

**THE NEW
MACARONI
JOURNAL**

Vol. 2, No. 8

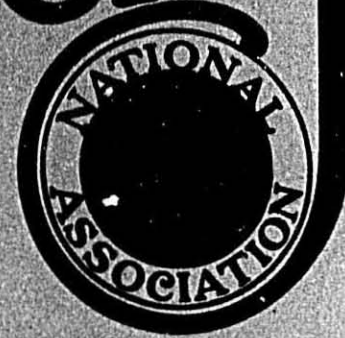
**December
15, 1920**

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Macaroni Journal

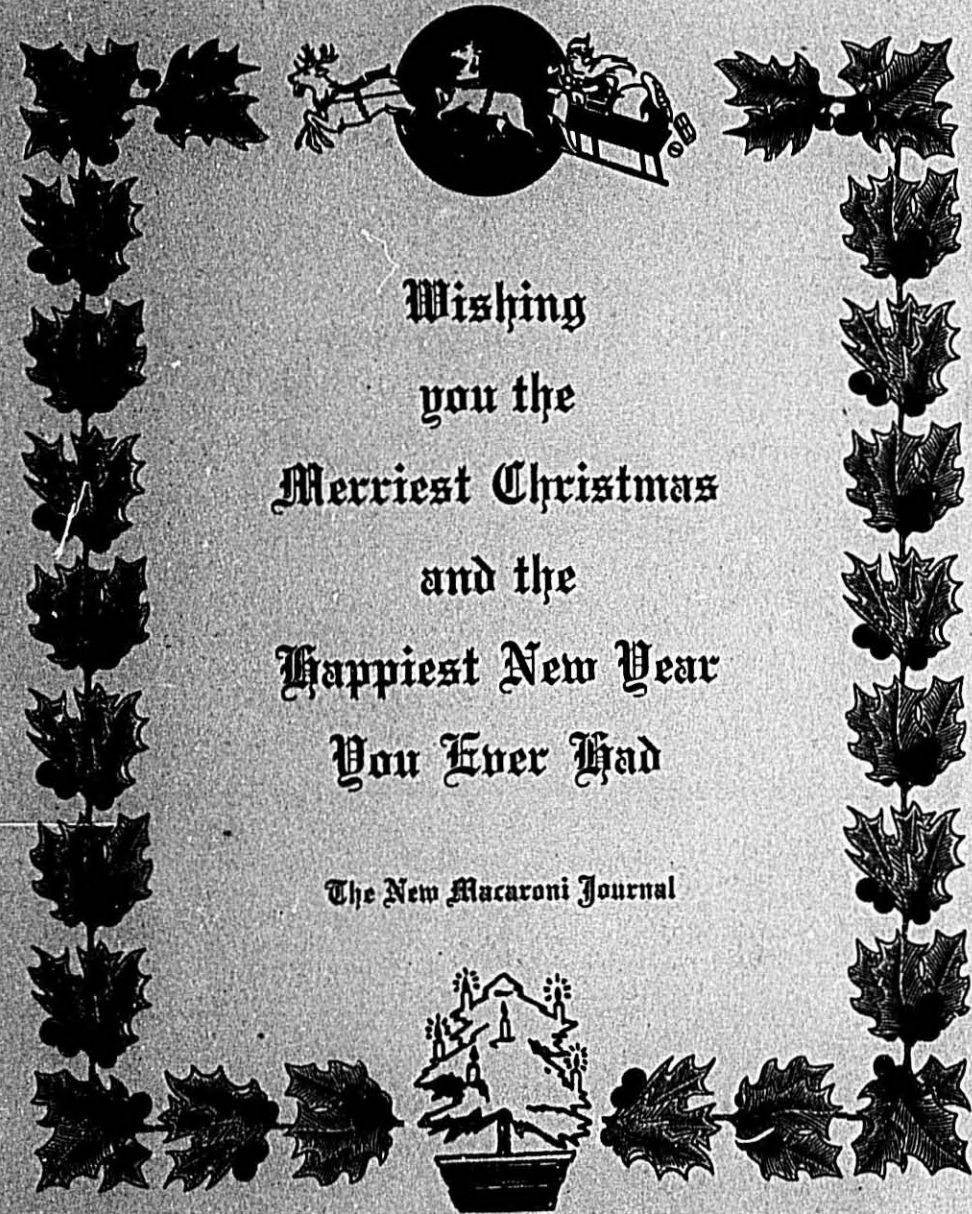
Minneapolis, Minn.
December 15, 1920

Volume II

Number 8



*A Monthly Publication
Devoted to the Interests of
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The New Macaroni Journal



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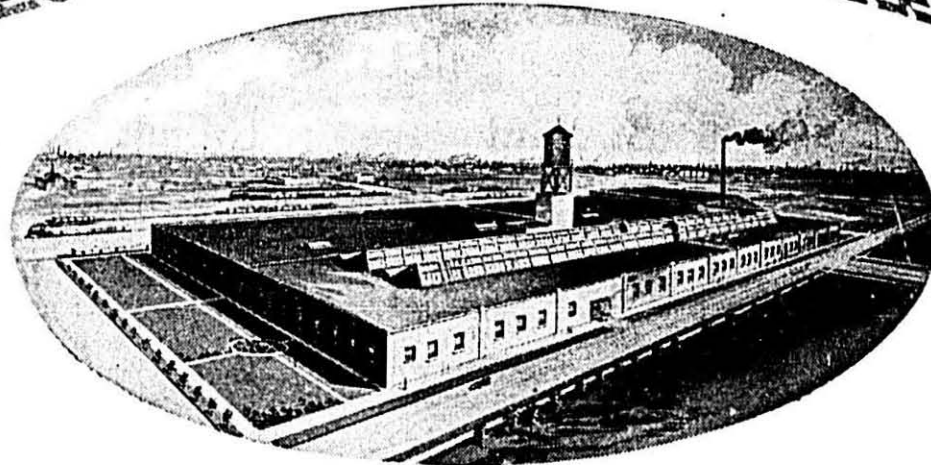
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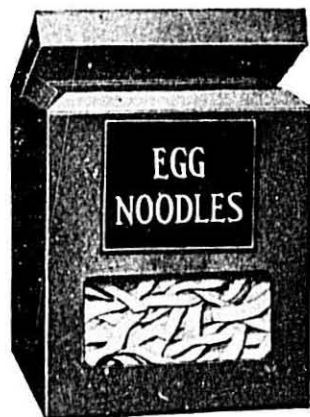
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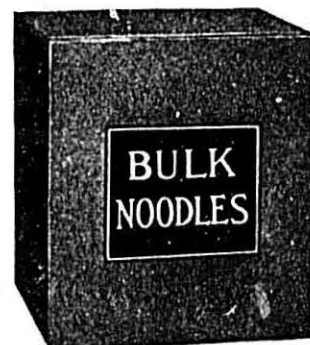
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MACARONI JOURNAL

Review of Conditions in 1920

In view of the prevailing conditions affecting business of all classes and in view of the probable continuance of this depression for a few months to afford time needed for readjustment from high to more stabilized prices, a review of just what the macaroni industry and individual manufacturer has passed through in the year now ending is opportune.

The year 1920 opened bright and rosy. The peak had been reached in practically every line. Labor was being paid record wages. Farmers got more for their products than ever before. Manufacturers enjoyed a good business and garnered some needed profits. The whole country wore a smile of contentment marred only by the prophecy of poorer times made by some of the seers of the industrial and financial world.

To most of us these predictions appeared as of something not altogether unexpected, but in the remote future, with the result that little or no effort was put forth to meet the certain changed conditions. The few wiser ones who realized the seriousness of business affairs planned to meet the crisis, which came a few months earlier than even the most pessimistic had figured. Those with well laid plans will weather the storm with only a little buffeting but the less thoughtful ones will have a serious battle on their hands.

The turning point has now arrived. Deflation in all lines of business is the order of the day. Cocksuredness has given way to uncertainty, and then to determination to survive, that speaks well for those so inclined. Macaroni manufacturers who expected that high prices would prevail either did not see the trend of the times or would not permit themselves to see it. Happily for the industry it was one of the last to feel the sting of reaction and ample opportunity was afforded the wise ones to prepare for the inevitable. Though the road we are all forced to travel within the next few months is a rough one, there is one consolation in knowing that, after getting a few reviving jolts, there will be better going just a little ways ahead.

Liquidation is going on in every line. If it is done with care and under the direction of cool headed leaders, without sacrificing any more than is necessary, everything will be well. Grains have dropped to the levels preceding the war and flour has reached a figure so low as to be unexpected by even the most optimistic. Hogs have reached the lowest level in four years and cattle have followed the downward trend. Clothing manufacturers have their warehouses glutted with unsold goods and some effort is being made to rehabilitate former prices by closing down their plants till the stocks are sold. Lumber has been affected and 30% lower prices are being quoted. The paper market "hit the skids" recently. Shoes have now reached a figure where something

like normal buying is being done, though these will perhaps have to go lower to create the business the industry desires. Furniture has tumbled, railroad wages are being lowered, sugar has dropped to less than 10 cents a pound, bread is being lowered, and is it a surprise that macaroni prices should react in keeping with practically every article offered for sale?

While macaroni manufacturers get less for their finished products they also pay less for their flour, their containers, and for many other materials entering into their cost of manufacture. Business, just like water, reaches its level, but the effort made in attaining this level will be somewhat painful. Macaroni from foreign shores has begun to arrive and this competition, that has not been felt for six years, will now have its effect. This import situation is now one of the chief concerns of the macaroni industry. It should be watched and studied carefully and concerted action should be taken to reduce its effect to a minimum. A great percentage of the present output is due to expansion made necessary by the war demands. Markets that were formerly most elusive have been captured. Domestic brands have become well established. Just how well this has been accomplished only time will tell. In many quarters it is feared that the resumption of macaroni importation will mean a serious loss to the industry in this country.

The decline in business experienced by most manufacturers during the last four months should teach the need of creating more efficiency in their plants, the pruning out of all unnecessary activities not directly connected with economical production and sound selling principles. Prompt and effective action along these lines will enable concerns to withstand not only the decline in prices but the lessening in the demands due the lack-of-buying habit instilled into the consumers by the press.

It is never wise to buy too heavily on a falling market. Like the macaroni industry, the trade that supplies you with your manufacturing materials is experiencing like troubles. It is as anxious to sell its products as you are yours. Conservatism practiced by both will aid materially in solving the problems affecting each. Inventory time is drawing near. Hold your stocks of raw materials and finished products at a figure lower than ordinary so that when the liquidation period is passed your loss will have been such as to cause you only temporary worry.

Meet present conditions with a smile. Let the true Christmas spirit manifest itself in your attitude toward your employes, your competitors and your consumers. By closing this tempestuous year of 1920 with this spirit, a year in which you have enjoyed the acme of production and the depths of despair, you will be armed for whatever the new

year of 1921 may have in store for you and for the macaroni industry.

While the change for the worse was precipitous, the change for the better will be gradual and it may be several months before conditions will become stabilized. Be con-

servative in your buying and not over anxious about the volume of your sales. Watch all leaks and be ready to take advantage of every business opportunity, though not at the expense of an honest competitor nor of the standing of the industry.



IN BAD COMPANY

October Durum Receipts

Reports of arrival of carload durum at the principal markets, by inspectors licensed under the U. S. grain standards act, show receipts of all grades of durum of the new crop to the end of October this year were almost double those which reached the primary markets for a similar period in 1919. It is curious to note that while in number carloads of amber durum inspected in October were greatly below that of the previous month, durum receipts in October greatly exceeded in number the carloads inspected in September.

Amber Durum

A total of 1895 carloads of all grades of amber durum reached the various markets, of which 155 carloads graded No. 1; 1371 carloads No. 2; 240 carloads No. 3, and the remainder below grade. Minneapolis and Duluth received prac-

tically all of the No. 1 amber durum, the former leading by 95 to 43 carloads inspected. Practically every large city east of the Rocky mountains received some of the No. 2 amber durum inspected for the month. The leading grain centers reported the following receipts: Minneapolis, 323 carloads; New York, 319 carloads; Duluth, 281 carloads; Philadelphia, 191 carloads; Baltimore, 150 carloads. The heavy seaboard inspections would indicate that a considerable quantity of this grade was intended for export. Of the No. 3 amber durum, 74 carloads were inspected at Minneapolis, closely followed with 65 at Duluth, 49 at Baltimore and 35 at Philadelphia.

Durum

A rush of durum wheat to the markets caused 1311 carloads of all grades to be inspected that month. Of this number,

only 32 carloads graded No. 1; 584 carloads graded No. 2; 368 carloads graded No. 3 with the remainder below grade. Duluth surpassed Minneapolis in inspection of practically all grades of durum except No. 1. Of the No. 1 durum, Minneapolis received 12 carloads, Duluth 10 and Galveston 4. No. 2 was more plentiful, Duluth getting 280 carloads to Minneapolis 94. New York inspected 114, Philadelphia 32, Galveston 9, Omaha 8 and St. Louis 7 carloads of this grade. Of the No. 3 durum, Duluth reports 200 carloads, Minneapolis 99, Omaha 29, Galveston 8 and Philadelphia 7.

Total receipts July to October, 1920 were 7042 carloads of amber durum compared with 4188 carloads for the same period in 1919. 2454 carloads of durum wheat was inspected in the same period as compared with 1275 carloads in 1919.

The Special Convention

The special meeting of the National Macaroni Manufacturers association held Nov. 17 and 18, in Hotel Traymore, Atlantic City, was attended by about two dozen of the most progressive representatives of the industry. Coming as it did when the macaroni business was in a slump, it provided an opportunity for an exchange of ideas that aided each materially in solving some of the serious problems confronting them. James T. Williams, president, in calling the meeting to order explained that the primary purpose of the special session was to arrive at a clearer understanding of the several important matters affecting the trade since the adjournment of the annual gathering last June, viz: Trade Abuses and the Federal Trade Commission; National Macaroni Laboratory; Macaroni Standards; Guaranteeing of Prices against decline; and proposed Tariff on Alimentary Paste Products.

The following were among those present: F. E. Roth of Gooch Food Products Co., Lincoln, Neb.; F. W. Foulds of Foulds Milling Co., Libertyville, Ill.; Edward Z. Vermyllen of A. Zerega's Sons Consol., Brooklyn; Hugh D. Graham of American Macaroni Co., Philadelphia; W. T. Leonard of P. Dausa & Co., Brooklyn; H. B. Platman of John G. Elbs, Rochester, N. Y.; John L. Fortune of Fortune Products Co., Chicago; John G. Elbs and Eugene Chrystal of Woodcock Macaroni Co., Rochester, N. Y.; B. F. Huestis of the Huron Milling Co., Harbor Beach, Mich.; C. S. Foulds of Foulds Milling Co., Chicago; William A. Tharinger of the Tharinger Macaroni Co., Milwaukee; Lloyd M. Skinner of the Skinner Mfg. Co., Omaha; C. F. Mueller Jr. of the C. F. Mueller Co., Jersey City; James T. Williams of the Creamette Co., Minneapolis; R. Douglas Stuart of the Quaker Oats Co., Chicago; Fred Becker of Pfaffmann Egg Noodle Co., Cleveland; Dr. B. R. Jacobs of the National Cereal Products Laboratories, Washington, D. C.; Geo. J. McGee of West Philadelphia Macaroni Mfg. Co., Philadelphia; E. Cohn of A. Goodman & Sons, New York city; William Freihofer and John H. Apel of Freihofer Baking Co., Philadelphia; John P. Zerega of A. Zerega's Sons Consol., Brooklyn; M. J. Donna, Secretary, Braidwood, Ill.

MACARONI LABORATORY

The question of the supervision of

the laboratory under the direction of Dr. B. R. Jacobs at Washington, D. C., was first considered. Dr. Jacobs in a brief but convincing address explained just what the National Cereal Products Laboratories plans to accomplish for the macaroni industry in case the cooperation expected should prevail between him and the macaroni manufacturers. Among these are: General research work for the industry; attendance at meetings of government bodies and officials and reporting of findings to the National association; interpretation of labels and standards and advising individuals and firms as to just what is permissible and what is objectionable under the law; compilation of data relating to macaroni manufacture, importation and exportation; acting in advisory capacity generally; preparation of general data through reliable and thorough analysis of raw materials and finished products for individuals and firms at their own expense, using such data for the good of the entire industry.

