain production in Bulgaria is practically on a prewar basis, and that country will be able to export the average amount of cereals.

Canada Favors Embargo Lift

Late messages from Winnipeg indicated that the lifting of the embargo on Canadian wheat into the United States would be regarded with a great deal of favor in that country. There

has been considerable Canadian wheat brought across the international line in wagons this season, as premiums in the American northwest have been very attractive. The extreme spread between dark No. 1 northern at Minneapolis and Winnipeg was 71c.

Grapefruit

Grapefruit is a native to the West Indies. After its introduction into Florida it was much improved by careful breeding. It was named grapefruit it is said, because the fruit grows in clusters somewhat after manner of grapes.

England's Food Supply

London—"A survey of England food supply made about six weeks ago shows that England is entering the winter period with little occasion for alarm as to adequacy of stocks. The colonial output is still under government control, and huge quantities are awaiting shipment. Australia and South American supplies are ample to meet the ration, but shipping is badly needed and the question of cold storage accommodation has to be solved."

FOR SALE:--

Large, Modern MACARONI FACTORY, centrally located in the city of Pittsburgh, and in the hub of the great consuming belt of Pennsylvania, Ohio and West Virginia.

PRICE:--

\$100,000, subject to our acceptance.
Liberal Terms.

WRITE:--

S. CATANZARO & SONS, Inc.
PITTSBURGH, PA.

Main Offices
Penn Ave. and 22nd Sts., Pittsburgh, Pa.

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.

Gleanings From Government Reports

Food Control by Italian Government

By Royal Decree No. 1448 published in the Gazzetta Ufficiale of Aug. 26, the administration of state control of certain staple foods is ordered. The products enumerated in this decree are: Cereals and their products, vegetables, sugar, beef and pork, fresh and preserved; milk and its products, food oils and fats, preserved fish. For the distribution of coffee the minister of finance is to provide later. This particular provision of the decree, incidentally, may indicate a distinct modification if not abandonment of the coffee monopoly previously decreed, but later suspended in the face of powerful opposition. Each of the above classes of food products will be controlled by the state through the medium of a consortium. The consortium will acquire the controlled commodities assigned to it and carry through the process of distribution as far as the wholesale deliveries to the retailers. The consortia are to operate for the account of the state (agiscono per conto dello Stato). All their expenditures for purchases, transportation, handling, manufacturing and storage will be reimbursed by the government. The risks of withdrawal, manufacture and conservation will be assumed by the consortia. The latter will also be paid fixed compensation in the form of specific commissions on units of the commodities assigned to them which they hand over to other organizations or to individuals for further distribution.

New Rationing Scheme

Over 40,000,000 ration cards have been issued by the British food controller. In its September issue the National Food Journal states that the basic principle of the new rationing scheme for the winter is abolition of the coupon, return of retailers counterfoils to food offices and reorganization of distribution on the basis of these counterfoils. Under the old scheme retailers sales were checked by the coupons returned to the food offices, but under the new scheme supplies will be accurately adjusted to requirements, and the only documents retailers will

have to return to food offices are those which temporary or emergency customers register with them. Retailers will be given a margin to meet emergency demands. For the present only meat, sugar, and butter are rationed, but the rationing machinery is said to be sufficiently flexible to cover other foods should necessity arise.

Carry Over of Grain in Canada

The Canadian bureau of statistics reports the following quantities of grain on hand in Canada on Aug. 31, 1919, representing the "carry over" into the new crop year beginning Sept. 1.

Wheat	3,454,000 bu.
Barley	3,345,000 bu.
Oats	19,280,000 bu.
Rye	159,000 bu.
Flaxseed	55,000 bu.

The bureau states that the totals are under rather than over actual quantities, because grain in transit, in country elevators from which returns were not received, in flour mills and in retail hands is not included.

Normal Acreage in 1920

According to federal specialists there will be but little increase in the acreage devoted to bread grain. crops throughout eastern and northern Europe next year, because most of the tillable land is now in crop except those areas which were swept by war. Of course there will be some small increase if the former battlefields are farmed—as they probably will be as normal readjustment occurs—but in the main it is not expected that these countries will greatly increase their acreage. The production of northern Europe will increase as soon as fertilizers become available again, though it will probably not exceed the prewar production for some years.

Fixed Wheat and Rye Prices

The Swedish government has fixed the price of wheat at \$2.75 per bushel and the price of rye at \$2.50 per bushel, according to report of the American consul general at Stockholm, dated Sept. 24, 1919. These prices are the result of negotiations between the government and an association of mills

which controls the supply, and will be effective for Swedish grain purchased by the association, for grain imported by the association and for grain transferred by the former rationing committee of the association to the government.

Australian Wheat

The balance of wheat in Australia remaining unsold at the end of this year has been estimated to be not more than 30,000,000 bushels, according to the London Grain, Seed, and Oil Reporter. Exports of wheat from Australia from Jan. 1 to Aug. 22, 1919, were as follows: United Kingdom, 4,640,000 bushels; Continental Europe, 4,832,000 bushels; for orders, 44,168,000 bushels; all others, 16,048,000 bushels; total, 69,688,000 bushels.

Grain Surplus in Jugoslavia

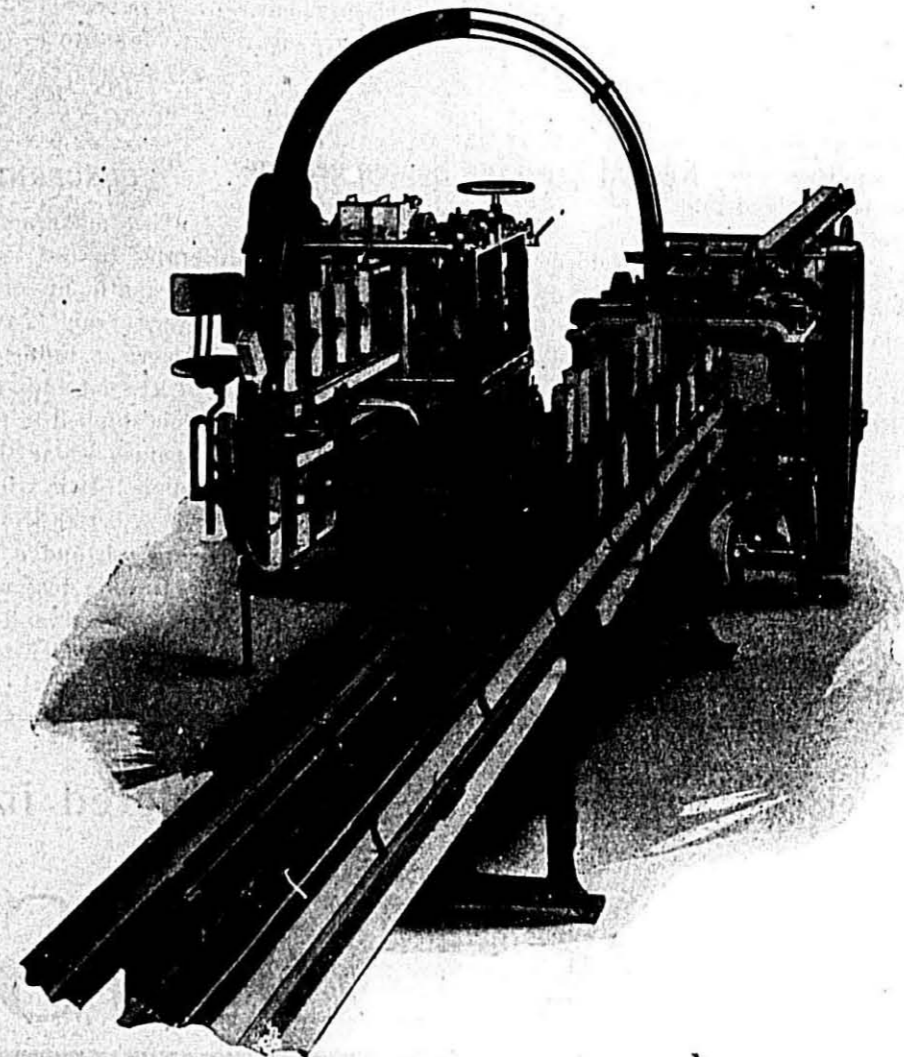
The quantity of grain available for export by Jugoslavia is estimated by the minister of commerce of Jugoslavia at 800,000 to 1,000,000 tons of 2,204.5 pounds, writes the American Charge d'Affaires at Belgrade, in a report to the department of state. "Regarding export the government is naturally most willing to export to the best markets and insists only upon receiving in exchange either goods or some stable currency. It refuses to receive depreciated and fluctuating Austrian or Hungarian crowns, the country being already flooded with them."

