

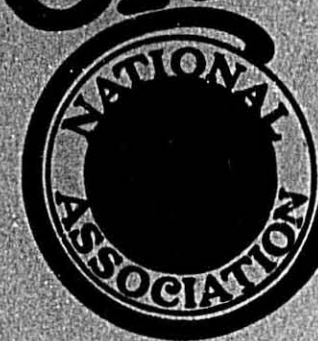
**THE NEW
MACARONI
JOURNAL**

Vol. 1, No. 9

**January 15,
1920**

The New

Macaroni Journal



Minneapolis, Minn.
January 15, 1920

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

Volume I

Number 9

A New Year Resolution

THE year 1919 which witnessed our entrance into the field of journalism was to us a trying period of uncertainty.

It provided us with many new problems to solve, many obstacles to overcome and new paths to blaze.

We sincerely appreciate the confidence placed in us by our many new and old friends during the past few months.

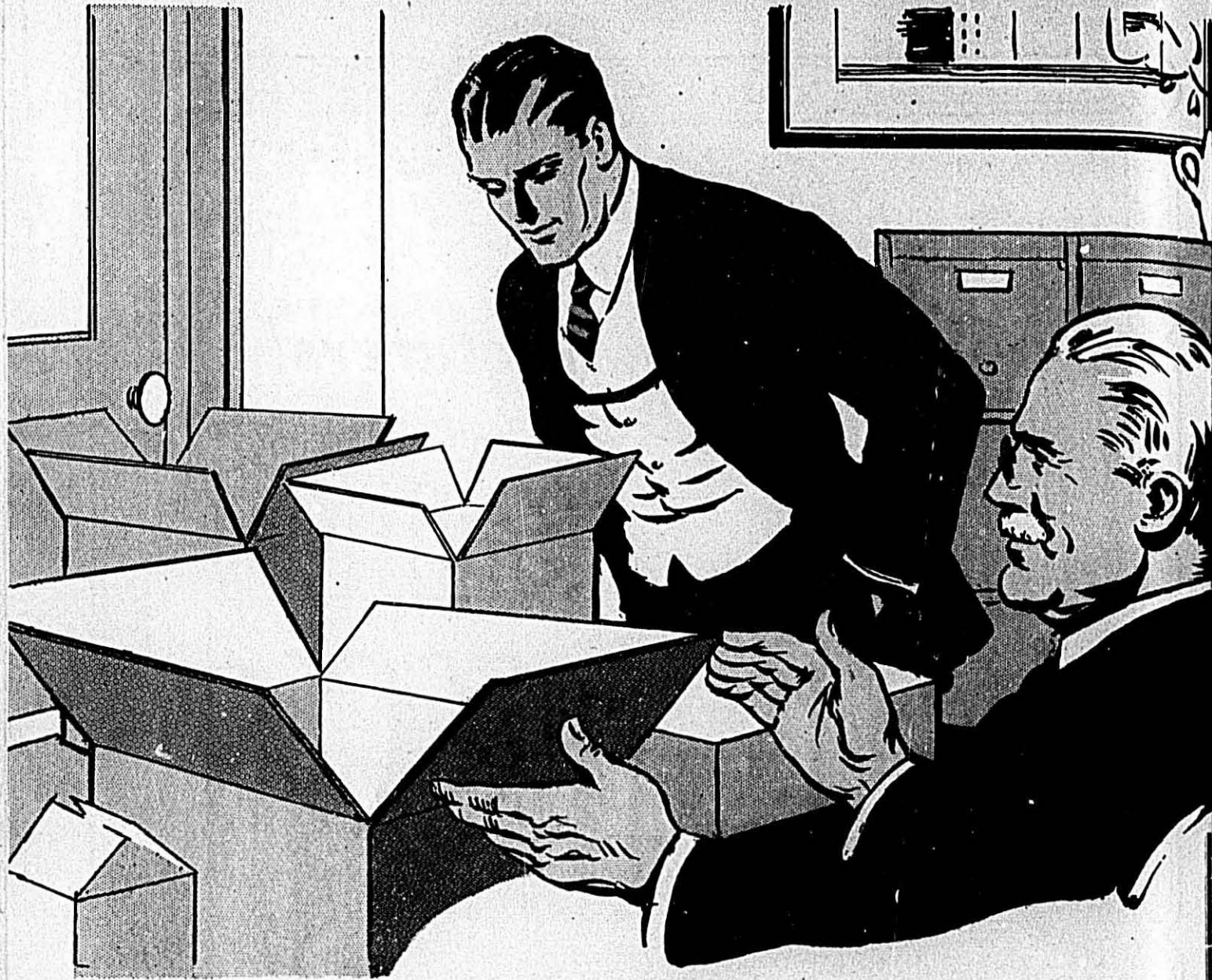
The opportunity afforded us to serve you and which we gladly grasped, proved the old saying that there is much satisfaction to be gained by serving our fellowmen.

We enter the year 1920 full of hope that our service will be bettered to the full extent of the experience gained in the Old Year.

In turn, we solicit the continued and extended co-operation of all our readers and advertisers without which success is impossible.

We RESOLVE to miss no opportunity to boost the Macaroni Industry and with a similar resolution on the part of our friends to help us gain this end, the year 1920 should be and will be really and truly

A Happy New Year



Look Over This Line of Containers—

You'll find every size and style, including wooden and wire-bound boxes, corrugated and solid fibre containers, plain and fancy folding cartons—and all made by Andrews, the only plant in the world offering a complete variety and unprejudiced choice.

Andrews timber-lands, Andrews saw mills, Andrews pulp and paper mills and Andrews factories—entirely Andrews from forest to finish—assures you thorough satisfaction in both quality of material and certainty of delivery.

Andrews artists and designers will help you in getting up cartons and containers, with new ideas or working out your thoughts. Say the word and an Andrews man will explain this service to you.

O. B. ANDREWS COMPANY - Chattanooga, Tenn.



ANDREWS

Wooden Boxes, Solid Fibre and Corrugated Shipping Containers. Fancy Folding Cartons for Macaroni Manufacturers.

JoLo PRODUCTS SERVICE Best

For Noodle Manufacturers!



SPRAY process YOLK. Immediately Soluble, Dependable, Dark Color—always Uniform. Offered to you in original cases.

Fresh Selected Whole Eggs Dried in their Entirety—Full Egg Value; Perfect Results—Original Cases as Imported.

SAMPLES AT YOUR COMMAND

JOE LOWE CO., Inc., New York City, N.Y.

ALSO AT

LOS ANGELES BOSTON CHICAGO TORONTO

USE DURUM SEMOLINAS

For Macaroni and Noodles

Unequaled in Color and Strength



YERXA, ANDREWS & THURSTON

MINNEAPOLIS, MINN.

MACARONI JOURNAL

Our Inventory

The inventory season is here when all firms and individuals should review past affairs, scrutinize present conditions and prepare for future business.

To modern up-to-date concerns an inventory now means a great deal more than the listing of the goods on hand, valuing the machinery in the plant and comparing the income with the expenditures. They will study closely the failures, drawbacks and shortcomings of the year just ended and will lay plans for the coming year in keeping with their past experience.

The National Macaroni Manufacturers Association, publisher of the New Macaroni Journal, recommends this up-to-date inventory as the one most appropriate to macaroni concerns. A properly conducted inventory along these lines might necessitate a council of the managers, salesmen and workers in which the past efforts can be given every consideration, and good ones retained and passed on to the New Year and the unsuccessful ones relegated to the scrap heap.

An inventory of the year just past as it affected the National Macaroni Manufacturers Association and its proteges The New Macaroni Journal shows that 1919 has been a year of progress in spite of the not-too-favorable conditions that prevailed. Three things stand out prominently as progressive, successful and assuredly beneficial to the Association, its members and to the macaroni industry at large. First, the national advertising campaign during April was handled in a manner that gave entire satisfaction in the sections affected. Second, the launching of the official organ of the Association and the only trade paper printed by and devoted to the Macaroni Industry, The New Macaroni Journal. Third, the progressive legislation enacted at the 1919 convention of the macaroni manufacturers and the allied interests in June at St. Louis.

While there is no way of definitely arriving at the exact value of good done the industry at large through the spring campaign financed by some of the leading macaroni firms and durum millers of the country, still there are none who will doubt that considerable good resulted. Coming at a time when macaroni products were a drug on the market, when domestic distribution was at its lowest ebb and foreign exportation demands just beginning, it served to fill in a gap that would have meant the loss of thousands of dollars had not this wonderful advertising campaign been instituted. Contributors and non-contributors to the campaign fund alike participated in the increased business immediately created. It was voted a good thing by all and anything that is good will bear repetition.

Our modesty prevents us from saying too much about the success of the official organ of the National Association. Suffice it to say that every month brings in many new subscribers, new users of its advertising columns and new features

that will prove interesting to the rank and file of the Industry. Our inventory again brings out the indisputable fact that the successful launching of this trade journal was due to the untiring efforts of our indefatigable president, James T. Williams of Minneapolis, who foresaw in this publication the permanent foundation for the Association. The New Macaroni Journal is a worthy successor of the old "Macaroni and Noodle Manufacturers Journal," owned and edited by our honored treasurer, Fred Becker of Cleveland, which publication was the first to cover the macaroni field. While The New Macaroni Journal has accomplished much during the year just past, the opportunities for its doing good are wonderfully numerous and plans to grasp these opportunities are being laid.

The progressive action of the Association at its last convention was intended to create closer cooperation among manufacturers, a most friendly relation with the allied manufacturers and the extension of the membership of the Association to include all of the leading manufacturers in the United States and Canada. The most advanced step in passing beneficial legislation was probably the decision to incorporate this organization and plans are about completed that will bring this about. The Association will be incorporated under the laws of the state of Illinois which have been found very favorable to organizations like ours.

Concerning our failures, short comings and drawbacks suffice it to say that our good friends, the critics, who are a blessing in disguise, have called them to our attention and we need only say that it will be our policy to avoid as many of them during the New Year as it is possible to dodge. Conditions will not permit us to make all the changes decided upon, but the most important ones will be put into effect as soon as the need for them arrives. Manufacturers, whether members of the National Association or not, can lend material aid along this line, assistance that will be beneficial and much appreciated.

How can macaroni manufacturers best assist us in the attainment of our ambitions? The simple answer is "By cooperation." This is better done from the inside. Therefore the first essential is affiliation with this Association that is national in scope and character, willing and ready at all times to uplift the macaroni industry and to "carry-on" till it comes into its own. Concerns not now enjoying membership in the National Macaroni Manufacturers should view this neglect as one of the failures in making their inventory and should lay plans to join this organization for the good of themselves and for the betterment of the macaroni industry. Make this resolution effective during the early weeks of 1920.

Cooperation is also possible along the lines of regularly subscribing for this New Macaroni Journal, the only one of

its kind devoted exclusively to the manufacture of macaroni products, and regular contributions to its news matter by furnishing items of general interest and articles tending to promote the welfare of the industry.

May your inventory show your firm loyal to your fellow-

manufacturers, true to your high business ideals and faithful to the National Macaroni Manufacturers Association and its official organ The New Macaroni Journal to the same extent that we will endeavor to be loyal, faithful and true to all manufacturers, members and non-members alike.

SHORTAGE ALARMS SHOOK USERS

Reduction of Visible Lumber Supply Prompts Orange Growers to Purchase 41,000 Acre Timber Tract—Propose to Stabilize Price and Insure Supply—Of Great Interest to Macaroni Industry.

Faced with a constantly decreasing supply of box shoo material, the Fruit Growers Supply company has just purchased 41,000 acres of timber land in Lassen county, California, according to The California Citrograph.

"The growers," says the Citrograph, "have taken time by the forelock, guaranteed themselves a shoo supply for at least the next fifty years and protected themselves and the public against increases in cost that inevitably follow diminishing supply and increased demand."

An increase of one cent on the cost of each box of oranges and lemons shipped by the California Fruit Growers Exchange would mean an extra burden of about \$150,000 each year on the industry. Therefore, with a certain shortage of material which would mean several cents advance on each box, the fruit men have taken steps to safeguard themselves, the retailers and consumers everywhere, from a burden of not less than \$600,000, and probably nearly \$1,000,000 a year.

To Continue Moderate Price

The Fruit Growers Supply company was organized several years ago by members of the California Fruit Growers Exchange to purchase supplies in wholesale quantities for Exchange shippers, and thereby lower production costs. A tract of timber purchased at Hilt several years ago, and operated by the company as a source of box shoo, is said to have been instrumental in keeping shoo costs at a fair price. Continuing, the article reads:

"In recent years the middle west has turned more and more to the Pacific coast for its supply of common lumber for building purposes. At the same time there has been a greatly increased use of box shoo in California. The California Fruit Growers Exchange is alone shipping approximately 15,000,000 boxes of citrus fruit annually, representing more than 105,000,000 feet

of lumber, with a good prospect of this increasing in the near future to 20,000,000 boxes. Since an increase of only one cent a box represents an added cost to Exchange growers of from \$150,000 to \$200,000, an increase of only a few cents in the price of shoo would saddle an enormous expense on the industry.

"It is intended to erect an operating plant with an annual capacity of 100,000,000 feet. Adjacent to the property of the Supply company is about 3,000,000,000 feet of government timber which is naturally tributary to the Supply company's tract and which will be bought later. The management is confident that the Supply company can produce shoo at a cost 4 or 5 cents below the general market quotations.

Experiment Interests Macaroni Men

"Announcement of the big purchase will be the first indication to many of the real seriousness of the situation, yet those in charge of the purchase of box shoo and close to the lumber industry have long recognized with grave concern the rapidly increasing use of box shoo in California, and the alarming diminution in the timber supply."

An authority on the lumber situation is quoted as saying that there is a shortage in the United States of at least 15,000,000,000 feet of lumber and that although the market is at its highest level in history, further increases may be expected. Many fruit industries will be unable to get enough shoo to move their crops and are willing to buy at any price. Hence the orange growers are fortunate in thus being able to stabilize one important item of expense for a half century or more in the future.

This shortage will affect materially the macaroni industry, which is a great user of shooks especially the bulk manufacturers and the exporters, where this kind of a container is a necessity. The cry of lumber shortage has been so continued and frequent that it fails

to stir up the interest necessary to meet this condition by anticipation as has been done by the orange growers.

Russian Grain

A report from the British high commissioner at Constantinople confirms that south Russia has an exceptionally good harvest this year, and the commissioner describes it as better than any harvest obtained for many years previous to the war. The area under cultivation is said to be at least 80 per cent of normal and the Bolshevik occupation appears to have had no very bad effects, as there is said to be no sign of war or distress; the land is well cultivated and the population well nourished. The high commissioner naturally expects the good crops will relieve the food situation, provided facilities are given to transport it into industrial areas, but actual transport is wretchedly bad and no steps appear to be taken to organize any system for the collection and distribution.

Pamphlets Wanted

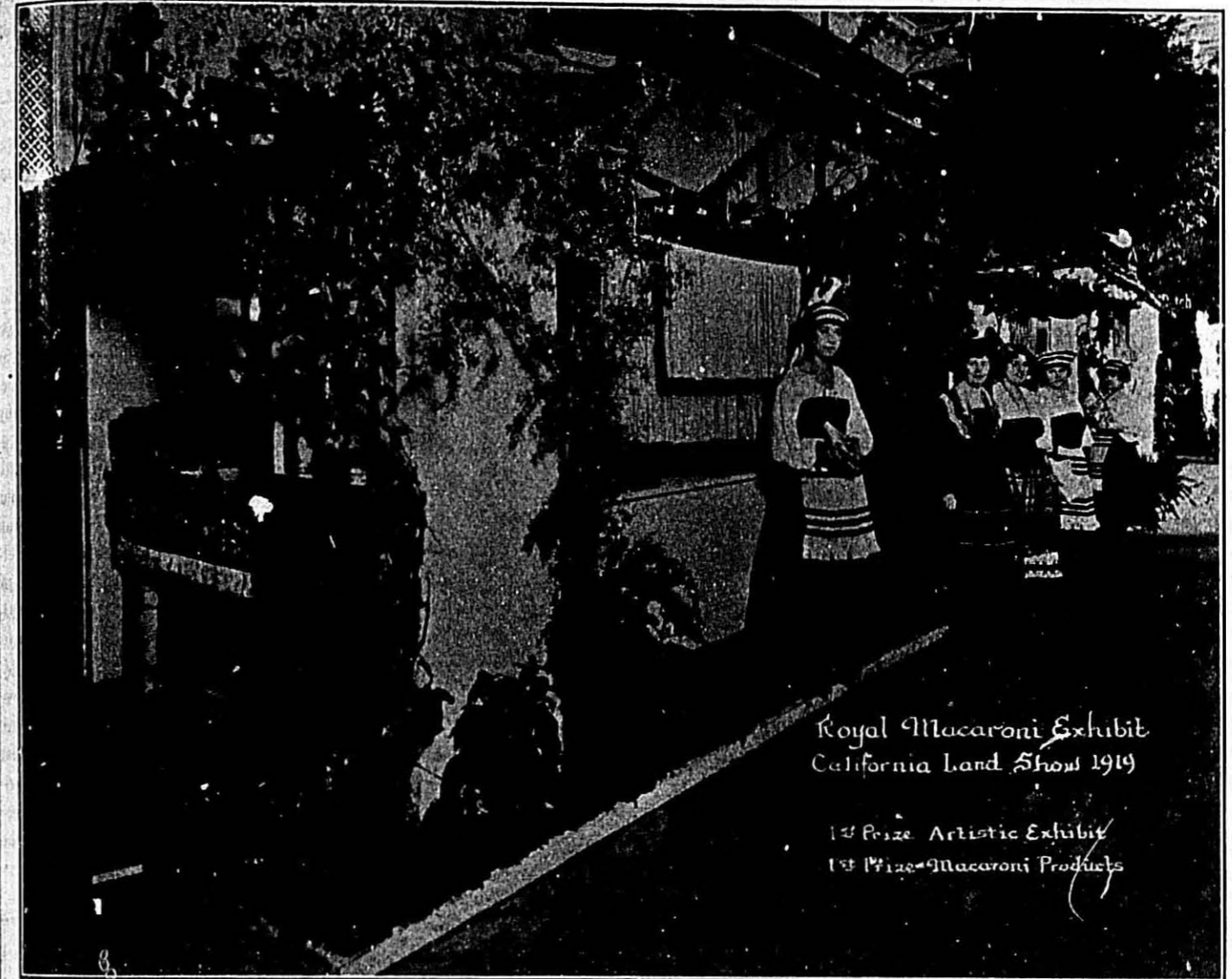
One copy of pamphlets, booklets, etc., issued by the various macaroni concerns throughout the country. Send them to the Secretary of National Association, M. J. Donna, Braidwood, Ill.

