

**THE NEW
MACARONI
JOURNAL**

Vol. 3, No. 3

July 15, 1921

The New
Macaroni Journal

Minneapolis, Minn.

July 15, 1921

Volume III

Number 3



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

**Why You Should Be a
Subscriber to
The NEW MACARONI JOURNAL**

1. It's the only magazine exclusively devoted to Alimentary Paste Manufacture.
2. It's brimful of valuable and interesting information concerning this "Staff of Life".
3. It's filled with advertisements of reliable firms concerned in your welfare.
4. It's ready thru its Service Department to supply you information concerning food laws, standards and other technical advice.
5. It's the Spokesman for the Macaroni Industry and the Official Organ of the National Macaroni Manufacturers Association.

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The NEW MACARONI JOURNAL

P. O. DRAWER No. 1

BRAIDWOOD, ILL.

For Safety - For Economy - Use Fibre

Use this Case to Save on Freight

Every year more and more macaroni shippers are adopting Andrews Corrugated and Solid Fibre Containers.

Andrews Fibre Containers keep contents in perfect condition and are the ideal shipping case for food products.

Its light weight enables you to cut down substantially on your shipping costs. And your customers will appreciate the opportunity to save on F. O. B. Shipments.

Andrews Corrugated Fibre Containers afford full protection to shipments. Their smooth, even surface makes hooks unnecessary and insures more careful handling all along the line. They are made of a stout, shock-resisting material that guards against damage and loss and reduces claims to the barest minimum.

Andrews Corrugated and Solid Fibre Containers

are not only good containers—they possess real advertising value. In our modern and completely equipped printshop we produce results of a highly distinctive character. Your trademark or other desired matter can be reproduced exactly as you designate.

Andrews Folding Cartons

Designed and made up by men who have made a long and detailed study of the package question. Printed on high grade stock in any color or combination of colors. Tell us your requirements and let us suggest an appropriate style of carton.



O. B. ANDREWS CO.,

Box 303M Chattanooga, Tenn.

*Cartons and
Shipping Containers
for the
Macaroni Trade*

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

Division Sales Offices in
the Principal Cities of the
United States.

**Get a Line
On Prices**

Ask for prices and complete information on Andrews Corrugated Fibre Containers and judge for yourself their many advantages. A letter to us today will pay you big tomorrow. Write!

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. ::

PRE-WAR PRICES

ON

Macaroni Drying Dowels

LET US QUOTE YOU AND PROVE IT!

(Established in 1869)

ADOLPH STURM CO.

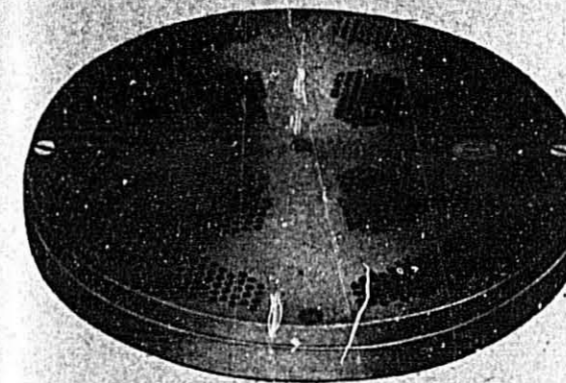
542-544 W. Washington Street

CHICAGO, ILL., U. S. A.

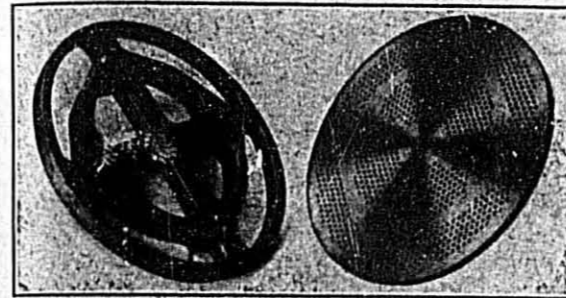
IT IS A MODERN MOULD FOR A MODERN PLANT

The Gen. Supt. of Atlantic Macaroni Co. Says:

A vital matter you should care in manufacturing your macaroni, is to dry them straight. If you can't, don't blame or change your drying process, but try one of these Modern Moulds and you will get them straight without question.



Spaghetti's Mould



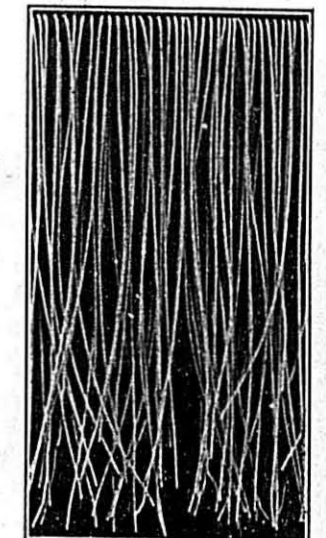
Farfate's Mould



The pins are removed and replaced in a very single manner.



Modern Way



Old Way



The best way
to order
moulds is:
send the
sample de-
sired and
the sketch
with the
dimensions
and shape
of your old
dies.

NOTE: The type here shown, is only part of our Bronze works, and is the die of economy, preferable in every plant, for it is adaptable to shapes mostly used. (Long Paste). It has been designed in two pieces to lighten the pressure to almost half, to facilitate the cleaning, and to insure steady uniformity.

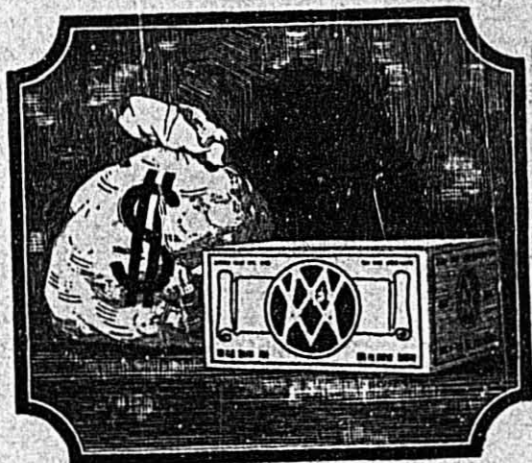
Our system differs from others in the market as we are seconds to none in manufacturing first class Moulds, we know no Macaroni un-attainable from Bronze Dies.

Here we are showing you the shapes feasible from dies above illustrated and prices in relation to the diameters. Compare it with others and decide:

DIAMETERS OF PRESSES														
9 INCHES	\$	33 ²²	33 ²²	30 ⁷⁵	23 ⁹⁵	25 ⁵⁵	32 ⁸⁸	34 ²⁶	35 ⁷⁰	36 ³⁶	24 ⁴⁸	24 ⁴⁸	24 ⁴⁸	27 ³⁰
10 INCHES	\$	3 ⁵¹	37 ⁵¹	38 ¹⁵	28 ⁸⁷	29 ⁸⁷	37 ⁸⁰	39 ⁵²	40 ⁸⁵	44 ²²	27 ⁹⁶	27 ⁹⁶	29 ⁴⁰	29 ⁴⁰
12 ¹ / ₂ INCHES	\$	45 ⁹⁷	45 ⁹⁷	48 ⁷²	35 ⁷³	37 ²⁵	47 ⁶⁷	53 ²⁰	57 ⁰³	60 ³²	36 ⁰³	36 ⁰³	37 ⁴²	37 ⁴²
13 ¹ / ₂ INCHES	\$	52 ²²	52 ²²	56 ¹⁵	40 ⁹²	45 ⁵³	55 ⁵⁵	60 ⁷⁵	61 ⁹⁵	68 ⁹²	42 ³³	42 ³³	43 ⁷²	43 ⁷²

Makers and Repairers
of any Macaroni Dies
in Existence.

