

**THE NEW
MACARONI
JOURNAL**

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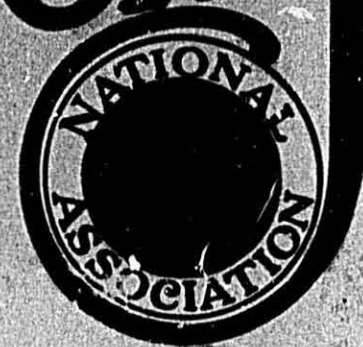
May 15, 1921

The New
Macaroni Journal

Minneapolis, Minn.

May 15, 1921

Volume II



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

1921
**CONVENTION
HEADQUARTERS**



Statler Hotel

Detroit, Michigan, June 9 and 10

Everybody Welcome

Manifest your interest in the future welfare of the
Alimentary Paste INDUSTRY by attending.

(See Program Page 14)



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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

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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.



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The eye is the road to the mind. A woman is influenced by a brilliant, beautiful package. She accepts the outside dress as an indication of quality on the inside. Color tells a quality story—in all languages, in a flash—if the color is right for the work it has to do.

U. S. labels and folding boxes are designed with care for a given task of selling. The colors are chosen by men with sales knowledge and a knowledge of human nature. Our customers say our work is first class and our prices proper. It will pay you to come to us for color printing in large or small lots.

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 St. Paul - Minn.
Capacity 1500 Barrels

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DURUM WHEAT

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*Ask for Samples
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Capital City Milling & Grain Company
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WASHBURN'S

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SEMOLINA

*Fine
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WASHBURN CROSBY CO.
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Your Packing Method and Its Relation to Your Sales

IT is only natural that well-packed goods, by saving time and labor for the dealer, stand highest in his favor and esteem. Ease in handling and unpacking, together with speed and accuracy in checking merchandise are big steps toward the gaining of dealer good will. Goods that reach him fresh, clean and ready for his shelves mean quicker and easier sales. The dealer is *always* glad to "push" such goods.

H & D Corrugated Fibre Boxes provide a uniform method of packing that renders checking almost automatic. Being tightly sealed, they exclude dust and dirt in transit. The modern merchant not only prefers but insists on this method of packing as opposed to the old loosely packed, straw-filled, heavy, bulky cases.

You can make the merchant *your* salesman by packing your goods in containers that deliver them ready to sell. *H & D Corrugated Fibre Boxes* thoroughly protect their contents under the most severe shipping conditions, thus insuring speedy sales when the goods are unpacked.

A special service department, maintained by the *Hinde & Dauch Paper Company*, will work out the most efficient and economical means of packing your products. Send us a shipment collect, and we will return it prepaid, packed in the manner experience has proven best, in a specially designed *H & D Corrugated Fibre Box*. This service costs you nothing and places you under no obligation.



This forty-page booklet, "How to Pack It", is yours for the asking. You will find it filled with money-saving ideas for your shipping department. All manner of tested packing methods for many lines of goods are explained. There are nearly a hundred illustrations. Send for your copy today.



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JoLo PRODUCTS Best SERVICE

NOODLES

If you want to make the best Noodles
—you must use the best eggs.

We know your particular requirements and are now ready to serve you with——

Special Noodle Whole Egg—

Dehydrated Whole Eggs—selected
—Fresh Sweet Eggs—particularly
bright color.

Special Noodle Egg Yolk—

Selected bright fresh yolk—entirely
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CHICAGO BOSTON LOS ANGELES TORONTO
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NORFOLK ATLANTA CINCINNATI DETROIT PITTSBURGH

COMMANDER

SEMOLINAS

DURUM PATENT

and

FIRST CLEAR FLOUR

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

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**To insure Uniformity
and checkmate waste**

W & P Automatic Flour and Water Scales eliminate guesswork. They give an absolute check on the weight and composition of every batch turned out by the mixer.

They insure uniform results from day to day. They cut down waste of materials. They save precious time and labor.

W & P Automatic Flour and Water Scales are but one item of W & P LINE of machinery for macaroni, spaghetti and noodle manufacturers. Write for our complete catalog.

JOSEPH **Baker** SONS & **Perkins** CO. INC.

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Sole Sales Agents: WERNER & PFLEIDERER Machinery

NEW YORK

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USE DURUM SEMOLINAS

For Macaroni and Noodles

Unequaled in Color and Strength



YERXA, ANDREWS & THURSTON
MINNEAPOLIS, MINN.

THE NEW MACARONI JOURNAL

Volume III

MAY 15, 1921

Number 1

Detroit Scene of 1921 Convention

The annual convention of the Alimentary Paste Manufacturers will be held this year at Statler hotel, Detroit, as usual under the auspices of the National Macaroni Manufacturers association.

This gathering of the leaders of the industry is looked forward to eagerly by all concerned as it affords the only opportunity for a real "get together" meeting of the macaroni and noodle manufacturers of this continent and of members of the allied trades which supply them with machinery and raw materials.

It is an event anxiously awaited by many in the business who find these annual meetings both entertaining and educational.

The 1921 convention at Detroit should be no exception to this rule and indications are that it will excel all others in matters of interest to be considered and in point of attendance.

Because of the conditions that prevail in the macaroni manufacturing business, this annual "powwow" has an attraction that is unusual. It is but natural, in times of stress and uncertainty like those confronting the entire business world at this moment, that those deeply interested in this particular industry should cheerfully grasp the opportunity of rubbing elbows with competitors and of exchanging views with fellow manufacturers.

While officially under the auspices of the National Macaroni Manufacturers association, this annual event is open to all macaroni men, members and nonmembers alike, and the officers of this strong organization extend a cordial welcome to the latter. The freedom of the convention is assured all who attend, the only reservation being that anything in the way of strictly business affairs of the association will be handled only by members in good standing.

The selection of Detroit for the 1921 convention was made by the Board of Directors because of its central situation and accessibility. It is within easy reach of the numerous firms in the thickly populated eastern and central states and equally convenient to those of other sections of this country and Canada, as most any city that might have been selected. For this reason, if for no other, the attendance this year should be well above normal.

A program of much merit and one of particular interest to macaroni manufacturers has been arranged for this occasion. The subjects to be considered cover most of the momentous problems that the manufacturers are now facing and the speakers are expected to bring messages that will prove of value and of interest to all classes of manufacturers, bulk and package goods men, large and small.

While special attention was given to the preparation of the business program for this meeting, the entertainment of the macaroni manufacturers, of their guests and ladies who will accompany them, has not been neglected. The shortening of the convention to two days naturally causes a curtailment of the purely entertaining features, though there will be enough of unusually high caliber to please even the most exacting. The women in the party will be pleasantly entertained by the special entertainment committee headed by Mrs. B. F. Huestis, who will have an able corps of beautiful assistants from Detroit.

Never before in the history of alimentary paste manufacture in this country has there been so great and urgent a need for united and concerted action as in existing conditions. Progressive manufacturers are concerned not only in their own particular affairs but also in the welfare of the industry of which they are a part. If the industry prospers, the individual is sure to benefit. Therefore, anything one does for the whole industry indirectly is a help to himself at the same time.

The 1921 convention affords you the opportunity to do something for the Macaroni industry, but this can be done only at the convention headquarters and in concert with others similarly inclined. Hence you will appreciate how important it is that you attend this gathering and lend a hand in the combined effort to remove some of the obstacles that have been retarding progress in the industry and in your particular business.

The Industry INVITES YOU, WELCOMES YOU and EXPECTS YOU. By absenting yourselves you would not only disappoint the industry but you would be overlooking an opportunity that few can afford to neglect.

MEET US AT DETROIT IN JUNE.

Another "Origin" Story

Not enough housewives realize the food value of macaroni; if they did it would appear oftener on the table, according to a story explaining the origin of this food now appearing in several newspapers of the country.

Of course, almost everyone has heard of macaroni since earliest childhood, but not many persons know anything about its history, its manufacture or its unlimited possibilities as a food. They have never taken the time to find out whether it is made of celluloid or India rubber, or have the remotest idea of how the holes are put into the long, slender tubes.

First Made in China

Macaroni originally consisted of lumps of flour paste and cheese which were compressed into balls. The Italian name "Maccheroni" comes from "maccare," meaning to crush. Although we do not know in what country or by what people this paste was first made, we learn that it was manufac-

tured in China at a very early period. It is thought that the Germans received their knowledge from the Chinese, and they in turn gave the information to the Italians, who for centuries have used it as their national food.

The Japanese, however, make claim that they were the originators of macaroni and it is true that they have used it for several hundred years. The first time that we hear of its use in Italy is in the fourteenth century.

Glutinous Grain Required

For a long time it was thought that no country could make so good a macaroni as Italy, for a special kind of wheat was grown there, a variety having a horny grain and a large amount of gluten. But now the wheat fields of Algeria, Russia, the Argentine and the United States, especially in the middle west, are as rich in gluten as the finest varieties of Italy.

The raw material used in making macaroni, spaghetti and vermicelli is a coarsely ground flour called "semola"

or "farinola," which is very glutinous as most of the starch has been removed. If macaroni is prepared from a starch flour it will become pasty and adhesive when cooking, the pipes losing their original form.

New Secretary for Retailers

The executive board of the National Association of Retail Grocers after a search of nearly a year have finally selected H. C. Balsiger of Kansas City as national secretary to fill the vacancy caused by the sudden death of former Secretary Leon M. Hattenbach of Denver shortly after the 1920 convention. He will assume his new duties June 1 immediately after the 1921 convention.

This position has been ably filled in the interim by acting Secretary F. B. Connolly of San Francisco, who will continue in that capacity till the convention.

In addition to the usual secretarial duties Mr. Balsiger must edit the National Grocers Bulletin, the official organ of the association.

Wheat Supply of World

Percy Broemel, clerk in American consulate general, London, March. 22, 1921

In view of the importance of the wheat supply for the world's population, a paper by Sir James Wilson, K. C. S. I., read before the Royal Statistical society of London a few days ago holds particular interest. Among the data presented therein was the table of wheat yields in percentages, 1919-20, for the following:

Of 24 producing countries, 98% pre-war average, 95% war average.

Of 14 importing countries, 79% pre-war average, 91% war average.

Of 10 exporting countries, 108% pre-war average, 97% war average.

The 24 producing countries used to produce a prewar average of 66% of the world's wheat crop, but in 1919-20, owing to prevalence of drought, the yield fell below that of 1918-19 in Great Britain, France, Algeria, and Australia; Canada and the United States, through a larger area sown to wheat, were able to produce the average of 1918-19 in spite of the drought; Rumania, Bulgaria, and Argentina obtained a better result than in the preceding year.

Factors Affecting Prices

As the world price of wheat is largely determined by the amount of available shipping, the lecturer proceeded to point out that the world's steam shipping by July 1, 1920, had increased by 6,000,000 tons compared with 1919 and by 8,000,000 tons compared with July 1914; by July 1, 1921, he predicted the steam tonnage of the world would reach 60,000,000 tons, against 45,000,000 tons on July 1, 1914, so that the war losses have been more than made good. The great and to some extent unexpected diminution in the demand for cargo space in conjunction with overbuilding of ships must automatically reduce freight rates; the steady fall in price of wholesale commodities in general also cannot fail to have an accelerating effect in that direction. This must inevitably produce a reduction in the cost of wheat in importing, but an increase in exporting countries. The export and import of wheat will depend greatly in the current year upon the prevailing prices in different countries and last but not least upon the rates of exchange. [The British wheat "quarter" varies between 480 and 588 pounds.]

The prices of wheat are stated to be still fluctuating violently in the United

States and Canada, owing to the uncertainty of the future, particularly as regards the action of the government of India. The Indian harvest in May is expected to be poor, and it is possible that not more than 4,000,000 quarters already arranged for will be allowed for export, despite the large surplus of wheat still in Indian hands.

Supply and Demand to Balance

It is supposed that Russian peasants hold large quantities of wheat (a somewhat problematical supposition) which they would be glad to sell to the best buyer; and if this is so it may be possible to obtain a large quantity of this wheat before August next. Such an event would cause a further fall in the price of wheat, especially if India should after all be allowed a larger export.

It is believed that supply and demand will approximate so closely by Aug. 1 next—excluding Russia, Rumania, and India from this calculation—that the yield will prove sufficient for the world's expected requirements. Should, however, Russia and India be in a condition to reach their prewar average, the position would change still further in favor of the consumer, in spite of the fact that some countries which were chiefly rice consuming countries were already turning before the war to the consumption of wheat. Against this must be placed the circumstances that many wheat eaters became during the war consumers of rice, maize, rye, and millet, a habit they may preserve in the future.

But much will depend on weather conditions in the next few months; favorable weather might produce a yield far above the prewar average. Had the drought not affected the yield in various countries in 1919 it may be taken that the world's yield of wheat would have been almost certainly 150,000,000 quarters greater, producing a veritable glut in the world's markets.

Future Wheat Position

As regards the future, it must not be forgotten that there are still immense areas available for wheat production in Canada, Australia, Argentina and Siberia—in the last named country only more stable political conditions are required to produce a good return.

As continental countries return more and more to normal conditions their

wheat yield will increase in proportion, and this can not fail to influence the wheat position, given a stabilization of the exchanges and an increased purchasing power on the part of the late warring countries.

England, the speaker declared, had already returned to practically prewar conditions, having sown 1.98 million acres of wheat in 1920, a figure slightly above the prewar average of 1.91 million acres. Had the weather last year been more favorable the yield of 7.1 million quarters would have approximated more closely to the prewar average of 7.4 million quarters. (England's requirements before the war were about 30 million quarters of wheat per annum, leaving about 22 million quarters to be imported.) As the guarantee to farmers under the English agriculture act insured them only against loss from a great fall in the world's wheat prices, and not for interest on their capital or for manager's remuneration, it is probable that they will sow less wheat and devote themselves more to the production of milk and meat, keeping only to the prewar average of wheat area sown.

Finally it may be stated that the fall in the price of oats and maize has also helped to reduce the price of wheat and decrease its consumption, not to speak of a diminution of consumption in America consequent on unemployment there, so that more American wheat may become available for export. For a similar reason Europe's demand for wheat may be less than last year, so that the supply, given good weather, may more than meet the demand.

CRUELTY TO SCOTCHMEN

The origin of the bagpipe was being discussed, the representatives of different nations eagerly disclaiming responsibility for the atrocity. Finally an Irishman said: "Well, I'll tell you the truth about it. The Irish invented it and sold it to the Scotch as a joke; and the Scotch ain't seen the joke yet!" —The Watchman-Examiner.

A hearty welcome awaits all macaroni men and allied trades at the Detroit convention of the macaroni industry, whether they are members of the National Macaroni Manufacturers association or not. Better come!

"THE OLD SWIMMING HOLE"



Macaroni manufacturers and members of the allied trades are invited to join the National Macaroni Manufacturers Association, the nationally recognized spokesman for the industry on this continent. Obtain blanks from the secretary and affiliate yourselves with this progressive organization.

Why Attend 1921 Convention?