Dr. Jacobs stated that the expense of this laboratory would be met by donations already made by the National Macaroni Manufacturers association, the Alimentary Paste Manufacturers association and individual manufacturers, amounting to slightly less than \$8,000. Of this amount \$3,000 would be appropriated to meet the expense of the general work of the industry as above noted. When asked about his own salary Dr. Jacobs stated that it would be forthcoming from manufacturers who would call upon him for special work for their own individual benefit.

C. F. Mueller Jr., who has been selected as chairman of the advisory board, then spoke at length on the purposes of the laboratory. He stated that the explanation made by Dr. Jacobs and the points brought out in the discussion made matters much clearer. He suggested that the personnel of the advisory board be composed of members of the National Macaroni Manufacturers association and that said board be appointed officially to serve until the next annual session of this organization. A motion to this effect prevailed and President Williams' appointment of the following as members of the National Laboratory advisory board was approved: C. F. Mueller Jr., chairman;

Hugh D. Graham, Salvatore Savarese, Frank L. Zerega and William A. Tharinger.

MACARONI STANDARDS

The question of macaroni and semolina standards was discussed at length without arriving at a definite conclusion, except to learn that there is a difference of opinion prevailing in the industry which it is hoped to eliminate through the activities of the National Laboratory. Many present favored enforcement of the present standards so that they may learn through actual experience the merits and demerits of the ruling now in force. Others felt that the standard should be changed to permit use of high quality flours in the manufacture of macaroni. In the course of discussion Dr. Jacobs expressed an opinion that "a 70 to 72 extraction is considered a good flour for macaroni manufacture, this being practically a straight flour". The conclusion was that before anything can be done in the matter of macaroni standards, something definite should be done concerning the standard of semolina, which government officials have as yet failed to define satisfactorily.

COLORING MATTER

The question of coloring macaroni products brought on a lively discussion and those present reaffirmed their stand against the use of any coloring matter whatsoever in the manufacture of macaroni goods. The competition created by importation of colored goods from Italy was considered and it was agreed that this is one of the matters that should be studied by the National Laboratory with the view of obtaining data for presentation to the tariff commission that would result in a law prohibiting entrance of colored macaroni into this country just as domestic concerns are restricted in the use of color.

GUARANTEEING AGAINST DECLINE

A survey of those in attendance to indicate who are guaranteeing prices against decline showed only two firms so liberally inclined. These agreed with the others present that the practice was not business like and that it is to be discontinued at the earliest opportunity. The convention applauded the statement that the two firms referred to would do away with this practice on or before Jan. 1 and went on record as

opposed to this practice under all circumstances.

TARIFF ON MACARONI

Practically every macaroni manufacturer present voted in favor of a business like tariff on alimentary paste products that would protect the American industry from the disastrous competition of the cheaper, foreign made goods; that, in order to have the position of the American manufacturer properly placed before the tariff commission, the National Laboratory obtain all data possible on this subject for presentation thereto, and that every member of the National association work in harmony with Dr. Jacobs to this end. In this connection Dr. Jacobs proposed to make a thorough analysis of all semolina samples sent to him, at a charge small enough to cover the actual work only but not to exceed \$3.00 per sample, the data so obtained to be placed before the tariff commission as the opinion of the American manufacturer. The meeting went on record as favoring a specific rather than an ad valorem duty, as the latter is subject to great fluctuations because of changes in exchange rates.

INCREASING CONSUMPTION

William Freihofer of the Freihofer Baking company explained in an interesting talk how bread consumption had been increased through consistent and proper advertisement and asked that something along this line be again attempted by the macaroni industry. In keeping with this suggestion he stated that his firm has arranged for extensive newspaper, bill board and other advertisement with the hope of gaining a goodly share of the macaroni business for his firm. "Should all the large firms do likewise", he says, "the intense, cutthroat competition that at times prevails would be greatly reduced and some of the money now expended in keeping the plants going would go into much needed profits." He spoke highly of the value of macaroni as a food and told of the wonderful opportunities there still exists for expansion of the business through increasing the per capita consumption in this country. Those present concurred in this opinion.

MACARONI BUREAU

Frank W. Foulds of the Foulds Milling company gave an interesting talk on the value of a service bureau which he hoped to see established particularly among the manufacturers of package macaroni. He told of the great good

done for the individual and for the trade by the experiment carried out under the Armstrong Bureau of Related Industries and hoped that it would not only be revived but on a greater scale than heretofore. In this connection Secretary Donna read the following telegram:

Cincinnati, Ohio, Nov. 16, 1920
M. J. Donna, Secretary National Macaroni Mfrs. Assn., Hotel Traymore, Atlantic City, N. J.:

Regret impossible attend meeting tomorrow, but you have our affirmative vote on any constructive measure looking towards a stabilized market, fair competition and resultant prosperity in macaroni industry, as outline Foulds letter November third. Present conditions deplorable. Exchange plan looks like logical remedy. We are for it. Regards to all.

R. B. Brown, Briggs Cereal Products Co.

It was arranged by those interested to hold a meeting of the package macaroni manufacturers in Chicago early in December to put over this proposition.

Toward the close of the first day's session, the convention was honored by a visit by Fred Mason, president of the American Specialty Manufacturers association, who addressed the macaroni men and extended to them a special invitation to attend all the sessions of the specialty men's convention being held at the same time in the same hotel. He pointed out the great benefit that would accrue by becoming affiliated with the macaroni section of that body not forgetting to mention the immeasurable good to be gained by industrial association like ours.

SECOND DAY SESSION

While the special session was intended to be a one day affair only, a second day meeting was necessitated because of the previous appointment of Messrs. Victor Murdock and John G. Pollard of the federal trade commission to address the macaroni manufacturers on trade abuses. Shortly after the opening of the meeting on Nov. 18, President Williams introduced the federal officers who spoke of the abuses considered at the trade submittal last June and of the commission's findings on Sept. 5. It was brought out that the enforcement of conditions agreed upon could be done only by mutual agreement or on complaint properly laid with the commission and that the matter of minimum weights was one more to be agreed upon rather than forced. A canvass of those present showed all except two were now packing 8 ounces as a minimum, and one of these expressed himself as ready to

go to 8 ounces exclusively as soon as his present supply of smaller cartons was exhausted. The other argued that the 7 ounce package was more practical than the proposed 8 ounce minimum but that he would prefer a 10 ounce minimum that would permit its being retailed at two for a quarter, though the logical package was the pound.

There was considerable discussion. Many questions were asked by the commissioners and by the representatives. The conditions of the industry were considered from every angle and many valuable suggestions were made by the government officials who realized the serious state of affairs that confronted the manufacturers.

A rising vote of thanks was given the members of the federal trade commission as the convention adjourned to meet again at its regular annual meeting in a middle west city to be selected by the association officers.

THE "MATTER WITH AMERICA"

What's the matter with America these days?

Too much décollete and not enough aprons.

Too many serge suits and not enough overalls.

Too many consumers and not enough producers.

Too many silk shirts, not enough blue flannel ones.

Too many diamonds, not enough alarm clocks.

Too much oil stock and not enough savings accounts.

Too many pointed toe shoes and not enough square toe ones.

Too many satin upholstered limousines and not enough cows.

Too much envy of the results of hard work and too little desire to emulate.

Too many desiring short cuts to wealth and too few willing to pay the price.

Too much discontent that vents itself in mere complaining and too little real effort to remedy conditions.

Too much of the spirit of "get while the getting is good" and not enough of the old fashioned Christianity.

Too much class consciousness and too little common democracy and love of humanity.—Fargo, N. D., Forum.

The world is full of men who are "promising" because they never do more than promise.

SEMOLÉON
MEANS MONEY



It MEANS MONEY to you, because it produces delicious Macaroni and Spaghetti with that rich, golden color you want.

It MEANS MONEY to the dealer, because Macaroni and Spaghetti, made from SEMOLÉON satisfies, strengthens, and builds up his trade.

It MEANS MONEY to the consumers, because the high Quality induces them to eat more Macaroni and Spaghetti—the most Economical of all foods.

Shane Bros & Wilson Company

Minneapolis - - Minnesota

No. 2 Semoleon
Imperial Rome

SEMOLÉON
MEANS MONEY



No. 3 Semoleon
Amberole

MACARONI IMPORTS AND EXPORTS

More Complete Segregation of Data of Industry Necessary for Study of Subject—Department of Commerce Asked for Further Separation—Tables That Throw Light on Subject.

By Benjamin R. Jacobs,
National Cereal Products Laboratories, Washington, D. C.

The history of the production of domestic macaroni is very vague before the manufacturers census of 1914 was prepared by the department of commerce. The census of 1909 includes macaroni in several specialties, such as breakfast foods, malted milk, lard substitutes, peanut butter, peanut oil, sirups, ice cream cones, etc. Of these there were 1,213 establishments which produced \$125,331,181 worth of finished product. The raw material cost \$83,942,149, the wages to 14,968 employes in these establishments were \$7,042,639, and the added value of the material by the process of manufacture was \$41,389,032. It is absolutely impossible to determine what portion of this is due to the production of macaroni.

Beginning Census

The first separation of data of the macaroni industry was made in the census of 1914, where we find that 373 establishments employed 3,534 wage earners, had an invested capital of \$8,674,000, and paid \$1,638,000 in wages. The cost of raw materials was \$7,938,000, the value of the finished product was \$12,884,000, and the value added through the process of manufacture was \$4,946,000. About \$400,000 worth of

macaroni and similar products were manufactured in 1914 by manufacturers of other products, principally bakers, although a small amount was reported by grinders of spices and manufacturers of pickles, preserves and sauces.

There are no data available in any of the government departments regarding the amount of domestic macaroni that has been exported to foreign countries, probably because the exportation of domestic macaroni has been carried on in such a small way and is really a new departure. Very complete statistics, however, may be obtained for imports and for exports of foreign macaroni.

Tabulation

The following tabulations show the history of the importation and exportation of foreign macaroni since 1870. This has been divided into two tables, No. 1 giving all the information regarding imports from foreign countries into the United States, and No. 2 giving the data regarding the exports of foreign macaroni from the United States.

It will be noted that beginning with the year 1900, only about 18½ million pounds of edible pastes were exported into the United States. In 1904 the

IMPORTS FROM ALL COUNTRIES INTO THE UNITED STATES

Year: Total im- ports:	Total Value	Value per lb.	Total Duty collected	Actual ad valorem rate	Entered at Boston	Entered at New York	Imported from Italy	Percent of total imported from Italy
June 30:	1	2	3	4	5	6	7	8
	Lbs.	\$	\$	%	Lbs.	Lbs.	Lbs.	%
1900	18,608,037	820,163	0.044	279,130	34.03			
1901	18,196,399	723,239	.04	272,796	37.11			
1902	23,780,756	974,929	.941	356,711	36.59			
1903	29,670,190	1,200,418	.04	445,053	37.08			
1904	40,324,204	1,617,634	.04	613,916	37.23	6,097,235	30,762,950	36,860,185 90.3
1905	53,441,080	2,083,833	.038	815,589	39.14	7,898,707	40,920,153	48,818,862 91.2
1906	77,726,029	3,941,304	.039	1,139,886	38.78	10,383,956	58,566,646	68,950,602 88.7
1907	87,720,730	3,479,634	.04	1,801,452	37.25	18,839,832	63,048,520	81,888,352 93.5
1908	97,233,708	4,009,555	.041	1,877,758	34.8	11,496,125	80,123,538	92,020,663 94.6
1909	85,114,003	3,876,763	.043	1,706,592	34.7	18,231,776	74,490,462	102,722,238 95.0
1910	112,772,801	4,826,812	.042	1,720,312	35.40	14,849,425	72,994,058	107,767,382 95.5
1911	116,779,116	4,856,318	.044	1,625,222	34.25	14,264,491	68,244,703	102,909,988 94.5
1912	108,331,028	4,738,937	.046	1,587,429	32.46	14,525,830	64,772,384	102,050,089 98.0
1913	104,500,752	4,913,624	.045	1,980,806	22.23	16,681,478	75,811,048	121,924,372 95.7
1914	126,128,621	5,698,782	.045					
1915	56,542,480	3,061,337	.054	565,698	18.53	7,111,802	35,291,806	54,991,391 98.7
1916	21,789,602	1,523,695	.070	220,034	14.30	2,516,278	14,053,754	20,221,908 92.0
1917	3,478,503	262,909	.076	25,008	13.17	441,042	1,650,782	2,431,910 70.0
1918*	689,584	54,713	.082	6,618	12.24	1,200	46,522	none none
1919**	902,551	101,659	.112	9,021	8.86	1,090	29,717	none none
1920***	479,239	65,247	.139					

* For from July 1, 1917-December 31, 1917 and calendar year 1918.
** Calendar year 1919.
*** 9 mos. from January 1 to September 30, 1920.
* New tariff law reducing duty to one cent per pound became effective October 4, 1913.

amount had doubled. In 1906 it had practically increased more than four-fold, while in 1914 it had increased nearly eight times. Further, the amount imported in 1914 or just prior to the war is the largest amount on record for any one year. From that date on the importation of macaroni decreased materially until 1918. When the war was in full force, the importation had decreased to a little more than one-half a million pounds a year.

Imports from Italy

Column 8 shows the amount of macaroni imported from Italy in each year for which there are data available, and column 9 shows the percentage of the total imports which came from Italy.

It will be noted that beginning with the calendar year 1909 to 1916, inclusive, practically all the macaroni imported into this country came from Italy and entered at the ports of New York and Boston. After 1916, when Italy joined the allies, the amount of macaroni imported decreased rapidly. In 1917 only 70 per cent was imported in 1918 0.72 per cent, and in 1919 no macaroni whatever was imported from Italy. In 1918 and 1919 practically all the macaroni imported into this country, which was about 1,500,000 pounds, came from Japan and Hong Kong and entered at the ports of San Francisco and Hawaii.

Reduction Ad Valorem

In 1919 more than 100,000 pounds of foreign macaroni were exported from the United States, the bulk of it going to Belgium and Russia. The first table, column 3, shows that the average price of imported macaroni from 1900 to 1914 was approximately four cents a pound, ranging from \$.038 to \$.042. After 1911 the price gradually increased, until 1920 the price of imported macaroni was almost 14 cents per pound. The rate of duty from 1900 to 1913 was 1½ cents per pound, making the rate on an ad valorem basis approximately 35 per cent. The new tariff on macaroni went into effect Oct. 4, 1913. The rate was reduced from 1½ cents to one cent per pound. This is noted in column 5 for 1915, which shows a tremendous drop in ad valorem rate. This rate continued to drop as the price of macaroni increased, so that in 1919 the ad valorem rate had decreased to 8.86 per cent.

Shows Industry's Growth

Table No. 2, showing the amount of foreign macaroni exported from the United States, clearly indicates the

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EXPORTS OF FOREIGN MACARONI FROM THE UNITED STATES.

Year Ending	Total exports lbs.	Total value	Exported to Canada lbs.	Percentage of total exported to Canada % value per lb.	exported through Boston lbs.
1907	73,450*	\$3,098	26,500	36.0	\$.05
1908					
1909	319,569	12,322	291,950	91.8	.039
1910	500,627	19,097	470,404	94.0	.038
1911	485,890	17,456	428,945	91.0	.0376
1912	46,928	2,640	28,110	60.0	.057
1913	54,351	2,964	18,758	34.3	.053
1914	51,122**	2,959	4,624	9.0	.058
1915	120,283	6,768	102,284	85.3	.056
1916	227,355	22,154	207,838	92.0	.104
1917	53,472	3,596	53,472	100.0	.067
1918	27,702	1,998	14,800	53.4	.108
1919	100,366***	14,080	2,228	2.2	.14
9 mos. to Sept. 30, 1920	70,063	9,573			.136

* 25,400 exported to Italy.
** Bulk shipped to South America and Mexico.
*** Bulk exported to Belgium and Russia.

In 1907, 24,444 lbs. exported through New York.
In 1912, 21,897 lbs. exported through Puget Sound, Washington.

most of this product goes to Canada. However, there is a tremendous drop in the actual and relative amounts exported to Canada beginning with 1912, and ending in 1914. The amount again increased in 1915, reached its maximum in 1916, and again decreased so that in 1919 only 2 per cent of the total amount of foreign macaroni was exported to Canada. The figures given in these tables are significant of the growth of the macaroni industry in this country. If they show anything, they certainly show that a large amount of the growth since 1914 has been due to the fact that Italy has not been able to import macaroni into this country. These figures also show that, given an opportunity, the orient will be a competitor of Italy in importing macaroni.