Modern Macaroni Moulds Mfg. Co.
60 Jackson Ave.
LONG ISLAND, N. Y.



The Vital Story of a Good Package

The vital story of a good package is found in the ledger—in the profit column. That means selling strength and complete fitness for making goods move off grocer's shelves. U. S. folding boxes, wrappers and labels put legs on merchandise because they are so attractive they help women choose foods.

Fine in design, fine in printed quality, the products of Color Printing Headquarters are doing a good work for thousands and thousands of producers—who say that they can't be beaten for beauty and price. Come here for your packages in large or small lots,—and for all color printing.

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

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

Capital City Milling & Grain Co.

DURUM WHEAT MILLERS

St. Paul - Minn.

Capacity 1500 Barrels



SEMOLINA

from

DURUM WHEAT

Quality

Guaranteed

Ask for Samples
and Delivered Prices

Capital City Milling & Grain Company
ST. PAUL, MINNESOTA

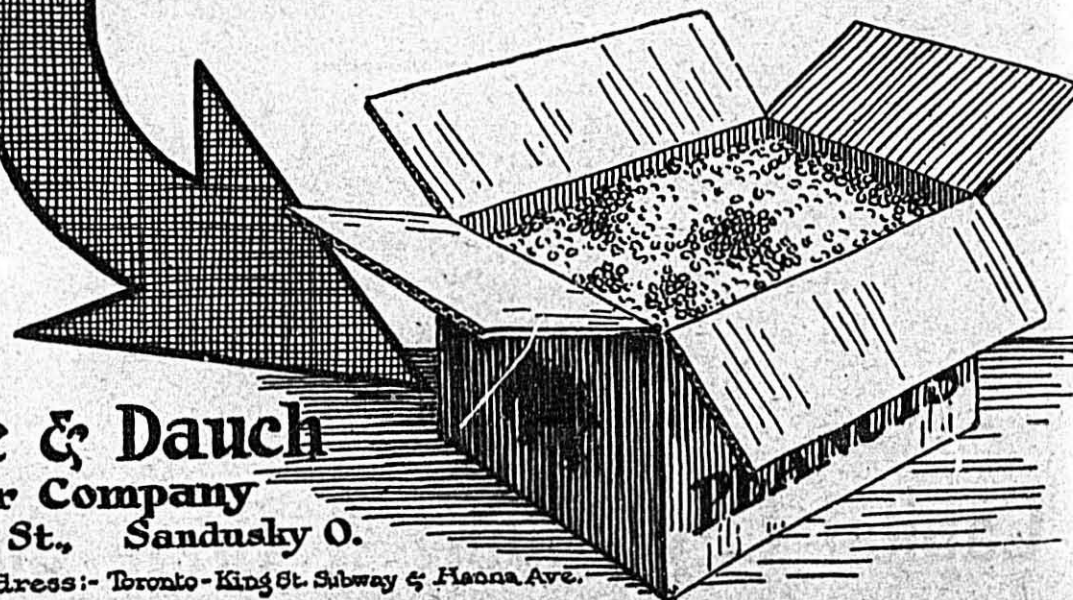
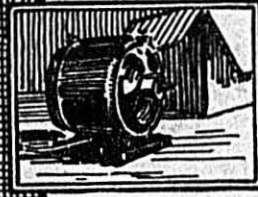
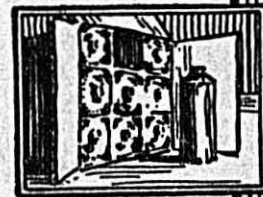
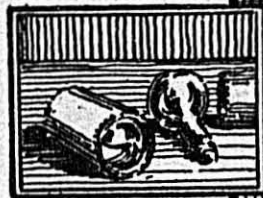
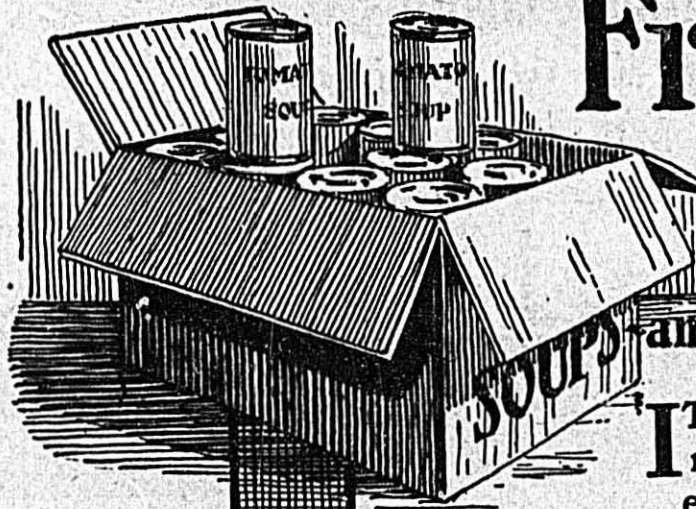
"From Soup to Nuts"

and All that the Phrase Implies

IT'S a far cry from delicate, hair-fine mechanisms to heavy motors—from electric light bulbs to heavy wheels—yet in packing, these have one point in common. "H & D Boxes *BEST* pack them all."

This is no statement of theory. Every day, for many years *H & D Corrugated Fibre Boxes* have carried these and a thousand other products from factory to destination, more safely, economically and satisfactorily than they could have been carried by any other method.

Send us collect a typical shipment of your goods. Let us pack and cushion them, as we think they properly should be, in an H & D Box that we will design. We will return your shipment, thus packed and give you specifications and prices should you wish to place a trial order. This demonstration service is absolutely free and obligates you in no way whatever. Take advantage of it today or write for our free illustrated book, "How to Pack It."



The
Ainde & Dauch

Paper Company

220 Water St., Sandusky O.

Canadian Address: Toronto - King St. Subway & Hanna Ave.

JoLo PRODUCTS SERVICE Best

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 Soluble.

Samples on Request

JOE LOWE CO. INC.

"THE EGG HOUSE"

New York

CHICAGO BOSTON LOS ANGELES TORONTO
WAREHOUSES
NORFOLK ATLANTA CINCINNATI DETROIT PITTSBURGH

MACARONI DRYING MACHINES

ROSSI MACHINES "Fool" the Weather

Do not require experience, any one can operate.