Intends to use them as a basis for a booklet to be arranged telling of macaroni as an economical and nutritious food for use by dietitians, food experts and physicians throughout the country for lectures, discussions and instructions in cookery schools, women's clubs and such organizations where the proper knowledge of macaroni and its proper preparation will prove most beneficial to the industry.

Prompt attention to this will be appreciated. In aiding us in this work you are merely helping yourself.

Among the few possessions of a shiftless man you will nearly always find a worthless dog.

Exhibit That Won First Prize



Royal Macaroni Exhibit
California Land Show 1919

1st Prize Artistic Exhibit
1st Prize Macaroni Products

The exhibit reproduced in the cut shows the unique display that won for the California Macaroni company first prize at the California Land and Industrial Show held recently in the Civic Auditorium, San Francisco. The first prize was a beautiful silver loving cup and was awarded to this progressive company because its display was the most artistic in the exhibit. To it was also awarded first prize, a gold medal, for quality of the goods displayed.

The exhibit was complete in every detail. It depicted an Italian street scene, showing the old method of open air drying of macaroni products in vogue among the "home manufacturers" in the larger Italian cities, a method happily not transplanted to this country and almost forgotten in the country of its origin.

The attendants were dressed in the original, attractive Italian costumes true to Italian life. The beautiful golden colored semolina products which this company makes exclu-

sively for its package goods stood out in beautiful contrast to the green ferns and foliage that banked the base and sides of this beautiful exhibit. It was easily the "big attraction" in that section of the show.

During the show attendants explained the process of macaroni manufacture to the thousands of visitors. Demonstrators endeavored to teach the best method in preparing this nutritious food in a pleasing and appetizing manner. More than a 100,000 visitors were given samples of the properly cooked products. These samples were eye openers to many.

Gay Lombard, vice president of the company and under whose direct supervision this exhibit was "put over", expressed himself as highly pleased with the prizes won, but felt that the greatest prize was the wonderful advertisement given macaroni products through the effort made to teach their proper cooking and preparation.

Reciprocity

One of the largest lithographing concerns in the country and a liberal advertiser in the New Macaroni Journal has adopted a policy when paying its bills, that is worthy of consideration by almost all classes of manufacturers. Accompanying each check is a beauti-

fully colored and artistically printed insert entitled "Reciprocity" which reads as follows:

"It is a pleasure to pay this bill, but (lest you forget) we sell things, too.

"We believe in reciprocity and, if you use products such as we manufacture, we will appreciate your passing this to the head of the Purchasing De-

partment so that he may remember us when he needs anything in our line."

Here is a timely suggestion that one good turn deserves another and it should produce good results. Attention is called to its line in a courteous way and coming as it does in the same letter with the ever welcome check, should have double the effect.

FROM EXPORTER'S VIEWPOINT

Firm That Exported Nearly Quarter Million Pounds of Macaroni Products Last Half of 1919 Gives Good Advice—Quality Should Be Aim—Praises Macaroni Journal—Constructive Criticism Only.

W. J. McDonald and Company of New York city is one of the largest exporters and distributors of macaroni and kindred products in that section and its view of the export and domestic trade will be of interest to manufacturers in view of the large demand for American made macaroni both in this country and in Europe.

America's Opportunity

"We specialize in macaroni" the company writes, "and have experienced an active export demand in the last half year. It may be of interest to your readers to know that our sales of macaroni for export business from June to December, 1919, totaled more than 100,000 cases of 22 pounds, the goods being valued over one-quarter of a million dollars, totaling about two and one-half million pounds. We think that there is an opportunity for American manufacturers to build up an important export business, provided that they will give some degree of attention and care to the manufacturing and proper packing of their product. We find that altogether too many manufacturers of macaroni believe 'that most anything is good enough for the export trade,' an attitude no doubt due to their impression that the export business will not be a lasting one, and that as soon as Europe is again able to enter into substantial production, we will lose this business. We believe that this is an erroneous impression and that there is a fair chance for a substantial export business if the manufacturers will give it the same degree of attention that is given their domestic business.

Consumption Increasing

"We believe that the consumption of macaroni is increasing all over the world and particularly in the United States, occasioned, in our opinion, by the fact that prices of standard articles of food are so high that people have been forced to turn their attention to macaroni which is not only a most economical food but a very satisfactory one both as to wholesomeness and nutrition. That people turn to this food naturally is evidenced from the bills of fare that appear daily in practically every restaurant and hotel in New

York city which feature daily one or more appetizing dishes of macaroni or spaghetti. Whereas in former years the demand was for imported goods, the consumers have now learned to appreciate the food value of the home made products, which should be the aim of the American manufacturer to capitalize. Keeping up the quality will insure a regularly increasing demand for macaroni that will mean millions of dollars annually to the producers.

Quality Products Costly

"We might say that we are subscribers to your Journal which we find not only interesting but useful, particularly so since the taking over of the old publication and the issuing of your present up-to-date trade paper. The writer had considerable experience in the macaroni business in the capacity of superintendent of one of the important plants in this city some years ago and his one principal complaint against the macaroni industry is the fact that some of the manufacturers deliberately cheapen their product by cutthroat competition that entirely avoids any consideration of costs. For instance, to-day No. 2 Semolina, which is the basis of standard quality macaroni, is being offered in the New York market at \$13.75 a barrel, practically 7c a pound. In the face of this high price of flour an important middle west concern is still offering macaroni for export at 9½ cents to 10 cents per pound, and representing it as pure semolina goods. It is beyond us to know how

this can be true unless goods are manufactured from semolina bought at a figure considerably below the present market. There is no good reason why macaroni should not bring a good price providing the quality is satisfactory and the only reason that it does not bring a good price is that the industry does not apparently cooperate and for the further reason that some of the manufacturers know very little about the operating cost of their plants.

Publicity Pays

"As representatives of four large and substantial macaroni concerns in their export business we have given them a profitable business in the recent past because they are all getting a fair price for their goods, though in this we are somewhat hampered by the price cutting propaganda of some of the less careful manufacturers.

"The work that you are doing through your Journal in educating the manufacturers as to the value of publicity is most desirable from the viewpoint of the macaroni manufacturers, and we sincerely hope that more and more of them will realize the importance to their industry of closer cooperation. The industry cannot survive unless the same standards and ethics of business which are applied to any other successful business are also made use of by the macaroni people.

"Our criticisms, if such they will be termed, have only one purpose and that is the good of the macaroni industry. Interested only in the selling of this product we are in a position to see many of the faults and failings usually overlooked by those concerned mostly in its manufacture. Consider this merely as the viewpoint of one outside the actual industry who can look upon this matter without prejudice or malice."

Kindly Co-operate

The co-operation of EVERY macaroni manufacturer and distributor in the country is necessary to the success of the New Macaroni Journal.

How can you best co-operate? 1st—Subscribe; 2nd—Contribute news for its columns; 3rd—Patronize our advertisers.

We plan to make our 1920 numbers interesting and helpful.

Every reader will get his money's worth and more out of them.

Money for subscriptions will come in handy in getting out a Journal that will be up to standard for the industry.

Subscriptions to this Journal are payable IN ADVANCE.

Those for 1920 are due NOW.

Please co-operate with us in our endeavors to enlist EVERY macaroni manufacturer in this country and Canada on our list of paid up subscribers.

SUBSCRIBE NOW.

SUBSCRIBE NOW.

If Means Money

SEMOLLEON



Worth The Extra Price

SHANE BROS.

AND

WILSON CO.

MINNEAPOLIS, MINN.

Who's Who in the Macaroni Trade

ED. Dreiss, who had formerly been a druggist, started in the business in 1898 by buying out a "Hole in the Wall," which he immediately proceeded to put into absolutely sanitary condition and convert into an up-to-date though small factory.

However as business grew he was not satisfied with this plant, as it was too cramped and unsuitable, so in 1901 he consolidated another smaller factory operating in San Antonio with the San Antonio Macaroni factory and moved into larger quarters in what was formerly a flour mill on the San Antonio river and operated by water power. This was continuously built on to until all available site space was covered and, as the business continued to grow, other capital was interested and it was decided to buy a site and erect a large modern plant on the Southern Pacific tracks. This was completed in 1910, covering a block on South Flores street, one of the main arteries of the city and a convenient distributing point.

The principal territory to which this factory's output is shipped is the southern states and Mexico. The spacious new plant is a model in point of lighting, ventilation and cleanliness, and it was always Mr. Dreiss' hobby, he being a chemist, to offer nothing but absolutely pure and wholesome foods to the public, and full weight packages. Long before the government made this compulsory he sturdily upheld these qualities, although it was often difficult to contend with the less conscientious competition in those days. He was the first to manufacture egg noodles in the states of the extreme south, although this is one of the finest egg markets in the country, and there is now a large demand for egg noodles in the south.

Mr. Dreiss has now associated with himself a business partner, Max Abramchik, who was for 16 years connected with one of the largest macaroni factories in New York, and they together brought out the Southern Macaroni company of San Antonio, which has been merged with the San Antonio Macaroni factory.

Mr. Dreiss has been a loyal member of the National Association of Macaroni Manufacturers since its inception, and was president for two terms. He traveled more miles to attend meetings than any other member and was very zealous



Ed. Dreiss of San Antonio Macaroni factory.

ous in advocating all measures for the good of the industry and urging other southern manufacturers to see the benefit of and join the National Association.

Mr. Dreiss is a pioneer of his section, having gone to San Antonio in 1866, when it was but a village.

The Laughter of a Child

I have heard the feathered songsters
Sing their praise at break of day;
I have heard the purling brooklet
As it sang along its way;
I have heard the winds at noontime,
Singing in the woodland wild—
But they can't compare in sweetness
To the laughter of a child.

I have heard a mighty chorus
Full a hundred voices strong;
I have heard the prima donna
Sing her sentimental song;
I have heard the great pipe-organ,
With its high notes and its low—
But they can't compare in sweetness
To a child laugh that I know.

I have heard the hands of masters
Weave rich tapestries of sound;
I have heard the Great Musician
Bring forth melodies profound
From his ancient Stradivarius,
Till I wept and laughed for joy—
But they can't compare in sweetness
To the laughter of my boy.

There is something in its music;
That no earthly hand can play;
There are harmonies celestial
That draw all my thoughts away,
To the great white throne o'er yonder
Where the bands of angels sing,
And I hear a voice long silent
That belongs to one like him.

—Will P. Snyder.

Be a Good Listener

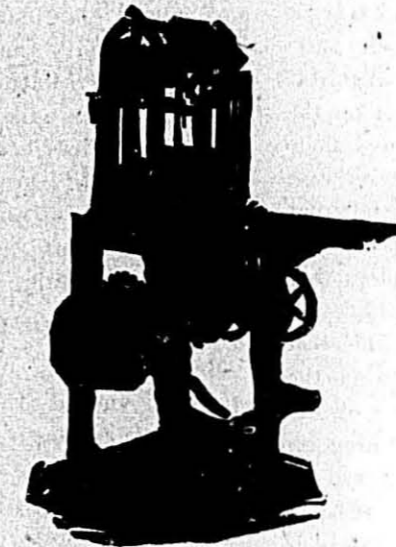
People who play, or sing, or talk well are to be envied. They have a great talent that gives pleasure and profit to many.

But did you ever think of the importance of being a good listener? Without the attractive, courteous and intelligent listener there would be little purpose or value in music or clever conversation. The one is necessary to the other. After all, the humble listener is as important as the creator of good conversation or good music.

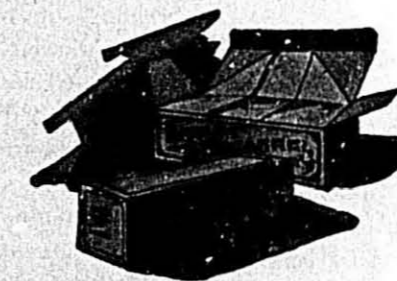
If music is beyond you, if you find it difficult to talk well, be a good listener.

BUILDING REPEAT BUSINESS

Sanitary, protective and distinctive packages for your goods that put them fresh in hands of consumers



The Forming and Lining Machine
Space occupied, 4 x 4 feet. Weight, 2000 lbs. Power, 1/4 H.P.



WE OFFER a unit of three machines which, with three operators for the entire unit will place food products in protective packages at a rate (40 per minute) equal to the best efforts of 25 or 30 hand operators.

Each package is moisture, dust and odor-proof and carries your own label. Consumers who receive fresh goods, attractively prepared, demand them again. Thus you build up a good will with the consuming public resulting in a growing business that becomes your own.

These three machines effect material savings in labor, time and floor space. They are not heavy—can be installed anywhere in any ordinary factory building. The largest occupies only two square yards.

The first forms and lines the package. Note* The second folds and closes the package and seals it if desired. The third wraps, labels and seals each end. For years these machines have been used successfully by foremost food manufacturers. Our terms are unusually reasonable.

*Where nature and goods warrants our Automatic filling machine can also be supplied.

PETERS MACHINERY COMPANY
209 South La Salle Street
CHICAGO

INCOME TAX BENEFITS

New Law Compelled "Little Fellows" to Adopt Simple and Suitable System of Bookkeeping—Results Most Beneficial—Guesses Turned to Certainties—Formula Given for Simple Record.

The attitude of the smaller macaroni manufacturing concerns towards the national income tax has undergone a material change within the past year, according to officials of the internal revenue department who have been closely studying this phase of the tax effects. At first viewed as an expense, a burden and even as a nuisance by some, it is now considered a benefit and a profitable investment by literally hundreds of the smaller manufacturers.

When the government found it necessary to "slap on" this tax on all incomes to provide revenue to meet the steadily growing war expenses, there were hundreds of small manufacturers who complained vehemently that the government had deliberately planned their ruin. Many had to admit that it was impossible for them to make the returns demanded in the income tax reports for the very simple reason that their records were not adequate.

Revenue Department Assisted

Even with the extended time granted for final filing of returns, the revenue department found itself short of hundreds of reports during the first term, and with a like number of returns so poorly filled out and improperly made, so it was agreed that only a campaign of education could rectify conditions found to prevail. Representatives interviewed all delinquents, consulted the managing officers thereof, and in a pleasant inoffensive manner assisted the owners in making a somewhat presentable report that could be used as a basis for figuring the income tax, and at the same time reasoned with them to establish a system of accounts that would enlighten their burden next year.

In many cases it was discovered that records were most inadequate and in others they were entirely neglected. It seems very natural and human that proprietors of small concerns in daily and hourly touch with every phase of their business should fall into the common error of confining their bookkeeping system to a very simple and almost inadequate record, a mistake that might almost be termed a commonsense mis-

take but one that tended to keep them on the verge of failure or bankruptcy.

Many "Guesses" in First Returns

These officials made the best of a bad condition, based their returns on the meager records obtainable and on the apparently dulled memories of the owners, and the result was a report that can properly be termed a "guess". Proprietors objected to what they considered hard and arbitrary returns covering their business the term preceding the first report, but what else could be done by the officials under the conditions over which the owners alone had supervision? In almost every case of this kind, the manufacturer felt that he had been "stung" and the result was a resolution to show the collectors that they were right in their contention. In order to furnish this proof simple cost systems were installed, generally on the advice and with the assistance of the income tax officials. In furnishing an incentive to keep a simple record of these small businesses is where the law proved a boon to them, as it has been the means of saving the various small manufacturers literally thousands of dollars annually.

Mistakes Were Costly

A complex system of bookkeeping as used by the larger manufacturers would be unwise in their case as it involves an unnecessary waste of tremendous efforts with much loss of time, and much money spent in recording small facts that are so obvious in a small business as to need no recording. Spending time and money to set down on paper what one already knows by daily contact with his business was considered by the proprietors as unnecessary and uncalled for. But with the coming of the income tax collector and the installation of even the simplest form of a cost system, he soon discovered that his business had been sustaining heavy losses and avoidable drains, all of which were burdens and due entirely to his failure to keep an efficient system of records, and, in pointing out these defects alone, it has been proven that the income tax

was really a blessing in disguise to the small happy-go-lucky manufacturer.

