

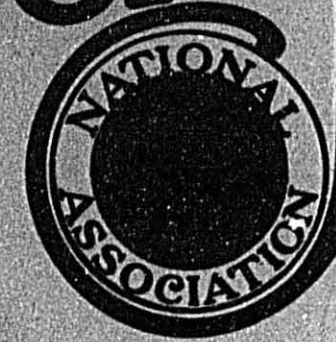
**THE NEW
MACARONI
JOURNAL**

Vol. 2, No. 10

**February 15,
1921**

The New
Macaroni Journal

Minneapolis, Minn.
February 15, 1921



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

Volume II

Number 10

Nation-Wide Window Display

The LENTEN SEASON is the Alimentary Paste Manufacturers' natural HARVEST SEASON.

Will that of 1921 be bounteous or ordinary?

That will depend entirely on the attitude of the manufacturer, the distributor and the retailer.

The housewives of the country are in a receptive mood during this season, awaiting your suggestions. Don't disappoint them.

Capitalize the LENTEN SEASON by doing your part in the National Window Display campaign suggested in this issue.



"Sam, I notice
Johnson's shipments
are in better shape lately."

Cut Down Shipping Losses

Pack your goods in better containers—your trade will notice it—and appreciate it. Pack your goods in light, sturdy, durable Andrews Containers—insure the safe arrival of your outgoing shipments—and cut shipping losses to the absolute minimum.

Andrews Corrugated Fibre Containers are built to stand the bumps. They are made of a tough, resilient material that absorbs the shocks and defies rough handling. Andrews Containers guard against damage to merchandise, reduce damage claims to

the lowest possible level, and eliminate tampering with shipments. When properly scaled, it is impossible to open them without mutilating the box beyond repair. Cheaper than wooden cases. The ideal container for your shipments.

Deliveries on Time

When you place an order with Andrews you can be sure of delivery being made on schedule. We own our own paper mill, timber lands, saw-mills and factories—every order is Andrews handled from the manufacture of the raw material to the production of the finished containers—which, aside from insuring prompt delivery, means a uniform product.

Andrews Service

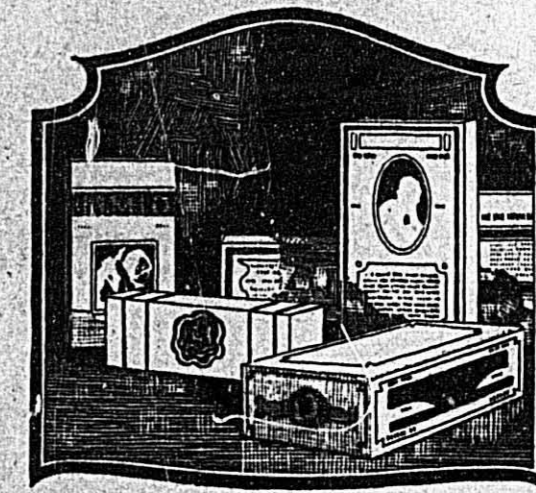
The manufacture of containers is a highly specialized business. The more expert advice you can get in deciding upon the proper size and style, the more satisfactory the final result will be. We maintain a staff of trained artists and designers who are at your service. Let them help you solve your container problem—at no extra cost to you.

O. B. ANDREWS CO., Box 303M, Chattanooga, Tenn.

Cartons and Shipping Containers for the Macaroni Trade

The only concern in the world manufacturing wooden, wirebound, corrugated fibre, solid fibre and folding cartons and containers and owning its own paper mill and sawmills.

Division Sales Offices in the principal cities of the United States.



Sell Identity with Your Goods

Put all the quality in the world on the inside of a package—and if you don't dress the outside of it attractively, you lose sales. For identity, design must count one hundred per cent—and that's the sort of package we turn out here at Color-Printing Headquarters in large lots or small.

The prime consideration is selling-force, conveyed in graphic pictures, well chosen colors, and production methods as modern as your morning paper. That's why U. S. labels and folding boxes are targets for the eye on a grocer's shelf. Buy identity here for your packages. The price will be right.

We invent tradenames and design trademarks. And we search titles of old ones. Our trademark bureau contains 730,000 trademarks registered and unregistered. Without charge, our customers may quickly ascertain whether or not any contemplated device can be registered, at a saving of time and money, and often avoiding troublesome and costly litigation.

THE UNITED STATES PRINTING AND LITHOGRAPH COMPANY
8 Beech Street, Cincinnati

JoLo PRODUCTS SERVICE Best

For Noodle Manufacturers!



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



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

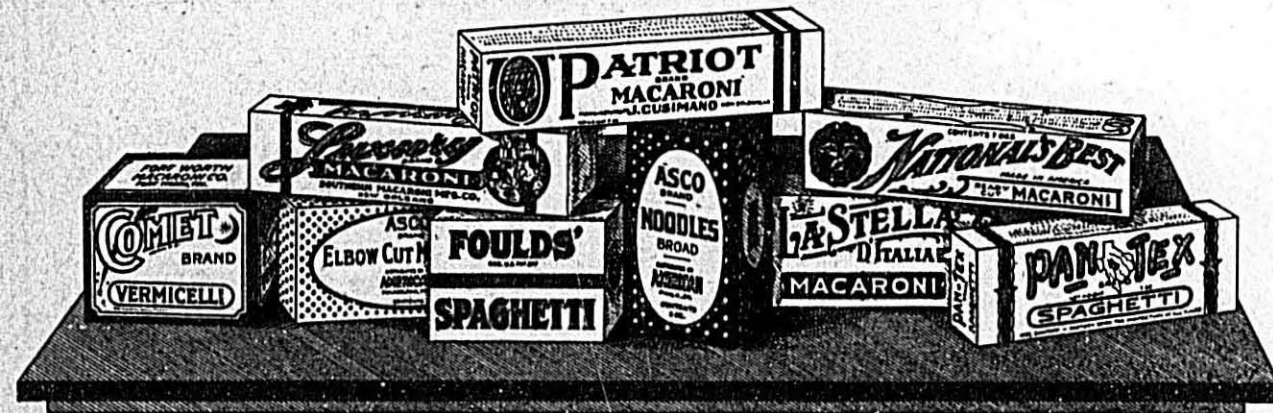
SAMPLES AT YOUR COMMAND

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

ALSO AT

LOS ANGELES BOSTON CHICAGO TORONTO

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



Quality like blood tells in the long run.

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

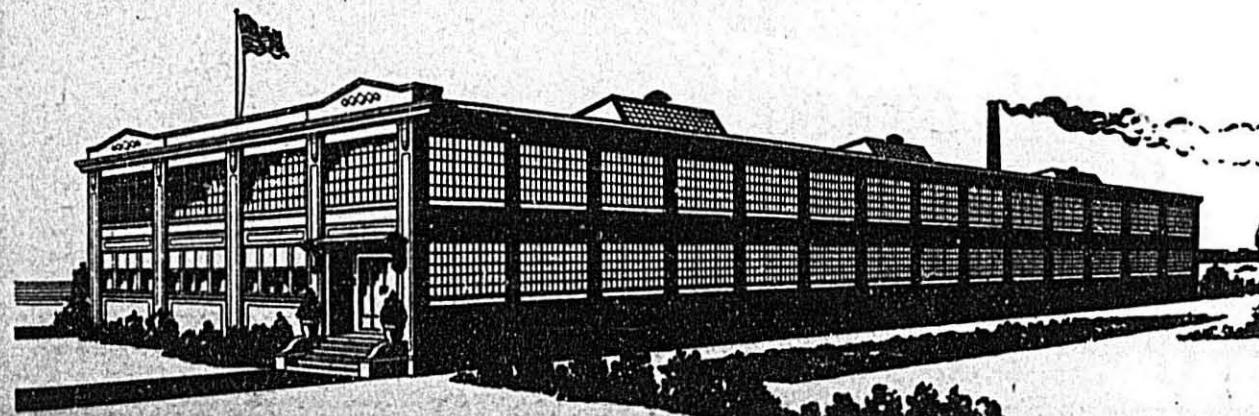
While price is an essential factor, it is Quality that makes the lasting Customer—the biggest asset in any business.

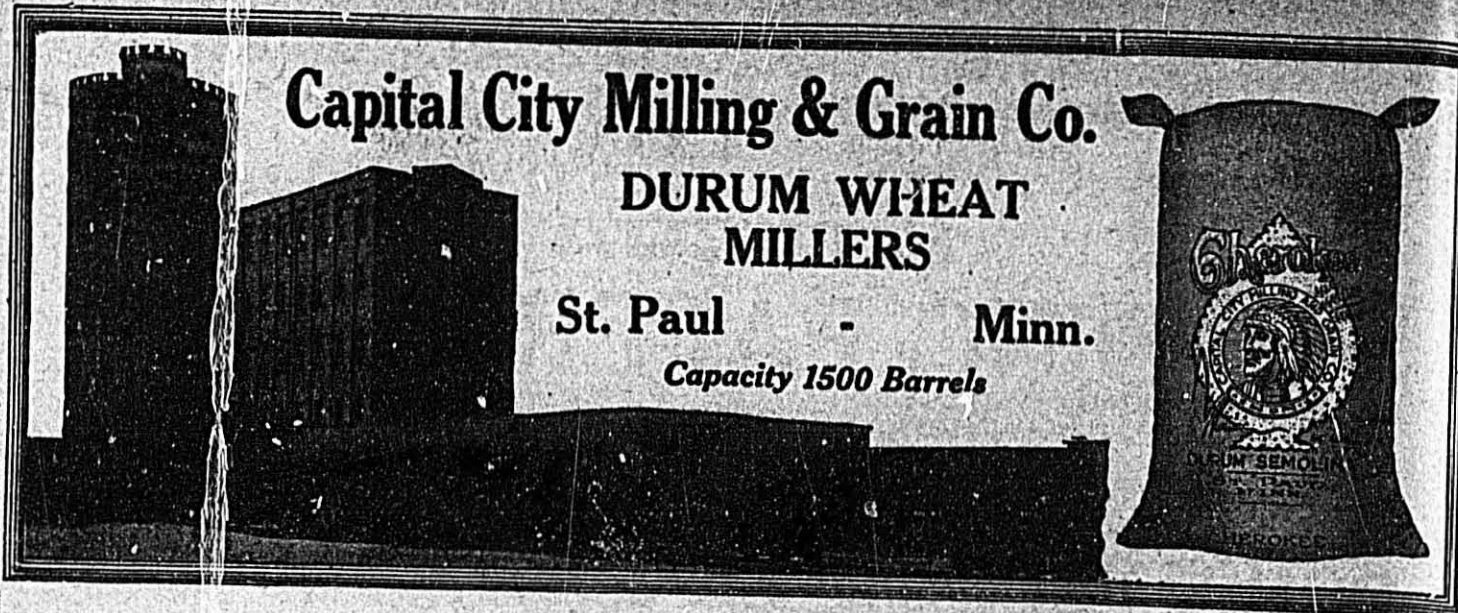
That's why we are always trying to make each order a little better than the previous one.

Your inquiries solicited.

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

THE GLOBE FOLDING BOX COMPANY CINCINNATI, OHIO





Capital City Milling & Grain Co.

**DURUM WHEAT
MILLERS**

St. Paul - Minn.

Capacity 1500 Barrels

SEMOLINA

from

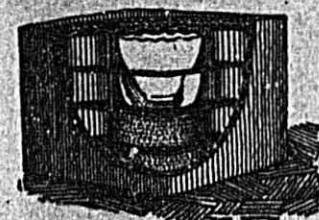
DURUM WHEAT

Quality

Guaranteed

*Ask for Samples
and Delivered Prices*

Capital City Milling & Grain Company
ST. PAUL, MINNESOTA



PROTECTION in transit for his extremely fragile products was obviously essential to this manufacturer. Specially constructed H & D boxes are now safeguarding all his shipments.

HERE H & D Boxes solved the packing problem for a manufacturer of heavy alundum grinding wheels. These wheels are packed and shipped in H & D Boxes to all parts of the world.



Better Packing for Every Product

FROM containers and packing for fragile glassware to sturdy boxes for heavy alundum grinding wheels, suggests the great range of packing requirements so successfully covered by *H & D Corrugated Fibre Board Packing Materials.*

Each of the products above, presented a packing problem widely different from the other; yet the manufacturers of both articles declare the H & D way of packing their respective products, *the most economical and safest method ever employed.*

Economically, *Hinde & Dauch Corrugated Fibre Board Boxes, Containers and Auxiliary Materials* are unequalled and there is no reasonable packing requirement that they cannot successfully meet.

Let us show you how satisfactorily *your* packing needs can be served with H & D boxes, containers, tubes, pads, and partitions. Send us collect, a typical sample shipment of your products, and our special service department will return them to you prepaid, packed in a made-to-fit H & D Box. This is a free demonstration and places you under no obligation.



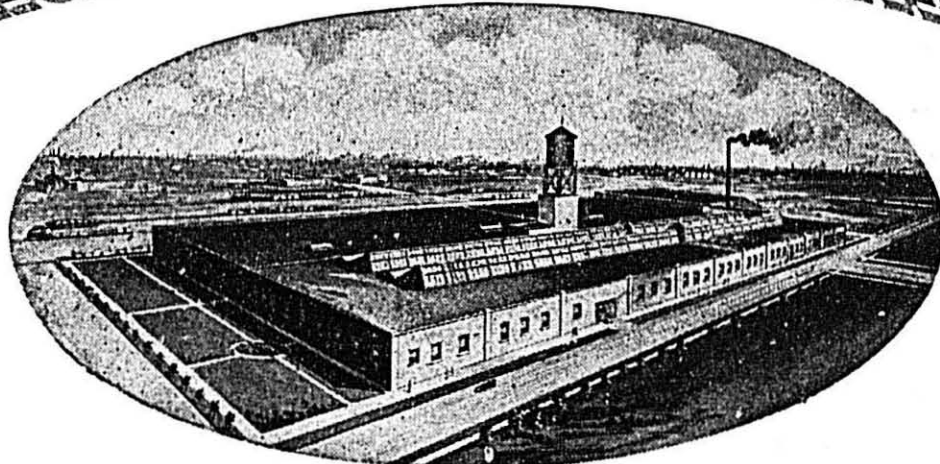
The HINDE & DAUCH PAPER CO.
220 Water Street Sandusky, Ohio

Toronto, King Street Subway and Hanna Avenue

CHICAGO CARTON COMPANY

HOME OFFICE
AND FACTORY
4433 Ogden Avenue
CHICAGO

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Lawndale 906

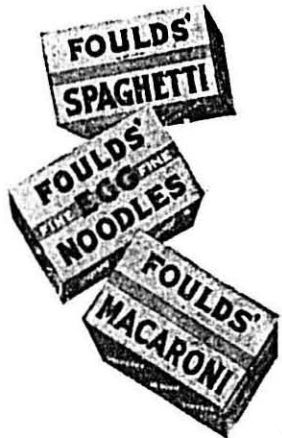


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FIBRE SHIPPING CASES
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Manufacturers of

MACARONI, SPAGHETTI AND NOODLE CARTONS

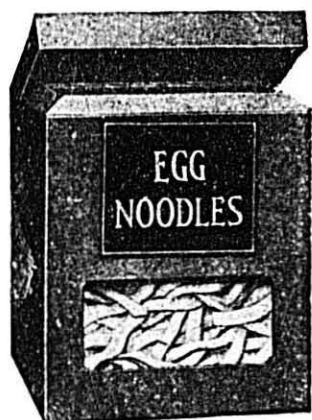
*Of Superior Quality, Artistically Designed to
Sell Your Product*

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

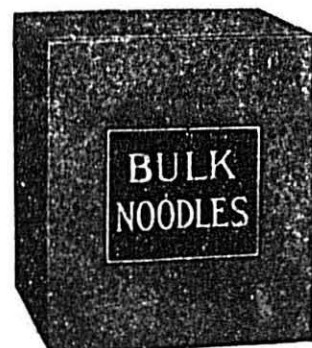
Excel-all and Perfection Caddies are carried in both the blind and display styles

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

Write for Samples and Prices



EXCEL-ALL
DISPLAY CADDY



PERFECTION BLIND CADDY

WASHBURN'S BILL DURURUM SEMOLINA

*Fine
Medium
Coarse*

Eventually Why Not Now?

WASHBURN CROSBY CO.
MINNEAPOLIS, MINN.

USE DURUM SEMOLINAS

For Macaroni and Noodles

Unequaled in Color and Strength



YERXA, ANDREWS & THURSTON
MINNEAPOLIS, MINN.

MACARONI JOURNAL

National Window Display Week

The Lenten Season of 1921, coming as it does so closely on the heels of the worst slump ever experienced by manufacturers of alimentary pastes, offers an opportunity for increased business that should be taken advantage of to a far greater extent this year than ever before attempted by the industry.

All will agree that conditions warrant consistent concerted action as well as individual initiative.

For forty days, a large percentage of the American housewives will be worrying about what to prepare in the way of tasty meals for the household and still provide the variety that is welcomed at this season.

Alimentary paste products are ideal for Lent. To a greater or a lesser degree housewives know of the food value and tastiness of macaroni, spaghetti and noodles as a food. But unless reminded in season through gentle hints and suggestive recipes by those most directly interested, the manufacturers, the distributors and the retailers, this food will not be served nearly as often as it should be. As a hint is probably all that is necessary, unite in giving it in an impressive and suggestive manner.

Lent began February 9 and ends Easter Sunday, March 27. Proper publicity should lead to the use of one or another of our products at practically every big meal during these six weeks. Should this be accomplished, what a wonderful effect it will have on the industry at this critical time.

To promote the sale of alimentary paste products on the scale desired, we suggest that united efforts be made along the following lines:

1. Advertise your particular brands in national and sectional publications and in the local press.
2. Dictate interesting macaroni stories, interspersed with recipes for use on the women's page of widely read papers.

But what we particularly recommend is that manufacturers, distributors and retailers join in promoting a National Window Display that will take in every grocery window and counter in the country. This can be put over at a very nominal expense.

For instance, package goods manufacturers should suggest that use be made of their packages in appropriate displays, and if necessary loan a sufficient number of empty cartons for this purpose.

Bulk goods manufacturers should encourage display of their best products in attractive containers and in appealing

formations. For this display, use all kinds of macaroni, spaghetti, short cuts, noodles in all the various assorted sizes, shapes, etc. Arrange them in a way sure to attract the consumer, the passerby, in fact every one who sees the display, with the prime idea of creating in them a longing for this particular food.

Advise those putting on this display to show such foods as naturally accompany these products, such as tomato pastes, macaroni sauces, cheese, etc. Then on making a sale of alimentary pastes the retailer will have sold two or more articles instead of one.

The effectiveness of these displays can be augmented by liberal use of window cards, descriptive literature, suggestive recipes and other advertising matter. Its attractiveness is limited only by the amount of money a firm or individual appropriates for this particular effort, and the enthusiasm with which this suggestion is greeted by the retailer.

The real big macaroni and spaghetti week of the Lenten Season is unquestionably HOLY WEEK. Why not make them ALL BIG WEEKS? It can be done and it will be done in many localities. Why not in all?

The week beginning February 27 has been recommended as the National Window Display Week. It is most suitable, being the mid-season week of Lent, and should be made use of to the very utmost along the lines suggested here. Any other week during the season will do, so firms that find it impractical to put on this display at that time should do so as soon after as possible.

A nation wide display of our products in every grocery window! What a wonderful impetus this would give our sales! What a valuable amount of publicity it would give our products!

A general nation wide use of every retailer's window in the country during one or two weeks in Lent would prove a boon to the entire industry and is certain to rescue it from the slough of depression in which it has been floundering for the past six weeks.

