

**THE NEW
MACARONI
JOURNAL**

Vol. 2, No. 6

**October 15,
1920**

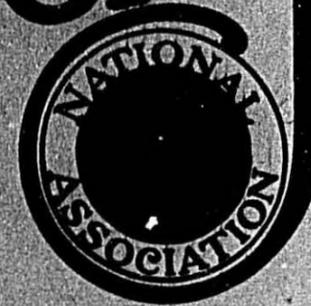
The New
Macaroni Journal

Minneapolis, Minn.

October 15, 1920

Volume II

Number 6



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

Avoid Unfair Practices



BY practically unanimous agreement among the manufacturers of package goods macaroni products at a trade submittal to the Federal Trade Commission last June, the following trade abuses were voted as UNFAIR, DETRIMENTAL and UNBUSINESSLIKE and this opinion was concurred in by the Federal Trade Commission in its summary issued September 22 which appears in full on Page 11.

- (1) Slack filled packages
- (2) Subsidizing jobbers' salesmen
- (3) Minimum weight packages
(8 oz. agreed on)
- (4) False and misleading labels
- (5) Premiums to the trade

This is a step in the right direction and every manufacturer having the welfare of the Industry and the success of his own business at heart should avoid all of the above listed trade abuses and such others as are known to be detrimental to the best interest of either the manufacturer or the consumer.

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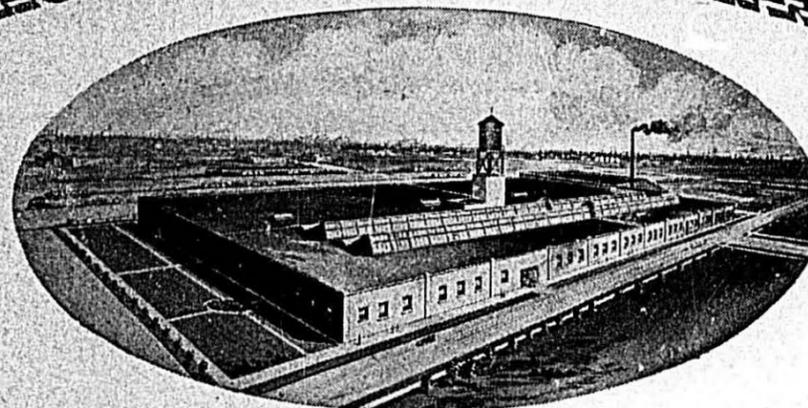
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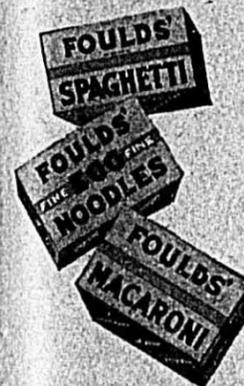


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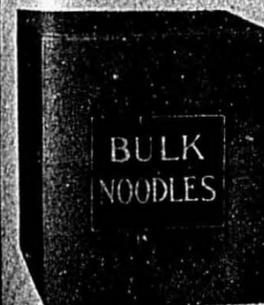
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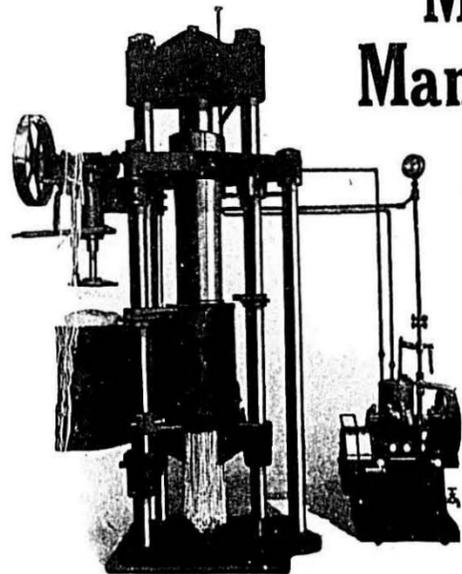
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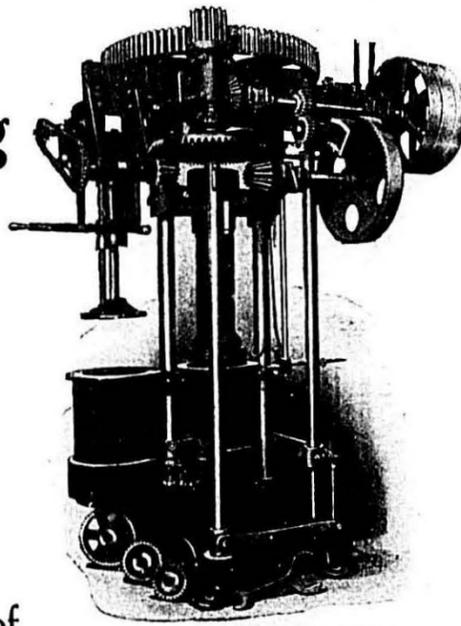
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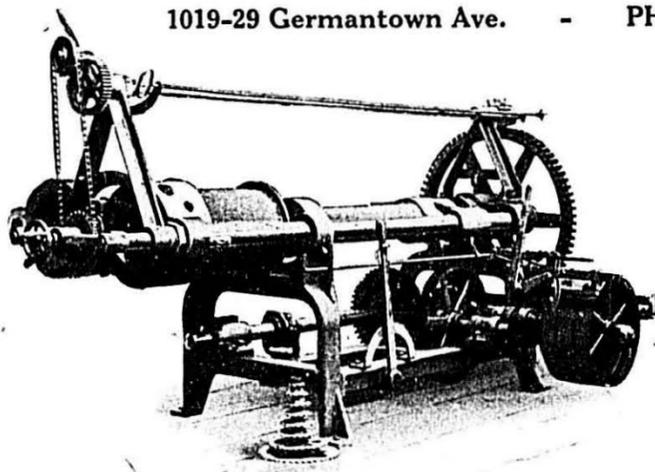
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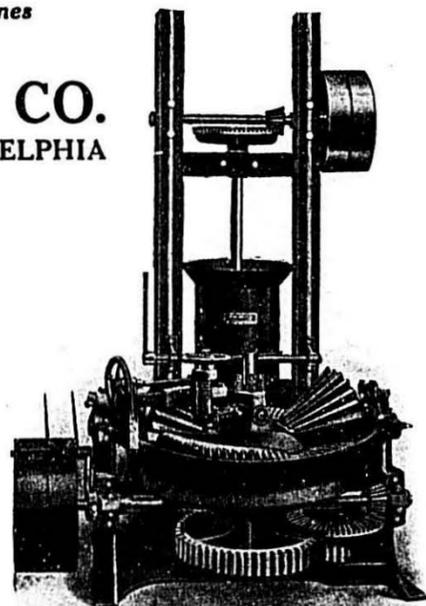
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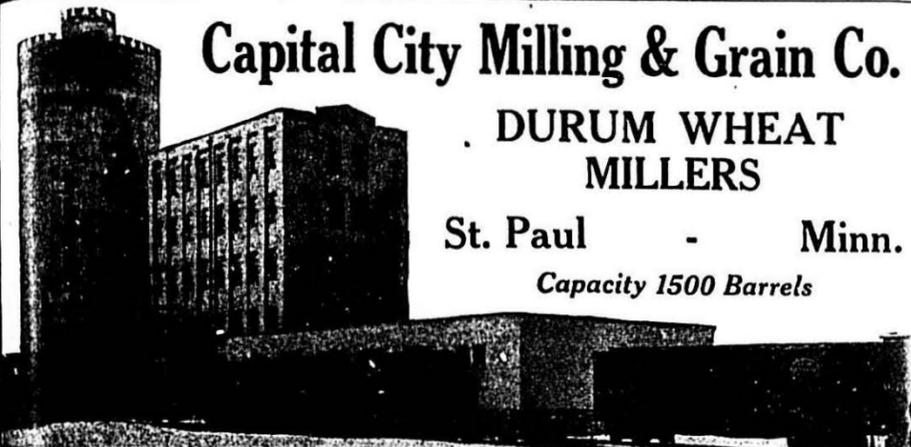
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MACARONI JOURNAL

Special Convention

In keeping with the general tendency of the times, the macaroni industry is now floundering around in a business slump that will bring disaster on any who fail to practice caution. There was never so great a need of cool headedness as should be manifested under the present conditions. In the opinion of those best acquainted with the condition of affairs, manufacturers should "sit tight" and not permit themselves to become stampeded and lose in a day or a week what it has taken them and the industry years to gain.

The slump should be of short duration, very short indeed. It is solely due to economic measures to which the large buyers have been driven as a matter of self preservation. Future buying has about disappeared entirely and the only sales being made are such as to fill the immediate demands. Just as soon as this condition clears itself and the jobbers recuperate from the heavy losses sustained in other lines of foodstuffs, there will be a boom in the macaroni business that will require the running of plants overtime to supply the demand. The wise man is the one who will keep cool under present conditions so as better to realize on the big business that is surely in store for the industry within a very few weeks.

However, the present day problems are not the most serious ones that the industry will soon be called upon to face. There are others more serious and more farreaching; some that will mean just ordinary business to a few but downright failure to others. Daily these conditions are becoming more and more manifest in the industry and it is high time that something be done to cope with these problems when there is still an opportunity for calm deliberate consideration on the part of the industry in general.

Much consolation and encouragement usually arises through a heart to heart talk among competitors and with that end in view the officers of the National Macaroni Manufacturers Association have agreed to hold a special convention of this organization on November 16, 1920, at Atlantic City, open solely to macaroni manufacturers who are regular members thereof in good standing. There the macaroni manufacturer will rub elbows with his fellow manufacturer, swap stories of present and past with the idea of steeling himself for the future.

Many are the problems to be solved, many the conditions to be considered. Some of them will affect every manufacturer in the country; others will be of specific interest to

those situated in certain sections of the country that have their own little private worries. But irrespective of the nature of the problem or of whom it may worry, a conference of the leading minds in the industry will present a way to overcome any and all of the problems and should leave in the minds of those who attend new thoughts and new ideas that will have a lasting beneficial effect on the industry in general for many years to come.

To many firms the money spent in sending representatives to any convention is viewed as money wasted and this is truly the case in many instances where the representative comes to a gathering with a non-receptive mind and with ways and ideas so set as to permit him no leeway. Those of this classification gain nothing from either the general or personal heart to heart talks that are the rule at gatherings of this kind. But as to those open minded fellows who are willing to improve their own business and to those farsighted fellows who are not blinded by present day gains alone but whose thoughts are to the future, they are repaid in dollars of valuable experience for every cent spent in going to the convention of their industry. They are the ones who take an active part in all affairs of this kind and are working all the time for its success. Would that there were many more of this class in the macaroni industry for the benefit of this group of food manufacturers.

The selection of Atlantic City for this special convention is due to two essential reasons: (1) Its convenience to the manufacturers in the east who are the ones most seriously affected by some of the conditions soon to be thrust upon them, principally the tariff; (2) as a convenience and expense and time saving proposition to many of the manufacturers from all sections of the country who will be in that city to attend the annual convention of the American Specialty Manufacturers association scheduled for the same week. But no matter what the reason for the selection of the place of meeting, there appears to be little or no reason for staying away from this special gathering that will have the disposition of matters of so vital an interest to each manufacturer and to the industry.

Arrange to attend this convention. If you have anything to recommend for the benefit of your fellow manufacturer, present it in person thus adding the personal touch to your recommendation that tends to make it more impressive. Ample notice will be given you of the date and place and none but yourself is to blame if some of the things you think are most serious are passed up for want of a champion and other less important matters are given preference. Arrange your affairs so as to be represented at this mid-season convention that has at its command the accomplishment of so much good for all.

INVITATION

Macaroni manufacturers in general are extended a cordial invitation to attend the 1920 convention of the American Specialty Manufacturers association at Hotel Traymore, Atlantic City, beginning Nov. 16.

The members of the National Macaroni Manufacturers association have been especially invited by personal letter from Fred Mason, president of the American Specialty Manufacturers association, to James T. Williams, president of the macaroni manufacturers.

Matters of general interest to manufacturers will be considered during the convention and some of particular interest to the macaroni industry will be discussed at the sessions of the macaroni section of this organization.

In appreciation of the interest shown the macaroni industry by the regular attendance of President Mason at all the sessions of our three-day convention last June at Niagara Falls, President James T. Williams and the members of the executive committee join in urging all macaroni men to attend.

The place: Atlantic City; the date, Nov. 16-19, 1920.

Bamboo for Paper Making Purposes Being Considered

An interesting letter on the subject of bamboo and tropical grasses of materials for paper making has been contributed to the London Times by Sir Harry Johnston, well known British African explorer, administrator and scientist, in which he stated that, in his opinion, if literature came to an end for lack of paper, and if the great forests of the temperate zones disappeared—as experts say they will—in 25 years, under the demand for wood pulp, civilized humanity would be facing disaster in several directions. Under these circumstances, he suggested chemists and manufacturers should again turn their attention to the well-nigh inexhaustible supply of grasses, reeds and rushes of tropical Africa, and he called attention to the experiments in making paper out of the grasses and reeds of the sudd that were being tried in the Bahr-al-Ghazal province of the Sudan when war broke out.

Reeds and Grasses

The suggestion has been further discussed in the press by William Raitt, F. C. S., consulting cellulose expert to the government of India, who has been engaged for more than 25 years in searching for new paper making materials. He said:

"I see no permanent solution of the oft recurring difficulty of paper makers' supplies except in the waste annual growths of our tropical and sub-tropical forests. We have in India

grasses similar to those spoken of by Sir Harry Johnston, and a considerable amount of research work on them has been done by the Forest Research Institute of India with the view of utilizing them for paper making, but we have not yet arrived at complete success, owing to certain practical difficulties. The experiments on the grasses and reeds of the sudd in the Bahr-al-Ghazal province had, I think, a like result, as might be expected seeing that in physical and chemical characteristics they are exactly similar to the savannah grasses of India.

Bamboo, a Good Substitute

"Whilst, then, these grasses promise a large source of supply for the future, they cannot at present be recommended as a practical proposition. I think that eventually the difficulties will be overcome, but at present the field for a new source of supply is held by bamboo. The difficulties that we have found with grasses do not occur in the case of bamboo, and such difficulties as there are have been overcome. It can now be said, in fact, that there remain no practical difficulties in transforming bamboo into pulp; and that there is here the promise of a large supply under conditions which, compared with a material like wood, are permanent for, whilst wood takes from 30 to 50 years to grow, bamboo renews itself annually. In Burma particularly, the transport conditions for it—and transport, it must be remembered, is always a serious matter in this industry—cannot be surpassed. In many places, indeed, the

whole transport in and out of the factory can be accomplished on inland tidal water."