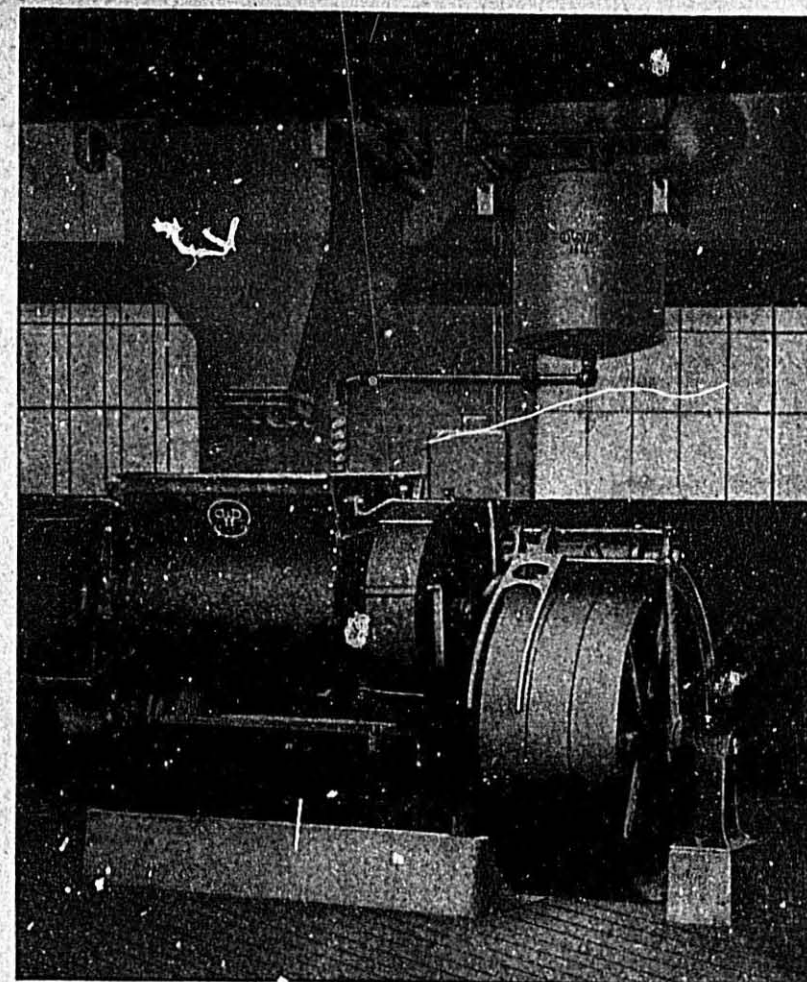
Labor Saving, 50 per cent. Saving of Floor Space over other Systems, Absolutely *Uniform Products*—Hygienic

Write or Call for Particulars—
IT WILL PAY YOU

A. Rossi & Company

Macaroni Machinery Manufacturers

322 Broadway SAN FRANCISCO, CAL.



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.

Baker-Perkins Building

White Plains, N. Y.

Sole Sales Agents: WERNER & PFLEIDERER Machinery

NEW YORK

CHICAGO

PHILADELPHIA

CLEVELAND

SAN FRANCISCO

Save Time and Money

Using

BAROZZI'S DRYERS EQUIPMENT

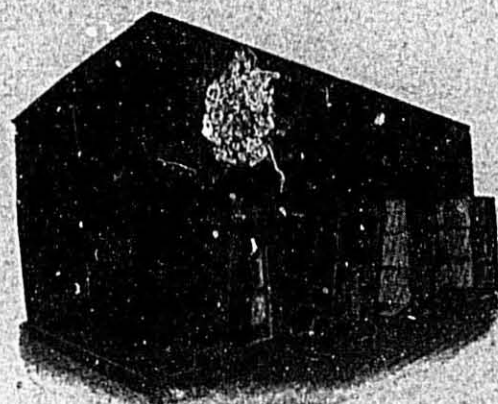
No Breakage

No Acidity

Sanitary



BAROZZI Preliminary Drier for Long Paste



BAROZZI Finishing Drier for Long Paste

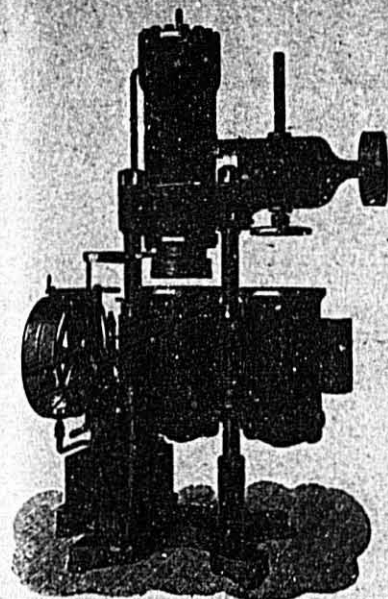
Dry Your Macaroni 60 Hours!

Information and Catalogue from

BAROZZI DRYING MACHINE CO.

400 Columbus Ave.

SAN FRANCISCO, CAL.



Presses
Screw and
Hydraulic

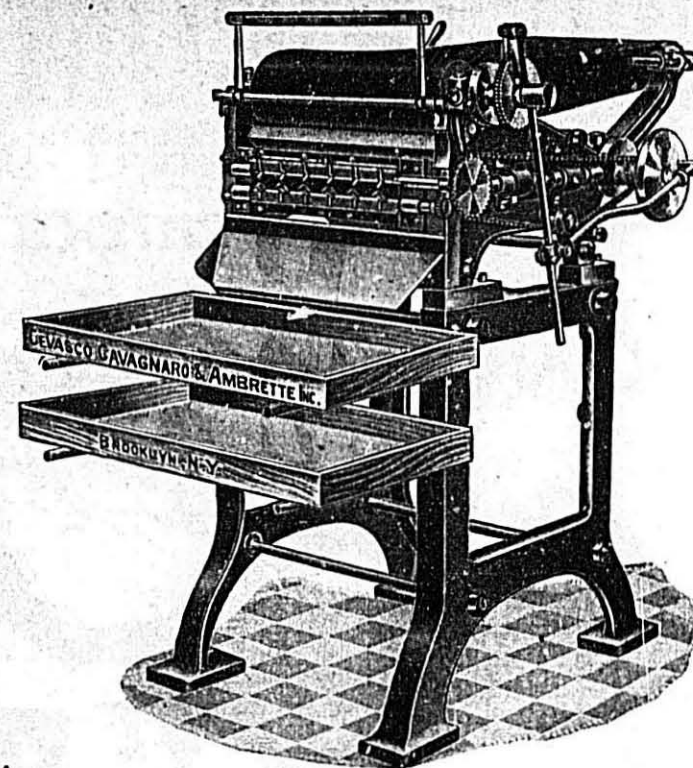
Kneaders

Mixers

Dough Brakes

Mostaccioli and
Noodle Cutters

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.