- ?** WHY should I attend the 1921 convention of the macaroni industry?
- HOW to outline a simple, yet efficient cost system for an ordinary plant?
- WHAT about the semolina market next summer and fall?
- WHAT is considered the best and most practical container for bulk goods?
- HOW should pack package goods for economy and safety?
- IS the per capita consumption of alimentary pastes in this country increasing?
- ARE the retail grocers sufficiently interested in our goods to boost its sale?
- WILL grocers trade journal advertising help business in general?
- IS it not opportune for the industry as a whole to try some "direct-to-consumer" advertising?
- HOW can a national advertising campaign be financed without burdening the individual manufacturer?
- WHAT can we, as manufacturers, do to insure a better and more uniform grade of durum wheat?
- WHAT business prospects has the near future in store for our industry?
- WILL a stronger organization help bring about better trade conditions?
- WHAT can the industry as a whole do to make us a reasonable profit?
- SHOULD containers be standardized? Why?
- WOULD uniformity in weights, cartons, containers and products be beneficial?
- WHAT caused the present demoralize market?
- WHAT can the industry as a whole do to bring about a normal market?
- HAS there recently been any legislation proposed that is injurious to macaroni manufacturers?
- WHAT beneficial laws should we sponsor for the good of the industry?
- ARE the manufacturers personally unknown to us really the "mean" competitors we often imagine they are?
- WON'T mingling with other manufacturers and a few days absence from your own business prove beneficial?
- SHOULD not personal acquaintance with millers, machinery men and other supply representatives establish a more friendly feeling that would prove beneficial to macaroni manufacturers?
- WON'T a little recreation blended with the routine business of the convention make it really worth while to all who attend?
- DO not firms and individuals of other industries attend and

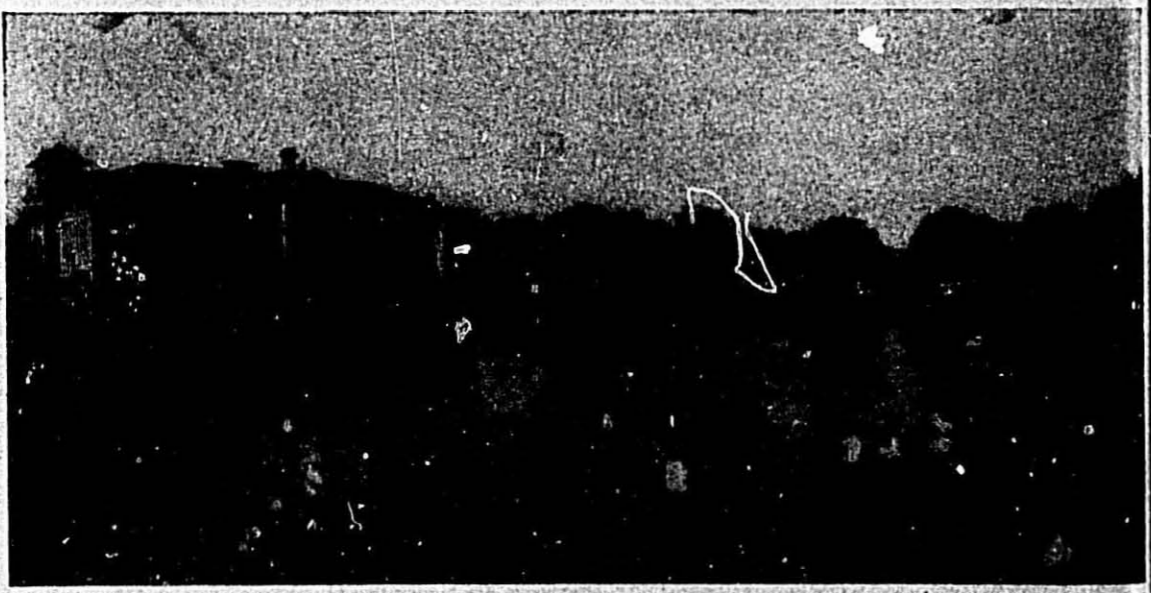
boost their annual conventions? If so, why not macaroni manufacturers?

If macaroni manufacturers, salesmen, distributors, millers machine builders and all others who supply needed materials to the macaroni industry cannot to their own satisfaction answer the above list of questions, this would be a sufficient reason why they should attend the 1921 convention of the macaroni industry to be held June 9 and 10 at Hotel Statler, Detroit, Mich., where many of these will be answered and considered.

If, on the other hand, there are any who can answer the above queries, then there is all the more reason why they should attend as they will be well qualified and welcomed to pass out this information to those less fortunate.

Every manufacturer has his own pet troubles and every industry its own particular problems. Only at occasional conferences of those interested can these troubles be avoided and the problems solved.

The 1921 convention of the macaroni industry offers those who are interested in their own and the trade's welfare an excellent opportunity for consideration of the various matters of particular interest. Here will be gathered the leading minds of the industry in this country and assisted



Belle Isle and Detroit river, Detroit, Michigan

by experts in their particular line who will take part in the proceedings. Much good should be derived by attending. No matter how firmly convinced you may be on any particular matter pertaining to the macaroni manufacturing business, you should be open minded, willing to listen to the views of others, and ready to yield a point or two so that all will be able to meet on a common ground that will bring about beneficial changes. This can be done only in communion with others in your line. You will have this opportunity at Detroit next month. Don't overlook this chance!

ARRANGE TO ATTEND THE NATIONAL CONVENTION OF THE INDUSTRY AT STATLER HOTEL DETROIT, JUNE 9 AND 10, 1921.

PROGRAM

Eighteenth Annual Convention National Macaroni Manufacturers Association

to be held
June 9 and 10, 1921
in
Statler Hotel, Detroit, Michigan



Hotel Statler, Detroit

- Thursday, June 9**
- Registration of association members, macaroni manufacturers, representatives of the allied trades, and visitors. **PARLOR "A"**
- 10:30 a. m. Convention called to order by President James T. Williams.
- Address of welcome, Mayor James Couzens.
- Response, B. F. Huestis, Harbor Beach, Mich.
- President's annual address, James T. Williams, Minneapolis.
- Report of executive committee, F. W. Foulds, Chicago.
- Report of treasurer, Fred Becker, Cleveland.
- Report of secretary, M. J. Donna, Braidwood.
- Miscellaneous business.
- Appointments of committees.
- Address—"Financial Conditions as they will affect manufacture and distribution", Charles R. Talbot, vice president of National Bank of Commerce, Detroit.
- Discussion, led by R. Douglas Stuart, Chicago.
- Announcements.
- Luncheon.
- 1:00 p. m. Reports of committees.
- Address, "Pure Durum Wheat", H. W. Files, Pillsbury Flour Mills Co., Minneapolis.
- Discussion, led by C. H. Hooker, Dodge-Hooker Mills, Wausau.
- Adjournment for day.
- 2:00 p. m. Trip to Belle Isle in sight seeing cars. Group photograph.
- 3:00 p. m. Baseball Game, Macaroni Men vs. Allied Trades.
- 4:00 p. m. Return trip visiting points of interest in beautiful Detroit.
- 7:00 p. m. Banquet, Hotel Statler banquet hall with musical program accompanying.
- 8:00 p. m. to 1:00 p. m. Dancing in hotel ball room (informal).
- Friday, June 10**
- 9:00 a. m. Reports of committees.
- Address, "Semolina Market", T. L. Brown, Washburn-Crosby Co., Minneapolis.
- Discussion, led by F. W. Foulds, Chicago.

- Address, "Standardizing Containers", C. F. Mueller, Jr., Jersey City.
- Discussion, led by George McGee, Philadelphia.
- Address, "Organization", James C. Andrews, Yerxa, Andrews & Thurston, Inc., Minneapolis.
- Discussion, led by John H. Apel, Philadelphia.
- Announcements.
- 2:00 p. m. Reports of committees.
- Address, "Tariff and Other Legislation", Dr. B. R. Jacobs, National Cereal Products Laboratories, Washington, D. C.
- Discussion, led by E. Z. Vermylen, Brooklyn.
- Address, "Safe-guarding Macaroni Shipments", Don L. Quinn, Chicago.
- Discussion, led by Joseph Freschi, chairman of committee.
- Address, "Grocers Trade Journal Advertising", L. W. Burgess, Minneapolis.
- Discussion, led by James T. Williams, Minneapolis.
- Question box, in charge of Wm. A. Tharinger, Milwaukee.
- Election of officers.
- Selection of time and place of 1922 convention.
- Adjournment.

Important Announcements

- ENTERTAINMENT AND DINNER:** This will be held at 7 p. m. Thursday, June 9. Reservations will be made in accordance with registration cards handed in to the secretary. A few short talks will be made and a musical program will be presented during dinner. Dancing will follow.
- LADIES:** Members and guests of the association are invited to bring their wives and lady friends to the convention where they will be pleasingly entertained by a special committee of women. This committee consists of Mrs. B. F. Huestis, Mrs. G. E. Berriman, Mrs. T. F. Burton, Mrs. E. S. Cheney, Mrs. V. L. Garbutt, Mrs. C. C. Starkweather. Sight seeing trips, afternoon teas and theater parties have been arranged for the ladies.
- REGISTRATION:** Each member and visitor or guest, ladies included, is requested to register with the secretary at 9:00 a. m., June 9, or as soon thereafter as possible and receive convention badge, and tickets for sight seeing trips and banquet.

WHY THE HESITANCY?

More Cooperation Desired by Tariff Commission From Western Macaroni Makers in Forwarding Data on Production Costs—Figures to Be Kept Strictly Confidential.

John F. Bethune, secretary of the United States tariff commission, in a letter issued April 12 from his office at Washington, D. C., urges greater cooperation on the part of macaroni manufacturers in submitting data which that body deems necessary to make a proper recommendation to the ways and means committee of the house of representatives, now considering the new tariff measure. It cannot be understood why there should be any hesitancy on the part of any macaroni manufacturer to furnish information requested in the schedule sent out by this commission unless it be that the information sought is not obtainable from the records of the company. According to the commissioners the information will be considered strictly confidential.

East is East and West is Slow

"Recently the tariff commission has requested certain data from you regarding costs of manufacture of macaroni and other alimentary pastes in your establishment," the secretary writes. "The eastern manufacturers have responded to our requests in most cases and these reports, together with observations in the field, have been the basis for a preliminary report to the committee on ways and means for consideration in the revision of the present tariff act.

"Before our final report is submitted to congress, however, we feel that the western manufacturers should state their cases and claims. We are, therefore, requesting that if you desire to have facts in your behalf included in our report you forward to us without delay the information requested in our cost schedule of Jan. 15. In case you further desire that the commission send one of its staff to visit you individually, or a group of producers in your locality, we shall be glad to take the matter under advisement."

Field Inspection

In line with this policy Commissioner H. Cochran Fisher has been carrying on a personal inspection of the plants of the middle west and south getting first hand information from manufacturers who failed to submit the schedules and sufficient data has

been thus obtained to enable the commission to make an extensive report to the committee.

The opinion in the industry is that a duty of at least 4 cents a pound should be levied against imported alimentary pastes. Speculation is rife as to just what figure the committee will recommend. Some of the leaders figure that it will be nearer 3 cents than 4.

Away With Price Cutter

The price cutter is worse than a criminal. He is a fool. He not only pulls down the standard of his goods; he not only pulls down his competitors; he pulls down himself and his whole trade. He scuttles the ship in which he himself is afloat.

Nothing is so easy as to cut prices; and nothing is so hard as to get them back when once they have been pulled down.

Any child can throw a glass of water on the floor, but all the wisest scientists in the world can't pick that water up.

Who gets the benefit of price cutting?

Nobody!

The man who sells makes no profit, and the man who buys soon finds himself getting an inferior article.

No manufacturer can permanently keep up the standard of his goods if the price is persistently cut. Pretty soon he is compelled to use cheaper materials and to cut down the wages of his workers.

The man who cuts prices puts up the sign: "This way to the junk heap".

He admits his own failure as a salesman. He admits he has been defeated according to the Marquis of Queensbury rules of business.

He admits he can not win by fighting fair.

He brands himself as a hitter below the belt.

If the business world were dominated by price cutters, there would be no business at all.

Price cutting, in fact, is not business any more than smallpox is health.

Ingenious Trap—Tempting Bait

Improvement in sales and inquiries is noticeable but buyers are still using every possible pressure to force down

prices and break down rules and terms. One ingenious method is worked somewhat as follows, says a bulletin of the Skinner Manufacturing company.

Buyer Amuses Self

The buyer obtains bids from everybody he ever heard of in our line. All are excited over the prospect of a big order and call every day or oftener. Then the buyer's fun begins. He tells each salesman he is 25% to 75% too high—the percentage depending on buyer's powers of imagination. All then cut their prices. Sometimes the buyer relates with many details imaginary attractive terms offered by others—carrying time, cash discount, etc. Some of the salesmen fall for this too and not to be outdone offer still more liberal terms. Finally, having by these tactics induced the low man to cut his own price one or more times, and having whipped everybody into a suitably humble state of mind, the buyer either places the order or concludes that considering the weak state of the market he had better wait a while. In either case the buyer has a thoroughly enjoyable time.

Breaks Sellers' Morale

The idea back of such cases as the one related seems to be to break down the sellers' morale. The scheme will succeed with disastrous results unless salesmen are constantly on their guard. The best preventative is to follow the old rule of not believing everything one hears. Failure to observe this rule has led many salesmen into doing the most foolish and humiliating thing a salesman can do—that of cutting his own already lowest—price.

THEY CAME BACK

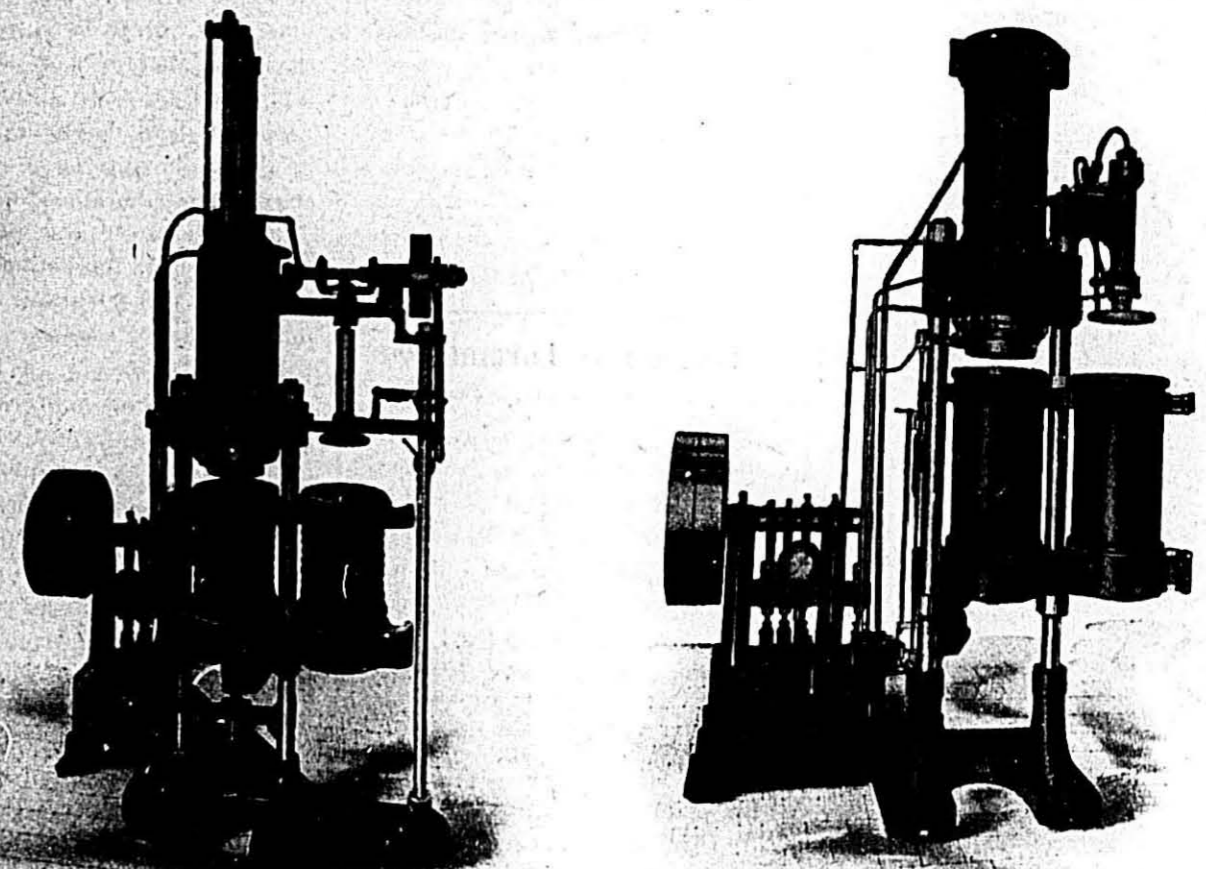
"When I was a little child," the sergeant sweetly addressed his men at the end of an exhaustive hour of drill. "I had a set of wooden soldiers. There was a poor little boy in the neighborhood and after I had been to Sunday school one day and listened to a stirring talk on the beauties of charity, I was softened enough to give them to him. Then I wanted them back and cried, but my mother said, 'Don't cry, Bertie, some day you will get your wooden soldiers back.'