It wasn't necessary to install complicated systems of accounting, as the proper returns on income necessitated merely a careful inventory of stock on hand, cash, etc., at the beginning of the year, and the keeping of an accurate account of the yearly purchases and sales. This simple system gave the hundreds of manufacturers their first definite and accurate knowledge of their business that has proved of great benefit to themselves and to the industry. At first they were naturally concerned only in the grand totals which were required in the income tax reports, but a closer study of these figures brought out in magnified form the many leaks which had been entirely overlooked and caused the manufacturers to dig into and classify the different items to discover their relation and their effect on the business as a whole. This little system of figures has tended to change the attitude of the owners and managers from one of unconcern to a thirst for more accurate and definite knowledge of their affairs.

Business Formula

Bookkeeping is naturally a simple matter if viewed from the right point but many have been looking at it backward. Any system that will give the amount of stock on hand at the beginning, the amount of goods sold, the money expended for raw material and labor, etc., with the resultant net profits, will suffice. In the main, a bookkeeping system consists of five elements:

- First—Two inventories, at beginning and end of period.
- Second—Purchases.
- Third—Expenses.
- Fourth—Gross Sales.
- Fifth—Net Profit.

The first inventory plus purchases during the period shows the amount of goods and machinery on hand for the period. The inventory at the end subtracted from this amount quite clearly gives the cost price of the goods that were sold.

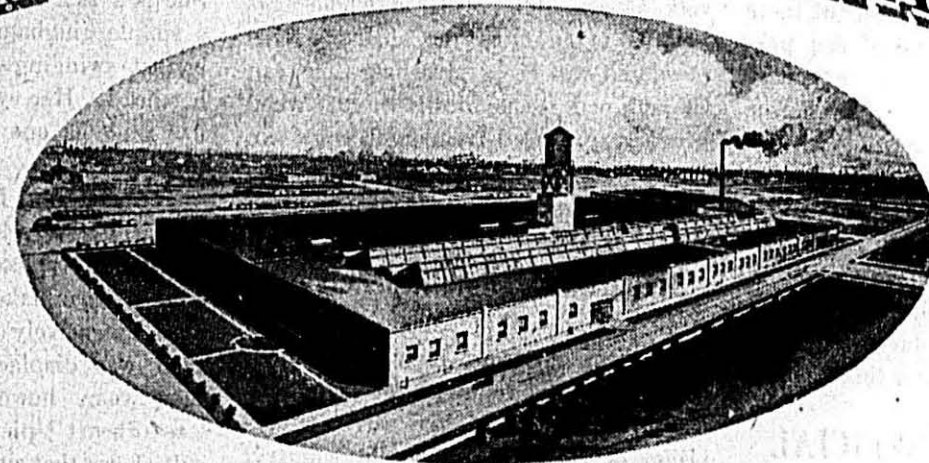
Income Tax Really Helped

Regarded in this light the introduction of records into any small business becomes an easy, natural and logical process which will, by its own momentum, go just as far as the circumstances of the business make it economical and no further. It looks hopeless and difficult only when it is regarded from the

CHICAGO CARTON COMPANY

HOME OFFICE
AND FACTORY
4433 Ogden Avenue
CHICAGO

TELEPHONE
Lawndale 908



BRANCHES
NEW YORK CITY
516 Fifth Avenue
DENVER, COLORADO
1526 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

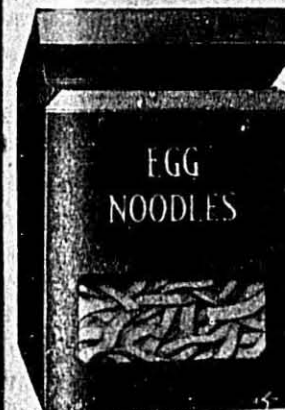


FIBRE SHIPPING CASES
SPECIALTY PAPER PACKAGES

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

end where the figures begin and not from the end where they are gathered together in their final totals. In the hundreds of cases where this has been attempted owners have found themselves possessed of a knowledge of their business never before considered possible and their books show increased efficiency of manufacture and better profits on their investments. With the inventory season now on hand a manufacturer should decide just what figures and information he wants out of his business for the coming year and make provision for getting them. The development will take place naturally, almost automatically, from this basis.

FOOD LAWS BENEFICIAL

Imported Goods Particularly Show Improvement—Exit Zinc—Powdered Eggs Now Free From Undesirable Elements—China Principal Source of This Product.

While it is conceded that the federal food and drugs act has had a beneficial effect on goods manufactured in this country, it is not so well known that this law has led to an improvement in foods and drugs prepared in foreign countries for shipment to the United States. According to the officials of the bureau of chemistry, United States department of agriculture, having in charge the enforcement of the provisions of this act, goods imported are now not only properly labeled but are put up in accordance with our laws and are up to the standard required by them.

Zinc in Chinese Goods

Powdered dried eggs that are used extensively in the manufacture of noodles have been under investigation by the officials who found on examination that most of this product imported from China contained zinc in quantities varying from a mere trace to an amount sufficient to exclude it from entrance to this country. It was shown that this zinc in the egg powder was acquired in the process of manufacture, either in zinc lined trays or from zinc belts used in the drying process. As the result of the exclusion of some of the shipments a radical change in the process of manufacture has been made to insure a product with both yolk and albumen entirely free from this foreign substance.

Powdered Eggs Not Substitutes

Powdered eggs should not be confused with egg substitutes as the latter contain no eggs whatever, being simply something advertised as being "as good as

eggs." Large quantities of powdered dried eggs are imported annually from China for use by the commercial bakers and noodle manufacturers. These include powdered white of egg, powdered yolk of egg and powdered whole eggs just as taken from the shells. Eggs powdered will keep for a long time, can be shipped economically and, when properly prepared from fresh eggs, can be utilized to take the place of fresh eggs in baking, and macaroni making.

Macaroni Under Supervision

According to H. C. MacLean, American consul at Rome, Italy, the Italian government has arranged for the organization which, under the direct supervision of the officials of that country, will take charge not only of the cereals, dried vegetables and their products, but also of their grinding and of the manufacture of macaroni, spaghetti and other similar products.

All organizations and firms which ordinarily deal in cereals and vegetables have the right to become members of the consortium, as well as agents of the foreign exporting houses and flour and macaroni manufacturers. The supervising organization will have a capital of 100,000,000 lire, which can be increased 200,000,000 lire. It will be composed of three sections, the operations of which will be coordinated, but each of which will act independently.

The first section will take care of receiving and distributing both domestic and foreign cereals and vegetables and their importation from abroad where the government considers it advisable. The second section will take charge of milling operations, and the third of the manufacture of macaroni, etc. For the moment, only the first section will operate, as certain difficulties have arisen with the firms which should form part of the other two sections.

Who Was Fair Unknown?

A girl who was famous a few years ago is once more being admired by the American public. She is the "sweetheart of the corn," who has become almost a trademark for Kellogg's Toasted Flakes.

The average person gives little thought to the origin of such illustrations. Not many realize, for example, that this "sweetheart" is a real picture of a real girl.

In all the years that the picture has been used the pose of the girl has seldom

been changed from that which originally showed her, like Ruth in the famous poem, standing "breast high amid the corn." With a sheaf of corn clasped in her arms she smiles out at the reader. She is a real American girl, dressed in a simple gingham gown, with her sunbonnet swinging by its strings behind her head. Her eyes look into yours and her smile is one of charming friendliness.

The veteran food manufacturer of Battle Creek selected this picture to typify the wholesome naturalness of his toasted corn flakes. The picture was used extensively for a few years and then was displaced by other designs. Last year, however, he brought the "sweetheart" picture back, and the result shows that public favor once won is always held, and it is being given principal place in all the Kellogg publicity. The unaffected girlishness of the picture appeals to everyone.

But the big question is: "Who was the original?" For the "sweetheart" picture is from an actual photograph of an actual girl—not a professional model, but a real, sure-enough girl who is shown exactly as she was on the day her photograph was made. It is said that she is living today not far from Battle Creek, mistress of one of the prettiest homes in Michigan. The thousands of letters have been received by the company asking for the name and address of the subject, but naturally will not give out the information. *Grocers' Review.*

Court Declares Tomato a Fruit

The long disputed question of whether a tomato is a fruit or a vegetable which was touched upon to some extent at a recent session of the California legislature—has been answered by the courts. At least there is a Los Angeles police court decision on record in regard, Judge Chambers holding that it is a fruit and not a vegetable. The matter came up in the alleged violation of the fruit standardization law by H. Chung, a vegetable dealer. The law requires that "all containers of fruit of the kind specified in this act when packed shall be labeled. The court in giving its decision based it on the definition that the tomato was "the well-known fleshy fruit of the tomato plant."

A tea kettle will sing when its full of water, who the devil wants to be a kettle?

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.

COMMERCIAL BRIBERY

Federal Trade Commission Investigating Obnoxious Practice—Macaroni Industry Practically Free From This Vice—Gifts, Entertainment, Etc., to Be Watched—Three Tests.

The Federal Trade commission has been giving considerable attention to a practice long discountenanced by the most reliable manufacturing firms in the country and one that has been greatly abused by unscrupulous competitors. Reference is made to the habit of getting the good will of the "buyer" of a firm either by the giving of gifts or extraordinary entertainment, which has been termed "Commercial Bribery."

Commercial bribery, as the term is used, involves the transaction whereby a seller gives something of value to the employe of his customer, or the employe of his prospective customer, or the employe of his competitor's customer or prospective customer, without the knowledge of the employer and for the purpose or with the effect, or both, of causing the employe to seek to influence the buying judgment of his employer.

Tests Will Determine Guilt

The investigation has been conducted to determine to what extent this practice prevails throughout the country, the study being along the whole selling line of any article from the manufacturer or producer to the consumer. Proper punishment will be provided and the decision as to whether or not one can be found guilty of commercial bribery will be tested out on the following facts:

1st.—Has the giving been done without the knowledge of the employer or without his consent?

2nd.—Was the thing given or promised of so great a value that it is unquestionably to influence the judgment of the employer or of obtaining his secret support?

3rd.—Was it in the nature of "entertainment" promised, given or implied, such as to influence the judgment of the purchaser or prospective customer? If this entertainment is of such a character as to be an intensive cultivation of friendship and unknown to the employer, then the practice is declared to be improper and not good.

Macaroni Salesmen Fair

From statements issued from time to time by the members of this commission it appears that their whole end or aim is to eliminate that element of unfair competition which will always exist when the purchasing agent or employe

of any purchaser of goods brings influence to bear upon his principal in favor of a given seller of goods by reason of secret benefices received by him directly or indirectly from the seller. The buyer of goods has a right to know whether the judgment of his employe is clouded by gifts, gratuities, commissions or entertainment and on that theory the Federal Trade commission bases its actions.

The macaroni industry has as a whole been particularly free from this unbusinesslike practice and will be very little affected by any riling along this line, though other businesses will feel the sting. The honest, above board dealings by the big majority of the macaroni manufacturers stands as a credit to the upright and fair dealing men in the industry as a whole and classes the producers of this foodstuff among the highest in business circles.

Start the Day Right

Start the day right. When the sun comes to greet you

Give it a smile for each ray that it sends;
Shake off the worries that long to defeat you,
Strengthen your faith in yourself and friends,

Yesterday's ghost will be striving to haunt you;

Yesterday's errors may come to your brain;
Throw off the worries that trouble and taunt you;

Start the day right; begin over again.

What a brief span is the longest existence—
One flashing journey from Nothing to Night!

Show while you may the old Roman resistance—

Off with your drowsiness—into the fight!
Never an empire was won by the laggard,
Never a prize was obtained but by worth;
Heed not the sneers of the misanthropes haggard;

Start the day right and they'll know you're on earth.

Start the day right and you'll find as it passes—

Something to live for and something to love;
View not the future through indigo glasses—
Note the bright streams and the blue skies above.

Failure may mock you through years of endeavor;

Fame and success may not come at your will;

But nothing can baffle a climber forever,
Start the day right and you're half up the hill.

—Author Unknown.

Dress Best Salesman Well

His catalog is many a manufacturer's and jobber's best salesman. It is always handy when the customer is ready

to order. It doesn't argue, waste time nor try patience by telling ancient jokes.

What manufacturer or jobber would think of sending out his best human salesman dressed in a flimsy, ragged costume? Yet most catalogs go out in paper covers, which soon become ragged, torn and dirty sometimes to such a degree that they are cast in the wastebasket as too disreputable to hang around the office. Many an order has been lost by the disappearance of a catalog; the customer having nothing from which to order.

A leather substitute makes an excellent catalog cover. It has a cotton fabric base which is coated with a pyroxylin compound. This makes it waterproof. It can be washed if it becomes soiled. It may be used, the same as cloth or leather, over paste board if a stiff cover is desired, or without the stiffening if a flexible cover is preferred. The same process is employed for printing on the front or back covers that is used on leather bindings. The goods are durable and may be had in practically all the standard leather colors and grains.

A catalog dressed in this binding does credit to any house. It will never be discarded on account of covers becoming ragged or dirty, and like the neat, well "Set up" human salesman it will give prestige to the concern it represents. Du Pont.

SACRILEGIOUS WINE

The effort now being made to regulate the sale of wine to clergymen for use in the sacrament recalls a story by James Hamilton Lewis at a banquet some time ago.

Kansas is a "dry" state. One day a venerable negro appeared at the office of the mayor of Atchison, and asked assistance to obtain some wine.

"Who are you and what do you want for?" asked the mayor.

"Ah is de Rev. Phineas Jones, D.D.," was the reply, "and ah wants dis yere wine for sacrilegious pu'poses. Ah done been told dat you can git it fo' that."

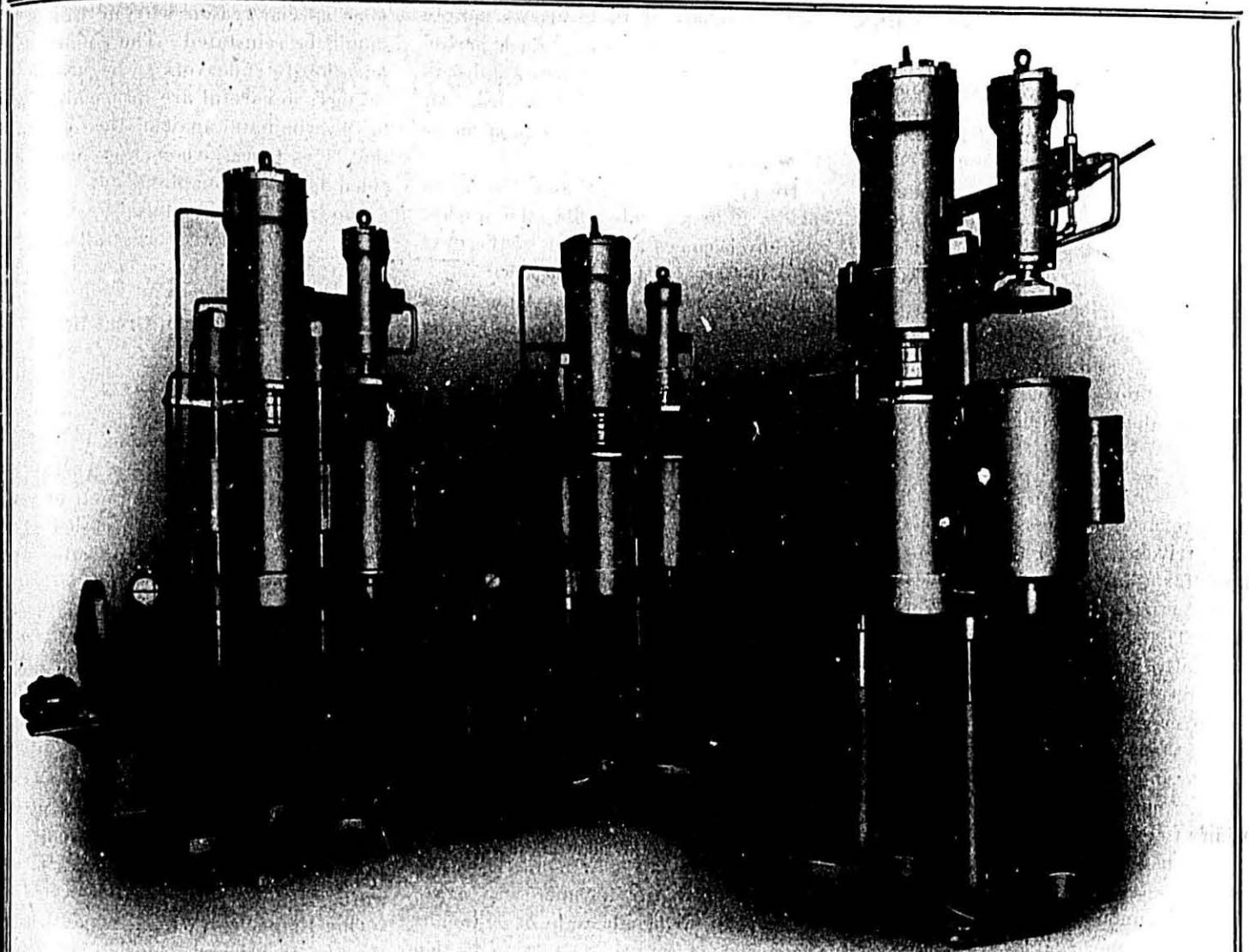
"You mean 'sacramental,' don't you?"

"Yes, dat's it. Do ah get it?"

"Well," said the mayor, "we can give you a permit for wine for such purposes. What kind do you want?"

"Well," answered the "Reverend," "congregation done took a vote on it Sunday, and dey is unamalous fo' givin' Philadelphia Bulletin.

A Red Cross visitor was making rounds of the soldier patients in an army reconstruction hospital when a colored soldier greeted him with: "Say, boss, is they keeping me here in this hospital—a souvenir?"—Judge.