Cevasco, Cavagnaro & Ambrette

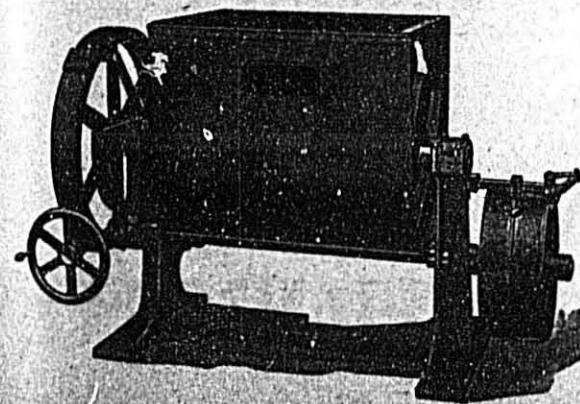
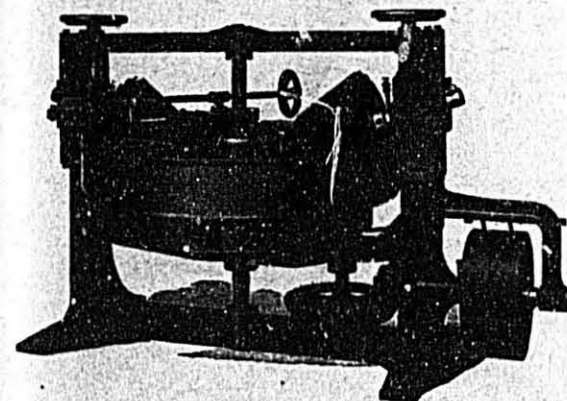
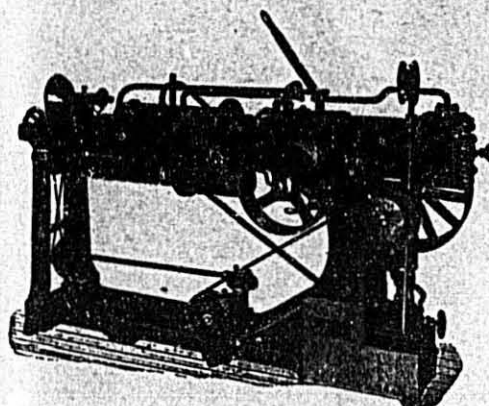
INCORPORATED

Builders of High Grade Macaroni Machinery

WE CANNOT BUILD ALL THE MACARONI MACHINERY BUT WE BUILD THE BEST.

Office and Works
156-166 Sixth Street

BROOKLYN, N. Y.
U. S. A.



USE DURUM SEMOLINAS

For Macaroni and Noodles

Unequaled in Color and Strength



YERXA, ANDREWS & THURSTON
MINNEAPOLIS, MINN.

MACARONI JOURNAL

Advertising That Brings Returns

While there may exist some difference of opinion as to what kind of advertising is the best for a macaroni manufacturer or distributor to try, there is no good valid reason against advertising of some kind, especially during the summer months when macaroni consumption is at low ebb. It is needless to state that no one connected with this business is at present in a position to spend money that will not bring in the maximum amount of business for every dollar spent in advertising.

Then, "What is the proper method of advertising?" That is what concerns each and every one in the Industry. Agreeing that those dreaming, drifting days are a thing of the past, it is up to each firm to decide just what kind of publicity will prove most beneficial, as the day when business came without advertising has surely passed. Business will come to those who hustle and the best way to hustle is to advertise your goods.

It is an indisputable fact that the very best advertising medium at the command of macaroni manufacturers is quality products. This is something within reach of every one, whether his plant be large or small, whether his backing be limited or liberal. There is no longer any secret in macaroni manufacture. The formula is known to thousands in the country and while there will always remain a slight difference in the kind and amount of ingredients entering therein, the use of high grade materials in the general recognized right process of mixing, kneading, pressing and drying should give you a piece of goods that will stand the scrutiny of chemists and housewives alike.

Having pastes of good quality to dispose of, the best way to pass them on in a steady stream to the consumer is through attractive and consistent advertising. This combination increases success. Continuous advertising, even in a small way, is more productive of good results than periodical spasms of displays. What manufacturers should aim at is to keep their names and particular brands always before the buyer and in time educate the housewife to think only of a particular brand when ordering macaroni, spaghetti, vermicelli or noodles.

"Newspaper advertising gets the business," says a sales manager of one of the leading firms in the country. It is agreed that this class of advertising, judiciously carried out, will bring very good results, particularly in cities of medium size, where the papers are read by the entire family. Care should be taken in choosing a newspaper that will cooperate with its advertisers in getting for them the maximum results with the amount of space used. Most papers have what is known as the "Women's Page" and editorially on this sheet

is carried items concerning foods, wearing apparel, etc., of special interest to the women. Macaroni manufacturers who place ads with newspapers should insist on a reasonable amount of free publicity for alimentary pastes, by supplying the editor of this particular page with interesting stories about the origin, method of manufacture, consumption and nutritive values of alimentary pastes. Such articles are always welcomed by those in charge of this well read page. Use newspapers for advertising and make use of the columns thereof in creating a general interest in the excellent food produced by our Industry.

"Interest the grocers and you land the business," is the policy of another large firm enjoying a national distribution of its macaroni products. The good will of this middleman is usually gained through grocery trade journal advertising, replete with educational copy, that encourages the grocers to push a particular brand. There is a considerable business directly dependent on obtaining the good will of the grocer, the wholesaler, the jobber and similar middlemen, and advertising that will reach, influence and educate anyone in this group should prove of inestimable value to the firm or firms that carry on a well planned campaign of this kind.

"A goodly share of our business is directly traceable to our extensive use of the popular women's publications," states another successful sales manager. Advertisers agree that these are excellent mediums for obtaining a national distribution, but are hardly the most practical for firms supplying limited districts only. Firms doing business in every section of the country have discovered that a distinctive copy in black and white alternating with one of daintily colored cuts will prove productive advertising, especially when those periodicals carry stories and recipes of manufacture and preparation.

Bill board advertising, though somewhat expensive, has produced some good results in many sections of the country. The use of advertising cards in street cars, interurban cars, motor busses doing a passenger business will help boom your sales. Of course, in this connection, it is wise to call attention to the value of window card advertising in grocery and delicatessen stores. They often prove the final reminder to the buyer, who perhaps had not figured on including macaroni on her list of necessities, but will probably do so on seeing your neat and attractive card as she enters the store. This is especially true in those neighborhoods where the buyers do personal shopping. Don't forget your delivery wagons and trucks. Keep them well painted and in good order. Poor equipment is not good advertising. Teach your drivers to be salesmen. Many a good account has been lost because of the failure of drivers to use tact.

To summarize, "All advertising is good business". But, to get the maximum amount out of any advertising, it should

be planned carefully to conform with the size of your plant and the nature of its distribution. Picture show slides can be used by practically every firm and appeal direct to many consumers. Whether you decide on one kind of advertising or another, your aim should be to get all of the best kind of

publicity for your products that you can reasonably expect for every dollar spent. But in any event ADVERTISE. Manufacture a quality product, put it up so as to attract the consumer and advertise judiciously. This combination spells SUCCESS.

Cereal vs. Macaroni Products

Macaroni manufacturers have always contended, and rightfully so, that their products have always been discriminated against in the matter of freight rates on carload and l.c.l. and at the different hearings held in various shipping centers have consistently presented unrefutable arguments favoring an equalization of rates and classifications. To most of these appeals the authorities have turned a deaf ear. Alimentary paste products and cereal food preparations rightfully belong to the same food family for human consumption and in the opinion of all interested the same rates should apply.