"And, believe me, you lob-sided, mutton-headed, goofus-brained set of certified rolling-pins, that day has come."—The American Legion Weekly.

All aboard, Detroit, June 9 and

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.

STANDARDIZATION

Uniformity of Containers Practicable and Desirable — Example From Coffee Trade—Manufacturing Grocers Interested—Sample Sizes.

By Chas. P. Wellman

The writer was much interested in the editorial in the April issue of THE NEW MACARONI JOURNAL on standardizing containers, as this is one of his hobbies. I have been in the packaging machinery business for 12 years and during most of that time have made a study of the container problem.

While it would seem, in the present state of mind of most industries using paper carton packages and fibreboard shipping containers, almost impossible to induce them to each use the same size and shape of container, I have succeeded in inducing certain individual concerns in a trade to standardize their own containers in relation to each other.

For instance, where a coffee concern packs a 1-lb. and a ½-lb. carton as a rule the dimensions of such packages have no relation to each other, while the weights contained bear an absolute relation of 2 to 1, hence it is necessary to have a separate size of shipping container for the 1-lb. and ½-lb. packages, and where such coffees are shipped in containers of say two different weights, as for instance 30 and 60 pounds, this requires 4 sizes of shipping container.

As an illustration of what can be accomplished on a standardized basis with one concern only I quote the following figures for a 1-lb. and ½-lb. coffee carton now being put out by a prominent roaster in this city,—

1-lb. 6-5/8x4-1/8x2-3/4"
½-lb. 5-1/2x3-5/16x2-1/16"

with which it was found absolutely practical to use one size of fibre shipping case, say of 60-lbs. capacity, to contain either 60 one-pound cartons, or 120 one-half pound cartons, or a wide variety of assortments of both sizes. The same held true with a 30-lb. case, but for reasons having nothing to do with the containers this concern has recently decided to put out 48 and 24-lb. cases, and are using only one size of case of each weight for either ones or halves, or an assortment of both.

With this concern the proposition of standardizing throughout its trade would probably be an easy matter to put over, so that I feel that great progress can be made by first interesting

the individual concerns in standardizing their own packages.

I have gone so far as to standardize for some of the manufacturing grocers a line of packages carrying 1-lb., ½-lb. and ¼-lb. of Coffee; ½-lb., ¼-lb. and ¼-lb. of Tea; 1-lb. of Tapioca, Barley or Rice; and 1-lb. of Powdered Sugar.

After all the arguments are in for the economy on the packages and containers this standardizing process will enable manufacturers heretofore precluded by the miscellaneous nature of their business from using automatic machinery to now adopt it in place of much of their hand labor. This will be another strong reason why the standardizing plan should interest the trades at this time, as it will save both materials and labor, which means possible economies much needed in these days.

Personality Formula

A blend of enthusiasm, poise, stamina and idealism, and a capacity for mental concentration was offered as the formula for personality by R. R. Price, director of the general extension division of the University of Minnesota, in an address before members of the Employment Managers council and the Superintendents association at the Athletic club, St. Paul, Minn.

Mr. Price suggested no "easy method" by which personality may be acquired. The development of characteristics which distinguish an individual from the group is effected only by conscious, painstaking effort, he said. The effort conscientiously made is, however, well rewarded, he declared.

Canadian Decision on Contract

An interesting case was recently brought up before a Canadian court, which might establish a precedent in certain business dealings carried on by telegraph, or long-distance telephone. reports Consul Felix S. S. Johnson, Kingston, Ont. The main issue brought out in the trial was "what constitutes a contract."

An American firm was plaintiff in a suit against a firm in Montreal for breach of contract. The contention of the plaintiff was that on Dec. 27, 1918, the defendant made certain quotations on a shipment of tapioca; two days later the plaintiff wired the Canadian firm accepting the price and asking the price for shipment of "100" or more.

The next day the defendant wired the American firm saying that it could not ship "100" but would ship 25 tons of seed and 25 tons of pearl, at a price which was slightly higher than the previous quotations. In the meantime the plaintiff had written a letter to the Canadian firm confirming the previous wire and, as it contended, making the contract binding.

There was some discussion as to whether the figure "100" appearing in the telegram referred to bags or to tons. It seems from the evidence given that the custom has been to quote tapioca on a basis of bag lots. The American firm, however, claimed that it always bought on a basis of tons, since its distribution is on a large scale. A point, however, was brought out by the counsel for the plaintiff that in the answer to the telegraph order the defendant said, "Can not ship 100 but will ship 25 tons of each," referring to seed and pearl tapioca. In the final issue, however, this did not feature, for in the court's finding this point of tons or bags was not mentioned.

After some deliberation the court ruled that by the telegrams which were exchanged between the two companies the contract was not consummated and no definite or legal obligations were laid upon either party; as a result, the action of the plaintiff was dismissed. From this finding it appears that when telegrams such as featured in this case are exchanged between parties doing business no contract is entered into; that letters in writing and signed by the contracting parties are necessary to make the contract binding.

World Cereal Crops

Prospects of this year's cereal crops are fairly favorable, and indicate, as far as it is possible to foresee, a yield which will be satisfactory and sufficient to guarantee supplies for the world during the coming season. This information was given out at Rome by the international institute of agriculture. "The world stocks of wheat and rye," the bulletin said, "are sufficient for all requirements until new year, leaving a margin of 1,400,000 metric tons at least."

Progressive manufacturers never miss the annual gathering of their industry. Yours will be held at Detroit this year.

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.

THE WHEELS OF INDUSTRY

Likened to Machinery Whose Cooperative Smoothness of Operation Gives Maximum Efficiency—Two Interlocking Industries Must Work Together, Macaroni and Milling in Joint Publicity of Alimentary Paste Foods.

By John B. Cornwell, Manager United States Macaroni Co., Los Angeles

Industry is an immense machine, made up of many parts, with numerous cog wheels, all of which must work harmoniously, one with the other. Each wheel represents a different line of business and to keep the machine running smoothly each wheel must carry its load, and only in close cooperation can the maximum efficiency be obtained, and the final result of maximum production at the lowest possible cost be obtained. If one wheel is not true or is crippled, the entire structure is more or less affected, a slowing down is shown and depression results, and only by the closest cooperation of each wheel can this depression be lifted.

All Together

We can not and must not forget that, we are, each of us, a part or wheel of the big machine, nor must we think that because we are a wheel in the big machine that we can stand alone, for, unless we work in conjunction with every other wheel, the big machine will not run.

This means that, to keep the wheels of the industrial machine running to fullest capacity, all parts must cooperate, and there must be no discord or selfish aims or ambitions. This was proven and so effectively demonstrated in the World War, and its cause, an over-estimating a few of the world's powers and selfish ambitions, that were overcome only by the cooperation of the great nations affected, and their working collectively and in cooperation, forgetting personal gains and ambitions, and this finally brought the war to a successful ending, and started the world's international machinery once more moving.

The big machine—Industry—is now passing through a crisis, which can be successfully met by the cooperation of all lines, for all business interests are dependent one upon the other for their success and advancement, therefore this article entitled—"The Wheels of Commerce".

Two Industrial Coworkers

As related to each other, the milling

industry and the macaroni industry are closely interlocked and should cooperate if either is to advance. The macaroni as well as the milling interests, because of overproduction and lack of consumption, are passing through a great crisis and unless some drastic action is taken, a great many macaroni factories will have to close down, while others will find it difficult to exist under present conditions.

Granting that all business is feeling a definite depression and has experienced it for some time and will for sometime to come, it appears that there is no food manufacturer hit quite as hard as the macaroni people and frankly the fault is, apparently, the industry's own. In the first place the manufacturers have been, through lack of confidence in each other and through the dumping of overproduction, (and some of them still selling finished product at a ridiculously low price, which is unquestionably worse) and because no attempt has been made to properly advertise the great value of macaroni as a food product to the American people the consumption has not kept pace with the production, suffering from lack of orders, and facing appreciable losses on business they do get because of ruinous selling prices. This, with an insufficient protective tariff on importations, has kept the industry constantly crippled, insofar as advancement in proportion to other industries is concerned.

Low Foreign Production Cost

It is generally known that macaroni and all kinds of alimentary paste can be manufactured in Italy at half the cost of the domestic manufacture paste. The reason for this is the different standard of wages, as well as the different standard of living. American made macaroni is manufactured under a high wage scale, in sanitary factories restricted and regulated according to the American standard of living, therefore the greater cost, which has left no margin of profit for a proper advertising and educational campaign to acquaint the public with the great food value

of macaroni products, which, we believe, represents the most direct way of getting at wheat—the real staff of life—and a food product which should be the universal food, on account of its health giving properties, supplying, as it does, bone, blood, muscle, energy, etc., etc., and at a price that is within reach of everyone.

Macaroni products are the muscle builders—the food of the worker—it is all food and no waste—the one dish of which the appetite does not tire, and this fact should be told to the purchasing public in a comprehensive educational advertising campaign, the cost of which can not be borne by the macaroni people alone, and should not be, but with the cooperation of the milling interests, who receive fully half, or 50 per cent., of the total amount paid for the entire output of the macaroni people. Such an advertising campaign, in the cooperation of the two interests, could be successfully carried on for the advancement of both industries, and with this cooperation and campaign, we now have three wheels of the big machine working together harmoniously for the same result—the benefit of all—for numerous other wheels will be put in motion by the increased demand and production of macaroni products, for there will be greater need of flour, boxes, cartons, containers, paper, etc., etc.

Why the Millers

The question then is, why should the milling interests be selected as the one wheel to join with the macaroni people in putting on and paying for an educational campaign to be placed before the American purchaser? The answer is, as stated before, fully half of the total amount received from the sale of macaroni is paid to the millers for flour—the principal raw material—while the other half is prorated among the other industries mentioned, leaving the macaroni manufacturer with but a small margin of profit to pay interest on his investment, and numerous other expenses which go to manufacturing and marketing and placing nature's greatest health and energy food in the homes of the American people.

From a report gathered for the government with reference to a higher protective tariff, the production of domestic macaroni products for the year 1920 was, approximately, 450,000,000 lbs. valued at \$45,000,000, or about 4 lbs. per capita in the United States. Where

Business Is Good

for the Manufacturer of Macaroni
that use

Barozzi's Dryers Equipment

dry your Macaroni in 60 hours.



Do not cost any money, because it makes money for the manufacturer.

Information and Catalogue from

BAROZZI DRYING MACHINE CO.

400 Columbus Ave.

SAN FRANCISCO, CAL.

as, if the great food value of the product would be taken into consideration, the per capita consumption of macaroni would be 104 lbs. per year.

Would Mean More Flour

A vital point which should be considered by the milling interests in fostering this cooperation in regard to an advertising campaign is the fact that, if 104 lbs. of macaroni were consumed by each person, it would mean fully 110 lbs. of flour; whereas, when compared with the per capita consumption of bread, (which is 300 lbs. and means only 200 lbs of flour used) the great possibilities to be brought about through an advertising campaign, regardless of the percentage of increased consumption of macaroni, should be considered by the milling interests, and they should remember that, whatever the percentage of increase, the increased amount of flour used will be equal to 100 per cent of the increase in macaroni production, while with the bread production the increase will be only 66 2/3 per cent in flour used, if that product were to make a 100 per cent increase in its output, and this fact should carry considerable weight with the milling interests.

We feel that with such a cooperative advertising and educational campaign the ills of both industries would be permanently cured.

In closing we would offer a few remedies, such as the standardizing of packages and the elimination of so many sizes of bulk goods. We firmly believe that by the adoption of these recommendations and suggestions the ills of the macaroni industry, such as outright prices, caused by overproduction, dumping, sharp practice in weights, etc., etc., would be eliminated, and the industry put in a healthy condition. This, together with a high protective tariff, would place the industry on a sound progressive basis. This would mean more wheat used, more flour used, and an increased demand and production for all accessories that go to manufacturing and marketing macaroni products, and, by the cooperation of all the different wheels of industry, the big machine would again operate on its maximum efficiency.

Arrange your affairs to permit your attending the 1921 convention of the Macaroni Industry at Hotel Statler, Detroit, Mich., June 9 and 10.

WHAT WOMEN WANT

When Buying Alimentary Paste Products, Including Cleanliness in Preparation Handling, Attractive Sanitary Container—Two Essentials—Fibreboard for Shipping Boxes.

By A. J. Neumann, Assistant Secretary-Treasurer of The Container Club

In popularizing the use of macaroni, spaghetti, etc., as among the most nutritious and economical foods we have today, the manner in which they are packed and offered for sale naturally plays a most important part.

Inherencies

Cleanliness with women is inherent—it is with all of us when it comes to food—we prefer it untouched and uncontaminated by contact with human hands and protection against dirt and handling is absolutely essential in any approved method of packing and shipping it. In addition, an attractive package as a food container appeals to the purchaser, sending out its message of pleasing color and distinctive dress, and in awakening appetite effects a sale. A competitor of perhaps as good or better quality in an old style unattractive box remains under the counter unknown and uncalled for.

The buying mind of womankind is made up of 98 per cent of these two qualities—appearance and cleanliness, and manufacturers would do well to bear this fact well in mind.

Using an Advantage

Progressive and clear-sighted manufacturers in the industry have been quick to recognize the advantage to be gained in meeting this appeal of the buying public and are now employing an attractively colored lithographed or printed cardboard carton which gives them the desired results. This carton is tightly sealed, excluding dust and dirt, and is packed and shipped in fibreboard shipping boxes also sealed. Security from atmosphere changes in addition to the absolute exclusion of dust, dirt and vermin is effected.

As a freight container for macaroni, spaghetti, and all alimentary paste products, whether packed in the 10 or 20 pound bulk sizes, or in the shelf carton of 8 to 16 ounce capacity, fibreboard seems to have proved itself adapted, for carrying these products to the consumer in as clean, safe and economical a manner as has yet been devised.

Economy in Shipping

It is claimed that space is saved in

the packing room—the containers being offered in a flat knocked down condition—and that time is saved in their use in that they can be conveniently set up for packing and easily closed with glue. Appreciable savings in freight charges are manifest on account of its lighter weight, an important item in these days of high transportation rates.

Present Methods Approved

In the light of present investigation by the railroads into other forms of boxes for shipping macaroni, and inasmuch as the manufacturers have been asked to submit specifications for the betterment thereof to the carriers, it is of interest to know that shippers may employ the fibreboard boxes heretofore used, without fear of change.

Approval is conveyed in the Consolidated Freight Classification, legally on file with the interstate commerce commission at Washington, in which detail specifications for corrugated and solid fibreboard boxes as to size, thickness of board, strength and test, are again published without change.

Don't Lose It

In the use of the carton and the fibre shipping package, and the specialization in advertised brands and individual packages which have aided greatly in the establishment of the name of American made goods in the good will of the American housewife during these years of absence of the competition of the foreign product, a wonderful advantage has been gained. It should not be lost when the Italian made products again flood the market, but, rather, an increased effort should be made to offset any desire for a return to the old, loose, by-the-pound basis, through the adoption and continued use of identifying and advertised brands put up in sanitary, attractive cartons and shipped in clean, light and safe outer containers.