Selling Price of Canadian Wheat

The wheat board of Canada has fixed the following prices for sale of wheat to flour mills: \$2.30 per bushel, including \$0.05 per bushel carrying charges, basis on No. 1 Northern in store public terminal elevators, Fort William and Port Arthur; \$2.33 per bushel, including \$0.05 per bushel carrying charges, basis No. 1 Spring of No. 1 White Winter wheat, in store Montreal; \$2.31 per bushel, including \$0.05 per bushel carrying charges, basis No. 1 mixed Ontario and Quebec wheat in store Montreal; \$2.27 per bushel, including \$0.05 per bushel carrying charges, basis No. 1 Goose Wheat in store Montreal; \$2.25½ per bushel, in

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

cluding \$0.05 per bushel carrying charges, basis No. 1 British Columbia wheat, in store Canadian government elevator, Vancouver.

British Prices for 1919 Wheat

British home grown wheat of the 1919 harvest will be sold to millers at prices that will realize an average of \$2.18 per bushel. The market will be free and each sample of wheat will be purchased on its merits, says the Agricultural Gazette, London, for Aug. 25, 1919. Every seller of wheat will have to make the best terms possible as under the ordinary prewar conditions of a free market. While it is expected that the average price received will be at least \$2.18 per bushel, arrangements have been made to reimburse the producers if it should fall below.

Italian Sugar Production for 1919

Favorable reports have just been given out regarding the new sugar crop in Italy. The area planted in sugar beets is about 148,000 acres. This is considerably greater than the acreage in this crop for the past few years as indicated by the following figures:

1913, 152,710 acres; 1914, 100,571 acres; 1915, 122,810 acres; 1916, 123,157 acres; 1917, 120,092 acres. It is estimated for 1919 that the production of sugar will reach 286,520,000 pounds, an increase of 110,200,000 pounds over 1918. If this figure should be reached it should be sufficient for the needs of the country. The monthly sugar ration for each person will be increased to 1 pound 2 ounces and later it is hoped that it may be possible to remove altogether the restrictions on sugar consumption.

Record Breaking September Imports

A decided jump in imports and a noticeable drop in exports were the outstanding features of the country's foreign trade in September. Imports for September amounted to \$435,000,000, which is \$92,000,000 more than the previous high record in July this year. The total for September of last year was \$262,000,000. During the nine months ended with September of this year imports amounted to \$2,697,000,000 against \$2,323,000,000 for a similar period of 1918. Exports during Sep-

tember were valued at \$593,000,000, as compared with \$46,000,000 in August and \$550,000,000 in September, 1918. In the nine months period this year exports amounted to \$5,866,000,000 against \$4,559,000,000 for the corresponding nine months of 1918. The excess of exports over imports in September amounted to \$158,000,000, the lowest figures for any month since July, 1917. During nine months ended with September of this year the excess amounted to \$3,169,000,000, against \$2,237,000,000 for a similar period last year.

CONCERNING BOX WOOD

The manufacturing of boxes and crates in the United States consumes one-tenth of our output of lumber every year. In some cases, says the American Forestry Magazine, the odor of a wood adds to the value of the article shipped in the package. Cigars in Spanish cedar boxes furnish an example. It is widely believed that butter is better if it touches no wood except ash and a similar belief prevails regarding tea, which it is said should be shipped and kept in the Chinese wood in which the Orientals pack it.



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

There are three requisites to be considered in buying

CARTONS

1st Quality—Cartons which will help sell your goods.

2nd Service—Cartons when you want them.

3rd Price—Cartons at the lowest price consistent with first class work.

Our cartons are made to comply with these requisites. Macaroni and Noodle Cartons are our specialty.

Send us your specifications, we will be glad to quote you on your requirements.

The Richardson-Taylor Ptg. Co.
CINCINNATI, OHIO

DISTRIBUTION BIG STUDY

Neglected by Many Industries Though More Important Than Production or Selling—Macaroni Rates Too High—Plan to Bombard Freight Committees to Obtain Right Schedules.

By B. L. BENFER, General Traffic Manager, Cleveland.

Distribution is going to be the big study in the next few years. Production has had its principles discovered, exploited and applied. The same is true of selling. But distribution is larger than either, and its study has been left to the last by the industrial corporations.

The growth of any industry is dependent upon an extensive market and the extent of the market is largely determined by progress in transportation. By stimulating or discouraging a particular class of traffic the carriers may increase or diminish the importance of industries and the extent of production in particular lines of commerce, thus shaping the directions of industrial activity.

In widening the market for any product the railway creates conditions essential to large scale production.

The item of transportation, whatever

it may be, is one of the elements in all costs. The making of transportation costs or rates necessarily involves a large degree of guess work, even though this guess work is entrusted to capable men. By the soundness of their adjustment of rates and by the degree of fairness with which established rates are observed, the carriers may profoundly affect—or even absolutely determine—the prosperity of an individual or industry.

Under the "Act to Regulate Commerce" every industry is entitled to just and reasonable rates. However, rates structures are not built up in a day but are the result of hard work and unceasing effort stretched over considerable period of time and must be backed up by future watchfulness if the results obtained are to bear fruit.

Macaroni & Cereal Rates

The cereal products interests have covered their rate situation for the past 15 years continuously and have rates that are from 25 to 50 per cent lower in the commodity tariffs than those of the macaroni manufacturers.

It has been said that if the macaroni industry had taken the same interest with reference to this freight matter as

the cereal people have, it would be enjoying the same rates as the cereal products throughout the United States. There is only one way to obtain lower freight rates, and that is to keep everlastingly at it, both on defense and offense in connection with the various committees and rate making officials of the carriers.