Duty On Egg Pastes

There are no separate records kept for edible pastes containing eggs. The import duty on dried eggs is 10 cents

a pound, which is 10 times more than the import duty on alimentary pastes. It may seem desirable in taking up the question of tariff to include in the recommendations that the duty on alimentary pastes containing eggs be based at 10 cents a pound for the dried eggs, plus an increased duty on the edible paste.

A request has been made by this office to the department of commerce to segregate from other foods preparations, in future statistics, the amount of domestic macaroni exported, in order that the industry may be kept advised of the growth of this part of the macaroni business. A request has also been made to segregate the data for the 1919 manufacturers census so that they may show the production of domestic macaroni by states as well as for the country as a whole. These data will be valuable to the industry as they will show at a glance the points where this production is most concentrated.

UNFAIR TRADE PRACTICES

The federal trade commission has issued a list of unfair trade practices which should be carefully studied by all classes of the trade, the retailer the wholesaler and the manufacturer. Otherwise a complaint may be issued by the commission and an order to show cause or to cease and desist may be issued. Here they are, study them carefully and abide by them:

Enticing away valuable employes of competitors in such numbers as to disorganize, hamper or embarrass them in business.

Making false or disparaging statements respecting competitor's products, his business, financial credit, etc.

False or misleading advertising re-

specting prices at which goods are sold, methods employed in the advertiser's business which, if true, would give it advantages over competitors in the matter of prices; misrepresentation that goods are sold at cost; false claims to government indorsements of products and advertising special cut price sales

at which goods are sold at the usual or ordinary prices.

Widespread threats to the trade of suits of patent infringement for selling or using alleged infringing products of competitors, such threats not being made in good faith, but for the purpose of intimidating the trade; false claims to patents or misrepresenting the scope of patents.

Tampering with and misadjusting the machines sold by competitors for the purpose of discrediting them with purchasers.

Trade boycotts or combinations of traders to prevent certain wholesale or retail dealers or certain classes of such dealers from procuring goods through the usual channels.

Passing off of the products of one manufacturer for those of another by imitation of product, dress of goods, or by simulation of advertising or of corporate or trade names.

Misrepresenting the materials of which competitors' products are composed and the financial standing of competitors; preventing competitors from procuring advertising space in newspapers or periodicals by misrepresentation respecting their financial standing or other misrepresentation calculated to prejudice the advertising medium against them.

Misrepresentation in the sale of the stock of corporations.

Sale of rebuilt articles of various description—for example, rebuilt automobile tires, and of old motion picture films slightly changed and renamed—as and for new products.

Harrassing competitors by fake requests for estimates on bills of goods, for catalogs, etc.

Giving away of goods in large quantities to hamper and embarrass small competitors.

Sales of goods at or below cost to accomplish the same result.

Sales of goods at or below cost, as "leaders," coupled with statements misleading the public into the belief that they were sold at a profit by reason of the seller's superior facilities for manufacturing, purchasing, etc.

Bidding up the prices of raw materials to a point where the business is unprofitable, for the purpose of driving out financially weaker competitors.

Loaning, selling at cost, or leasing to dealers at nominal considerations, storage and merchandising outfits such

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as pumps and tanks for gasoline and coffee urns for coffee, on the condition that they be used only in the distribution of the product of the manufacturer.

Giving and offering to give premiums of unequal value, the particular premium received to be determined by lot or chance, thus in effect setting up a lottery.

Misbranding of articles as regards the materials or ingredients of which they are composed, their quality or their origin or source.

Adulteration of various products, misrepresenting them as pure or selling them under such names and circumstances that the purchaser would be misled into believing them to be pure.

FINANCING TRADE ASSOCIATIONS

Masterly Analysis of Subject Based on Census of Hundreds of Organizations
—Incorporation Revenues From Membership Only Advisable
—Thirty-two Inadvisable Actions Cited.

Address by Wilson Compton, Secretary-manager National Lumber Manufacturers association. Delivered Oct. 28, at Lenox, Mass., before annual convention of National Trade Organization Secretaries.

No trade association ought to exist which does not serve the public interest. It is not less true that no association can exist which does not serve the interest of the industry or business which it represents.

Many association enterprises fail, some for unavoidable, others for avoidable causes. Trade associations, when wisely conducted, are only a peculiar type of business enterprise and their successful and efficient operation demands observance of ordinary business principles.

Causes of Failure

When associations fail either through sudden collapse, by gradual deterioration or by dry rot, several factors usually contribute to the failure. One of the former defects in trade association organization was in some instances reliance upon price agreement. In addition to the fact that these were illegal they were, with a few isolated exceptions, found to be ineffective, to have tended to defeat their own purpose, and to have diverted associated effort from the constructive things which, when once accomplished, have endured. Trade associations thus organized were unstable because founded upon shifting sand.

Bribery of buyers or other employees of customers, with money, valuable presents, etc., to secure new customers or induce continuation of patronage.

The payment of bonuses by manufacturers to the salesmen of jobbers and retailers, with or without the knowledge of their employers, to procure their special services to push the goods of the manufacturer.

Procuring the business or trade secrets of competitors by espionage on their plants, by bribing their employees, or by similar means.

Procuring breach of competitors' contracts for the sale of commodities, by misrepresentation or by other means.

Secondary in importance, but nevertheless deserving of attention as contributing to the failure of trade association enterprises, have been the following conditions:

Absence of constructive policy, which promotes greater efficiency and recognizes the public interest in systematic, uninterrupted and efficient service of industry.

Inadequate individual attention by members to the problems of the industry, and too infrequent attendance at meetings.

Delegation to the wrong type of men the task of organizing the association and of managing it after it is organized.

Failure to "sell" the association to the trade which it serves.

Inadequate personal support by the individual members of the association's effort.

Insufficient funds for efficient operation.

Indigency Fatal

A "negative" association policy cannot in the long run succeed, irrespective of the measure of financial support accorded it. Many associations have failed however not because of the absence of a constructive or wholesome purpose, but because of inadequate funds and facilities for the successful conduct of their work. Always is it money that "makes the mare go".

No substantial or enduring achievement may be expected from any trade association enterprise which proposes to obtain greater profits for its own members at the expense of the rest of society. Permanent and useful accomplishment may be expected of that organization which, in its endeavor to secure the greater prosperity of its own

members, aims also to share with the public the benefits of the more efficient service of the industry which it represents.

Hand in Hand

Here essentially lies the difference between a negative policy and constructive policy for trade association activity. Generous financing will not make a negative policy succeed. Nor will a constructive policy prevent the failure of an association which is inadequately financed. There is no more sense in building a huge structure on a foundation of shifting sands than there is of building upon a rock foundation a structure which the winds would blow away. A constructive policy and adequate finances are essential.

The policy of an association in the the long run will reflect the temper, ideas and the fundamental business ideals of its members. These, ideals change only gradually, as a new spirit is developed in business and in industry. Confidence on the part of American business men in the superior effectiveness of what I have chosen to call constructive association policy is now, and for many years has been, increasing. In contrast, adherence by business men to that which I have chosen to call negative policy is distinctly waning.

A Grand Example

The tangible and inescapable evidence of this new idealism gradually crystallizing in American industry is seen in the record of the development and achievement of the Chamber of Commerce of the United States, typifying, as it does, not only the standards but also the ideals, hopes and aspirations of the business community of America.

The trade association movement has helped, and in turn has been helped by this development in American business. It is one for which we, both as association executives and as American citizens, may be grateful. Without it the high type of cooperation which our organizations represent would not have been possible.

The methods of association financing, on the other hand, are subject largely to the influence, if not in many cases to the control, of the trade association executives. A minute exchange among us of experiences with the problems of association finance would doubtless reveal the presence of substantially similar difficulties among all of the

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leading trade associations. Methods of successful financing cannot be wholly isolated from wise policy or from efficient management. The best plans for financing will not secure the finances if the association has nothing worth while to sell.

Census of Data

To furnish with specific information a background for the intelligent analysis of methods of trade association financing, I have made inquiry of several hundred trade associations, national, state and local, as to their present bases of assessment; sources of revenue other than dues or assessments; the adequacy of their present methods, and the arguments used by them most effectively in getting financial support and the personal interest of their members.

The majority of these have responded generously with information that is truly enlightening. Of their courtesy I wish to make grateful acknowledgment.

ASSOCIATIONS IN INDUSTRIES

Associations in industries are on the whole far better financed than associations in the field of commerce or in the professional trades. The modern trade association movement in the United

States has acquired much the greatest momentum in the industrial field of American business.

Comparison of Revenues

The average of annual revenues of the national associations in natural resource industries is in excess of \$200,000, and of the national and regional associations together in excess of \$100,000. The present average revenues of national trade associations in all lines of business are between \$40,000 and \$45,000 annually. Twenty-eight per cent of the national associations have less than \$10,000; 53 per cent have between \$10,000 and \$50,000; 11 per cent between \$50,000 and \$100,000, and 8 per cent more than \$100,000 per year. Most of these in the latter class represent the natural resource industries.

The outstanding feature of the financing of associations in industries is the general recognition of either the unit of sales or the unit of production as the basis of assessment, and the almost universal use of this method by those associations in this group which are in the strongest financial position.

As Service Organizations

It may perhaps be not inappropriate to indicate some of the advantages in

simplicity, regularity and convenience which may commend to the consideration of others that type of trade association which is represented in several associations of manufacturers, as a specific example, in the National Lumber Manufacturers associations, i. e., an incorporated organization selling service to its subscribers.

Incorporation identifies and locates the authority and responsibility for the acts of the association. It adds to the ease and convenience with which the association may enter into contracts which are enforceable against it. It enables the corporation itself in legal proceedings to represent the members of the association.

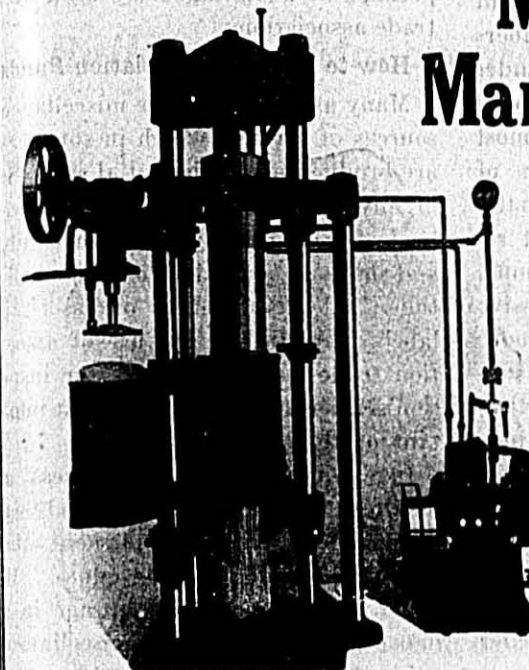
Differentiation In Charges

An association organized as a service corporation of course has, strictly speaking, no members. Its so-called "members" are subscribers. Instead of assessments or dues, it receives from its subscribers a certain price for its services. The price of these services may be divided. A separate rate may be affixed to each class of service offered by the association. Subscription may be received for only one class of service, where the subscriber is not in

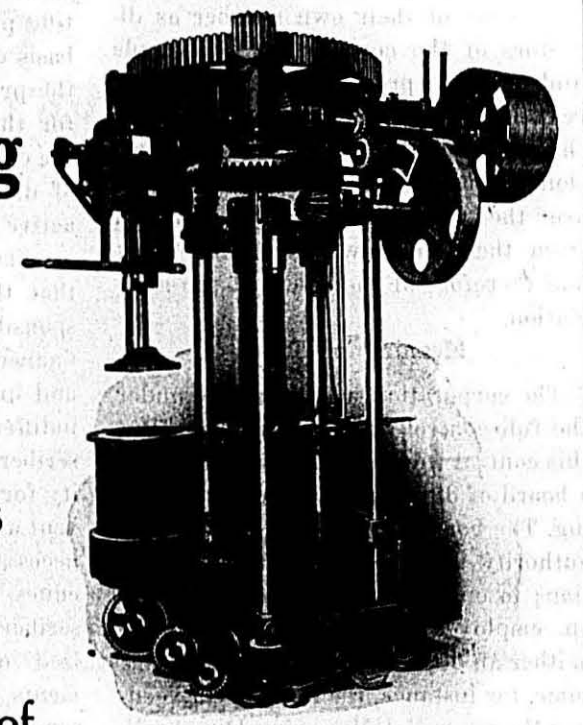
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is the result of years of specialization in this class of machinery. Every model is built to insure long life and efficiency.

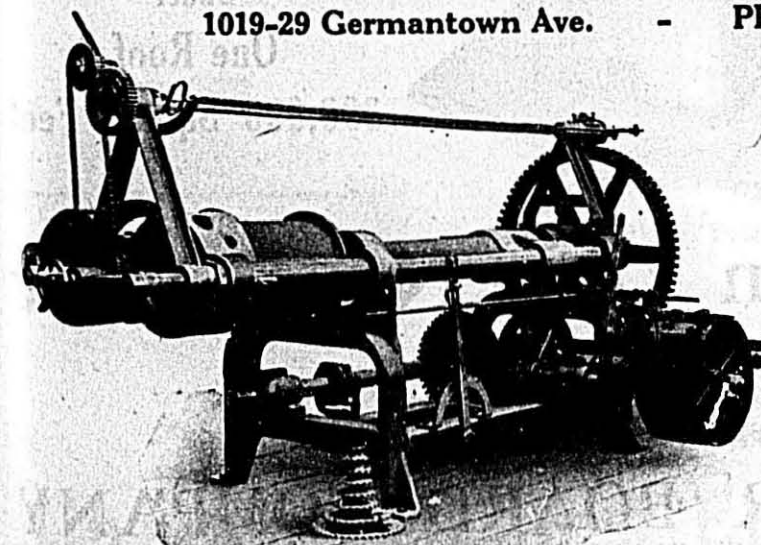
We make both Screw and Hydraulic Macaroni, Vermicelli and Paste Presses in sizes to meet all requirements. Complete machines or parts furnished promptly.

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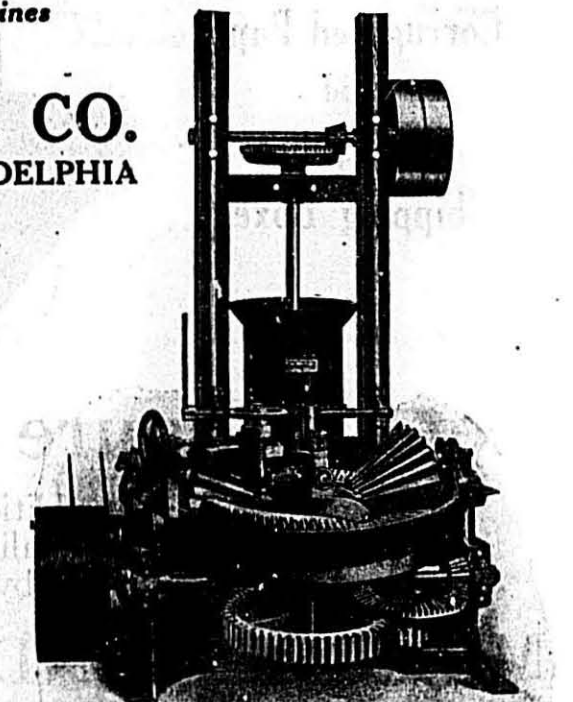
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Improves the Quality and Eliminates Waste and Reduces the Cost of Production, because it is NO longer necessary to operate with the Wasteful Preliminary drying and Unsanitary Damp Room process.

The System of Efficiency, Simplicity and Economy for the Practical Macaroni Doctor to operate and create conditions required, Regulate and Control the Cure (drying) as he desires, Regardless of Atmospheric Conditions.

More than 75 Macaroni Factories, ranging from the smallest to the largest in the United States operate De Martini System.

If interested, state your daily production of long macaroni and drying floor space, or no attention given.

No Catalogues issued.

No Agents.

Genuine only through direct communication.

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The De Martini drying system is fully protected by United States Letters Patent Sicignano Patent March 7, 1916, De Martini Patents August 21, 1917, Aug. 20, 1918, Sept. 10, 1918, June 24, 1919. Other Patents Pending All infringements of said Patents will be vigorously prosecuted.

terested in the other services offered. To illustrate, one might be interested in the statistical and advertising service of an association but not in its credit rating and collection service.