REWARDING BIGGEST PRODUCE

A Scottish farmer one day called to a farm hand: "Here, Tam, gang roo and gie the coos a cabbage each, but mind ye gie the biggest ta the coo that gies the maist milk."

The boy departed to do his bidding and on his return the farmer asked if he had done as he was told. "Aye, maister," replied the lad, "I gied 'em a cabbage each, and hung the biggest on the pump handle."

Combine business and pleasure by going to macaroni convention. They blend nicely there.

The Proposed Trade Paper Campaign For Increasing Production and Sales of all Macaroni Manufacturers

ON this page and the three pages following, an Advertising Campaign authorized by the Board of Directors of the National Macaroni Manufacturers' Association is outlined and partially pictured.

At the request of Mr. J. T. Williams, President of this Association, it is presented here so that all Macaroni manufacturers may become acquainted with the plan. This advertising will cover the territory in which all manufacturers who contribute a pro-rata share towards the cost of this campaign, sell their product.

Every Macaroni manufacturer is acquainted with the recent speeches of Mr. Williams and the published articles setting forth his ideas for the building and greater stability of the Macaroni Industry. It is upon his ideas and working in co-operation with Mr. Williams and the Board of Directors, that we have evolved this Campaign and, as presented here, an accurate idea of its plan and scope can be readily gathered.

The Campaign will run entirely in trade papers reaching all grocers and general store keepers handling Macaroni and will be aimed to show them a new and profitable angle of their business,—namely, the sale of Macaroni as a basic or main dish of a family meal.

Upon the next page will be found Mr. Williams' original idea in a condensed form and every Macaroni manufacturer should read it thoroughly, as it is intended to so thoroughly convince every grocer and general store keeper of the value of this idea to his own business, that it will have an immediate and vital affect upon the sale of the products of every Macaroni Manufacturer.

Mr. Williams' ideas have been copyrighted, so that we may protect them for the uses for which are intended. For the purposes of this Campaign, Mr. Williams has assigned them to the Executive Board of the National Macaroni Manufacturers Association.

For the complete information of every Manufacturer, this entire Campaign will be shown at the Detroit Convention, June 9th.

BYRON & LEARNED COMPANY
Advertising
Minneapolis

Mr. Williams' Plan

(Condensed from a speech by Mr. Williams before the Minnesota Retail Grocers Association of St. Paul.)

"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 'the Staff of Life.' It is a healthful and wholesome food, and can be rightfully served as the principle or basic part of a meal. This means that the meat dish or course may be eliminated when Macaroni is served.

If Macaroni is determined upon as the principle food of a meal, the housewife, when buying it from the grocer, must purchase with it tomatoes, cheese, crackers and other articles of food for its preparation in any of its varied and appetizing forms. So it is not at all difficult to see that the sale of a package of macaroni always brings with it the sale of other commodities many times its value. The grocer furnishes not only the incidentals of the dinner, but the entire meal. His sales are thus increased by an amount which would otherwise have gone to the butcher for roast or steak or chops and, as we will see, the aggregate of this amount is very considerable.

What will this mean 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 weight per capita is far greater. For instance, in France and Italy it is from thirty-five to forty pounds. There they have learned fully its true food value. On the basis of an eight ounce package sold for ten cents, we find that the annual retail sales of Macaroni amount to Eighty Million Dollars.

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. to the value of at least \$2.50 are sold for use in its preparation. Therefore, we can credit the Macaroni product with retail sales amounting to some \$280,000,000.00 annually, a large proportion of which is due to its ability as a selling agent for 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 makes necessary the purchase of various other commodities for its preparation.

Macaroni is the most profitable trade producer a grocer has."

THE pages following show two of the advertisements in their penciled form as submitted to and O. K.'d by the Executive Board of the National Association. They give an idea of the educational way in which step by step these ideas are to be conveyed to every grocer in the country. Below each pictured idea will be appropriate copy driving home one idea at a time, yet sufficiently strong so that from the very

start of the trade paper campaign, grocers may be expected to act upon the suggestions.

A complete outline of this Campaign, will be ready for all trade papers at an early date. Please send the name of the trade paper or journal, which should carry this advertising to your customers to **BYRON & LEARNED COMPANY, Advertising, Minneapolis.**

MACARONI

Date <i>May 10</i>	
Name <i>Mrs Jones</i>	
Address <i>124 Pleasant</i>	
<input checked="" type="checkbox"/> 14	<input type="checkbox"/> Cash
1 Doz Eggs	30
Sugar	50
1/2 Coffee	40
1 Doz Oranges	50
1/2 Lettuce	15
Soap	40
1 lb. Rolled Oats	20
1 lb Rice	10
1 Can Corn	15
	<i>\$2.70</i>
2 pk Macaroni	20
1 Can Tomatoes	15
1 lb Cheese	35
1 lb Crackers	20
	<i>\$3.50</i>

MAKING THE 'SALES SLIP' SHOW PROFIT

A

Copyrighted

THIS is one of the first illustrations running full page in all Trade Journals where a pro-rate share of this Campaign expense has been raised. It illustrates the grocer, who has sold the average housewife an average bill of groceries. His sales slip has been added up and amounts to \$2.70, mostly made up of articles with a small margin of profit. He then suggests Macaroni and immediately not only adds the price of two packages of this delicious food to his bill, but three more profit-carrying

commodities showing a total bill of \$3.50. No grocer, who is alive to the possibilities of easily and profitably adding to the volume of his business will overlook this suggestion and in later advertisements of this same series, he is shown how to increase the number of packages of Macaroni sold at each order so as to have a supply in his customers home constantly selling the other articles necessary for its preparation.

MACARONI

**PROFITABLE
SALES WITH
EVERY PACK
AGE OF
MACARONI**

THE 'SALESMAN' ON YOUR SHELF

W	

Copyrighted

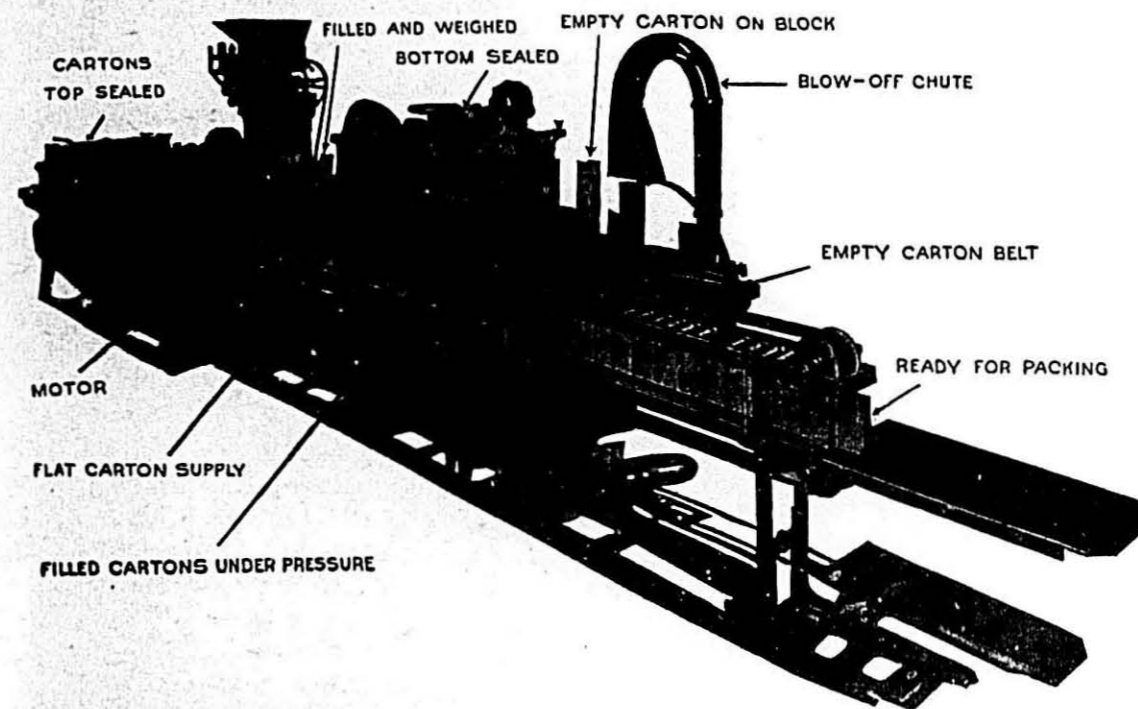
In this full page advertisement, which is the sixth in the Trade Paper Campaign, the grocer is impressed with the value of Macaroni as a real salesman in his employ. He sells the Macaroni, but the Macaroni sells four other articles of food almost invariably because those other four commodities are absolutely necessary to its ordinary preparation. There are various appetizing recipes for the preparation of Macaroni which enable him to sell more

than these four things. But seldom will a housewife buy less than this number of other profit-carrying goods from his shelves. Also again, is called to his mind the fact that a case of Macaroni sold to his customer puts a supply in her home acting as constant reminders of the goodness of a meal with Macaroni as the main dish. He has put just that number of salesmen for his groceries into her home.

Garibaldi said-

"Macaroni—the muscle builder—the food of the worker—the one dish of which the appetite does not tire"

**MACARONI IS A MUSCLE BUILDER
OUR MACHINES ARE PRODUCTION BUILDERS**



The picture to the left illustrates our complete packing equipment with bottom sealer, weighing and filling machines and our double line top sealer, together with conveyers. This is a continuous motion type machine and on a free running commodity will average 58 to 60 two-pound packages per minute, complete.

Our machines have twice the speed of any other machine on the market.

WHAT WE DO

If it is packed in a carton, sealed or tugged, weighed or measured, powder, flakes, granular or liquid in bottles, our equipment will handle it faster, cheaper and with less cost for maintenance than any other known method, and this includes the wax wrappings of cartons and packages.

A letter to us outlining your requirements will bring immediate response and the services of an expert, without charge.

HOW WE DO IT

Our continuous type of high speed machines gives a capacity of from 50 to 60 per minute speed, of course, depending upon kind of material to be handled. In other words, we guarantee to give you an output of 60 packages per minute on any of the materials that can be handled at 30 per minute by any other machine.

FOR WHOM WE DO IT

Some of the largest users of our machines are as follows:

- Kellogg Toasted Corn Flake Co.
- Postum Cereal Co.
- Armour Grain Co.
- Quaker Oats Co.
- American Sugar Refining Co.

The above is only a partial list of our satisfied users. Drop any one or all of them a line and let them tell you what they think of our machines.

Johnson Automatic Sealer Co., Ltd.

Send for Catalogue

BATTLE CREEK, MICH.

Send for Catalogue

HEAVY FALL DEMANDS

Is Expectation of Optimistic Maker of Macaroni Products—Advises Trade to Get Shipments in Early for Fall Delivery—Delay Will Mean Loss of Profit By Grocer.

It is cheerful to note, the optimistic view of the Skinner Manufacturing company regarding the macaroni business for the coming fall, expressed in a recent letter to the grocery trade, which we quote:

"It has been almost a year since either retail or wholesale grocers or other distributors of macaroni products have done any buying worth while and the manufacturing end of the industry has been running on a very restricted basis since early last fall. In fact many factories have been closed down entirely for long periods. Ordinarily, while our business was not so great during the summer months, we ran heavily during these months and accumulated large stocks for fall delivery. We believe other factories throughout the country also did this and yet, as far as we know, with the exception of last fall, for years no macaroni factory was in a position to fill its orders promptly during the fall and winter months. Thus, in view of the fact that as a rule the trade is always pretty well stocked in advance, this year no factory will be making up a stock for fall delivery as, in order to do this, it will have to get money from banks and this is going to be hard to do. Most factories today are running when they get orders and we believe they will continue to run this way, and when the fall demand comes will have no stock ahead and it does not take an awful lot of business in one month to load them all up.

"You can easily see that with the retailer and wholesaler having no stock on hand and with the factories having no stock on hand, early fall is going to mean a scramble and no doubt higher prices on macaroni products, even though prices on raw materials should drop, and if you want to do your trade a real favor our advice is to bring this absolutely known situation to its attention and at least advise it to get its shipments in early for fall delivery. The grocer trade is going to need all the profits it can get hold of and if the grocers delay ordering they are going to lose a lot of profits they otherwise might make on macaroni products."

The leaders can arrange a conven-

tion but it's up to the rank and file of the industry to make it a success by attending. Meet us at Detroit June 9.

Slumps and Booms

One of the most successful macaroni manufacturers of the country and a close student of market conditions warns macaroni manufacturers to be watchful of affairs during the next few years. He quotes a leading British banker who recently stated—that the world will see about 7 years of recurring peaks and valleys in both activity and prices with each fluctuation less than the preceding one, until stability is reached. A similar prophecy was made by a British industrial leader as early as 1916, except that he put the time limit at 10 years.

The National City Bank, which also quotes these experts, advises manufacturers that it will be necessary to watch these waves of inflation and reaction, taking advantage of the former and exercising caution during the latter.

This thinker in the macaroni industry further argues, "We think this is a very serious matter and, unless this proposition is watched carefully, we believe the macaroni industry, although practically all are doing business today without profit, will in the near future find it impossible to deliver orders during the period of inflation, and that before the manufacturers will be able to get their prices to a point where they can make a profit this inflation will have passed, and the reaction will have set in, and a condition similar to the one we are now going through will again be experienced."

This idea is well worth considering and those concerned who are in a position to take advantage of the periods of inflation will be prepared to weather the storms when the reaction takes place.

Cooperation Versus Competition

The difference between cooperation and competition is—Competition usually makes or breaks one or the other competitor, with no permanent benefit to the consumer. While successful cooperation benefits all.

Competition is the life blood of business building; but cooperation is better. Competition may put life into a new,

or once stagnant business locality; yet, how often it promotes bitter rivalry, resulting in the ousting of the "weaker," while the stronger thrives, says G. E. Girling.

Cooperation is a get together plan that benefits mankind generally, because it encourages the spirit of goodwill, happiness and thrift; while competition sometimes leads to hostile rivalry, enmity and loss to one side or sometimes both sides.

Sincere cooperation will do much to make this world a brighter and better place to live in. Every business man should cultivate a cooperative spirit between those he comes in contact with during his daily toil, then he will find out the secret of "how the thrifty thrive."

Forget your worries for a day or two by mingling with your fellow manufacturers at Detroit during national convention.

Want Change in Federal Grades

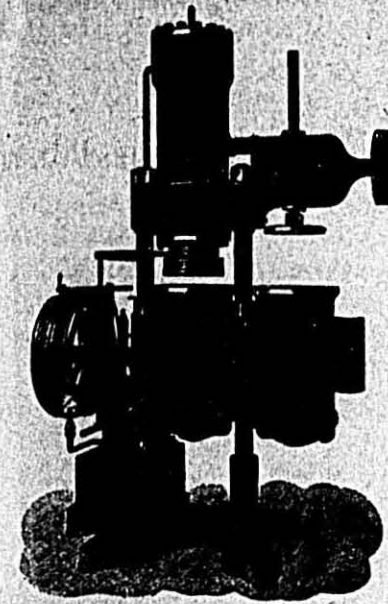
Agitation has been started by a few grain men of Minnesota for a change in some of the requirements of the federal grades of wheat. A hearing was granted by Secretary H. C. Wallace of the Department of Agriculture to a delegation from that state on April 27.

Dr. B. R. Jacobs, director of the National Cereal Products Laboratories, Washington, D. C., attended the hearing and presented the views of the macaroni industry, which favor retention of the present rates.