Cooperation Among Competitors

R. H. Bennett, secretary of the California Wholesale Grocers association, in a trade letter referring to cooperation and competition brings out points worthy of study and consideration by business men and manufacturers in general, and would result in the elimination of some of the "cutthroat" practices that have existed in some sections among the macaroni manufacturers to the detriment of the entire industry.

He Says

"Cooperation in trade, if it be the true and righteous kind, must be between and among competitors. If cooperation eliminates competition it overreaches its true bounds. If it creates, by over assurance a power which compels in any sense, it becomes combination. We must understand these points to appreciate where cooperation ceases and where combination begins.

"The true functions of a cooperative body are (1) to eliminate, not competition itself but the ignorance from competition by which is occasioned waste through its vicious strife and (2) to become by trade opinion alone a power which impels, through mental conviction, the voluntary obedience of its individuals.

"Cooperation is purely democratic and operates along lines identical with the federal government in its relations with the states. The federal representative holds the community interest and the state the equity of the unit—the individual.

"The dangers to cooperation are identical with those confronting democracy—from socialism, of which cooperative buying is an illustration—from paternalism, of which chain stores are an example, and—from the tendency toward centralized power, either personal or bureaucratic.

"Perfect freedom of the individual to act as his own judgment dictates, the recognition of his private rights (undefined except where such intrude upon the community right as determined by the community opinion.) This is the prime fundamental, from which all cooperative effort should proceed, and the essence of true and righteous cooperation, which to attain, all effort should be directed."

It is said that pride goes before a fall, but the reverse is true in dictionaries.

Unfair Trade Practices Derogated

Report by Federal Commission of Package Macaroni Industry Submittal Shows Practically Agreement by Manufacturers That These Should Cease—Result of Extensive Inquiry Tabulated.

The Federal Trade Commission, which has had under inquiry the matter of trade abuses that have prevailed in the package goods macaroni business since the submittal of evidence at a hearing held last June in Washington, D. C., has issued its report dated Sept. 22, showing the manufacturers almost unanimously hold a series of trade practices to be abuses and contrary to recognized standards of doing business. Although the commission takes no initiatory action against firms disregarding such practice it is provided that such action will be instituted on a written complaint, without employment of an attorney by the complainant. The circular letter to the package goods manufacturers, which is of interest to all connected with the industry, is quoted here in full.

Trade Practice Submittal vs Package Macaroni Industry

To the Members of the Packers Macaroni Industry:

This memorandum is to bring to you the results of the submission to the industry by the Federal Trade Commission of the proceedings of a meeting of the representatives of the industry which was held with the Federal Trade Commission on June 25, 1920.

This meeting was held in pursuance of an invitation from the members of the package macaroni industry to the commission to hold a trade practice submittal. A trade practice submittal is a proceeding wherein the commission receives from members of the trade a submittal of those practices which members of the trade themselves think objectionable. These trade opinions of the objectionableness of practices are submitted to the commission and are taken by the commission as informative and evidentiary as to the view of the trade. If a member of the trade chooses to disregard any of the practices deemed by the trade objectionable and his disregard of it is challenged, and an application for complaint is filed with the commission, the complete procedure of the commission to final decision, with full legal effect of the issue, will follow. The door is no way shut, by a trade practice submittal, to the full legal procedure as to unfair methods of competition, as provided by statute, but is open to any member of the trade and his legal rights to appeal to the courts for final judicial determination, necessarily, are fully preserved.

The proceedings of the first meeting of July 25, 1920, of the representatives of the package macaroni industry together with the

conclusions of those who attended were digested and sent out in the form of a memorandum to the members of the package macaroni industry under date of July 6, and it was requested that each concern receiving a copy of the memorandum, reply making such observations as might be desired and expressing a positive opinion as to whether the submitted trade practices were objectionable on each of the five questions submitted. The five questions were as follows:

- (1) Slack-filled packages,
- (2) Subsidizing jobbers' salesmen,
- (3) Minimum weight packages,
- (4) False and misleading labels,
- (5) Premiums to the trade.

After the memorandum of July 6 was sent out to those on lists obtained by the commission, suggestions were received from various sources of additions to the mailing list. Copies of the memorandum were immediately sent out to the new names suggested. One mailing list received by the commission and used by it seems to have been made up under a mistaken impression, since the only answers received from concerns found on that list and not on any of our other lists have been to the effect that the concerns were not engaged in the manufacture and sale of package macaroni but manufactured and sold bulk goods instead.

The carrying on of this correspondence has been slow and difficult. It is not unlikely that some of the difficulty lay in the fact that it was midsummer and in many cases executive officers were not at their desks during the vacation season.

Follow up letters were sent out by the commission and have resulted in bringing in replies from 39 concerns well distributed throughout the country.

Package macaroni concerns to the number of 71 were addressed and 39 replies were received. Of the 39, 32 expressed an unqualified affirmative opinion on all five propositions; 3 expressed a qualified affirmative; 3, including one very large concern engaged in manufacturing and selling a wide range of food products, answered that they were not at this time engaged in the package macaroni business and felt that they should not make an expression of opinion; and one expressed a negative judgment. The result therefore, stood:

- Yes 32,
Qualified yes 3,
No 1,
Not in business 3.

Among the several answers received were many that suggested that other practices in the industry, urged as being objectionable, should be included at this time. Replies were made to the writers of these letters saying that at the meeting of July 25 a considerable number of practices were discussed but it was the opinion of that meet-

ing that a first effort should be made by the industry with respect to five outstanding practices and that later others might be dealt with, if their use continued and if it was felt that they were objectionable.

Another qualification was the question as to using cartons and packages in hand before adopting any suggested change.

Answer was made to this that at the meeting it seemed to be the understanding that cartons and packages in stock or under bonafide contract should be worked off as quickly as possible.

The net result of this trade practice submittal, therefore, seems to be that through an expression of judgment of a representative majority of the industry, five practices were derogated as being, in the practice and experience of the industry, unfair in competition, and contrary to the public interest and the best interest of the trade.

The judgment of the industry is now lodged with the commission. It has not and will not now make any ruling, express any judgment, or urge any course of conduct upon any concern in the industry. In consideration, however, of any complaints involving methods condemned by your trade, it will give great weight to the conclusions reached at your trade practice submittal.

It is hoped that the excuse of indulging in any unfair method as a matter of self-defense against competitors will no longer remain for, with the additional light which has come to the commission through the trade practice submittal, we hope to be able to dispose of promptly any complaints which may be lodged with us. The commission confidently counts upon your cooperation and in this connection calls your attention to the fact that appeal may be made to the commission to invoke its processes without the employment of counsel or incurring any expense. It is not necessary for complainant to come to Washington, but merely to write out, in ordinary business letter style, a plain and simple statement of the facts of which he complains and the name of competitor charged with unfairness.

The commission is appreciative of the hearty cooperation and patience of the members of the industry all through this trade practice submittal and earnestly hopes that the result will be a distinct benefit to this industry, to trade in general and to the consuming public.

By J. P. Yoder, Secretary.

Branch Manager Resigns

E. E. Henderson, manager of the Chicago branch of Pillsbury Flour Mills Co., recently resigned to accept a position with the Acme-Jones Co. of Louisville, Ky., as salesmanager in charge of the business in the southern territory.

A STAPLE FOOD IN AMERICA

Fine Quality Macaroni Builds Up Large Foreign Demand—Farmers and Elevator Concerns Advised Against Mixture With Other Grains—Association Warning.

The following article from the pen of James T. Williams of the Creamette company, Minneapolis, president of the National Macaroni Manufacturers association, has appeared in most of the metropolitan papers of the northwest. It is not only interesting but instructive and is doing much to better conditions for the industry by throwing light on the many conditions affecting macaroni manufacturers.

When Professor M. A. Carleton of the United States department of agriculture, acting under the direction of Secretary Wilson, introduced durum wheat into this country, no one dreamed, with probably the exception of himself, that its growth and consumption would ever reach the proportion that it has, and the farmers located in the so-called semi-arid districts of North and South Dakota where this wheat is so successfully grown have much to thank him for, as the adoption of this wheat as a crop has transformed parts of these states which were previously of little value into one of the most productive wheat belts in the United States.

Mixtures Creep In

Until recently this wheat came to market comparatively pure, that is, free from any admixture of other grain, and of the finest quality, but as the manufacture of macaroni during the interval had been developing slowly there was not sufficient demand for the constantly increasing volume of durum wheat and as a consequence it was always at a discount under the price of other wheats, with the result that farmers were tempted to seed the same ground with something that would give better returns.

When wheats of different type are alternated on the same field an admixture is sure to follow, and this has been practised to such an extent that the situation is becoming alarming. This condition has been further aggravated by carelessness on the part of the elevators handling durum wheat, considerable mixing having resulted through their neglect to properly clean out bins that had been previously used for storing other wheat.

In addition to the above, a variety of wheat known as "Red Durum," which has practically no value for macaroni purposes, has been introduced and is now grown in large volume, and unless the farmers are made to realize the seriousness of the situation the manufacturers will be unable to compete successfully with the foreign macaroni.

This is bound to mean a decreased demand for durum wheat products which will be reflected in the price of wheat to the farmer, and it is very evident that if he is to get the highest quality, which can be accomplished only by sowing good clean seed on well tilled soil that is free from weeds and other wheat.

Macaroni Becomes Staple Food

The situation at the present time as regards the manufacture of macaroni products from durum wheat is most encouraging. American manufacturers very soon discovered that through the use of the proper quality of durum flour and semolina they could produce as high quality macaroni as was made anywhere in the world, and the consuming public was quick to recognize and appreciate this fact, with the result that the demand for American macaroni has grown to such an extent that now instead of its being a rare dish with the average family it is one of the staple foods. Furthermore, this fine quality has been responsible for building up a large export demand which now absorbs millions of pounds annually.

Why Mixture Fails

The American macaroni manufacturers recognize that the growth of their industry is largely due to the quality of pure durum flour and semolina used, and insist that the millers furnish them with the very best, but it is evident that within recent years farmers and elevator men have become more or less careless in the selection of the seed and the handling of durum wheat, as a large quantity of wheat has appeared on the market with an admixture of other varieties which will neither produce good bread nor macaroni, and although the quality of the wheat may

be of the best it has been thoroughly demonstrated that flour adapted to breadmaking will not produce good macaroni and durum wheat flour will not make good bread, so that an admixture of the two is unsuited for either purpose; consequently must sell at a considerably lower price than either pure spring wheat or pure durum wheat, which naturally results in a serious loss to the farmer.

Encourage Farmer

This mixing of spring and durum wheat has now become such a menace that in order that macaroni export may continue to grow, and to enable the farmer to obtain the best price for his durum wheat, the National Macaroni Manufacturers association feels that it is necessary to issue a warning to the farmers and elevator men of the northwest. The association believes that for the betterment of all concerned, the farmer should be urged and encouraged to grow wheat of the proper quality and the millers and elevators interested should do everything in their power to make it easier for him to procure the right kind of seed at a reasonable price. In this movement a great deal can be accomplished by cooperating with the Spring Wheat Improvement association which has recently been organized.

Wheat Shortage in South Africa

The price of bread was on May 4 raised at Cape Town from 10 cents to 11 cents for the one-pound loaf, with a corresponding increase in the price of ration and brown loaves. The price of flour has suddenly advanced from 65s to 76s (from \$15.82 to \$18.49, normal exchange) per sack. Supplies of wheat are very low owing to the action of the Australian government in refusing to permit the exportation of high-grade flour and wheat to South Africa, and also owing to the adverse rate of exchange with the Argentine. It is alleged that the farmers were refusing to sell before the end of June to escape the excess profits tax, and the outlook as regards breadstuffs is far more critical than it has ever been. It has also been stated that it may soon be necessary for the government to reimpose the Burton war bread law which required the mixing of maize flour with that of wheat.

The best "why" of your being here is often that somebody needs you.

SEMOLEON
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 SEMOLEON 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.

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SOME COMFORT HERE

Figures Show Other Countries Have Greater Food Price Increases Than Even United States—Belgium, France, Sweden Fared Hardly—Percentages Given.

Reports concerning prices of foodstuffs in foreign countries indicate that whereas retail prices in this country have risen greatly since the beginning of the European war, they have increased generally to a much greater extent in other countries, the industrial bureau of the Merchants association of New York says in a statement.

Greater Increases

The prices of foodstuffs in the United States are about 100 per cent above 1914 prices. This is small in comparison with Norway, which shows an increase over 1914 of 180 per cent; Italy (Rome), which shows an increase of about 200 per cent; Switzerland, which showed an increase in March, 1920, of almost 140 per cent, and Denmark, with an increase in January, 1920, of 150 per cent over 1914 figures.

Two Smallest

Great Britain showed an increase of prices of foodstuffs during the early part of 1920 of more than 130 per cent over 1914 prices. The increase in the price of foodstuffs in Canada has followed very closely the increase in the United States and in the early part of 1920 exceeded 100 per cent by only a small margin. The two smallest increases in foodstuffs prices are in Australia and New Zealand, which showed increases of only approximately 60 per cent. These are the only two countries for which information is available where food prices have not increased since 1914 to a greater extent than in the United States.

Even Greater Gains

Figures for foodstuffs alone are not available for Belgium, France and Sweden but considering the price of a variety of representative products in those countries, percentage increases over 1914 are very large, the 1920 increase for Sweden being almost 200 per cent, that for France considerably more than 200 per cent, and that for Belgium more than 350 per cent.

"No man ever raised himself up permanently by kicking some one else down. Be ready to give a kind word, give it liberally; it won't cost you a cent and you may want one yourself

some day. You may be rolling in wealth today and be raising whiskers tomorrow because you can't raise the price of a shave. So don't knock, you can't afford it. There's nothing in it. If you want to throw something at somebody throw roses bouquets or cologne. Don't throw mud, don't kick. However, if you must kick, lead yourself around behind some smoke house and take a good swift kick at yourself."

Crux of Price Problem

In discussing the producer and the consumer before the Economic club of New York, Francis H. Sisson of the Guaranty Trust Co., said:

"The crux of the whole price problem may be held to be the gradual decreasing of the supply of money and credit, and at the same time the increasing of the supply of goods through properly balanced production. To the solution of this problem bankers, manufacturers, laborers, consumers—in brief, every element of our body politic—must be actively dedicated.