The subscribers may annually nominate some of their own number as directors of the corporation. A simple and effective provision is that the directors be made the stockholders and that they hold the stock of the corporation as trustees for the subscribers who are the equitable,—as distinguished from the legal—owners of the stock and therefore of the assets of the association.

Meaning of Titles

The corporation would thus be under the full control of the subscribers. But this control would be exercised through a board of directors of their own choosing. The board in turn may delegate its authority to an officer of the corporation; to one of its own members, or to an employed manager who may be neither an officer nor a director. Hence come, for instance, the names: "Executive Secretary", "Managing Director", and "General Manager", which are becoming customary titles of trade association executives in many industries.

A systematic and equitable schedule of rates at which subscriptions to services of an incorporated association will be accepted has perhaps some advantages which may commend themselves to many organizations seeking a scientific plan of organization and a sound basis of finance. The determination of the price to be charged the subscribers for the association's services is under the control of the directors. Such board of directors usually includes the most active and enthusiastic supporters of association work. This means usually that the exclusive control of, and responsibility for, the association's finances are in the hands of aggressive and influential men and that the more indifferent "rank and file" of the subscribers have relatively little opportunity for concerted effort to block or prevent action which the directors consider necessary to get needed additional revenues. Displeased individual subscribers, lacking opportunity for organized opposition to increased assessments, or subscription rates, may and sometimes do cancel their subscriptions. But usually such a move is not of serious magnitude unless the services rendered by the association are themselves

of little benefit to the subscribers. In such event the subscriptions ought to be canceled.

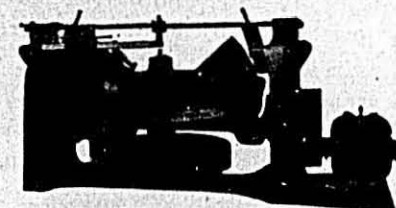
The subscription method of association organization and finance is scientific, and on the whole convenient and elastic. It has some features which may perhaps be advantageously used by all trade associations.

How to Increase Association Funds

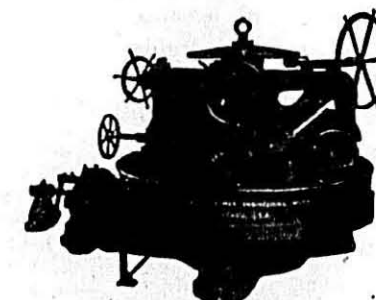
Many associations have miscellaneous sources of revenue which in some cases are productive of substantial sums. Sale of advertising in the association year books, or of display space in exhibits and shows; commissions on claim collections; sale to members of association labels; royalties on the use of association trade marks, and fees for inspection service are perhaps the most important of these.

Ingenuity and resourcefulness are manifest in many of the methods used by associations to supplement their otherwise inadequate revenues. But there is a distinct disadvantage in reliance upon income from miscellaneous sources, especially where this constitutes the bulk of the association's funds, unless it is engaged exclusively in rendering one specific kind of service, such

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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.



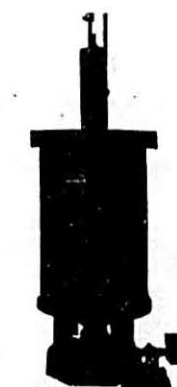
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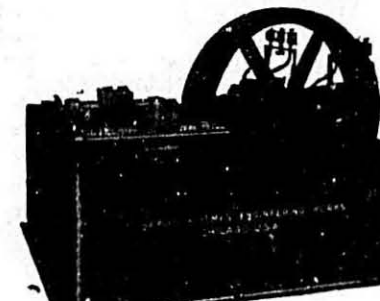


Inverted Tank Weighted Acc. No. 1232



Horizontal Dough Mixer No. 1487

Horizontal Short Cut Presses

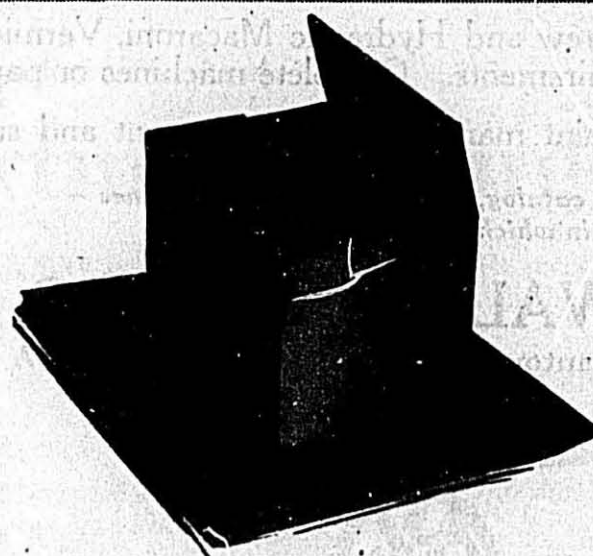


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as inspection, for which its fees are received. The disadvantage is that the executive who has to devote most of his time to obtaining money to maintain his organization generally has little time left to do the things for which the organization is maintained.

The experience of the strongest of the trade associations seems to indicate that revenues should come from the association's membership; not only because this is the most direct, most equitable and most dependable source; not only because it places the amount of the association's revenue within the control of its own members; not only because it relieves the association executive of the necessity of "scratching" for supplementary funds; but also,—and this is perhaps the most important of all,—because if the members will not give of their money, neither will they give of their time, their interest or their confidence and, without these, no association, however large its funds, will in the long run successfully represent any industry or any business.

Tendencies in Association Financing

The analysis of methods of financing trade associations, although perhaps tedious and dreary, may point to a few

helpful conclusions. Thus may we profit by the experience,—and by the mistakes,—of others. May I state some of these general conclusions?

The reliance of the most successful trade associations for their revenues is essentially upon their membership and not upon miscellaneous outside sources.

Associations representing industries making a homogeneous or uniform product,—such as barrels of oil, and tons of coal,—base their assessments upon the physical units of production.

Assessments based upon units of production are likely to produce a more even and regular flow of revenue than are assessments based upon sales. This is due to the fact that production in these industries is, on the whole, more evenly distributed throughout the year.

The flat basis of assessment is not a satisfactory means of permanent financing of associations in producing industries.

Where, for reasons of convenience or of practicability, assessments cannot be predicated upon units of sales or units of production, classification of memberships according to differences in producing capacity, in number of employees, or in amount of pay roll, has had reasonable success.

Associations in commercial lines, both wholesale and retail, still use generally a flat basis of assessment; but the tendency among associations in this group is toward assessments based upon volume of sales. This is a scientific method. Its early adoption by associations in commercial lines not now using it will probably hasten the realization by them of a stronger financial position. Associations in the professional trades having large memberships are, on the

whole, successfully relying upon a low flat basis of assessment.

The smaller associations in the professional trades and those among the public utilities cannot wisely depend upon a flat basis of dues or assessments.

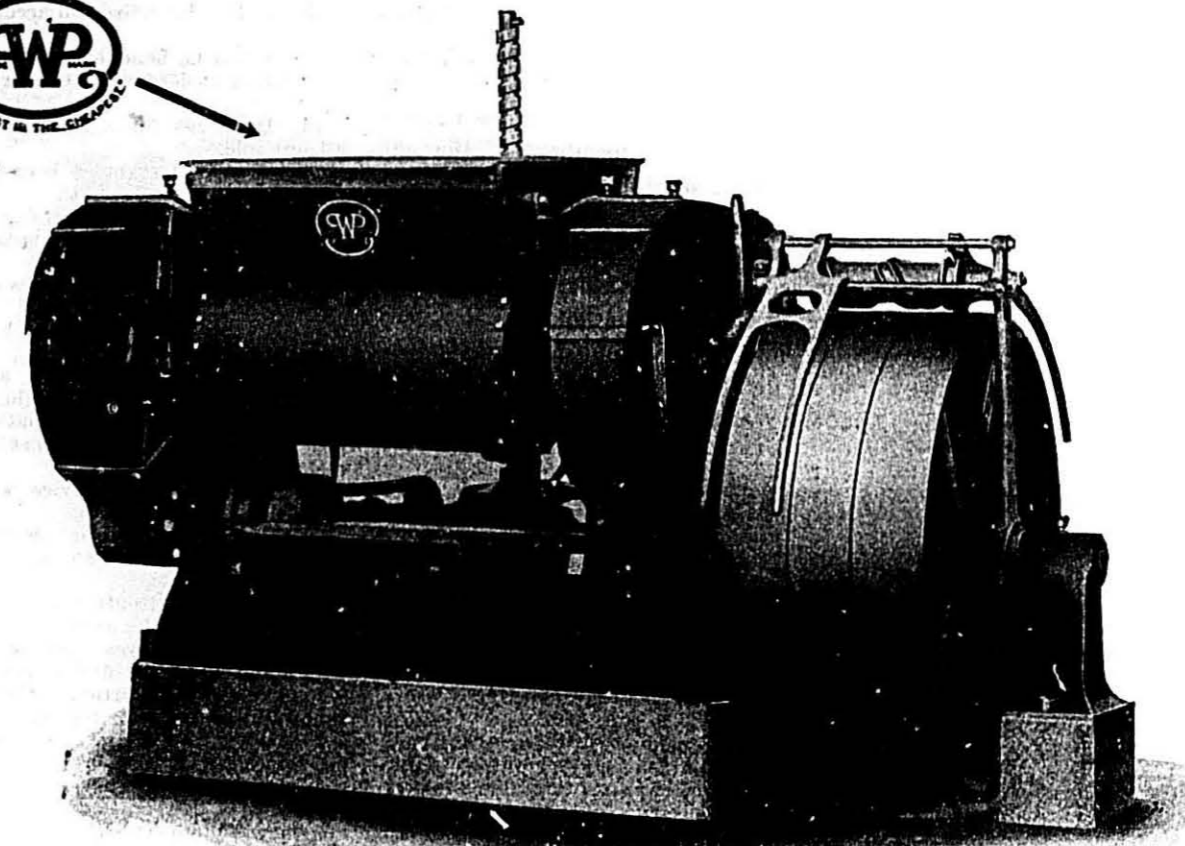
Flat assessments have, with few exceptions, worked well only in associations having large memberships and low rates.

Move for More Revenues

There has been during the past few years a definite movement among the more active trade associations to get greater revenues. Developments in industrial, social and governmental affairs have put a greater burden upon trade organizations. Many of them had previously been financed by small annual dues, but the revenue from these soon became inadequate to the new conditions.

Some associations have supplemented their revenues through resort to miscellaneous outside sources. Others have done so by changing their methods of assessment so as to distribute equitably among members the entire cost of association maintenance.

It is but correct to say that the latter method has been the most successful. If there is in the analysis of financing methods one definite guide to us all, it is that associations in industry and com-



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Develops to the full the strength of the flour. Blends and kneads the ingredients into a dough of uniform finish and texture.

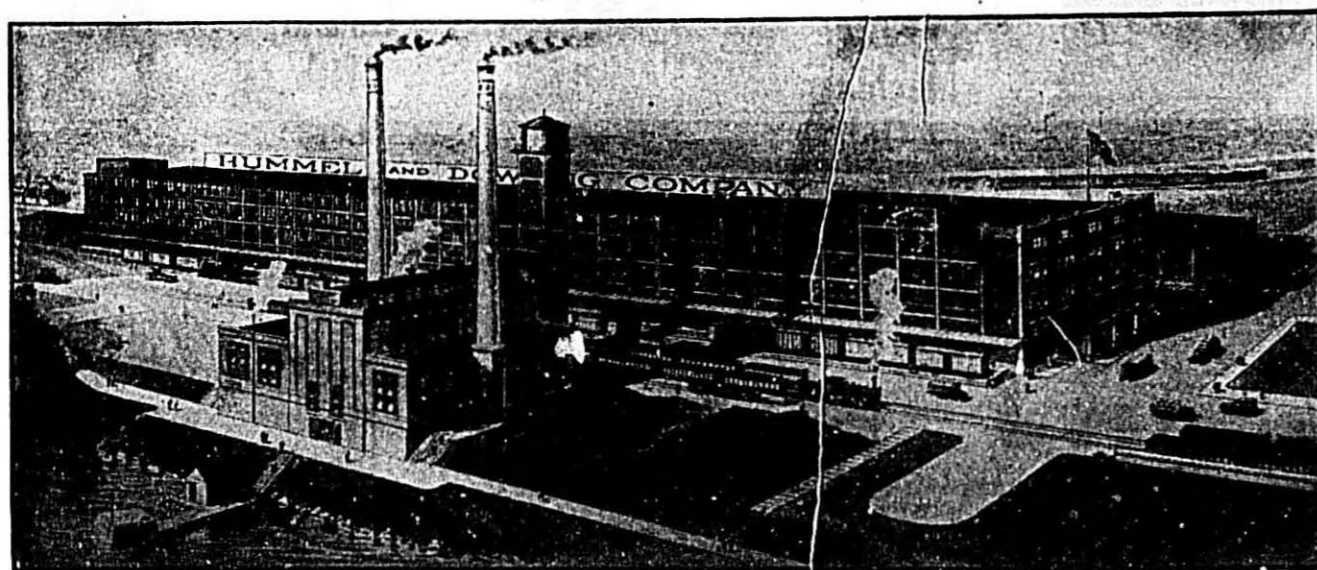
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Kneading AND Mixing Machines
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Cartons, Caddies or Containers for the Macaroni Manufacturers

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Give us an opportunity to submit our samples and quotations the next time you are buying in our line. Our service is excellent. Our product is better than the average.



HUMMEL & DOWNING CO.
Milwaukee, U. S. A.

Service Offices: Chicago, Denver, Minneapolis, St. Louis,
Detroit, Columbus

merce, having relatively small membership and relatively large financial needs, should base their assessments as precisely as possible upon the volume of sales or the volume of production; that associations in professional trades and in mercantile lines, having large memberships and relatively small financial needs, may confidently adhere to a flat basis of dues; and that associations in all lines of business, be they large or small, will wisely look to their membership and not to outside sources for their revenues.

No Substitute for Interest

The choice of an adequate financing policy is, of course, impartial and impersonal. May I say, however, that no plan may compensate for the lack, if such there be, of the interest and confidence of individual members. This is a personal matter for which there is no adequate substitute. I may perhaps suggest its intimate relation to successful trade organization by enumerating in closing, "Some Ways to Kill an Association".

This statement in slightly different form was prepared by a trade organization in the lumber industry. In some form or other the thoughts therein ex-

pressed have been used in many industries. But in this form it may perhaps be not inappropriate for the consideration of us all,—and for the attention too of the individual members of the nation's trade organizations. Their personal attitude will largely determine whether or not these organizations shall succeed. It is to the members, therefore, of trade associations in particular that the following counsel is addressed, in all deference and respect:

SOME WAYS TO KILL AN ASSOCIATION

1. Don't come to the meeting.
2. But if you do come, come late.
3. If the weather doesn't suit you, don't think of coming.
4. If you do attend a meeting, find fault with the work of the officers and other members.
5. Never accept an office, as it is easier to criticize than to do things.
6. Nevertheless, get sore if you are not appointed on a committee; but if you are do not attend committee meetings.
7. If asked by the chairman to give your opinion regarding some important matter, tell him you have nothing to say. After the meeting tell everyone how things ought to be done.
8. Do nothing more than is absolutely necessary; but when other members roll up their sleeves and willingly, unselfishly use their ability to help matters along, howl that the association is run by a clique.
9. Hold back your dues as long as possible or don't pay at all.
10. Don't bother about getting new members. Let the secretary do it.
11. When a banquet is given, tell everybody money is being wasted on blowouts

which make a big noise and accomplish nothing.

12. When no banquets are given say the association is dead and needs a can tied to it.
13. Don't ask for a banquet ticket until all are sold.
14. Then swear you've been cheated out of yours.
15. If you do get a ticket, don't pay for it.
16. If asked to sit at the speaker's table modestly refuse.
17. If you are not asked, resign from the association.
18. If you don't receive a bill for your dues, don't pay.
19. If you receive a bill after you've paid, resign from the association.
20. Don't tell the association how it can help you; but if it doesn't help you resign.
21. If you receive service without joining, don't think of joining.
22. If the association doesn't correct abuses in your neighbor's business, howl that nothing is done.
23. If it calls attention to abuses in your own, resign from the association.
24. Keep your eyes open for something wrong and when you find it, resign.
25. At every opportunity threaten to resign and then get your friends to resign.
26. When you attend a meeting, vote to do something and then go home and do the opposite.
27. Agree to everything said at the meeting and disagree with it outside.
28. When asked for information, don't give it.
29. Cuss the association for the incompleteness of its information.
30. Get all the association gives you but don't give it anything.
31. Talk cooperation for the other fellow with you; but never cooperate with him.
32. When everything else fails, cuss the secretary.