Three Modern 13½ inch Macaroni Presses

The above presses were recently installed by us in a large macaroni factory, and are the latest in hydraulic presses. In addition to the above, we also furnished this plant with kneaders and one of our improved 13½ inch horizontal presses for short pastes.

The machines which we furnished this plant were all equipped with motors for direct drive, but we can also furnish them with tight and loose pulleys for belt drive, if desired.

We also build this type of machine with cylinders 17 inches in diameter and with double the capacity and production of the 13½ inch presses.

We will be pleased to furnish further particulars upon request.

We Do Not Build All the Macaroni Machinery, But We Build the Best.
Investigate Our Record.

Presses, Kneaders, Mixers, Noodle Machinery, Etc.
Cevasco, Cavagnaro & Ambrette, Inc.

Main Office and Works:
156-166 Sixth Street,
BROOKLYN, N. Y., U. S. A.

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

HONOR SYSTEM A SUCCESS

Executive Proves Employees Can Be Made to Want to Work Regularly — Increased Pay and Reduced Hours of Labor as Reward—Employees Council.

Along the lines suggested in our editorial of last month on "Profit Sharing" the following from the pen of O. B. Andrews of the O. B. Andrews company of Chattanooga, Tenn., which appeared in the October issue of System will be interesting in that it shows the success attained through efforts of this concern along the lines suggested by us:

Employers' Problem

There are thriftless individuals who elect frivolously to remain away from work for a day or more. What can the manufacturer do to better their attendance? That has always been a problem, especially in the south. And today it is more important than before, for the employer gains nothing by discharging them; that is merely cutting off his nose to spite his face.

After mulling this problem over for a long time we worked out, three years ago, a method which has brought us excellent results. Through our magazine we announced the formation of a series of "Honor Classes"; the first one began Oct. 15, 1916, and new classes have been formed every six months since. Any factory worker employed by the day or hour is eligible for membership.

The rules provide that every member of the class who for six months is not absent without an acceptable written excuse will, at the end of that period, receive a 2 per cent raise in wages. Those who succeed in getting through another six months receive another 2 per cent raise. Another six months brings another 2 per cent; and so it goes on for three years, at the end of which time the employe has received increases in pay amounting to 12 per cent. He then becomes a life member of the "honor class," is released from the onus of writing an excuse for every day's absence, is given a badge certifying to his achievement, and becomes eligible to certain profit sharing arrangements, the details of which we have not yet fully worked out, since the members of our first honor class will not become life members until Oct. 15, 1919.

Application Cards Make Appeal

Employes do not automatically be-

come members of these classes simply by entering our service. Each person who desires to enter a class applies to the office for an application card. Of course he wants to join as soon as he hears the details.

He fills out the card and the clerk places it in his index file; the worker thereby becomes a member of the next class to start—on Oct. 15 or April 15.

If an employe is absent from work for a day he must on the day following get his card and take it to the superintendent to whom he relates his excuse for the absence. If the superintendent approves the excuse as valid he puts his O. K. on the back of the card. Then the employe remains in good standing.

Anyone absent for three days or more must obtain, on the back of his card, his superintendent's written statement that the absence was "by permission."

Any worker who is absent for five days or more in any one month for any other cause than illness is dropped from the class. Either the employe's superintendent or physicians must certify to the sickness. Any employe who is tardy in arriving at work more than three times in any one month loses his membership. Any member who carelessly loses his membership in an honor class may, of course, start again in the next class. As a rule, we have found he is much more careful on his second trial than on the first.

Few Excuses Accepted

In every number of our employe's magazine we print a full list of the members of each class, with their departments. We give honor buttons to the members of each class as soon as it has finished its six months course; the workers wear them with considerable pride. The buttons bear the class number and date of formation. Buttons are all of the same design, but we change the color scheme for each class to differentiate them more readily.

In theory only illness, death, accident, or something equally serious, can excuse an absence; but in practice we sometimes accept other reasons. And occasionally we forgive an employe's failure to give an excuse for his absence. Such instances we always mention and explain in our shop organ, which is a valuable aid.

Not infrequently an employe who has violated a rule of the honor class and lost his standing appeals to our Employees Council—I shall mention this council more fully a little later—giving

some special reason why he thinks he should be reinstated. The council conscientiously endeavors to be just in its rulings; so careful are its members not to discriminate against the company that sometimes, when they have decided against an employe on a technical ground, I deem it advisable to say in effect: "Well, let's forget all about it this time and tell him not to do it again."

Employees Council Great Help

We do not feel that we are showing undue favoritism in taking care only of members of the honor classes. Any employe may be a member if only he has a little persistence and energy. I expressed the company's point of view in our magazine on one occasion when I said: "We know of no better way to do things for the people who are in our service than through the honor classes. And in the future whatever the company does in the way of profit sharing or help for its employes will be done solely for those who are members of the honor classes, because those are those who are diligent and painstaking, and they are the ones whom the company most earnestly desires to reward."

Our Employees Council, which I have already mentioned, consists of three members, one from each of our three departments. They are elected by popular vote and serve for 18 months; the other two are held over. The council handles most questions that arise about the honor classes, and other affairs touching the interests of both employes and employers. Officials and employes of the company are welcomed at any of the meetings of the council. On the other hand members of the council often attend the weekly meetings of our department heads; we get a considerable amount of mutual benefit from these interchanges of consultation.

How Consultation Idea Pays

As an example of just what this means, let me cite an incident that came up last May. We had been very busy for some time, and our people had been working 55 hours a week, when they proposed to the company through the Employees Council that for two months—June and July—the working time should be reduced to 50 hours a week but that they receive the same hourly wage as formerly, thus reducing their pay by five hours each week; and if in those two months of 50-hour weeks the




Capital City Milling & Grain Co.

DURUM WHEAT MILLERS

St. Paul - Minn.

Capacity 1500 Barrels



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

We offer

SEMOLINA

Made from

DURUM WHEAT

We want your business. Ask for Samples and Prices.

Capital City Milling & Grain Company
ST. PAUL, MINNESOTA

production of the factory had totaled as much as any average two months of the preceding year, they were to work thereafter only 50 hours a week, and were to receive as much pay for 50 hours as they had previously received for 55; and furthermore, they were then also to be paid for the 5 hours deducted during the 60-day test. In other words, they were willing to bet us 5 hours pay a week for two months that if we would give them nearly one hour more rest every day, they could turn out as much work as before.

I was not only glad to take them up, but I even offered them odds. I said: "If during these two months you equal your previous production I will not only pay you back wages, but I will thereafter put the plant on a 48-hour week, instead of 50, and will pay you for 55."

Increased Efficiency Reduced Hours

Well, they succeeded. Every worker was right up on his toes during June and July, looking for all possible chances to cut corners and save time and labor. More good ideas were dropped in the suggestion box during those 60 days than ever before. Since the first of August we have been on a 48-hour week, and are doing more work than we have ever done before.

That gives you an idea of how the cooperative spirit of our employes works for our interest as well as for theirs. And here's another incident. In March, 1917, our city was visited by the most disastrous flood in 31 years; our factory suffered heavily. Our workmen stuck to the job until the last; and the stenographers reported regularly for work even while they had to be rowed to the office in boats, and after the water began to get in on the office floor. Many of the employes—office men, salesmen, foremen and factory hands—were meanwhile working day and night with remarkable devotion, moving stock, machinery, tools, and the rest of the equipment up from one floor to another as the water continued to advance.

Loyalty to Firm Proven

While one man, a teamster, stayed on duty 60 hours without rest, he lost all his household goods when his home was washed away. We considered it a privilege to make good this man's loss; and of course we expressed our thanks personally to those men, as well as through the columns of our magazine. We mentioned the service each had

given; and then we had bronze medals of special design cast and presented to those who had stood by us.

Incidentally, on the fourth day after the water had left our first floor we had the whole factory running again!

Of all our activities for promoting the right spirit among our workers I regard our honor classes as the most important. They not only promote a better attendance, but also give the members a pride in the company and themselves. The plan increases their working ability and tends to make them stay with us.

Isn't that enough to make any business man agree that the plan is good?

FAVORS HOOVER PLAN

Wheat Director Welcomes Congressional Action to Permit Supplying Food to Europe on Credit—More Help Necessary to Maintain Order in Europe.

Julius H. Barnes, wheat director and president of the United States Grain corporation, in public announcement heartily favors the plan suggested by Herbert Hoover, former head of the food administration, to use the capital of the Grain corporation as a basis for credit to be extended to the countries of Europe still greatly in need of our foods. He said:

Mr. Barnes Says

"I would be very glad indeed if congress should, in line with Mr. Hoover's suggestion, authorize this plan to supply food to peoples now in urgent need in Central Europe against their credit obligation. Their appeals to us at present are quite distressing. The profits of the Grain corporation and of the sugar equalization board are quite material and may well be invested in such humanitarian relief helping directly to steady the war torn peoples of Europe in their progress towards the day when they can stand alone.

"Last February the people of this country expected to lose one billion of dollars in discharging the war time pledge of a producer's wheat price. It now appears that 80 per cent of the wheat of this country is marketing outside the Grain corporation and above the government guarantee price. It is very improbable that the national treasury will have any loss whatever from that source. Congress may well consider whether one hundred or two hundred million dollars of loans authorized to those suffering nations in the main-

tenance of social order would not be proper return for part of the billion dollars to the national treasury, instead of preservation of the entire amount in cash. Neither Mr. Hoover nor myself are convinced as we are of the dire extremity of millions of people, can face the responsibility without thus putting the situation before the American people and their representatives.

Recuperation Slow

"This is probably the last winter of distress for lack of food in Europe. Our own investigation last May convinced us that 90 per cent of the arable land of Europe was sown to crops within six months after the armistice in spite of tremendous difficulties due to lack of tools, farm animals and labor. The normal tendency of man this revealed to return to orderly production in areas swept by war for five years, was most encouraging and there is steady progress likewise in the industrial section though necessarily more slow in development.

"The immense drainage of supplies by war could not be replaced in a single harvest, but another harvest season will undoubtedly make Europe fairly secure for food needs and allow a larger human energy devoted to the rebuilding of industry. It remains true, however, as set forth so vividly by Mr. Hoover, that between now and the next harvest food is required—in certain areas and by certain people not yet possessing the means of payment by whose character and resources justify a measure of capitalization from our most fortunate position. The distribution last winter and spring of American food by an American organization maintained social order in Europe. Distribution in lesser measure this winter presents fewer problems because there has been distinct progress in reinstating Europe's own transportation and distributing channels."

RISKY, ANYWAY

A judge in a western town had declared that he would stop the carrying of firearms on the street. Before him appeared for trial a tough youth charged with getting drunk and firing his revolver in a crowded street.

"Twenty dollars and cost," said the magistrate.

"But, your honor," interposed counsel for the prisoner, "my client did not hit anybody."

"Why you admit that he fired the gun?"

"Yes, but he fired it into the air," explained the lawyer.

"Twenty dollars and cost," repeated the judge. "He might have shot an angel."

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.



PAPER STOCK DIVISION - BOX DIVISION - MILL DIVISION

WALDORF PAPER PRODUCTS CO.
SAINT PAUL MINNESOTA

THE WALDORF DAILY PLAN  PRODUCE the BEST that MORTALS CAN

1919 WORLD TRADE

International Trade During Past Year Almost Double Prewar Business—Great Britain Leads With United States Close Second—South American Countries Show Increase.

According to Bradstreet's review at the year's close the international trade of the world in 1919 will approximate \$70,000,000,000, against about \$40,000,000,000 in the year preceding the war. This estimate, by the National City Bank of New York, is based upon returns received from a score of principal countries, covering in most cases 10 months and in the case of Great Britain 11 months of the year, and upon these figures of 10 and 11 months it estimates the world trade of the full year 1919 at about \$70,000,000,000, as against \$60,000,000,000 in 1918, \$53,000,000,000 in 1917, and \$40,000,000,000 in 1913, the year preceding the war.

These figures are of course an aggregation of the total imports and total exports of all countries for which figures are available, and therefore represent in fact about \$35,000,000,000 of merchandise passing between the countries of the world since all statements of "world international trade" are an aggregation of the exports of every country plus the imports of every country and as all merchandise exported is counted a second time when it becomes an import in some other country, the usual aggregation of "world international trade" is practically double the actual value of the merchandise moved.

Britain Only Surpasses U. S.

Practically every country in the list for which 1919 returns are available shows a material increase over 1918 and a large gain over the year preceding the war. In the case of the United States the imports will approximate \$3,800,000,000, as against \$1,894,000,000 in the fiscal year immediately preceding the war, while the exports will show a total of considerably more than \$7,000,000,000, as against \$2,365,000,000 in the year preceding the war. Our total trade for the calendar year 1919 seems likely to pass the \$11,000,000,000 line as against \$4,259,000,000 in the fiscal year 1914, all of which preceded the war. British trade is also showing very large figures and will probably slightly exceed that of the United States, possibly reaching the \$12,000,000,000 line, though in her case imports from about two-thirds of the total. France, in which the export trade showed a heavy fall-off

during the war, is beginning to show a material improvement, as the figures thus far received indicate that the 1919 total will be about \$1,200,000,000 against approximately \$800,000,000 in 1918, while the imports for 1919 showed a marked increase over 1918, but stand at about the same figure as in 1917, when her importations for war purposes were heavy.

Foodstuffs and Manufactures Lead

The advance in the world trade figures is due more to the high prices than to increased production, though the latter shows a marked improvement over the prewar figures.

All the countries supplying food show marked gains. For Argentina the total exports will apparently approximate \$800,000,000 against \$523,000,000 in 1917; Australia about \$520,000,000 against \$477,000,000 in 1917; Canada shows little change as compared with last year; Uruguay, a slight gain over 1918; Brazil, a large increase owing to the extremely high prices of her principal export, coffee of 1919. In our own case manufactures also participate in the increase of 1919, manufactures exported in 1919 show a value about three times as great as that of 1914, while foodstuffs also show a marked increase. British export figures, which show a gain of over a billion dollars over 1917, oc-

curred chiefly in manufactures, and this is true also of France, in which the exports show a material gain.

Ton of Butter a Minute

The butter industry of the United States is so large that more than a ton of butter was made for every minute day and night, last year, according to dairy specialists of the United States department of agriculture. Yet even this enormous production scarcely meets domestic needs.

The output of factory butter has increased approximately 200,000,000 pounds each 10 years since 1880. Farm butter making reached its maximum production about 1900. The present trend indicates that it will become a less and less important factor in the nation's butter supply, being superseded by the factory product. Production of factory butter in the United States shows a more rapid general upward trend than is observed in any foreign country from which dependable butter figures have been obtained. The number of such countries, however, is relatively small. Production of renovated butter in the United States is declining. This condition evidently results from reduced supplies of low quality farm butter, the chief product from which renovated butter is made.

Support Our Advertisers

The advertisers in The New Macaroni Journal deserve the support of EVERY Macaroni and Noodle Manufacturer. They materially assist in making it possible for this trade paper to be of service to this class of food manufacturers.

The individuals and firms using the columns of The New Macaroni Journal as an advertising medium are showing an interest in our publication and are expressing friendship for every manufacturer. They should be given preference in every purchase made.

As boosters for our organized efforts you can readily grasp the value of the friendship which these advertisements indicate.

As one good turn deserves another, it follows that these advertisers should be supported and sustained by the purchasing power of the macaroni interests of this country.

They are interested in producing machinery, flour, and all necessary supplies that are up to the highest standard and particularly adapted to the macaroni industry.

The HALF A MILLION DOLLARS A WEEK spent for machinery and supplies by the macaroni manufacturers places in their hands a most effective weapon. If used carelessly it will defeat everything for which the industry aspires; but if it is used carefully it will speed our advancement, insure better quality of production, establish a more friendly feeling and an unquestioned guarantee that our interests will be always considered.

Actions speak louder than words.

Buy from those who help your Industry and your Organization.

Those who make their wants known through the New Macaroni Journal are worthy of your patronage. See that they get 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

Notes of the Industry

Skinner Consolidation

Announcement is made of the consolidation of the Skinner Packing company, the Skinner Baking company and the Skinner Manufacturing company of Omaha into one concern to be known as the Skinner Company. 500,000 shares of stock are to be issued in part without nominal or par value and all of it has been taken or set aside for the present stockholders. The purpose of the consolidation is announced to reduce the overhead and will enable the new concern to operate with greater efficiency from a manufacturing, sales and distribution standpoint. The manufacturing company which makes macaroni products has been established more than 10 years, the baking company more than 40 years and the packing company since 1918.

"The consolidation of our various interests will bring about no particular change except that the stockholders are consolidating their stock into one company," says Lloyd Skinner, president of the consolidated company. "The Skinner Manufacturing company will continue to operate as heretofore, except that our men covering the wholesale grocery trade will also sell canned meats. Increased efficiency and reduced selling costs are our only objects."

Export Demands Lighter

There has been a slight falling off in the demands for macaroni products for exports in the past few weeks, probably due to the fact that strikes in the macaroni plants and among the longshoremen in the east caused an accumulation of orders which were forwarded within the last 30 days and which served temporarily to supply the European demands. This is the view of P. Pastene & Co., a large exporting firm in New York city that has been enjoying a goodly share of this business.

The West Indies and the South American countries are not purchasing much in this line owing principally to erection of many local factories made necessary to supply the war demands at a time when shipping was difficult. While their products are of an inferior

quality they are eagerly purchased by the cheaper class of trade which prefers the home products because of the material saving in price.