"The popular idea of deflation is some process, vaguely conceived, that will reduce prices so that one's income may buy twice as much as it does now. We are all willing and eager to have prices deflated, but, of course, we are decidedly opposed to having our incomes deflated. That is not the way, however, that deflation works. And those who are clamoring for a rapid fall in prices should bear in mind that drastic deflation will mean painful economic readjustment, of which widespread unemployment and business distress would be features—such as have occurred in Japan. The average man should remember that there is not much advantage in being able to buy twice as much for a dollar if he does not have the dollar."

Who Wrote It?

"Yankee Doodle" is a great deal like Topsy. It was "never born, just grew." The words are the product of the Revolutionary war, but the history of the tune is bewildering, says the Chicago Daily News.

One authority says the air, "Nancy Dawson" which we know as "Yankee Doodle" antedates the American Revolution by 125 years. During Cromwell's time some rustic bard wrote:

"Nankey Doodle came to town
Riding on a pony,
With a feather in his hat,
Upon a macaroni."

"Yankee" or "Nankey" was applied in contempt to the puritans' simple ways in contrast to the proud followers of Charles. Yankees is a variation of Yenghees, a name given by the Massachusetts Indians to the English colonists.

Doodle is defined in old English dictionaries as a foolish or trifling fellow. Macaroni is the knot to which a feather was fashioned.

Some claim that "Yankee Doodle" had its beginning in England, Spain, Hungary and Holland. In support of Holland as its birthplace the following story is told:

A song was used in harvest time by the laborers who had immigrated from Germany to Holland. They received for their work as much buttermilk as they could drink and a tenth of the grain harvested. They sang these words to the time of "Yankee Doodle":

"Yankee Didel, doodle down,
Didel, Dudel, lanter,
Yankee viver, vover, vown,
Buttermilk and tanther."
(Buttermilk and one-tenth.)

No matter how mysterious the history of Yankee Doodle before the Revolution it has a definite career after it.

"LEANERS AND LIFTERS"

There are two kinds of people on this earth today,
Just two kinds of people, no more I say;

Not the rich and the poor, for to count a man's wealth,

You must first know the state of his conscience and health;

Not the humble and proud, for in life's little span,

Who puts on vain airs is not counted a man.

Not the happy and sad, for the swift flying years,

Bring each man his laughter and each man his tears.

No, the two kinds of people on earth that I mean,

Are the people who lift and the people who lean.

Wherever you go, you'll find the world's masses,

Are always divided in just these two classes;

And oddly enough, you'll find too, ween,

There's only one LIFTER to thousand who LEAN.

In which class are YOU?

Are you easing the load,
Of overtaxed "Lifters" who toil down the road?

Or are you a "Leaner," who lets others bear,

Your portion of labor and worry and care?

—Ella Wheeler Wilcox.

WASHBURN'S
BILL
DURRUM
SEMOLINA

*Fine
Medium
Coarse*

Eventually Why Not Now?

WASHBURN CROSBY CO.
MINNEAPOLIS, MINN.

STORY OF CHOCOLATE

Four Hundred Years Now in Marts of Commerce—Importation From Mexico by Cortez of Spain—Reads Like Scenario.

As Raleigh introduced tobacco to the civilized world so Cortez, conqueror of Mexico, was the first to bring the cocoa bean into the marts of commerce. This was in 1528, when he returned to Spain after he captured Mexico, according to The Beacon.

The beans were used by the Mexicans not only for a beverage but also as currency. The value of the beans as coins depended upon their size. The chocolate beverage was prepared by a laborious process of grinding between stones by the Aztec priests and used only by the rulers and the wealthy.

History records that Emperor Montezuma of Mexico took no other beverage than chocolate, flavored with vanilla and spices. As befitting such a ruler he drank out of golden goblets and used each goblet only once, throwing the cup afterward into the lakes surrounding his palace.

That Montezuma was quite a "chocolate" fiend is apparent from the statement in history that he had "fifty jars or pitchers" of the beverage prepared for him daily.

Cocoa Tree's Peculiarity

At the time of the conquest of Mexico the lake alongside of his palace was found to be a veritable gold mine and a huge store of gold goblets were recovered from it.

The cocoa tree now grows in every continent on the globe except Europe. It is most numerous in Central America, Venezuela, Columbia, Ecuador, Brazil, Africa, Ceylon, Java and the Philippines, but the Gold Coast of Africa, on the Gulf of Guinea, leads all other sections of the world in cocoa production. Sao Thome and Principe with less than 300 square miles under cultivation supply more than 30,000 tons of beans annually.

One of the curious characteristics of the cocoa bean is that it grows direct from the trunk or from the heaviest branches, instead of on the little twigs like other nuts and fruits.

Marketing Often Difficult

The fruit of the cocoa tree is shaped like a cucumber, about six or eight inches long, and contains from 20 to 40 kernels about the size of almonds.

These are the cocoa beans of commerce. The average yield of a tree is about seven pounds of cured cocoa annually.

When gathered the fruit is subject to a fermentation process. The pods are split open and the beans and pulp conveyed to a "sweating house" where they are allowed to stew in their own juice in vats until they have acquired a cinnamon red color. The process of fermentation and curing occupies from 9 to 12 days.

After having been fermented the beans are washed, to prevent fermentation continuing beyond the desired point, and also to cleanse the beans. They are then dried by being exposed to the heat of the sun or artificially and in the drying process are kept moving constantly to prevent local overheating.

In some countries the beans are kept in motion by natives "dancing" upon them with their naked feet, which accomplishes the double purpose of removing the mildew from the bean and giving a finish or polish. They are then ready for shipment.

From the hinterland the cured cocoa is carried by natives on their heads to the rail head. At Adawso, a buying station, one firm alone employs 3,000 carriers who cover the 15 miles to the rail station at Pakro once, and frequently twice a day with a 150 pound bag of cocoa.

Some of the natives bring their beans to market in barrels. Ponderous and strongly bound casks filled with cocoa beans, and each weighing more than a quarter of a ton, are rolled along the roads for many miles to the trading point.

Favors Standard Containers

To eliminate confusion and dissatisfaction existing over the use of a multitude of containers of different shapes and sizes in the marketing of fruits and vegetables, marketing specialists of the bureau of markets, United States Department of Agriculture, say that the establishment of a universal unit of measurement is necessary.

The unit of bushel measurement recommended is the stricken, or Winchester, bushel of 2,150.42 cubic inches. With this container there is no difficulty in determining whether the measure is short, as it is required to be level full. It is a unit of sufficient size to permit the buyer readily to distinguish the multiples that are practicable for use in the sale and shipment of fruits and

vegetables, and in the opinion of the bureau's specialists the establishment of this unit of measurement for containers for fruits and vegetables sold by volume would constitute an important step toward formulating a consistent policy of standardization that could be applied to practically all types of packages.

The bureau's specialists also believe that all weight per bushel laws relating to fruits and vegetables should be repealed for the reason that there is no definite relation between dry measure and weight. For example, a basket that contains 50 pounds of small apples may not hold more than 45 pounds of large ones. Containers are used interchangeably, and a box constructed to hold 50 pounds of apples becomes a 25-pound box when filled with snap beans.

Durum Receipts for August

The number of carloads of the various grades of durum wheat inspected at the primary markets by the licensed government inspectors for August was only 1210 as compared with 1756 inspected in July, 1920, according to statistics published by the officials who control the inspection under the United States grain standards act.

The amber durum reaching the market totaled only 970 cars compared with 1420 the previous month. Of this grade 125 cars was No. 1, 87 carloads being inspected at Minneapolis, 20 at Duluth and the remainder scattering. 416 carloads graded No. 2, with inspections in the following order: 223 at Minneapolis, 145 at Duluth, 23 at New York, and an occasional or two in other cities in the east. No. 3 grade totaled 294 carloads, practically all being sent to the northwest, Minneapolis 67 to Duluth's 51.

Durum was scarce, only 116 carloads of all grades being inspected in August as compared with 269 in the month previous. Of this number only 14 carloads graded No. 1 durum, Minneapolis leading with 7. Duluth led Minneapolis in carloads of No. 2 durum inspected, 3 to 20 out of a total of 71.

Red durum, for which there is absolutely no demand in the macaroni trade, numbered 124 cars, practically all of which were inspected in the markets of the northwest.

If you want to better yourself, you must make yourself better.

When You Want Quality
and Service

Buy

NOMCO

Durum Products

Farina
Semolina
Flour

Write or wire for samples and quotations.

Northern Milling Company

Wausau, Wisconsin

FACTS ABOUT MISSISSIPPI VALLEY

It can finance itself. Approximate population, 56,539,000. It has immense surpluses for export. It is the center of the packing industry.

Approximate area 1,725,000 square miles.

Its cities are healthful, clean, well governed.

It has, still undeveloped, vast tracts of fertile land.

Its electrical power is unsurpassed and growing rapidly.

It affords the greatest opportunities for the individual.

Poverty exists to a smaller degree than anywhere else.

Its products now feed and clothe a large part of the world.

Its water supply for power and irrigation is inexhaustible.

It is a tremendous factor in the financial life of the nation.

It contains more miles of railway than any country in Europe.

It includes 53 per cent of the voting strength of the country.

Its colleges rank among the largest and best in the country.

It contains 120 cities with a population of more than 25,000 each.

Its existing transportation lines reach every part of the valley.

It includes 70 per cent of the farm acreage of the United States.

It includes 22 entire states and part of 4 other states.

Without its coal the whole country would be crippled industrially.

It contains the largest iron and steel producing centers in the country.

It offers more diversity of employment than any other section of the country.

It affords unequalled opportunities for new settlers in both cities and rural districts.

It makes more locomotives and freight and passenger cars than any other district.

Its financial institutions are among the strongest and most progressive in the world.

It contains the second largest city in the country, the fourth largest in the world.

Schools are everywhere and educational opportunities are within the reach of all its people.

With its increase in population many areas now unproductive will be irrigated and made productive.

Its petroleum production is in its infancy and oil producing districts are being located constantly.

It depends on no one crop or product of manufacture for its wealth; it produces abundantly of many.

It produces all the staple foods and enough leather, wool and cotton to clothe many times its population.

Its crops ripen progressively from south to north, simplifying the problems of transportation and distribution.

It contains 20 cities each with population in excess of 100,000 and having a total population of 6,852,000.

It can ship direct from many of its larger cities by rail and boat from its own seaports to any foreign seaport.

It contains the greatest natural water highways in the world, the Mississippi and its tributaries and the upper Great Lakes.

It is practically self sustaining, producing nearly everything that it consumes with a large surplus in many lines for export.

It is the greatest producer of agricultural implements in the world. Without them the crops of many countries could not be harvested.

It is in a better condition than any foreign country or any other section of this country to avail itself of present opportunities for foreign trade.

It produces—

76 per cent of the wheat.

60 per cent of the bituminous coal.

47 per cent of the lumber.

70 per cent of the cotton.

55 per cent of the wool.

69 per cent of the petroleum.

94 per cent of the iron ore.

85 per cent of the corn.

81 per cent of the hogs.

52 per cent of the sheep.

74 per cent of the cattle.

Many men work hard to prevent themselves from doing too much.

Italian Wheat Acreage—Output

The latest figures on wheat growing and production given out by the Italian government show the total production for the various provinces of Italy, and the yield per acre. Figures for the past two years are given below:

Region	Area		Production		Yield per acre
	1919	1920	1919	1920	
Emilia	1,100,000	1,100,000	1,100,000	1,100,000	1.00
Lombardy	1,100,000	1,100,000	1,100,000	1,100,000	1.00
Piedmont	1,100,000	1,100,000	1,100,000	1,100,000	1.00
Apulia	1,100,000	1,100,000	1,100,000	1,100,000	1.00
Sicily	1,100,000	1,100,000	1,100,000	1,100,000	1.00
Sardinia	1,100,000	1,100,000	1,100,000	1,100,000	1.00
Other	1,100,000	1,100,000	1,100,000	1,100,000	1.00
Total	11,000,000	11,000,000	11,000,000	11,000,000	1.00

The foregoing figures for 1920 are estimates based on investigations made before this year's crop has been finally gathered in, and are, consequently, subject to some modification before the actual results of the current harvest are definitely known.

Decline in Production

Production has apparently fallen off as compared with 1919, by something like 600,000 metric tons for the whole kingdom, despite the increase of 274,000 hectares in the area planted with wheat in 1920. Production has equaled or exceeded that of 1919 only in a relatively small number of hill provinces, where drought and blight did not exert the full effect. This was particularly true of the entire regions of Marche, the Abruzzi, and Campania, as well as of the provinces of Novara and Turin, Piedmont, Sondrio in Lombardy, Arezzo in Tuscany, Bari and Lecce in Apulia, and Palermo and Trapani in Sicily. In the important grain growing Po valley, as in other plain districts, and along the coasts the wheat crop of 1920 has decreased considerably. Blight has caused most disaster in the wheat regions of central and northern Italy—such as Cremona, Brescia, Milan, Rovigo, Verona, and Grosseto—while drought has been largely responsible for damage and decreased production in Foggia, Cosenza, Caltanissetta, Girgenti, Cagliari, and Sassari, agricultural provinces of the south, Sicily, and Sardinia. In Sicily especially there was a large increase of the planted area in 1920, 617,800 hectares as compared with 499,500 hectares in 1919, only to result in a lower production, 338,000 metric tons as against 391,800 metric tons last year.

Many men work hard to prevent themselves from doing too much.