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.

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

A MANUFACTURER'S DILEMMA

Louis Cercone, president of the newly organized Cercone Mfg. Co., is apparently meeting with more than his share of troubles while supervising the erection of this company's macaroni plant at Schenectady, N. Y. His article sent in for publication reads:

"It is taken for granted that the best informed people in the macaroni world read, digest and consider that which is said relative to the manufacture of macaroni.

"The writer is interested in the establishment of a plant of considerable magnitude, planned in time to be one of the larger plants in the country or, at any rate, to supply the demands made upon it for its products. Has had numerous interviews with machinery manufacturers in which each set up a claim for superiority with such vigor and positiveness as to create a doubt as to who are the manufacturers of the best machines and the best drying equipment on the market.

"Being desirous of manufacturing Italian macaroni of uniform, superior quality the question of semolina has

been considered. Correspondence with several mills and millers indicates that they, like the machinery men, are confident that the product of their particular mills is absolutely essential if uniform goods of excellent quality are to be expected.

"Going still further into the industry and taking up the question of durum wheat with a supposed authority at Washington, we learn that durum wheat seed has not been carefully bred and that elevator men have been somewhat careless, with the result that the amber durum wheat on the market is of doubtful purity and greatly inferior to the original seed imported from Russia.

"Those who are kind enough to read these lines and who have had experience in establishing macaroni plants can well understand the perplexities confronting the writer, who aims at financial success through the manufacture of superior goods in an approved and efficient manner. It would be a source of great satisfaction to have this article replied to by men who are familiar with machinery and its workings, with semolina mills

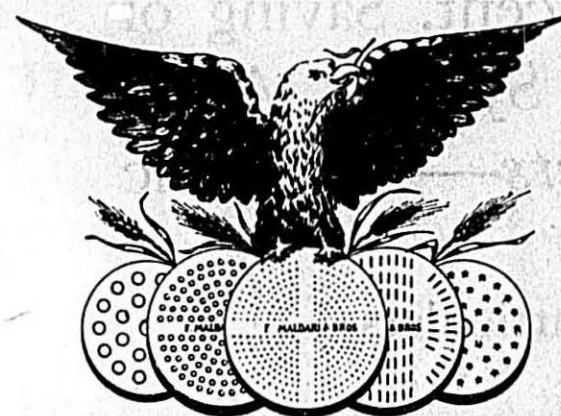
and their products, with durum wheat and its quality. This is asked in the belief that a general discussion of these questions will prove interesting and beneficial to practically every reader of the Macaroni Journal."

New F. T. C. Chairman

Huston Thompson of Colorado became chairman of the federal trade commission Dec. 1, for one year. Mr. Thompson, who was vice chairman during the past year, succeeds to the chairmanship under the rule of the commission which provides for rotation in the office of chairman among the several commissioners.

Mr. Thompson was first appointed to the commission by President Wilson in December 1918 to fill an unexpired term and in December 1919 was reappointed for a full term of seven years. He served as assistant attorney general of the United States, in charge of the court of claims branch of the department of justice.

Men who try to do something and fail are infinitely better than men who try to do nothing and succeed.



ANNOUNCEMENT

To act in accord with the general downward tendency of prices, we have reduced the prices of the Macaroni dies.

OUR QUALITY and FINE WORKMANSHIP will always dominate.

Before placing your next order get in communication with us for our NEW PRICES.

Our catalog and price list should be in your file. It is free on request.

F. MALDARI & BROTHERS

(Established 1903)

127-29-31 Baxter Street

NEW YORK CITY

At your service,—Our "Prompt and Efficient" repairing department.

DRY YOUR MACARONI in 18 to 60 Hours!

The BAROZZI System takes care of the product from start to finish.

Its seven chief features are:

1. No high priced labor.
2. Short drying process -- 18 to 60 hours.
3. Taking up of less floor space.
4. Prevents spoiling or souring.
5. Preservation of original bright color of paste.
6. Preventing breakage.
7. Guarantee of a sanitary product.

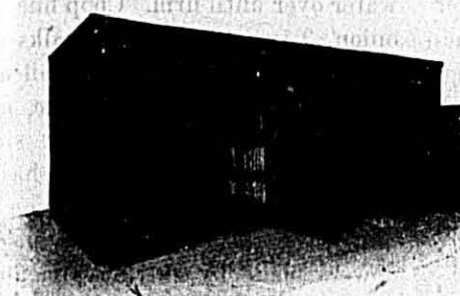
The Barozzi Drying Machine and all improvements thereon are fully protected. Infringements will be prosecuted to the fullest extent of the law.

Send for illustrated catalogue and estimate.

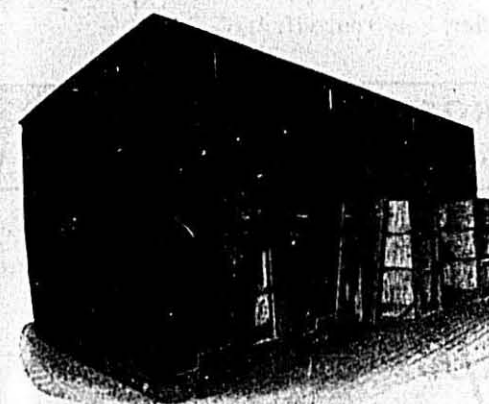
BAROZZI Drying Machine Co.

400 COLUMBUS AVENUE

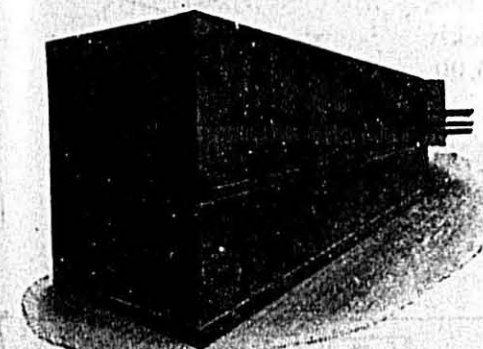
San Francisco, Calif.



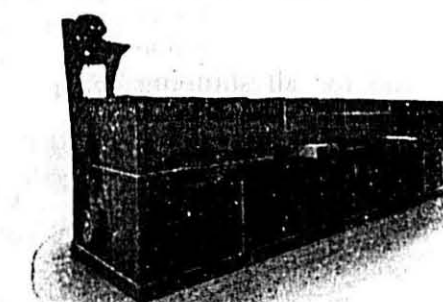
BAROZZI Preliminary Drier for Long Paste



BAROZZI Finishing Drier for Long Paste



BAROZZI Drier for Curly Paste



BAROZZI Drier for Cut Goods

Hearing on Macaroni Tariff

Hearings upon which to base new protective tariff legislation are to be called by the ways and means committee of the House of Representatives and are to begin Jan. 6, 1921, extending through Feb. 16. About two or three days are to be allotted to each schedule, taken in alphabetical order. Schedule G, which consists of agricultural products and provisions in which macaroni is included, is to have its hearing Jan. 21, 22 and 24. If there is no objection from the manufacturers, the committee will be requested to hear the macaroni manufacturers on Jan. 24.

In the meantime it is necessary that every manufacturer should begin to think about getting his costs in such shape that the questionnaire which the commission is to send out some time between now and the first of the year can be answered quickly and accurately. The data obtained on these questionnaires must be compiled after their receipt and it is therefore desirable to have every manufacturer fill out the questionnaire immediately upon its receipt and return it to the U. S. tariff commission.

A copy of the information submitted to the commission should be sent to the national laboratories so a duplicate compilation of the data may be had and also so the director may be able to discuss more intelligently with the tariff commission and the ways and means committee the information obtained.

Tested Macaroni Recipes

For use by manufacturer, wholesaler and retailer in popularizing use of macaroni, spaghetti, etc. as the recognized leading substantial food from the view point of both nutrition and economy.

Curried Lamb with Macaroni

One pound lamb or mutton, cut in small pieces; 1/2 pound macaroni, 2 cups milk, 2 tablespoons margarine, 2 tablespoons flour, 2 tablespoons curry powder, 1 teaspoonful salt, 1/4 teaspoonful pepper. Order lamb as for stewing, brown it in a hot skillet, add a small amount of water and cook until tender. Cook macaroni in boiling, salted water till tender, drain and pour cold water through it. In a saucepan melt the margarine, add the flour, curry powder,

salt and pepper, and blend thoroughly. Add milk gradually, stirring constantly; cook until a slightly thickened smooth sauce results. Into a greased casserole put a layer of macaroni, then a layer of lamb and curry sauce. Repeat till all is used. Cover and bake in a moderate oven about one hour.

Macaroni Salad (Spanish)

Boil 1 pound cut macaroni until tender, put in colander and run cold water over until firm. Chop fine 1 small onion, 3 sweet pickles, 3 stalks celery, 1 can pimentos and 2 hard boiled eggs add 1 cup cooked mayonnaise, mix well with macaroni and let stand or 3 hours in bowl which has been rubbed with garlic. Serve on large platter, garnish tops with poinsettia flowers made by cutting pimento into strips and arrange in form of petals. yolk of hard boiled egg for centers of flowers and strips of pickle for leaves and stems. This salad is not only delicious and ornamental but substantial.

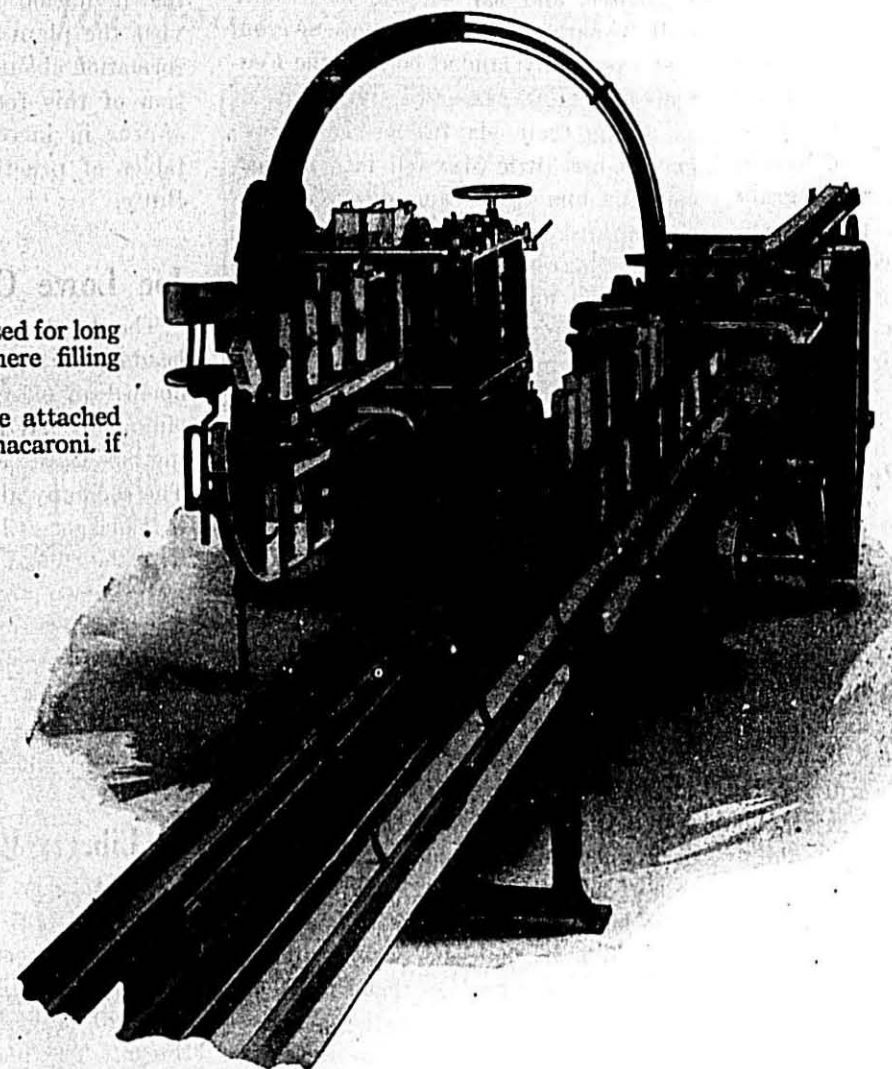
Advertise the truth. The first one who must believe in your advertising is yourself.

This Motor Driven **PACKAGING MACHINE** Will Give You

PRODUCTION and EFFICIENCY

and

Increase Your Sales and Profits



This type is used for long cut macaroni where filling is done by hand.

A scale can be attached for short cut macaroni if desired.

It seals and delivers 60 to 80 complete neat, clean packages of macaroni per minute.

Reduces operative costs and uses minimum floor space.]

Our Combination Sealers and Wax Wrapping Machines will help you to solve your packaging problems.

— Consult Us —

Johnson Automatic Sealer Co.

P. O. Box No. 482

BATTLE CREEK, MICHIGAN

ROSEN, TURIGERIO & CO.
MACARONI & SPAGHETTI



ROSEN, TURIGERIO & CO.
MACARONI & SPAGHETTI

*After using ordinary tapes
you will want Liberty Tape*

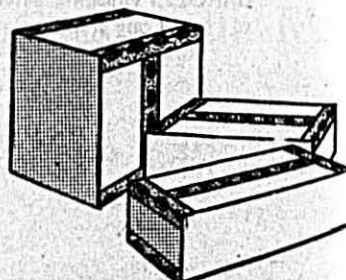
LIBERTY Tape gives more than average tape service. It binds boxes better than any tape you have ever tried. It gives them strength—holds them in a tight, lasting grip. This is because Liberty Tape is a superior tape—made of the best grades of strong Kraft paper. It is a durable binding tape for all shipping purposes.

When printed in color with your trade mark, Liberty Tape

adds an advertising value to your shipping cases. It lends brightness and attractiveness to every package. We will be pleased to submit samples and estimates on request.

The Liberty Moistener is best for use with tape. It moistens every portion, works quickly and smoothly. Price \$5.00. Sent on approval.

LIBERTY PAPER COMPANY
59 Vanderbilt Ave. New York City
Mills: Bellows Falls, Vt.



**LIBERTY
TAPE**

Both Plain
and Printed



CAMBINI
Macaroni



CAMBINI
Macaroni



CAMBINI
Macaroni

Notes of the Industry

Macaroni Restrictions Removed

The Italian ministry of food has issued a decree permitting importation of grain by private individuals and companies, providing the grain is to be used in the manufacture of macaroni for export, according to the American consul at Naples. For every quintal (220.46 lbs.) of grain imported, 70 kilos (154.3 lbs.) of macaroni must be exported within four months under penalty of having the grain confiscated. Hitherto, grain could be imported only by the government. An option is allowed of milling 14 kilos (30.9 lbs.) of stock food and of manufacturing 61 kilos (134.5 lbs.) of macaroni for every quintal (220.46 lbs.) of grain imported.

Italian Bread Price

To meet a deficit in the treasury of more than 500,000,000 lire, the Italian parliament on Nov. 10 began consideration of plans which include an increase in the price of bread calculated to save the government 2,726,000,000 lire, according to cabled advices from Rome to the department of commerce in Washington, D. C. Higher taxes will also be imposed on incomes, wines, luxuries, and tobacco, and the rate on private capital will be doubled in 1921, the report stated. The food administrator has already purchased more than half the foreign wheat required until next harvest, according to a statement to parliament. Gradual improvement of conditions in Italy is predicted, following the government decree permitting importation of grains by individuals for manufacture

of macaroni for export, ever a most lucrative business for the Italians.

Tosses Son in Pot of Noodles

Julius Hess of 520 Natoma st., San Francisco, and his son and heir, Maxwell, 3 years old, were in a state of mind that eventually landed both in the Central Emergency hospital. By way of satisfying their playful mood Hess began to toss little Maxwell into the air, catching him as he came down. A second, a third and even a fourth time Hess tossed Maxwell into the air. It was great sport until the fifth try. Instead of landing in father's arms little Maxwell landed in a boiling kettle of noodles on the kitchen stove. Maxwell, the kettle and father landed in a heap on the floor, the boiling water scalding both of Hess' feet and one of Maxwell's. The trip to hospital followed.