Meat Declared Curse

At the international conference of women physicians held recently in New York, Dr. Graham Lusk, professor of physiology, Columbia university, declared that "meat was the curse of the American nation and the foundation for the high cost of living." Dr. E. V. MacCollum, a woman physician of Baltimore, asserted that unless the consumption of meat is reduced and fresh green vegetables substituted, the nation would be visited with some sort of plague such as beriberi or pellagra. It is a mistaken idea with the poor, Dr. MacCollum stated, that meat is an essential food; many poor people are underweight because of meat eating. Animals fed on meat grow prematurely old, whereas those fed on dairy food and vegetables thrive, she said.

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

TITELON BRAND PAPER GOODS

TITELON BRAND

FOLDING PAPER BOXES

ARE KNOWN AND RECOGNIZED THROUGHOUT THE TRADE FOR

QUALITY



Quality like blood tells in the long run.

You can advertise all you want, send out all the salesmen you can employ, but unless the quality is there to back up those efforts, you eventually will lose out.

While price is an essential factor, it is *Quality* that makes the lasting Customer—the biggest asset in any business.

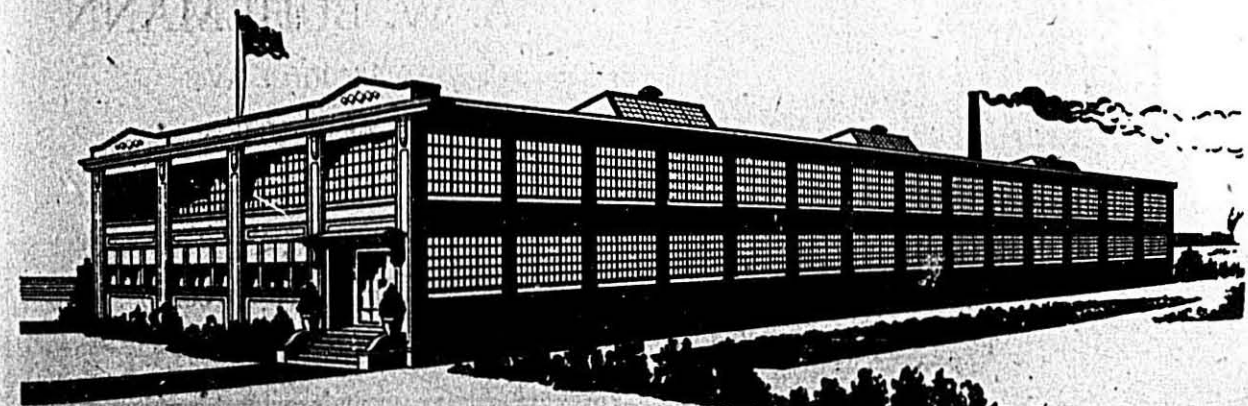
That's why we are always trying to make each order a little better than the previous one.

Your inquiries solicited.

If you are not regularly getting our color suggestion cards write us at once.

THE GLOBE FOLDING BOX COMPANY

CINCINNATI, OHIO



CONVENTION IS SUCCESS

Grain Dealers National Meeting in St. Louis Well Attended — Government Policy Toward Business Scored—Grain Director Opposed to Price Fixing — Officers Re-elected.

The annual convention of the Grain Dealers National association last month in St. Louis was a success both from the point of grain men represented and of problems considered. President P. E. Goodrich struck the keynote of the meeting in his able address in which the Plumb plan was bitterly denounced as the greatest calamity if passed that could ever befall this country. This nationalization of railroads if followed would lead to a nationalization of all other industries which would serve as a basis for continued future strife. He urged opposition to the Adamson law, told of the people going wild in strike matters, citing the Boston police strike as an example; argued for an early return of the railroads to private ownership with just sufficient law to permit of their proper government and supervision under the interstate commerce commission, pleaded for strong opposition against the Town-

ley regime in the northwest, and expressed a firm hope that the authorities at Washington will soon drop their fancied control of the world to look more closely to the vital problems at home.

Grain Head Speaks

The principal address one day was by Julius H. Barnes, director of the United States Grain corporation, in which he predicted that export and import restrictions on wheat would be removed within a short time and advised the trade to prepare for such a change.

Mr. Barnes stated that he did not believe in the guaranteeing of the price of wheat by law and that neither he nor Food Administrator H. Hoover was consulted when congress decided on that measure.

"Price fixing cannot be carried out without some instances of hardship to individuals, but these hardships could be lessened by liberal policies. At the earliest possible date the injection of rigid government interference into a great trade should be terminated, the broken and misused trade condition should be encouraged to reknit, and the facilities that, when the Grain corporation is withdrawn, must carry a great

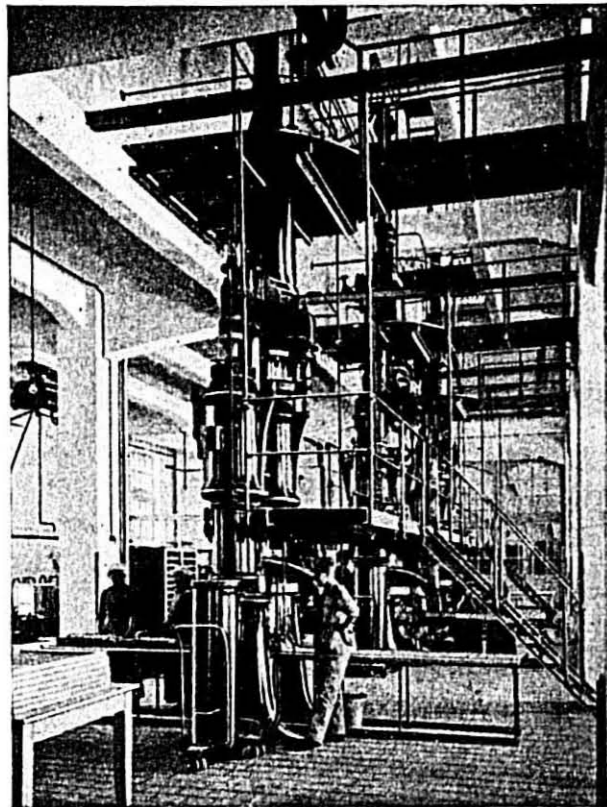
marketing movement should be taught to function.

"The import and export embargo existent for two years, should be withdrawn, possibly without other advance notice. While much wheat has sold at prices above the guarantee basis, there have been only 300 cases requiring arbitration in the sale of 4,500,000 wagon loads of wheat. It is a matter of record that the fair price of the wheat was a stabilized price and was attractive to the grower as shown by the extraordinary increases in yield."

Mr. Barnes stated that the Grain corporation had tried to supply Allied countries with wheat without profit and had succeeded so that the profit of about twenty million dollars came from neutrals, and that with adequate supplies of wheat for domestic consumption this year, flour consumption should be restored to a normal basis. He denied that there was any effective control of the maximum price of wheat except the natural pressure of the crop.

At the election of officers, P. E. Goodrich was reelected president; H. Galdwin of Decatur, Ill., first vice president, and H. E. Botsford of Detroit, second vice president.