"We have inquiries on macaroni for Europe and will be pleased to have quotations on spaghetti and mezzani in 20 or 22-pound net boxes, strapped for export, f. a. s. New York, and we would be pleased to hear from macaroni manufacturers desiring to supply this market," says this exporting firm.

Macaroni Market

The market in all macaroni products has been showing an upward tendency the past few weeks, the increase being based on three probable factors—1st., Increase in flour cost and all other raw material; 2nd., increase in cost of labor; 3rd., stiff demand for local distribution and for foreign export.

Some high grade semolina products are getting \$2.50 or better in a few of the large markets, though the prices range from \$2.25 to \$2.50 for 22 pound boxes. The bulk goods range from 10½¢ a pound for the ordinary to 11¢ for the preferred.

In the package goods market many of the larger manufacturers who pack their cartons to meet a price have been compelled to reduce the contents of their 10c packages. While 7-oz. is the prevailing weight, one or two large manufacturers are now packing only 6-oz.

The export demand is of more than fair proportion. This end of the macaroni industry should bear watching as it may be the basis of a large future business if sufficient attention is paid to the proper packaging of extra quality goods in an effort to win a permanent market.

Macaroni Supplants Bakery

The two story and basement brick bakery at 34-36 Drift street formerly occupied by the Goodrich Bakery company in Jersey City has been purchased by Gaspari D'Amico who plans to remodel the premises into a modern macaroni manufacturing plant. The building is on a plot with a frontage of 50 feet running to Mill Brook place. In-

stallation of new machinery is to be started as soon as it can be obtained from the builders and production is expected about midwinter.

Liverpool Macaroni Imports

According to Consul Horace Lee Washington the port of Liverpool, Eng., received almost twice as valuable imports from the United States during 1918 as compared with 1916. The macaroni exporters of this country enjoyed a goodly share of this increase during that year when over 5,965,500 pounds of alimentary pastes were shipped to that port and which were valued at more than \$1,530,000, averaging slightly under 26¢ per pound delivered. While these figures are given out by the bureau of foreign commerce, they are probably correct when the high rate of transportation charges and insurance that prevailed during the war period of 1918.

New Canadian Factory

A new macaroni manufacturing concern to be known as the A. Marin & Company has been organized at Vancouver, B. C., local capital financing the new industry. According to A. G. Marin, general manager, a plant of 3000 pounds daily capacity is in the process of erection and all up-to-date machinery and dryers will be installed. It is planned to complete the factory so that production will begin early in the spring.

Will Quit Macaroni Business

Hugo Dalpini, president and principal owner of the Dalpini Macaroni company of St. Louis, plans to dispose of his plant to be free to make a trip to his old home in Italy to look after some private affairs that have been neglected for some time, principally due to the war. Mr. Dalpini was one of the foremost advocates of a combination of the macaroni manufacturers of St. Louis under one management but with the failure of this plan and his inability to continue active supervision of his business during his absence, the factory is to be sold in whole or in part. He will

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.

be remembered by those in attendance at the St. Louis convention as one of the active committee in charge of the welfare of the visitors.

Will Assist His Father

C. S. Foulds of Cincinnati, organizer of the C. S. Foulds-Briggs company of that city and prominent among the manufacturers in southern Ohio, resigned as an officer of the reorganized company now known as the Briggs Cereal Products company effective Jan. 1, 1920. He has accepted a position as general salesman for the Foulds Milling company of Libertyville, Ill., of which his father, F. W. Foulds, is president. He will take the position made vacant by resignation of A. M. Alexander.

Appropriate Souvenir

An appropriate, artistic and useful souvenir was distributed during the Christmas season by Yerxa, Andrews & Thurston, Inc., to practically all the macaroni manufacturers. It is a paper weight with a black rubberoid base and a celluloid dome filled with a choice sample of high grade durum wheat. On

top of the dome is pasted a small shield of paper with name of the firm in colors similar to those appearing in its ads in The New Macaroni Journal. The firm is to be congratulated on getting out this serviceable souvenir that will be a constant reminder of the goods it has for sale.

Manager Resigns

L. Franks, several years manager of the Illinois Macaroni company of 1306 Belmont avenue, Chicago, has resigned to devote his energies to the Stresau-Becker Leather company of the same city, of which he is a stockholder. Mr. Franks frequently represented the Illinois Macaroni company at the conventions of the National Association and will be remembered as one of the boosters for the organization and for the industry. He wishes to express his sincere appreciation for the courtesies and for the agreeable business relations with his fellow manufacturers and managers during his five years of service.

Sales Representative Dies

M. L. Johnson, sales representative of the East Iron and Machine company of

Lima, Ohio, and formerly with the Werner & Pfeleiderer company at Saginaw, Mich., died suddenly at New York following an operation for acute appendicitis.

Mr. Johnson will be remembered for his activities at the last session of the National Macaroni Manufacturers convention at St. Louis where he made many friends among the macaroni men. Through his efforts the East Iron and Machine company has been raised from an obscure macaroni machinery concern to one of the best known new concerns in the country.

New Semolina Mill

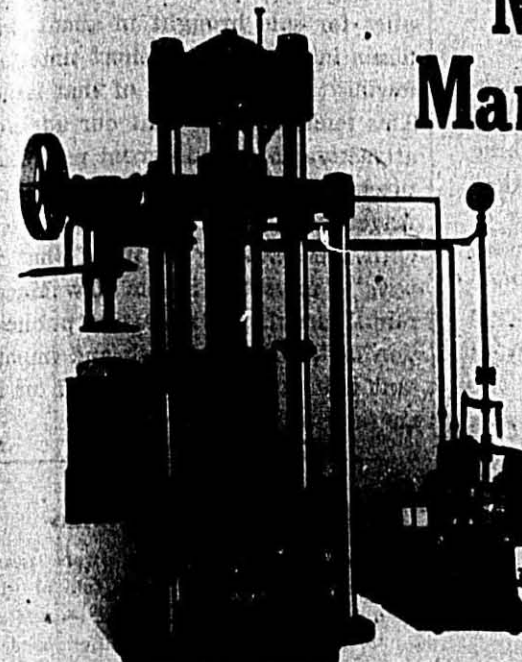
The Sheffield-King Milling company of Minneapolis has recently completed the erection of a large semolina mill as an addition to its plant in that city according to announcement by H. H. King, president of the company. The new semolina plant has a capacity of about 1,000 barrels a day and has been running since early in the month.

MAKING SPEED

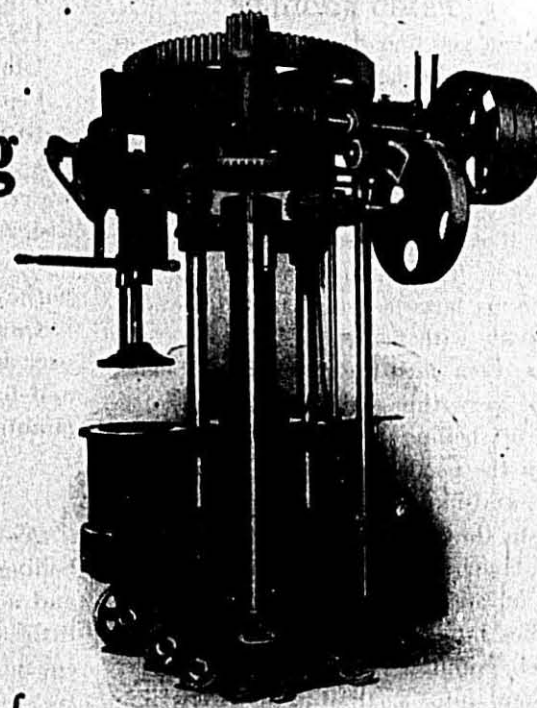
The Hare and the Tortoise ran a race. "I simply didn't go on strike," explained the victorious Tortoise.—New York Sun.

Walton Macaroni Machinery

Minimizes Manufacturing Expense



STYLE K HYDRAULIC PRESS



STYLE F SCREW PRESS

Our line of Presses, Kneaders and Mixers

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

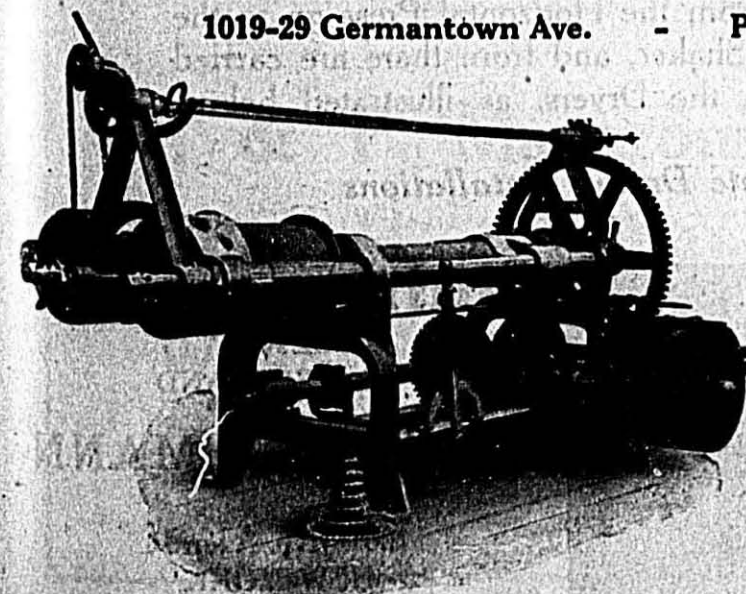
We make both Screw and Hydraulic Macaroni, Vermicelli and Paste Presses in sizes to meet all requirements. Complete machines or parts furnished promptly.

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

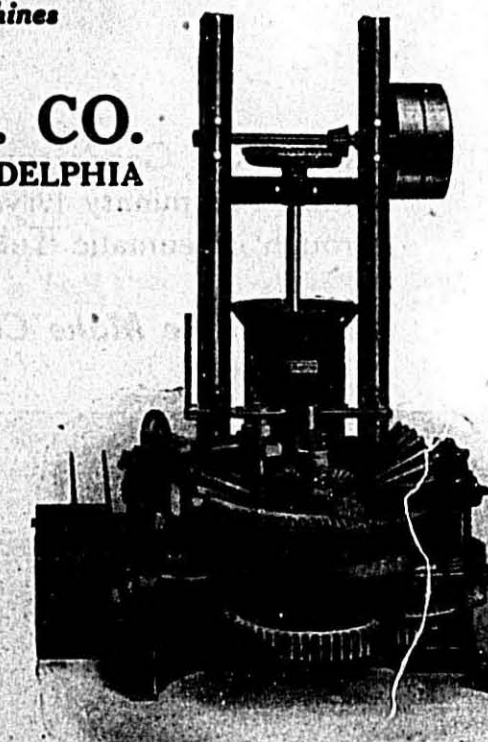
Write for catalog, stating the line of machines in which you are interested.

P. M. WALTON MFG. CO.

1019-29 Germantown Ave. - PHILADELPHIA



STYLE H HORIZONTAL CUTTING PRESS



IMPROVED KNEADER WITH PLOW

YOU really will increase your Sales by using the Very Best Label you can buy

EVERY PACKAGE IS JUDGED BY ITS LABEL AND THE BUYER OFTEN WONDERS IF THE GOODS INSIDE ARE LIKE ITS LABEL

So be careful to give the right impression by putting a first class Label on your package : : : : :

The Interstate Printing Co. ST. LOUIS.

"PRODUCERS OF HIGH GRADE LABELS"



TESTED MACARONI RECIPES

For Use of Manufacturers, Wholesalers and Retailers in Advertising Proper Preparation of Macaroni Products—File Them for Permanent Reference.

FRIED NOODLES

When you find three or four pieces of chicken or turkey and half a pint of gravy left over, try this. Make a dish of noodles thus: Break an egg into a dish of flour, add a tablespoon of water and a pinch of salt. Mix very stiff, so that it can be rolled nearly as thin as paper. This quantity will make two sheets as large as you can well handle. Sprinkle with flour, roll up, cut in sections, then slice the ends with a sharp knife very thin. Have ready a kettle full of boiling water slightly salted. Drop the noodles in loosely. They will sink, and in a few minutes will be floating on the top. Drain through a sieve or colander. Heat a piece of butter the size of an egg in a skillet. Put the needles into the hot butter and fry five to ten minutes, turning once. Cut the chicken into small pieces free from bones, warm in the gravy, and when ready to serve, dip this over the noodles in a deep dish or platter. This dish is

fine when accompanied by stewed prunes, California style.

MACARONI WITH CHIPPED BEEF

1 cup macaroni.
1-4 pound chipped beef.
1 1-4 cup milk.
1-8 teaspoon mustard.
1 tablespoon grated cheese.
Pepper.

Break macaroni into inch pieces, making 1 cupful. Cook in boiling salted water until tender. Butter a baking dish and put in a layer of macaroni, then a layer of beef, with a sprinkling of mustard. Continue until all is used, having the last layer of macaroni. Pour over milk, sprinkle with grated cheese and bake in a moderate oven 30 to 35 minutes.

DELICIOUS TO EAT

Cook one-half pound of spaghetti in boiling salted water until tender. Drain and add one cupful of tomato pulp, a little finely chopped onion and one-half cupful of pimento cheese. Season highly, shape and roll in fine bread crumbs. Dip in beaten egg and fry in deep smoking fat. Drain on paper and serve at once.

Journal Advertising Pays

The drawing power of ads in the New Macaroni Journal was demonstrated in an efficient manner during the last two weeks in December when the quarter page ad of "D. M. C." offering all its machinery and supplies for sale brought in about two dozen inquiries in the short time following the publication of that issue. This tends to show that our ads are attractive to the macaroni manufacturers and are eagerly read by them. Advertisers herein should be pleased with this showing as proof that it pays to advertise in the New Macaroni Journal, the exclusive publication of this fast-growing and important industry. Advertise with us is our advice.

TABLES NEATLY TURNED

The matrimonial fireworks were nearly over. Just the dying sputters told of what had been. I wish, said he, that I could get hold of some cakes like mother used to make for me!

And I wish, she retorted, that I could get hold of some clothes like father used to buy for me!—Chicago News.

Modern Installation of BUHLER DRYERS For Short Goods

Short or Cut Goods coming from the Horizontal Press go to the Buhler Preliminary Dryer or Shaker, and from there are carried through Pneumatic Tubes to the Dryers, as illustrated below.

We Make Complete Drying Installations



Buhler Bros.

UZWIL
SWITZERLAND

A. W. BUHLMANN

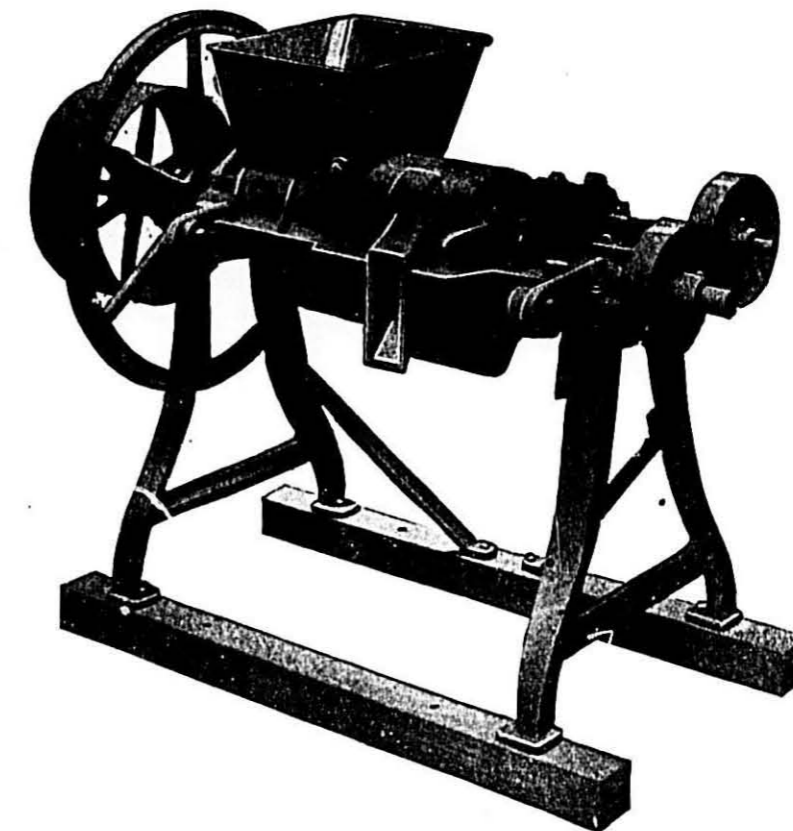
Engineer
200 Fifth Avenue
NEW YORK

SOLE AGENT

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.

EXPORT SITUATION

Effect of Collapse in Exchange Shown—Present Export Would Entail Loss—Edge Law Provides for Help to Foreign Credit—Surplus Funds Released.

The export situation, as it exists at the present time, demonstrates the effect of the collapse in exchange. Unless there is a change for the better before next fall some very serious conditions are likely to be encountered. It is known, for instance, that the warehouses at practically all seaports are crowded almost to the bursting point with goods intended for export, but which can not be shipped under present conditions without entailing serious losses. It is true that a great deal of this merchandise has been purchased by speculative exporters who have foreseen an enormous demand from foreign sources and who have counted on good profits. Because they are speculative operations it does not necessarily follow that they are in any wise illegitimate as some one has always taken the initiative in expanding trade. The drop in the value of foreign money, however, has added tremendously to the foreign pur-

chase price, inasmuch as so much additional foreign money is required to purchase the requisite number of American dollars.