Interested in Macaroni Making

The Imperial Macaroni Mfg. Co. succeeded in putting over a clever bit of advertising in its home city of Butte, Mont., reads the Post of that city. The shrewd salesmanager of this concern was able to enlist the services of the Chamber of Commerce in demonstrating the process of macaroni making. Through this civic body every woman's club and organization in that city was invited to attend a demonstration that showed all the interesting features of the manufacturing process. Arrangements were also made with the chef of the leading hotel to prepare tasty macaroni dishes during the demonstration and experts explained

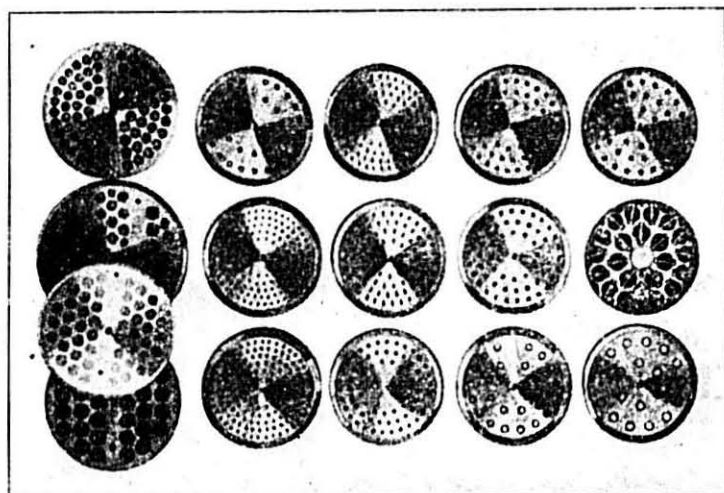
the value of macaroni products as nutritious and economical food. Much interest was manifested in the demonstration. A large quantity of delicious prepared macaroni was consumed and many of those who attended accepted the invitation of the management to visit the plant to obtain first hand information about the care in the preparation of this food which is destined to appear in increasing quantities on the tables of practically every resident Butte.

Joe Lowe Company Expanding

The Joe Lowe Co. Inc., which has headquarters in New York city, has opened an office and warehouse in Cincinnati to take care of its rapidly growing business in central western territory. The company already operates a factory in Chicago. Clifford Mueller, formerly with the Ohio Valley Mercantile Co. and well known to Cincinnati bakers, has taken charge of the new branch. The company recently opened distribution warehouses in Atlanta and Norfolk, reports a good demand for its egg products and specialties.

Liberty Plant at St. Louis

The Liberty Macaroni Manufacturing company, 5127 Bishoff av., St. Louis, which was recently incorporated under the laws of Missouri, began operation Nov. 20, states Secretary Dominick J. Ferla. The plant has a daily capacity of 3,000 pounds and capital stock of the amount of \$20,000 has been disposed of. Vincent Italian is president.



The Dies of no Regret

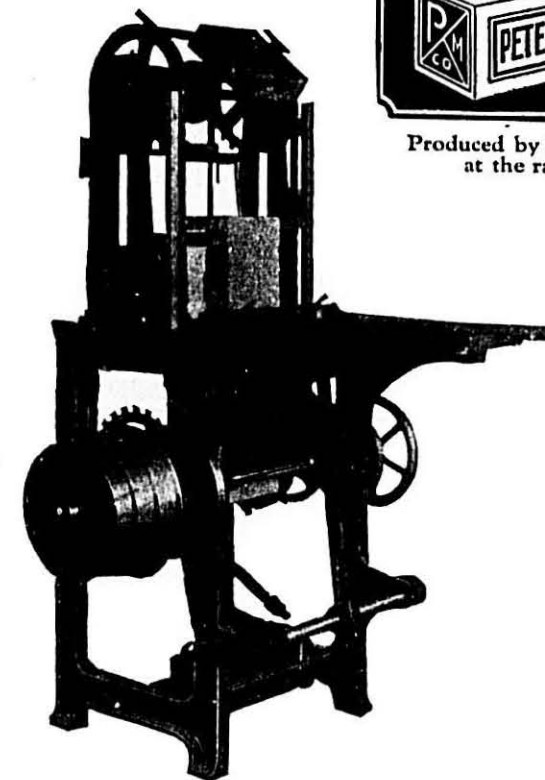
American Macaroni Dies, Inc.
2342 Atlantic Ave., Corner Eastern Parkway
Brooklyn, N. Y.

Peters Package Machinery

For the production of sanitary and protective packages, in any size required, for food products and the like.



Produced by Peters Package Machinery at the rate of 40 per minute.



The Forming and Lining Machine
Space occupied, 4 x 4 feet. Weight, 1,200 lbs.
Power 1/4 H. P.

Package Your Goods
as They Should Be

NO MATTER how perfect the quality of your product when it passes your final inspection before packing, unless it retains its original goodness and measures up to the standard of the housewife, it never will be successful.

Upon its quick turnover depends the success of your product. Every dealer knows that it is comparatively easy to sell a food article once, but upon the goodness and cleanliness of the goods depends the *second* sale.

Housewives and dealers from coast to coast know the Peters Package. Built to exclude moisture, dust and odors, this distinctive package can be produced with Peters Package Machinery more rapidly and at less cost than any other type of container.

Let us tell you more about Peters Packages.

PETERS MACHINERY CO.
209 South La Salle Street
CHICAGO



of the new concern; Antonio Monteciolo, vice president and general manager; Dominick LaFerla, secretary; Joseph Albin, treasurer. The board of directors is composed of these officers and the following: S. Sciuto, L. Marlo, A. Garavaglia, G. Gangitano and E. J. Houlihan.

New Plant at Chester, Pa.

The Chester Macaroni Manufacturing Co. has been organized with a capital stock of \$50,000 and a plant with a capacity of about 6,000 lbs. daily has been equipped at 1301 W. Third st., Chester, Pa. It occupies a building 68 feet wide, three stories, with an additional 35 feet and two stories. The officials of the company are Henry Nacrolli, president; William Di Virgilio, vice president; Emil Baiocco, secretary, and Andrew Frank, treasurer. The company has started producing on a small scale and expects to attain capacity production about the first of the year.

Short Weight Disclosed

The Quaker Oats corporation, through its local representative, Charles Schwarzback, was found guilty in the

municipal court of Minneapolis, last month, for selling short weight packages of macaroni. The city weigh master, William Pett Morgan, testified before Judge Matthias Baldwin that he had found 180 packages of this product in one store, each of which was one ounce short in weight.

Old Firm Incorporated

The Houston Macaroni Co. of Houston, Texas, that has been doing business in that section of the country for many years, was given a charter last month under the corporation laws of the state. The company has a capital stock of \$100,000, practically all of which is in the hands of its incorporators, viz., Frank Bonno, Nicholas Bonno and John Bonno.

Noodle Maker Deported

Philadelphia's Chinatown lost her champion noodle maker when United States Commissioner Manley ordered Wong Chong to be deported to his native land. Chong has been in this country five years, escaping from a Chinese steamship anchored in the Delaware

river. In that time he has become famous in Chinatown as an expert noodle and pastry maker.

Japanese Vermicelli

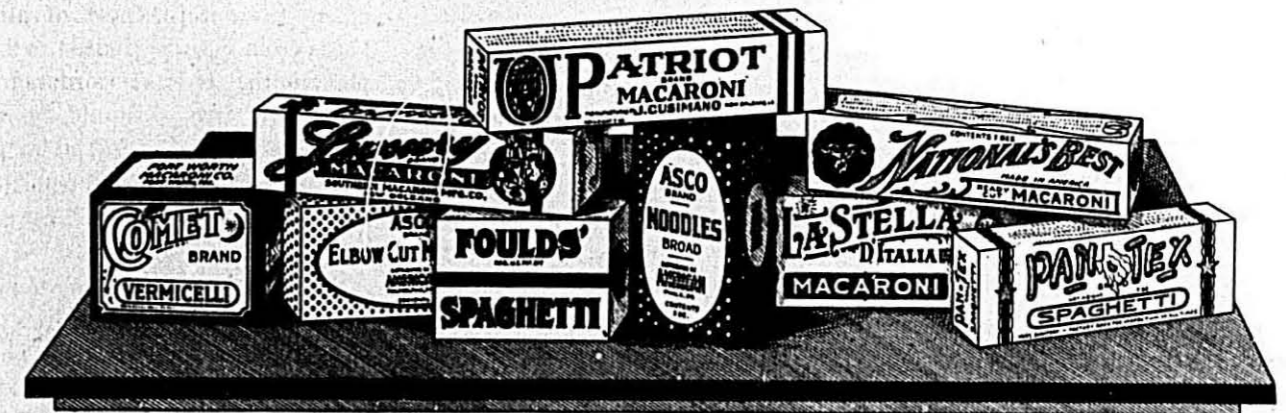
The United States and its possessions are proving lucrative markets for Japanese vermicelli, according to figures by American consuls who have been checking over carefully exportations of various kinds from the several Japanese seaports. It is interesting to note that the amount exported to this country in 1919 greatly exceeded that of the previous year. Experts attribute this to a let up in the demands by European countries shortly after the war and to the general business depression that for a time threatened all the manufacturers in Japan.

Declared exports to the United States and its possessions from Japan in 1918 and 1919 were as follows: To the United States only 8,100 lbs., valued at \$855 in 1918 and in the following year 245,733 lbs., valued at \$25,267.

A slight decrease is shown in exports to the Philippine islands in 1919. While 73,468 lbs. were shipped to the Philippines in 1918, for which they paid



TITELOX BRAND FOLDING PAPER BOXES
ARE KNOWN AND RECOGNIZED THROUGHOUT THE TRADE FOR **QUALITY**



Quality like blood tells in the long run.

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

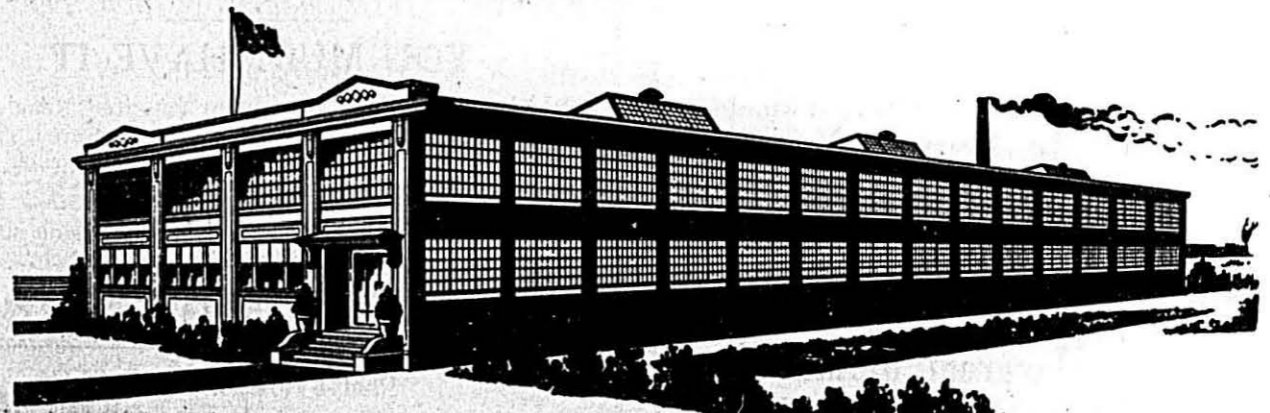
While price is an essential factor, it is *Quality* that makes the lasting Customer—the biggest asset in any business.

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

Your inquiries solicited.

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

THE GLOBE FOLDING BOX COMPANY
CINCINNATI, OHIO



SELECTED AMBER DURUM

Our Durum Semolina and Durum Flour is milled from the highest grades of selected Amber Durum obtained from the Macaroni Wheat Section of the Northwest.

Ground coarse, medium or fine as best suits your wishes. Superior raw materials for superior quality macaroni products.

Write or wire for samples and prices.

Sheffield-King Milling Co.
Minneapolis, Minn.

Is your Carton a Salesman?

To the prospective buyer, the carton is the quality standard of your product, therefore your service and the quality of your product hold the business.

An attractive quality-made carton has real sales value—why not get the best—let Waldorf make your cartons. Let our art department revise your old carton or make you a new design.

Write for samples and prices.

"THE WALDORF DAILY PLAN—
PRODUCE THE BEST THAT MORTALS CAN."

WALDORF PAPER PRODUCTS Co.
ST. PAUL, MINN.
CORRUGATED AND SOLID FIBRE SHIPPING CONTAINERS.
FOLDING CARTONS.

\$6,526, only 57,696 lbs. were shipped to them in 1919, at a cost of \$5,129.

The Hawaiian islands proved the most lucrative market for Japanese vermicelli, probably due to the large Japanese population there, 108,612 lbs. valued at \$10,886 reaching these islands in 1918. This was practically doubled the following year when a total of 213,783 lbs. valued at \$21,008 reached the Hawaiian shores.

From the figures thus made public it is interesting to note the upward trend in the value per pound of imported Japanese vermicelli. The average price in 1918 was slightly less than 10c per pound while that of 1919 reached almost 10½c per pound. These compare favorably with prices quoted by some manufacturers in this country who are greatly concerned over the importation of goods of this nature, which increased from an amount slightly less than 2,000 lbs. in 1918 to a little below 500,000 lbs. in 1919.

Chinese millers make flours out of wheat, barley, oats, rye, buckwheat, chestnuts, millet, potato, peanuts, peas, beans, lentils, pulse, rice almonds and 50 other vegetable substances.

EXPORT TRADE DULL—WHY?

Exchange Situation Deters Shipments to Europe—Marked Improvement Hinges on General Financial Status—An Expert's Views.

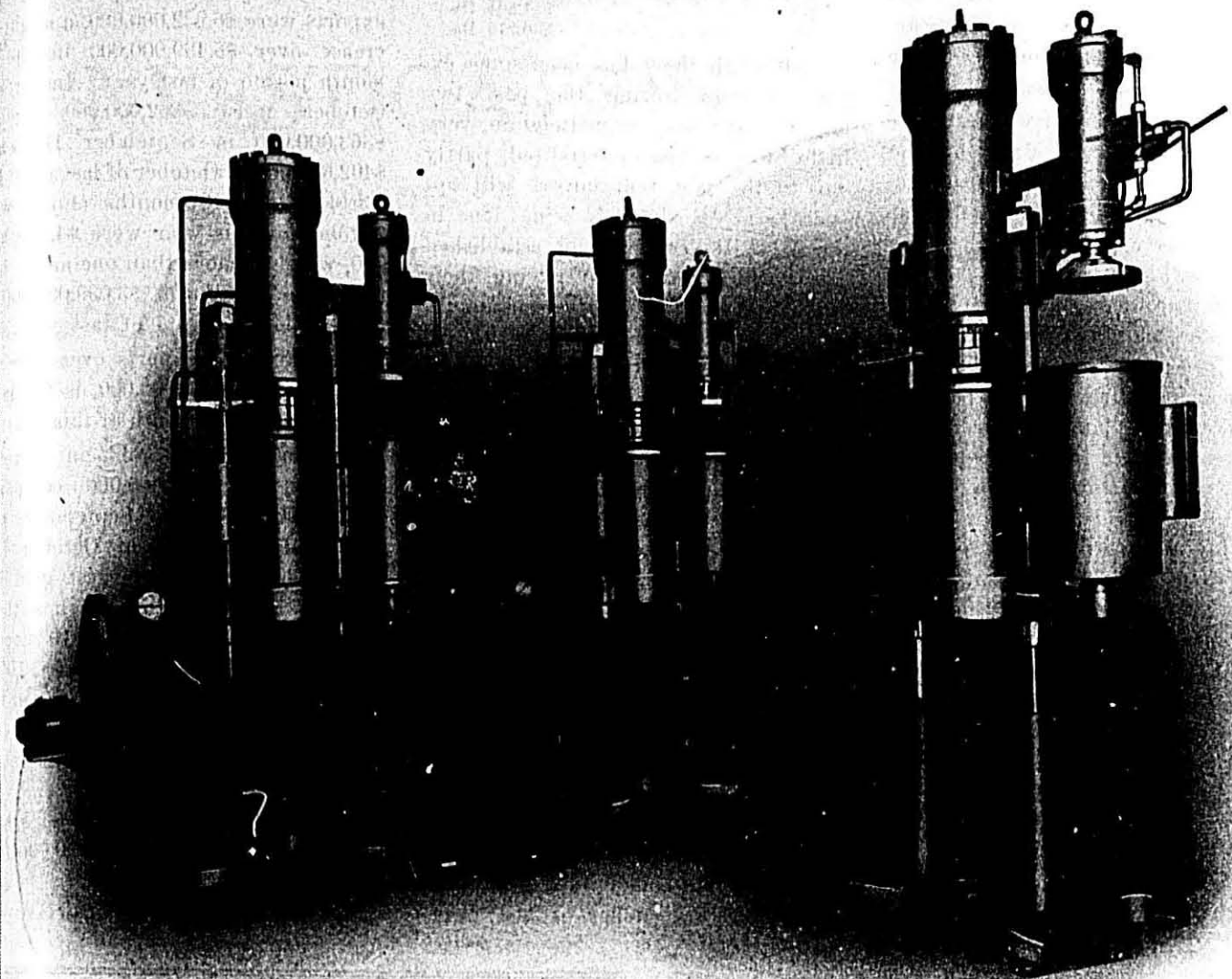
With the resumption of macaroni importation, particularly that from Italy, macaroni manufacturers of this country, who in the past have been compelled to meet this competition, are showing some concern over the extent to which this pro-war business will be resumed. The Italian demands are as yet much in excess of the production and, according to students of conditions there, it will be a year or more before products from that country will reach our shores in quantities sufficient to affect the market. But the shrewd Italian exporters, in an attempt to regain a lucrative market lost during the war, have organized a systematic attack on the American market by making small shipments to such cities as will insure them an entering wedge when capacity exportation is resumed.