For purposes of comparison the statement given below is of considerable value. It covers grain products and food preparations, cereals from St. Louis, Peoria, Chicago and Milwaukee to points on the Missouri river, Colorado common points, such as Denver and Pueblo, and points in Utah, such as Salt Lake City and Ogden. This statement will give you the relation of rates as carried on the cereal foods, vs. the macaroni products.

You will note that the ratings are very materially out of proportion as those applying on macaroni products to Kansas City, Omaha, Sioux City and Sioux Falls are the class rates (and this is also true on ratings applying to Denver, Pueblo, and Colorado common points on macaroni products). While the food preparations, cereals, have ratings according to the minimums of 20,000, 40,000 and 48,000 pounds and to Salt Lake City they have the benefit of the 20,000 and the 40,000 minimum, Macaroni products are carried on a 30,000 pounds minimum, except to Salt Lake City and Ogden where they are on a basis of 24,000 pounds minimum. These figures are merely used as an illustration for comparative purposes.

Copy of Docket No. 1201, Exhibit "A" shown herewith, will give you the specific rates as applying on Macaroni products from Omaha to destinations in various southern states. The rates on macaroni products are in most instances, compared to the cereal food preparations, nearly twice as high.

GRAIN PRODUCTS C/L Food Preparations, Cereal Min. Wt. 40,000 lbs.	TO	FROM			
		St. Louis	Peoria	Chicago	Milwaukee
	Kansas City....	22½	25	27½	27½
	Omaha	25	25	27½	27½
	Sioux City.....	25	25	27½	27½
	Sioux Falls.....	36½	33	33	33
Macaroni Products Min. 30,000 lbs.	Kansas City....	37	41	46	46
	Omaha	37	41	46	46
	Sioux City.....	46	46	46	46
	Sioux Falls.....	47½	47½	47½	47½
GRAIN PRODUCTS AND FOOD PREPARATIONS, CEREAL MIN. 20,000 lbs.	Denver, Pueblo & Colorado Com- mon Points.....	89	92½	96	96
	" " 40,000 lbs.	67	69½	72	72
	" " 48,000 lbs.	53½	56	58½	58½
				
Macaroni Products Min. 30,000 lbs.	" "	1.06½	1.10	1.13½	1.13½
GRAIN PRODUCTS AND FOOD PREPARATIONS, CEREAL Min. 20,000 lbs.	Salt Lake.....	1.08	1.11½	1.14½	1.14½
	Min. 40,000 lbs. Ogden90½	.92½	.94½	.94½
Macaroni Products Min. 24,000 lbs.	" "	1.66½	1.70½	1.75½	1.75½

Enclosure for Docket Advice No. 1201.

EXHIBIT "A"

Representative Points

PRESENT FROM OMAHA thru 30,000 lbs. Maca- roni 5th Class (See Note)	PROPOSED FOOD PREPARATIONS, CEREAL, NOT COOKED Including Macaroni, Noodles, Spaghetti and Vermicelli. Minimum weight—40,000 lbs.				
	FROM OMAHA To Cairo	Beyond Cairo	Thru Memphis	FROM OMAHA To Beyond Memphis	Thru \$0.50
Nashville	\$0.77	\$0.19	\$0.24	\$0.43	\$0.25½
Birmingham	1.15	.19	.42½	.61½	.25½
Montgomery	1.205	.19	.44	.63	.25½
Atlanta	1.30	.19	.50	.69	.25½
Columbus	1.30	.19	.50	.69	.25½
Valdosta	1.615	.19	.61½	.80½	.25½
Savannah	1.33	.19	.44	.63	.25½
Macon	1.30	.19	.50	.69	.25½
Chatanooga	1.05	.19	.42½	.61½	.25½
Knoxville	1.18	.19	.49	.68	.25½
Charleston	1.33	.19	.44	.63	.25½
Jacksonville	1.33	.19	.44	.63	.25½

Additional points to which rates are desired

Memphis	Charlottesville	Ashland
Mobile	Newport News	Clarksville
Jackson	Richmond	Quitman
Columbia	Roanoke	Fayetteville
Pensacola	Bluefield	Miami
Tampa	Elkins	Lynchburg
Gulfport	Charleston	Riverton
Natchez	Huntington	Clifton Forge
Charlotte	Louisville	Vicksburg
Jackson	Frankfort	Danville
Wilmington	Paducah	Spartanburg
Huntsville	Greenville	Cairo
Baltimore	Washington	

NOTE:—The present proportional rates on macaroni, C. L. from Omaha.
To Cairo when for Southeastern territory..... \$0.43
To Cairo when for Carolina territory..... .46
To Memphis when for Southeastern and Carolina territory..... .49

WASHBURN'S
BILL
DURUM
SEMOLINA

*Fine
Medium
Coarse*

Eventually Why Not Now?

WASHBURN CROSBY CO.
MINNEAPOLIS, MINN.

Cost of Producing Macaroni

By Benjamin R. Jacobs

United States tariff commission has supplemented its original survey of the macaroni industry by making a study of the cost of producing macaroni in the United States. This is largely the work of F. A. Roper and H. Cochran Fisher. The commission has been unable to obtain cost of producing macaroni in Italy but a comparison of New York prices shows that the imported macaroni is generally about 2c per pound above the domestic and at this difference it finds a ready market in sections of the United States where there is a large Italian element in the population.

The commission has obtained costs from 35 domestic firms but data from only 23 could be used. Nine of these made reports for bulk and package goods, 11 for bulk only and 3 for package only. The firms making these reports represent less than 5 per cent of the manufacturers while their product represents approximately 20 per cent of the total estimated production. The commission states that the processes involved in the manufacture of alimentary pastes are relatively simple and should offer no insurmountable barriers to effective cost accounting but that the records of the industry are so chaotic that a trustworthy summary is difficult to present. Lack of uniformity in systems of accounting throughout the industry are to a large extent responsible for great variations in detail charges. The main elements of costs, however, do not show great inconsistencies and are therefore comparable.

Comparison Cost Bulk and Package

The 23 plants whose figures are shown here have an investment of \$4,136,688.70 and an aggregate production of about 84½ million pounds. This may be divided approximately into 47 million pounds of bulk and 37½ million pounds of package. A comparison of the costs of bulk and package goods shows that differences in costs are chiefly due to sundry materials and overhead, these of course, are lower in bulk than in package goods. Sundry materials include cases, boxes, cartons, paper, labels, etc. Labor costs apparently represent a relatively small percentage of the total cost, it being only 11 per cent, while materials represent the greatest percentage, being about 64 per cent in the bulk to 51 per cent in the package goods and shows that lower costs of producing macaroni depend

more upon the reduction in the price of semolina than upon the reduction in labor or other charges.

The commission states that the macaroni industry is localized in that there are several distinct centers, each of which has its own particular features. Along the Atlantic seaboard the industry centers around Boston, New York, Philadelphia and Baltimore. Inland it centers around Buffalo, Chicago and St. Louis. There was not a sufficient number of firms reporting from each of these centers to make a tabulation by centers advisable but it was possible to divide the manufacturers into eastern and western sections. Such a division has been made and weighted average costs for bulk and package products and production are tabulated.