A similar proposal for a change in grade was made last spring but the department took no action. The argument advanced was that an admixture of certain classes of spring wheats, particularly hard spring wheats, would improve the baking qualities of flour produced from durum. In their argument favoring this change they overlooked entirely that this mixture would impair the macaroni making quality of durum. Macaroni manufacturers desire to have durum wheat remain as free from admixture as it is possible to make it, taking into consideration certain necessary tolerances now permitted.

It is false economy to try and save by failing to attend national gathering of your craft. Be at Detroit in June.

A profit is not without honor—get it.



Presses
Screw and Hydraulic

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Dough Brakes

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Fancy Paste Machines



Bologna Paste Machine

THIS machine is used exclusively for the production of Bologna Fancy Paste.

Built in two styles; one as shown, and another with calibrating dough brake attached. Simple and convenient. Practically noiseless in operation, as all movements are rotary.

Send for our illustrated circular, containing full information.

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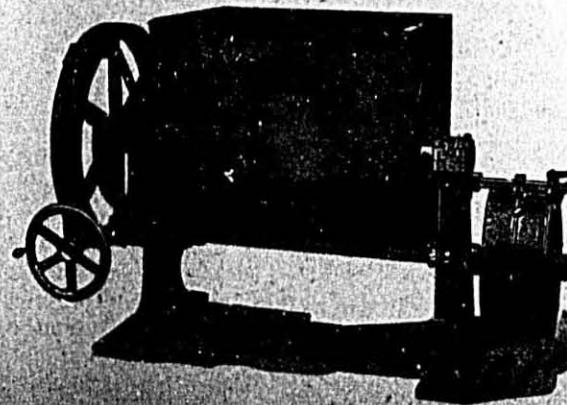
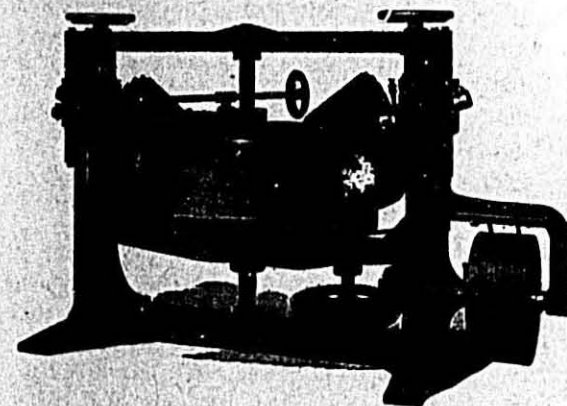
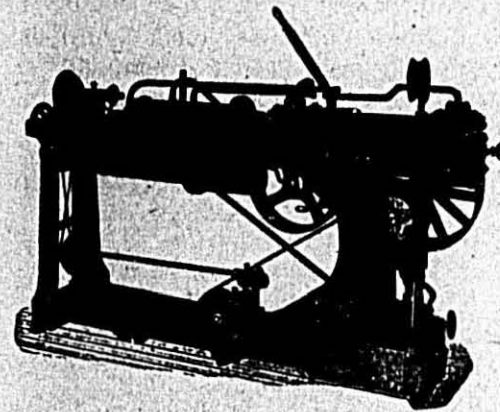
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ARGENTINA WHEAT CROP

Importance of This Feature Indicated—Third Largest of Countries as Exporter, Although Only Eighth in Production—Compared With Australia and India.

Argentina occupies a particularly important position in the world's wheat markets, as it is third in the list of great exporting countries, with prewar average annual exports of 95,000,000 bus. However, it is only eighth among the producers, with a prewar average crop of 157,000,000 bus. Export shipments from the new crop begin about Feb. 1, after the heavy movement from countries of the northern hemisphere is past.

Argentina and Australia

Argentina and Australia are in the same class in the latter respect. India is not quite the same, for harvest is later in the part of India from which the exports come. Harvest in Argentina begins the latter part of November and continues throughout December and January and is concluded early in February. Harvest in Australia begins the first week in December and laps over a few days into February, while harvest in British India begins about March 1 and continues until the middle of May.

In considering the crops and exports of Argentina and Australia it simplifies the proposition to think of January as the harvest month; for then the crop year, the export year and the calendar year all correspond.

Argentina Consistent Producer

Argentina is a more consistent producer than Australia or India, not being subject to the rather frequent long periods of drouth that cause serious crop shortages in those countries.

Argentina first began to attract attention in the markets of the world in 1893, when a crop of 58,000,000 bus. of wheat was harvested. The area sown was 3,950,000 acres. Although the area steadily increased, this yield was exceeded only once, and then by only a few hundred thousand bushels, until 1899. During the intervening years Argentine agriculture went through the usual new country or frontier experiences of only "scratching the soil" and enduring the minimum of transportation and marketing facilities.

Historical

In 1899 Argentina harvested 105,000,000 bus. of wheat on 7,900,000 acres and exported 63,000,000 bus. Then, for the first time, the country was placed

securely on the wheat map of the world and became an important factor in the world's markets. The area sown took another jump in 1902, and increased over 50% more in 1905. The area sown in the autumn of 1905 was 14,020,000 acres and by 1908 had increased to 14,980,000.

The peak of Argentina's increasing wheat acreage was reached before the war in Europe began, when in the autumn of 1912 an area of 17,100,000 acres was sown. This was followed by a decline of 1,000,000 acres during the next five years, until in 1917 the area sown was 16,090,000 acres. Then followed, if the figures are correct, an enormous jump to 17,875,000 acres sown in the autumn of 1917. But the two following seasons saw a rapid decline to almost the exact acreage sown in 1908, namely, 14,960,000 acres.

1921 Area Sown

The area sown last year for the harvest of January 1921 is estimated at 14,820,000 acres, which is below the 5-year prewar average. Yet the 1921 crop, which is officially estimated at 184,000,000 bus., is far above the prewar average.

Since Argentina's crop reached 100,000,000 bus., in 1899, it has fallen below that total only three times, twice when the acreage was still small. In 1917 there was less than half an average yield for the acreage, as the production was but 80,000,000 bus. on a seeded area of 16,090,000 acres. Since 1903 the country has been a very consistent producer, with crops of 130,000,000 to approximately 190,000,000 bus. Only twice has it fallen below that minimum, while in 1920 it exceeded 200,000,000 bus. Since the area seeded reached 10,000,000 acres the annual exports have ranged from approximately 90,000,000 bus. as the minimum, except in two years, to a little above 135,000,000.

Established Area

Argentina probably has settled into an established place with a wheat area of approximately 15,000,000 acres, a crop of 150,000,000 to 200,000,000 bus. and exports of 90,000,000 to 135,000,000 bus. In an occasional short crop, perhaps an average of one in ten years, the exports may fall to around 40,000,000 bus.

From Jan. 1 to Apr. 21, 1921, the exports were unofficially reported at 26,038,000 bus., compared with 89,215,000 shipped in the same period last year. Exports have been heavy during the

last several weeks, but were light in the early part of the year, largely because of uncertainty as to whether the supertax would be reimposed.

Poor Packing Promotes Pilfering

That poor packing is responsible for a large amount of the goods annually pilfered from packages and cases is the opinion expressed in the Journal of the Huddersfield, England, Chamber of Commerce, and that the present shipping practice affords many opportunities to "Make a Thief."

The object of packing is security against theft as well as protection against damage and has an important bearing on settlement of claims for losses. After considering the many examples of faulty packing that help make thieving easy and frees the authorities from responsibility the Journal offers several practical suggestions for remedying this evil.

1. Do not use second hand cases unless they are strong and good and unless they contain articles not likely to attract thieves.
2. See that all cases have good ends and that all nails are properly clinched.
3. Bind all cases with strong hoop iron at ends and also around middle.
4. Do not use frail cases.
5. Use only hoop iron that will stand the strain of ordinary rough handling. "Scrap" all soft hoop iron.

One of the most common faults in packing is the use of second hand cases, which are, of course, comparatively easy to open without detection. The result is that officers cannot judge by appearance as to whether goods have been taken out before the cases reached the ship, they are obliged to give a "repacked" receipt, which means that no claim will be paid by the ship for loss or damage by thieves.

Another common fault is the use of new cases with weak lids, protected, it may be by extra battens around the edge, but the nails of which are driven straight down without clinching, with the result that the top boards drop and the nails "draw."

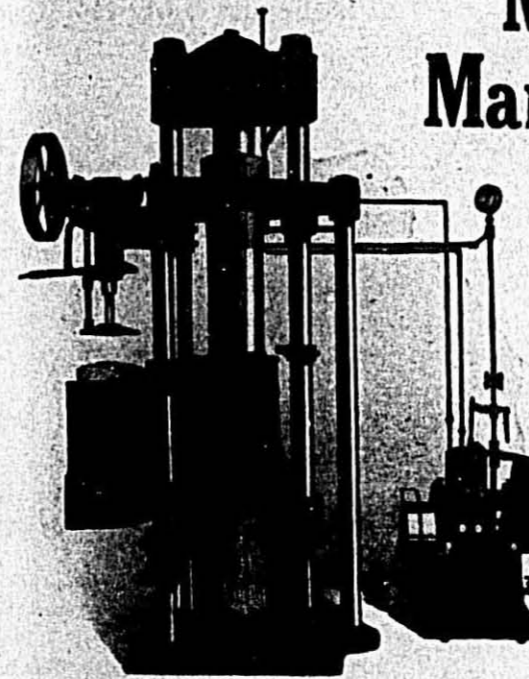
Cases otherwise satisfactory, but not bound with hoop iron, are also frequently used and are often quite unable to meet the ordinary inside and outside strains. The nails become sprung with the few handling on train and wharf and the goods are exposed by their own weight. For these cases, which offer a distinct temptation to the pilferer, the ship will sign only an "insufficiently packed" receipt, which prevents any claim for the goods.

Other cases are bound with soft hoop iron, which actually breaks in handling and off the freight cars and before the ship is reached. Cases with openings similar to crates in which hooks can easily be inserted and cases so frail as to be unfit for ordinary handling are other familiar examples of packing which not only throws the blame but most of the blame for pilferage upon the shippers themselves.

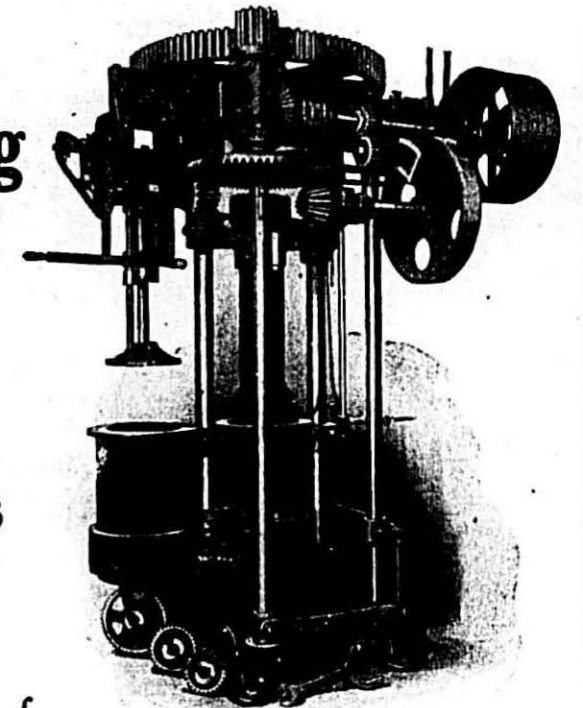
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Our line of Presses, Kneaders and Mixers



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

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

We also build paint manufacturing equipment and saws for stone quarries

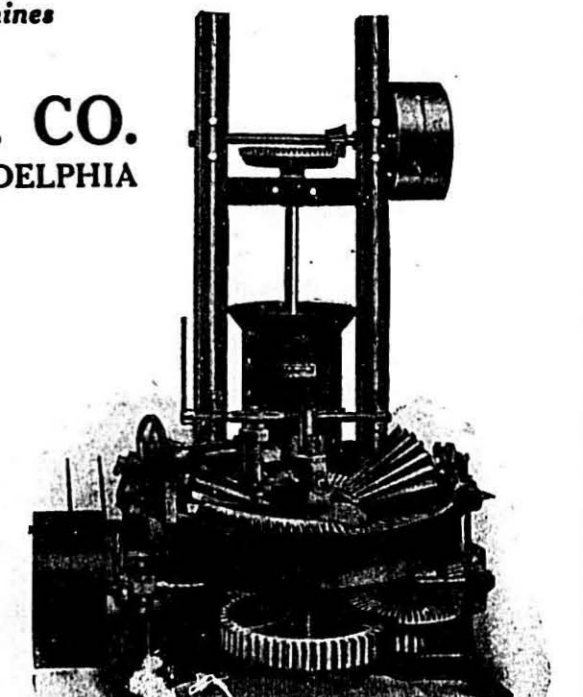
Write for catalog, stating the line of machines in which you are interested.

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STYLE H HORIZONTAL CUTTING PRESS



IMPROVED KNEADER WITH PLOW

Wins Insurance Suit

After litigation extending a year or more, the Oneida County Macaroni Co. of Utica, N. Y.; won its suit against one of the six interested insurance companies which had refused payment on the policies held by that company following a fire in August 1919 which completely destroyed the plant. The last case was heard by Justice George Pierce of the supreme court of New York state who, after listening to the evidence for four days, instructed the jury to return a verdict for the full amount of the policy in favor of the plaintiff. This the jurymen did without leaving their seats. The award amounted to \$1,776.52 plus \$162.22 interest, or \$1,939.74.

The insurance companies charged that the macaroni company was in a bad way financially and that the plant was purposely fired. This was stoutly denied by President Rocco Peretta, and Manager Frank Rossi, and they were sustained in their stand by F. A. Bosworth, vice president of the First National Bank in that city, who stated that while the Oneida Macaroni Co. owed the bank \$135,000 at the beginning of 1919, in the eight months preceding the fire this had been reduced to about \$56,000.

This is believed to be a test for a dozen cases arising out of this fire against other insurance companies in which the total claims involve more than \$60,000. One case tried twice, first in January and again in March, resulted in a jury disagreement in each trial. There are four cases pending in the federal court and eight in the supreme court of that state as a result of this fire. All are expected to come to an early trial unless settlement is made based on the verdict in this case decided April 21, 1921.

Flames Destroy Macaroni Plant

Fire of an unknown origin almost completely destroyed the manufacturing plant and offices of the Western Macaroni Manufacturing Co. at Salt Lake City, last month. The plant consisted of a three story brick structure with a two story brick annex well equipped with modern machinery installed the previous year. This blazing building filled with numerous lightweight frames and inflammable wooden

boxes made one of the worst fires that the Salt Lake City fire department has had to contend with in years. According to estimate by President R. E. Miller and Manager A. Ferro the damage will reach \$150,000. The buildings were insured for approximately \$100,000. Plans for rebuilding the plant are being drawn.

Heads Credit Society

Fred L. Ray of the Crescent Macaroni and Cracker Co. of Davenport, Iowa, was elected president of the Tri-City Credit Men's association at the annual meeting in the Chamber of Commerce rooms, April 9. At the banquet which followed the election, Mr. Ray delivered an interesting talk that impressed the hearers with the idea that this body is now in the hands of a progressive leader. Mr. Ray has been in the macaroni business for several years associated with C. B. Schmidt & Son of that city.

Palestine Macaroni Imports

For the fiscal year ending March 30, 1920, the Palestine area as the country of undefined boundaries is now known imported a total of 10,899 pounds of alimentary pastes valued at \$1,352. Italy furnished the larger part of this imported foodstuff and France practically all the remainder. Before the war both these nations enjoyed a good trade in macaroni products with this country.

Egyptian Export Embargoes

Macaroni and other alimentary pastes as well as cereals and flours of all kinds are not permitted to be exported or re-exported from the confines of Egypt under a decree issued Dec. 30, 1920, except under license issued only to reliable firms. The government decree lists a few exceptions in the way of foodstuffs that are outside the pale of this order.