In the great majority of instances the purchase price has become prohibitive, and in the course of time it will be necessary to turn these goods back upon the domestic market. There are enough of them to cause more than a mere temporary congestion, while the knowledge that this export outlook is cut off would have a serious effect upon industrial operations where such goods are produced. When the exchanges began to fall those who were acquainted with such matters immediately made the prediction that exports would be curtailed and that in the course of time such surplus production would back up upon domestic consumption. It so happens that domestic requirements have for a long period been in excess of production so that the possible curtailment of exports has not been regarded as a serious menace. Yet one can see a period some months ahead when domestic consumption will not be sufficient to absorb the entire production. In some respects it is already in sight.

Fortunately the Edge bill has now become a law and will provide an ex-

pansion of our banking machinery, which will permit the formation of organizations to help foreign credit and in a measure stabilize exchange. The ratification of the peace treaty is also another necessary factor and it is the realization of this that is crystallizing sentiment throughout the country which senators are being forced to take into consideration with the result that efforts are being made by various groups to find some common ground on which a compromise may be reached in the settlement of the treaty question.

The money situation has also been responsible for holding stock market trading in check. Year end requirements turned surplus funds into direct banking channels and have again forced high rates for call money. With the turn of the year, however, it is expected that this money will again become available, although there is a disposition among conservative financiers to check the wild speculation in stocks that has marked the greater part of the year just closing. —New York Commercial.

About 62 per cent of all hired male farm labor in the United States is hired with board furnished, and 38 per cent without board.

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.

"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.

MANUFACTURERS OF

HARD SPRING WHEAT

RYE & DURUM FLOUR

DAILY CAPACITY 6000 BARRELS

WINONA, MINNESOTA

**Ocean Highway-or
Dog Team Trail---**

WHEREVER merchandise is transported, you'll find **H & D Corrugated Fibre Boxes** doing their big part toward making the shipping of merchandise safer and less expensive.

On swaying, clanking freight trains; on noisy river steamers; on huge lake freighters, ploughing their way from port to port; and overland, by truck, burro and dog-team—by every conceivable conveyance, the **strong, resilient shock-absorbing, cushioned walls of H & D Boxes** amply protect merchandise of every kind.

Glassware and canned goods—precious metals and steel—meats, bread and breakfast food—drugs—products of all kinds carried in H & D Boxes, reach the consignee safely. The jars and jolts that often smash and break boxes and their contents, are absorbed by the **sturdy containers designed by H & D "Packing Engineers"**.

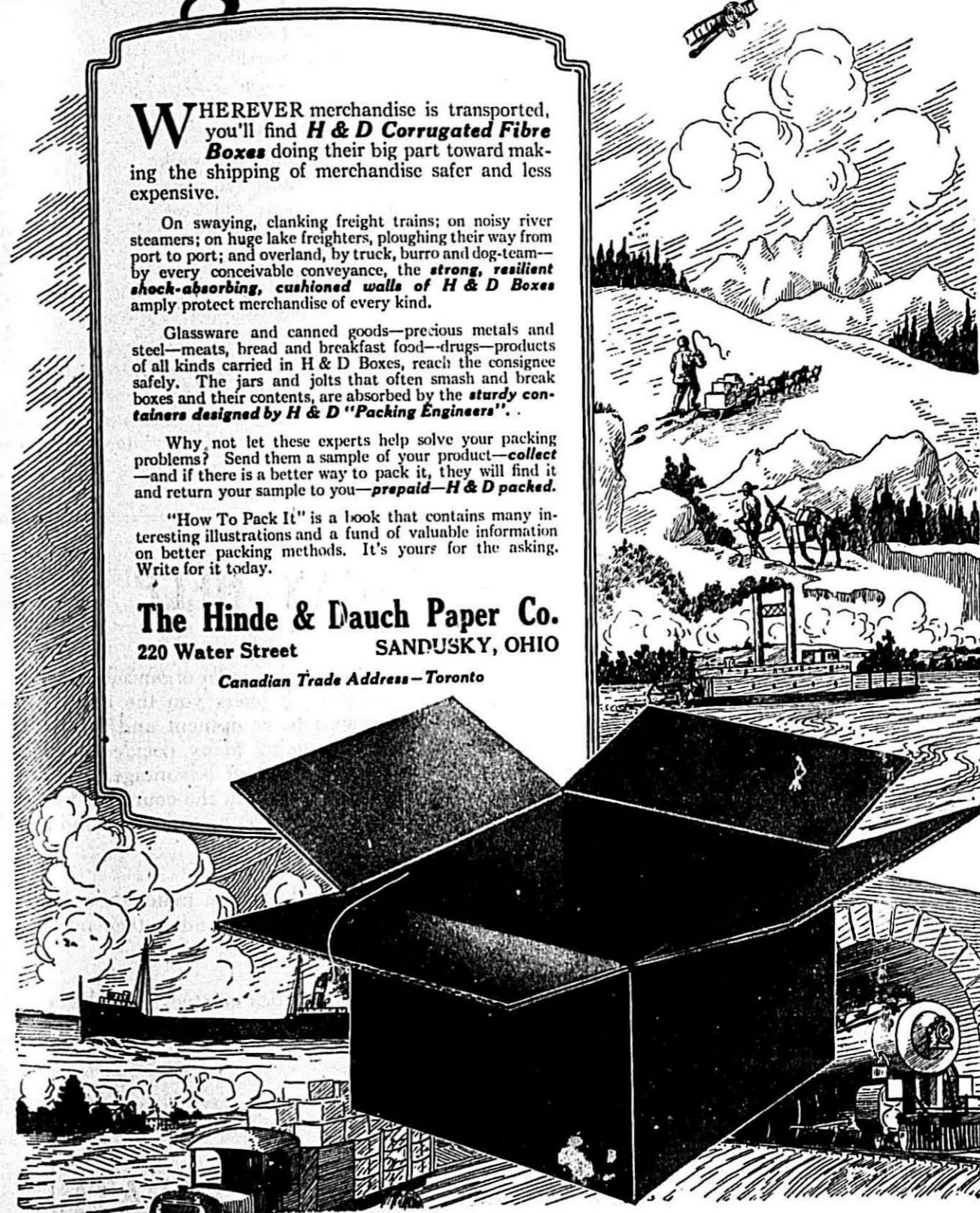
Why not let these experts help solve your packing problems? Send them a sample of your product—**collect**—and if there is a better way to pack it, they will find it and return your sample to you—**prepaid—H & D packed.**

"How To Pack It" is a book that contains many interesting illustrations and a fund of valuable information on better packing methods. It's yours for the asking. Write for it today.

The Hinde & Dauch Paper Co.

220 Water Street SANDUSKY, OHIO

Canadian Trade Address—Toronto



Deliveries—Holidays Affect Durum

Reviewing the conditions of the Minneapolis market, the principal center of durum wheat exchange, H. W. Files, salesmanager of the durum department of the Pillsbury Flour Mills company, says:

"Wheat receipts have been noticeably heavier the past two weeks, especially in the Minneapolis market, on account of the warm and milder weather, which doubtless encouraged farmers to bring in their country holdings. The government has also been making deliveries of its durum wheat which has been held in elevators so that many of the millers temporarily at least have been out of the market for future purchases. This slack buying attitude is also emphasized because of the holidays, consequently there are light milling operations. With light buying and receipts quite heavy prices have accordingly declined approximately 25c per bushel the last two weeks in December.

"However, it is quite reasonable to expect that durum wheat and semolina prices have probably reached their low levels and an upward trend in the market would be no surprise. With wheat

within a few cents of the government guarantee, below which it will probably never go, elevator companies and grain speculators are expected to become heavy buyers, realizing that they stand to lose only the few cents between the present price and the government guaranteed price if the market decline further, whereas in view of the short durum crop their chances for profit on a rising market are good. Such buying will have a tendency to stiffen the price.

"Grain exporters have been bidding for durum wheat in the Minneapolis market which is rather unusual. We do not remember in recent years of grain exporters buying their durum requirements in this market and as a consequence of this buying the durum market advanced 5c a bushel Dec. 30, and it is only fair to presume that with continued buying from this source prices will advance steadily."

Increased Cost at Rome

While official figures showing the increase in the cost of living for the whole of Italy during the war are not available, information regarding certain commodities of general consumption can

be obtained from local sources. The municipal labor office of Rome has just made public the following figures showing the increased cost of the eight food-stuffs given below, which are universally consumed in Italy: Bread, macaroni, rice, beef, bacon, potatoes, milk, oil.

The index numbers arrived at represent prices during the year 1919, in comparison with those for the first six months of the year 1914, which are considered as equal to 100.

| | |
|-----------------|--------|
| January | 296.56 |
| February | 296.06 |
| March | 291.78 |
| April | 297.75 |
| May | 296.56 |
| June | 294.78 |
| July (1st week) | 231.32 |
| July (2d week) | 284.10 |
| July (3d week) | 284.10 |
| August | 284.69 |
| September | 291.81 |

It must be taken into consideration that the prices of bread, macaroni, and rice have remained comparatively stable owing to the price-fixing measures adopted. There has been a slight tendency downwards since January, 1919, which is largely due to a fall in the price of potatoes.

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

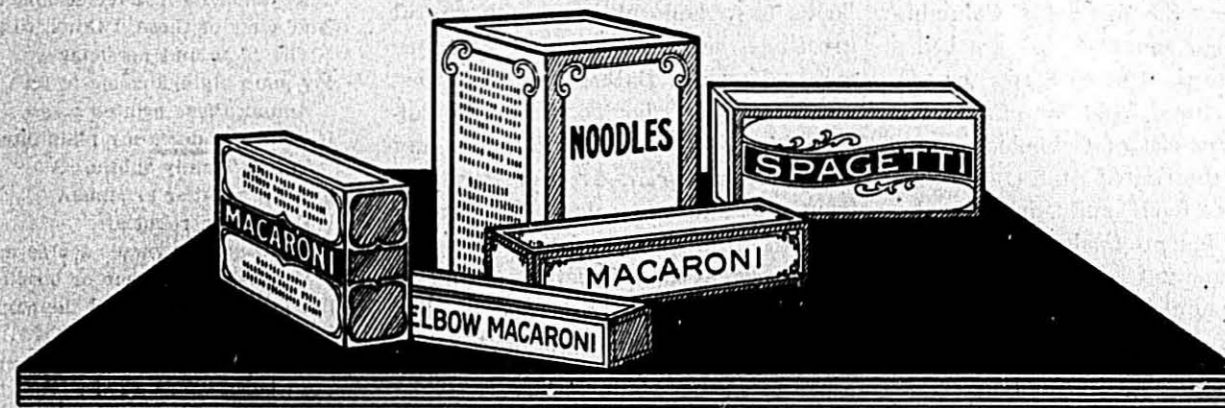
Postal Telegraph Bldg., Chicago



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.

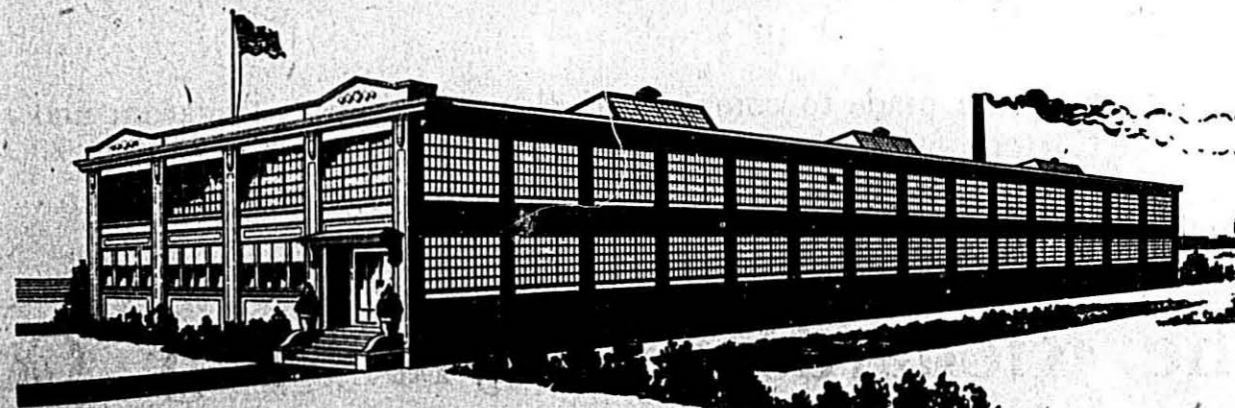
While price is an essential factor, it is *Quality* that makes the lasting Customer—the biggest asset in any business.

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



Scope of Food and Drugs Act

The federal food and drugs act does not apply, an many persons suppose, to foods and drugs which are manufactured and produced in one state and not thereafter shipped outside of that state, that is, that are consumed within the state where produced. Such foods and drugs are subject to state laws.

The provisions of the federal food and drugs act do apply to the foods and drugs which (1) are shipped or delivered for shipment from any state or territory or the District of Columbia into any other state or territory or the District of Columbia; (2) are shipped or delivered for shipment from any state or territory or the District of Columbia to any foreign country; (3) are being imported into the United States; or (4) are manufactured, sold, or offered for sale in the District of Columbia or any territory of the United States.

The words "food" and "drug" as defined in the federal food and drugs act have a somewhat different meaning from the popular understanding of those terms. For instance, water under the food and drugs act is classed as food. The term "food" includes all articles used for food, drink, confectionery, or

condiment by man or other animals, whether simple, mixed, or compound. The term "drug" includes all medicines and preparations recognized in the United States Pharmacopoeia or National Formulary for internal or external use, and any substance or mixture of substances intended to be used for the cure, mitigation, or prevention of disease of either man or other animals.

Macaroni in Verse

A new book of verse by T. A. Daly may not be a literary "event," but it is a "jolly fine thing" to happen just at Christmas time, when the giving of books is so honorable an exchange of greetings between friends. In some way, "Macaroni Ballads" is the nicest of all Mr. Daly's books. It is beautifully published by Harcourt, Brace, and Howe (New York), with an attractive frontispiece in two colors. It contains work in all of this poet's moods, not in set courses, as here a section of Italian, there a group of Irish poems; but rather it is like a table set with all of Mr. Daly's varieties of cheer. Their only order is a high order of merit. As is natural and desirable, however, the

Italian numbers predominate. One remarks this gratefully, even though one agrees thoroughly with Christopher Morely that to this author belongs a "finer credit as a poet of English unde-filed." The verses which form the "Argument" to this delightful volume should create a desire which only the possession of the book can satisfy. They run as follows:

My title has a foreign look;

The sort of Latin label
One might expect upon a book
Devoted to the table.

Yet "Macaroni" 's come to be

A word of many meanings
(One Noah Webster, LL.D.,
Explains its Yankee leanings).

And some of these, I think, will fit

The facts and personages

My puny pipings cause to fit

Among these printed pages.

If, still, you deem my plain intent

Too delicately subtle,

I've yet another argument

To offer in rebuttal:

Since these my verses scarce may claim

Much share of fame or hoodle,

But merely aim to laud the name

Of Mr. Yankee Doodle,

May I—whose Pegasus, mayhap,

Like his, is but a pony—

Not stick a feather in my cap

And call it

Macaroni!

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



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

Pacific Coast Wheat

There has been considerable activity in the wheat market of the Pacific northwest the past week, and heavy buying still predominates all over the country, and full two-thirds of the crop is out of the growers' hands. Millers and shippers are competing for choice parcels of Turkey red, bluestem and Marquis varieties, with large premiums being paid for the latter and the demand for the east, especially Minneapolis, is very heavy. Southeastern millers are also in the market and are purchasing quite freely, and it looks as if a good part of the 1919 crop of these varieties is going to be shipped out of this territory. Our millers have taken precaution and have stocked up quite freely on the same. Interior millers withdrew from the market some weeks ago when they found that heavy premiums were being paid, but are now in the market and are paying the price asked. Soft wheats raised in this territory are also commanding a small premium, much to the surprise of many in the trade, as there is an overabundance of these varieties of wheat, and why premiums should be paid for these qualities is beyond the comprehension of the trade. The large mills in Oregon, Washington and Idaho claim that they have plenty of wheat until after the turn of the year, and the smaller mills are endeavoring to purchase supplies on government basis figures.—Portland Commercial Review.

New Superwheat Found

Washington.—A new superwheat, which yields more than four bushels per acre above the more common varieties grown in the United States, will soon become a factor in agriculture, according to the department of agriculture.

The new wheat is Kanred, which has been developed at the Kansas agricultural experiment station at Manhattan. In experiments covering eight years the new grain has shown a productive capacity of 4.4 bushels per acre greater than either Turkey or Kharkof, the two principal varieties of wheat grown in Kansas. It is said at the department of agriculture that Kanred will very likely replace all the Turkey wheat grown in Kansas and that it also promises well

for the dry lands of Oklahoma, Nebraska and Colorado. Besides its super-producing qualities Kanred offers great resistance to black stem rust, and this is probably the chief reason for its greater yield. It is more winter hardy than the two other varieties and is two days earlier.

Durum Wheat Receipts

Receipts of durum wheat at seven primary markets were about 33,300,000 bushels in the year ending June 30, 1919, shows the department of agriculture. During the last five years they were as high as 43,900,000 bushels in 1916 and as low as 16,100,000 bushels in 1918. Exports of this wheat ranged from about 24,800,000 bushels in 1916 to 6,600,000 bushels in 1918, and the exports of the fiscal year 1919 were about 18,300,000 bushels. This is a hard wheat with high gluten content when grown on dry land farms, and is suitable for macaroni and other paste products.