A Modern Macaroni Plant—with three **BUHLER** Jumbo Vertical Presses.



These presses are driven by accumulator and are the largest in existence.

A. W. BUHLMANN

200 Fifth Ave.
NEW YORK

Sole Agent for

BUHLER BROS.

UZWIL

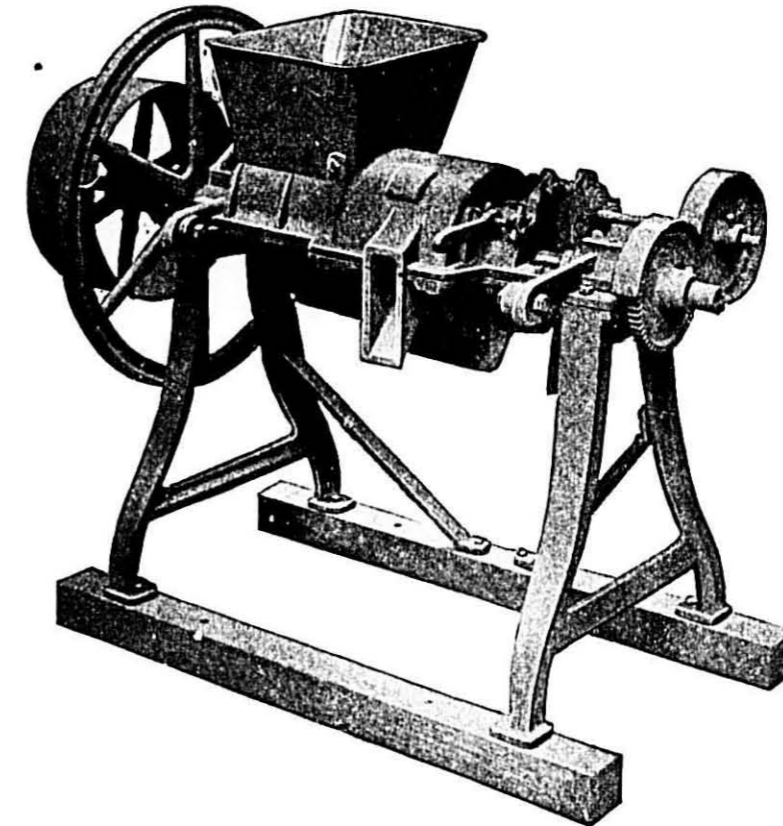
Switzerland

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.

SPECIALTY MEN TO MEET

Lengthy and Varied Program Prepared for Members of American Specialty Manufacturers Association at Atlantic City—A. M. Alexander to Talk—Macaroni Section to Meet.

The eleventh annual convention of the American Specialty Manufacturers association will be held Nov. 19-25, at Hotel Traymore, Atlantic City, with indications it will be one of the most important ever held. Among the papers is one by A. M. Alexander of Chicago, formerly executive committee member of the National Macaroni Manufacturers association, who will handle the subject "The Moral Responsibility of Good Will". Mr. Alexander is an able and convincing talker and should make one of the best addresses at the convention.

The Macaroni section of the specialty men will hold a meeting at 4:00 p.m. Nov. 20 in Room A, Old Colony club-room 9th floor, at which some of the leading manufacturers will discuss various conditions now affecting this business. The great strike in the east may be given some attention. The convention program as announced by

Secretary H. F. Thunhorst is in substance as follows:

NOV. 20, p.m., Closed Session
Speakers—Arjay Davies, president National Wholesale Grocers association,
Dr. J. S. Goldbaum, "Nationally Advertised Articles the Most Profitable for Jobbers to Handle."
A. M. Alexander, "The Moral Responsibility of Good Will."
J. A. Ulmer, president National Retail Grocers association.

Banquet 7:30 p. m.
Governor Wm. N. Runyon of New Jersey.
Fred Mason of Shredded Wheat Co.
Rev. Charles A. Eaton, D.D.

Nov. 21, Morning
Speakers—Hon. W. B. Colver, chairman Federal Trade Commission.
F. D. Bristley, subject "A Specialty Salesman."
Charles Wesley Dunn, counsel.
Hon. Wm. C. Redfield, former Secretary of Commerce, Washington, D. C.
Geo. H. Carter, subject "Our Auxiliaries."

2:30 p. m.
G. W. Perkins, New York city.
Theo. F. Whitmarsh former president National Wholesale Grocers association.
R. L. Montgomery, president Tri-state Wholesale Grocers association.

Nov. 20 and 21 the convention will open at 10 a. m. There will be no afternoon session on Nov. 20. In the afternoon of Nov. 20 a meeting of all auxiliary members attending the convention will be held.

The sections will hold their meetings on the afternoon of Nov. 20 as follows:
Soap section 2:30 p. m.
Macaroni section 4 p. m.
Cereal section 5 p. m.
The Lye section will hold its meeting on Nov. 18 at 10 a. m.
The board of directors meeting will be held Nov. 19 at 10 a. m.

Macaroni Prices in Spain

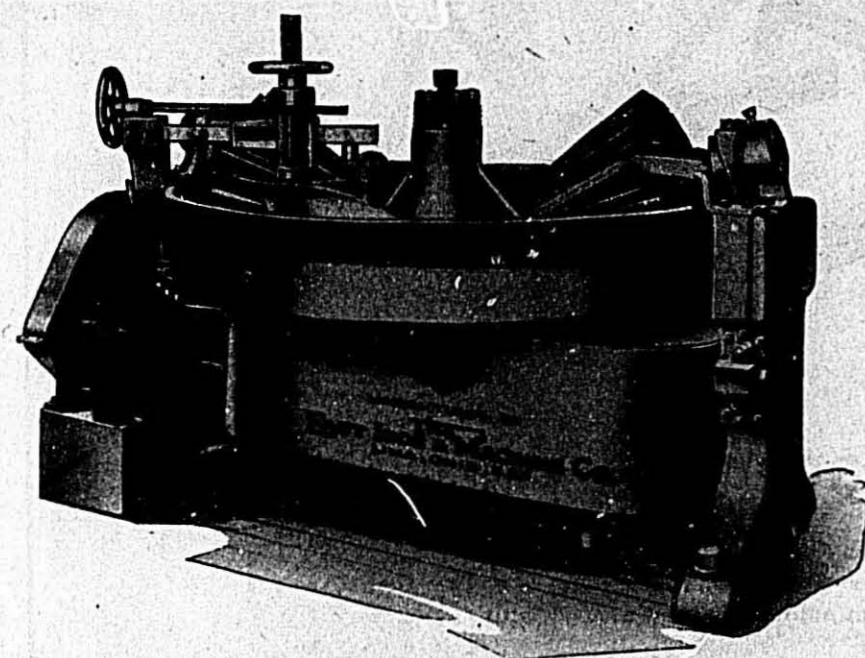
In a review of the prices on food stuffs prevailing in Corunna, Spain, for 1913 to 1918, Vice Consul W. Bruce Wallace gives the following concerning

macaroni products—"Price in 1913 was 7c a pound and for the same grade in 1918 it was 11c, an increase of 57 per cent during this period. The export of this product was greatly reduced during the war owing to crop shortage and great demand for flour to be shipped to France and Italy. That city shipped 85 metric tons in 1913, 64 metric tons in 1914 and then dropped to 14 metric tons in 1917 and finally to 0.5 tons in 1918. Since the cessation of the war the macaroni industry has been revived though the exports are still insignificant."