Here's your opportunity. To grasp it means increased business. To neglect it means continued gloom.

Let manufacturers, distributors, salesmen and retailers unite in putting over this National Window Display of Macaroni products, whose benefits will be immediate, and thereby gain the everlasting gratitude of the American housewives whose meal-worries you will thus lighten.

Get busy on this suggestion immediately.

Remember National Window Display Week, Feb. 27-March 5.

Don't overlook Holy Week.

ARE YOU WORKING FOR A HIGHER TARIFF?

By Geo. J. McGee of the West Phila. Macaroni Mfg. Co.

Macaroni manufacturers have been in a quandary for some time about business conditions, which may be only temporary, but we cannot overlook the fact that profits have narrowed considerably or disappeared entirely. Present conditions are bad but the future looks even darker, unless we are able to convince the tariff commission that a considerably higher tariff is absolutely necessary to protect our industry.

I would like to ask each macaroni manufacturer in the United States: What have you done toward getting a higher tariff?

Gentlemen, if you have been careless in this matter, it is not yet too late to get to work. It does not matter whether you are on the Atlantic coast or on the Pacific coast or in the middle west; think tariff, talk tariff on every occasion where there is the slightest hope of the seeds taking root, and do not forget that increased tariff is the salvation of the macaroni industry. Our money, time and best efforts have been expended freely to attain our present standing. Is it possible that we are not going to expend some effort now to protect our business from foreign competition?

We are aware that the New York manufacturers are making a gallant fight in this matter. Also that Dr. Jacobs is working zealously at his post in Washington, or wherever the best interests of the cause can be served.

In Philadelphia, we are doing all we can to arouse enthusiasm and believe we are gaining momentum as we proceed, but so far we have not heard from Boston, Cleveland, Chicago and other sections. Surely, they are not neglecting such an important matter. We cannot shirk our responsibility nor shift the burden to other shoulders. Each and every one of us is duty bound to fight individually and collectively, as much as we are to look after the operation of our plants. If there is no additional tariff, it may not be necessary to look after a plant.

It may be of interest to the trade generally to know what we are doing in Philadelphia. We have formed a temporary organization called the Phil-

adelphia Macaroni Manufacturers association, to include all macaroni manufacturers in Philadelphia and surrounding points. It is our intention, when the proper time comes, to address a letter to each and every senator and congressman in the United States enclosing a copy of the brief submitted to the ways and means committee at Washington; to see those in our district, where it is possible. We are also writing to all mills grinding durum wheat asking them to spread the word among the farmers. We have assurance from several millers of their heartiest cooperation, as well as that of some shoo manufacturers.

We must not overlook the fact that foreigners are anxiously waiting the opportunity to get this business, which rightfully belongs to us.

There are a great many thousand men employed in the macaroni business and if we are flooded with imported goods it will add to the number of the unemployed.

As you are all aware, we are asking a duty of 3½ cents per pound on macaroni and 4 cents per pound on noodles. We have made this amount as low as we felt it would be safe to do and compete with foreign goods.

Let us all take a hand in this matter. If we do not ask, we cannot hope to receive.

SELL AT FAIR PRICES
By Felix Colavecchio of the Iowa Macaroni Manufacturing Co. Des Moines, Iowa

As practically all food commodities are a little lower, people naturally think that macaroni and spaghetti should follow in price reduction. When semolina sold for \$13.50 to \$14.50 per barrel, some manufacturers flooded the market with their product at as low a price as \$1.40 for two dozen 8-oz. packages and \$1.75 for 20-lb. boxes branded pure semolina, f. o. b. Des Moines, Iowa. Can any one tell how they did it? No manufacturer could compete with such prices, even though the dough used was of the poorest grade of flour. Such cutthroat competition does only harm to the industry and the sooner such business methods are abolished, the better it will be for the industry.

If macaroni sold so low when semolina was high, now that semolina is lower the people expect lower prices. Will any manufacturer today be able to sell lower than \$1.75 per 20-lbs. and \$1.40

for two dozen 8-oz. packages and make any profit?

Recently one of our local papers carried an ad announcing that a certain chain store was selling four packages of macaroni or spaghetti for 25c and one package free. I am at a loss to understand how a large manufacturer can put up a package that contains three ounces of egg noodle and four ounces of macaroni and make any money at this figure. It costs just as much to pack an 8-oz. package as a 3-oz. package and the package and container of that size cost just as much as the larger ones. This is a great setback to the industry.

We put in our bid to supply our state institutions and lost the business because Kansas and Nebraska firms bid 7c per pound delivered. Are we in business to lose money? If we are in business to make money, why don't we sell our products at a fair price. It is absolutely necessary that we manufacturers raise our prices, to save ourselves and at the same time put out a first class product.

As to the tariff on imported macaroni, I am in favor of 10c per lb.

Bolsheviki Working Days

A manufacturer who has had more than his share of labor trouble the past few years sends in a schedule said to have been adopted by the bolsheviki everywhere, and wonders if the radicals in his section of the country are not trying to put this schedule into effect in his plant as follows:

Each year has..... 365 days
If you sleep 8 hrs. a day, equals.... 122 "

This leaves..... 243 "
If you rest 8 hrs. a day, equals.... 122 "

This leaves..... 121 "
There are 52 Sundays..... 52 "

This leaves..... 69 "
If you have Saturday half holidays 26 "

This leaves..... 43 "
1½ hrs. daily average for lunch, sickness, etc..... 28 "

This leaves..... 15 "
Two weeks vacation..... 14 "

This leaves..... 1 day
This being LABOR DAY no one works.

"Figures do not lie, but sometimes liars figure," is an old saying, and the truth of it we will leave to the judgment of the employer.—Ex.

This Journal will work for you at a "shilling" a month.

Vital Message to Retail Grocer

Macaroni Manufacturer Shows in Cold Figures How Merchant Should Reap Profit and Increase Sales Volume By Asserting Right to Furnish Basic Food For Family Dinner.

By James T. Williams, President National Macaroni Manufacturers Association, at Twenty-fifth Annual Convention of Minnesota Retail Grocers and General Merchants Association, in St. Paul.

It is undoubtedly needless for me to tell you how pleased I am to appear before this convention both as a private individual and as president of the National Macaroni Manufacturers association. You no doubt all realize the extent of the personal pleasure I feel in coming before you due to my long and intimate connection with your association. The recollection of my relations with your members and the very pleasant connections I have had with your organization are among the most cherished memories of my life.

As president of the National Macaroni Manufacturers association I want to extend to you the hearty greetings of myself and fellow manufacturers throughout the United States.

Will Stimulate Sales

The macaroni industry has grown to be quite a factor in American business. We manufacturers feel, however, that a better understanding of the value of macaroni as a food; its place in the diet of the average family; the opportunities it offers as a business builder and business getter for you will not only stimulate this industry but be of great advantage to the retail grocer as a profit producer of great value.

Let me here remark that I believe that I have a real message which I think will be interesting and profitable not only to the retail grocers of Minnesota but to the retail grocers of the entire country.

Speaking as Former Grocer

Having myself served as a retail grocer for several years I had an opportunity to learn that the retail grocers, like all other business men, are seeking information and striving for ideas which will enable them to develop and increase their business.

So I am going to tell you something about the food macaroni in terms of profit to you.

Let me remind you that macaroni is now generally recognized as one of the best balanced foods in our diet. It is made from the most nutritious part of the wheat, which is in turn, in terms of bread, called the "staff of life." It is a healthful and wholesome food. It is rightfully served as the principal of

basic part of the dinner. This means that the meat dish or course may be eliminated when macaroni is served.

Point of Message

Now this is the point of the message I have for you, that the grocer should more frequently be considered when the principal or basic dish of the meal is selected.

What do I mean? Did you ever stop to consider the fact that while the retail grocer is generally considered the principal purveyor of foodstuffs to the public he is seldom called upon to furnish the foundation or basic food for the dinner in the American home? When the housewife ponders over the preparation of the meal and thinks "What shall we have for dinner", she invariably considers first the principal dish around which the dinner is to be arranged.

Principal Dinner Dish

When she does this, does she ordinarily think of the grocer as supplying the materials for this dish? I speak of the dinner because in the American home the dinner is the principal meal, whether it be served at 12 o'clock or 6 o'clock and it is the meal at which the greater portion of the foods purchased for the daily use of the family is consumed. The dinner is built around the principal dish.

Do you supply it? This principal dish usually is meat, fish, beans or macaroni. Meat or fish are invariably procured from the butcher next door or around the corner. If beans are selected the ingredients for their preparation largely come from the same source.

Where Grocer May Benefit

On the other hand if macaroni is determined upon as the principal food for the meal the housewife, after buying it from the grocer, purchases with it also from the grocer tomatoes, cheese, crackers, or other articles of food for its preparation. So it is not at all difficult to see that the sale of a 10c or 12c package of macaroni brings with it the sale of other commodities many times its value. The grocer furnishes not only the incidentals for the dinner but the entire meal. His sales are thus increased by the amount which would otherwise have gone to the butcher for roast or steaks

or chops, and as we will see the aggregate of this amount is very considerable.

Let us see what this means in dollars and cents to the grocer. We are told that the annual consumption of macaroni in the United States per capita is from four to five pounds. In many foreign countries where its use is better understood the per capita consumption is far greater; for instance in France and Italy it is from 35 to 40 pounds. There they have learned fully its true food value. On the basis of an 8 ounce package sold for 10 cents we find that the annual retail sales of macaroni in this country amount to \$80,000,000.

Expressed in Dollars and Cents

It is quite possible to assume that for every dollar's worth of macaroni sold by the retail grocer other goods, tomatoes, cheese, crackers, etc., of the value of at least \$2.50 are sold for its preparation. Therefore we can now credit the macaroni product with retail sales amounting to some \$280,000,000 annually, a large portion of which is due to its ability as a selling agent of other commodities. A sales agent such as this should not be ignored. Keep a supply of macaroni in the homes of your customers. It suggests to them its frequent use, which in turn suggests the purchases of various other commodities for its preparation as we have seen. It is the most profitable trade producer a grocer has.

Macaroni Not Side Dish

Again let me impress on you the advantage to be derived by you from giving the public to understand that macaroni is not essentially a side dish, but due to its wholesome sustaining character may very readily be made the principal article of food served at the dinner. As we have seen, a double advantage is then gained. You serve the whole meal not merely part of it. This may be done by the individual grocer from day to day.

You all know how frequently the housewife comes in to your place of business with the query—"What shall I serve for dinner today?" Generally her first thought is of the principal food around which the dinner is to be ar-

ranged. Is it to be meat or macaroni— butcher or grocer. Should a tastily prepared dish of macaroni be suggested, you will have the advantage of providing the entire dinner. She on the other hand will have gained the advantage of providing a tasty substantial meal for the family at a cost less than if steak, roast or chops had been served.

Value of Macaroni Sales

I hope I have brought home to you the value of your business of your macaroni sales not only for the direct results which they themselves produce but the incidental business which they develop. Also that I have shown you the great advantage to be gained by impressing upon the public that macaroni is essentially a basic food around which the entire meal may be arranged. That you will gain the advantage of supplying the substance as well as the incidentals of the dinner which in the aggregate is no small item in the way of increased sales.

Naturally our interests as manufacturers and yours as retail grocers are mutual. We have for years been striving to impress on the American public the value of our product as a basic food. With your assistance this can readily be accomplished. When this is done the benefit will come to us in increased sales of our commodity; to you it will come in the sale of this really basic food in increased quantities. You will furnish the meal not merely the "trimmings" for it,—also you will realize on the sale of the other commodities needed for the preparation of the macaroni.

Cooperation for Common Good

So let us join hands and reap the benefits from the distribution of this knowledge and the increased use of the macaroni product,—as a principal food served as the primary dish of the American dinner.

FOREIGN CROP PROSPECTS

Figures as of January 1, 1921—World Wide Survey and Digest of Outlook Based on Ground Production Data—Generally Favorable Reports.

At the beginning of the year 1921 the crop prospects in the southern hemisphere for the season 1920-21 were generally favorable.

The Argentine and Australian harvests were progressing more or less favorably, notwithstanding some injurious rain fall in both countries. Favorable harvest weather was prevailing and it was expected that the crops would com-

pletely recuperate from the slight damage caused by drought and hail in the earlier part of the season. Recent official estimates place the acreage of wheat as 15,014,000 acres.

As to Cereals

Up to date no official government reports on the production of cereals have been received, although earlier in the season unofficial sources placed the prospective yield of wheat larger than last year's crop, which amounted to 214,140,000 bushels. The prospects of crops in Australia were exceptionally good. Recent advices showed that some districts of New South Wales were yielding about 40 bushels of wheat to the acre. Unofficial estimates placed the total production of wheat for the commonwealth for the season 1920-21 at approximately 140,000,000 bushels. In the Union of South Africa beneficial rains had fallen and plowing was commenced in the Transvaal, Orange Free State, and Natal. Rain is also reported as falling in the drought stricken areas of the Cape Province. The latest available estimates for this country show the area of wheat to be 823,000 acres. The latest forecast of production placed the amount of wheat at 8,649,000 acres.

Winter Wheat

The sowing of winter cereals in the northern hemisphere had progressed favorably with indications that a normal area had been planted. The total area sown to fall wheat in Canada for the crop of 1921 is officially estimated to be 792,200 acres, as compared with 846,800 acres, the area sown for the 1920 crop, and with 814,133 acres, the area harvested. This is a decrease of 54,600 acres, or 6 per cent, from the area sown, and 21,933 acres, or 3 per cent, from the area harvested. The crop is reported as having made good growth, its condition on Oct. 31 being 102 per cent of a 10-year average. On the whole, excellent progress was made last fall in the plowing of land intended for the 1921 crops. The percentage of land plowed in Canada in the fall of 1920 was 71 per cent as against 66 per cent in 1919; the percentage for 1920 being larger than in any year since 1914.

French Outlook

In France a thaw early this winter accompanied by showers improved the soil conditions in the north and enabled a good deal of wheat seeding to be done which had been delayed by the drought. In the south the weather was favorable for outdoor operations, and sowings were practically completed and early

sown grain had made good growth. There were also reports of increase in the wheat acreage compared with last year. The harvest in Russia is said to have been the poorest experienced for years. The government is reported to have provided food for a number of the peasantry who did not harvest enough for their own requirements. In Rumania drought hindered the autumn seeding. Heavy falls of snow were reported in November and this put a stop to sowing. It is now expected that the wheat acreage in Rumania will be short. The newly sown winter crops in Austria are reported in good condition.

In India

In India, owing to continued drought, crop prospects are unfavorable. Rain has been needed all the season in many parts of the unirrigated wheat-growing sections and germination is not expected to be satisfactory. In Germany the harvest of 1920 was completed early, and sowing operations began so soon that at the beginning of October germination had already taken place. Recently there were complaints that unseasonably dry weather was having an unfavorable influence on the young crops. In Italy during the latter half of September there were beneficial rainfalls, though in the south they were not sufficient to make the soil fit for plowing and sowing. Subsequent dry weather continued to hinder autumn seeding in many sections, and bad weather in the north delayed farmers in the work. The autumn sowings in Spain have been attended by satisfactory weather.

In United Kingdom

In the United Kingdom the open dry weather has been favorable for the carrying on of late field work. In the south, east and the midland counties of England it is believed that the winter wheat area is larger than last season, but reports indicate that in the northern counties less wheat than usual has been seeded.

In North Africa the agricultural situation at the end of 1920 was somewhat unfavorable, due to excessive rainfall. In Algeria the first seedings were sprouting in those regions where there had not been so much rain, but in some regions sowing was delayed. In Tunis some crops were destroyed by floods and had to be resown. In Morocco the first sowings came up well, but vegetation was checked by premature frosts.

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Demand Higher Tariff

The attitude of the American manufacturer of alimentary paste products toward the contemplated change in the tariff rate on macaroni, etc., was ably presented to the committee on ways and means, at the hearing Jan. 22 in Washington, D. C., by Dr. B. R. Jacobs of the National Cereal Products Laboratory. Below is the statement filed with this committee by Dr. Jacobs:

Official Statement

The only available statistics regarding the condition and magnitude of the macaroni industry in the United States are those compiled from the census of 1914. The data of 1919 are not yet available. At that time there were 373 establishments employing 3,544 wage earners. There was an invested capital of \$8,674,000 and wages paid amounted to \$1,638,000. The cost of raw material used was approximately \$8,000,000. The value of the finished products was approximately \$13,000,000 and the added value through the process of manufacture was approximately \$5,000,000. The estimated domestic production in 1914 was about 300,000,000 pounds. Today there are approximately 550 manufacturers; 110 of these or 22 per cent produce about 80 per cent of the total output of the domestic product; 440 therefore produce about 20 per cent of the output.

Expanded One-Half

It is estimated that the production of 1920 will reach 450,000,000 pounds. The industry has therefore expanded 50 per cent during the period of the war. Imports in 1914 amounted to 126,000,000 pounds. Since imports have been all cut off by war conditions, it may be seen that practically all the expansion that has taken place in the domestic macaroni industry is due to the inability of foreign countries to export their product to this country.

Exports and Imports of Macaroni

From 90 to 95 per cent of the total macaroni imported into this country comes from Italy. The rate of duty does not seem to have a material influence on the quantity of the product imported. From 1878 to 1914 the quantity of macaroni imported into the United States steadily increased from approximately 2,000,000 pounds in 1878 to 126,000,000 in 1914. In 1890 there were 13,656,729 pounds admitted free of duty while in 1891 there were 3,149,284 pounds admitted duty free, and 7,906,821 pounds admitted at 2 cents per

pound duty. On the other hand, in 1896, there were approximately 17,532,640 pounds admitted on a 20 per cent ad valorem rate, which was equal to about three-quarters of a cent per pound. Again, in 1898, the rate was increased 100 per cent to 1½ cents per pound, and in one year (1900) the amount imported exceeded 18,000,000 pounds. From 1898 to 1913 the duty remained 1½ cents per pound and the imports increased gradually, so that by the end of the fiscal year 1913 the annual importation had increased to 106,000,000 pounds. In October 1913 the duty was again reduced to 1 cent per pound, a decrease of 33 per cent. The amount of macaroni imported in the following year, 1914, was 126,000,000 pounds, an increase of less than 20 per cent. In 1913 the government collected in revenues \$1,587,429 and in the following year, with an increased amount of macaroni imported, it collected \$1,380,606, or, in other words, the government suffered a loss of \$206,823. The following year, 1915, due to conditions in Europe, the amount of macaroni imported was approximately 56,000,000 pounds, and from that time on to the present, the quantity has decreased, so that for the calendar year 1919 less than 1,000,000 pounds was imported. This quantity was almost entirely imported from the Orient.

From 1898 to 1913 the value of macaroni remained at about 4 to 4 1-2 cents per pound. The computed ad valorem rate was, therefore, 30 to 37 1-2 per cent. Since 1914 the price of macaroni has increased, so that the declared value of the imported macaroni for 1920 was about 14 cents per pound. The rate of duty was 1 cent per pound; therefore, the computed ad valorem rate decreased to about 7.3 per cent.