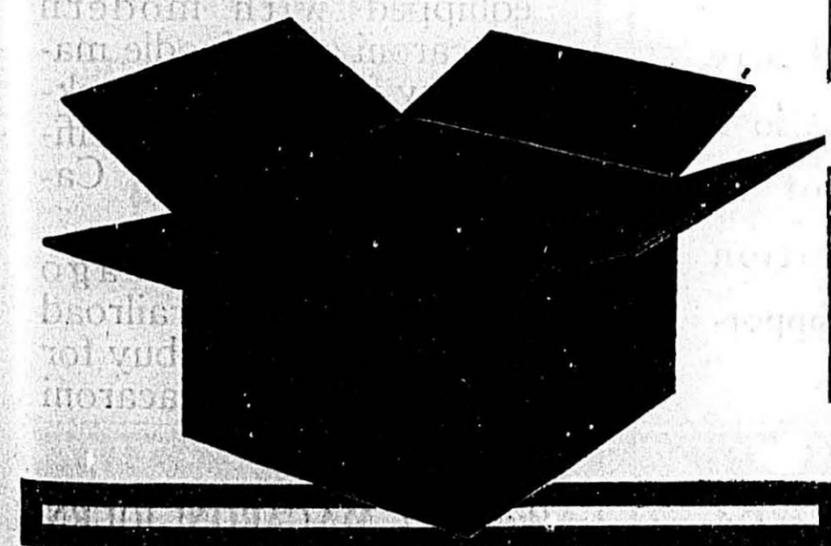
The Five-Fold Service of Hinde & Dauch Products

THE Hinde & Dauch Paper Company is rendering shippers a five-fold service: its products are *Cutting Costs, Saving Labor, Eliminating Breakage, Facilitating Transportation* and *Creating Good Will*—always—for the manufacturers who use them.

For a quarter of a century the Hinde & Dauch Paper Company has been making Corrugated Fibre Board Boxes and Packing Materials of the highest grade only. Maintenance of this standard of quality, more than any other thing, is responsible for the present extraordinary demand for H & D products.

Like every other commodity that has made good on a large scale, H & D Corrugated Fibre Board Boxes and Packing Materials are judged—and purchased—solely on the service they render.

The Hinde & Dauch Paper Company
220 Water Street Sandusky, Ohio
Toronto, King Street Subway and Hanna Avenue



1 CUTTING COSTS



2 SAVING LABOR



3 ELIMINATING BREAKAGE



4 FACILITATING TRANSPORTATION



5 CREATING GOOD WILL

URGES UNIFORM FOODLAWS

National Body in Session at St. Louis Unanimous—Manner of Macaroni Plant Inspection Detailed—National Grocer on Color and Adulteration.

The outstanding feature of the three day session of the American Dairy, Food and Drug Officials, Oct. 5, 6 and 7, in Jefferson hotel, St. Louis, was the almost unanimous opinion among those in attendance relative to the need of more uniform food laws.

Urged by President Guy G. Frary, in his annual address, and concurred in by almost every speaker before the convention, it was voted that a special effort be made to have national and state legislation passed that will tend to remove the obstacles now confronting the manufacturers because of the variations now existing in the different states.

Notable Assemblage

About 60 food officials and association representatives attended the 1920 session. Also a few officers of the Department of Agriculture were in attendance.

Dr. Carl L. Alsberg, chief of the bureau of chemistry, Department of Agriculture, gave an excellent discussion on the "Relation of uniformity in the state food laws to the enforcement of the Na-

tional Food and Drugs act." He dealt more specifically with the need for trained men and urged cooperation among the trade associations that would lead to the establishment of schools wherein men can be specially prepared for the important work that now devolved upon food and drug officials, and, pending this, recommended that present officials be retained at increased salaries, irrespective of party affiliations.

Macaroni manufacturers were interested in the paper read by Dr. H. A. Knapp, chemist to the department of health, Cleveland, on the subject of "Sanitary control in food inspection", wherein he described manner of inspection of macaroni and other food plants. He expressed pleasure on the cooperation usually given by manufacturers to the inspectors and so ready did he find most of them to obey the law that only few closure orders were needed.

Coloring and Adulteration

John A. Ulmer, president of the National Association of Retail Grocers, Toledo, Ohio, read an excellent paper on "The retailer and the pure food law." He was emphatic in his stand against the proposed licensing system and advised that more uniform laws be adopt-

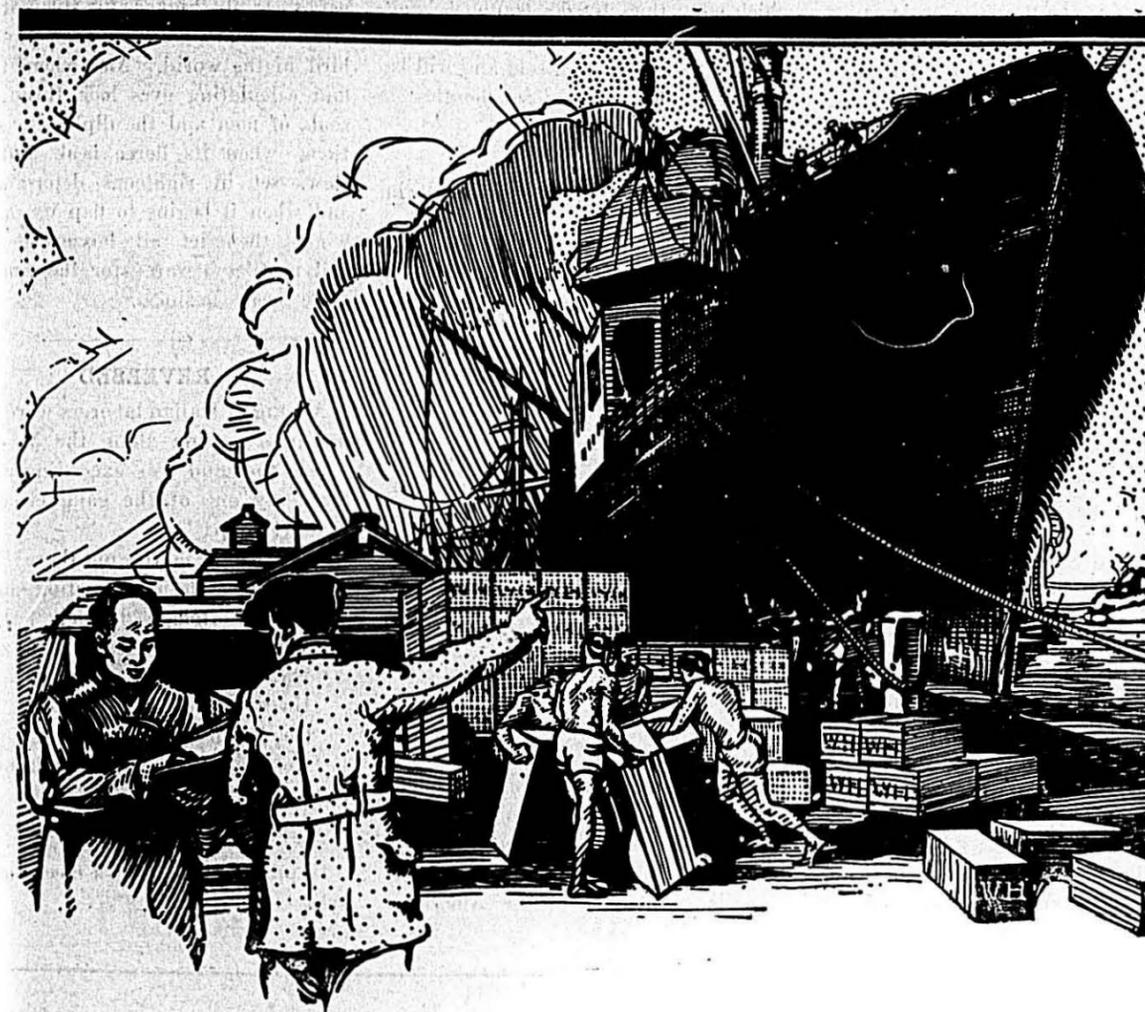
ed concerning coloring matter and adulteration.

Resolutions were adopted urging enforcement of the pure food laws now accepted as beneficial by the public and that passage of such new ones as will guard the interests of manufacturer, retailer and consumer alike.

Semolina Prices Drop

Various rapid and decided drops in the wheat market have affected the prices quoted on semolina the past month and the macaroni manufacturers have been in a sweat, fearing to purchase too heavy on what was viewed as a down market. Prices as low as \$9.65 were quoted early in the month on No. 2 semolina and most of the plants have loaded up for their next 60 days requirements at prices ranging near the \$10 mark. Some hesitancy was shown on the part of the manufacturers whose business does not warrant heavy buying under existing conditions.

According to the October government report there was an apparent drop of about 19,000,000 bushels in the former estimate on the spring wheat crop, and this tended to steady the markets. Experts feel that in the face of the crop



Macaroni Factory FOR SALE

15 barrels capacity. Fully equipped with machinery in good shape. Also 2 dwelling houses of 12 rooms. Good location for business. Big opportunity.

Write **P. LAZZARI**
BOX 588 Monongahela, Pa.

PLANT FOR SALE

Will sell either half interest or full control of a going Macaroni Plant. Fully equipped with modern Macaroni and Noodle machinery for bulk and package goods—ample and efficient drying rooms. Capacity 30 barrels.

Convenient to Chicago market. Excellent railroad facilities. A good buy for active, practical Macaroni man.

Address **K. J. MACARONI JOURNAL**
Braidwood, Illinois

CHINA—TO—NEW YORK

Egg Albumen
Spray Egg Yolk
Whole Egg
Egwhitsavr
Meringue Whip

All our Egg Products are inspected before shipment from China and are delivered to you in original cases, thereby guaranteeing you merchandise of a superior quality free from any adulteration.

WEEKS-HAND CORPORATION

385-387 Washington Street,
New York, N.Y.



127 North Dearborn Street,
Chicago, Illinois

reports and the continuance of demands for wheat from abroad there was not great grounds for the reductions manifested during the past except on the grounds that foodstuffs must go down in keeping with the general downward trend of prices.

Shortage in Wheat

A spring wheat crop of 218,000,000 bushels is off 19,000,000 bushels from the previous returns, but exceeds last year's by 9,000,000 bushels. Minnesota and the Dakotas raised the smallest crop in recent years, 123,000,000 bushels, due to drought and rust, a loss of practically 10,000,000 bushels for the month and an increase of 3,000,000 bushels over last year.

The United States has a wheat crop of 751,000,000 bushels, or 190,000,000 bushels short of last year and 71,000,000 bushels below the average. Total supplies for the season are estimated at 904,000,000 bushels, or 95,000,000 less than last year. There is sufficient for domestic requirements and a surplus of around 250,000,000 bushels after allowing for a carry over into the 1921 crop season. It is estimated by the best authorities in the export trade that there will be 250,000,000 bushels exported, of

which more than 100,000,000 bushels already have cleared and 100,000,000 bushels more have been sold and will be exported within the next few months.

ENTHUSIASM

Enthusiasm is the biggest word in business today.

Enthusiasm is the emblem of energy, not an epitaph of ended effort.

Enthusiasm tells whether you are in a class or outclassed.

If you lack enthusiasm, get out of the way. Let some person in on the job who can show speed. The heart, mind, soul and body are all working overtime in the person with enthusiasm.

Cash can buy, but it takes enthusiasm to sell.

Enthusiasm is the rich, red blood of powerful purpose that courses through the commercial organization that wins—National Grocer.

"The American eagle is not an altogether lovable bird. It is no nightingale; it sings no sweet song of sentiment. It is no peacock; it never struts nor spreads its tail. It is no dove, although it stands for peace wherever peace is possible. But the American

eagle can fly higher, fly straighter, fly stronger and fly longer than any other bird in the world. And when its cold and calculating eyes look through the souls of men and the diplomacy of nations—when its fierce beak and ugly claws set in righteous determination, and when it begins to flap its majestic wings—then let all buzzards, wolves and reptiles beware—for the American eagle means business."

REVERSED

A gang of Italian laborers were working in a section along the M. V. H. where the mud was exceedingly deep. Suddenly one of the gang cried out: "Help! Help!"

"What's the matter out there?" came a voice from the construction shanty.

"Queek! Bringa da shov'! Bringa da peek! Antonio's stuck in the mud."

"How far in?"

"Up to hees knees."

"Oh, let him walk out."

"No! No! He canna walk out, he wronga end up."

Happiness will always meet one half way.

Liberty Tape Identifies the Shipper

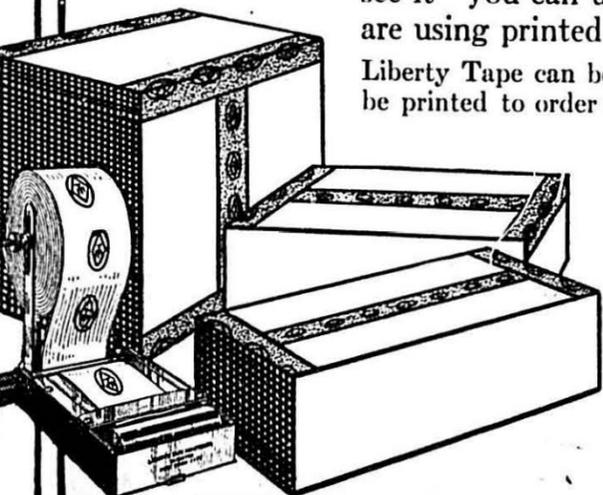
Among the many thousands of Macaroni boxes in transit those sealed with Liberty Tape—plain or colored—printed with the shipper's private mark, can be identified at a glance. When you consider the miles each case travels—the number of eyes that see it—you can understand why many big shippers are using printed Liberty Tape as an advertisement.

Liberty Tape can be supplied in a variety of colors and can be printed to order in any language.

Besides giving identity to shipments, printed Liberty Tape insures them. An unbroken tape is evidence of delivery in full of contents. Claims for shortage are reduced. Estimates and color designs on request.

LIBERTY PAPER CO.

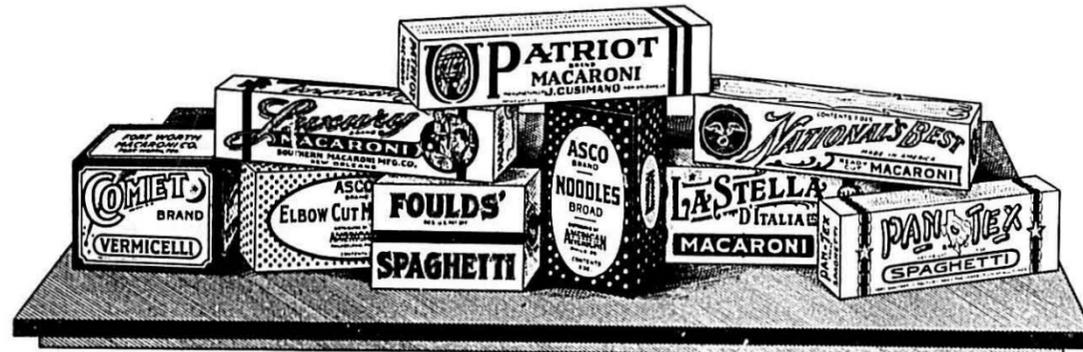
52 Vanderbilt Avenue New York City
Mills: Bellows Falls, Vt.