Western Manufacturer Favored

It will be noted that there is a difference of \$1.59 per hundred pounds in bulk and \$3.04 per hundred pounds in the production of package goods in favor of the western manufacturers. It will also be noted that these differences extend to all the elements entering into cost and that they are not confined to any one factor. They are, however,

made up principally of differences in the cost of material and labor, while the differences in overhead are primarily due to differences in administrative and general expenses. There are, however, several eastern bulk manufacturers who produce macaroni at as low a figure as the westerners.

The last table shows the cost of drying macaroni. This is approximately 4 per cent of the total manufacturing cost for both the bulk and package goods. The kind of product made, the cost of the drying equipment and the time of drying required in a large measure determine drying costs. The items entering into drying costs are labor, power, value of equipment, floor space and overhead charges, directly applicable to the drying department. Approximately 14 per cent of the fixed assets of the reporting firms are in drying equipment.

This summary shows that considerable work on the development of a uniform system of cost accounting is the most fundamental requirement in the macaroni industry and that until this is installed it cannot be considered as being on a firm foundation.

Table I. Average Costs per 100-Pounds of Bulk Macaroni, by Companies, 1920

Company	Total Factory Cost	Material	Labor	Material Sundry	Overhead
1.....	\$11.59	\$6.84	\$2.16	\$1.20	\$1.39
2.....	10.58	7.25	1.25	.73	1.35
3.....	12.33	6.75	1.88	.80	2.90
4.....	10.63	6.50	1.67	1.11	1.35
5.....	12.50	6.70	1.25	1.35	3.20
6.....	11.05	6.26	1.31	1.50	1.98
7.....	9.30	6.30	.10	1.25	1.65
8.....	10.08	6.24	1.07	1.31	1.46
9.....	9.27	6.07	1.29	.75	1.16
10.....	10.17	6.12	1.36	1.00	1.64
11.....	9.74	6.25	1.20	1.00	1.29
12.....	11.96	7.00	1.41	1.32	2.23
13.....	11.20	6.25	1.40	.70	2.85
14.....	14.16	7.83	1.60	1.83	2.90
15.....	9.77	6.25	1.14	.85	1.53
16.....	8.87	6.33	.74	.06	1.74
17.....	10.82	5.81	1.66	1.12	2.23
18.....	9.25	5.69	1.22	1.27	1.07
19.....	8.19	6.12	.63	1.12	.32
20.....	9.05	5.92	.76	1.03	1.34
Weighted.....	9.92	6.32	1.12	1.04	1.44
Average %.....	100	63.72	11.34	10.46	14.48

Table II. Average Costs per 100 Pounds of Package Macaroni, by Companies, 1920

Company	Total	Material	Labor	Material Sundry	Overhead
1.....	\$15.53	\$6.75	\$2.22	\$3.66	\$2.90
2.....	12.61	6.50	2.29	2.47	1.35
3.....	14.93	6.70	1.65	3.38	3.20
4.....	11.94	6.12	2.14	2.05	1.63
5.....	15.94	7.82	1.62	3.60	2.90
6.....	10.74	6.50	.99	.91	2.34
7.....	11.65	6.33	1.18	2.40	1.74
8.....	11.49	6.29	1.90	2.11	1.19
9.....	11.54	5.81	1.72	1.78	2.23
10.....	11.13	6.12	.79	3.90	.32
11.....	10.40	6.51	1.16	1.60	1.13
12.....	11.70	5.92	.88	3.55	1.35
Weighted.....	13.26	6.70	1.56	2.73	2.27
Average %.....	100	50.57	11.73	20.61	17.09

COMMANDER

SEMOLINAS

DURUM PATENT

and

FIRST CLEAR FLOUR

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

Ask For Samples

Commander Mill Company

MINNEAPOLIS, MINNESOTA

Table III. Bulk (Weighted Average Cost, Bulk Goods, Eastern vs. Western Manufacturers).—1920

Section	Production, Pounds	Total	Material	Labor	Sundry	Overhead
Eastern	31,139,239	\$10.45	\$6.47	\$1.28	\$1.07	\$1.65
		100%	61.97%	12.05%	10.23%	15.75%
Western	15,908,418	8.86	6.00	.86	.98	1.02
		100%	67.76%	9.70%	11.00%	11.53%

Table IV. Package (Weighted Average Costs, Package Goods, Eastern vs. Western Manufacturers).—1920

Section	Pounds	Total	Material	Labor	Sundry	Overhead
Eastern	15,924,798	\$14.49	\$7.30	\$1.72	\$3.01	\$2.46
		100%	50.35%	11.89%	20.74%	17.02%
Western	16,068,126	11.45	6.12	1.36	2.23	1.74
		100%	53.40%	11.87%	19.52%	15.21%

Table V. Weighted Average Cost per 100 Pounds of Manufacturing Macaroni in the United States, 1920

Kind of Goods	Total	Material	Labor	Sundry	Overhead
Bulk	\$9.92	\$6.32	\$1.12	\$1.04	\$1.44
	100%	63.72%	11.34%	10.46%	14.48%
Package	13.26	6.70	1.56	2.73	2.27
	100%	50.57%	11.73%	20.61%	17.09%

Table VI. Weighted Average Drying Costs per 100 Pounds Macaroni, 1920

	Cost	Per Cent of Total
Bulk and package	\$0.439
Bulk	.3719	3.752
Package	.5232	3.947

Who Is "Middleman"?

When prices are high, the middleman gets the blame. He is the link in the distributive chain nearest the consumer, and catches censure first.

Just what, or who, is the middleman?

Is it the retailer?—he gets his living along the chain of distribution that links consumer and producer. Or the wholesaler?—who is part of the chain. Or is it the buying agent, the merchandise broker, the sales agent, the importer?

The middleman is not any of these. He is really not a "man" at all; simply a series of costs that must be met before the goods can reach the user.

The expense you would have to pay if you went yourself to Michigan for your beans, to Russia for your sables, to Cuba for your sugar—that is the middleman, only others who also want beans, sables and sugar help you to foot the bill. He is freight—he is advertising—he is taxes—he is the salesmen's salaries—he is administrative overhead.

Obviously, these are expenses which must be paid; when they represent duplication or waste, open competition usually corrects them. Of course, if a cheaper way can be found—some entirely new method of distribution that would satisfactorily replace them and cost less—it should be used.

But before blaming the middleman it should be remembered that so far we have not found a cheaper alternative; that what is called the "middleman" represents the most economical distributive method the ingenuity of man has

developed since civilization began gathering goods from the four corners of the world.

Stevenson as American Delegate

William H. Stevenson, vice director of the experiment station of the Iowa state agricultural college, has been appointed permanent delegate of the United States to the International Institute of Agriculture at Rome, announces the United States Department of Agriculture. The appointment became effective May 1, and was made to fill the vacancy caused by resignation of Dean Thomas F. Hunt, president of the State Agricultural college of California, who served as the United States member of the permanent committee of the institute while he was on sabbatical leave from the university.