The prices quoted for such small orders are even less than those asked in their own country. This is made possible because of the great difference

in exchange now prevailing. As the Italian regulations still compel the manufacturer to use all the wheat by-products in his flour or semolina, the grade of goods now entering our port is considerably below that of the standard product formerly shipped to this country. The opinion of C. A. Tosi of P. Pastene & Co. Inc., leading importer of New York city, particularly with reference to macaroni importation, is of interest to all who are connected with the macaroni industry. Speaking of Italian production and exportation, he says:

"According to government decree which has been in force since last February the total export of alimentary paste from Italy is limited to 2,500 tons per month. It is also ordered that the alimentary paste should be made of semolina or hard wheat at 75 per cent that is, it should be made on the standard basis now in force for domestic consumption.

"Russian wheat is being imported into Italy in limited quantities, as compared with the needs of the population and that of the alimentary paste industry. Contrary to rumors which have been circulated, the condition of the



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.

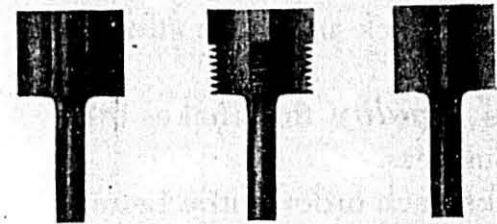
We Do Not Build All the Macaroni Machinery, But We Build the Best.
Investigate Our Record.

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.



MOULDS SPECIALISTS

Only constructors in America making bronze moulds with private screw, Cirillo Style.

Awarded Gold Medal at Exposition of Industrial Products at Rome, Italy in 1908.

Specialists in Copper Moulds

Make any kind desired. Still supports for long or short macaroni. Bronze Leaf Moulds extensively used for Spaghetti, Vermicelli, Noodles, etc. manufactured to suit.

Work done in American, Italian or French style.

Repairing done at reasonable prices.

International Macaroni Moulds Co.
J. CIRILLO & P. CANGIANO, Props.
Office and Factory, 252 Hoyt St.
BROOKLYN, N. Y.

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.

Russian wheat received in Italy has been good, although some shipments arrived in damaged condition due to the usual risk of the sea voyage.

"Prices for alimentary paste for home consumption are fixed by the Italian government, and vary from one city to another. The price in effect at Naples the early part of October was liras 1.18 per kilo and in Rome 1.17 per kilo. The rate of exchange prevailing at that time made this equivalent to about 2c per pound. However, the export price, including cost of packing and delivered on board steamer, was about liras 5.25 per kilo or about .086 cents per pound. However, the quality of most of the macaroni which is being offered for shipment to this country, and of which several small shipments have arrived, is very dark in color and will not find a very ready sale.

"The importations into the United States, according to government statistics, for the past 10 years ending June 30, 1920, are as follows:

1911	114,779,116 lbs.
1912	108,231,028 lbs.
1913	106,500,752 lbs.
1914	126,128,621 lbs.
1915	56,542,480 lbs.
1916	21,789,602 lbs.
1917	3,472,503 lbs.

1918	669,524 lbs.
1919	591,804 lbs.
1920	800,210 lbs.

"Although there has been some export demand during the past two months, especially from Belgium, very little business has materialized, partly due to the fact that buyers will not open Ls/C. Business is being done in the West Indies with old established firms, which have been paying their bills irrespective of the moratorium. As a whole, however, and mostly due to the exchange situation in Europe, export business in macaroni is dull. Italy has made heavy contracts with the Central Empires, at prices higher than those being quoted to the United States. It is our opinion that until the general financial conditions abroad improve, we cannot look for any marked improvement on export business."

Larger Exports—Small Imports

Much larger exports and decreased imports in October are shown in a statement released by the bureau of commerce. Exports in October were valued at \$752,000,000 against \$605,000,000 in September this year and \$632,000,000 in October of last year.

For the 10 months ending with October exports were \$6,832,000,000, a slight increase over \$6,499,000,000 in the 10 month period of last year. Imports in October were \$362,000,000 against \$363,000,000 in September 1920 and \$402,000,000 in October of last year. Imports in the 10 months ended with October of this year were \$4,720,000,000, which is more than one and a half times the imports of \$3,099,000,000 in the 10 month period of last year.

The excess of exports over imports amounting to \$390,000,000, is the largest excess in any month of this year.

The imports of gold in October amounted to \$117,000,000 compared with \$39,000,000 in September this year and \$5,000,000 in October last year. These are the largest gold imports of any month in the last three years. Gold imports in the 10 months ending October amounted to \$316,000,000 in 1920 against \$61,000,000 in the same period of 1919. Gold exports in October were \$26,000,000 this year against \$44,000,000 last year and for the 10 months ending October \$285,000,000 this year against \$270,000,000 last year.

The trade in silver remains relative

INVESTIGATION

of the merits of the

PURE DURUM WHEAT FLOUR

Manufactured by

LINCOLN MILLS
Lincoln, Neb.

May result in an improvement of the Quality, Color and Flavor of your product.

Samples of Wheat and Flour cheerfully furnished.

COMMANDER

**Semolinas
Durum Patent
and
First Clear Flour**

Milled from Amber Durum Wheat Exclusively. We have a granulation that will meet your requirements.

Ask For Samples

Commander Mill Company
MINNEAPOLIS, MINNESOTA

Richard Griesser

Architect and Engineer

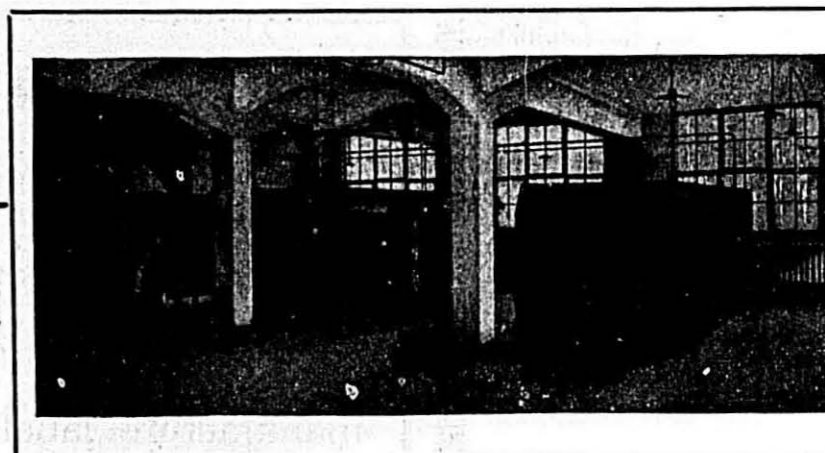
Designing and Equipping Macaroni and Noodle Factories

A SPECIALTY

Have designed all kinds of Food Product Plants.

Consult me about Factory Construction or Alteration

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Modern Installation
of

Buhler Short Goods Dryers

Note the absence of Fans, piping and steam heat.

- ☞ If you install BUHLER DRYERS, you have cleanliness, hygienic conditions, low operating cost and scientific Drying.
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Buhler Brothers
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SOLE AGENT

A. W. Buhlmann, Engineer
200 Fifth Avenue, NEW YORK

small. In the 10 months ending with October the imports were \$78,000,000 in 1920 against \$73,000,000 in 1919, and exports of silver \$104,000,000 against \$189,000,000 in the same periods.

American Specialty

Manufacturers Honor

Mr. James T. Williams

The American Specialty Manufacturers association, at its annual convention held Nov. 16-19 at Hotel Traymore, Atlantic City, honored the National Macaroni Manufacturers association and the whole macaroni industry by unanimously electing its president, James T. Williams, as a director of this leading commercial organization. Mr. Williams will serve for three years.

His First Convention

The honor is all the more marked since this was the first convention of that organization Mr. Williams has been able to attend during his six years of membership. He has been very active in the Northwest auxiliary of the specialty men's association and particularly in the macaroni section thereof, which numbers many of the leading manufacturers of this food in America.

A score or more of the leading macaroni men of the country participated actively in this convention, that was marked by progressive legislation and well planned activities that will be influential in molding the minds of the buyers of practically every line of goods handled by specialty men.

Fred Mason Returned

Fred Mason, president of the Shredded Wheat Co. of Niagara Falls, N. Y., on completion of his first term as president, was honored by reelection to that position. He is a personal friend of James T. Williams, and this friendship influenced the latter to accept the responsible position as director. The other officers are: First Vice President, W. W. Frazier Jr. of the Franklin Sugar Refining Co., Philadelphia; second vice president, James M. Mills Brothers company; third vice president, Louis McDavit of Colgate & Co.; treasurer, D. O. Everhard of the Ohio Match Co.

Oppose Freight Ruling

Considerable dissatisfaction is being expressed by members of the Canadian grain trade at the action of the Canadian

railroads in demanding prepayment of all freight charges on shipments of corn into Canada from the United States in American money at an added cost to the Canadian importer.

The railroads demand this prepayment regardless of the fact that the U. S. interstate commerce commission has recognized the injustice of the demand by recommending in a recent ruling "that only that portion of the haul actually performed within the United States shall be paid for in American currency."

All rates are subdivided at Detroit and American dealers assert that they stand ready to pay the proportion up to Detroit or Port Huron, the carriers to collect the balance in Canadian funds from consignees. The Canadian grain trade feels that the Canadian carriers should be content with their recent 4 per cent increase in freight rates and not take advantage of the difference in exchange to add another invisible 1 per cent to the price to the Canadian consumer.

Some men catch a ten dollar fish with a five cent pole; other men catch a five cent fish with a ten dollar pole.

WHY

experiment with substitutes when it is a universally acknowledged fact that the only safe and sure way to transport macaroni is in a wooden box.

One of our specialties is shooks for macaroni boxes, and we shall be more than glad to quote on your requirements promptly upon receipt of specifications.

Do some business with us so that we will both make a little more money.

ANDERSON-TULLY CO.

MEMPHIS, TENN.

BAY STATE DURUM WHEAT SEMOLINA

For Those Who
Want Quality and
Even Granulation

WRITE TODAY FOR SAMPLES AND PRICES.

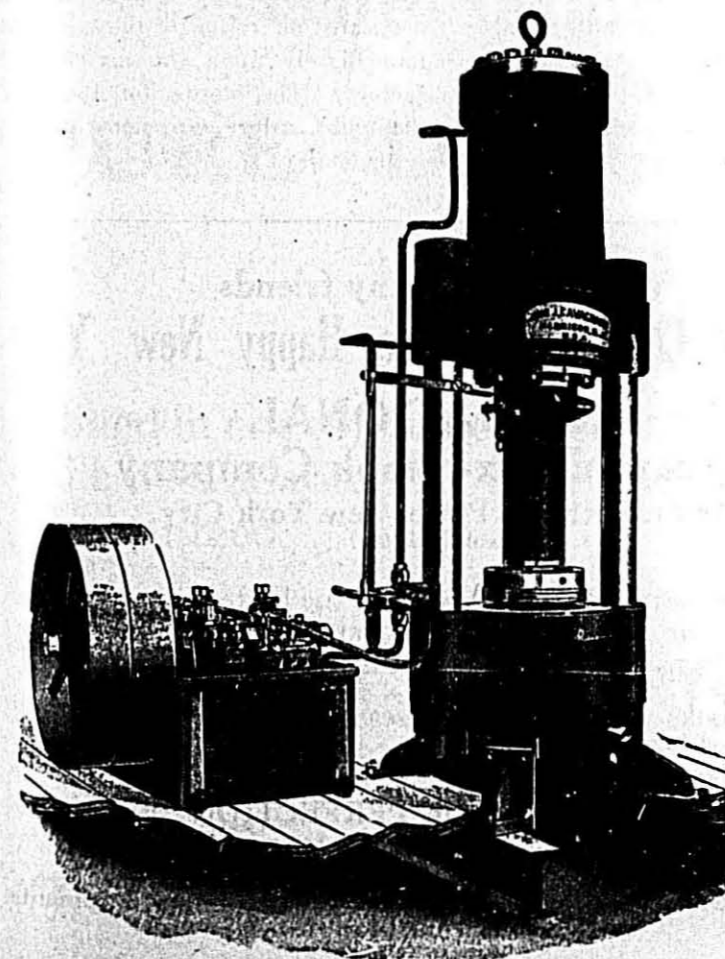
BAY STATE MILLING Co.

MANUFACTURERS OF
DURUM FLOUR
DAILY CAPACITY 1000 BARRELS
WINONA, MINNESOTA

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



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.

Patents and Trade Marks

PATENTS

Hand Noodle Cutter

Patent rights were granted to John L. Minarick of Portland, Ore., by the U. S. patent office on his hand noodle cutting machine adapted to manufacturing of noodles by plants of small capacity. It is listed as Patent No. 1,358,973 filed July 13, 1920, and granted Nov. 16, 1920. Official description follows: "A device of the character described comprising a handle, a guard formed as a sheet metal member, formed as a segment of a cylinder and including a ferrule portion secured upon said handle, a spindle passing through the sides of said guard, a plurality of spaced circle cutting disks rotatable upon said spindle, and a shield member pivoted upon said guard and adapted to close the open portion thereof."

Noodle Cutting Machine

Patent No. 1,257,611 on a new noodle cutting machine was granted jointly to Paul Cardone, Giacomo Fumagalli and Carmine Surico of New York city by the U. S. patent office on Nov. 2, 1920. Papers were filed in this claim on May 4, 1920. The official description of the newly patented device follows: "A noodle cutting machine comprising a supporting frame, housings mounted on said frame, a rotatable disk supported in each housing, pairs of cooperating cutting cylinders journaled in said disks, and driving means in one of said housings for said cutting cylinders."

TRADE MARKS—REGISTERED

Pan American Mfg. Co.

The Pan-American Mfg. Co. of Houston, Texas, was granted the exclusive right to the use of its trade mark, Pan-Tex, on Nov. 23, 1920. On the register No. 137,358.

The mark consists of the word Pan arranged on the left side of a map of Texas and the word Tex on the right side thereof, with the word Brand across the bottom of the map. The letters composing the trade mark are made of pictures of short cut macaroni and elbows. The official statement relative to claim follows: Pan American Mfg. Co. hereby waives, relinquishes and disclaims any interest that it has in the

word "Brand" and the pictorial representation of the state of Texas and the word "Houston" apart from the other features of the trade mark. Application was filed May 24, 1920, published Aug. 24, 1920, registered Nov. 23, 1920, and applicant claims trade mark has been in use since July 22, 1919.

U. S. Macaroni Company

Application for registration of a trade mark filed by the United States Macaroni Co. of Los Angeles, Calif., Nov. 6, 1917, and published June 1, 1920, was acted upon favorably by the patent office. Rights were granted under register No. 135,836 issued Oct. 19, 1920.

The trade mark is a peculiar scroll with a fold on the left side in which is carried a sheaf of macaroni wheat. The center of this neatly bordered scroll is plain, permitting name of the particular kind of alimentary paste enclosed to be printed therein. Filed Nov. 6, 1917, published June 1, 1920, registered Oct. 19, 1920 and claimed to have been in use since Aug. 1, 1905.