TITELON BRAND FOLDING PAPER BOXES

ARE KNOWN AND RECOGNIZED THROUGHOUT THE TRADE FOR

QUALITY



Quality like blood tells in the long run.

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

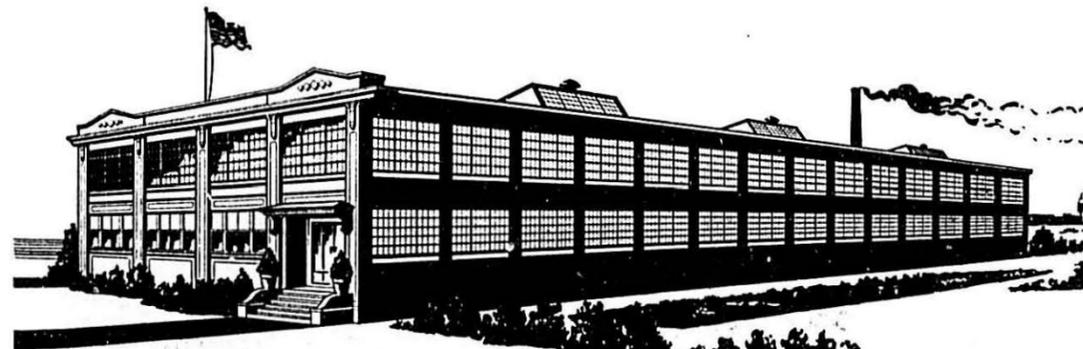
While price is an essential factor, it is Quality that makes the lasting Customer—the biggest asset in any business.

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

Your inquiries solicited.

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

THE GLOBE FOLDING BOX COMPANY CINCINNATI, OHIO



Ends British Bread Subsidy

The British government's bread subsidy, which it is estimated costs £45,000,000 (\$218,993,000) annually, is to be gradually abolished before the beginning of the next fiscal year on April 1, 1921. The chancellor of the exchequer announced in parliament on Aug. 11 the government's decision to end this subsidy with a view to speeding up the return to normal trade conditions, and stated that the subsidy represented 5d. (\$0.10) on each 4-pound loaf of bread. It is intended that 3d. (\$0.06) of this amount shall be discontinued next month, and whatever balance remains—depending upon the price of grain—is to be abolished on or before March 31 next.

The average price of the 4-pound loaf of bread in London including delivery is 1s. 1d. (26 cents); so it may be expected that the price next month will go up to 1s. 4d. (32 cents), with a prospective further increase in March or April next of perhaps 2d. (4 cents) more, bringing the price up to 1s. 6d. (36 cents). The price of the 4-pound loaf was 9d. and 9½d. (18 and 19 cents) from September, 1917, up to last April, when it was advanced to about 1s. (24 cents) to reduce the subsidy, and that increase was followed in May by another of ½d. to 1d. (1 to 2 cents) per 4-pound loaf, on account of increases in pay of bakery workers.

Various other government subsidies have lately been abolished or are shortly to be withdrawn. Increased railway fares, effective this month and next, are expected to place the British lines on a paying basis and remove the government subsidy to the railways, which is costing £23,000,000 (\$111,930,000) per year. The coal subsidy to the do-

mestic consumer and the coastwise shipping subsidy were abandoned in the last few months, and it has been announced that the canal subsidy was to be withdrawn Aug. 31, the present month. The removal of these three subsidies represents a saving of £17,498,000 (\$85,154,000) per annum to the exchequer.

International Institute Estimate

The area planted to wheat in Australia is reported in the August bulletin of agricultural and commercial statistics issued by the International Institute as 47,000,000 hectares, or 50 per cent larger than in 1919. During July the Indian monsoon was on the whole favorable, and the rupee price of wheat at Karachi is now larger than at any date since 1918, but exportation is still prohibited. The aggregate wheat shipments from Argentina have exceeded all estimates of available surplus during 1920.

The results of the winter wheat crop in the United States indicate an improvement during July from 14.1 million metric tons to 14.5 millions, but the estimates of spring wheat show a decline from 7.9 million tons to 7.1 million. The estimates of the wheat crop in Canada, where harvest is also now in progress, are reduced from 8.2 million tons to 7.3 million.

The aggregate of North American wheat crops is therefore now estimated at 28.9 million metric tons, against 30.9 in 1919 and 29.3 during the five war years 1914 to 1918.

In Belgium, Spain, Italy, Switzerland, Canada, United States, British India, Algeria, Egypt, Morocco and Tunis the wheat crop of 1920 is estimated to produce 48.9 million metric

tons as compared with 49.0 million in 1919 and an average of 50.1 million during the five years 1914 to 1918.

Hungary reports a wheat yield within the treaty frontiers of 930 thousand tons; comparative data are unavailable.

No definite estimates are to hand from other countries, but the wheat crop is reported as good in Bulgaria, Denmark, France, Luxembourg, Netherlands, Rumania, Serbia-Croatia-Slovenia and Sweden; average in Germany, Scotland, Ireland, Poland and Czech Slovakia; below average in England and Wales.

Latest Crop Estimate Oct. 1

Washington, Oct. 8.—Forecasts of production this year of the country principal crops, estimated from the condition Oct. 1, or at time of harvest were announced today by the Department of Agriculture as follows:

- Spring wheat, 218,007,000 bushels.
- All wheat, 750,648,000 bushels.
- Corn, 3,216,192,000 bushels. Condition 89.1 per cent of normal.
- Oats, 1,444,362,000 bushels.
- Barley, 191,386,000 bushels.
- Buckwheat 15,532,000 bushels. condition 85.6.
- White potatoes 414,986,000 bushels. Condition 82.7.
- Sweet potatoes 103,779,000 bushels. Condition 87.1.
- Tobacco 1,478,788,000 pounds. Condition 83.3.
- Flax, 11,704,000 bushels. Condition 62.8.
- Rice 52,298,000 bushels. Condition 93.4.
- Apples 34,287,000 barrels.
- Peaches 44,523,000 bushels.
- Kaffirs 139,503,000 bushels.
- Peanuts 39,217,000 bushels.
- Beans (six states) 9,364,000 bushels.

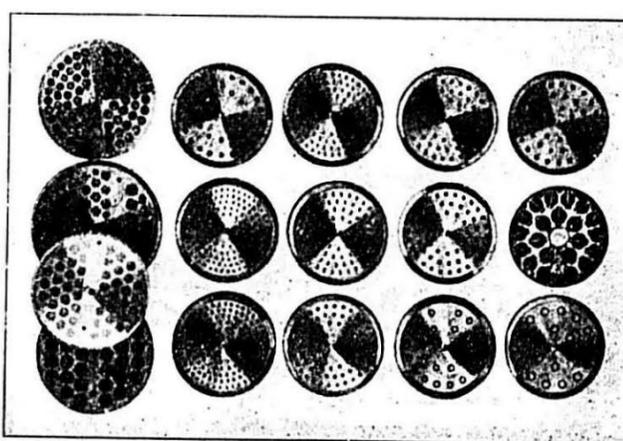
U.S.

FOLDING BOXES

HELP SELL GOODS

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

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



**The Dies
of no
Regret**

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

PRICES

Cartons and Cases High, Labor and Traveler Expenses Greater, Freight and Interest More, and Quality Is Main Thing —Still Macaroni Is Cheap.

(Contributed)

While only flour and water enter into macaroni it would seem that flour prices would have a great deal to do with the cost of macaroni, however, during the war we paid double the price for cartons that we paid before the war, and today because of paper shortage our cartons and cases are practically costing us five times prewar prices with no indication of a drop in price. While labor is in some cases a little more plentiful, as a matter of fact we have been raising wages even within the last 60 days to get more efficient help. The cost of keeping a man traveling to sell macaroni today is practically double prewar prices. Interest rates on capital have advanced materially and there are many things like freight, etc., that must come down instead of going up before prices on macaroni products will be affected to any great extent.

What does price on macaroni really

have to do with the proposition? The real thing in regard to a food product is the QUALITY. We do not believe that anyone wants to eat unclean food or food made from poor raw material at any price. Macaroni is so cheap that anyone is entitled to the very best product and it is so cheap that every factory should turn out the very best macaroni products it is possible to turn out. No factory should let the question of raw materials enter into the question at all. Granting that the jobber and the retailer will handle high quality goods on the same percentage that they will handle a cheap quality there is never a difference in the cost, between the poor quality and the high quality of macaroni of more than a cent per package, or 24 cents per case.

Selling Cheap Goods Hurts

An individual will eat no more than perhaps one-quarter of a package at any one meal, and does any sane person want to argue that this one-quarter cent on price has anything to do with macaroni so far as the consumer is concerned. Of course if a merchant wants to figure a 10 per cent profit on a cheap piece of goods and a 30 per

cent or 40 per cent profit on a piece of goods, the high quality goods would cost the consumer a little more than a cent a package higher. But a merchant knows that when he sells high quality goods he is helping his entire line and his whole business, while by selling cheap goods he is hurting his entire line and his whole business. For this reason a merchant should certainly handle a quality line for the same percentage of profit that he would handle a cheap line. We believe that a merchant should make 25 per cent or 30 per cent on macaroni products as it is a food that represents a more direct way of getting wheat, the real staff of life, into a food product. The merchant's profit in no case affects the consumer to any great extent.

No Millionaires in the Business.

While there are hundreds of macaroni factories in this country, some large, some small, personally we do not know of a single individual who has made out of the business anything like either a million or a half million, and there are several that have been in the macaroni business in this country for 50 years. In fact, there are few maca-

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.

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.

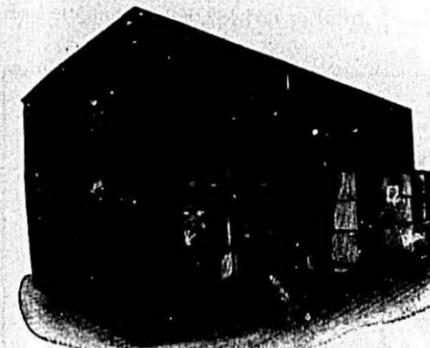
BAROZZI Drying Machine Co.

400 COLUMBUS AVENUE

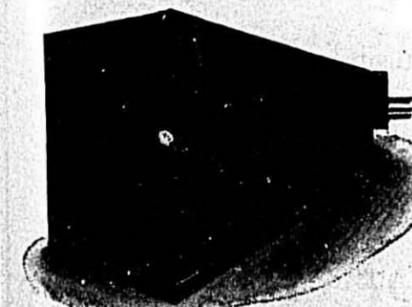
San Francisco, Calif.



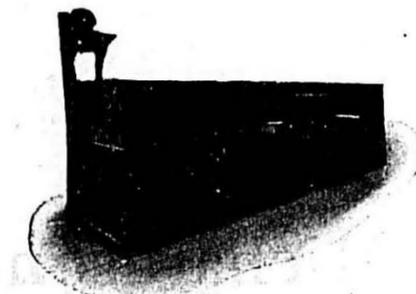
BAROZZI Preliminary Drier for Long Paste



BAROZZI Finishing Drier for Long Paste



BAROZZI Drier for Curly Paste



BAROZZI Drier for Cut Goods

roni manufacturers who have ever actually made any money out of the macaroni business. Now that macaroni has become a staple food product in this country it is to the best interest of the consumer and to the public in general, that the industry should get on a profitable basis so that it may progress.

Wheat Area Review

"Widespread and uniform progress waits on normal transportation, price stabilization and the application of constructive governmental policies," reads the October Northwestern National Bank Review.

"In the northwest this co-operation of all the factors necessary to uniform progress is awaited with an undercurrent of impatience as the northwest is fundamentally in a prosperous condition. The box car equipment available for use by northwestern railroads is less than a year ago, so that we are entering upon the new season with fewer tools to work with. There is a better understanding of the situation, however, and, we believe, a greater feeling of confidence among those whose affairs impinge upon those of transportation.

The marketing of wheat is light, one very good reason being favorable weather conditions for plowing. Wheat receipts from Aug. 1 to Sept. 27 this year and last, at the principal spring wheat markets were, in bushels:

	1920	1919
Minneapolis ...	18,800,000	27,578,000
Duluth	8,195,136	2,404,723
Chicago	12,135,000	41,055,000
Milwaukee	563,000	3,012,000
	39,693,136	74,049,723

46 Per Cent Drop

"This is a decrease of more than 46 per cent. There have been larger receipts of coarse grains this year than last, however, which makes the comparison less unbalanced. Among some men in the grain business (though not all, be it said) there is a feeling of optimism about the transportation outlook. Bankers who are watching the orderly progress of price readjustments and other affairs are inclined to cheerfulness. The money market is unchanged, and locally no signs of softening before the first of the year are seen.

"In taking a fall inventory of the northwest, assets are found to be sound and plentiful. New wealth which has

come to this district has been excellent only in the years 1918 and 1919. Sept. 1 estimate gives the primary market value of the six principal grain crops in the four states of Minnesota, North Dakota, South Dakota and Montana as being 846,249,070. This appraisal includes wheat, corn, oats, rye, barley, flax and hay; other farm products of major importance would considerably increase the total. Since the date of the evaluation there has been a decline in grain prices, but a substantial offset to this has been the increase in the estimate of the corn yield.

"Conditions in Wisconsin follow those of the rest of the northwest, with a fall wheat production, a comparatively large coarse grain yield; a good hay crop, and potatoes about the same as last year.

Dominion Figures

"The three prairie provinces of Canada have harvested crop which will be converted into a great amount of wealth. The Manitoba-Free Press of Winnipeg in its annual survey, estimates the production of wheat in Manitoba, Alberta and Saskatchewan to be 248,745,000 bushels; oats, 352,109,000 bushels; barley, 47,564,000 bushels; flax, 7,152,000 bushels; and rye, 8,912,000 bushels—total of 664,482,000 bushels."

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

Quality Package for Quality Goods



The PETERS PACKAGE

For food products and the like—sanitary and protective, in any size required, produced exclusively by Peters Package Machinery



DEALER and consumer everywhere have come to know the distinctive, moisture, dust and odor-proof Peters Package. It is the package that identifies with the individual label of the maker, the best selling goods on dealers' shelves today. For years leading food manufacturers have used the Peters Package exclusively. It has been positive insurance of their good will and their business. The indomitable prestige which Peters Packages have established in the minds of housewives from coast to coast has directly influenced bigger sales and increased turnover for dealers.