As the permanent delegate of the United States, Professor Stevenson will be a member of the permanent committee of the institute, which is made up of one delegate from each of 61 member countries. This committee constitutes a board of directors whose members meet periodically to plan and carry out the work of the institute. The board is charged especially with carrying out the program outlined by the general assembly of the institute, which meets every 2 years. The permanent delegate will look after the interests of the United States; such as improvements in reporting crop conditions, production, and prices of agricultural products in all countries, and in working out world tables showing surplus or deficiencies in

crops. He is also one of the United States representatives at the biennial meetings of the general assembly.

Cost Systems Criticized

"Uniform Cost Systems and Their Weaknesses" was the principal topic for discussion at the National Industrial Cost Conference held the last week in May at East Aurora, N. Y. The uniform cost systems as developed by trade associations has drawn the fire of criticism from many quarters, according to Secretary-Treasurer A. A. Alles, Jr., in announcing the call for the conference. "All efforts to adopt uniform systems will result only in stagnation of the activities of individual efforts. Experience proves that when an industry has adopted a uniform system, the members who believe their organization competent assume that further personal effort is unnecessary, while those who do not believe in it are discouraged by the fact that their efforts will receive no recognition because discussion of the subject is closed through majority endorsement."

Regardless of anything that may be said to the contrary uniform methods of accounting have been responsible for the minimizing of unintelligent competition in many industries. The danger of discouraging further developments, however, does exist, and especially in these times, for which there has never been a precedent established since uniform cost systems have been in use.

SUCCESS

"What is the secret of success?" asked the Sphinx.

"Push," said the Button.

"Always keep cool," said the Ice.

"Keep up to date," said the Calendar.

"Never lose your head," said the Barrel.

"Make light of everything," said the Fire.

"Do a driving business," said the Hammer.

"Aspire to greater things," said the Nutmeg.

"Find a good thing and stick to it," said the Glue.

Even an electric light switch is no good till you push it.

If you have to scratch his back, use a curry comb.

How Small a Business

can profitably use the

PETERS PACKAGE

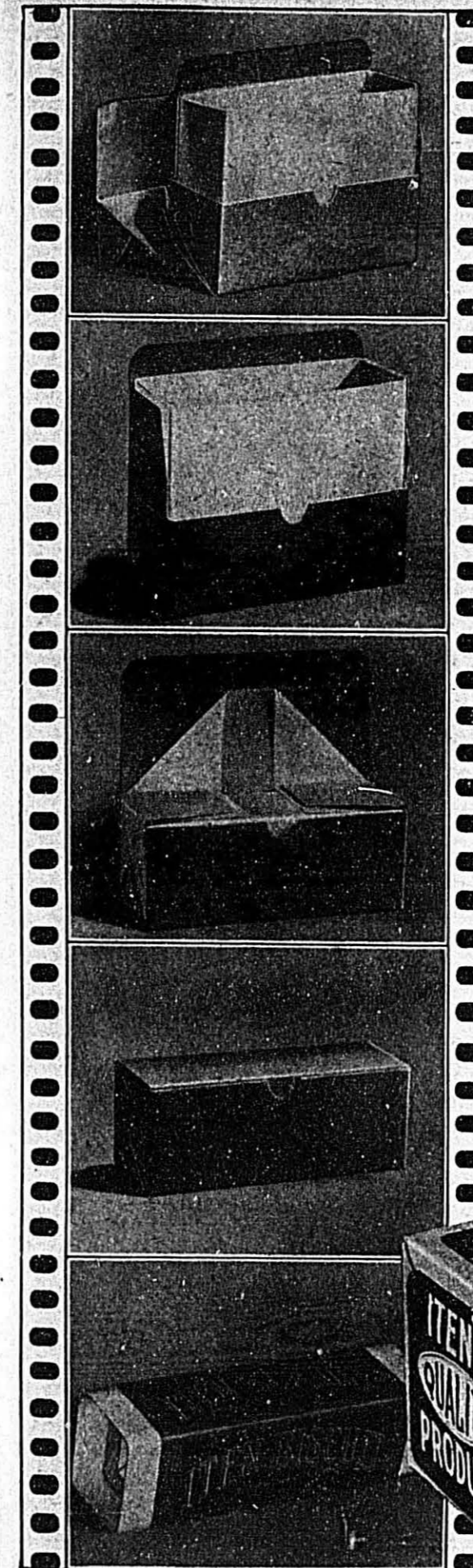
Name any nationally known package biscuit manufacturer and you will name a user of the Peters Package.

But the benefits of this package are not limited to these alone. Many smaller bakers can and do use Peters machinery very profitably.

Have you secured the figures for your business? It may surprise you to know how small an output of packages a day can be handled more economically with Peters machinery than by hand.

The operation pictured at the left shows how the Peters Package is automatically formed, lined, folded, closed, wrapped, labeled and sealed. Let us figure with you on the savings which you can make in these items by the use of Peters machinery.

PETERS MACHINERY COMPANY
209 South La Salle Street Chicago



One of the many
packages made
by Peters Ma-
chinery.



THE FORDNEY TARIFF

Indignation reigns in the macaroni industry, particularly along the Atlantic seaboard, over the proposed tariff on alimentary paste products suggested in the new Fordney tariff law presented to the House by the ways and means committee early in the month. While leaders in the industry had, in all fairness to manufacturers and consumers, recommended a tariff that would insure the industry the protection it is justly entitled to, their arguments evidently had little or no weight with the members of this committee, who in their final decision cut the rate recommended exactly in two.

Different Views

An exhaustive survey of the alimentary paste industry of the country had been made during the early months of this year and a study of the none too liberal returns of questionnaires indicated that if the rapidly growing industry was to survive, a duty of approximately three cents a pound on all imported alimentary pastes would be reasonable. In spite of all this research, and in the face of an insistent demand from practically the entire industry, the ways and means committee of the House of Representatives reported a bill in which it recommended tariff rate on alimentary pastes of only 1½¢ a pound, exactly 50 per cent of the fair rate suggested after a research of many months.

Paragraph 726 of the Fordney tariff bill, which deals with this product, reads: "Macaroni, vermicelli, noodles and similar alimentary pastes, 1½¢ per pound."

Must Adjust Self

As it is the evident intention of the backers of the new bill to push it through without any radical alterations or modifications it would seem that the macaroni industry should adjust itself to this proposed rate, whether considered fair or discriminatory. Submittal of briefs, appeals sent directly to the members of the committee by manufacturers and resolutions voicing the honest opinion of the national and sectional associations fell on deaf ears and leaders are of the opinion that further action will avail them nothing. That the new rate will impose a hardship on a large class of manufacturers in this country goes without saying. It's up to them to make the best of the situation created by the

recommendation made by this committee which is in a fair way of being adopted as reported.

The Fordney tariff bill is one of the longest of its kind ever presented to Congress and it diverges from the usual form in that it substitutes numbered instead of the usual lettered schedules while at the same time providing new groupings that make it difficult to compare recommended rates with former tariffs. It is roughly figured that the average rate of increase over the present tariff is about 30 per cent. The rate is based on the new "American Valuation" plan, figured on the ruling prices or values at the time of exportation from the country of origin. This will tend to make the duty slightly higher than the old system now considered obsolete.