DURUM WHEAT PRODUCTION

Macaroni is made from durum wheat, sometimes also known as "macaroni wheat." It was introduced into this country by the U. S. Department of Agriculture about 1900. It was not produced in any large quantity until about 1903, when there was approximately 10,000,000 bushels raised in the Dakotas. This wheat is characterized by a very high gluten content, giving it a toughness and body which are necessary for the production of good macaroni. The history of durum wheat is too long a story to tell, but it may be said that in the beginning, and even up to 1914, there was a strong tendency to discour-

age the raising of this wheat. For several years durum sold at a discount of from 18 to 20 cents per bushel below what was paid for the same grade of hard spring wheat. According to the U. S. Department of Agriculture Year Book for 1914, this discount dropped in 1910 to less than 4 cents and for several years was maintained at an average of only 3 to 5 cents below that of the same grade of spring wheat. In the last few years durum has many times sold at a premium in the American markets. This is due almost entirely to the demand that has arisen for durum wheat products from macaroni manufacturers. At least 15,000,000 bushels of durum wheat are consumed a year by them. This represents approximately 30 per cent of the total production. The rest is used by millers for blending with other wheats and by exporters.

The Department of Agriculture figures show that the four durum wheat producing states (Minnesota, North and South Dakota and Montana) devote at least 3,500,000 acres to its production. On this basis there are at least 20,000 farmers who will be materially affected in the price they obtain for their durum wheats if an increased duty on macaroni is not allowed.

COST OF PRODUCTION

The cost of producing macaroni in this country—that is, labor and overhead, exclusive of packing or selling expenses—is from 3 to 3½ cents, depending on the manufacturer, size, equipment and ability. This is divided into about 60 per cent for labor and 40 per cent for overhead.

There are no available data to show what the present cost of conversion is in Italy, but from the best sources of information obtainable—that is, from Italian journeymen who have come to this country and sought employment in American macaroni factories—I learned that the wages paid in Italy to the highest wage earner in a macaroni factory, the man who runs the presses, is from 18 to 22 lire per day. This, when converted into American money under the present rate of exchange, is less than 80 cents per day. The pressmen in this country have been getting and are now getting from \$30 to \$36 a week, which brings the wage of this particular workman to at least six times the wage paid in Italy to the same workman. The overhead in Italy is not as high as in this country, due to cheaper equipment

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and out-of-door drying, which is less expensive than artificial drying.

But if we assume that the overhead is the same in Italy as it is in this country and that the labor is as indicated by these workmen, and assuming the average cost in this country to be 3¼ cents per pound, then the cost of conversion in Italy is 1.65 cents per pound. This item alone gives the foreign manufacturer an advantage of at least 1.6 cents per pound.

The Italian manufacturer has the advantage of a small quantity of a better grade of raw material at the same price. Macaroni of the highest quality is produced from a class of wheat known as durum. This is grown extensively in southern Russia and northern Africa and some also in southern Italy.

This advantage of better material combined with the advantage of more favorable climatic conditions under which to carry on the process of drying and curing is worth something to the Italian manufacturer and is to a large extent responsible for the preference that is shown by Italians in this country for imported macaroni.

Label as Sales Factor

The Italian manufacturer has built a reputation for all his product on the small quantity of better grade that he is able to export to this country. But the foreign label and dressing of the container sell the product more easily than does the superiority of quality. The best judgment of the trade shows that, given a definite type of macaroni and dividing this into two portions, placing one in a box with domestic label and another along beside it in a box with foreign labels, the product in the latter will sell more readily and command an average price of 4 cents per pound higher than the former.

Further, in this country, there are not more than half a dozen manufacturers of macaroni who mill their own raw material. According to reports from the consul at Naples, more than one-half of the macaroni produced in Italy is manufactured by firms who are also manufacturers of semolina and importers of wheat. These manufacturers pay a duty of 7½ lire per quintal (220 pounds) of wheat and are allowed a drawback of 9 to 10 lire per quintal of macaroni exported. This drawback is equal to about 18 to 20 cents per box under normal bases of exchange. They are also allowed a drawback if they export any of the offal from the mills. According to this same consular report, the milling

industry, and therefore the macaroni industry, is highly organized in Italy. It is practically a monopoly and the Italian public is made to pay the same price for macaroni made from domestic wheat as it pays for that made from imported wheat.

Three Sources of Profit

It can be readily seen that if these conditions exist in Italy, the Italian manufacturer is able to sell his macaroni below cost in order to stifle competition, and make his profit from the grinding of semolina. He can even go further than that. He can forego the profit on both semolina and macaroni and make his profit from the drawback received from the government. In 1906 this drawback amounted to about three-quarters of a million to the millers and one million to the macaroni manufacturers.

It may be seen that the foreign manufacturer has a number of advantages which are cumulative. These, taken all together, amount to at least 6 or 7 cents per pound. If the present rate of duty of 1 cent per pound on macaroni is continued, the American industry will be exterminated, due to these advantages, which will hold even under normal conditions of exchange.

Where Farmers Come In

It will also react adversely on the production of durum wheat, as the farmer will again be confronted with the discrimination in price between the durum and other wheats. There are millions of acres in the west which will not grow wheat of other classes profitably. They will grow durum because of its drought and rust resisting character. These lands will lose their agricultural value.

Due to the large number of small manufacturers and to the simplicity of the process of making this product, particularly when it is not dried before being consumed, macaroni is sold on a very narrow margin of profit. The price of package macaroni was 9½ cents per pound in January 1913 and 16.6 cents per pound in December 1918. This is less than a 75 per cent increase, whereas in the same period, other cereal food products of the same general type increased anywhere from 100 to 400 per cent. These small manufacturers, who produce 20 per cent of the total output, carrying practically no overhead and counting no labor but their own, always will be able and are now able to prevent any undue increase in the price of this product. A reasonable protective rate of duty cannot therefore be used by the

domestic manufacturer to increase the price unduly to the consumer.

Will Increase Revenue Too

The rate of duty on imported macaroni that is recommended is not a prohibitive one. It is one, however, that will increase very materially the revenue obtained by the government from this source, and will make it possible for the American industry to compete on a more equitable basis with the foreign manufacturer.

We therefore wish to recommend that paragraph 191 of the tariff act of 1913 be changed from "macaroni, vermicelli and all similar preparations, 1 cent per pound" to "macaroni, vermicelli and all similar preparations without eggs, 3½ cents per pound", and "macaroni, vermicelli, noodles and all similar preparations containing eggs, 4 cents per pound."

The domestic manufacturers of macaroni use either frozen eggs on which there is a duty of 2 cents per pound, or dried eggs on which there is a duty of 10 cents per pound. According to the standards of the Department of Agriculture, before the word "egg" may be used in connection with an alimentary paste of this character, it must contain a minimum of 5 per cent of the dry matter of the whole egg. At the present time, large quantities of egg products are being imported into the Pacific coast on which no duty is paid. These enter into direct competition with the same character of products made in this country, on which a duty is paid on the eggs contained in them. This is manifestly unfair to the domestic manufacturers who, under the most favorable circumstances, must compete with oriental labor and lower cost of production.

INCOME TAX IN A NUTSHELL

WHO? Single persons with net income of \$1,000 or more for year 1920; married couples who net \$2,000 income with an allowance of \$200 for each child or dependent.

WHEN? March 15, 1921. Final date for filing and for making first or complete payment.

WHERE? The collector of internal revenue of your district.

HOW? As per directions on Form 1040A and Form 1040. For partnerships and corporations, read law and regulations.

WHAT? 4 per cent normal tax on taxable income up to \$4,000 in excess of exemptions. 8 per cent normal tax on the balance of the taxable income. Sur-tax of 1 per cent to 65 per cent on net incomes over \$5,000.

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Durum Wheat in the United States

By J. Allen Clark, Agronomist in Charge of Western Wheat Investigations, Office of Cereal Investigations, United States Department of Agriculture

The production of durum wheat in the United States has made possible the American semolina and macaroni industry. This rapidly advancing industry now uses annually more than a third of the domestic production. During the three years, 1918 to 1920 inclusive, about 3,500,000 acres have been sown annually to durum wheat, resulting in an average annual production of about 40,000,000 bushels.

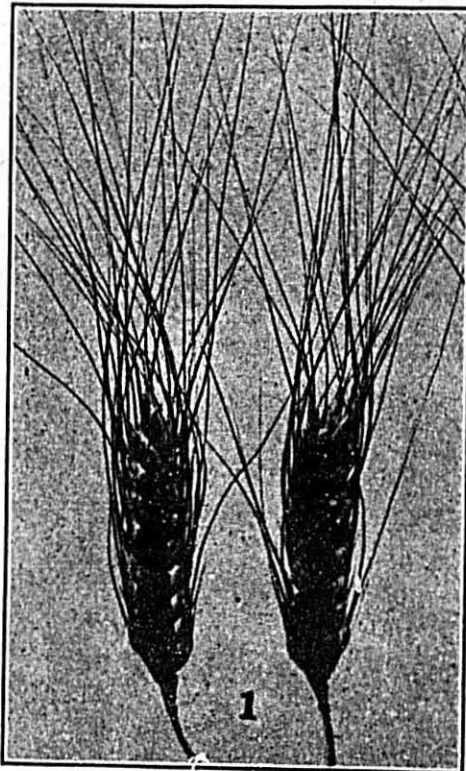
Durum Recent Immigrant

Durum wheat, though a comparatively recent immigrant in the United States, has long been grown extensively in other parts of the world. Southern Russia was the principal producing area. Large quantities are grown also in the Mediterranean region, especially in Italy, France, and Algeria. The first introduction of durum wheat to the United States occurred apparently in 1853. Others followed in the sixties and seventies, but none of the varieties introduced in this early period became established as a farm crop. With the settlement of the drier sections of the Great Plains area in the nineties, Russian settlers in several states introduced durum varieties which became established locally. These introductions came to be known as Goose or Wild Goose wheat. With the introduction of Kubanka and other varieties by the United States Department of Agriculture from 1898 to 1900, followed by a campaign of education, the growing of durum wheat as a new crop became popular among the farmers of the northern Great Plains section. Because durum yielded better than the common red spring wheats, production rapidly increased, jumping from 60,000 bushels in 1901 to about 7,000,000 bushels in 1903, and to about 40,000,000 bushels in 1906. Since that date production has fluctuated, falling as low as 16,000,000 bushels in 1911, and rising to more than 50,000,000 bushels in 1918. Early production increased so rapidly that the development of a market did not keep pace with it, as flour mills were not equipped for grinding it satisfactorily and there was little demand for the product. Some mills began grinding it, however, and recently large mills have been constructed for grinding durum wheat exclusively. A considerable trade in semolina and durum flour developed, and finally a large ma-

caroni manufacturing industry has been established.

Durum Growing Profitable

Durum wheat was found, after many experiments, to be best adapted to the semi-arid northern Great Plains and subhumid prairie sections. The states now leading in its production are North Dakota, South Dakota, Montana and



The Kubanka is the best adapted variety of durum wheat for all of the varying conditions in the durum wheat producing section.

Minnesota. On the average it outyields the leading varieties of common wheat in these states by more than two bushels per acre, due partly to rust resistance, and partly to drought resistance. It is conservatively estimated that the growing of durum wheat has increased the wheat production of the United States 7,000,000 bushels annually during the past three years and returned to the farmers producing it a net annual profit of at least \$10,000,000 more than if they had grown only common wheat. This estimate is based on an average increase of two bushels in yield per acre from durum wheat on 3.5 millions of acres. It also allows for the cost of harvesting, thrashing, and marketing the extra two bushels per acre, and for the slightly lower price received.

Prices of Durum

During the early years of durum wheat production the price was always

below that of common wheat. From 1902, when durum wheat was first quoted on the Minneapolis and Duluth markets, until 1910 the average spread in prices at these points was about 15 cents per bushel in favor of common wheat. At the country elevators the discrimination against durum frequently was as much as 25 cents per bushel. During 1911, the spread in price gradually decreased and from 1912 to 1916, inclusive, the average price was about the same. During the period of the world war, when the price of wheat was fixed by the government, equal grades of Durum and Hard Red Spring sold at the same price. In 1919 there was a considerable difference in price between these two classes in favor of the Hard Red Spring. This was due partly to a reduced foreign demand for durum wheat, because European nations could not finance purchases, but principally to a shortage of the better grades of Hard Red Spring wheat. There was no wide difference in price in favor of grades of Hard Red Winter or other classes over equal grades of durum. In that year common spring wheat was nearly a failure, due to rust, scab, and drought, while durum wheat produced a fair crop under the same conditions. Nearly as disastrous results were again obtained from common wheat during the season of 1920. The foreign market for durum wheat this year, however, has kept the average price about equal to that of common wheat. Sometimes the price of Durum has been above and sometimes below that of Hard Red Spring.

Used Extensively in Alimentary Pastes

Since the early days of durum wheat production in the United States there has always been an active foreign demand. This demand was increased during the period of the world war, when durum production in foreign countries was reduced. This foreign demand usually takes from one-third to one-half of the annual production of durum wheat in this country.

The durum wheat not exported, or used in our macaroni industry, is absorbed by American mills and bakeries for mixing with other wheats for bread-making. Very little, if any, bread is made from durum flour alone, although experiments show that it compares favorably with several other classes of

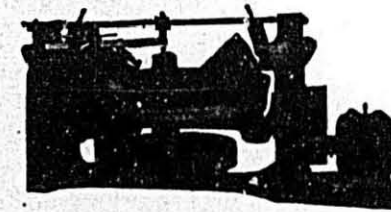
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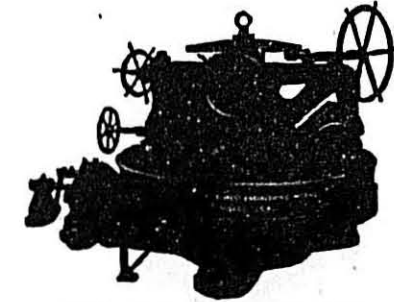
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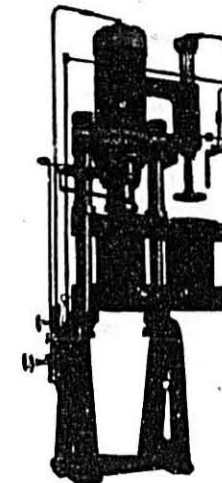
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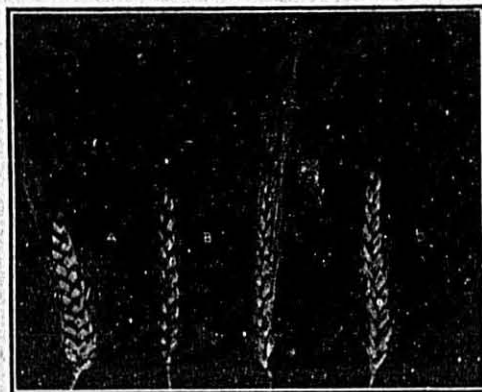
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American wheat for that purpose. Durum flour is practically equal in value to that from Soft Red Winter wheat, and is somewhat superior to flour of the classes Common White and White Club, but somewhat inferior to flour of the classes of Hard Red Spring and Hard Red Winter wheat.

Gluten Contents High

Durum wheat and flour contain a higher percentage of nitrogen or crude protein than the other commercial classes of American wheat. This, as well as the rich yellow color of the gluten, is why it is so much desired for the manufacture of macaroni and other edible pastes. Because of the high percentage



Heads of durum wheat—A., Kubanka; B., Arnautka; C., D-5; D. Pelliss. These are about one-fourth the natural size of the grains.

of crude protein in durum flour it should be desired by many millers and bakers for blending with flour from other classes of wheat of lower but stronger gluten. Durum flour also exceeds that from other classes of wheat in absorption of water, which is an important commercial factor in breadmaking. Loaves of bread made from durum flour alone are superior to other classes in texture. They are inferior in volume and color to those made from wheat of the Hard Red Spring and Hard Red Winter classes, but in these respects are equal or superior to those made from Soft Red Winter, Common White, and White Club. Like these latter classes, durum wheat should be blended with Hard Red Spring and Hard Red Winter to obtain the best results in breadmaking.

Optimistic Outlook

There still remain difficult problems in the successful utilization of durum wheat; but the progress made during the 20 years of the durum industry in the United States is remarkable and gives basis for an optimistic outlook for the future.

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DISCOVER HOLE BUG

After 12 Years Gum Shoe Work Federal Investigators Made Discovery by Which American Cheese Beats Swiss at Their Own Game—More Certain Results.

The people of the Alpine region of Switzerland have been making cheese generation after generation for several centuries. Thus they have learned to obtain flavor and quality which have made their product famous the world over and built up a big market for it. Their methods, however, are by no means infallible. Sometimes the cheese turns out to be of surpassingly fine quality and again it is very inferior.

Usually less than half of each batch is of the desired flavor, appearance and consistency. The remainder is so inferior that it has to be disposed of at reduced prices. As a rule only the best is exported and so foreigners have never suspected that cheese production in Switzerland is something of a gamble, frequently involving disheartening failures and losses, unless the big prices demanded for what they bought gave them an inkling of such failures and losses.

Rule-of-Thumb Failed

Several Swiss families migrated to America some 75 years ago but they were no more successful in producing cheese of uniformly good quality than they and their forbears had been in Switzerland because they followed rule-of-thumb methods. At length the dairy division of the U. S. Department of Agriculture became interested. A careful study of the Swiss cheese industry was undertaken in the hope that processes of manufacture might be standardized and that failures and losses would thus be reduced to a minimum.

Government experts visited the Wisconsin community in which the Swiss cheese makers had established themselves and watched the various operations in the manufacture of cheese. They sought information on various points from the cheese makers but the latter were unable to answer intelligently because they were absolutely ignorant of all the scientific principles involved; they handled the curd as they did simply because it had been handled that way for hundreds of years in Switzerland.

Hole Forming Bacteria Found

At length the investigators went to Emmental, Switzerland, the center of the cheese making industry in that coun-

try. They studied processes of manufacture minutely and asked many questions but finally were obliged to give up, knowing little more about the matter than they knew before.

Returning to America they obtained a sample of imported Swiss cheese of the best quality. From this they extracted all of the bacteria, numbering upward of 1,000 kinds. Then they set about by laborious experiments to test out each of these tiny organisms in turn, hoping to ascertain which was responsible for the peculiar holes in the cheese and for the characteristic flavor and texture. After 12 years of such work they found themselves apparently little nearer the solution of the problem than when they began.

Then it occurred to someone to try a different culture medium for the development of the bacteria. This proved to be the key to the solution they sought. They succeeded in isolating the "bug" responsible for the holes in the cheese and then standardized processes to such an extent that it is now possible to convert at least 90 per cent of the curd into first class cheese.

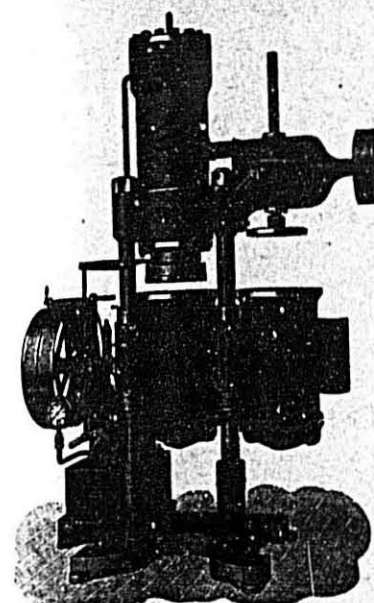
American Swiss Excels

Domestic Swiss cheese produced according to the methods worked out by the government dairy specialists is superior to the best produced in Switzerland and it can be turned out at relatively lower cost because the uncertainty, the guesswork and the big losses have been eliminated. It is likely that the domestic product will shortly be sufficient to supply home demands and leave a large surplus for export.

Thus dairying will be made a profitable industry even in sections remote from cities and from railroads. Methods worked out by the dairy experts have been adopted by big commercial producers who are turning out large quantities of the highest grade Swiss cheese.