Packaged, branded goods are preferred today. Peters Package Machinery opens the way to bigger sales and increased production.

We will be glad to show you how Peters Package Machinery will build business for you. Let us help you with your package problems.

PETERS MACHINERY COMPANY
209 South La Salle Street, Chicago



Notes of the Industry

Visits St. Louis Plant

Secretary M. J. Donna of the National Macaroni Manufacturers association, while attending the convention of the American Dairy, Food and Drug Officials in St. Louis early in the month, visited all the macaroni plants in that city. They all report a lull in the business similar to that which appears to prevail throughout the country. While the managements express the hope that manufacturers of macaroni will not permit themselves to become stampeded under existing conditions, some price cutting has been started, due, some say, to outside bidders for business.

Most of the manufacturers there have had to deal with bugs in their product for the first time in years and have as yet been unable to account for the epidemic of bugs that hit that locality. Experiments and investigations are under way to ascertain source of trouble so that its repetition next summer will be prevented.

Considerable complaint is voiced against the practice in vogue in some plants permitting employes to begin and finish their days work at irregular hours, as it tends to destroy the morale and efficiency of the plants. Some employes work a full day without any time off for luncheon.

A new macaroni plant, known as the St. Louis Macaroni Co., situated at 5200 Bischoff av., recently started operation.

Antone Randazzo, president of the Randazzo Mfg. Co., is visiting old friends in his home town in Sicily, Italy, and combining business with pleasure, is making an exhaustive study of the most advanced methods of macaroni manufacture in that country. He is expected back about the holidays.

Hugo Dalpino, former owner of the Dalpino Macaroni Co., of which he disposed last spring, is also visiting in Italy and is expected home early next month.

Exhibit to Coffee and Tea Trade

The Briggs Cereal Products Co. of Cincinnati was given honorable mention by the exhibit committee of the National Retail Tea and Coffee Merchants association at the fifth annual convention of this body held at the Pennsylvania hotel, New York City, last month, for its attractive exhibit. A

complete line of macaroni, spaghetti and egg noodle products prepared by the company for the tea and coffee trade, both in package and bulk, attracted considerable attention and the value of these products was brought to the attention of the delegates by Mr. Fletcher, who had charge of the exhibit.

Dominican Consumption Gains

The latest statistics available covering macaroni exportation to San Domingo show a decrease of 253 tons in the year 1918 from that of the previous year. The total amount of vermicelli, macaroni and pastes for soups exported from this country to that small Republic in 1918 was valued at \$17,359.00. The decrease is attributed to a neglect of this trade owing to a determination of this government and American manufacturers to supply the wants of the allied armies in their final effort to win the war. These statistics would indicate that there is room for considerable development of a market for macaroni products within easy reach of our southern ports. Porto Rico was next to the United States as a source of supply, over 99% of the alimentary paste products imported into San Domingo coming from these two countries.

Domino's Move

The Domino's Bakery & Macaroni company, which for years conducted both a bakery and macaroni plant at Springfield, Mo., has been reorganized and incorporated under the laws of that state. The bakery business has been sold and the firm now known as Domino's Macaroni Mfg. Co. will devote itself exclusively to the manufacture of macaroni products.

Domino Danzero is president of this newly organized firm; Carmelo San Paolo, vice president, and Charles R. Jones, secretary and treasurer. Mr. Jones is in charge of the sales department and Mr. Danzero looks after the manufacturing end of the business.

Starting four years ago as a branch of the bakery business, Mr. Danzero so greatly developed the macaroni end of the business that the old quarters proved inadequate. One of the first acts of the reorganized company was

establishment of a new factory at 45 W. Phelps av. fully equipped with the latest macaroni manufacturing device sufficient to meet the demand for its popular products.

The Alexander Gallarini Co.

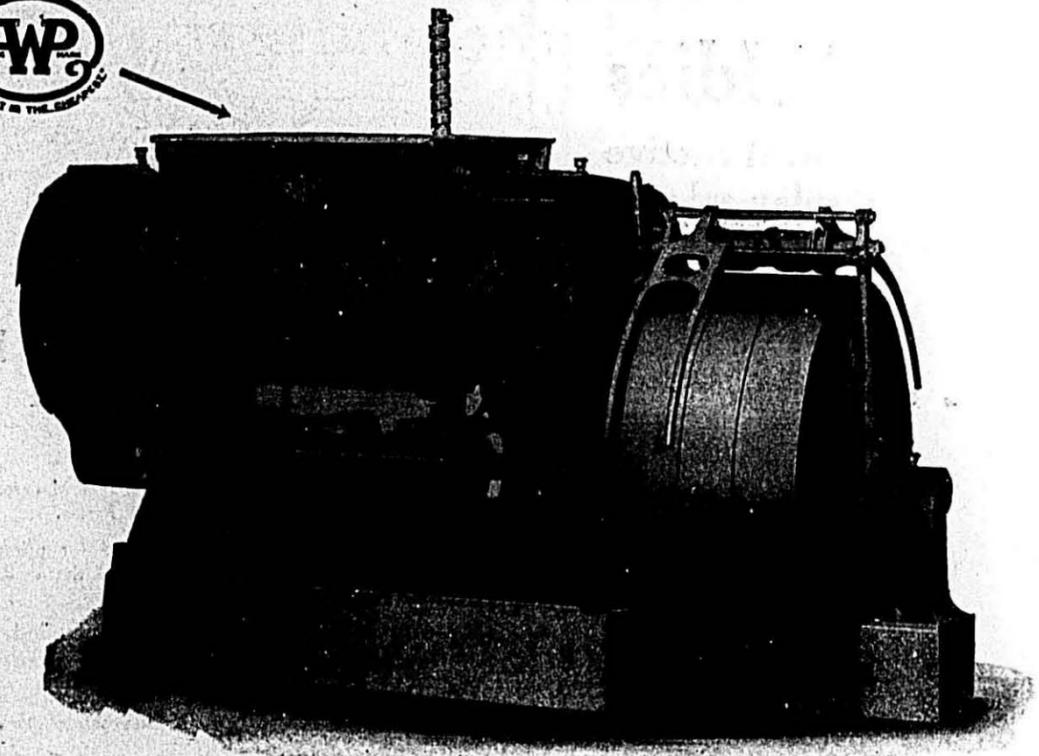
A macaroni plant has been erected by the newly organized Alexander Gallarini company, a Pennsylvania corporation, at 107 W. Ohio street, Pittsburgh. The plant is fully equipped with the latest models of macaroni machinery adapted to the manufacture of Bolognese style and Genoa style macaroni and spaghetti as well as noodles. It has capacity of 50 barrels daily and the plant is arranged so as to permit gradual increase in output as business demands. Alexander Gallarini is president of this new concern. He is recognized expert in the manufacture of all kinds of alimentary paste, having served as superintendent of the macaroni department of H. J. Heinz Co. for the past four years.

Occupy Dalpino Plant

The Gandolfo-Ghio Manufacturing Co. of St. Louis for many years engaged in the manufacture of noodles in a small way, at the plant on Market st., is now in the more commodious quarters formerly occupied by the Dalpino Macaroni Co. at 818-820 North Eighth st. Harry W. Wibracht is president and treasurer of this concern, which has recently taken up the manufacture of all classes of alimentary paste products in connection with the production of noodles. Mr. Wibracht has been connected with this concern for more than 25 years. He is assisted in the control of the company by C. A. Switzer, who is vice president and secretary of the company.

Texas Factory Reorganized

The San Antonio Macaroni factory has recently undergone another reorganization according to word from Max Abramchik, vice president and general manager of the new concern. Ed Driess for years at the head of this company and at one time president of the National Macaroni Manufacturers association has resigned and has been succeeded by S. H. Frieze of San Antonio. The other



A Pledge of Uniformity

To makers of *branded* paste goods:

YOUR mark on your product is a pledge—a pledge of Uniformity.

It says to your dealers, your jobbers, your salesmen, to the consuming public:

"This is my best, my supreme effort. You will find every package as good as this one."

But you can't get Uniformity without a uniform "mix."

The "Universal" Kneading and Mixing Machine insures uniformity.

The sturdy "Universal" combines the painstaking thoroughness of the skilled hand worker with machine speed. Develops the full gluten-strength of the flour. Makes a dough of *uniformly* fine finish and even texture.

Leading macaroni, spaghetti and noodle manufacturers use the "Universal." Can you afford *not* to investigate?

Our catalog should be in your file. Describes our full line of flour-handling outfits, flour and water scales, mixers, baggers, dough-brakes and other machinery for the macaroni, vermicelli, spaghetti and noodle trade. Free on request.

JOSEPH BAKER SONS & PERKINS CO INC
BAKER-PERKINS BUILDING WHITE PLAINS, N. Y.

Sole Sales Agents for, WERNER & PFLEIDERER Machinery

"UNIVERSAL"
Kneading AND Mixing Machines
for the MACARONI trade

Quality Caddies

for safety in transit, attractive display and ease of access on your Dealers' shelves.

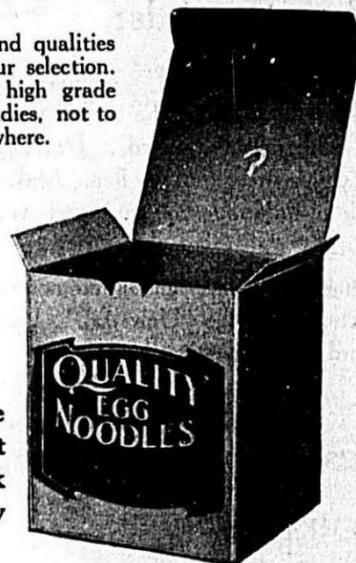


Telescope
Cover Gelatin
Front Display
Caddy

This is the better, cleaner way to pack and sell bulk Macaroni, Noodles, Vermicelli, etc. Your product is kept clean and fresh and presents an attractive appearance when packed in Quality Caddies, which open easily and close securely.

You will require a sample of our Caddies to appreciate their great strength, beautiful printing effects and superiority.

Many kinds and qualities are ready for your selection. We specialize in high grade White Enamel Caddies, not to be duplicated elsewhere.



One-piece
Blind Front
Lock-Tuck
Caddy

For Caddies, Cartons or Corrugated and Fibre Containers—see our samples before you buy.

HUMMEL & DOWNING CO.

Paper Mills, Box Plant & General Offices
Milwaukee, Wisconsin, U. S. A.

CHICAGO
ST. LOUIS

Sales Office
DETROIT
MINNEAPOLIS

DENVER
COLUMBUS



SPECIAL CONSTRUCTORS OF DIES FOR MACARONI, SPAGHETTI AND FANCY PASTES

Our dies insure uniform and well-shaped Macaroni,
—Vermicelli,— Noodles and Fancy Pastes.

Our factory is conveniently located for prompt
service to macaroni manufacturers in the central
part of the country.

Our Repairing Service Is Unexcelled
Both Material and Workmanship Guaranteed

We build and repair Macaroni Machinery; also get
our prices on Machines and Dies before placing
your order.

A. COSTA BROS.

154 N. Sangamon St. near Randolph St.
CHICAGO, ILL.

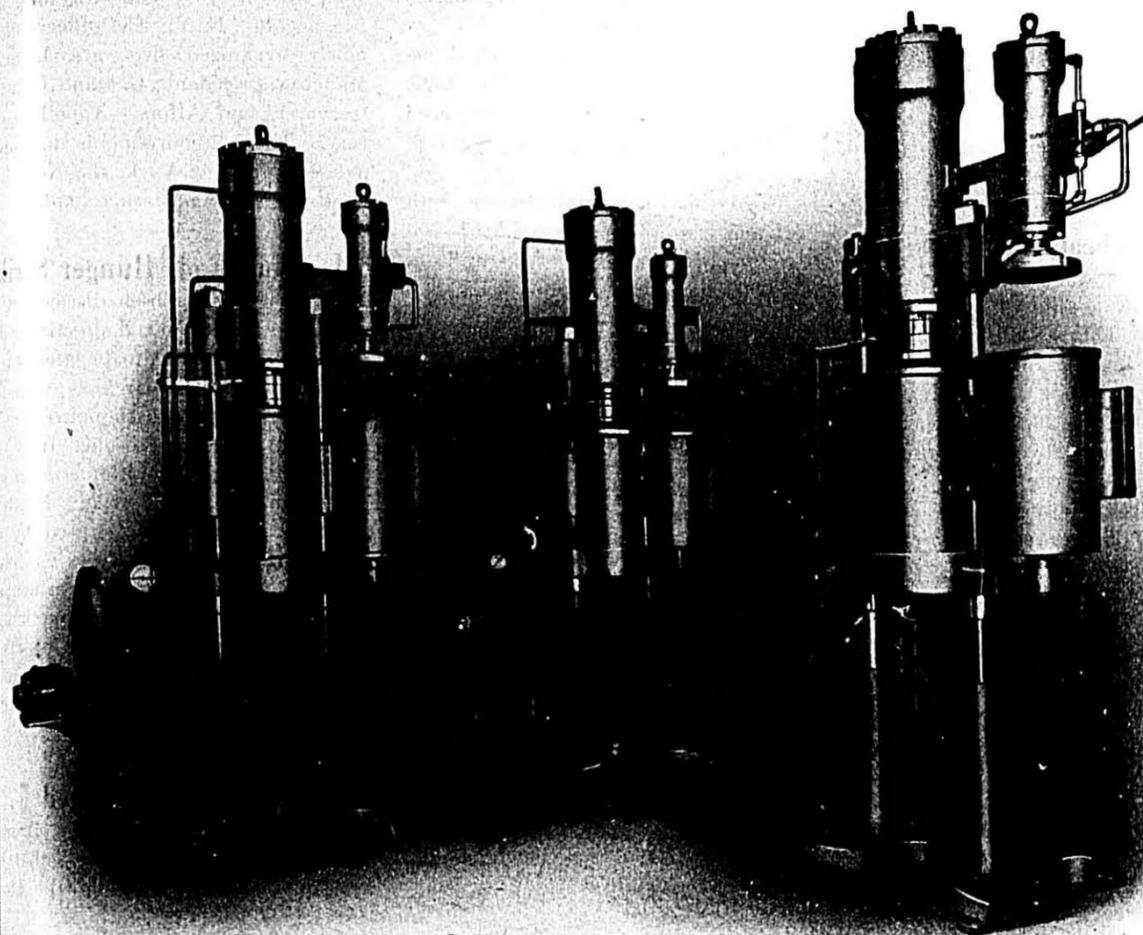
COMMANDER

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



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.

officers are Max Abramchik, vice president, and A. J. Lenzen secretary and treasurer. The new company assumed control of the plant with a paid up capital of \$65,000. It enjoys a good business in the southern states, Mexico, Central America and Cuba.