Easterner Appreciates Journal

J. A. Haight, manager of the Syracuse branch of the Pillsbury Flour Mills company, who is a new reader of the New Macaroni Journal, writes as follows about this trade journal—"We are pleased with the New Macaroni Journal. This is an excellent trade paper and contains some very fine information. We will be sure to read it carefully each month."

Benjamin Franklin said: "Little strokes fell great oaks." Every Thrift Stamp brings nearer a War-Savings Stamp.



(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.

MACARONI DRYING MACHINES

ROSSI MACHINES
"Fool" the Weather

Do not require experience, any one can operate.

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.

TOUTS TRADE PAPERS AS ADVERTISING AID

Grocers Secretary on This Class of Publicity
—Selection Important—Regards Their
Appeal as Potential for Results—
Advises Equal Attention to
Consumers and Retailers.

Leon M. Hattenbach, secretary of the National Association of Retail Grocers, was asked by an advertising agent how to select trade papers to cover the grocery trade and which papers were the best for results. His answer is worth reading by every business man who knows the power of advertising. In its essentials it read as follows:

"You naturally have to use your own judgment as to the merit of the publication by reading it. The comparatively small amount of money that it takes to cover the grocery trade paper field could hardly be misspent if the entire list was included in the grocery campaign. Naturally from some papers larger returns would be received than from others. I believe if you go through the list carefully you could pick out a sufficient number to provide for a splendid campaign for your client. I have always contended, and still

say, that a national advertising campaign to the consumer is incomplete unless it is augmented by a campaign direct to the retailers. The manufacturer who will spend \$100,000 in consumer advertising is foolish if he does not spend at least \$10,000 for dealer advertising through the trade papers. It is the best advertising medium that could possibly be secured.

"The fact is that trade papers advertising is valuable to prove, when you consider that men who are now occupying high positions with national manufacturers, and who formerly were in the retail grocery business, invariably patronize the grocery trade papers, because they know the value of these mediums in comparison to the cost of advertising in them.

"If I were in your place I would advise my client to patronize the grocery trade journals; all of them, if possible, but at least a sufficient number to reach the dealers whose patronage you are seeking. A constant and consistent campaign of advertising, intelligently directed, he may be assured, will bring him returns greatly in excess of those that could be secured through any other avenue."

Figuring a Profit

Experience has proved that few business men have learned properly to figure profit. Remember that 20 per cent added to cost does not yield 20 per cent profit. Profit is properly figured on sales, and to make a 20 per cent profit you must add 25 per cent to cost. Keep the following schedule before you and you will find it worth many dollars in the course of the year:

5 per cent added to cost is 4% per cent profit on selling price.

8% per cent added to cost is 7 per cent profit on selling price.

10 per cent added to cost is 9 per cent profit on selling price.

12% per cent added to cost is 11% per cent profit on selling price.

15 per cent added to cost is 13 per cent profit on selling price.

16 per cent added to cost is 14% per cent profit on selling price.

17% per cent added to cost is 15 per cent profit on selling price.

20 per cent added to cost is 16-23 per cent profit on selling price.

25 per cent added to cost is 20 per cent profit on selling price.

30 per cent added to cost is 23 per cent profit on selling price.

33-1-3 per cent added to cost is 25 per cent profit on selling price.

From Furniture World.

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

Frederick Penza & Co.



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.

When You Want Quality
and Service

Buy

NOMCO

Durum Products

Farina
Semolina
Flour

Write or wire for samples and quotations.

Northern Milling Company

Wausau, Wisconsin

MARKET INFORMATION

Small Percentage of 1919 Crop Unmarketed
—Seed Requirements Heavy Drain—
Grain Shortage Predicted for
Late Winter—Buying to
Limit Urged.—

In a trade letter issued by the Corbin Flour company of Chicago relative to the wheat market in this country and Canada, some valuable information is given flour users. The letter is here reproduced in full for the information of the macaroni industry, which is a great consumer of wheat flour.

"We have just completed an exhaustive survey of the wheat situation in the northwest as well as in the southwest. You know that we have been bullish all the year and that we predicted higher prices early in the season when nearly all of the eastern buyers were looking for much lower prices. We realized the acute wheat situation, but not until we had received answers from the several hundred letters sent out did we fully appreciate the seriousness of the situation.

"The consensus of opinion is that not over 35 to 40 per cent of the crop is left in farmers' hands in South Da-

kota. From 40 to 50 per cent is left in farmers' hands in North Dakota, and about 40 per cent in farmers' hands in the hard wheat districts of Kansas. The October government report reduces the spring wheat estimate for the three northwestern states to 114,000,000 bushels. The average spring wheat yield was 9 bu. per acre. It takes from 1¼ bu to 1½ bu, per acre for seeding purposes. Therefore, on account of the shortness of the crop, seed requirements for next year will be about 15 per cent which will cut down the total spring wheat available in the three northwestern states to approximately 93,000,000 bushels.

Seed Requirements

"Cutting out seed requirements will leave in farmers' hands an average of about 30 per cent or only about 35,000,000 bushels in the three principal northwestern states to carry us through until the new crop, and the new crop will not begin to move for another 10 months. It must also be borne in mind that quite a large percentage of this year's crop is not suitable for milling purposes and must be sold as feed. Also on account of the lightness of the

wheat it takes considerably more wheat this year to make a barrel of flour than last.

"The Grain corporation official report shows that 67,000,000 bu. of wheat in Kansas has already been marketed leaving still in farmers' hands 62,000,000 bu. above seed requirements. Private estimates from a large number of reports received by us average about 4 per cent, leaving about 50,000,000 bushels still in farmers' hands. 67,000,000 bushels has been marketed in Kansas since about July 10 to 15, a period of three months, and if private estimates are correct, the 50,000,000 bushels remaining will have to carry through until July 15 next, a period of nine months.

"Considerable space is being devoted in newspapers to the matter of importing Canadian wheat. The three northwestern provinces of Canada this year, according to official estimates will raise 166,000,000 bushels. The reports are that this Canadian wheat as a whole will be low grade, due to heat and rust, and much of the wheat will not be suitable for milling. The Canadian consumptive demand will consume a large proportion of the good

DOWNING FIBRE AND CORRUGATED BOXES

First—Quality and Uniformity

Second—Reliable Service

Third—Prices Based on Market Conditions

Finally—Because we give a "Box-Full of Real Service" to each customer.

DOWNING BOX COMPANY
Milwaukee, Wis.

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.

Direct from presses to dry rooms—no preliminary drying.

Fundamental Facts that solve the drying problem:

Efficiency—Simplicity—Economy.

Operating independent of natural atmosphere.

Maintaining macaroni flexible in the course of drying.

Uniform air circulation throughout the dry room.

Action to create conditions as required.

Controlling drying as desired.

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.