Before the war its chief competitor in the markets of southern France and Italy, the principal destinations of the exports, was similar wheat from southern Russia.

Fight on Wheat Smut Grows

That farmers are tremendously in earnest in their desire to drive out wheat smut is shown by the big increase in the sales of formaldehyde which have been made in four states where the United States department of agriculture, in co-operation with the extension departments of the state agricultural colleges, has been carrying on campaigns of education to demonstrate the proper use of formaldehyde in treating wheat for this disease. Reports from these states show that the increase in the sales of formaldehyde for the current year varies from 150 to 325 per cent, as compared with the sales of 1917, the last year before the present campaign was inaugurated. The four states in

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

Established 1861

ELMES

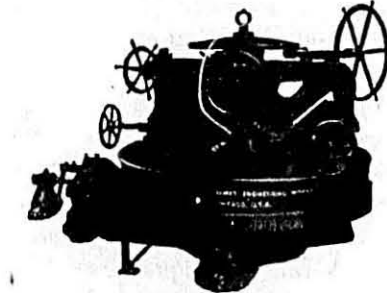
CHICAGO

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.



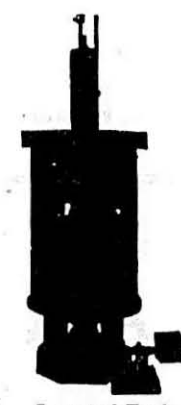
Three Plunger Vertical Pump
No. 549

High
Grade
Machinery
Only



Hydraulic Macaroni
Press No. 1110

Greater
Output
With
Less
Maintenance

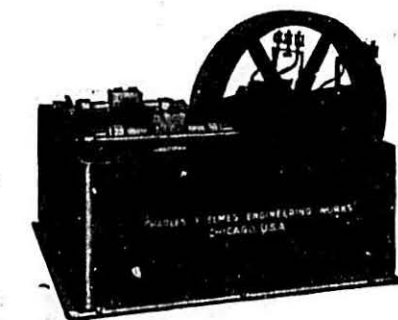


Inverted Tank
Weighted Acc.
No. 1232



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.

which this record has been made are Minnesota, North Dakota, South Dakota, and Montana. There is every reason to believe that practically all of this increase represents supplies used in fighting smut.

N. Z. Wheat Crop Decrease

The production of wheat in New Zealand for five years has annually decreased. It was stated at a meeting of the Thrashing Machine Owners association that the falling off was due to government interference with the wheat market, which made the farmers less inclined to grow wheat. It was also stated that this year's acreage was small and that the yield would probably not equal last year's crop. It is estimated at nearly 210,000 acres and a possible yield of 6,600,000 bushels.

Kansas Crop Conditions

Kansas crop report said: "Wheat came out from under snow with its healthy green color, except that in eastern, and especially southeastern, counties, where snow was light, it has turned brown in many fields. In western third and north central counties, in south

central and east central portions, where drouth at seeding time was severe, report growing crop as only fair, and in some places as poor. Practically no counties in eastern half rate present condition of wheat as excellent. With continuance of mild temperatures wheat is in condition to develop right along. But severely cold weather without another snow covering or a period of alternate freezing and thawing would injure it greatly."

Red Durum Unprofitable

A. C. Arny, associate professor of farm crops at University of Minnesota farm, says that red durum wheat, known as "D5," put out originally by the North Dakota station, but recalled by it on account of lack of milling quality, should not be grown by Minnesota farmers. "It is a low yielder as compared with good Durum varieties," says Mr. Arny, "and is low in milling value. Furthermore, red durum wheat of any kind brings 10 to 15 cents a bushel less than the yellow durum on the terminal markets and there is a reason for it. Therefore, avoid growing red durum wheat of any kind. If in doubt send in a sample for identification. "The best

durum variety for Minnesota at present is Mindum, Minnesota No. 470," continued Mr. Arny. "This is a yellow wheat, fairly rust resistant and a high yielder. Some seed of this variety is available for distribution at University farm and a greater amount at the Crookston station."

Cereal Weights Subnormal

Figures recently obtained by the crop reporting specialists of the United States department of agriculture indicate how plant diseases, adverse weather conditions, and the like, reduce crop yields to a greater degree than is shown in bushels or other units of measure. Wheat of the 1919 crop has an average weight per measured bushel of 55.5, which is 4.5 pounds below the standard weight. This is the lowest weight since 1904. The average weight per bushel of oats of the 1919 crop is 31.1 pounds, nearly 1 pound below the standard of 32 pounds, the lowest since 1908. Barley averages 45.2 pounds instead of 48 the standard. The only other time during the past 10 years when the average weight of a measured bushel of barley was so low was 1916. The bulk of these three crops was harvested at about the

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, Neb.

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.

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

same time and all of them were affected by diseases and, in many sections, by excess moisture and other adverse conditions.

H. C. L. in Mexico

In the past nine years the cost of living in Mexico has shown an average increase of 212 per cent, according to figures by the department of industry, labor and commerce, an Associated Press dispatch from Mexico City says. Several staples have greatly increased. Lard has advanced 525 per cent in price; sugar, 233 per cent, and eggs, 266 per cent. Woolen fabrics now cost 471 per cent more than in 1910; cotton goods 300 per cent more and shoes 166 per cent more. House rents have increased 140 per cent, trolley fares 66 per cent and railroad fares 20 per cent. Natives' shoes cost \$4.50 a pair in 1910. Today they are \$12 a pair.

2,074,761 Bushels of Wheat

Wheat production for 1919 was 2,074,761,000 bushels, or 92.7 per cent of the 1918 production and 96.5 per cent of the five-year average, according to figures on 15 countries furnished by the

International Institute of Agriculture at Rome, made public by the Crop Estimates Bureau. The countries included were Spain, France, England, Wales, Scotland, Italy, Netherlands, Rumania, Switzerland, Canada, United States, British India, Japan, Tunis, Denmark and Algeria. The sugar beet production for Spain, Netherlands, Switzerland, Canada and the United States was 117.2 per cent of the 1918 output and 103.5 per cent of the five-year average, being placed at 10,390,000 tons.

Olive Oil Market Advance

Cables from Spain state that the Spanish government has imposed even more severe restrictions on the exportation of olive oil. Exporters are now required to turn over to Spain 100 barrels of olive oil for every 100 barrels they export. Heretofore the requirement was 50 barrels. During the time the ban has been in force exporters have been buying up the poorer grades for the Spanish deposit, but supplies of such kind are now at the point where medium and better kinds will have to be used. This will likely mean higher asking prices from the Spanish exporters,

who are able to get only two-thirds of the value of the olive oil on the stocks turned over to the government. It is also reported that the French government will soon put a similar arrangement into effect, so that the exports of olive oil from stocks obtained from other countries will be reduced. The object of the regulation is to insure an adequate local supply.

Wheat Needs of France

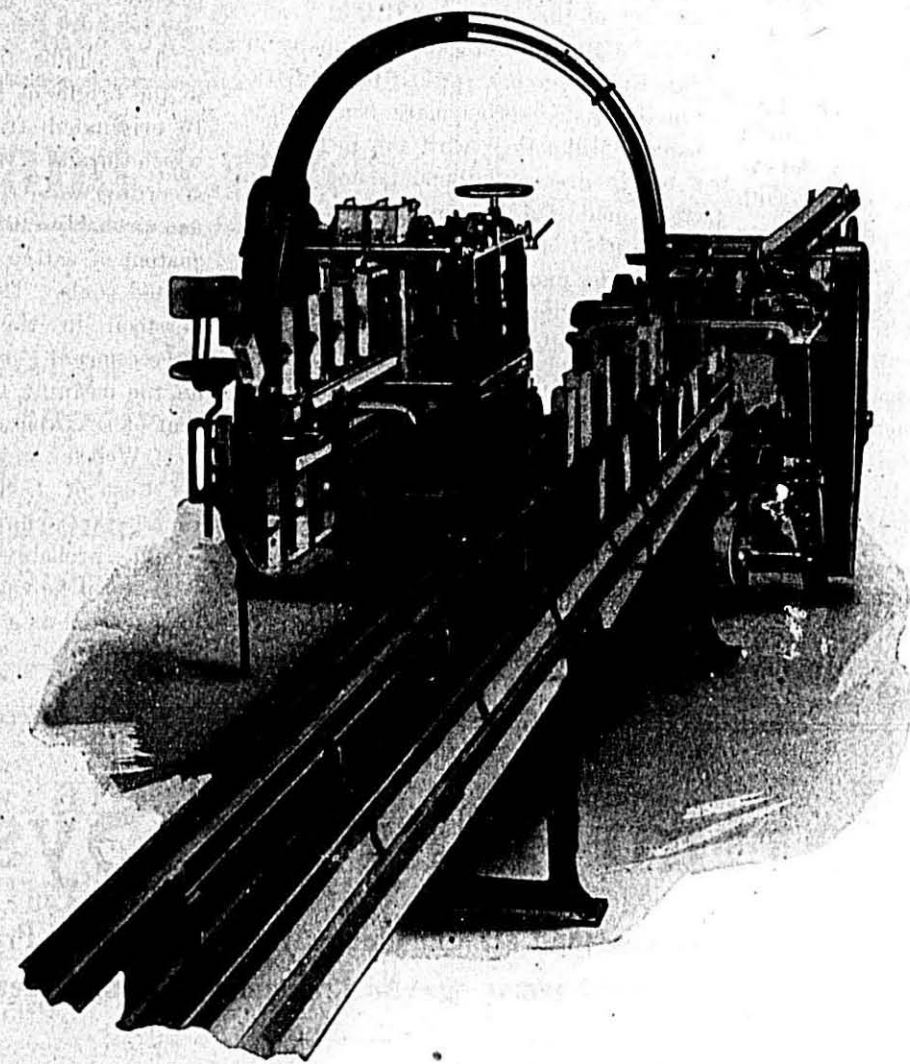
France will need to import about 147,000,000 bushels of wheat this year, as the harvest amounted to only 176,300,000 bushels, says the London Grain, Seed and Oil Reporter. In the prewar year 1914 France produced nearly 283,000,000 bushels; in 1918 about 225,000,000 bushels.

Test Cheese Law

Cheese makers of Manitowoc, Wis., will bring suit against the state to test the law standardizing use of milk in cheesemaking and prohibiting use of skimmed milk. The decision to bring suit came after the arrest last week of a cheese maker for alleged violation of the law.

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

In Making the

BOXES

EVERY INSPECTION is aimed to give each customer

"A BOX-FULL OF REAL SERVICE"

You, too, should write the

DOWNING BOX COMPANY

Manufacturers of FIBRE and CORRUGATED **BOXES**

MILWAUKEE

WISCONSIN

Patents and Trade Marks

Patent No. 1,314,885 on a noodle cutting machine was granted to Louis Marko, of Akron, Ohio, on Sept. 2, 1919. Claim was filed in the patent office June 29, 1918, and there were three contesting claims.

Description—A machine for the purpose set forth comprising a support having a discharge opening in its base at its forward end, a stationary transversal extending cutter plate mounted in said support, an adjustable guide member arranged over said cutter plate and forming in connection therewith a guide passage for the dough to be cut, superposed feed elements positioned in said support rearwardly of and in close proximity with cutting disks, a platform leading to said feed elements, a shaft journaled in said support forwardly of said cutter plate, cutter bars having cutting edges cooperating with said cutter plate, supporting means for said cutter bars carried by said shaft, and means for simultaneously revolving said shaft and feed elements.

The following applications for registration of trade marks were filed in the patent office and published for the first

time on Dec. 23, 1919. Notice of opposition must be filed in that office within 30 days after publication:

The Prince Macaroni company of Boston asked the exclusive use of a fanciful picture of an Italian soldier with a hat bearing a flowing leaf like plume and his chest decorated with braid and medals. It is to be used on macaroni goods and the company claims use since Dec. 14, 1912. The serial number of this claim is 121,125.

The California Macaroni company of San Francisco has applied for registration of a distinctive mark bearing the name "Milkmaid" with the picture of a neatly dressed milkmaid shown in a circle made by the continuation of the stroke used in making the first letter of the trade name. The young lady is shown carrying two pails on a shoulder bar commonly used in carrying water. The company desires its exclusive use on Macaroni, Spaghetti and Noodles, claiming its use since Aug. 1, 1919. It was filed in the patent office on Aug. 23, 1919 and is given Serial Number 121,925.

Trade-mark No. 103,777 entitled "Paradise Farm" was granted to Gould, Wells and Blackburn company

of Madison, Wis., owner, for use on macaroni, spaghetti and noodles. Claims use since May, 1911. Granted Dec. 9.

Origin of Macaroni

While there exist considerable doubts as to the exact origin of the food known as macaroni that is fast growing to be a popular favorite, with China, Japan, Germany and Italy as claimants and each country having strong supporters of these claims, there exists no doubt as to the origin of the word "macaroni." It originated from the Greek phrase which means "the blessed dead" and according to Webster's dictionary its use probably grew out of the ancient custom of eating it at feast for the departed souls. The word as at first understood in the ancient language of Greece meant "happiness", then it took on the meaning of "blessed" and later that of a "funeral feast".

If Webster were living in this day of Hi Cost of Living and attempted to revise the definition of the word, it would probably be said to mean "Happy is he who appreciates the value of macaroni as a nutritious and satisfying food."

De Martini Drying System

Improves the Quality—Reduces the Cost—Eliminates Waste—Increases Production.
From Presses to Dryrooms without removing—No Preliminary Drying Necessary.

NOTICE

The purpose of this NOTICE is to give WARNING to all macaroni manufacturers, that I am the sole owner of United States Letters-Patent No. 1174627, dated March 7, 1916, originally granted to Matteo Sicignano, having more than a year ago purchased from said Sicignano the entire right title, and interest in and to said patent.

Mr. Sicignano having sold to me said patent and all his rights thereunder, as above stated, no longer can legally supply driers, fans or other parts made under said patent to manufacturers or users.

Any one purchasing such driers, fans or other parts, and using the same, will be rendering themselves liable for patent infringement, since such driers, fans, etc., can only be legally procured from myself as owner of the patent rights therefor.

PAUL De MARTINI, Prop.
De Martini Drying System, Jamaica, New York.

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

Box Shooks and Crates

Three Large Wisconsin
Mills to Supply You With
Sound, Accurately
Cut Stock. Quick
Shipments.

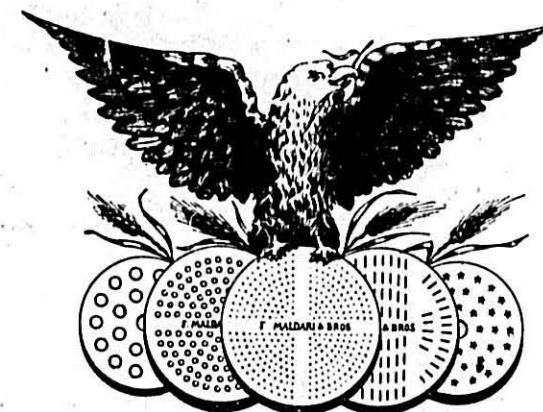
High Grade Durum Semolina and Flour

- "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.



PERFECT MACARONI INCREASES YOUR PROFITS

Therefore you need

Maldari Brothers Special Bronze Movable Pin Dies

Your sales manager will tell you that next to quality, the things that sell YOUR MACARONI are its shape and appearance.

Maldari's SPECIAL BRONZE dies give this result because they are carefully and scientifically made by men who have been in the die business all their lives and who have perfected a system of die making that presents many and unusual features that are superior and not found in the foreign made dies.

One Maldari die in YOUR OWN PRESS will convince you of their quality.

Write us for prices and
illustrated catalogue.

F. Maldari & Brothers
127-129-131 Baxter St. NEW YORK CITY

Specialists in the manufacture of Bronze and Copper dies, also Steel Supports with Copper leaves, for Vermicelli, etc.

The New Macaroni Journal

(Successor of the Old Journal—founded by Fred Becker of Cleveland, O., in 1908)
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.
SALVATORE 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 January 15, 1920 No. 9

Queries and Answers

Export Brokers—Domestic Distribution

A macaroni concern in the central part of the country propounds the following: "It is our understanding that there is considerable export macaroni business being worked at this time. In our experience in another line of business the correspondents of our trade journal advise that this sort of business is pending, and advise us also through what broker it is being handled. We are wondering if you can give us any information in this matter at this time. Also furnish us list of reliable brokers in principal seaport towns, handling export macaroni business and those in any large city who handle macaroni and other alimentary products for domestic distribution."

Answer:—There is a heavy demand for macaroni for foreign export and many concerns are busy manufacturing for this trade which is bringing the highest price on record for a class of goods much above the average usually

demand for this purpose. Our list of brokers (exporters and distributors) is limited but it is gladly submitted.

(Information from shippers and brokers will be appreciated by the Journal and due publicity will be given to foreign, export demands. Ed.)

Information Wanted in Canada

"We are about to equip our plant anew and wish your advice or opinion as to best hydraulic presses and drying systems; also any information you may feel free to give us to guide us in erecting an up-to-date plant," writes a new Canadian concern.

Answer:—We can be of little assistance in matter referred to us for two very good and sufficient reasons. 1st.—Our opinion as to which is the best press or dryer would be worthless in that we (the writer) have no practical experience. 2nd.—Business ethics would not permit us even if we knew to say anything about the superiority of one press or dryer over another. As publishers of the New Macaroni Journal we feel that all our advertisers offer you good equipment and suggest that you get in touch with several of them, the names of whom you will find in the sample copy being mailed you.