Wheat Figures

Some interesting figures on wheat have been made public by an authority in Minneapolis that will prove of interest to all semolina and flour users. A comparison is made between amounts on hand on Sept. 25 last as compared with that shown by the records for the same date a year ago.

The visible supply of all wheat, according to this authority, on Sept. 25, 1920, was 26,344,000 as compared with 81,683,000 bushels a year ago, with 16,000,000 bushels of this amount awaiting shipment to Europe.

The stock on hand in the Minneapolis market on that date was 1,047,597 bushels as compared with 4,918,000 reported on that market a year ago.

Duluth reported 2,889,637 bushels in stock as compared with 1,264,559 held there last year.

The primary receipts to Sept. 25 were

104,991,000 as compared to 177,852,000 on the previous year.

The amount of wheat exported between July 1 and Sept. 25, 1920, amounted to 123,187,000 as compared with 88,605,000 for the same period last year.

The estimated crop including both soft and winter wheat was 770,015,000 as of Sept. 25, 1920, compared with 940,987,000 of last year.

Rome Plant Sold

The Rome Macaroni Manufacturing Co. of Rome, N. Y., has disposed of its plant to the Ames Van Aker Mfg. Co., which plans an extensive readjustment of the machinery so as to manufacture bags instead of macaroni products. G. C. Reid, president of the retiring macaroni company, and a practical manufacturer, has as yet no definite plans for the future.

Fiume Company Organized

Pietro Romano, for several years connected with the Roman Macaroni company of Scotia, N. Y., has accepted a similar position with the newly organized Fiume Macaroni Manufacturing

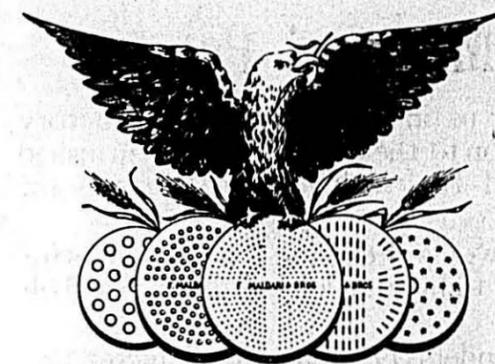
company of 100 Van Guysling av. Schenectady, N. Y. The officers of the newly organized firm are Leopold Mancuso, president; Gaetano DiLoret, treasurer, and Alfonso Appollo secretary. The company plans to supply demands in New York, the New England states and eastern Canada.

Macaroni Ends Hunger Strike

Another use has been discovered for a delicious, palatable and appetizing dish of macaroni according to dispatches from Europe. Several anarchists who had been arrested for participation in the riots last June in Ancona, Italy, attempted to obtain liberation from prison by starting a hunger strike. Foods of all kinds were sternly refused by the strikers until the authorities conceived the idea of placing before them heaping dishes of well prepared, appetizingly flavored macaroni. The hunger strikers fell for the ruse and rapidly devoured their favorite dish and the hunger strike quickly ended.

Receiver Appointed

A question of control of the California Macaroni Co., San Francisco, that has been in controversy among the stock



What Our Customers Say

The following letters are from a large western firm who use MALDARI'S INSUPERABLE BRONZE DIES, with removable pins.

Letter No. 1—"Enclosed find order for two Elbow dies of your INSUPERABLE BRONZE with removable pins, also imprint of Elbow die which we are now using. We are sending you under separate cover Elbows manufactured by us which are *not very satisfactory*."

Letter No. 2—One month later—"We received your Elbow Macaroni INSUPERABLE BRONZE DIES with removable pins which worked out to great success. I have to compliment you on same. They are the *best* material and workmanship ever seen out west."

"Enclosed find another order for TWO Macaroni dies to be made of the same material as the last shipped us."

YOU CAN SECURE THIS SAME RESULT

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. CAN WE SERVE YOU?

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.

holders was brought before Superior Judge Bernard J. Flood for settlement. He appointed Gay Lombard, formerly vice president and general manager, as receiver of the concern. This company is one of the leading enterprises of its kind in the west and the fight for its possession promises to be a bitter one, according to reports from the Pacific coast.

"Flour Macaroni" Defined

A simple, yet thorough explanation of what constitutes "flour macaroni" and "flour spaghetti" appeared under the heading "Question and Answers" in the Sept. 3 issue of The Retail Grocers' Advocate. Such information passed on to the consumer through the retailer will prove educational and be of great benefit to manufacturers who desire to sell their products on their merits. The statement says:

Question.—What is meant by "flour macaroni" and "flour spaghetti"? Aren't all macaroni and spaghetti made from flour?

Answer.—Real macaroni and spaghetti are made from the semolina of hard wheat. Semolina is obtained from the best part of the wheat kernel and

differs from flour in that it can be cooked as a breakfast food, which, of course, is impossible with flour. During the war, substitutes for semolina of hard wheat were permitted by the United States Department of Agriculture for the manufacture of macaroni products because of the urgent necessity for conserving wheat. With the removal of this necessity, the department prohibited the use of substitutes in the manufacture of macaroni, spaghetti, and similar products, unless the facts are plainly stated on the label. Products made from flour, or from a mixture of flour and semolina, may not be labeled "macaroni" or "spaghetti" but should be labeled as "flour macaroni" or "flour spaghetti", etc., as the case may be.

Fire Damages Plant

Fire caused by crossing of electric wires in the Illinois Macaroni Co. plant at 1306 Belmont av., Chicago, on the night of Sept. 30, caused a loss of about \$10,000 to machinery and equipment. The damage caused a temporary shut down of part of the plant. The flames and smoke trapped the watchman on the third floor of the building and he

sustained a slight injury to his hand making his escape. The machinery was quickly repaired and full production was resumed within a few days.

Patents and Trade Marks

La Mia Bandiera

Rights for the exclusive use of the trade mark, La Mia Bandiera, were granted on Sept. 7, 1920, to Ettore M. Schisa of Syracuse, N. Y., and Lebanon Pa., by the U. S. patent office. Application was made Nov. 3, 1919, and published May 18, 1920. It is registered as No. 134537. The owner claims use since Jan. 1, 1918.

Bona

Application for exclusive use of trade mark consisting of a rectangle in which the word "Bona" (meaning good) is placed diagonally through the center, the upper triangle showing a horn of plenty from which various shapes of macaroni products are shown, the lower triangle showing a field of wheat sheaves, has been applied for by the Dundas Food Products corporation, according to a published notice.

INVESTIGATION

of the merits of the

PURE AMBER 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.

Established 1861

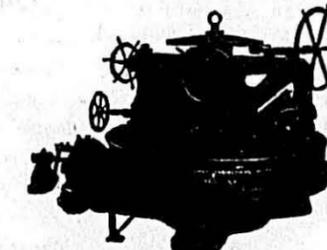
ELMES
CHICAGO

Incorporated 1895

Builders of Macaroni, Spaghetti and Paste Goods Machinery



Motor Driven Dough Kneader No. 1486



Motor Driven Dough Kneader No. 1382

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



Three Plunger Vertical Pump No. 549

High Grade Machinery Only



Hydraulic Macaroni Press No. 1110

Greater Output With Less Maintenance

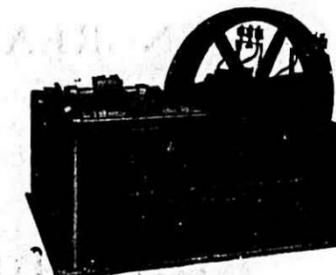


Inverted Tank Weighted Acc. No. 1232



Horizontal Dough Mixer No. 1487

Horizontal Short Cut Presses



Four Plunger Horizontal Pump No. 9

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

Charles F. Elmes Engineering Works

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

by the U. S. patent office on Aug. 31, 1920. The applicant claims use since Sept. 1, 1919, on its macaroni products.

No claim is made to the word "bona" apart from the mark shown. Application was made Dec. 22, 1919, and was given serial No. 126307. At the same time this company filed claim for exclusive use of a trade mark showing the word "bona" in large letters written at a right slant through a square in the upper left triangle of which is shown a hemisphere on a crossed anchor and Roman standard. It desires to use this on wheat flour and macaroni products, claiming use since Sept. 1, 1919. Objections must be filed within 30 days after publication.

Diana

The Modern Macaroni Mfg. Co. of Brooklyn on June 29, 1920, filed application for exclusive use of the "Diana Brand" for use on macaroni products. The company claims use since Sept. 1, 1919, and its application was published by the patent office Aug. 31, 1920, and given serial No. 134377. Objections thereto must be filed within 30 days after publication. The trade mark presents the figure of the winged Diana

carrying a laurel branch in her right hand and a floral wreath in her uplifted left hand, atop the picture of the earth.

The words "Diana Brand" appearing in white in a black field extending either side of the winged figure. The word "brand" is disclaimed apart from the other features of the mark.

Queries and Answers

(Comments on any of the Queries or Answers herein contained are always welcome from the experienced men in the industry. They will be published with or without the signature of the writer as desired.)

Macaroni Exportation and Origin

Query: "Have you any data on the amount of macaroni annually exported from the United States, where the shipments originate and what type of boxes are in most general use for such shipments?" asks a box manufacturers association.

Answer: Authentic figures on macaroni exportation are hard to obtain as government combines macaroni statistics with those of other foodstuffs in compiling its records. The amount ex-

ported increased considerably during the war.

Macaroni shipped to European countries originates principally in the eastern and central states, which also supply a good share of the Central and South American demands. This latter market is also supplied by the plants in the southern part of the country and those on the Pacific coast. The Orient is supplied principally from the western coast plants.

The kind of container utilized varies though all are within the requirements of the ocean shipping rules. Wooden boxes bound with wire or steel bands predominate.

Export Price

Query: "We would appreciate your efforts in obtaining for us the export market price on macaroni which was being quoted on March 30, 1920, boxes wire strapped at both ends, price for merchandise delivered f. a. s. New York," asks an eastern exporting firm.

Answer: We have no such record in this office but an effort will be made to obtain this information for you if possible. (The Editor will appreciate getting this information from any one in a position to give it.)

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INCREASED

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

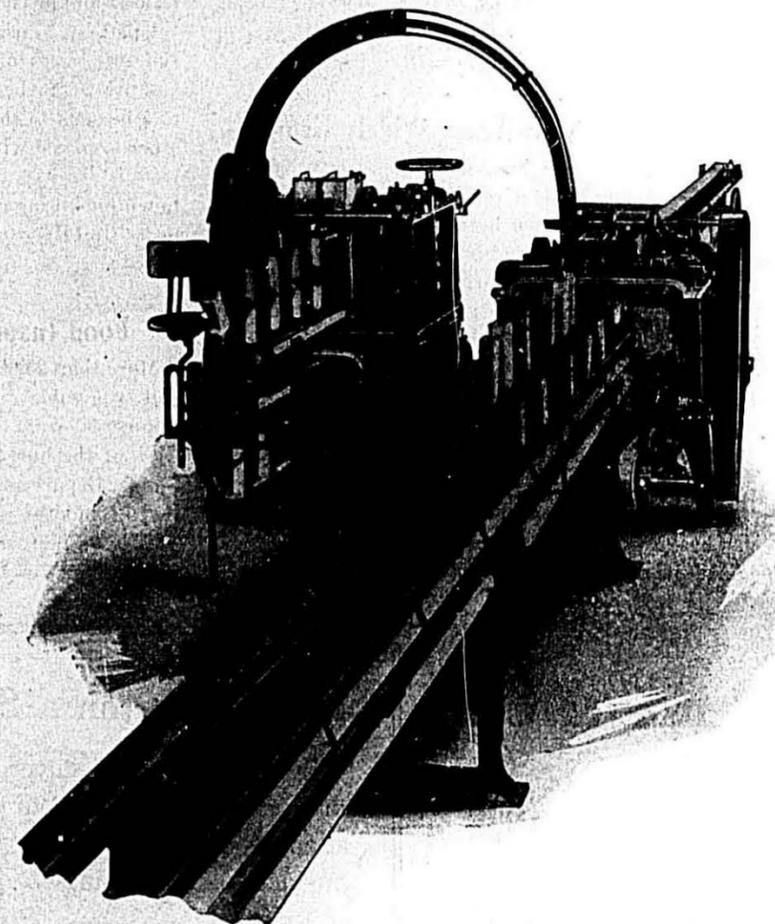
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Manufactured by

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PRODUCTION and EFFICIENCY GOVERN YOUR PROFITS

60 Complete Packages Per Minute.



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

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

All machines made adjustable for handling different sizes.

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

Catalog Upon Request

Johnson Automatic Sealer Co.

P. O. Box No. 482

BATTLE CREEK, MICHIGAN

Grain, Trade and Food Notes

Crop Estimates Western Canada

The latest published crop estimates place the 1920 yield for the three prairie provinces for wheat as follows: Manitoba, 45,679,000 bushels; Saskatchewan, 136,680,000 bushels; Alberta, 66,386,000 bushels; making a total of 248,745,000 bushels. In Manitoba about 50 per cent of the wheat has been thrashed. In Saskatchewan and Alberta the percentage is much less, as there has been considerable delay as a consequence of rain. In the three provinces there were sowed to wheat 15,621,000 acres; to oats, 9,919,000 acres; barley, 1,763,000 acres; and flax 1,178,000 acres. The wheat yield in Manitoba was 17 bushels to the acre; in Saskatchewan, 14½ bushels; Alberta, 19 bushels. It is estimated that the wheat crop alone will be worth \$600,000,000.

Wheat Price Fixed in Belgium

The government wheat purchasing commission at Brussels, Belgium, has

fixed a minimum purchasing price for native cereals to be effective up to Jan. 15, 1921, according to the American consulate there. The established prices are as follows: Wheat, \$1.66 per bushel; maslin, \$0.261 per pound; rye, \$1.38 per bushel; spelt, \$0.92 per bushel. The above prices are based on rate of exchange prevailing on Sept. 9.