Paul De Martini Sole Owner Sicignano Patent and DeMartini Patent **Drying Apparatus**

JAMAICA, New York

WARNING: The De Martini Drying System is Fully Protected by United States Letters Patent Sicignano Patent March 7, 1916. De Martini Patents August 21, 1917; August 20, 1918; September 10, 1918; June 24, 1919. Other Patents Pending. All Infringements of said Patents Will Be Vigorously Prosecuted.

"BAY STATE"

Durum Wheat

SEMOLINA

is superior for
Macaroni, Vermicelli,
and Spaghetti.
Coarse, Medium,
Fine and Standard
Granulations. Wire
for samples and prices.

BAY STATE MILLING CO.

Hard Spring Wheat
Rye Durum Flour

WINONA, MINN.

Daily Capacity 6000 Barrels

High Grade Durum Semolina and Flour

"GRANITO"

Coarse Ground Semolina

"2 SEMOLINA"

Medium Ground Semolina

"ORIENTAL"

Fine Ground Semolina

"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.

Duluth-Superior Milling Co.

DULUTH, MINN.

milling wheat, leaving but a comparatively small amount for export.

Early Buying Advised

"The following statement appears in the last issue of the 'Modern Miller':

"One of the best authorities in the country says that the world's import requirements are 768,000,000 bushels, and that the world is confronted with a shortage more acute than that of any recent year."

"Kansas millers, according to the Northwestern Miller, are now spreading broadcast the report that northwestern mills will be cleaned out of wheat by Jan. 1, and forced to shut down. We do not think that wheat supplies will be exhausted as soon as that but we are anticipating a serious shortage of wheat a little later and we think before the crop it will be a question, not of selling flour but of having the flour to sell, a repetition of the experience of two years ago, with which all of you are familiar.

"We think it is advisable for you to urge all of your customers to purchase all the flour they are permitted to under the food administration requirements, and especially to take advantage right along of any temporary

breaks there may be in the market. Mr. Barnes is of course doing everything he can to hold the price of wheat and flour down at the present time. The threat of bringing in Canadian wheat seems to be having a sentimental effect on the market, but experienced grain men with whom we have talked are of the opinion that very little Canadian wheat will be imported. There is no question but that there will be a very acute shortage of wheat before the new crop and the Laker and jobber who is wise will, in our opinion, keep bought up to the limit of his ability."

(Why not include the Macaroni maker along with the baker and jobber?—Ed.)

War Affected French Macaroni Making

The macaroni or Italian paste industry in France was seriously affected by the world war, according to data by a French commission in charge of the official statistics. The report covers the first six months of each year between 1913 and 1919 showing by comparisons the exports and imports of this foodstuff in that period. Computed in metric quintals of 220.46 pounds

each the table which groups grouped or cleaned grain, semolina, and Italian pastes, shows export and import figures in pounds for 6 months ending June 30 as follows:

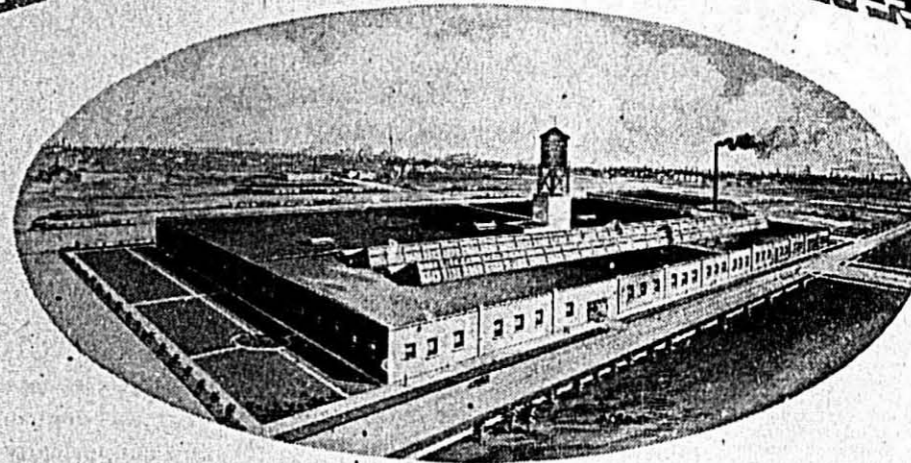
In 1913, 2,124,000 pounds; 1914, 090,000 pounds; 1915, 13,505,000 pounds; 1916, 15,381,000 pounds; 1917, 14,802,000 pounds; 1918, 7,258,500 pounds; in 1919, 33,640,000 pounds.

Exports in pounds for 6 months ending June 30.

In 1913, 6,651,000 pounds; 1914, 271,000 pounds; 1915, 9,781,000 pounds; 1916, 5,795,000 pounds; 1917, 5,186,000 pounds; 1918, 295,700 pounds; 1919, 1,060,000 pounds.

From the report it will be gleaned that the macaroni imports to France increased gradually from slightly over two million pounds in 1913 to over thirty-three and a half millions in 1919 the only drop being shown in 1918 when the submarine warfare was at height and freight rates were prohibitive. French exports reached their highest point in 1915 when almost a million pounds were shipped and were at their lowest in 1918 where an amount slightly in excess of a quarter million pounds were exported.

CHICAGO CARTON COMPANY



HOME OFFICE AND FACTORY
4433 Ogden Avenue
CHICAGO

TELEPHONE
Lawndale 908

BRANCHES
NEW YORK CITY
516 Fifth Avenue
DENVER, COLORADO
152 1/2 Blake Street
SALT LAKE CITY
312 Felt Building
DALLAS, TEXAS
3200 Main Street
ST. LOUIS, MO.
901 Chemical Building

DESIGNERS - PRINTERS
MAKERS FOLDING PAPER BOXES

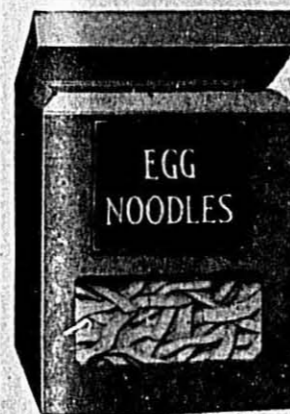
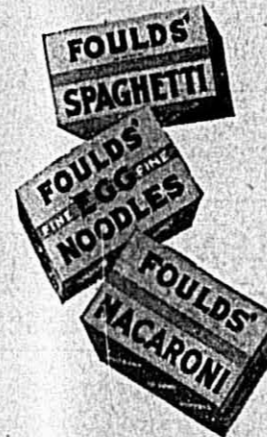


FIBRE SHIPPING CASES
SPECIALTY PAPER PACKAGES

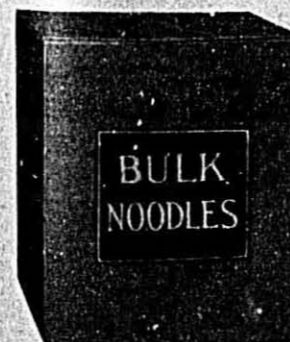
Manufacturers of

MACARONI, SPAGHETTI AND NOODLE CARTONS

Of Superior Quality, Artistically Designed to Sell Your Product



EXCEL-ALL DISPLAY CADDY



PERFECTION BLIND CADDY

Our Excel-all and Perfection Caddies are the ideal containers for the shipping and displaying of bulk noodles. They will carry approximately ten pounds and can be shipped with absolute safety, packed in our fibre containers made specially for shipping in units of Two, Four and Six caddies to a container.