Roquefort Made in Caves

The dairy division of the department has also helped materially to promote the production in this country of "Roquefort" cheese from cows' milk. For hundreds of years the peasants of southern France, in the vicinity of Roquefort, have been producing a peculiar kind of cheese from the milk of sheep. The curd after being separated from the whey and pressed in the usual manner on farms and local factories is taken to Roquefort and placed in the subterranean caves there to cure. This curing process is mainly responsible for the



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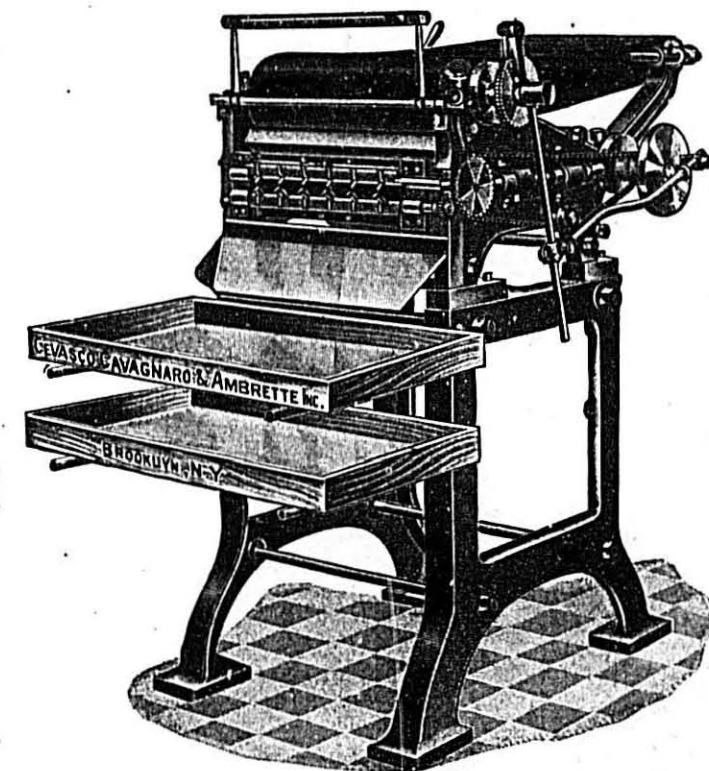
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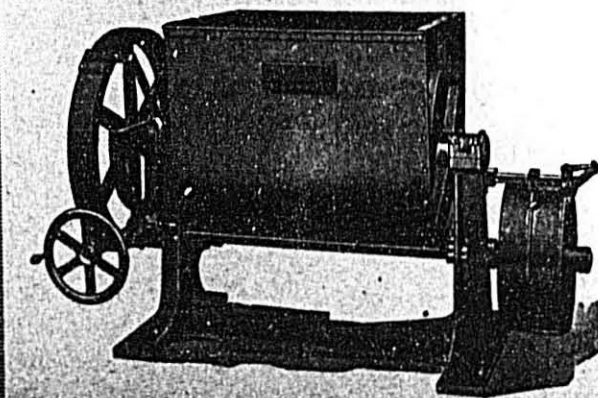
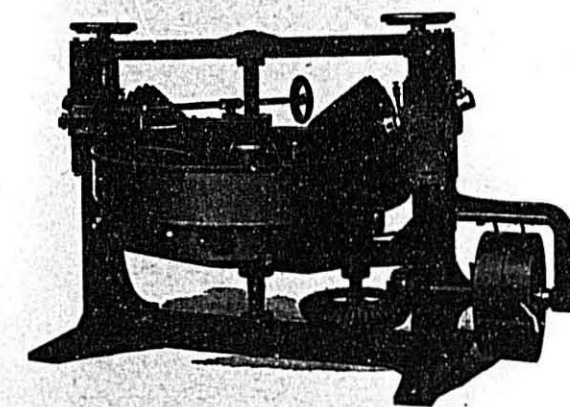
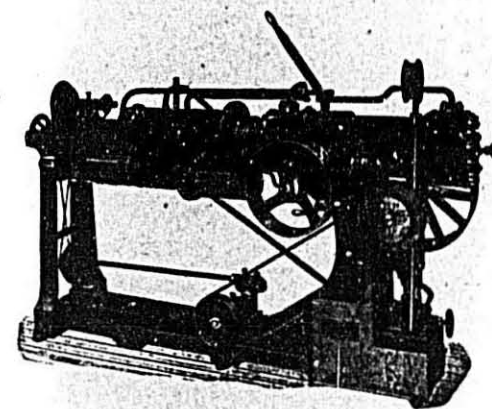
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qualities which have made Roquefort cheese such a favorite.

Government scientists found the currents of air, cooled by the evaporation of their air content and by the streams of water flowing through the caverns and grottoes, made the cave a wonderfully efficient refrigerating plant, maintaining day and night a temperature of approximately 40 degrees F. They decided that if a curing chamber could be kept in the neighborhood of 40 degrees, with a free and rapid circulation of moist air, it would be possible to produce cheese practically the same as the famous Roquefort.

Studying Other Fancy Cheese

Accordingly after considerable experimenting they succeeded in producing apparatus in which atmospheric and temperature conditions of the Roquefort cave were duplicated. Next they worked out methods for substituting cows' milk for the milk of sheep and standardized manufacturing processes.

As a result American manufacturers are now able to turn out cheese essentially the same as the French Roquefort. The domestic Roquefort has a yellower color than the imported cheese because it is made from a yellower milk. As it can be sold at a lower price, however, and as its flavor is equal to that of the imported Roquefort—some insist that it is superior—a market is readily found for all that can be produced. Other fancy cheeses such as Camembert, Debrie, etc., are also reproduced here with success.

World Wheat Crop Data

The total 1920 wheat crop of all countries reporting to the International Institute of Agriculture, at Rome, Italy, amounted to 2,650,000,000 bushels as compared with 2,550,000,000 bushels harvested in the preceding year, according to a report from the institute of Feb. 7 to the Department of Agriculture. The total oats crop in the same countries was given as 3,368,000,000 bushels, compared with 2,803,000,000 bushels in 1919. The last wheat crop compares with a five year average of 2,670,000,000 bushels, it was said, while the five year average of oats produced in the reporting countries was given as 3,156,000,000 bushels. The total Australian wheat crop was estimated at 147,000,000 bushels, an increase of an even 100,000,000 bushels over the preceding crop and comparing with a five year average of 110,000,000 bushels.

**MACARONI DATA SOUGHT--
QUESTIONNAIRE HEREWITH--
BY NATIONAL LABORATORY**

The United States tariff commission has planned an exhaustive research into the matters of production and costs of the manufacture of the various kinds of alimentary pastes. In addition to the questionnaire sent to the manufacturers of this product in December, a complicated schedule on costs and production was mailed by the commission last month. This schedule demands information that can be obtained only from firms using a comprehensive system of cost accounting.

The National Macaroni Laboratory at Washington, D. C., is collaborating with the U. S. tariff commission in making this useful survey of the macaroni in-

dustry, and in order to obtain the data on which to base prospective legislation, a questionnaire greatly simplified in form has been mailed by Dr. B. R. Jacobs, director, to the industry. Manufacturers are urged to submit this essential data to the National Laboratory where it will be treated as strictly confidential.

To assist such manufacturers who have as yet failed to file this questionnaire, it is herewith reproduced. Look this over carefully. Ascertain from your records the investment, production and costs facts desired and hurry it along for the good this information may do the industry.

QUESTIONNAIRE

Name of Manufacturer
Address
This report covers period of your fiscal year ending nearest Dec. 31, 1920.
Please indicate termination of fiscal year

INVESTMENT

Total investment (fixed assets including building and all equipment, based on original cost) \$.....
Value of drying equipment (original cost) \$.....
Maximum daily capacity based on capacity of drying equipment..... lbs.
Average number of employees

PRODUCTION

Total annual production (all kinds of pastes) lbs.
Total quantity of bulk lbs.
Total quantity of package (1 pound or less) lbs.
Total quantity of short cut, package and bulk lbs.
Total quantity of product containing eggs, package and bulk..... lbs.

COST

Bulk Goods Without Eggs

(a) Total cost of direct labor per 100 lbs. (manufacturing, packing) \$.....
(b) Total cost of raw materials, per 100 lbs. f. c. b. factory, (flour, semolina, boxes, labels, etc.) \$.....
(c) Total cost of overhead per 100 lbs. \$.....

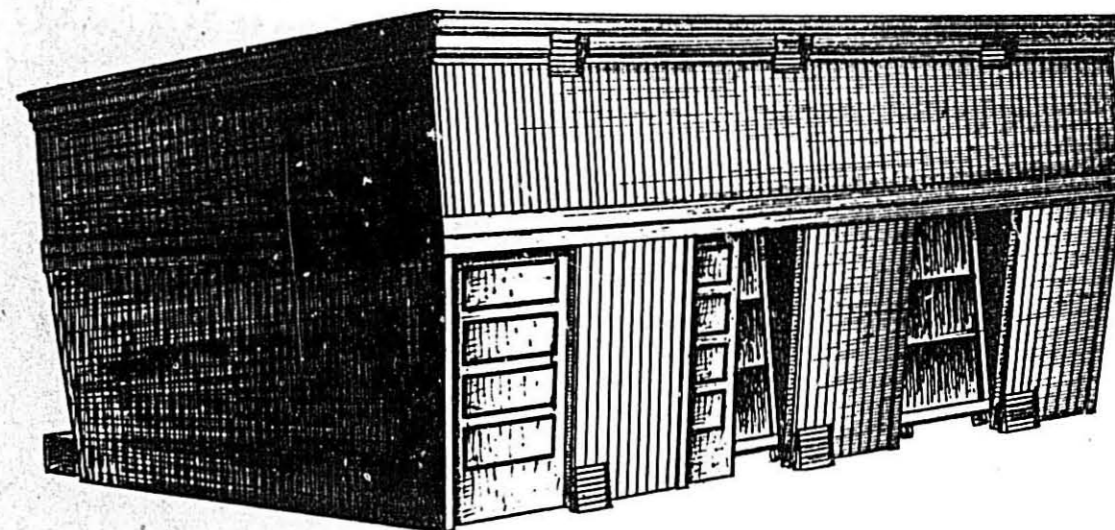
Package Goods Without Eggs

(a) Total cost of direct labor per 100 lbs. \$.....
(b) Total cost of raw materials per 100 lbs. f. o. b. factory, (flour, semolina, cartons, labels, etc.) \$.....
(c) Total cost of overhead per 100 lbs. \$.....

(a) These items include all labor chargeable directly to the product, such as mixing, kneading, pressing, drying, packing, labeling and storing.
(b) These items include expendable material used in the manufacture of this product.
(c) These items include all other expenses not accounted for under (a) and (b) except selling, shipping and trucking.
(a), (b) and (c) should equal total cost of product f. o. b. factory.

**DRY YOUR MACARONI
in 18 to 60 Hours!**

THE LEADER



BAROZZI Finishing Drier for Long Paste

Send for illustrated catalogue and estimate

Some of the Leading Paste Factories Using Our System

- VESUVIO & PIEDMONT PASTE CO.**
445 Drumm St., San Francisco, Cal.
- ROMA MACARONI CO.**
199 Francisco St., San Francisco, Cal.
- ITALIAN AMERICAN PASTE CO.**
466 Green Street, San Francisco, Cal.
- GOLDEN GATE MACARONI CO.**
2930 Octavia St., San Francisco, Cal.
- G. B. CELLE MACARONI CO.**
1717 Powell St., San Francisco, Cal.
- GREEN VALLEY MACARONI CO.**
4736 Mission St., San Francisco, Cal.
- GRAGNANO PRODUCT CO.**
823 Valencia St., San Francisco, Cal.
- CALIFORNIA MACARONI CO.**
956 Bryant St., San Francisco, Cal.
- CUNEO BROS. PASTE FACTORY**
524 Green St., San Francisco, Cal.
- OAKLAND MACARONI CO.**
1045 Seventh St., Oakland, Cal.
- WEST BERKELEY MACARONI CO.**
2213 Fifth St., West Berkeley, Cal.
- SANTA ROSA PASTE CO.**
Davis St., Santa Rosa, Cal.
- COLOSEUM MACARONI CO.**
1401 Second St., Sacramento, Cal.
- SAN FRANCISCO PASTE CO.**
619 E. Lafayette St., Stockton, Cal.
- FRESNO MACARONI CO.**
1 Belmont Ave., Fresno, Cal.
- PACIFIC MACARONI CO.**
816 S. Alameda St., Los Angeles, Cal.
- SAN JOSE RAVENNA PASTE CO.**
55 E. San Pedro St., San Jose, Cal.
- CALIFORNIA MACARONI CO.**
259 Market St., San Jose, Cal.
- SAN DIEGO MACARONI CO.**
1536 India St., San Diego, Cal.

Barozzi Drying Machine Co.
400 COLUMBUS AVE. SAN FRANCISCO, CALIF.

FRIENDLY ENEMIES

By L. M. Mida

Of Mida's Trade Mark Bureau of Chicago.

Copyright, 1920, Mida's Trade Mark Bureau.

A manufacturer in Texas informed us the other day that he had had his local agent register his trade mark for him in Cuba. (Name on request.)

He seemed to think that in doing so he had adopted the simplest, most direct and most economical method of safeguarding his good will there. He had every confidence in his Cuban agent as a man of integrity, thoroughly acquainted with local laws and customs, having the best interests of the house at heart and alert to every wind that might blow it good or ill.

He did not know, or, knowing, he ignored the fact, that his agent in registering his trade mark in Cuba in his, the agent's name, owned that trade mark, there, *himself*. He did not realize that he had definitely deeded to his agent his good will in Cuba, since Cuban law vests the ownership of a trade mark in the first applicant for its registration, regardless of who produces the article trade marked. We pointed this out to him, but he pooh-poohed the possibility of trouble. And, then, no sooner had he dismissed the subject from consideration than a letter from his Cuban agent was brought to his attention containing a thinly veiled ultimatum. It gave this manufacturer his first taste of the losing fight to which he had committed himself.

Henceforward he must do business in Cuba on his agent's terms, or forfeit his trade mark in that market.

No up-to-date manufacturer need be reminded of the protective and advertising value of the trade mark. It is the lever by which he controls the prestige and good will it has cost him money and real effort to acquire.

What he may not have realized is that the further from home he seeks to sell his product the more important and valuable his trade mark becomes.

Locally, even nationally, the reputation of his house may rival the reputation of his brand. But when he oversteps national boundaries in developing a market he must depend increasingly on the advertising value of the brand.

This is particularly true when all dealings with the foreign public take place through export agencies or firms of importers which are naturally trying to create a good will for themselves

rather than for the manufacturers whose goods they handle.

We are familiar in the domestic market with the competition for good will between producer and dealer. In a foreign market this competition becomes much keener, with the advantage on the side of the dealer.

The producer's only effective weapon in the struggle is his trade mark. To relinquish that to the agent or dealer is to render himself defenseless.

And yet this is exactly what many American manufacturers have been doing of late in their excursions into the markets of the world. The case of the Texas manufacturer is not exceptional. It is common knowledge that *the piracy of American trade marks abroad has reached amazing proportions.*

Seventy-five per cent of this piracy, according to excellent authority, has been the work of the foreign agent who has registered the trade mark in his own name to give him a strangle-hold on the American manufacturer.

The United States Department of Commerce has issued a bulletin warning the American manufacturer against this practice. It says:

"Unless a company is represented abroad by agents of unquestionable competency it is generally preferable to have the entire business (of foreign trade mark registration) handled by an experienced attorney in the United States who has connections in foreign countries."

This warning is put in much too conservative a form to fit the situation. The registration of trade marks abroad in every case should be handled by an experienced attorney in the United States with direct foreign connections, and should be *in the name of the American producer.*

With hardly an exception the trade mark laws of foreign countries either vest the ownership of a trade mark in the first applicant for registration *without reservation* or give him such a privileged standing in court that to upset his claim requires irrefutable evidence and protracted and expensive litigation.

It is needless to point out that such laws put a premium on piracy. In certain countries they have actually encouraged the agents of American manufacturers in the belief that it is their duty to pirate the trade marks of their producing correspondents to forestall similar piracy by strangers.

Thus in the Argentine Republic, where the appropriation of American trade marks is epidemic, attorneys representing firms of importers have evolved for such appropriation an ethical reason—that unless the Argentine agents of an American company steal that company's trade mark, *it will be stolen by someone else* having no friendly interest in the company's fortunes.

Such ethics, preposterous as they may appear to those of us familiar with American trade mark practice, have at least this excuse—that *it is better to have one's mark stolen by a friend than by an out-and-out buccaneer.*

But, as the American Manufacturers Export association points out in calling attention to this peculiarity of Argentine logic, "experience has shown that when these 'friends' have been requested to assign the Argentine mark to the American concern, excuses are made which lead us to believe that, after all, our Argentine friends wished to have a hold on us which would forever preclude us from dealing with any other concern in the Argentine in goods bearing the trade mark in question."

Of course, the American manufacturer, in an attempt to get even, can abandon his old trade mark in such a market and substitute another. But what happens?

In the first place, his old trade mark is still available to the importers with whom he has broken off relations for use on any goods of similar character which they may wish to market in competition with his.

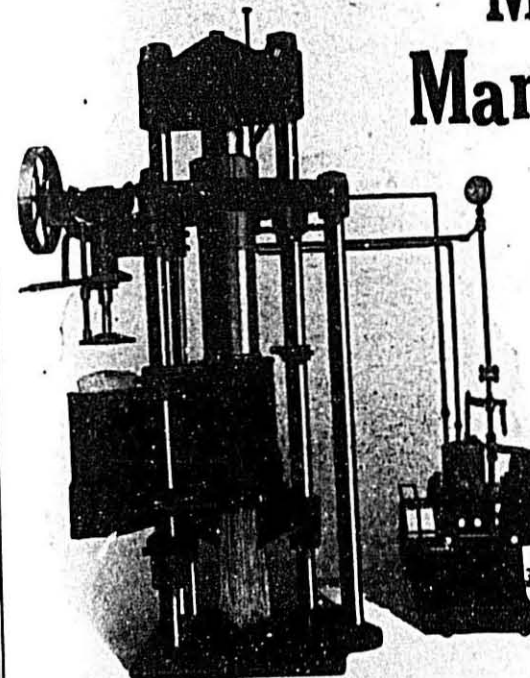
They can use it on inferior or second hand products acquired independently. Secondly, they can seriously interfere with the marketing of his goods marked with the old brand in other countries having a similar language.