TRADE MARKS—APPLICATIONS

La Creme

The S. R. Smith company Inc. of Grantham, Pa., made application July 10, 1920, for registration of its trade mark, La Creme. Applicant requests exclusive use of this name on its macaroni and spaghetti. Application was given serial number 134,794 and was published Oct. 19, 1920. The trade

mark consists merely of the words "La Creme" in heavy caps with the letter "L" almost double the size of the other letters. The company claims use of the trade mark since June 19, 1905.

Prints

The H. J. Heinz company of Pittsburgh made application on May 4, 1920, for use of a particular print on its labels covering prepared macaroni. This was registered as No. 5383 under the title "Heinz' Spaghetti, ready cooked, ready to serve. The spaghetti is made in the spotless home of the 57 varieties." (For Heinz' Spaghetti) This print was registered Nov. 23, 1920.

Chinese Egg Freezers

Shanghai is one of the leading egg freezing centers in China, according to the American consul in that district. The height of the egg production season in that locality is from April to July 15. Although from 85 to 90 per cent of the entire egg production of this part of China arrives at the egg factories during the flush season, some eggs arrive at the market during all seasons of the year. All of the eggs pass directly to the egg breaking plants for drying and freezing. Refrigerating plants are located at Shanghai, Nanking, Hankow, and Tientsin. The eggs are broken and either desiccated or frozen for the export trade immediately upon the arrival at the factory. The storage of the eggs in Shanghai before shipment never exceeds 60 days.

We wish our many friends
A Merry Christmas and a Happy New Year

**THE NATIONAL
Macaroni Box-Shook Company**

76 St. Nicholas Place, New York City
(Established 1908)

We have specialized for many years in the better kind, standard red gum macaroni box-shooks and count among our friends the largest macaroni manufacturers in United States.

Our box-shooks are scientifically seasoned, accurately cut, and of uniform thickness, and are shipped to you properly bundled

They are "THE PINK OF PERFECTION"
There's "NONE QUITE AS GOOD"

Dependable Service

We Solicit Your Inquiries

Prompt Shipments

THE VALUE

You place on your product is best evidenced by the manner in which you pack and prepare it for shipment.

INCREASED

Efficiency and greater economy can be obtained by packing your product in

Fibre and Corrugated Boxes

Manufactured by

DOWNING BOX COMPANY
MILWAUKEE WISCONSIN

Discriminating Manufacturers

Use Our

**PURE DURUM SEMOLINA
and FLOUR**

Runs Uniform

Milled in one granulation only from the Choicest Durum Wheat. The best adapted for Macaroni Products. Quality and service Guaranteed.

Write Or Wire For Samples And Prices

DULUTH-SUPERIOR MILLING CO.

Main Office DULUTH, MINN.

NEW YORK OFFICE:
Produce Exchange

BUFFALO OFFICE:
31 Dun Building

BOSTON OFFICE:
88 Broad Street

PHILADELPHIA OFFICE: 485 Bourse Bldg.

PORT HURON, MICH. BRANCH, 19 White Block

CHICAGO OFFICE: J. P. Crangle, 14 E. Jackson Blvd.

The New Macaroni Journal

(Successor of the Old Journal—founded by Fred Becker of Cleveland, O., in 1903)
 A Publication to Advance the American Macaroni Industry
 Published Monthly by the National Macaroni Manufacturers Association
 Edited by the Secretary, P. O. Drawer No. 1, Braidwood, Ill.

PUBLICATION COMMITTEE
JAMES T. WILLIAMS President
M. J. DONNA Secretary

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

The NEW MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns. The publishers of the New Macaroni Journal reserve the right to reject any matter furnished either for the advertising or reading columns.
REMITTANCES:—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

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

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Vol. II December 15, 1920 No. 8

Added Donations to Laboratory

Dr. B. R. Jacobs, director of the National Cereal Products Laboratory at Washington, D. C., announces the fol-

lowing added donations by macaroni manufacturers, toward its maintenance:

Previously reported	\$7,580.00
Federal Macaroni Co., New York City	15.00
Campanella & Favaro, Jersey City	50.00
Minnesota Macaroni Co., St. Paul	50.00

TOTAL to Dec. 1, 1920 \$7,645.00

In accordance with understanding between Dr. Jacobs and the manufacturers represented at the Atlantic City convention, he has issued a letter to the manufacturers of the country offering to analyze and grade samples of semolina submitted to him, at a nominal charge of \$3.00 per sample. This will be done in all cases where manufacturers agree to send with each sample the information desired by the laboratory, which will be as follows:

- Name of miller.
- Designation of product as per invoice.
- Length of time in transit.
- Claims made by miller regarding quality.

No mention whatsoever should be made of prices at which products are purchased. Manufacturers desirous of taking advantage of this offer are requested to notify Dr. Jacobs about how many samples they plan to submit for analysis per month, so that the necessary extra assistance and apparatus be arranged for. At least 100 samples per month must be promised to warrant the added expenditure.

The Algerian fig crop for 1920 is estimated at 400,000 quintals (quintal—

220 pounds), of which it is thought 172,000 quintals may be set aside for exportation. There is at present an export prohibition on figs from Algeria induced by the severe shortage of cereals and the necessity of retaining figs in Algeria to make up the food deficit. It is hoped, however, that by the time the crop is harvested it may be possible to remove the export prohibition.

WANT ADVERTISEMENTS

Five cents per word each insertion.
 Wanted—News Notes and contributions for 'The Macaroni Journal' Mail to Editor at Braidwood, Ill.

FOR SALE

Modern Macaroni Factory in great city with Wholesale and Retail Grocery in connection doing from \$350,000 to \$500,000 business yearly.

1 C. C. A. 12½ in. Hydraulic Double Cylinder Press and Automatic Packer.

2 Walton Kneaders. 1 bbl. & 1½ bbls.

2 Mixers. Same Capacity.

2 New Mezzanelli. Bronze Dies with removable pins and 13½ inch cross supports. Samples on request.

For Particulars Inquire

American Macaroni Dies, Inc.
 2342 Atlantic Avenue Brooklyn

BOOST YOUR TRADE PAPER

Are you a Reader of this publication? An Alimentary Paste Manufacturer or otherwise interested in this Industry?

Then here's your opportunity to boost the Industry by sending in your Subscription if you are not already a subscriber.

DETACH AND MAIL THIS SLIP.

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

Inclosed find check for \$1.50 for one year's subscription for The New Macaroni Journal.

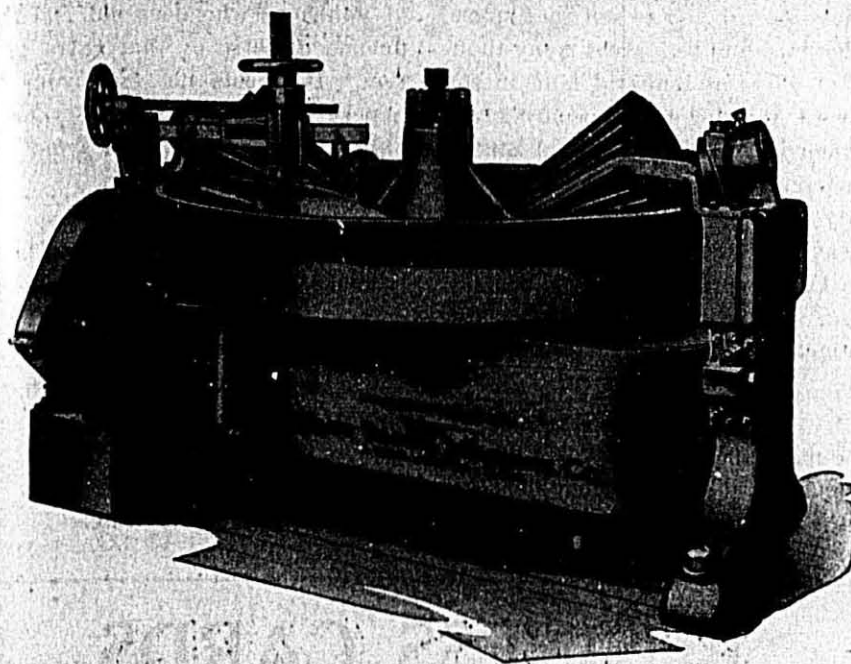
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Date Address

Subscription rate for Foreign Countries \$3.00 per year in advance.

The "Eimco" Kneader

The Kneader you need to knead the dough.



A few of the reasons for its unequalled efficiency are: Extra strong frame; scientifically designed rolls and plow; scrapers at rolls to prevent dough from climbing; excellent lubrication system; design and construction. Experts say that it produces better doughs in less than half the time required by other kneaders.

The New "Eimco" Macaroni Dough Mixer

is the last word in modern mixing efficiency. It is a heavily built double-blade machine, equipped with our patented mixing blades which insure just the right amount of kneading action to produce perfect doughs of absolute uniformity in color, moisture and temperature.

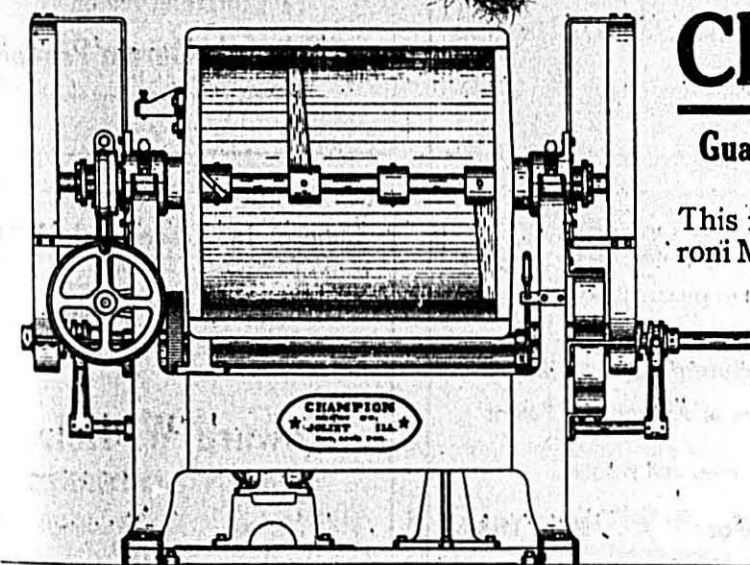
"EIMCO" Machinery.—Mixers, Kneaders, etc.—means up-to-the-minute equipment; the kind that reduces costs and improves the products.

If you want early deliveries, get in touch with us now.

The East Iron & Machine Co., Lima, Ohio. Philadelphia Office Transportation Bldg.

Champion Mixer

Guarantees Dependable Service at Small Cost



This is the main consideration of successful Macaroni Manufacturers in deciding on plant equipment.

Its arms insure perfect and efficient mixing and uniformity of product.

The Agitator is made of steel and will last indefinitely.

Motor safely attached directly beneath Mixer.

Just the RIGHT SIZE, the RIGHT KIND of a Mixer for you at the RIGHT PRICE.

Made in any size with capacity from one to six barrels as best suits the requirements of your plant.

A CHAMPION MIXER drives away all mixing worries. We also specialize in building automatic flour handling outfits of all sizes.

Ask for our literature and our price.

CHAMPION MACHINERY CO. - - - JOLIET, ILL.

LAW ENFORCEMENT AS AID

How Honest Manufacturer Looks at Safe-guard Work of Department of Agriculture—Regulation Works for Fair Competition—Durum Promotion.

In commenting on the friendly feeling that has always existed between the honest manufacturer and the United States Department of Agriculture, Secretary E. T. Meredith said:

"The great majority of men in the food business commend the work of the department, not only because it safeguards the public but also because it insists on correct labeling, thus aiding the honest manufacturer. All honest men desire to compete fairly in the business upon which they are engaged, and the food regulation work of the department assists them in doing it. Without it the unscrupulous man would be able frequently to bring about a bad trade practice that would be generally followed, though the great majority of men in the trade would deplore it.

Honest Man Suffers

"Take the matter of the branding of the cheap long cranberry bean as the excellent red kidney bean. The manufacturer who put out the misbranded product could sell it to the retailer at a much lower price than the honest manufacturer could sell the genuine product. The honest canner, therefore, either is driven out of business or is tempted to follow the practice of his dishonest competitor. Many of the best things that have been done to correct such practices were accomplished through the cooperation and frequently upon the initiative of men in the trade."

Among other examples of aid given by the department Secretary Meredith cited that of macaroni.

Macaroni Wheat—A Find

"What has the United States Department of Agriculture to do with these things? Well, pick out one item in the

list. Say we take macaroni. You are advertising that in your publications, in the street cars, on the billboards, everywhere. I will tell you why it was possible for you to sell that space.

"There used to be a great many thousands of acres of semiarid land in the northwest too dry to grow any grain crop then known to the United States. The department searched the world for a hardy, drought enduring wheat. Such a wheat was found. It was brought to the United States, bred up, and developed. We call it durum wheat, and it is extensively used in making macaroni.

Now Big Crop

"We spent about \$250,000 introducing the wheat, establishing it, popularizing it with the farmers and getting it

grown. The durum wheat crop now is about 40,000,000 bushels a year. Year after year that crop yields the farmer \$50,000,000 or more. There is not one of you here who does not feel the influence directly of that extra production. It affects not only your newspapers but your railroads, your shipping, your banks, and your retail stores."

Always remember that good business is never done except in a happy frame of mind.

Knock only when you find the door closed between you and your fellow man.

Let mules do the kicking.

BUSINESS CARDS

THEO. S. BANKS
NEW YORK STATE REPRESENTATIVE
for
Yerca, Andrews & Thurston, Inc.
Minneapolis, Minnesota
DURUM SEMOLINA
Office: Dun Bldg., Buffalo, N. Y.
Phone—Seneca 4226

GEO. A. ZABRISKIE
123 Produce Exchange
NEW YORK CITY
Telephone 6617 Broad
DISTRIBUTER OF
Pillsbury's Durum Products
in Greater New York and vicinity.

P. Pastene & Co. Inc.,
ESTABLISHED 1874
Manufacturers Representatives
Exporters of Alimentary Pastes
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152 Franklin St. NEW YORK

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Specializing in Macaroni
Shooks. Prompt Local or
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Filbert 3899 Telephones Race 4072

Keep your name and business before the Macaroni Manufacturers of United States and Canada through use of **BUSINESS CARD** Space on this page.

FOUND AT LAST!

A Stimulant For Your Paste Business

If you want to increase your paste business enormously and reduce your selling cost to a minimum, communicate with us at once. We are able to pack for you under your private brand a most delicious and appetizing ready prepared "macaroni sauce" at a cost you a handsome sauce is com-different ingre- imported perfectly blend-used in the home lifelong friend This sauce will in any climate settle, coagulate



Distributors wanted in the following states only:

Missouri, Arkansas, Texas, Louisiana, Mississippi, Alabama, Georgia, South Carolina and Florida. All other territories including Canada have been sold.

Workman Packing Company

428-472 7th Street, San Francisco, Calif.,
U. S. A.



Durum
Semolinas

Durum
Patents

Pillsbury's Durum Products

Leading macaroni manufacturers endorse Pillsbury's Durum Products.

You will find that the best-known, best-selling brands of macaroni are made from the highest grades of durum wheat—such as Pillsbury uses exclusively.

Pillsbury's Semolina No. 2 and Durum Fancy Patent Flour are favorites with leading manufacturers everywhere.

If you want durum flours and semolinas which will produce a superior quality of batter, always uniform, ask the Pillsbury man, or get in touch with our nearest branch.

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

Pillsbury's Durum Fancy Patent
Pillsbury's Durum Flours

La SEMOLINA No. 2 della Pillsbury e la Farina DURUM FANCY PATENT, ottenute esclusivamente dai migliori grani Durum, hanno tutto lo speciale favore delle piu' importanti Fabbriche Italo-Americane produttrici delle piu' accreditate marche di maccheroni.

Se volete ottenere una qualita' superiore di pasta, di tipo sempre costante, comunicate colla nostra Succursale piu' vicina ed il nostro Rappresentante sara' subito da voi per spiegarvi i magnifici risultati che si ottengono usando i nostri prodotti.

Pillsbury Flour Mills Company
Minneapolis, Minn.

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Albany
Altoona
Atlanta
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Boston
Buffalo

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Worcester