Excel-all and Perfection Caddies are carried in both the blind and display styles

Ours is one of the best equipped, most modern and up-to-date plants in the country. Our service is unexcelled and the superior quality of our products enables us to keep in front.

Write for Samples and Prices

F. Maldari & Bros.



Specialist Constructor of Moulds
FOR ALL KINDS OF
ALIMENTARY MACARONI AND PASTES

CONTRACTOR OF
Steel Supports for Fidelity, Vermicelli, Tagliarini, Noodles, Etc.

Repairing of all kind of Moulds at Moderate Prices.

All work guaranteed. Send for illustrated catalogue 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 positively uniform results.

Patent Pending

OFFICE AND FACTORY:

127-31 Baxter Street NEW YORK, N. Y.

Fred K. Higbie Lumber Company
Conway Building, Chicago, Ills.

Box Shooks and Crates

Send us your inquiries when in the market. We are making low prices now for prompt delivery.

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 Macaroni Manufacturers Association

Edited by the Secretary, P. O. Drawer No. 1, Braidwood, Ill.

PUBLICATION COMMITTEE

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

SUBSCRIPTION RATES

United States and Canada - \$1.50 per year in advance
Foreign Countries - \$3.00 per year, in advance
Single Copies - 15 Cents
Back Copies - 25 Cents

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 Macaroni Manufacturers Association.

ADVERTISING RATES

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

ASSOCIATION OFFICERS

JAMES T. WILLIAMS - President
Minneapolis, Minn.
BEN F. HUESTIS - First Vice President
Harbor Beach, Mich.
SAVATORE SAVARESE - Second Vice Pres.
Baltimore, Md.
M. J. DONNA - Secretary
Braidwood, Ill.
FRED BECKER - Treasurer
Cleveland, Ohio

EXECUTIVE COMMITTEE

F. W. FOULDS - Chicago, Ill.
JOSEPH FRESCHI - St. Louis, Mo.
C. F. MUELLER, JR. - Jersey City, N. J.

Vol. 1 November 15, 1919 No. 7

Queries and Answers

Insufficient Description of Goods

A Chicago jobber who handles large quantities of macaroni has evidently been stung by some of the freak advertising that periodically strikes different sections and asks concerning a deal that was "put over" him last summer. "Through the representative of a large out-of-town concern we bought a large quantity of macaroni that had been held in the warehouse here unassigned, thinking at the time that the cases contained packages of a standard formerly maintained by that company as to weights. On reselling the goods we received numerous complaints from our customers that the packages were an ounce or two under the weight we were led to believe by their advertisements and representations to have contained. We contend that it was their intention to be misleading, though they denied this and showed their willingness to make good by allowing us 50c rebate on the case. The views of the macaroni manufacturers would be appreciated on this matter."

Answer: You had every reason to be under the impression that the packages were of the regular weight until told differently by the company packing them or by its representative. As a buyer you purchased the goods in good faith and it is assumed that the selling company knew of the contents of the cases when the bargain was made and it was its duty to have enlightened you. Its readiness to compensate you for your loss at the rate of 50c a case is proof of its guilt.

Cans as Macaroni Containers

From an eastern concern comes a query as to the advantages and disadvantages of using cans as macaroni containers instead of cartons and the names, if any, of concerns using them.

Answer: While there are some macaroni concerns who put up their finished products in cylindrical containers of paper, we know of none that use tin for this purpose as we gather from your use of the word "can." The one objection to the use of containers in the form of a cylinder is that it permits of too much waste space in packing them into cases, though this objection is counter balanced by the argument that they will prevent breakage because of their cylindrical shape. The one big objection to the use of tin is that you lose the absorbent qualities of the cartons, which quality is essential in the proper control of the moisture in the macaroni. This could be alleviated by using tin tops and bottoms with paper bodies.

Price Change Affecting Lost Goods

During the summer we shipped an order of macaroni and noodles that was evidently lost. After a wait of several months to permit of a "tracer" to locate the goods we, at the request of the buyer, shipped a duplicate and then billed him at the then prevailing price on the goods, which was a little in excess of the cost when the order was first placed. The customer refused to accept the invoice, saying that he had contracted on a certain date for goods at a certain price. What recourse have we?—Down East.

Answer: Although we are not authorities on matters of this kind we are of the opinion that the actual market value of the goods at the time of shipment should be the amount charged. At least this is the amount

that would be accepted as fair value by the carrier company according to the bill of lading which states "the amount of any loss or damage for which a carrier is liable shall be computed on the basis of the value of the property at the place and time of shipment under this bill, including the freight charge if paid."

Route of Shipments

"We purchased several hundred tons of flour from one of the large mill companies recently," writes an Ohio manufacturer, "and though we usually had goods shipped by water we failed to so state in our order, thinking that the company would do this with out our specially calling attention to it shipped by rail instead, which added materially to freight charges, though delivery was made in half the usual time. Was the miller justified in doing this?"

Answer: In the absence of a specified routing, the miller should be judged and probably chose the quickest method for your own good.

FOR SALE AT RIGHT PRICE

Two Screw Presses

One 8 inch cylinder.
One with two 5 inch cylinders.
Write or wire

GORDON MACARONI CO.
1451 Vermont Ave., Detroit, Mich.

For Sale!

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

Address Mixing Machine,
care Macaroni Journal.

WANT ADVERTISEMENTS

Five cents per word each insertion.

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.

Capital City Milling & Grain Co.
DURUM WHEAT MILLERS
St. Paul - Minn.
Capacity 1500 Barrels

Cherokee
DURUM SEMOLINA
ST. PAUL, MINN.
CHEROKEE

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

We offer

SEMOLINAS

Made from

DURUM WHEAT

We want your business. Ask for Samples and Prices.

Capital City Milling & Grain Company
ST. PAUL, MINNESOTA

Notes of the Industry

Italian Paste Exports

An analysis of the government reports covering the exportation of goods from Italy during 1913 in comparison with the war years shows decided falling off in the shipping of paste of macaroni products, due principally to the shortage of wheat and the increased home consumption. These reports also show that these products form a very small percentage of the total exports of that country. The year 1913 was one of the most prosperous ever enjoyed by the macaroni industry in that country, figured on the basis of exportations made.

Exportations of macaroni, spaghetti, vermicelli, etc., amounted to 78,000 tons valued at \$6,500,000. Of these the United States took 42,400 tons valued at \$4,100,000; Canada, 8,280 tons valued at \$700,000; and Great Britain, 3,400 tons valued at \$270,000. Exports of semolina totaled 21,000 tons at a value of \$1,500,000, half of which was shipped to the Italian colonies in Africa.

A study of the figures reveals the fact that while low prices prevailed on macaroni products that year, the United States imported the highest grades and Great Britain the poorest qualities. The prevailing export price was approximately \$83.33 a ton on the total production, about \$0.0416 a pound. The goods purchased by the United States importers cost about \$97 a ton averaging \$0.0433 a pound while the goods purchased by the British merchants brought the Italian manufacturers a little in excess of \$79 a ton, or less than \$0.04 a pound. The Canadian purchases were below the grade sold this country but of a better quality than exported to England.