Vladivostok Macaroni

Vladivostok, the principal port of eastern Siberia, received 127 tons of various kinds and grades of macaroni and other alimentary paste products in the first nine months of 1920 according to figures compiled from monthly port reports. Practically all of these goods

were shipped from Japan. This port supplies the interior and before the war handled thousands of tons of foodstuffs from all parts of the world.

February Imports

The importation of alimentary pastes in February 1921 shows quite a decrease when compared to the goods of this nature sent to our shores in January. Importers attribute this falling off to several causes. February is the shortest month of the year and is also one feared by shippers because of the storms that usually prevail that month. A leading importer is of the opinion that the keen competition, the subnormal demand and the low prices quoted in the American market have somewhat dampened the ardor of those foreigners who are seeking to reestablish themselves in this market.

A total of 112,247 pounds of all kinds of alimentary pastes was imported in February at a value of \$11,205, averaging slightly less than 10 cents a pound. Comparing this with the importations of February 1920 22,790 pounds valued at \$3,481, a menacing increase is indicated, though there has been a large decrease in the pound values of the imported goods from 15 cents in 1920 to less than 10 cents this year.

In a comparison of the quantity of goods of this nature reaching our shores for the eight months ending February, according to the foreign and domestic bureau of the department of commerce, a steady increase is indicated. For the eight months ending February 1919 only 270,648 pounds were imported. This had increased to 610,073 pounds for the same period ending February 1920 and then jumped to 837,843 for the eight months ending February 1921. The increase in the amount of pastes imported was accompanied by a corresponding decrease in the price per pound.

The amount of macaroni, vermicelli and noodles exported February of this year varied only slightly from the amount that left this country the same month in 1920, though the price per pound shows almost 50% decrease. Last February a total of 1,280 pounds left our shores at a declared value of \$12,000 while in February 1920 a total of 1,000 pounds valued at \$243 was exported. A decrease of about 50% in quantity

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SIGNED by a manufacturer who obviously takes pride in the goodness of his merchandise, and brands it with his own name.

SEALED in sanitary, protective packages which are moisture, dust and odor-proof — which keep their contents wholesome and sanitary.

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Peters Package Machinery

For the production of sanitary and protective packages in a variety of sizes for food products for the retail trade.



exported is shown by the figures covering the eight months ending February 1921 as compared with those of the same period for last year.

New Plant at Mount Vernon

Certificate of incorporation filed in the county clerk office announces organization of a new macaroni manufacturing firm known as the United Macaroni Corporation, Inc. According to the certificate the capital of the new concern is \$50,000, but only \$30,000 of the capital stock will be sold at the beginning. The board of directors consists of Alfonso Sirignana, Domenic Pirone, Aniello Tucci, Filippo Quaranta, Domenic Lobes and Raffaele Cerbone, all of Mount Vernon, N. Y.

Free Macaroni on Anniversary

One feature of the celebration of the first anniversary of the establishment in business of the Viviano & Sons Macaroni Manufacturers of Detroit, Mich., was free distribution of macaroni and spaghetti prepared in the tasty appetizing Italian way, to 2000 of Detroit's unemployed. Due to this firm's generosity hundreds of unfortunates willing but

not able to find work have enjoyed this typical Italian dish every week in the lunchroom of the city welfare committee through which the Viviano Bros. are carrying on this charitable work. It is planned to continue feeding the unemployed until the conditions in that city are relieved.

Enlarges Plant

The Cumberland Macaroni Manufacturing Co. of Cumberland, Md., has completed erection of a one story brick addition to its plant in that city. This annex it is planned to use exclusively for drying the company products, being equipped with the latest approved drying appliances. The addition cost approximately \$4,000, exclusive of the interior. This plant is owned and operated by Nevy Bros., who are numbered among the progressive manufacturers of alimentary pastes in this country.

There are 48 states in the Union, but nearly every man you meet is from Missouri.

Conscience is something that makes a guilty man tremble every time it thunders.

The important question: "Who is going to pitch?"

GAIN IN WHEAT AND RYE

Former Is 8,000,000 Bushels Larger Than Last Year—Some Abandonment Reported—Average Condition of Winter Crop—Spring Plowing.

Washington, May 10.—This year's winter wheat and rye crops will be larger than last year, while the hay crop will be about the same as a year ago, the Department of Agriculture's May forecasts issued yesterday indicate.

Winter wheat acreage showed much less than average abandonment as a result of favorable weather during the winter and a crop of 629,287,000 bushels, or 8,000,000 bushels more than forecast a month ago, is estimated on the acreage figures of the May 1 canvass.

Abandonment

Kansas reported an abandonment of 8 per cent, which was the heaviest of any of the important producing states, and her crop this year promises to be about 1,000,000 bushels less than last year. Abandonment of Ohio, Indiana, Illinois, Missouri, and Nebraska, ranged from 2 to 3 points.

The crop in Ohio is forecast at about

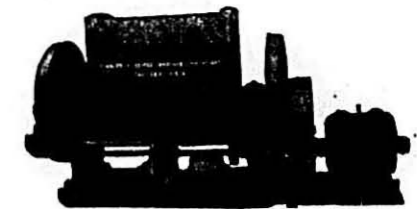
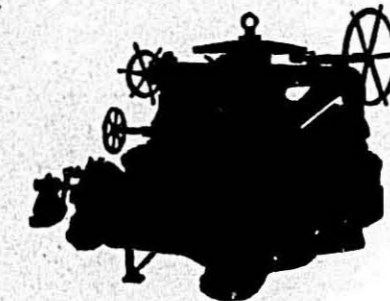
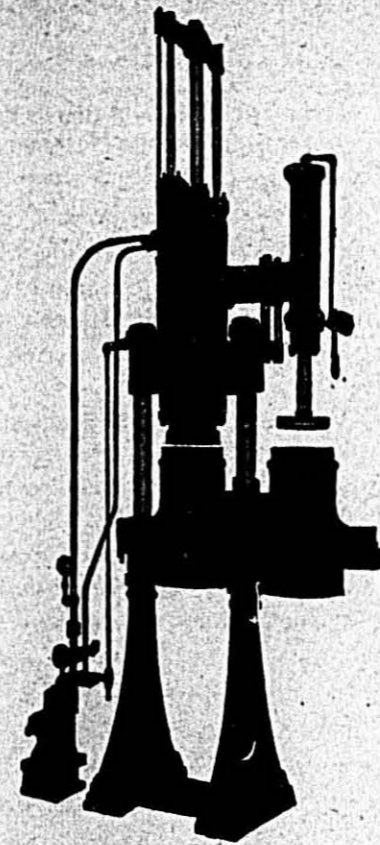
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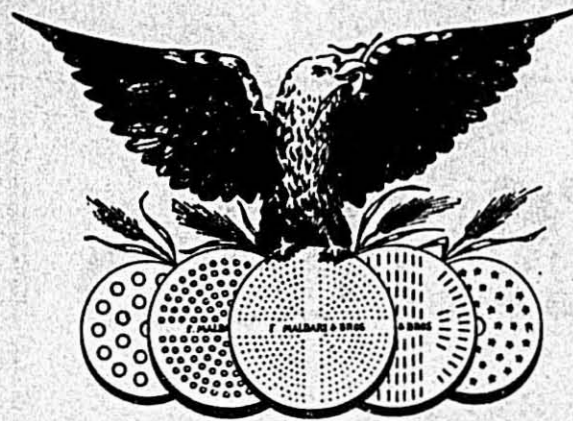
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is as essential in retaining satisfied customers as is high grade material and workmanship. We give this. Our deliveries will be found as prompt as is consistent with the production of superior Moulds and no detail is overlooked in

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LINCOLN MILLS

Lincoln, Neb.

MILLERS OF

PURE DURUM WHEAT FLOUR

We will be glad to send samples on receipt of your request

13,000,000 bushels more than last year, while in Indiana, Illinois and Missouri it will be about 10,000,000 bushels more than the 1920 crop. Nebraska's crop will be about 1,500,000 bushels smaller, and Oklahoma's about 10,000,000 bushels less than last year.

The rye crop this year is forecast at 72,007,000 bushels, based on the condition of the crop May 1, which was 92.5 per cent of a normal.

Eye Condition

The forecast a month ago was 66,386,000 bushels, based on the condition of the crop April 1, which was 90.3 per cent of a normal. The crop last year was 69,318,000 bushels, and the condition on May 1 was 85.1, while the 1919 crop was 88,909,000 bushels and the May 1 10 years average condition is 89.9 per cent of a normal.

Hay production this year is forecast at 107,784,000 tons compared with 108,233,000 tons last year and 109,152,000 tons in 1919.

The condition of meadow (hay) lands on May 1 was 91.5 per cent of a normal compared with 89.4 per cent a year ago, and a 10 year average on May 1 of 89.1 per cent.

The expected hay acreage is placed at

73,842,000 acres this year comprising 58,879,000 acres of tame and 14,963,000 acres of wild, compared with a total area last year of 73,181,000 acres.

Stocks of hay on farms May 1 were estimated at 19,440,000 tons or 18 per cent of the 1920 crop, compared with 11,345,000 tons or 10.4 per cent in 1920, and 11,498,000 tons, or 11.1 per cent, the May 1 five year average.

The average condition of spring pastures on May 1 was 91.8 per cent of a normal compared with 79.8 a year ago and 84.6 this ten year average.

Spring plowing was 77.8 per cent completed on May 1 compared with 60.1 a year ago, the ten year average. Spring planting was 63.5 per cent, completed on May 1, compared with 50.2 per cent a year ago and 57.5, the ten year average.

Wheat by States

The average condition of winter wheat on May 1 was 88.8 per cent, compared with 9.10 on April 1, 79.1 on May 1, 1920, and 86.8, the average for the past ten years on May 1. A condition of 88.8 per cent on May 1 is indicative of a yield per acre of approximately 16.3 bushels, assuming average varietal area to be harvested, 16.3

bushels, per acre would produce 8.9 per cent more than in 1920, 13.7 per cent less than in 1919, and 11.4 per cent more than in 1918. The outturn of the crop will probably be above or below the figures given above according to the change in conditions from May 1 harvest is above or below the average change.

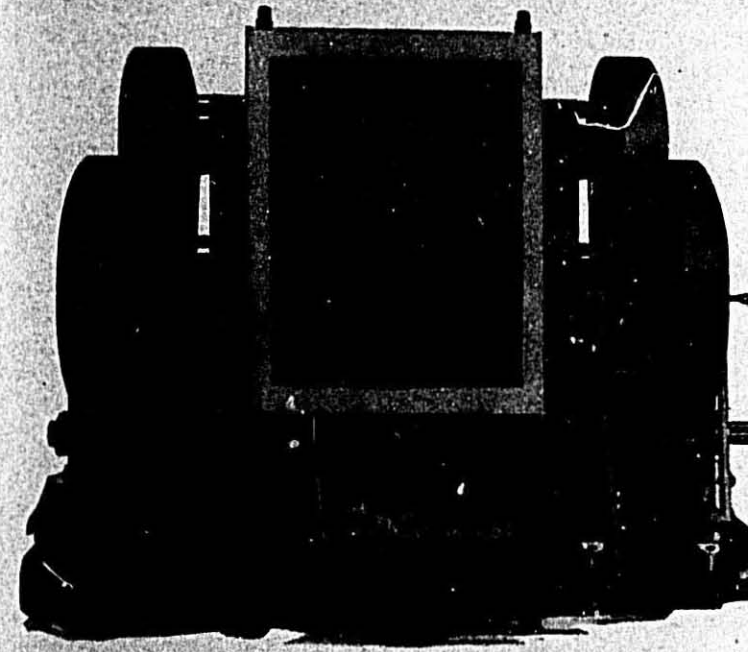
STRONG PROFITS LAW

Normal Maximum Is 20,000 Lire—Concerns Manner of Ascertaining State's Due and How Payments Are to Be Made—Some Details.
—in Italy.

The regulation covering the application of the decree of Sept. 24, 1920, which authorized the state to confiscate all excess war profits in Italy over an amount of 20,000 lire have just been published, according to Commercial Attache H. C. McLean at Rome. The measure became effective from April 1, 1921.

Whatever profits due directly to the war remain in the case either of a corporation or an individual, after the payment of taxes, becomes the property of the state and must be paid in 12 monthly payments, thus covering

"EIMCO" Mixers and Kneaders



"Eimco" Mixers and Kneaders mean equipment; that improves the quality of the products and reduces production costs.

Ask us for bulletin M-101 and photographs.

The Type DC Mixer

is a heavy built double-blade machine, made in one-bbl. and two-bbl. sizes. It is equipped with our patented blades which give a perfect mix in much less time than ordinary mixers, and provide just the right kneading action to produce doughs of absolute uniformity in color, moisture and temperature. This machine requires very little power, and it operates almost noiselessly.

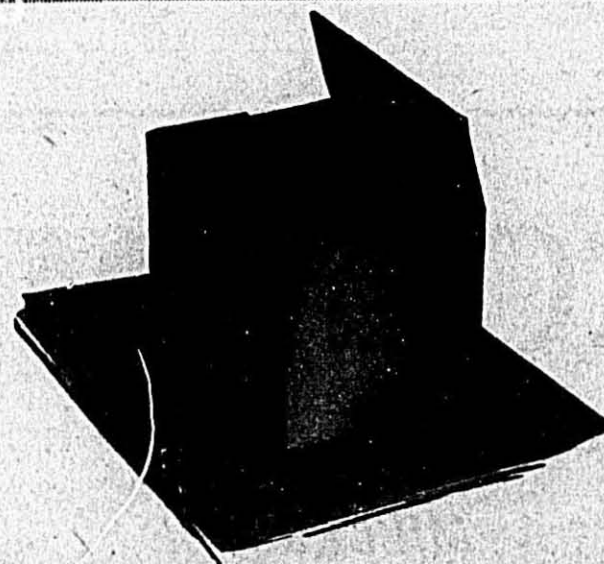
"EIMCO" Kneader

The Kneader you need to knead the dough.

The "Eimco" is an up-to-the-minute machine in every way and a big step ahead in kneading efficiency. It is a very strong machine, has scientifically designed rolls, a plow that does the work, and scrapers at each roll to prevent the dough from climbing. It produces extra fine doughs quickly and runs as smooth as a top.

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Corrugated Paper
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Shipping Boxes



From Raw Materials
To
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Under
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390,000 Square Feet

Let Us Figure On Your Next Order

Samples on Request

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

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Container Division

1200 Elm Avenue

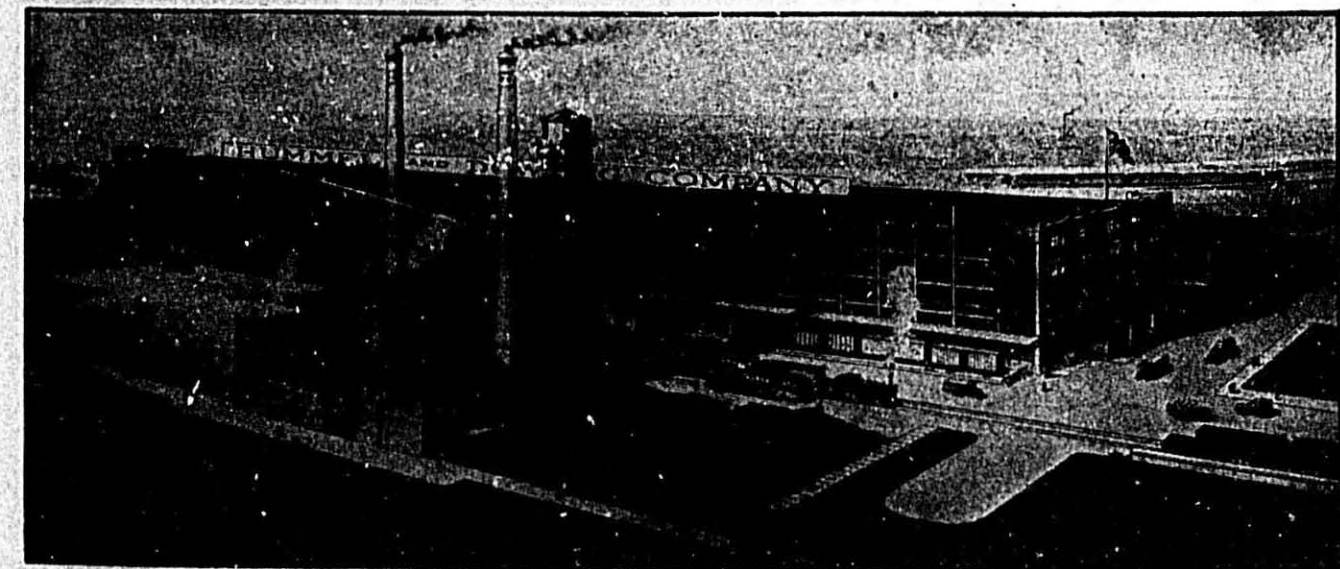
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Cartons, Caddies or Containers for the Macaroni Manufacturers

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.