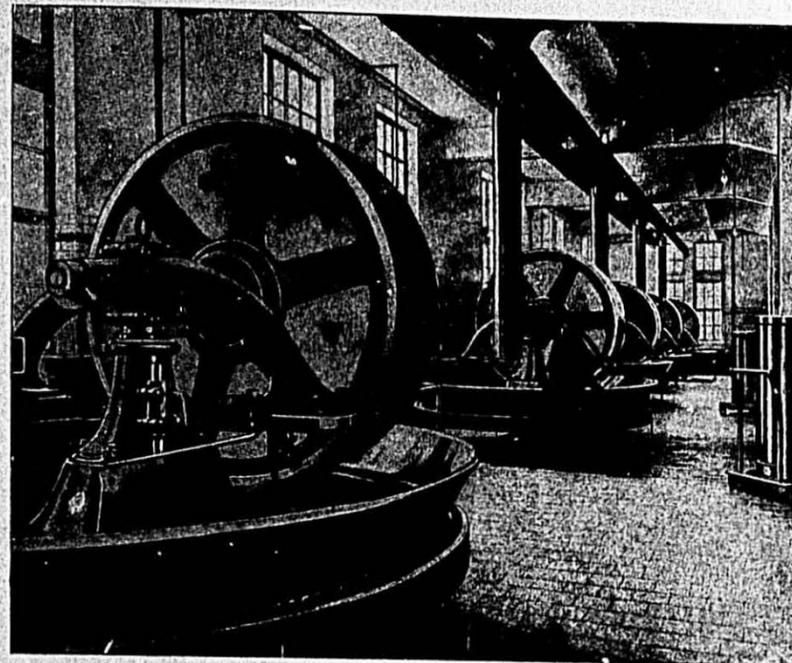
New Wheat Widely Grown

Deep interest in the success of kanred wheat reported from Kansas is being shown by specialists of the bureau of plant industry of the United States Department of Agriculture. According to reports this year's acreage of kanred is estimated by Kansas authorities to have been about 500,000 acres. Of this total area 15,000 to 20,000 acres, grown by selected farmers, have been carefully inspected in the field by representatives of the Kansas agricultural college and certified as furnishing sources of seed of high quality and purity. Kanred is a variety of hard red

winter wheat developed by the Kansas agricultural experiment station. It was obtained by selection from the Crimean variety of hard red winter wheat introduced from Russia by the bureau of plant industry and widely grown in Kansas and adjacent states. It was developed by Kansas scientists with special reference to conditions there and has proved to be a better yielder by 3 to 5 bushels to the acre compared with other hard red winter wheat. Its better yield is due in part to greater resistance to winter killing and to rust and in part to its slightly earlier ripening, say specialists.

Food Inspection Service

More than 25,000 inspections of fruit and vegetables moving in interstate commerce were made by representatives of the bureau of markets, United States Department of Agriculture, in the 12 months ended June 30, 1920. This is an increase of 78 per cent over inspections for 1919. By use of the



BUHLER'S DOUGH KNEADER

Buhler's Kneader is now being copied, a poor imitation, claimed to be just as good and cheaper.

We do not copy, but are pioneers and leaders for 60 years, furnishing macaroni machinery to the discriminating manufacturer who wants the best.

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Frederick Penza & Co.



Special Constructors of
**COPPER and BRONZE
MOULDS**

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Also Steel Supports with Copper Leaves
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REPAIRING OF ALL KINDS OF MOULDS

We Guarantee the Best Material and Workmanship.

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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.

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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.

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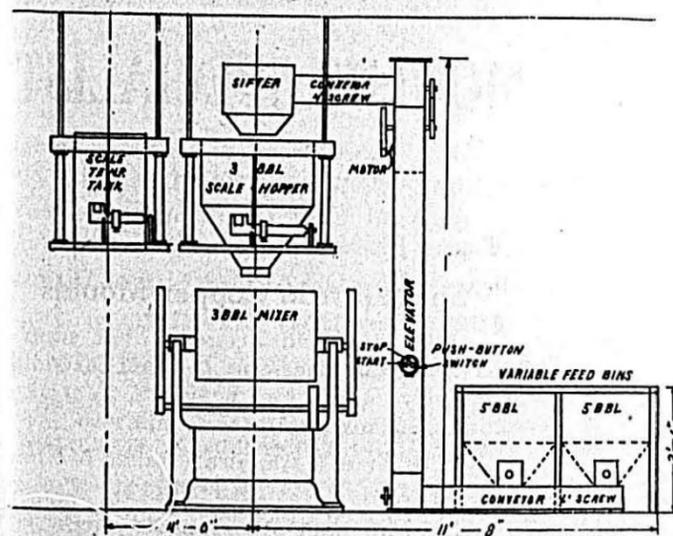
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Equip your macaroni plant with our machine embodying all these essential features.

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Installed in many macaroni plants. Write now for descriptive literature and prices

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food products inspection service shippers, receivers, and others interested can obtain sworn statements attesting condition of perishable products received at central markets. With immediate evidence of the condition of the food sales are made promptly, thereby facilitating distribution of the products handled. This prevents deterioration and waste on account of delays resulting from disputes as to the condition of products, hastens the release of cars and prevents unfair trade practices.

Prelude Wheat

A new variety of wheat reported as discovered at the North Central experiment station at Grand Rapids, Minn., is not a durum as at first intimated, but a bearded spring fife. Attention has been directed to this misreference by the superintendent of the station, who says that the new variety, known as Prelude wheat, is a very early and hardy, short strawed variety which can be recommended as one of the best hard spring wheats for planting in the northern tier of states, because of its quick growth and the short, stiff straw which insures against lodging. Experiment stations of the northwest and the vari-

ous agricultural extension organizations are strongly urging farmers of that section to give this new variety a fair trial on a part of their land next spring.

Japan Wheat Export

Increased exportations of wheat from Japan to Europe created by a shortage of supply in various sections of the world, are reported by Consul General George H. Seidmore, of Yokohama. Large orders are being received from England and about 20,000 tons of Manchurian wheat in bonded warehouses in Kobe and Yokohama will have early shipment. Large quantities are reported to be ready for shipment from Darien to certain European ports. It is also suggested that the dull period in the flour trade will operate to increase the export of wheat from that country.

Requisition Price Italian Wheat

Commercial Attache Alfred P. Dennis reports from Rome that the basic requisition price to be paid by the Italian government for all soft and medium hard wheat grown in Italy during the harvest season of 1920, which was originally fixed on May 29 at 90

lire per quintal, was advanced on July 5 to 100 lire. (Lira at par exchange equal \$0.193; quintal equals 220.4 pounds.) This higher price was set in response to the contention of many growers that the price of 90 lire was too low and would not cover the cost of harvesting a quintal of wheat in many sections of Italy this year. The 10-lire increase in the requisition price is a partial concession to the cultivators whose attitude is justified to some extent, as far as the present season is concerned, by the extreme drouth that has prevailed throughout Italy the past winter and spring.

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If you once get into the habit of telling the truth you will find it much easier than lying. Save and have—Thrift Stamps and W. S. S. A rolling fancy gathers no Thrift Stamps. Be frugal and free—to buy Thrift Stamps and W. S. S. Look before or you'll find yourself behind in W. S. S. "Get what you can, and what you get hold, applies to W. S. S. If you pay too much for your whistle you'll have too little to buy W. S. S.

When you watch your watch and not yourself, watch out.

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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

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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.

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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.

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Make any kind desired. Steel 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.

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The New Macaroni Journal

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

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

PUBLICATION COMMITTEE

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

SUBSCRIPTION RATES

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

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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.
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Vol. II October 15, 1920 No. 6

Executive Committee Meeting

A special meeting of the executive committee of the National Macaroni Manufacturers association was held in Chicago on Oct. 1 to consider the affairs of that organization and one of the first acts of the session was to issue a call for a meeting of the macaroni manufacturers of the country who are regular members of the association. This convention will be held Nov. 16 in Atlantic City, at a hotel to be selected later. Matters of particular interest to the industry will be considered at this special session.

The meeting ordered the national secretary to send a copy of the resolution adopted Jan. 15, 1919, showing the industry as a whole to be against the practice of "Guaranteeing Prices Against Decline" as this practice was to be given a hearing before the federal trade commission on Oct. 5.

Regular membership was voted to the Quaker Oats company of Chicago which is to be represented in the national association by R. Douglas Stuart.

The secretary was authorized to obtain necessary supplies and fixtures for his office and to attend several conven-

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- One Cevasco, Cavagnaro & Ambrette hydraulic macaroni press 12½ in. double cylinder, complete with 12 moulds.
- One 10 in. double cylinder hydraulic press complete with 9 moulds.
- One dough kneader of 1½ barrels capacity with automatic dough turner.
- One dough mixer of 1½ barrels capacity, complete with power pump.

Will sacrifice all for \$5000.

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tions to look after the interests of the national association.

Nothing definite was done about the next convention, though French Lick, Ind., seems to be the choice for the 1921 gathering.

An invitation to the American Specialty Manufacturers association convention to be held the week of Nov. 17 in Atlantic City was accepted and as many of the macaroni manufacturers as possibly can are urged to attend.

Tested Macaroni Recipes

For use by manufacturers, jobbers and retailers in stimulating consumption by teaching proper methods of preparation of appetizing dishes.

Spanish Spaghetti

Cook two boxes spaghetti in salt water until tender. Drain. Fry in bacon drippings, small green peppers and two medium sized onions. After these are fried add one half pint canned tomatoes. Pour this mixture over the spaghetti and cook slowly, salt to taste.

Macaroni and Meat Hash

Boil a quarter of a pound of macaroni, drain and put it into a buttered

casserole, adding a little clarified sage fat. Push the macaroni to the sides of the dish, and add a sprinkling of grated cheese. Fill the center with chopped cooked meat of any kind, with which a little sausage has been mixed. Moisten with meat stock. Place in the oven until thoroughly hot. Serve in the casserole.

WANT ADVERTISEMENTS

Five cents per word each insertion.

FOR SALE

2 Vertical Hydraulic Presses Cevasco Cavagnaro Ambrette dia. 12½" with automatic packed double cylinder with dies; 1 Horizontal Hydraulic Press, same made for short good double cylinder, with dies; 1 Vertical Walton Screw Press 17" with dies; 1 Vertical Walton Screw Press 13½" with dies; 1 De Francis Kneader 1 Bl.; 2 Kneader Cevasco Cavagnaro Ambrette 1 Bl.; 1 Kneader Cevasco Cavagnaro Ambrette 1½ Bl.; 1 Mill. For particulars inquire to American Macaroni Dies, Inc., 234 Atlantic Ave., Brooklyn, N. Y.

We have in charge the following macaroni machines for sale: Three 10" Vertical Hydraulic Presses; One 10" Hydraulic Press; Four Kneaders, Two 1 Bl. and Two 1½ Bl. C.C. Ambrette; Two Vertical Walton Screw Presses 17" with dies and 13½" without; One Machine for Fancy egg Noodles with three dies equipped with a Reversible Dough Breaker both 20" practically new ready for shipment American Macaroni Dies, Inc., 234 Atlantic Ave., Brooklyn, N. Y.

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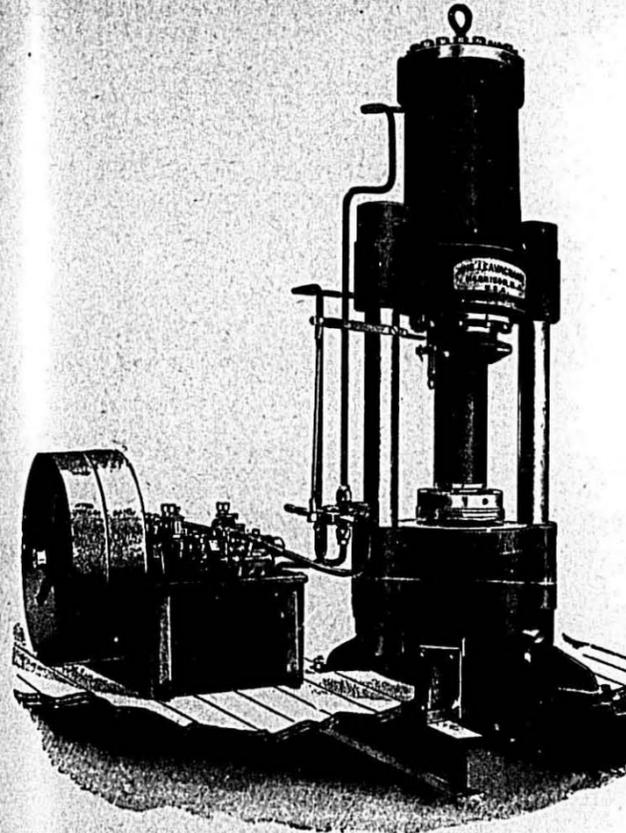
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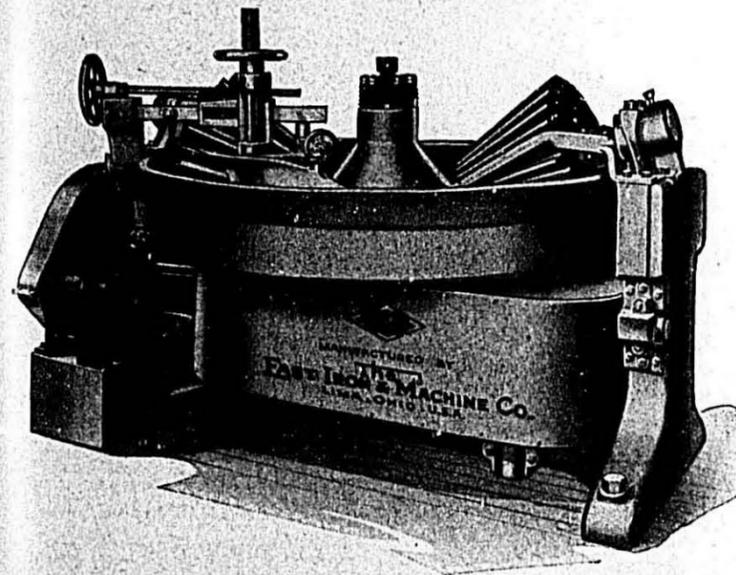
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The Kneader you need to knead the dough.

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.



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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 composed of twelve different ingredients including mushrooms, and once used in the home will become a positively keep and will never or disintegrate. This sauce will in any climate settle, coagulate



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Special equipment and a complete, well-trained organization combine to produce durum products which are known throughout the country for their high quality.

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Vi saremo grati se offrirete ai nostri rappresentanti l'occasione di discutere con voi in merito ai vantaggi che otterrete usando la nostra SEMOLINA No. 2 o la farina DURUM FANCY PATENT per la manifattura dei migliori maccheroni.

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