Sells Stock to Employees

The Pompeii Macaroni company of San Francisco is planning to expand its plant in that city and stock is being sold for that purpose, says the San Francisco Chronicle. 500 shares have been allotted to S. Minciotta of that city, who is to become one of the interested managing force, while 2000 shares are to be sold for cash at par to the employes with the purpose of having them financially interested in the welfare of that industry. This policy

has been successfully carried out in many lines and macaroni manufacturers will await with interest the success of this California experiment.

Don't Like "Flour"

The attention of the North Pacific Coast Millers having been called to the fact that the federal pure food department proposed to enforce a ruling, made in 1917, that in branding macaroni, spaghetti and vermicelli, the word "flour" must be inserted before the names of those products in all cases where they are not made from semolina, and the macaroni manufacturers of the Pacific coast having asked the association to protest against the enforcement of this ruling, it was voted that the association do so, at a meeting of that body in Seattle.

New Durum Manager

James S. Lincoln, for years connected with the Russell-Miller Milling company, has been appointed manager of the durum department of the Shane Bros. & Wilson Co. of Minneapolis, and will give his whole attention to the milling and distribution of macaroni wheat flour. This department was recently established by the company to meet increasing demands for semolina products. Mr. Lincoln's years of experience will serve him well in his new managerial capacity.

Wants National Macaroni Work

The sentiment in favor of more widely advertising macaroni products apparently is growing both among the millers and the alimentary paste manufacturers judging from the many letters sent to the New Macaroni Journal on this subject. Requests similar to the following prompted the editorial in this issue:

"We have seen 'National Weeks' for everything from safety razors to clothes styles and the thought occurs to us that a week of intensive advertising of macaroni products, national in scope, might be of the greatest benefit to the industry.

"To achieve the desired results such a campaign should be worked out in detail and with a great deal of forethought. We should be pleased to see

'The New Macaroni Journal' sponsor such a campaign or something similar. Perhaps if you were to ask for opinions some manufacturer might have a better plan to popularize the products of the industry.

The Gooch Food Products Co.
Lincoln, Neb."

We agree with H. H. Teachley, advertising manager of that concern, that something along the line suggested by him should be attempted and have in mind Holy Week as most appropriate for this campaign. Correspondence from millers and manufacturers on the subject is invited.—Ed.

Misbranded Goods Destroyed

The bureau of chemistry of the department of agriculture in its enforcement of the pure food laws has made several seizures of misbranded food according to report by that bureau Oct. 18, 1919. Acting Secretary J. E. Riggs who handled the macaroni case reported as follows:

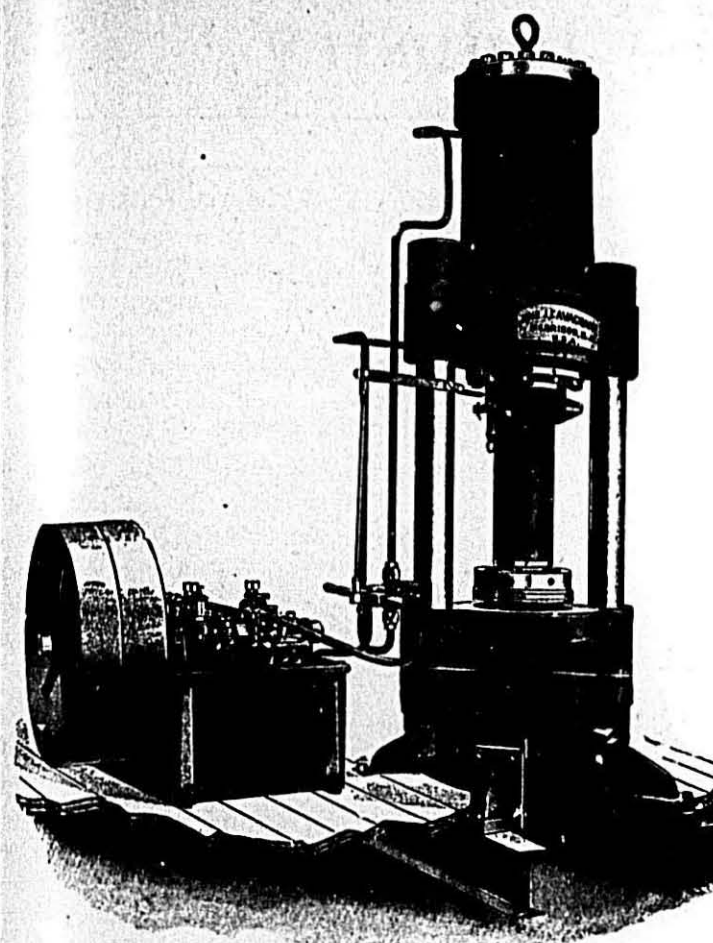
On Jan. 22, 1918, the United States attorney for the Northern District of Ohio, acting under a report by the Secretary of Agriculture, filed in the district court of the United States for the district a libel for the seizure and condemnation of 900 boxes of macaroni at Youngstown, Ohio, alleging that the article had been shipped on about Oct. 25, 1917, by a St. Louis firm and transported from the state of Missouri into the state of Ohio, and charging misbranding in violation of the Food and Drugs act. The article was labeled in part, "Molino and Pacifico Elettrico Silvestri Brand Gragnano style". Misbranding of the article was alleged on the reason that the labels on the boxes were false and misleading in that the Italian language was a design and device which was false and misleading, and misled and deceived the purchaser into the belief that the product was of foreign origin, when, in fact, it was of domestic manufacture.

On Nov. 30, 1918, no claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the 11 boxes of the product seized should be destroyed by the United States marshal.

New Factory in Minneapolis

The Anderson & Jurgensen company of Minneapolis has equipped a new macaroni factory at 1500 Fifth street NE. and is now in operation, specializing on package goods. Mr. Anderson is president of the new concern with Mr. Jurgensen as vice president. Both are old experienced men in the macaroni business and, while the factory is being started on a small scale, indications are that it will progress and enjoy a steady growth.

The magician had begged in vain someone in the audience to loan him a handkerchief, when an impatient voice from the gallery boomed forth: "Blow yer nose on yer sleeve, bo, and go on wit your tricks."



John J. Cavagnaro

Engineer and Machinist

Harrison, - - - N. J.

U. S. A.

Specialty of

MACARONI MACHINERY

since 1881

N. Y. OFFICE & SHOP
255-57 CENTRE STREET, N. Y.

ARTIFICIAL COLORING

Is not necessary to produce an amber color in your product if you use

PURE AMBER DURUM WHEAT FLOUR

FROM

LINCOLN MILLS

Lincoln, Nebr.

Samples of Wheat, Flour and the Finished Product gladly mailed on receipt of your request.

The Only Mill South of Minneapolis Milling Durum Wheat Exclusively.

PILLSBURY'S

Durum Products



Every Macaroni Manufacturer
should know the superior quality of

Pillsbury's Durum Products

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 sack or a trainload—we can fill your durum requirements 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