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

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Detroit, Columbus



period of two years. In ascertaining the amount due the following deductions may be made.

Ordinary income based on the average for the two-year period 1913-1914, but in no case less than 8 per cent of the capital invested.

The ordinary tax and supertax on war profits.

All other payments to the state, to the provincial and municipal authorities and other public bodies having the right to impose taxes.

Expenses incurred in connection with the incorporation and amalgamation of companies and increases of capital.

Income tax paid on interest due to holders of securities and on the salaries of employes.

Taxes paid by branches of Italian firms abroad which have not already been deducted from profits.

Amounts due on account of obligatory social insurance.

Amounts set aside for welfare work among employes.

Amounts paid out of net income for charitable works.

Commissions paid abroad.

The exempted minimum of 20,000 lire.

***Ruling on Adulteration**

8742. Adulteration and misbranding of Queen's Taste Brand egg noodles. U. S. v. Western Macaroni Mfg. Co., a Corporation. Plea of guilty. Fine, \$50. (C. C. & D. No. 11949. I. S. No. 5128.r.)

On July 10, 1920, the United States attorney for the District of Utah, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district an information against the Western Macaroni Mfg. Co., a corporation, Salt Lake City, Utah, alleging shipment by said company, in violation of the Food and Drugs Act, as amended, on or about November 25, 1918, from the State of Utah into the State of Montana, of a quantity of egg noodles which were adulterated and misbranded. The article was labeled in part, "Queen's Taste Brand Egg Noodles * * * Manufactured by the Western Macaroni Mfg. Co. Inc., Salt Lake City, Utah * * *"

Analysis of a sample of the article by the Bureau of Chemistry of this department showed it to be plain noodles, artificially colored, and containing not over 0.57 per cent of egg solids. The package was also short weight.

Adulteration of the article was alleged in the information for the reason that a substance, to wit, a mixture deficient in egg solids, had been substituted for egg noodles, which the article purported to be, and for the further reason that it was an article inferior to egg noodles, to wit, a mixture deficient in egg solids prepared in imitation of

egg noodles, and was colored with a coal-dye, to wit, naphthol yellow S, to simulate the appearance of egg noodles and in a manner whereby the inferiority to egg noodles was concealed.

Misbranding was alleged for the reason that the statements, to wit, "Egg Noodles" and "Net Weight 6 ozs.," borne on the packages containing the article, regarding it and the ingredients and substances contained therein were false and misleading in that they represented that the article was egg noodles, and that each of the packages contained 6 ounces net thereof, and for the further reason that the article was labeled as aforesaid so as to deceive and mislead the purchaser into the belief that it was egg noodles, and that each of the packages contained 6 ounces net of the article, whereas, in truth and in fact, it was not egg noodles, but was a mixture deficient in egg solids, and each of the packages did not contain 6 ounces net thereof, but did contain a less amount. Misbranding was alleged for the further reason that the article was in package form and the quantity of the contents was not plainly and conspicuously marked on the outside of the package.

On October 26, 1920, a plea of not guilty to the information theretofore entered on behalf of the defendant company having been withdrawn, a plea of guilty was entered, and the court imposed a fine of \$50.

E. D. Ball,
Acting Secretary of Agriculture

Keeping ahead with your job is the way to keep up with it.

—The Backbone of your entire investment is the Efficiency and Economy of your Drying Equipment, regardless of however perfect all other branches may be.

De Martini Drying System

If you desire FACTS and not Pictures to reduce the Cost of production and Improve the Quality install the De Martini Drying System.

No preliminary drying or damp rooms necessary, Eliminates WASTE of Material, Labor, Power, Time and Space.

That is 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.

There are three requisites to be considered in buying

CARTONS

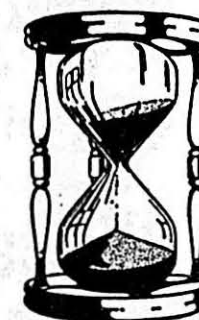
- 1st Quality—Cartons which will help sell your goods.
- 2nd Service—Cartons when you want them.
- 3rd Price—Cartons at the lowest price consistent with first class work.

Our cartons are made to comply with these requisites. Macaroni and Noodle Cartons are our specialty. Send us your specifications, we will be glad to quote you on your requirements.

The Richardson-Taylor Ptg. Co.
CINCINNATI, OHIO

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.

NEW YORK OFFICE:
F 7 Produce Exchange

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

Grain, Trade and Food Notes

Durum Inspections for March

According to the markets report of the Department of Agriculture for March 608 carloads of all classes of durum wheat were inspected at various grain centers in the country under the U. S. grain standards acts, as compared with 558 carloads in February. The report indicates that the amber durum supply is about normal but that the durum grades are subnormal, probably due to the heavy demand for this grain for blending purposes.

Amber Durum

No. 1 amber durum was rather scarce. Only 25 carloads were inspected in March; 12 at Minneapolis and 8 at Chicago. As usual No. 2 grade led. Of the 205 carloads inspected 133 reached the Minneapolis market and 51 went to Duluth. Minneapolis also led Duluth in receipt of No. 3 grade, getting 38 carloads to the latter's 18. In the month 67 carloads of amber durum grading below No. 3 quality were inspected.

Durum

Only 9 carloads of No. 1 durum reached the markets of the country, 5 of these going to Minneapolis. Of a total of 39 carloads of No. 2 durum inspected, 17 carloads were reported from Minneapolis and 12 from Duluth. No. 3 durum predominated with a total of 73 carloads. Duluth led Minneapolis in this grade 33 cars to 30. A total of 85 carloads below grade was reported.

Pineapple Queen of Hawaii

If "sugar is king," then certainly "pineapple is queen" in the Hawaiian islands, for the growing and canning of pines has grown into a great wealth producing industry, ranking second only to sugar in Uncle Sam's "Paradise of the Pacific."

From the Pacific Commercial Advertiser it is learned that "Hawaii's pineapple pack for 1920 was 5,978,064 cases. Hawaii's 1920 pack of pineapples sold for \$31,000,000! The pineapple industry of Hawaii is occupying 46,000 acres of land and is the means of livelihood of over 20,000 people. The largest single fruit cannery in the world is situated in Honolulu, and it cans nothing but pineapples. During the season it employs 3,300 people at a time. The production last year was 143 million cans, and there are 110 million people living in the United States, or only about one and a third cans per capita, if it were

all consumed in the United States. In fact, it goes all over the world."—The Canner.

Burbank Develops New Wheat

Luther Burbank, the California plant "wizard," has evolved a new kind of wheat whose kernels or berries are exceptionally large and hard, yielding fine white flour. The new wheat was produced from a single original grain of seed and is the result of 11 years of careful propagation. The principal advantage claimed for it is its high content of gluten—14 per cent. Ordinary California wheat tends to yield an excess of starch and insufficient gluten. For that reason millers are obliged to mix it with northern wheat to obtain a satisfactory flour for breadmaking.

The new product is a winter wheat, like all other varieties grown in California. It is an unusually early variety, however, maturing earlier than any of several hundred others that Burbank has grown. The plants and the grains are remarkably uniform. The yield on the experimental plot last summer was almost 50 bushels per acre.

March Flour-Wheat Exports

During the month of March the United States exported 1,369,680 bbls. of wheat flour and 14,599,481 bus. of wheat, according to figures compiled by the bureau of foreign and domestic commerce. During February our exports of wheat flour amounted to 1,023,666 bbls. and of wheat, 18,468,711 bus. Italy furnished the chief market for American wheat, while the United Kingdom was the principal market for wheat flour.

Flour Decontrol

The food controller of Great Britain announced the decontrol of the flour-milling industry, dating from March 31. This leaves the millers absolutely free, as in prewar days, to deal with private firms and to buy wheat at world market prices.

Exportable Surplus Reduced

Experts and government officials who have been studying the wheat supply of the world have about concluded

Selling Below Cost

OUR STOCK OF

Macaroni Drying Dowels

ADOLPH STURM CO.

542-544 W. Washington Street

CHICAGO, ILL., U. S. A.

WHY

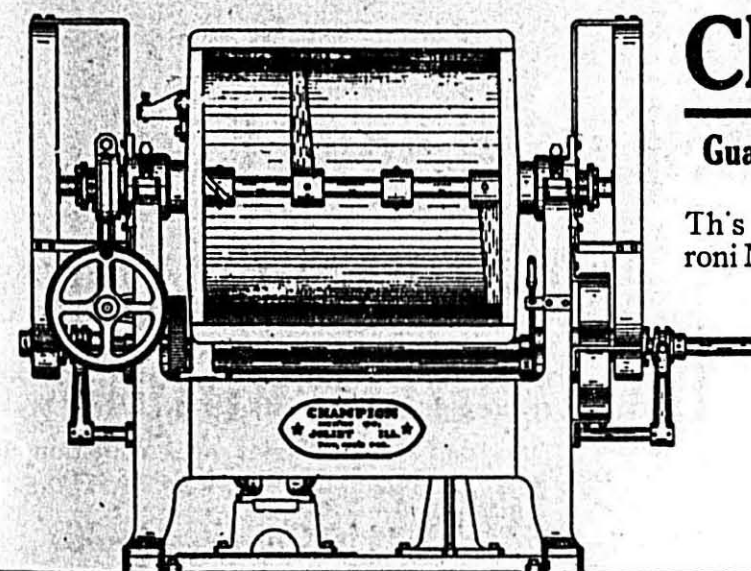
experiment with substitutes when it is a universally acknowledged fact that the only safe and sure way to transport macaroni is in a wooden box.

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

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

ANDERSON-TULLY CO.

MEMPHIS, TENN.



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.

that the exportable surplus from last summer's harvest in the United States and Canada has been so reduced that the carryover in these countries on July 1 will be hardly half the average pre-war carryover on that date. Excepting for Russia, distribution of wheat in the world's commerce is now almost normal. Production, however, has not yet returned to its prewar basis in any of the large wheat producing countries.

Greedy Flour Mites

R. N. Chapman of the Minnesota Agricultural Experiment station has been finding out ways to kill the flour mite. The flour mite is a tiny pest which is found the world over—wherever there is trading in wheat, flour, or dried foods of any sort—and which levies an enormous toll on the world's food supply, and Mr. Chapman has found that the best weapon against the world's hordes of mites is heat.

Mites in cereals, flour, or other foods can be killed by raising the temperature from 68 to 120 degrees Fahrenheit within five minutes. A temperature of 176 degrees means sudden death to them. The way to clean up an infested mill or warehouse, therefore, is to remove all

refuse and burn it. After that, if it is possible, the building should be heated to a temperature of at least 120 degrees and kept at that temperature for several hours. If the place is not tight enough to be heated so, the floor and all cracks should be sprayed with a 15 or 20 per cent carbolic oil emulsion.

The storage of large quantities of flour, feed, or similar supplies should be undertaken only in clean dry places, and then only when the moisture content of the material to be stored is less than 11 per cent.

Chinese Dried and Frozen Eggs

According to figures by the far eastern division of the bureau of foreign and domestic commerce nearly 4 per cent of our imports from China in 1920 were dried and frozen eggs used largely in the big bakeries and by noodle manufacturers. This Asiatic country supplied us with practically 90 per cent of the dried and frozen eggs the past year. The following table shows the preponderance of the Chinese product in our total egg importation:

Countries.	Lbs.	Value.
China	25,646,791	\$6,093,155
England	2,378,752	627,650
Norway	340,000	139,400

Canada	811,052	223,100
Japan	131,475	59,300
Netherlands	67,600	15,900
Hongkong	58,253	19,000
Australia	48,414	11,800
Scotland	45,000	38,400
New Zealand	240	100

Total 29,022,577 7,233,600
 Although the heaviest import of Chinese eggs into the United States begins in August and continues until February, shipments of this product are fairly regular throughout the year. As China is in the same latitude as the United States, the laying season corresponds closely and consequently the receipts at the American egg freezing plants erected at Shanghai are heaviest in the spring. Ample provision for cold storage and other facilities at Shanghai, and refrigerator ships for the trans-Pacific run, must therefore be provided to keep the plants working to capacity all the year round and the supply of Chinese frozen and dried eggs regular for the American market. A large amount of American capital has been invested in these plants in China.

Make hotel reservations early for macaroni convention at Detroit, June 9 and 10.

Better Boxes Help Sell Macaroni

The Macaroni and the cartons for shelf display, arrive at your dealers' in fine condition when shipped in "Chicago Mill" boxes. Good condition upon delivery means quick moving from the shelves and more orders for you. "Chicago Mill" Macaroni boxes help your dealer sell and help sell you to your dealer.

Fine appearance and sound quality characterize the whole line of "Chicago Mill" Red Gum Shooks and Solid and Corrugated Fibre Boxes. Convenient location of our plants, complete control of production, a fine system for following up orders and assuring you prompt delivery, have made "Chicago Mill" boxes the choice of hundreds of leading manufacturers. Upon your request our representative in your territory will call.

CHICAGO MILL AND LUMBER COMPANY

Executive Offices
 Conway Building, 111 West Washington Street
 Chicago



Red Gum Shooks
 Odorless, Clean and Bright.
 One-Piece sides and tops.

Corrugated and Solid Fibre Macaroni Boxes
 Built to tested strength especially for the Macaroni trade. Strong and neat appearing.

Every Type of Box in General Use



We print your advertisement on your box if you desire.

OUR SPECIALTY

Wooden Macaroni Box Shooks

Cheraw Box Company, Inc.

7th and Byrd Streets
 RICHMOND, VIRGINIA.

For quality, service, and satisfactory treatment we refer to any of our customers of ten years or more standing.



MOULDS SPECIALISTS

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

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

Specialists in Copper Moulds

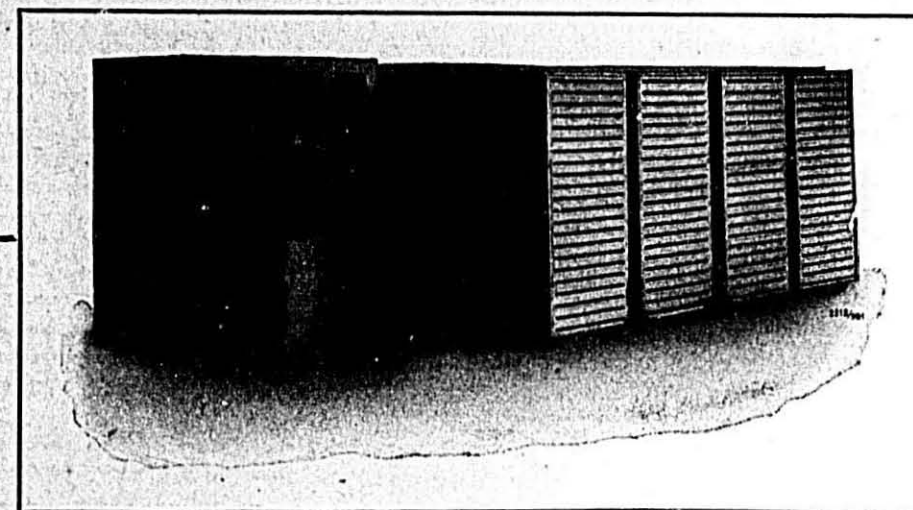
Make any kind desired. Stell supports for long or short macaroni. Bronze Leaf Moulds extensively used for Spaghetti, Vermicelli, Noodles, etc. manufactured to suit.