Take Latin America for example. Certain publications which provide excellent advertising opportunities circulate in all or a number of these Spanish-speaking countries. The owners of his old trade mark in one of these countries, by barring his advertisement from circulation in their market, can effectually prevent its appearance at all in such publications. On top of his advertising complications will come shipment complications. The use of different marks for different markets will lead to confusion in his shipping department. And if by mistake goods marked with his old brand find their way into the wrong port of entry they

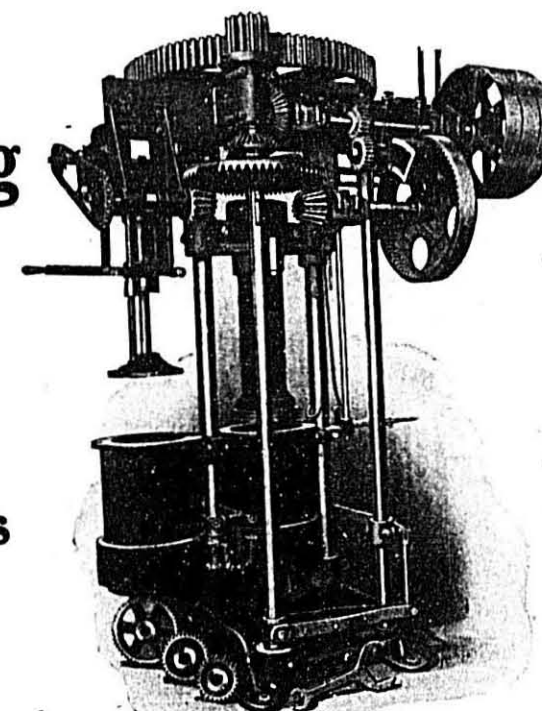
Walton Macaroni Machinery

Minimizes Manufacturing Expense

Our line of
Presses,
Kneaders
and
Mixers



STYLE K HYDRAULIC PRESS



STYLE F SCREW PRESS

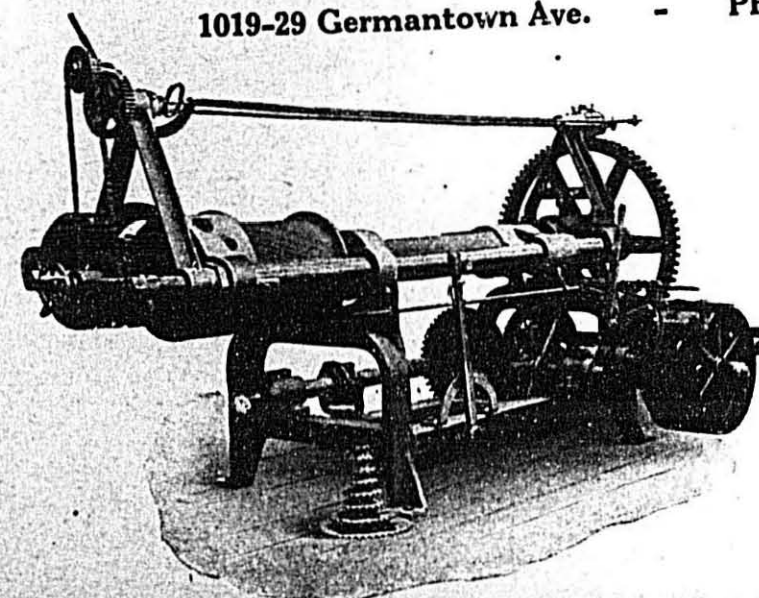
is the result of years of specialization in this class of machinery. Every model is built to insure long life and efficiency.

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

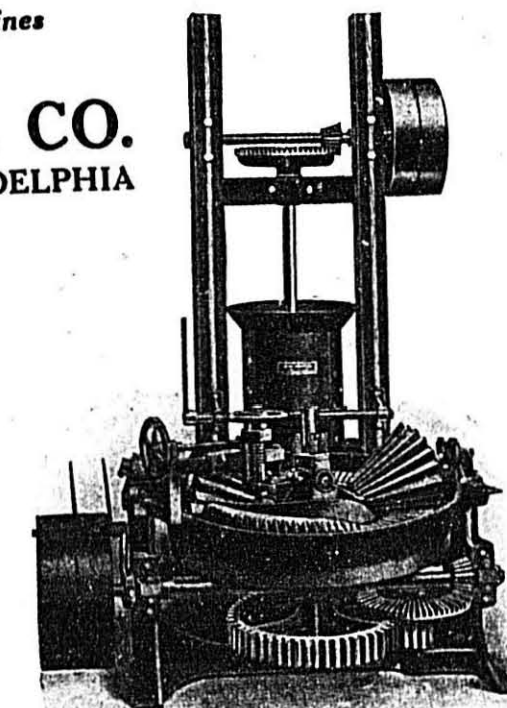
We also build paint manufacturing equipment and saws for stone quarries

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

P. M. WALTON MFG. CO.
1019-29 Germantown Ave. - PHILADELPHIA



STYLE H HORIZONTAL CUTTING PRESS



IMPROVED KNEADER WITH PLOW

will be subject to confiscation and his agent may be fined or imprisoned for handling them.

We can't impress too strongly on the American manufacturer—the need of registering his trade mark in every foreign country in which he is doing business or expects or hopes to do business.—the need of registering his mark

DURUM WHEAT SUPPLY

The supply of wheat in this country will, if the export demand continues, reach a point where there will be nothing left beyond the domestic requirements, according to James C. Andrews of Yerxa, Andrews & Thurston, and if foreign countries continue to take more of our wheat, we are going to find wheat a scarce article before a new crop is harvested, and correspondingly some sensationally high prices.

World Data

Figures for the world's wheat crop are now available and show the total to be 3,020,000,000 bushels, which is 288,000,000 bushels short of last year's world crop, and 507,000,000 bushels short of the 1918 crop. These figures show that the export demand for wheat must continue and the daily results as reported from the terminal markets show that anywhere from half a million to one and a half million bushels is being taken every day. We may be able to stand this for a little while longer, in view of the fact that we have the Canadian crop back of us and can import from that country if we get short, but the opinion among the best posted exporters is that there are 60 to 70 million bushels of wheat already sold for export that is yet to be cleared. This, added to the 203,000,000 bushels already cleared, and allowing 630,000,000 bushels for home consumption, leaves a total, including 60,000,000 bushels that may come from Canada, of but 170,000,000 bushels with which to supply home needs and the exportable demand for the next six months. If anything should happen to the decreased acreage that has already been planted in the winter wheat territory, we may go into the new crop with higher prices than anyone can possibly anticipate now.

Canadian Situation

Cash wheat in Winnipeg is practically 15c per bushel more than No. 1 Northern at Minneapolis. If we have to import wheat from Canada, the Cana-

dians will not cut their prices to supply a shortage in this country, when we have been underselling them to foreign countries.

—the need of registering his mark always in his own name, employing for the purpose the services of trade mark specialists in this country whose direct foreign connections insure prompt action in his interest alone.

dians will not cut their prices to supply a shortage in this country, when we have been underselling them to foreign countries.

We are pleased to be able to give these figures and hope that every macaroni manufacturer will keep them in mind and not hesitate to make purchases for reasonable quantities on any recessions in price. Mr. Pickell of the "Rosensbaum Review" says that \$12 flour is going to be cheap flour. At any rate, it is a cinch that \$9.00 flour is cheap flour and those who have it are fortunate.

We hope, with the beginning of the New Year, the macaroni business will show the natural reaction from the slump during the fall and early winter. Everything points to low stocks in cereals in every line. We believe alimentary pastes are in the same condition and that, before long, a demand for same will spring up and bring about a normal business for all engaged in this industry.

Let's get a little "pep" into this industry. Put some new business on the books. Encourage your buyers to take hold at the new prices and so start the macaroni business off in good shape for a good business for the whole of 1921.

In the wheat market, a slight recession in price was experienced during the latter part of January, with little interest shown in semolinas at the lower prices. It would appear that the situation is such as to warrant buying at present prices and any further decline during the next thirty days would afford a golden opportunity for making purchases to cover requirements for the balance of the present crop.

Decreased Consumption in Europe

Figures given by the government "Crop Reporter" for January show a tremendous drop in consumption of wheat products in European countries during the war period. From this it is plain that the consumption of cereals

is based very largely upon economic conditions and, as the European countries gradually get on their feet, their import requirements of grains will be considerably higher. It is for this reason that the United States has exported 206,000,000 bushels of wheat during 1920 as compared with only 150,000,000 bushels in 1919.

Foreign countries are buying wheat heavily. The Argentine has a considerable surplus to sell, which it always has and which is always counted upon. Russia is not a wheat exporting country and probably will not be for at least two years to come. As the countries of Europe improve their economic condition, there will be created a demand for more wheat than the United States and Canada can possibly raise.

Investigate

Study the present situation, together with the usual crop scares and constant exports, and we believe you will realize the importance of buying your next few months requirements of raw materials in the near future.

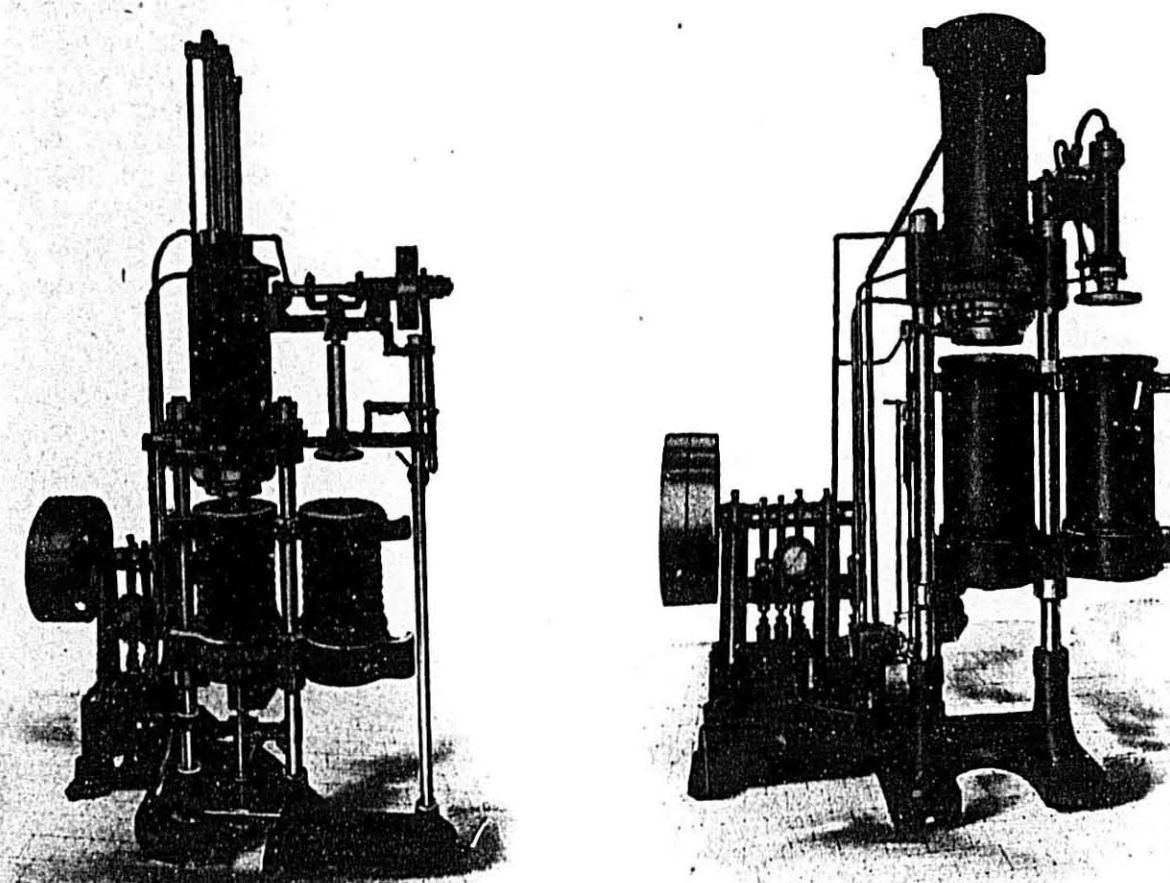
These comments and predictions are extracts from a letter from Jas. C. Andrews of Yerxa, Andrews & Thurston, a recognized authority on the durum wheat situation.

Italian Wheat Crops

The Italian ministry of agriculture has made a study of the statistics of the national production of wheat from 1909 to 1920, inclusive. In those years the country's harvest varied from the maximum of 58,452,000 quintals actually gathered in 1913 to the minimum of 38,102,000 quintals in 1917 (1 metric quintal=220 pounds). The average production of wheat for the 12 years has been about 46,896,000 quintals. This average crop represented 67.2 per cent of the best attainable production. The largest crop obtained in Italy, 58,452,000 quintals in 1913, reached 83.7 per cent of the best possible yearly wheat production which Italy could conceivably bring forth under the most favored conditions. Italy's total consumption of wheat for the agricultural year 1920-21 is estimated at 40,000,000 quintals, of which only 12,000,000 quintals at the outside will be available for requisition owing to the failure of the local crops this year, so that 28,000,000 quintals must be provided by imports at prices considerably higher than those fixed for the domestic product.

SPEED—SAFETY—CLEANLINESS

Guaranteed to Users of
De Francisci Macaroni Machinery



Two new models of presses equipped with many new features well worth your while to investigate.

Complete information, catalogue and prices submitted on request. Inquiries specially invited.

Macaroni Machinery of all kinds

Made by

I. De FRANCISCI & SON
219 MORGAN AVE. BROOKLYN, N. Y.

Manufacturers of Hydraulic and Screw Presses, Kneaders and Mixers.

EGGS FOR EGG NOODLES

Some Manufacturers Found to Be Utilizing Yellow Dye Instead of Eggs in Noodles—Officials Taking Prompt Action Against Offenders.

It is evidently the intention of the bureau of chemistry of the U. S. Department of Agriculture to prosecute all violators of that section of the food and drugs act pertaining to the use of artificial coloring in noodles or egg noodles. Artificial coloring of these products is strictly prohibited under this act, whether use of color is declared on label or not. The press notice quoted below is evidently intended as a warning and should be so construed by manufacturers.

The yellow streak in noodles and egg noodles put out by some manufacturers is made by yellow dye and not by eggs, according to the officials of the bureau of chemistry, United States Department of Agriculture, who are charged with the enforcement of the federal food and drugs act. Food inspectors have been instructed to watch interstate shipments of noodles and egg noodles to enable the Department of Agriculture to check this practice which, under the provisions of the food and drugs act, is illegal.

Noodles or egg noodles as defined in the standards as adopted by the United States Department of Agriculture for the enforcement of the food and drugs act contains at least 5 per cent of the solids of eggs. Eggs have long been considered by consumers as an essential ingredient of noodles and egg noodles. The only purpose in adding a yellow dye to noodles is to make them appear to contain eggs, say the officials. A yellow dye adds nothing to the taste or the food value of the noodles. Most consumers in purchasing yellow noodles expect to get noodles containing eggs.

There is one kind of noodles which is not supposed to contain eggs, commonly called "water noodles" or sometimes "plain noodles." Such noodles are not dyed yellow, so the fact that they contain no egg is apparent to purchasers. The use of yellow dye which costs little in place of eggs which cost real money, is not only a fraud upon the consumer, but makes unfair competition among manufacturers, according to the officials of the bureau of chemistry.

It is difficult for reputable manufacturers of unadulterated noodles to meet the competition of the cheapened product whereby the consumer receives an article that contains foreign coloring

matter and much less nutritive substance than the genuine noodles he expects to receive. Where the output of a factory is large the profits made by substituting yellow dye for eggs may be very great.

Appropriate action will be taken, say the officials, to check this illegal practice in all cases found coming within the jurisdiction of the federal food and drugs act.

Better Express Service Aim of 'Right Way Plan'

Shippers in every industry using express service will be asked to cooperate in the "right way plan," a new educational movement about to be inaugurated in the express business, by the American Railway Express company.

Special emphasis is to be laid on what is called "Starting express shipments right," in which shippers will be asked to give special attention to complete and accurate addressing of shipments and to the packing rules laid down in the express classification, authorized by the interstate commerce commission.

The carrier announces that having received shipments turned over to it in proper condition for shipping, it proposes to see that while in its hands all business will be carefully guarded, and expeditiously handled to destination. Numerous placards and pamphlets detailing the correct shipping methods will be distributed to express users.

This is considered an opportune time in the express business to call the attention of express employes to proper methods established by the carrier, for the handling of the business. Under the right way plan selected employes, expert in their individual lines, will take a prominent part in a series of meetings to be held throughout the year, the first of which was called for Jan. 11, 1921.

These men have been organized into Right Way committees, and the plan will be simultaneously introduced at every point where express traffic is handled.

Canners Hold Good Convention

Atlantic City, Jan. 22.—The fourteenth annual convention of the National Canners association, meeting simultaneously with the Canning Machinery & Supplies association and the National Canned Foods & Dried Fruit Brokers association was one of the best

in the history of these organizations. The registration was about 3,000. Notwithstanding that it was the winter season at the seashore all canning sections of the United States were represented, including the Pacific coast.

Fine Machinery Exhibit

It is said there has never been a finer exhibit of canning machinery than was seen at Atlantic City. This was held upon one of the large piers and every available inch of space was occupied. The latest canning machinery devices were displayed, many of the machines being in operation. Heretofore admittance to this exhibit has been confined to the industry, but at Atlantic City it was thrown open to the public each night. In connection with this there was a canned foods demonstration, showing an amazing large number of canned food products,—all of them displayed in a tempting manner.

Canners Elect Officers

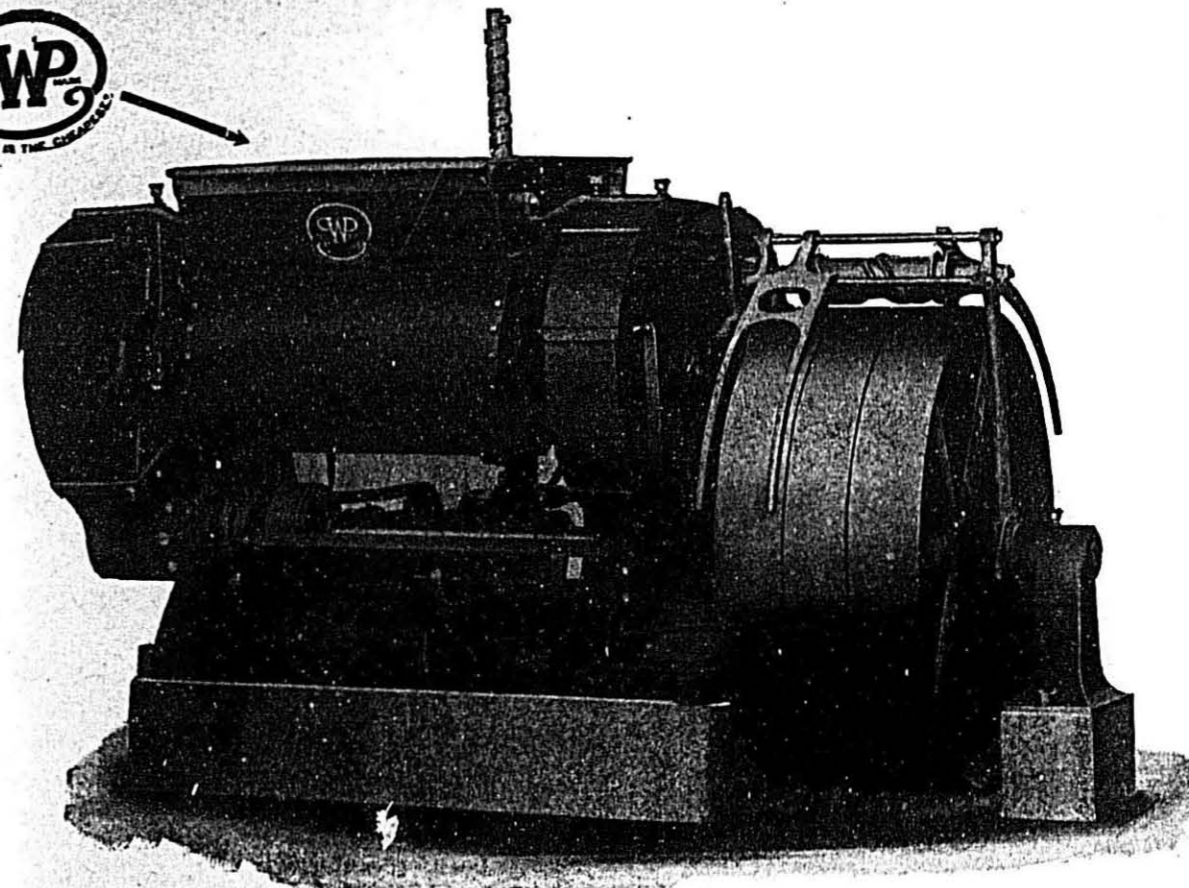
Harry P. Strasbaugh of Aberdeen, Md., was elected president of the National Canners association. James McCre of Rochester, N. Y., was elected first vice president, and Frank E. Gorrell, Washington, D. C., secretary-treasurer. The office of second vice president was created and it will later be filled. The following new directors were elected: W. E. Elwell, Portland, Me.; Albert Horner, Honolulu, Hawaii; L. E. Jastremski, Houma, La.; James Moore, Rochester, N. Y.; G. A. Eastwood, Chicago, Ill.; Richard Stringham, Woods Cross, Utah; Ralph Polk, Mound City, Ill.; John M. Swing, Ridgely, Md.; B. F. Moomaw, Roanoke, Va.; E. F. Trego, Hoopston, Ill.; Bismark Houssels, San Francisco, Cal.; Fred Kendall, Portland, Ore.; Luscius E. Hires, Salem, N. J.; Russell B. Kingman, Orange, N. J.