New Dress Appreciated

Our last issue made its appearance in a new dress of beautiful golden tints, simulating the grain out of which our high class, cream colored semolina products are made and the change met with general approval according to the many comments that have reached this office.

"What could be more appropriate" says one of the leaders in the industry and a frequent contributor to the editorial in our Journal, "than to dress the mouthpiece of our Industry in a garb of a color similar to the much appreciate tint of our quality products. It is rather a surprise to us that this was not thought of before though the change will perhaps make us more truly appreciate the difference and the propriety of this tasty color. The other colors used on the front and back covers stand out in beautiful contrast to the creamy colored body so as to render it very artistic indeed. Congratulations."

Comments like the above numbering a dozen or more, received the past week or two, make us feel that our efforts to make the New Macaroni Journal, pleasing as well as useful and interesting, are being appreciated. Suggestions of

other changes will always be welcome. We feel that we are hardly up to the required standard in matter of news concerning the various firms and individuals in the macaroni industry, but the fault lies with the great majority of the readers who neglect to send in such items as may be of general interest. A minute or two spent each month by one member of each firm would furnish us so much interesting personal and business news as to make that feature of our Journal both pleasing and instructive. Let's co-operate for the good of the Industry and for the betterment of the Journal which represents this growing business.

CONSCIENTIOUS SCOT

"An enterprising drummer," says a New York business man, "once attempted to bribe an old Scotch merchant by offering him a box of cigars."

"Na, na," said the old chap, shaking his head gravely, 'I canna tak' 'em.'

"Nonsense," said the drummer. 'If you have any conscientious scruples you may pay me a quarter for the box.'

"Well, well," said the old Scot, 'I'll tak' two boxes.'"

The Italian Macaroni Company UTICA, NEW YORK

Offers for sale its entire assets including buildings, machinery, stock in process and completed, trade-marks and good-will.

Inquiries are solicited from prospective purchasers for all or any part of the above equipment.

Full Information
furnished on request.

For Sale!

One 13½ inch double cylinder Walton screw press, complete with packer. In perfect shape.

Address F. J., care of New Macaroni Journal, Braidwood, Ill.

WANT ADVERTISEMENTS

Five cents per word each insertion.

Wanted—Kneader 1 or 1½ bbl. capacity. Give full description and price. Address F. J., care of Macaroni Journal, Braidwood, Ill.

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 Macaroni Journal. Mail to Editor at Braidwood, Ill.

PACKERS—GOVERNMENT AGREE ON COMPROMISE

Attorney General and Federal Trade Commission Win Fight to Dissolve "Big Five"—Must Abandon All Lines Except Those Directly Connected With Meat Packing—Macaroni Distribution Affected.

After a fight lasting over several years the government has succeeded in bringing about dissolution of the "Big Five," sometimes designated as the Packing Trust," through an agreement made public last month. It thus brings to an end a long drawn out fight which the Federal Trade Commission took an active part. The "Big Five," which includes Armour and Company, Morris & Co., Swift & Co., Wilson & Co. and Cudahy Packing Co., submitted to all contentions of the government and consented to an entry of an injunction decree that the government may see fit to issue to bring about the terms agreed upon.

Under the decree, the defendants, each of them, either as corporations or as individuals, are compelled, in brief:

1. To sell, under supervision of the United States district court, preferably to the live stock producers and the public, all their holdings in public stock yards.
2. To sell, under the same supervision, and in like manner, all their interests in stock yard railroads and terminals.
3. To sell, under the same supervision and in like manner, all their interests in market newspapers.
4. To dispose of all their interests in public cold storage warehouses, except as necessary for their own meat products.
5. To forever disassociate themselves with the retail meat business.

Abandon "Unrelated" Lines

6. To forever disassociate themselves with all 'unrelated lines,' including wholesale groceries, fresh, canned, dried or salt fish, fresh, dried or canned vegetables; fresh, crushed, dried, evaporated, or canned fruits; confectioneries, sirups, soda water and certain supplies, etc., molasses, honey, jellies and preserves, spices, pickles, relishes, etc., coffee, tea, chocolate, cocoa, nuts, flour, sugar, rice and cereals (with an exception to be noted), wafers, crackers, biscuit, spa-

ghetti, vermicelli, macaroni, cigars, china, furniture, etc.

"7. To forever abandon the use of their branch houses, route cars and auto trucks, comprising their distribution system, for any other than their own meat and dairy products.

"8. To submit perpetually to the jurisdiction of the United States district court under an injunction forbidding all the defendants from directly or indirectly maintaining any combination or conspiracy with each other or any other person or persons or monopolizing or attempting to monopolize any food product in the United States, or indulging in any unfair and unlawful practices.

"The decree further provides that jurisdiction is perpetually retained by the court for the purpose of taking such other action or adding at the foot of the decree such other relief, if any, as may become necessary or appropriate for the carrying out and enforcement of the decree, or for the purpose of entertaining at any time hereafter any application which the parties may make with respect to this decree.

What Decree Prevents

"In general, this decree prevents the defendants from exercising further control over the marketing of live stock. It forever prevents them from any control over the retailing of meat products.

"It eliminates them from the field of meat substitutes, with the exception of eggs, butter, poultry, and cheese, which are left for future consideration and appropriate action, and, therefore, the price of meat is within the control of the people themselves.

"It places the conduct of these great aggregations of capital immediately under the eye of a federal court with reference to their business practices.

"But, greater than all, it establishes the principle that no group of men, no matter how powerful, can ever attempt to control the food table of the American people, or any one of the necessities or component parts of it.

"The department of justice, having in mind the necessities and interests of the whole American people in this critical reconstruction period, feels that by insisting upon this surrender on the part of the packing interests it has accomplished more for the American people than could have been hoped for as the result of a long drawn out legal battle.

Sought Control

"The investigation demonstrated that even with a practical monopoly of the supplies of meat in the country, the price could not be controlled by the defendants without the control of substitute foods," said A. Mitchell Palmer.

"That if meat prices advanced out of proportion to those of other substitute foods, the consuming public manifested a tendency to turn to such substitutes. To prevent this it is charged that the defendants sought to control the nation's supply of fish, vegetables, fresh or canned fruits, cereals, milk, poultry, eggs, cheese and other substitute foods ordinarily handled by wholesale grocers or produce dealers."

The attorney general traced the growth of the vast investment and enormous aggregate profits of the five big packers who exercise either control or important interest in 762 corporation and other concerns. The greatest expansion, he said, was in the direction of controlling substitute foods and unrelated commodities.

"The principal agent in stifling competition in the unrelated lines was the distributing system of the great packers," said Mr. Palmer. "For the cure and prevention of these evils this decree will provide an injunction perpetually enjoining the defendants from owning any capital stock or other interest in any corporation which is in the business in the United States of manufacturing, jobbing, selling, transporting, distributing, or otherwise dealing in fish, oysters, vegetables, fruits, confectionery and sirups, grape juice, molasses, honey, preserves, spices, sauces, coffee, tea, chocolate, coconuts, flour, sugar, rice, bread, cereals, grain, cigars, china, furniture, building materials, and scores of other articles. Some of the corporations are permitted to continue business in cereals because some of them had been in that business since prior to the time they engaged in the meat business. But in general the decree eliminates all the defendant corporations from all unre-

lated lines of products not containing meat."

Macaroni Concern Affected

Macaroni manufacturers are primarily interested in the probable effect of this agreement on the macaroni interests of The Armour Grain company, the only adjunct of the packers that has entered into this line of manufacture. According to G. E. Marey, president of the company, the agreement will have no effect whatever on the manufacture which will be continued along the extensive lines formerly established, though there will probably be a change made in the manner of marketing its products.

It was in the matter of distribution that the wholesale grocers based their fight against the packers, on the ground that the use of their refrigerator cars, primarily intended to convey frozen meats only, were later used to "peddle" macaroni and other grocery products to the detriment of other shippers not owning cars. Should this be the result, it will cause a rearrangement of the shipping facilities of the Armour Grain company which will place it on the same footing as the independent macaroni manufacturing concerns.

Wants Nation Thrift Habit

If America is to avoid repetition of the panic riots and economic disturbances which followed the Civil war, present habits of extravagance must be substituted by strict economy, saving and safe investment, according to William A. Day, president of the Equitable Life Assurance Society. In an address to the annual convention of life insurance presidents, Mr. Day declared that we must not wait for adversity to teach us the necessity for thrift and retrenchment.

"A period of inflation, of speculation and of high prices followed that war," he continued. "The extraordinary demand for labor had increased wages abnormally. A frenzy of extravagance seized people in all walks of life. Nearly everyone seemed willing to spend and but a few were willing to save their surplus earnings.

"Our people were finally brought to their senses by the great panic of 1873 which resulted in immense losses, the prostration of business and an enormous army of unemployed people, all of which finally led to the great railroad strike and the acts of pillage and destruction of 1877. Our battle with providence at least for the immediate

future must be planned with due regard to all extraordinary conditions.

"With so many people abandoning the saving habit and spending what they have for pleasure and luxury, with production far behind the heavily increasing demand, with a labor shortage and no sign of alleviating it—with these and other factors still operating to maintain the high cost of living, the imperative need of the hour is an extraordinary effort to spread the gospel of thrift and saving among the people."

In this connection it is recommended that we continue our thrifty war habit that prompted us to buy Liberty Bonds, War Savings Stamps and Treasury Savings Certificates in order to make thrift a national habit once more.

Some Grain Cars "Plugged"

Heavy loading of grain due to shortage of cars offers a temptation to the unscrupulous shipper to "plug" his load by placing inferior grain on the bottom of the load to escape detection, according to reports received by the bureau of markets, United States department of agriculture. When the car is heavily loaded it is sometimes difficult for grain inspectors to reach the bottom of the car with the ordinary grain trier.

Federal grain supervision offices report a few recent discoveries of this practice. In one case a car of corn which the inspector had graded No. 2 Mixed was found to have about 1½ feet of musty, heat damaged corn on the bottom of the car. The supervision grade was No. 6 Mixed on account of musty odor, 2.2 per cent heat damaged and 11 per cent total damaged.

In another instance about 1½ feet of very smutty wheat was found on the bottom of a car of wheat which otherwise graded No. 1, free from smut.

While this practice is by no means common, inspectors have been warned to be careful to get representative samples and to be especially particular when sampling heavily loaded cars.

Requires Dollar Export Payment

The American commercial attache in Rome has cabled, under date of Dec 18, that the Italian government is attempting to meet the difficulties caused by rise in exchange by requiring drafts payable in dollars to accompany shipping papers as a condition for the release of exports to the United States. To offset the hardship that would result from the application of the ruling where American

importers have already financed manufacturing of Italian goods, a ruling has been issued that in such exceptional cases permission to export will be granted by the ministry of the treasury. Good reasons must be presented to the treasury in order to justify deviation from the requirement that dollar drafts must accompany the shipping papers of Italian goods exported to the United States.

It Didn't Just Happen

In a small west Texas town, out in Cap Rock country, interest centered the draft registration booth, and atmosphere was becoming pretty solemn and funereal, when a well-set-up young cowboyman clicked up to the official in charge and gave a well known name.

Glibly answering the questions put to him, he was met with the question:

"Ever have any accidents?"

"Accident? Nope."

"Never had an accident in your life?"

"Nope. Rattler bit me once."

"Don't you call that an accident?" continued the questioner, eyeing the easy-going young fellow severely.

"Hell, no! The ornery thing bit on purpose!"—The Aetna-izer.

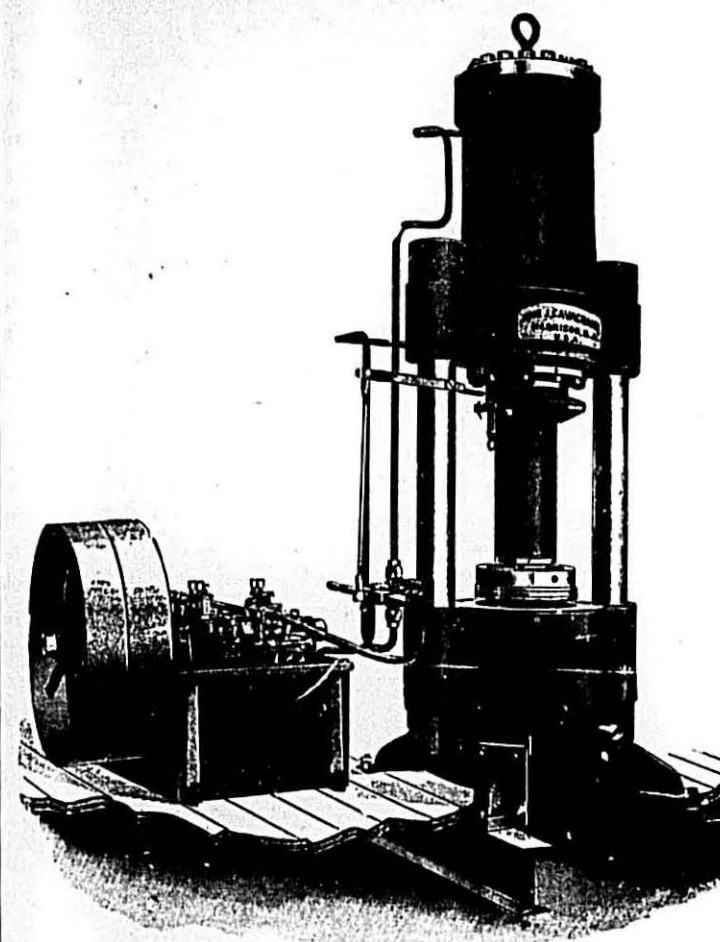
Cost of Food Still Upward

Despite efforts of the government to reduce the cost of living, the retail cost of 22 staple food articles showed an average increase of 2 per cent in November as compared with October, bureau of labor statistics show. The average family expenditures for these articles increased 5 per cent from a year ago, the report said.

Eggs went up 13 per cent; onions, 10 per cent; sugar, 10 per cent; raisins, 9 per cent; butter, 6 per cent; storage eggs, 4 per cent; prunes, 4 per cent; canned salmon, 3 per cent; fresh milk and potatoes, 3 per cent; and bananas, 2 per cent; evaporated milk, oleomargarine, cheese, lard, bread, flour and macaroni, 1 per cent; and coffee and tea, less than five-tenths of 1 per cent.

Decreases reported included: Pork chops, five per cent; ham, four per cent; bacon, three per cent; round steak, beef, hens, navy beans and oranges, two per cent; sirloin steak, rib roast, corned beef, roast lamb, baked beans, and corn, one per cent.

It is more difficult for some men to collect their wits than their bills.



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.

The "Eimco" Kneader

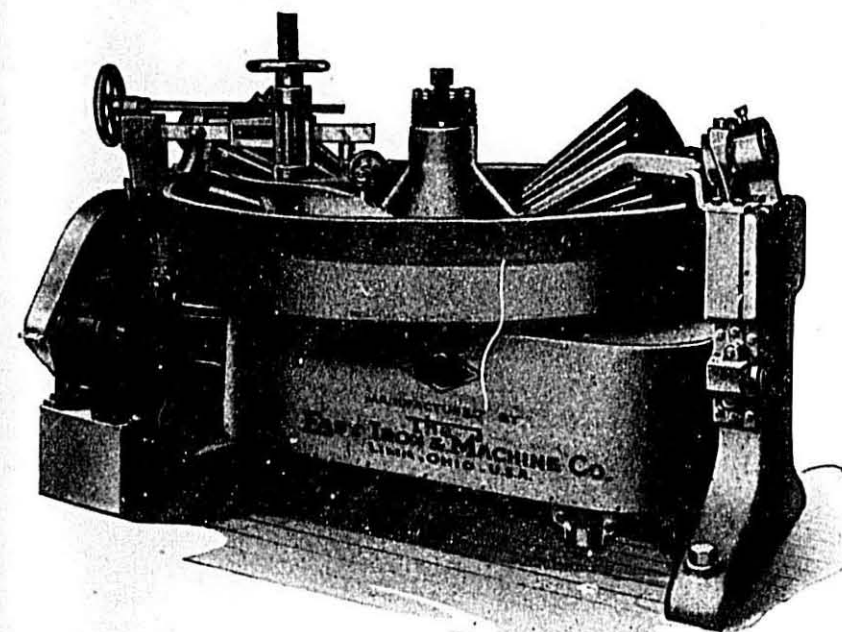
The Kneader you need to knead the dough.

A few of the reasons for its unexcelled efficiency are: Extra strong frame; scientifically designed rolls and plow; scrapers at rolls to prevent dough from climbing; excellent lubrication system and extra good design and general construction.

The "Eimco" Macaroni Dough Mixer

is an unusually efficient machine; this is the result of scientific improvement over conventional designs and construction. Like other "EIMCO" products it represents the ideas of engineers who have spent many years studying the needs of macaroni manufacturers.

The specially designed agitator insures just the right amount kneading action to produce a perfect mixture of absolute uniformity.



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

"EIMCO" Machinery:—Mixers, Kneaders, Presses, etc.—means wonderfully efficient plants. It means getting features of real value that can be had only by using "EIMCO" products. Better write right now.

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

Durum
Semolinas

Durum
Patents



Pillsbury's Durum Semolinas

and Durum Flours insure an unspecked, well flavored macaroni or spaghetti that will satisfy your most exacting customers.

Place your next order for semolina or Durum Flour with The Pillsbury Flour Mills Company. Prompt attention given each order whether it be for a few sacks or a trainload.

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

Pillsbury's Durum Fancy Patent
Pillsbury's Durum Flours

Pillsbury Flour Mills Company

Minneapolis, Minn.