Work done in American, Italian or French style.

Repairing done at reasonable prices.

International Macaroni Moulds Co.

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



Buhler Dryer for Noodles

One thing BUHLER Dryers can't do—They can't fool the weather.

This is probably one of the reasons why we never made a failure with any of our Drying installations.

Right here on the island of Manhattan we have some times a variation of over 40 degrees in temperature within 24 hours. Atmospheric conditions like we have them here in the East are the real test for a dryer and that is why we are replacing all these makeshifts of dryers by Buhler machines.

"Paul" who has charge of the Buhler dryers feels it in his bones, when the wind blows in the wrong direction and before going home he regulates the air currents in the dryers. It takes a little time to get on to it, but one thing is dead certain, that with a little common sense you can accomplish uniform and better results than with any other dryer. We have 60 years experience in building dryers, so we ought to know something about it.

BUHLER BROTHERS
 Uzwil, Switzerland

Sole Agent

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

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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 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. III May 15, 1921 No. 1

Executive Committee Doings

The executive committee of the National Macaroni Manufacturers association met April 19 in Chicago at the call of President J. T. Williams to complete arrangements for the 1921 convention of the macaroni industry scheduled to be held June 9-10 in Detroit.

At the morning session H. C. Fisher of the United States tariff commission, Washington, D. C., appeared in connection with a research being made relative to macaroni cost and production. The committee agreed that Mr. Fisher and the tariff commission should have the sincere and hearty cooperation of the national association as well as the individual manufacturers.

Close attention was paid to the plan presented to the meeting by representatives of the Byron & Learned company of Minneapolis which is anxious to put over for the macaroni manufacturers a six months advertising campaign in grocery trade journals throughout the country for educating the grocers in the real sales value of macaroni. It was

agreed that this plan should be further developed and presented more fully at the coming national convention of the association at Detroit. In the meantime, a survey of the industry would be made with the idea of ascertaining the source and amount of financial help needed to finance this promising campaign.

The committee voted membership to several firms which had made application since the last meeting of this governing body.

The program for the 1921 convention was considered. It promises to be one well worth hearing and macaroni manufacturers and representatives of the allied trades are urged to attend this gathering.

Queries

From a Grocer

Macaroni salesmen frequently mention "durum" wheat as the grain from which good macaroni is made. What kind of wheat is "durum" wheat and what makes it the best for macaroni making?

Reply—Durum wheat is a flinty, semi-translucent variety of spring wheat grown extensively in the semiarid regions of the northwest. The seed was obtained from Russia by our Department of Agriculture which encouraged its growth in this section so well adapted to its culture. It is much richer in gluten and other nitrogenous elements than the common soft wheats. It has a sweet, nutty, delicious flavor and is of an amber or golden color. The higher grade is known as Amber Durum.

Misbranding

The bureau of chemistry in its "Service and Regulatory Announcements of April 25 gives among many other decisions concerning misbranding, the following of interest to macaroni and noodle manufacturers.

8564. Adulteration and misbranding of egg noodles. U. S. . . . v. 35 Cases and 24 Cartons of Egg Noodles. Judgment of dismissal. Product released on bond. (F. & D. No. 11649. I. S. No. 3486-r. S. No. W-553.)

On Dec. 11, 1919, the United States attorney for the District of New Mexico, 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 35 cases and 24 cartons containing retail packages

of a product, labeled in part "Six ounces net, Tri-State Brand Egg Noodles Manufactured by Sharp Elliott Mfg. Co., El Paso, Texas," remaining unsold in the original unbroken packages at Las Vegas, N. M., alleging that the article had been shipped on Dec. 24, 1918, and transported from the State of Texas into the State of New Mexico, and charging misbranding in violation of the Food and Drugs Act, as amended.

Adulteration of the article was alleged in substance in the libel for the reason that the retail packages purported to contain egg noodles, whereas the contents of said retail packages were not egg noodles, but were plain noodles containing little or no egg, which had been substituted wholly or in part for the article.

Misbranding was alleged in substance for the reason that the labels on the packages containing the article bore the following statements regarding the contents of said packages, to wit, "Six Ounces Net" and "Tri-State Brand Egg Noodles," which statements were false and misleading and deceived and misled the purchaser thereof into the belief that the contents of the packages were noodles made with eggs, and said packages contained 6 ounces net weight, whereas, in truth and in fact, the contents of said packages were not egg noodles, but were plain noodles containing little or no egg, and the said packages contained less than 6 ounces. Misbranding was alleged for the further reason that the contents of said packages were an imitation of, and were offered for sale under the distinctive name of another article. Misbranding was alleged for the further reason that the contents of said packages were not plainly and conspicuously stated in terms of weight or measure.

On May 8, 1920, the Sharp Elliott Mfg. Co., El Paso, Tex., having entered an appearance as claimant of the goods and petitioned the court for a dismissal of the cause and having paid the costs of the proceedings and executed bond in the sum of \$84, in conformity with section 10 of the act, it was ordered by the court the libel be dismissed and that the goods be delivered to said claimant.

E. D. Ball,
 Acting Secretary of Agriculture.

FOR SALE

New Macaroni Factory
 Capacity 125 bbls. daily.

Equipped with latest, efficient machinery; modern drying system. Floor space 60,000 square feet, well lighted. Switch track on property. Ideal location in large Middle-West city. A good buy for the right party.

Address "F. L. D."
 Care of Macaroni Journal
 Braidwood, Illinois.

MID-WEST BOX COMPANY

Look for the trademark.



Use TRIPLE TAPE CORNERS.

CORRUGATED FIBRE BOARD BOXES

SOLID FIBRE CONTAINERS

The shock absorbing cushion in the corrugated fibre box protects the contents of the box.

General Offices: CONWAY BUILDING, CHICAGO

Factories: Chicago, Cleveland, Anderson, Ind., Fairmont, W. Va., Kokomo, Ind.
 WE OPERATE OUR OWN BOXBOARD AND STRAWBOARD MILLS

BAY STATE DURUM WHEAT

SEMOLINA
 AMBER COLOR
 GLUTINOUS
 CLEAN

OUR MILLING MAKES EVEN GRANULATION

WRITE TODAY FOR SAMPLES AND PRICES.

BAY STATE MILLING Co.

MANUFACTURERS OF
DURUM FLOUR
 DAILY CAPACITY 1000 BARRELS
WINONA, MINNESOTA

Richard Griesser
Architect and Engineer

Designing and Equipping Macaroni and Noodle Factories

A SPECIALTY

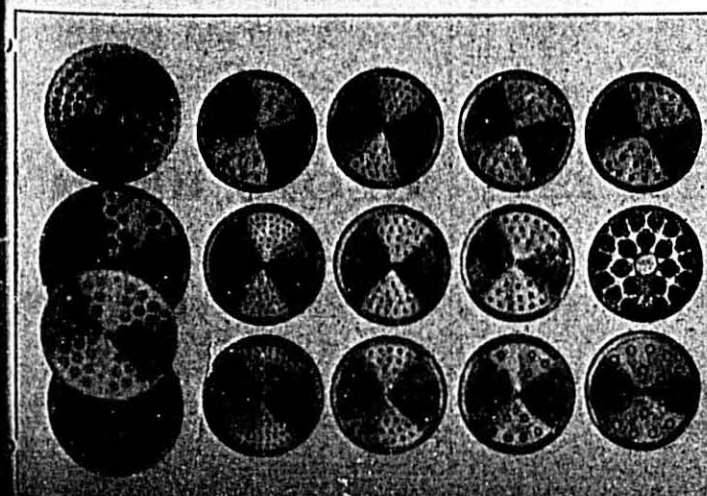
Have designed all kinds of Food Product Plants.

Consult me about Factory Construction or Alteration

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

The Dies of no Regret

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

Spanish Spaghetti

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

Macaroni a la Codfish

Break quarter pound of macaroni into boiling water and boil 15 minutes, drain and blanch. Put into pudding dish, dusting a third of a box of shredded codfish through it; beat two eggs very light, add a cup of milk. Pour this over the macaroni and bake half an hour.

Prizes for Recipes

The Warner Macaroni Co. of Syracuse, N. Y., has succeeded in arousing the interest of the housewives and cooking experts in the proper methods of preparing alimentary paste dishes. The plan used was unique. The annual food show of the city is usually attended by thousands and, to attract these to the macaroni booth, this progressive company had offered three valuable prizes for the best macaroni recipes submitted. The notice prepared by the company offering these prizes read:

Do you know of one particular way in which macaroni may be cooked or used, to make it taste just a little bit better than it would cooked or used in any other way? If you do here's a chance for you to win a substantial prize by simply sitting down and writing out your suggestion.

The prizes were an electric chafing dish, an electric coffee percolator and

an electric toaster. The awards were to be made on the closing night of the food show.

This novel idea served the double purpose of interesting the women, macaroni's best friends, and of getting for the company hundreds of practical and tested recipes that will prove invaluable in advertising. The plan is one worthy of repetition in other centers where food shows are held.

Popularization of Dehydrated Soups Mixtures Spreading

Encouraging letters from hotel managers in practically every section of the country are being received by the United States department of agriculture as evidence of the success of the department's efforts to popularize the use of dehydrated products. Three thousand quarter pound packages of commercially dehydrated vegetable soup mixture were sent to as many hotels with a request for a personal test of the product, and a report on its merits.

Replies thus far show a keen interest in the dehydrated product as a substitute for fresh vegetables. Many of the writers declare it is not only cheaper

but equal to the fresh article in many respects.

One interesting feature is the way in which the chefs of many leading hotels fall in line with this departure from the sacred canons of their profession. Some prejudice naturally would be looked for in this quarter; but almost without exception, after suggesting slight changes in the proportion of certain vegetables used in the mixture, they put their approval on the new product.

As to cost, it is said, one pound of the vegetable soup mixture makes 125 portions. According to one hotel manager if it made only 48 portions the cost would not greatly exceed that of fresh vegetables. In addition to hotels, the department, through its bureau of chemistry, is endeavoring to interest institutions, such as hospitals, in the use of dehydrated products. It is sought, too, to reach the individual housewife. Thus far the work has been successful, it is said, the chief difficulty being that of overcoming old prejudices.

A good program, an attractive city and the glad hand clasp of friends await your coming at national convention of the industry at Detroit June 10 and 11.

BUSINESS CARDS

THEO. S. BANKS

NEW YORK STATE REPRESENTATIVE

Yerxa, Andrews & Thurston, Inc.
Minneapolis, Minnesota

DURUM SEMOLINA

Office: Dun Bldg., Buffalo, N. Y.
Phone—Seneca 4226

GEO. A. ZABRISKIE

123 Produce Exchange
NEW YORK CITY

Telephone 6617 Broad

DISTRIBUTOR OF

Pillsbury's Durum Products

in Greater New York and vicinity.

GEO. B. BREON

Specializing in Macaroni Shooks. Prompt Local or Carload Shipments.

514 Liberty Bldg., Philadelphia

Filbert 3699 Telephones Race 4077

For Sale

Business card space for firms or individuals doing business with macaroni manufacturers:

Inquire for rates—

NEW MACARONI JOURNAL.

Counsel In Trade-Mark Matters

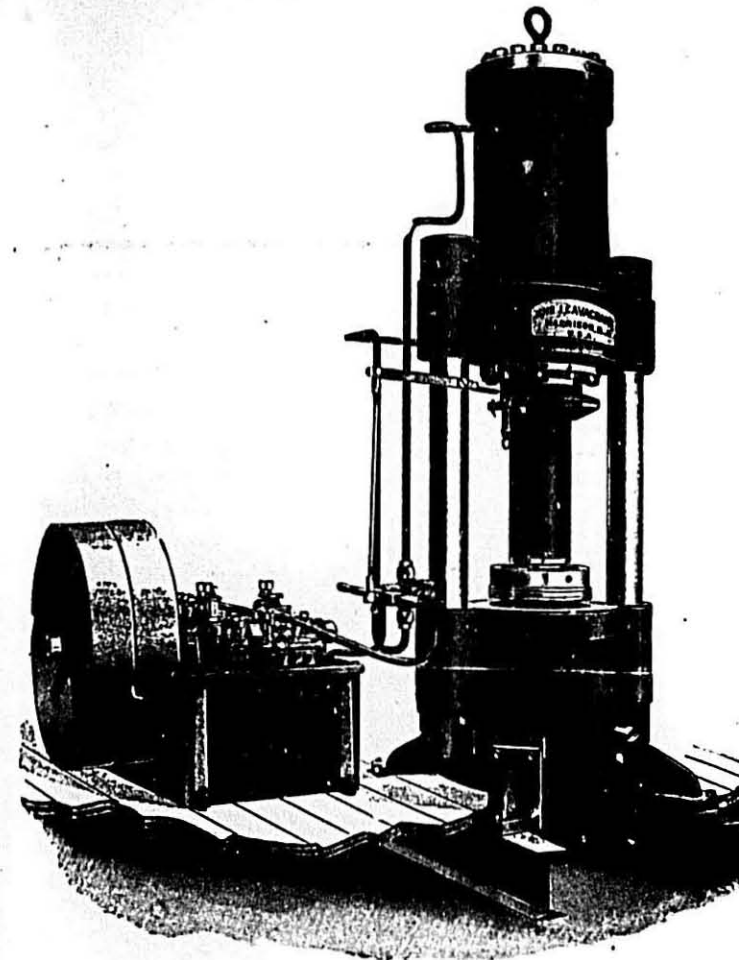
In Practice Since 1902

Write for "PRACTICAL POINTS"

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Specialty of

MACARONI MACHINERY

since 1881

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

SHIPPING CONTAINERS

Solid Fibre and Corrugated

FOR

Freight---Parcel Post---Express

You can have these with a *Wax Lined* Interior making them practically insect and moisture proof

SATISFACTION--SAFETY--SERVICE

Three principles of our superior ability to furnish you a box that will deliver your product to your customer in the most perfect condition.

Would you like to see a sample of our *Wax Lined* Box?

AHDWAGAM PAPER PRODUCTS COMPANY

603 Eighth Avenue

Wisconsin Rapids

Wisconsin



Durum
Semolinas

Durum
Patents

Pillsbury's Durum Products

Durum products are not a "side line" with Pillsbury. Pillsbury maintains special mills devoted exclusively to the grinding of selected durum grain.

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

We especially recommend our Semolina No. 2 and Durum Fancy Patent Flour.

Ask the Pillsbury man, or write to our nearest branch office—today.

Pillsbury's Semolina No. 2

Pillsbury's Medium Semolina

Pillsbury's Semolina No. 3

Pillsbury's Durum Fancy Patent

Pillsbury's Durum Flours

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

Non mancate di scrivere subito alla nostra Succursale piu' vicina, ed un impiegato della nostra Casa, conoscitore perfetto dei prodotti Pillsbury, si fara premura di venire a trovarvi.

Pillsbury Flour Mills Company

Minneapolis, Minn.

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