Sells Re-elected by Machinery Men

Ogden S. Sells of Buffalo was re-elected president of the Canning Machinery and Supplies association, and Frank C. Engelhart of Chicago, vice president. The following directors were elected: Ernest E. Finch, of Cincinnati, Ohio; Charles P. Guelp, of Cambridge, N. Y.; and Gordon B. Kellogg, of Rochester, N. Y.

Brokers Elect Officers

Paul E. Kroehle of Cleveland was elected president of the National Canned Food and Dried Fruit Brokers association: Charles K. Boleski of Seattle, first vice president; Charles Syer of Norfolk, third vice president; Oswald Lockett, Jr., of Chicago, treasurer; and James M. Hobbs of Chicago, secretary.



Uniformity—do you get it?

A UNIFORM "mix"—a uniform product.

You can't make a macaroni of fine color and even finish unless your mixing and kneading methods are RIGHT.

The "Universal" Kneading and Mixing Machine combines the painstaking thoroughness of the skilled hand worker with machine speed.

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

"Universals" are at work in leading macaroni, spaghetti and noodle factories. Let us show you why.

Our catalog should be in your file. Write for your copy, if you haven't one already.

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 field

Notes of the Industry

Spaghetti Styles Unchangeable

Styles may change in women's hats and dresses, in men's trousers and the cut and color of his tie; the hole in the doughnut may be large or style may change and demand that it be small; bread may increase in price and decrease in size, but the style, shape, size, weight and color of the luscious macaroni must remain the same year in and year out. So say paste masters and spaghetti makers of the North Beach district, of San Francisco. The Italians will not permit modern ideas to creep into the making of their favorite dish, says Albert Grazioni, owner of the Washington Square Paste Co., 684 Filbert st. Grazioni says he tried it once, giving the wire like spaghetti a new and unusual twist after it left its iron cylinder. His customers didn't recognize their old favorite in this newly-contorted thing, and would have none of it. He tried the same experiment on the broad, flat stemmed macaroni. It was at the suggestion of an artist friend who thought that a neat, bow like finish might catch the discriminating eye of particular customers. But again this didn't prove a howling success and since Grazioni has contented himself with producing macaroni and spaghetti, wholesome and sweet, with only an occasional modest twist and let the artistic notions go hang.

Small Peru Paste Consumption

Peru, S. A., being situated within the tropics, consumes considerably fewer alimentary paste products than the average country of Latin lineage. This class of food is manufactured in a small way in local plants, though a large percentage of the amount consumed is imported annually. In 1919 Peru imported from all sources food pastes amounting to practically one half million pounds valued at \$91,080.60, figuring the Peruvian pound at its par exchange. Practically all of the imports of this country enter the port of Callao.

Palermo Macaroni

Palermo, Italy, which handles practically all of the imports and exports of Sicily, has about attained its normal pre-war business in practically all lines except its enormous exportation of alimentary pastes. This product established an export record in 1913 when 2,192

tons were shipped from that port to all parts of the world, the United States getting its share. Only 41 tons were exported in 1918 and 79 tons in 1919, and the odd feature of this report is that not a pound was sent to this country in the latter year. Russia, the chief source of grain imports in the past for the Sicilian market, being closed the Italian importers looked to the United States for their raw material. Naturally, with all of Europe competing for these products, the demand exceeded the supply, and high prices prevailed at all times. The United States supplied all the hard wheat imported, which amounted to 17,543 tons in 1919, and also 25,517 tons of soft wheat; the balance came from Australia and Argentina.

New Plant at Morgantown

A company composed of some of the leading citizens of Morgantown, W. Va., has been organized to manufacture macaroni and other alimentary paste products. One of the peculiar features of this company is that it plans to make

cheese in connection with macaroni, thus supplying a combination that is essential in the proper preparation of this food stuff. An expert in cheese manufacture is expected from Italy soon to take charge of this division of the plant. The new company is known as the Morgantown Macaroni and Supply Co. Its capital stock is \$250,000.

Macaroni Cooked With Sardines

Macaroni cooked with sardines and vegetables was among the leading articles shipped from Palermo, Italy, chief port of Sicily, according to American Consul Louis G. Dreyfus, Jr., of that port for the first nine months of 1920. The report shows that while no macaroni products whatever were shipped to the United States in 1919, this business became brisk in 1920, when 1,967,454 pounds of macaroni cooked with sardines and vegetables left that port for our shores between January and September of that year. The goods exported were invoiced at \$661,468, according to the commerce report of Jan. 11, 1921.

WALDORF CONTAINERS
THE PACKERS RIGHT HAND MAN
"ASK THE MEN WHO USE THEM"



WE ARE
CARTON AND CONTAINER
SPECIALISTS

MANUFACTURING
CARTONS, CORRUGATED AND SOLID FIBRE SHIPPING CONTAINERS

OUR OWN PAPER STOCK
PLANT - OUR OWN
BOX BOARD MILL
DAILY CAPACITY 135 TONS
OUR OWN MFG. PLANT



THE LARGEST COMPLETE
PLANT IN THE U.S.
DEVOTED EXCLUSIVELY TO
THE MAKING OF
CONTAINERS & CARTONS

WALDORF PAPER PRODUCTS Co.
ST. PAUL, MINNESOTA

"THE WALDORF DAILY PLAN - PRODUCE THE BEST THAT MORTALS CAN"

February 15, 1921

THE NEW MACARONI JOURNAL

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.

This preparation is apparently a specialty of the Sicilians and finds a ready market where that class of people locates.

Macaroni Box Calculator

From an ordinary wooden macaroni box to a successful multiple column key operated adding and calculating machine there is a wide chasm which the inventor of this indispensable office device negotiated in a few months. The inventor and developer of the up-to-date calculating machine, Dorr E. Felt, is reported to have used an ancient macaroni box in construction of his first machine, filling it with a mess of crude, lumbering levers and springs. That crude affair is still preserved in the vault of the company organized by the inventor and it is the great ancestor of the modern product now placed on the market by that concern.

Seeks to Recover on Fire Loss

Action taken in the federal court at Utica, N. Y., by the Oneida County Macaroni company, seeking to recover on the fire insurance policies carried at time of destruction of plant, is creating much interest among the industries in

that section. The first of eight suits, against eight distinct companies, was started in Judge Frank Cooper's court the latter part of January.

The macaroni company carried policies amounting to \$85,000 on its property and stock, etc., and fire of incendiary origin on Aug. 10, 1919, entirely destroyed the plant. The company attorney fixes the losses at about \$60,000 and the insurance companies interested believe this amount is exaggerated. These losses include \$8,204 damage to machinery and equipment; \$23,974 damage to stock and materials, and about \$27,000 damage by reason of loss of use and occupancy of the building. The court action is supervised by Rocco Perretta, president of the macaroni company.

The risk was carried by the eight different insurance companies and the eight distinct suits are necessary to seek recovery on the whole claim. The decision of the jury in this first case is awaited with concern by those directly interested because it will have a direct bearing on the suits to follow. Nothing has been attempted in the way of reconstruction of the plant until after this insurance matter is disposed of.

Rocco Perretta, president, stated the

company was organized early in 1911 with a capital stock of \$36,000. R. Perretta & Co. owned one-third of the stock. Rocco Perretta personally owned 45 shares, John Perretta 45 shares, Frank Rossi 45 shares, Rocco Lofaro 45 shares, S. Perretta 10 shares and Tommaino Bros. 10 shares.

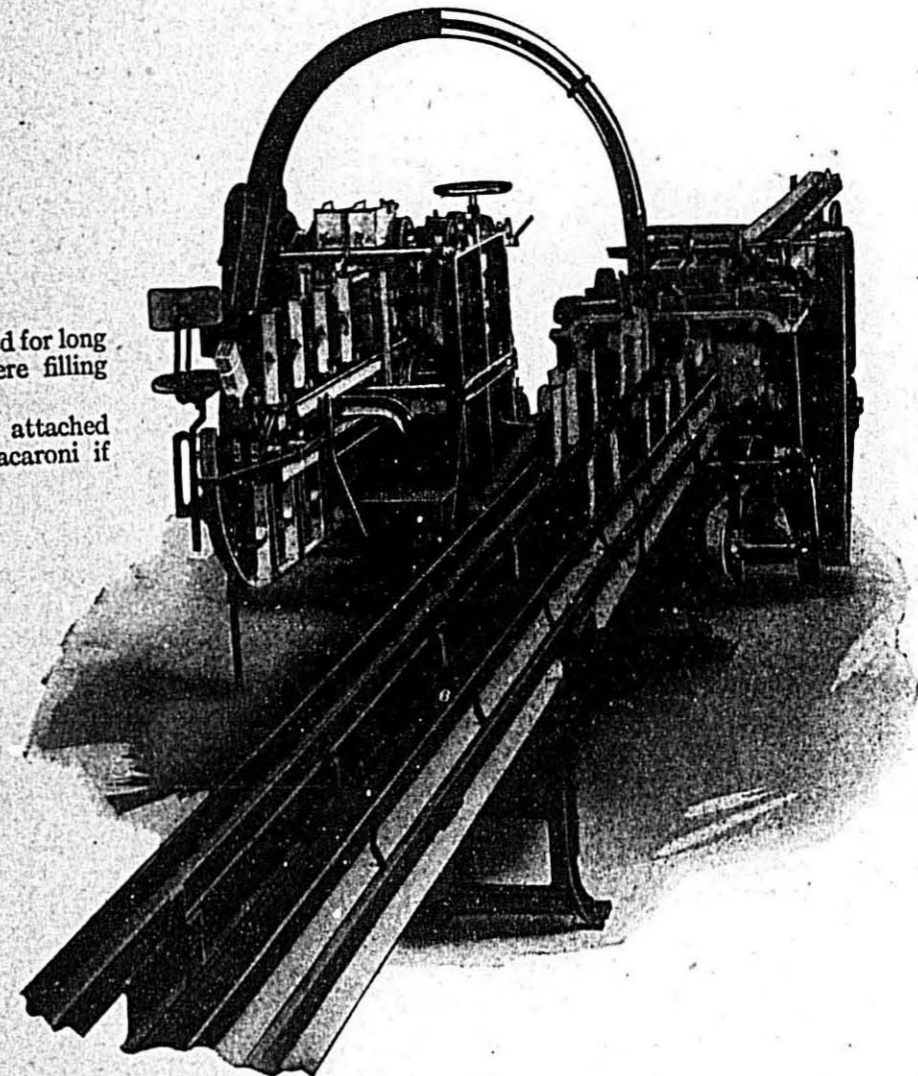
Macaroni Co. Embarrassed

The International Macaroni Co. of Joliet, Ill., has filed petition in bankruptcy in the federal court. The petition asserts that the assets of the concern were \$28,987 and its liabilities \$56,278. This company has been in the alimentary paste manufacturing business a little more than five years and enjoyed some good business during the war years.

Elects Board of Directors

The Connellsville Macaroni Co., Connellsville, Pa., at a stockholders meeting last month elected the following directors: R. S. Trenberth, James DeOre, F. A. Maddas, Etizo Nannini, J. C. Metzgar, L. E. Cuneo and G. Corrado. This company has been in the alimentary paste manufacturing business many

This Motor Driven **PACKAGING MACHINE** Will Give You
PRODUCTION and EFFICIENCY
and
Increase Your Sales and Profits



This type is used for long cut macaroni where filling is done by hand.
A scale can be attached for short cut macaroni if desired.

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

Reduces operative costs and uses minimum floor space.

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

— Consult Us —

Johnson Automatic Sealer Co.

P. O. Box No. 482
BATTLE CREEK, MICHIGAN

SHIP YOUR MACARONI IN CHICAGO MILL BETTER BOXES

Whether you need shooks, solid fibre or corrugated fibre boxes, we can furnish them.

The fine appearance and splendid quality of Chicago Mill Boxes help to sell the goods they deliver.

We manufacture:

1. Red Gum Shooks; Odorless Clean and bright One piece sides and tops
2. Corrugated fibre and solid fibre Macaroni Boxes. Built to tested strength especially for the macaroni trade. Strong, neat appearing.

We print your advertisement on your boxes if you desire.

The convenient location of our plants, as well as our complete control of production, insures to our customers the best box service.

FOR PRICES, DIRECT YOUR INQUIRY TO

CHICAGO MILL AND LUMBER COMPANY

GENERAL OFFICES
CONWAY BUILDING-1111 W. WASHINGTON STREET

CHICAGO

years and is one of the progressive firms in western Pennsylvania.

Macaroni Imports and Exports

In November 1920 the importation of macaroni to the United States from all sources was 115,288 lbs. valued at \$15,055. During November 1919 we imported from all sources 94,346 lbs. valued at \$11,882. For the 11 months ending November 1920 our importation of macaroni products from all sources amounted to 677,070 lbs. valued at \$90,640 while for the same period in 1919 we imported 843,177 lbs. valued at \$93,627. In 1918 during the 11 months ending with November, our importation of macaroni products was 371,201 lbs. valued at \$37,871. From these figures it will be noted that there has been a decrease in the amount imported in 1920 and a slight increase in the value per pound. In November 1920 the exports of macaroni products from the United States to all other countries amounted to 2,412 lbs. valued at \$346. In the same month of 1919 we exported 58,636 lbs. valued at \$7,120. For the 11 months ending with November 1920 our exports of macaroni products to all other countries amounted to 74,360 lbs. valued at \$10,115, and for

the same period in 1919 we exported 97,690 lbs. of macaroni products valued at \$13,678. There has been a gradual falling off in the exportation of alimentary pastes from the high mark established during the war.

Macaroni a Lenten Specialty

Macaroni, spaghetti and noodles are featured as some specialties that grocers should advertise and display to get the maximum business during this somewhat backward season, says the Modern Grocer in its issue of Feb 5. The six weeks of Lent offer an opportunity for moving merchandise and increasing business that most grocers should be quick to take advantage of.

Another line of merchandise of particular importance is macaroni, spaghetti and noodles with the other foods which go with them to make attractive dishes. The latter particularly are cheese and tomato products. The recent price reductions in all of these items cannot help but have a favorable impression upon the trade and it is well worth the time of any merchant to push these goods, particularly during this season. A great many manufacturers of macaroni and spaghetti have books of

recipes which are available for their customers for distribution to consumers and cannot help but make a favorable impression upon the trade.

Window displays of this seasonable Lenten merchandise with price tickets cannot fail to add to business in these lines. Naturally it is the season of largest sales for these items and the opportunity to move them is a splendid one.

Opinions Differ on Container Bill

Much interest is manifested in the fate of the "Haugen Bill" as H. R. 10311 is popularly known. This bill passed the house of representatives early in December and its fate is now in the hands of the senators who apparently are giving it every consideration before adopting or rejecting it.

The bill is in keeping with the resolutions adopted at the 1920 convention of the National Macaroni Manufacturers association as being strictly opposed to slack-filled packages, especially those that attempt to deceive. It provides that food will be declared to be misbranded if "package be not filled with the food it purports to contain." Some allowances are made and others may be made by regulations, but "if it be in a

Insure the Goodness of Your Product Being Retained



The PETERS PACKAGE

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



HERE'S no other package like the Peters Package. It is a distinctive package that positively insures all of the original goodness of your product being carried to the table of the housewife, without the harmful influence of moisture, dust and odors. For years dealers and the buying public everywhere have had confidence in the Peters Package. It has protected their crackers, their butter and their macaroni so perfectly that they have learned to depend on it. Leading food manufacturers attribute vastly increased business to the Peters Package.

Now this distinctive, sanitary package is available for you. The popular demand for packaged goods has made necessary the broader usage of Peters Package Machinery. We will be glad to furnish complete details for packaging your product with this improved machinery. Let us help you with your package problems.

PETERS MACHINERY COMPANY

209 South La Salle Street, Chicago



TRADE-MARK

CANTUNI, MAGI & CO. MACARONI & SPAGHETTI

Why not get the Best? Demand Liberty Tape

When you buy sealing tape, see that you get the best. Liberty Tape has proven its superiority. It is a fast-sticking, tough, enduring tape. Applied in an instant.

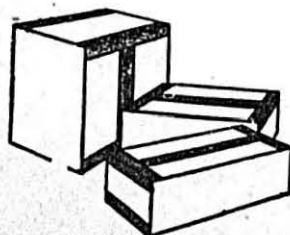
Liberty Tape, printed with your trade mark, gives "color" and advertising value to your containers. Send for samples.

Let us put a Liberty Moistener in your shipping room on approval—fast, durable, efficient. Price \$5.00.

LIBERTY PAPER COMPANY
52 Vanderbilt Ave., N. Y. C. Mills: Bellows Falls, Vt.

LIBERTY TAPE

Both Plain
and Printed



Medi Brand

MACARONI &
SPAGHETTI

Medi Brand

container so made, formed, or shaped, as likely to deceive or mislead the purchaser as to quantity, size, kind or origin of the food therein" misbranding issues.

Several distributing agencies, among which is the American Specialty Manufacturers association, are opposed to this legislation on the grounds that many foods pack down naturally after filling, so that a well-filled package at time it leaves the plant may naturally become a poorly filled one because of conditions over which the packer has no control. This opposition is met by retailers who urge its passage in order to be relieved of the large sized package, can or container that merely serve to fill the shelves. This bill was introduced by Representative G. N. Haugen of Iowa and has the backing of the grocery trade and consumers.

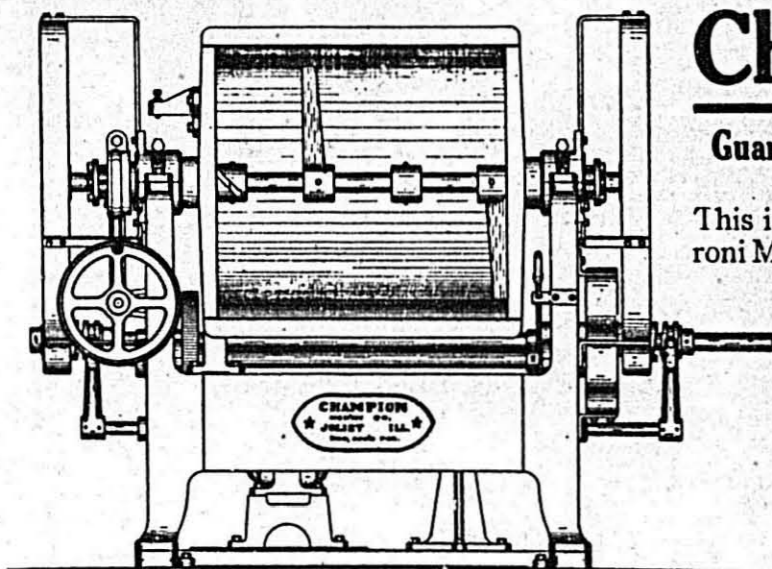
"Misbranding" Decisions

On May 15, 1919, the United States attorney for the District of Minnesota, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district a libel for the seizure and condemnation of 300 cases of noodles. 1,000

cases of spaghetti, and 1,300 cases of macaroni, remaining in the original unbroken packages at St. Paul, Minn., alleging that the articles had been shipped on or about April 14, 1919, from St. Louis, Mo., by The Cleveland Macaroni Co., Cleveland, Ohio, and transported from the State of Missouri into the State of Minnesota, and charging misbranding in violation of the Food and Drugs Act, as amended. The noodles were labeled, "Golden Age Trade-Mark The Machine Dried Noodles Contain Egg Net Weight" ("5 oz." marked out) "4 Oz. America's Greatest Value 10c because from America's Largest Plant Machine Formed. The new process The Cleveland Macaroni Co., Cleveland, O. U. S. A. Modern Macaroni Makers," the spaghetti was labeled in part, "Golden Age Trade Mark The Machine Dried Spaghetti Net Weight 7 Ounces America's Greatest Value because from America's Largest Plant The Cleveland Macaroni Co., Cleveland, O. U. S. A. Modern Macaroni Makers," and the macaroni was labeled in part, "Golden Age Trade Mark The Machine Dried Americanized Macaroni Net Weight 7 Ounces America's Greatest Value because from America's Largest Plant The

Americanized Macaroni The Cleveland Macaroni Co., Cleveland, O., U. S. A." Misbranding of the articles was alleged in the libel for the reason that the net weight of each and every (one) of said packages of noodles, spaghetti, and macaroni was not plainly and conspicuously declared, and for the further reason that it was food in package form and the quantity of contents was not plainly and conspicuously declared.

On March 24, 1920, the case having come on for hearing before the court without a jury, the court, after hearing the arguments of counsel and considering the pleadings, found that the allegations in the libel charging the misbranding of the packages of spaghetti, packages of macaroni, and packages of noodles, except such as were re-marked as to net contents, were not established, and that the allegations charging the misbranding of the packages of noodles wherein the weight had been marked out and the new weight added had been established, and it was ordered that the spaghetti, macaroni, and noodles in packages not re-marked be returned to the claimant of the goods, the said The Cleveland Macaroni Co., and that the packages of the noodles which had been re-marked be condemned and forfeited to the United States. It was further ordered that said re-marked packages might be returned to the claimant upon payment of the costs of the proceedings and the execution of a bond in the sum of



Champion Mixer

Guarantees Dependable Service at Small Cost

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

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

The Agitator is made of steel and will last indefinitely.

Motor safely attached directly beneath Mixer.

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

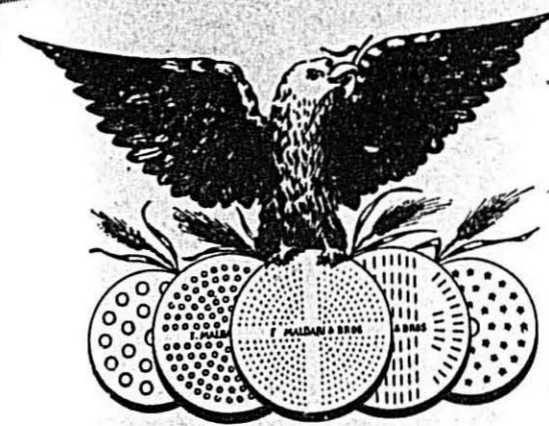
Made in any size with capacity from one to six barrels as best suits the requirements of your plant.

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

Ask for our literature and our price.

CHAMPION MACHINERY CO.

JOLIET, ILL.



A Word About The Bronze Used In Making MALDARI'S INSUPERABLE BRONZE DIES

Realizing that a Macaroni die, no matter how good the mechanical features might be, could not be entirely satisfactory unless the material of which it was made was exceptionally strong and of unlimited toughness, therefore early in our career, we determined to spare no expense to secure a BRONZE for our dies that should meet the most exacting requirements.

We employed the services of one of the oldest and most experienced metal men, and he, after months of experimenting, produced a Bronze that, although it could be cut with the greatest facility, still had the great tensile strength and elastic limit to withstand any great pressure put on our dies by the Macaroni maker.

This metal we have called MALDARI'S INSUPERABLE BRONZE.

The Maldari Die made of INSUPERABLE BRONZE will outwear two ordinary dies.

A trial will convince you of the extraordinary strength of MALDARI'S INSUPERABLE BRONZE.

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

F. MALDARI & BROTHERS

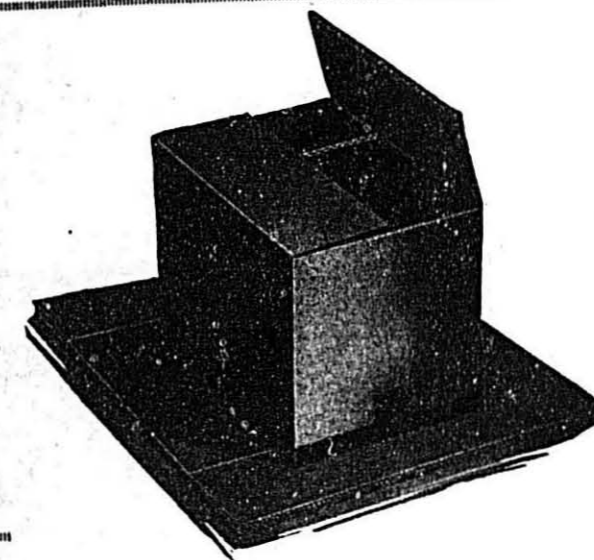
(Established 1903)

127-29-31 Baxter Street

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

NEW YORK CITY

Corrugated Paper
and
Solid Fibre
Shipping Boxes



From Raw Materials
To
Finished Boxes
Under
One Roof
390,000 Square Feet

Let Us Figure On Your Next Order

In addition to lowest market prices our quality is far superior to that required by transportation companies.

MONROE BINDER BOARD COMPANY

Container Division

MONROE, MICHIGAN

1200 Elm Avenue

SALES OFFICES

Grand Central Palace, New York 923 Stock Exchange Bldg., Chicago 516 Moffatt Bldg., Detroit, Mich. 815 Columbus Saving & Trust Bldg., Columbus, O.

\$100, in conformity with section 10 of the act.—E. D. Ball, Acting Secretary of Agriculture.

7862. *Misbranding of spaghetti. U. S. v. Mercurio Bros. Spaghetti Mfg. Co., a Corporation, Plea of guilty to count 1 of information. Fine, \$25 and costs. Remaining counts of information dismissed.* (F. & D. No. 9498. I. S. No. 10011-p.)

On May 3, 1919, the United States attorney for the Eastern District of Missouri, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district an information in 8 counts against the Mercurio Bros. Spaghetti Mfg. Co., a corporation, St. Louis, Mo., alleging shipment by said company, in the first count of the information, in violation of the Food and Drugs Act, on or about March 23, 1918, from the State of Missouri into the State of Illinois, of a quantity of an article, labeled in part "Sugo Brand Spaghetti 10 Ounces Net" or "10 Oz. Net," as the case might be, which was misbranded.

Misbranding of the article was alleged in the information for the reason that the statements, to wit, "10 Ounces Net" and "10 Oz. Net," borne on the cartons containing the article and regarding it,

were false and misleading in that they represented that said cartons each contained 10 ounces net of the article, and for the further reason that it was labeled as aforesaid so as to deceive and mislead the purchaser into the belief that said cartons each contained 10 ounces net of the article, whereas, in truth and in fact, each of said cartons did not contain 10 ounces net of the article, but did contain a less amount.

On November 13, 1919, a plea of guilty was entered on behalf of said defendant corporation to the first count of the information, and the court imposed a fine of \$25 and costs. The remaining counts of the information were dismissed.

COMBINE AGAINST WEEVIL

All Classes Interested Co-operate to Exterminate Pest—Various Points of Infection—Money Pledged and Plans Formed.

A concert campaign to eliminate weevils that are causing losses valued at millions yearly will result from the action taken at a meeting of cereal section of the American Specialty Manufacturers association Feb. 4 in Hotel La Salle, Chicago. Flour men, pancake

flour makers, macaroni manufacturers and others interested in this fight present pledged \$20,000 as a nucleus for a fund with which to bring about the extermination of this waste.

Several Danger Points

Professor R. N. Chapman of the University of Minnesota and Professor Dean of the Kansas university agreed in discussing this matter before the meeting, that conditions indicate that the question of weevils is unusually serious this year. The greatest danger of infection is not always in the plant where the foodstuff is manufactured but also in the cars in which goods are shipped, in warehouses where they are stored, and in ships wherein they are transported.

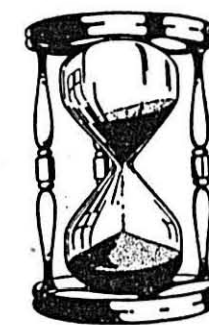
The campaign as planned will provide for an efficient expert and a staff to make a thorough study of all angles of the weevil question, inspect plants, warehouses, cars and ships and cooperate with the manufacturer and the retailer in an effort to totally annihilate this enemy. A cleanup campaign will be inaugurated.

Easy Money

Voluntary contributions from manufacturers interested will finance this

Discriminating Manufacturers Use

Hourglass



Brand

PURE DURUM SEMOLINA AND FLOUR
RUNS BRIGHT, SHARP AND UNIFORM

Quality and Service Guaranteed Write or Wire for Samples and Prices

DULUTH-SUPERIOR MILLING CO.

Main Office DULUTH, MINN.

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BUFFALO OFFICE:
31 Dun Building

BOSTON OFFICE:
88 Broad Street

PHILADELPHIA OFFICE: 458 Bourse Bldg.

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

PORT HURON, MICH. OFFICE, 19 White Block

Standard Paper Boxes

FOR
FOOD PRODUCTS

We specialize in High-Grade Cartons made from Patent Coated Board. Just the package for Macaroni, Spaghetti and Noodles.

If you require Quality and Dependable Service, send your specifications to

Standard Paper Company

Kalamazoo, Mich.

Board Mill Capacity, 100 tons per day—
Box Factory, 50 tons per day

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

Nothing Speaks Louder than Facts

De Martini Drying System

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

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

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

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

No Catalogues issued.

No Agents.

Genuine only through direct communication.

Paul De Martini - Jamaica, New York

Sole owner of Sicignano Patent and DeMartini Patents.

WARNING

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

campaign. It is estimated that from the manufacturers of alimentary pastes about \$1,000 will be raised as their share of this expense. Only a few concerns were seriously affected last year, yet it meant thousands of dollars of loss to macaroni men and what is still worse, a loss of customers. The weevil must go.

December Durum Receipts

Reports of arrival of carload durum at the principal markets by inspectors licensed under the U. S. grain standards act, show receipts of all grades of durum, from July 1 to Dec. 31, 1920, to be about double the receipts during the same period in 1919.

AMBER DURUM. A total of 939 carloads of all grades of amber durum reached the various markets in December, of which 53 carloads graded No. 1, 733 carloads No. 2, 104 carloads No. 3 and the remainder below grade. Minneapolis and Duluth received practically all of the No. 1 durum, the former taking 29 carloads and the latter 15. Of the No. 2, Minneapolis received 160 carloads; Duluth 181 carloads; Chicago 2 carloads; New York 109 carloads; Philadelphia 140 carloads; Bos-

ton 29 carloads; and Baltimore 87 carloads. Of the No. 3 durum, Minneapolis reports 49 carloads, Duluth 33 carloads and Baltimore 12 carloads.

DURUM. Inspections of durum during this month amounted to 546 carloads, of which 21 carloads graded No. 1, 267 carloads graded No. 2, 154 carloads graded No. 3 and 104 carloads below grade. Of the No. 1, Minneapolis received only 1 carload, Duluth 5 carloads and Galveston 4 carloads, of the No. 2 grade, Minneapolis inspected 41 carloads, Duluth 148 carloads, Philadelphia 18 carloads, New Orleans 6 carloads and Galveston 13 carloads. Of the No. 3, 44 carloads were inspected at Minneapolis and 79 carloads at Duluth.

Total receipts July 1 to Dec. 31, 1920, were 9,065 carloads of amber durum as compared with 5,849 carloads for the same period in 1919. Of the durum wheat, 793 carloads were inspected in the same period in 1920 as compared with 413 carloads in the same period in 1919.

Inspections of durum in December 1920 however, show a decrease of about 20 per cent compared with inspections during November 1920. The total quantity of durum inspected in December, including red durum, was 1,612 car-

loads and the total quantity inspected in November was 2,096 carloads.

Trade Marks in January 1921

Jan. 4

No. 138,562—Spaghetti, meat and chili, and packing house products, etc. Allied Packers, Inc., Chicago. Representation of a triangular shaped figure having a rectangular base, in broken lines. Filed April 29, 1920. Use claimed since Dec. 1, 1919.

Jan. 11

No. 138,863—Macaroni of all kinds, types and varieties, raw, cooked, prepared; certain cheeses, etc. A. Silz, Inc., New York, "AUSICO". Filed April 28, 1920. Use claimed since Dec. 21, 1919.

No. 139,912—Macaroni, spaghetti, kre-me-nuts, vermicelli, and egg noodles. F. A. Martoccio Macaroni Co., Minneapolis. "QUALITY". Filed July 29, 1920. Use claimed since Oct. 30, 1911.

This registration is under the Act of March 19, 1920, which permits the registration of a trade mark of a descriptive or geographical nature if used in interstate commerce for at least a year.

Don't be a bear on the United States.

INVESTIGATION

of the merits of the

PURE DURUM WHEAT FLOUR

Manufactured by

LINCOLN MILLS

Lincoln, Neb.

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

Samples of Wheat and
Flour cheerfully furnished.

IN STOCK

Macaroni Drying Sticks

Established in 1869

ADOLPH STRUM CO.

542-544 W. Washington Street

CHICAGO, U. S. A.

Richard Griesser

Architect and Engineer

Designing and Equip-
ping Macaroni and
Noodle Factories

A SPECIALTY

Have designed all
kinds of Food Prod-
uct Plants.

Consult me about Factory
Construction or Alteration

64 West Randolph Street
Suite 1605 Schiller Bldg. CHICAGO, ILL.

THE VALUE

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

INCREASED

Efficiency and greater economy can
be obtained by packing your prod-
uct in

Fibre and Corrugated Boxes

Manufactured by

DOWNING BOX COMPANY

MILWAUKEE WISCONSIN

Grain, Trade and Food Notes

Sweet Potato Waste Large

It is doubtful if any crop produced in the United States suffers as much loss from waste as the sweet potato. A survey by the bureau of plant industry of the United States Department of Agriculture showed that the loss to the crop by preventable disease was more than 50 per cent, but often after the crop is harvested growers fail to take advantage of the possibilities of the great northern market. The country would eat sweet potatoes, but the field is far from being developed to its full capacity.

Box Shook Exportations

While macaroni manufacturers and other users of box shooks were complaining about the difficulty in obtaining this much needed shipping material, large quantities of shooks were exported by the manufacturers during 1918 and 1919, according to the statistics by the Latin-American division of the bureau of foreign and domestic commerce. Latin-America, which takes in all of the

countries south of the United States, received about 50 per cent of this material shipped from our shores. Out of a total value of \$2,737,865 of box shooks exported in 1918, these countries took \$1,148,949. In 1919 the percentage shipped to these countries showed a healthy increase. In that year shooks to the value of \$2,820,541 were exported to all countries and of this total \$1,621,823 found its way to the Latin-American countries.

Industries Rest on Standards

Every food industry must rest on definite standards—standards for raw materials, standards for construction of plants and their sanitary operation, standards for the character and quality of the output, says Dr. H. E. Barnard food commissioner for Indiana. These standards are being set by the industries themselves as well as in the legislative halls. Indeed, it is one of the hopeful signs of the times than much of the regulatory laws which may be made by the legislatures now in session will be sug-

gested by the interested industries instead of being forced on them at the demand of consumers. Food manufacturers should aim toward uniformity in composition so as to produce a food always fit for the purposes for which it is used.

Canada's Big Wheat Crop

The dominion bureau of statistics has issued its final annual report on the area, yield, and value of the field crops of Canada for the year 1920. The total yield of wheat for the year is returned as 263,189,300 bushels from 18,232,374 acres, compared with 193,260,400 bushels from 19,125,968 acres in 1919, and with 254,480,440 bushels from 16,343,969 acres, the annual average for the five years 1915-1919. The total yield for 1920 is 30,171,700 bushels less than the estimates issued October 29, 1920, this difference being mainly due to the disappointing yield per acre in Saskatchewan, which was only 11 1-5 bushels instead of 13 3-4 bushels as then re-

I have read with interest the many opinions of Macaroni Manufacturers, their observations, hopes and ambitions.

To the statement of the gentleman from Rochester, that the Macaroni Industry is the poorest business-managed industry he has ever heard of, I wish to add that it is also the poorest equipped industry.

To all of you gentlemen of the American Alimentary Paste Goods industry I am extending an invitation to cross the pond this summer and visit some modern equipped European plants.

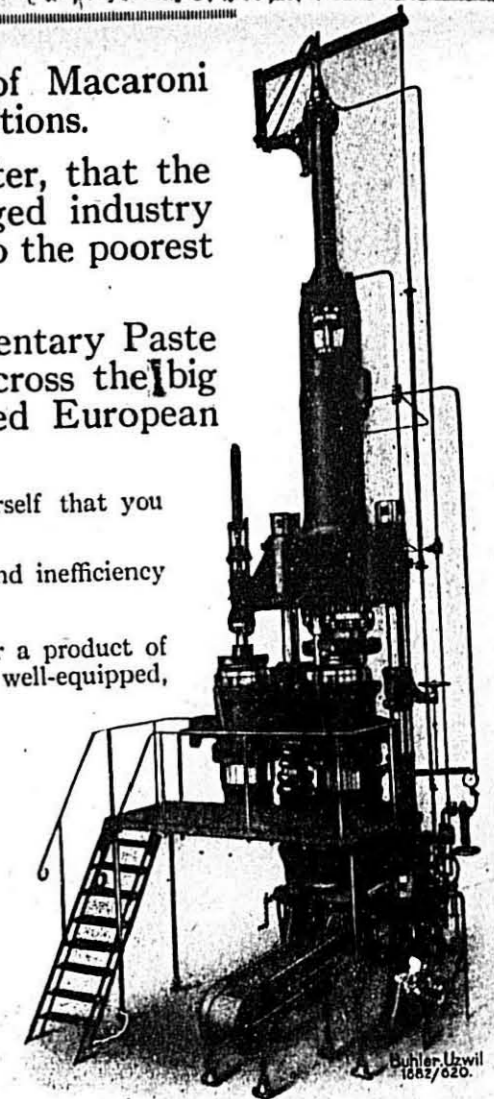
See for yourself what progress has been made abroad, convince yourself that you have still much to learn.

A high tariff does not remedy the shocking conditions of wastefulness and inefficiency still existing in many of your plants.

Nine American families out of ten will buy American goods, if you offer a product of quality, well advertised and attractively made up. A product made in a well-equipped, sanitary and well managed factory.

To the gentleman from St. Louis I wish to reply that there is no overproduction nor too small consumption, but there is a need of better machinery and better equipment, which in turn will bring higher efficiency and a higher standard of your industry. It will mean the survival of the fittest.

A. W. BUHLMANN, Engineer, 200 Fifth Ave., NEW YORK
Representing
Buhler Brothers of Switzerland



TRADE-MARKS

Before using your trade-mark, you should have an examination made through the records of the U. S. Patent Office to ascertain whether it is already registered.

I make these examinations not only through the registered trade-marks but, in addition, consult my own, personal index of published trade-marks. This is better service than the average.

Your trade-mark business is solicited on the guarantee that I will give your matters prompt, efficient and personal attention. Write for "PRACTICAL POINTS" a folder.

EDWARD W. HOLMES
Counsel in Trade-Mark Matters
918 F. Street - Washington, D. C.
In Practice Since 1902

Auction Sale

The entire assets of the
**INTERNATIONAL MACARONI
COMPANY (BANKRUPT),
JOLIET, ILLINOIS**

will be sold at

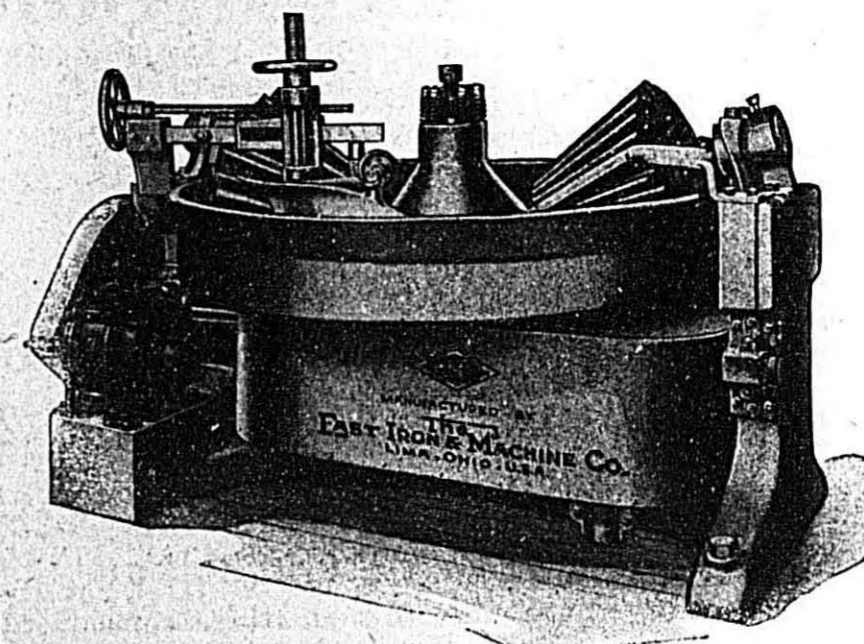
**PUBLIC AUCTION on
THURSDAY, FEBRUARY 24
1921**

at Joliet, Illinois at
the hour of 10:00 a. m.

Inventory can be seen at my office
at Joliet, Illinois.

FRED W. WALTER
Trustee in Bankruptcy.

"EIMCO" Mixers and Kneaders



The Type DC Mixer

is a heavy built double blade mixer, made in one bbl. and two bbl. sizes. It is equipped with our patented blades which give a wonderfully quick mix and provide just the right kneading action to produce perfect doughs of absolute uniformity in color, moisture and temperature. It is used by leading manufacturers.

The Kneader you need to knead the dough.

The "Eimco" is a big step ahead in kneading efficiency. It is a very strong machine, has scientifically designed rolls and plow; scrapers at rolls to prevent the dough from climbing, and an excellent lubricating system. It produces extra fine doughs and runs as smooth as a top.

"Eimco" Mixers and Kneaders mean up-to-the-minute equipment; the kind that improves the quality of the products and reduces production cost.

Ask us for bulletin M-101 and photographs.

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

ported. The average yield per acre for Canada is 14 1-2 bushels, as against 10 bushels in 1919 and 15 1-2 bushels, the 5-year average.

British Revoke Food Orders

According to a cablegram from the American agricultural trade commissioner at London, dated Jan. 27, the British food controller has removed the maximum prices for home grown wheat. The order requiring importers of cereals, flour, meal, rice, and pulse in excess of five tons to report such shipments to the commission before their arrival has been revoked. Importation of foreign wheat can now be made freely. Although no longer required, it is desired that such notice shall still be given.

Reggiano Cheese

Lovers of delicious spaghetti, macaroni or kindred dishes appreciate the need of well matured Reggiano cheese to give these alimentary paste dishes and the tasty Italian and French soups just the flavor that makes them so popular. Reggiano cheese is manufactured in Italy under a special process that combines grade of milk, favorable climatic conditions, and expert knowledge

that is a heritage in certain families, villages or districts.

The form best known to the American consumer is in large loaves averaging from 50 to 70 pounds, with a black exterior and a rich yellow color inside. This cheese is made from skimmed milk, as is practically all Italian cheese, and it takes from two to four years to properly cure it for the market.

Another form that has become quite popular is the granulated or grated Reggiano. This is placed in jars that will prevent entrance of moisture and dust and in this form is gaining great favor for flavoring various kinds of foods, but particularly those made from alimentary pastes. In this form it brings a considerably higher price, though its use is restricted, not being edible as is the cheese in loaf form.

Candy Eating in America

Statistics printed in the Financial World show that Americans eat six times as much candy today as they did in 1880. Either the manufacturers have persuaded Americans to eat more or the candy lovers have persuaded the manufacturers to make more. Availability must have a great deal to do with

this eating of candy. The Indians who lived in America ate very little candy, if only because they couldn't get it. But the colonists, who have very little at home, come to America and eat great quantities. In 1880 the distribution gave 2.2 pounds to each person; in 1919 that allowance rose to 13.1 for every one in America. But who eats all this manufactured sweetness, and when do they eat it? No mother would let her baby have that amount of candy, and there are still a considerable number of gentlemen who hesitate to enter a candy shop and order up a bagful of chocolates. And where do they eat it? Most of the candy is eaten in the cities where the temptation of innumerable shops is overpowering to poor weak mortals. And, more than this, the greater quantity of candy is consumed in the winter. The figures are: Winter, 39 per cent; spring, 21 per cent; summer, 14 per cent; autumn, 26 per cent. In the winter, when it's cold, the body says "Give us candy;" in the spring, it begins to think of other things; in summer, when it is most active, the sale drops lowest of all; but in the autumn the old candy tooth begins to make its demands once more.—Grocers Advocate.

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.

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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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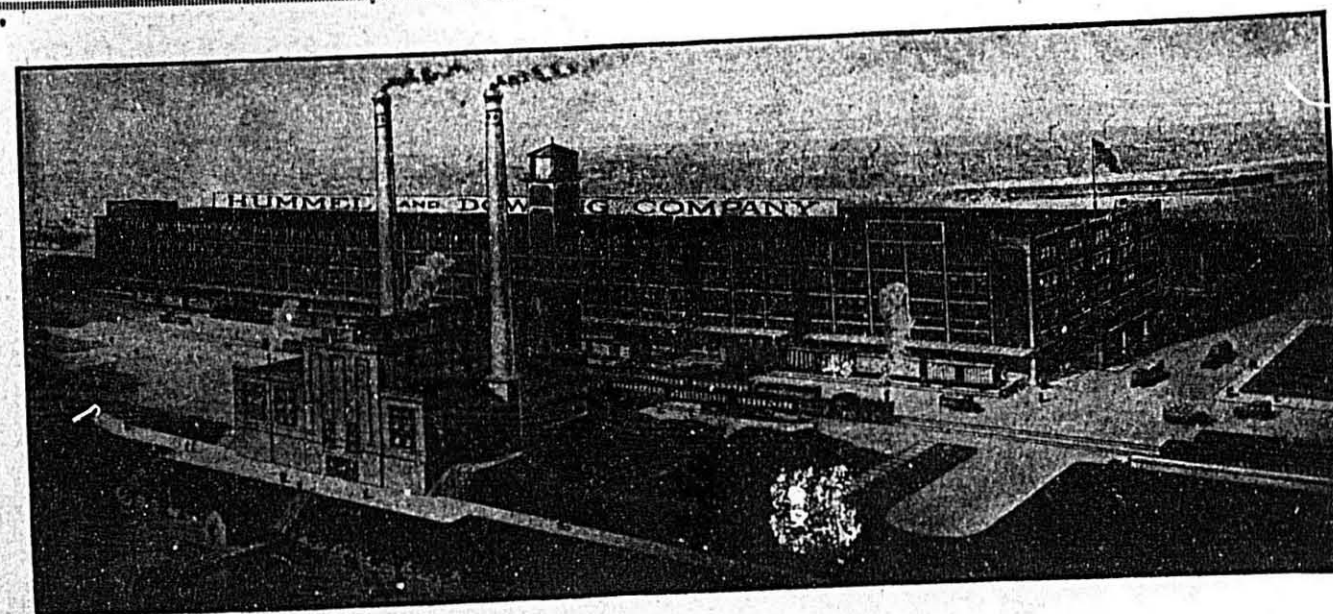


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The moulds are guaranteed for materials, and excellency of workmanship.

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Our organization and modern mills offer you the best available facilities for your packing requirements. We make our own board, control extensive sources of supply and specialize in high grade cartons and containers.

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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

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SPECIAL NOTICE

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

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

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

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Vol. II February 15, 1921 No. 10

Executive Committee Meeting

Detroit was chosen as the place to hold the 1921 convention of the macaroni industry at a meeting of the executive committee of the National Macaroni Manufacturers association Feb. 3 at Hotel La Salle, Chicago. Preference was given over French Lick Springs, which had also been recommended, primarily because Detroit is more accessible to the big majority of those interested in this industry.

That the 1921 convention is going to be up to the standard set by former conventions is evident from the generous appropriation made by the national association for financing this gathering. One thousand dollars was set aside to cover convention expenses, banquet and other entertainments.

A program of real interest to all manufacturers and distributors is being prepared and the 1921 convention of this industry should draw all classes of manufacturers from every section of the country and Canada.

Attending the meeting other than the directors were C. S. Foulds, Lloyd M. Skinner, and F. W. Bishop of Cleveland.

President J. T. Williams advanced a new idea to develop the sale of macaroni by calling attention of the retail grocer to the fact that macaroni is the only product he sells which may serve as the basic food of the American dinner. As it is now, the grocer usually sells only the trimmings. By increasing his macaroni sales the grocer is getting money now going to the butcher. Mr. Williams also suggested that the macaroni manufacturers use this information to develop macaroni sales with the retail grocer.

The idea was highly approved by those present as well as the board of directors, and the suggestion was made that a fund be raised to promote this idea with the retail grocers, and this also was highly approved.

Queries

The attention of manufacturers and all others who are interested in the macaroni industry is called to the several questions propounded to the National Macaroni Manufacturers association during the past month. Answers and opinions are invited for the information of the secretary, who will use them as a basis for his replies. Send in your opinion.

(a) From a Miller:

1. Is there a law forcing manufacturer to indicate on label that contents are of semolina or of other products, if others are included?
2. Is it necessary to change branding of packages where durum patents or durum clears are used in a mixture with semolina?

(b) From a Packer:

1. What amount of dry spaghetti is manufactured annually in U. S.?
2. What amount of dry spaghetti is exported annually from U. S.?
3. What amount of dry spaghetti is imported annually by U. S.?

(c) From an Advertising Agency:

1. Can you give us the figures on the total annual and per capita consumption of macaroni in United States?
2. Same of spaghetti?

(d) From a Chicago Advertising Firm:

Your association can no doubt furnish us with authoritative information on macaroni and noodle business.

What is the consumption of macaroni products per capita in United States, Italy, France, Great Britain and Germany?

Keep your head and you will keep your business.

Very Nice

"I feel that every man connected with the macaroni business, be he an executive, salesman or clerk, should subscribe to and read the New Macaroni Journal, as it is the medium that can and will do much toward bringing about the much needed cooperation essential to its success," says our friend J. A. Perkins, salesmanager for the Warner Macaroni Co. of Syracuse, N. Y.

"It is a splendid paper you are publishing. The Macaroni industry needs the help and cooperation of every individual connected with it to put it on a footing with other American industries. It is now too much of a cut-throat game with no real progress being made to develop it and put it on a higher plane."

Great pilots are never made in smooth waters. In other words, the most successful business men are those who have brains and energy enough to turn apparent failure into success.

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2—17 inch Double Screw Presses, value \$1200; price 450.
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FOR SALE Complete Macaroni Plant

Machinery and Equipment All New. In use less than one year. Located in city of 120,000 people, with no local competition.

Capacity 20 barrels daily.

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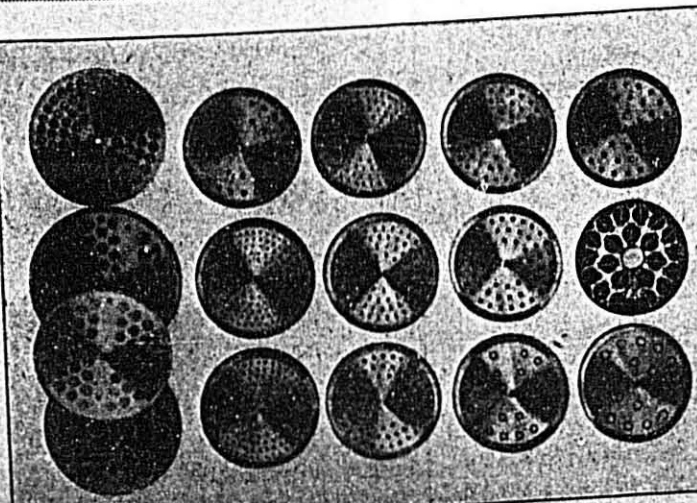
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Brooklyn, N. Y.

Tested Macaroni Recipes

For use by manufacturers, wholesalers and retailers in popularizing use of macaroni, spaghetti, etc., as the recognized food for mankind from the viewpoint of nutrition and economy.

Spaghetti en Casserole

Marion Haris Neil, dietetic expert, in an interesting article on "The Lure of the Casserole" in Today's Housewife gives an interesting and appetizing recipe for spaghetti or macaroni that is worth passing on to manufacturers of this food.

Break one half pound of spaghetti into short lengths, then boil it in plenty of boiling salted water for 20 minutes, drain and keep hot. Mix three tablespoonfuls of corn starch with a little cold milk until smooth; boil two cupfuls of milk, stir in the corn starch, one teaspoonful of salt, one-fourth teaspoonful of pepper; one tablespoonful of chopped parsley; four tablespoonfuls of grated cheese; three tablespoonfuls of chopped cooked meat; allow all to cook for three minutes, stirring occasionally. Put the spaghetti in a greased casserole and pour over it the corn starch mixture. Put in the oven to heat thoroughly, decorate with parsley and serve in the dish in which it was cooked. Macaroni may be used in place of the spaghetti.

Bermuda Onions Stuffed With Spaghetti

Onions (one for each person)
Tomato catsup
Chopped meat
Boiled spaghetti
Salt and pepper
Buttered bread crumbs

Bermuda onions are best for stuffing but any large mild onion will do. Boil slightly in slightly salted water for 15 or 20 minutes and remove centers. Chop enough boiled spaghetti to fill the onions up fine. Mix spaghetti with tomato catsup (tablespoonful to cupful of spaghetti) a tablespoonful of melted but-

ter or a little cream to make moist and season to taste. Stir in a little chopped meat of any kind, but this may be omitted. Fill onion. Cover with buttered crumbs and bake in oven, basting frequently with melted butter.

Macaroni Salad

1 pint boiled macaroni
1 can pimentoes (small) (or 3 red peppers).
1 cupful cream cheese
Mayonnaise dressing
Cut macaroni into inch lengths or less. Grate cheese and grind pimentoes through fine blade of meat chopper and mix thoroughly with the cheese, adding a little of the juice from the pimento can. Beat up till light and creamy and stir in macaroni seasoned to taste. Heap

up on lettuce leaves and surround with mayonnaise.

Germany Needs Grains

Germany will be required to import 3,000,000 tons of grain to meet the home needs for 1921 in spite of most sanguine hopes for a bountiful harvest, according to representatives of that country, when questioned by Italian representatives at a conference in Brussels. Fodder amounting to about 1,500,000 tons must also be imported this year.

Half Grain Bought

The Italian food controller has purchased more than half the foreign wheat required for home consumption before next harvest.

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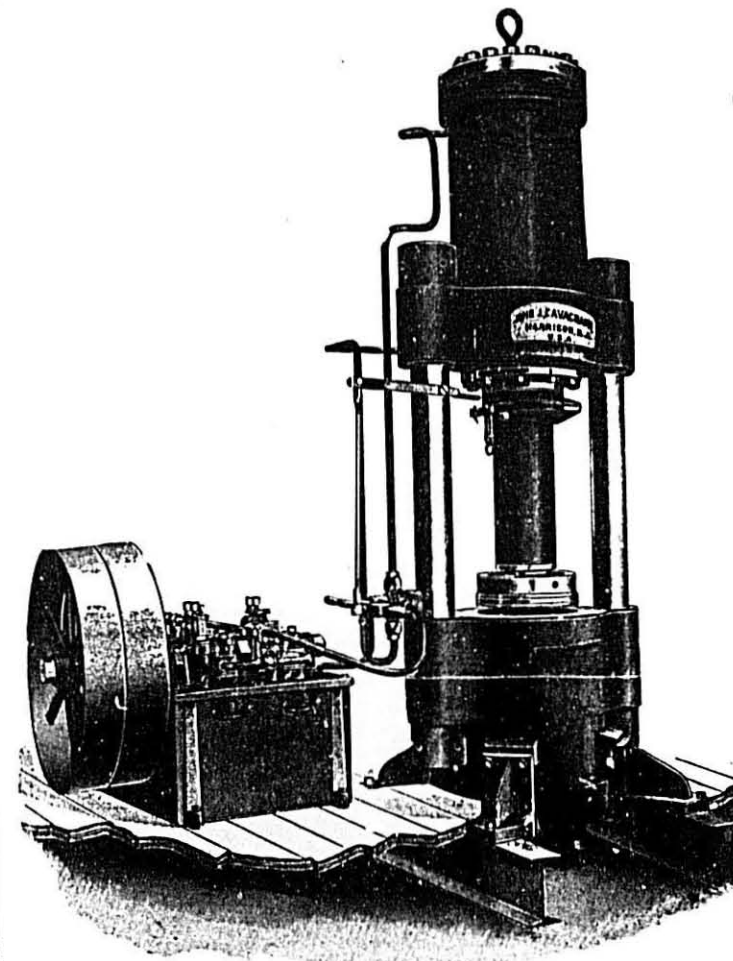
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One of our specialties is shooks for macaroni boxes, and we shall be more than glad to quote on your requirements promptly upon receipt of specifications.

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

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The best quality of macaroni can be made only from the best quality of durum wheat.

Pillsbury's Durum Products are made from the most carefully selected durum wheat, the pick of the crop. Pillsbury specializes in Semolinas and Durum Patent flours. With these quality products you are assured of clean, unspiced, full-flavored macaroni and spaghetti.

Ask the Pillsbury man, or write our nearest branch for terms and prices.

Pillsbury's Semolina No. 2

Pillsbury's Medium Semolina

Pillsbury's Semolina No. 3

Pillsbury's Durum Fancy Patent

Pillsbury's Durum Flours

Le migliori qualità di maccheroni si ottengono dai grani superiori Durum.

A tutti quei fabbricanti di maccheroni che usano attualmente altre farine ci rivolgiamo in ispecial modo per raccomandare, a tutto loro vantaggio, l'uso della nostra SEMOLINA No. 2 e la farina DURUM FANCY PATENT.

Scrivete senza ritardo alla nostra Succursale piu' vicina ed avrete tutti quegli schiarimenti ed attenzione che desiderate.

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Minneapolis, Minn.

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