No Change in Wheat Grades

The secretary of agriculture, after hearing the objections made by many to the federal grades for spring wheat now in force, decided that the time is not opportune nor the needs sufficient for action at this time. Among the reasons given for the stand given by them are:

1. That frequent changes in grades and standards are highly undesirable and should be made only after thorough investigation has shown them to be both needed and justified.

2. That owing to the time notice required changes could not be effective before the 1921 crop was contracted for.

3. That the only changes that could be made would be minor ones such as the use of the words "good color" instead of the word "bright" in grading spring wheat.

The secretary expressed himself as willing to consider the proposed changes very fairly with a view of recommending the adoption of some necessary ones at a future time should he become convinced of their need.

The Fire Fiend

Who am I?

Listen!

In cellars, closets, attics—everywhere—I am conceived.

Born of a torch, I become a tornado. Before my fury man is helpless.

I cheer the heart of the shivering and destroy the millionaire in his home.

In the United States each year I claim a sacrifice of 9,000 innocent lives.

Without me the world would stop—never, in fact, could have been born.

I turn the wheels of commerce.

Each year upon my altar, carelessness lays a quarter billion dollars of the fruits of man's industry.

He who controls me will find the Midas touch.

When I stalk behind me lies desolation.

My breath gives life; yet in my embrace all things die.

I am relentless. My rule is absolute, and yet an abject subject am I.

I leap to do man's slightest bidding. Without my aid he would be powerless.

Men worship me, curse me, love me, yet they heed not.

Who am I?

I am man's best friend—and bitterest enemy. I am Fire.—Tennessee Fire Prevention Bulletin.

OPPORTUNITY

They do me wrong who say I come no more,

When once I knock and fail to find you in;

For every day I stand outside your door,

And bid you wake and rise to work and win.

Wail not at precious chances passed away,

Weep not for golden ages on the wane;

Each night I burn the records of the day,

At sunrise every soul is born again.

Live like a boy as splendors that are spent;

To vanish joys be blind and deaf and dumb;

My judgment seals the dead past with its dead,

And never binds a moment yet to come.

Tho deep in mire, wring not your hands and weep;

I lend my arm to all who say "I can";

No shame faced outcast ever sank so deep

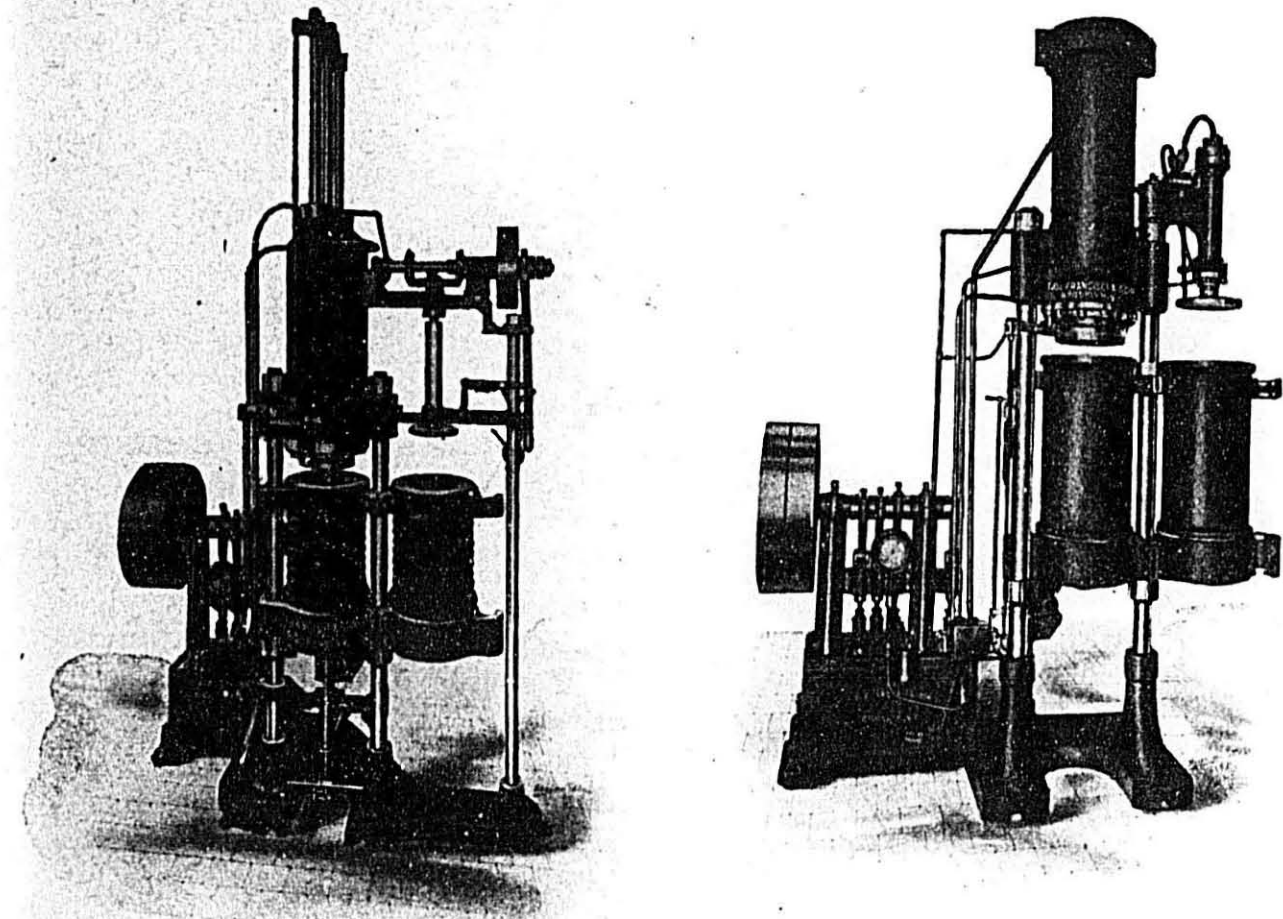
But yet might rise and be again a man.

—John H. Huyck.

Money isn't on speaking terms with many folks just now.

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.

WHENCE COME NAMES OF FOODS?

Story of Origin of Sandwich, Crullers, Marmalade, Fritters, Pone, Hominy, Pie, Macaroni—Romantic Statement of Christening of Various "Eats".

The story of how John Montague, fourth earl of Sandwich, in 1792 invented the sandwich—a slice of meat between two slices of bread—is almost as well known as the sandwich itself. The earl, it will be recalled, was a confirmed gambler. He hit on this combination of bread and meat as a handy form of food which could be served and eaten at the gaming table without any loss of time. The combination came to be called a sandwich from Montague's title, earl of Sandwich. The latter came from Sandwich, a town in Kent, the Anglo Saxon name meaning "sandy town."

The original pudding, it appears, was made of finely chopped, well seasoned meat stuffed into an intestine, like modern sausages, and then cooked in boiling water. The name, which is now applied to a variety of dishes differing widely in composition, appearance and taste, originally meant a short body or inflated skin. Equivalent words have been found in several different early languages.

"Crullers" from Germany

The English evidently were inventors of the dumpling, made by throwing pieces of raw dough into boiling water. The name is derived from the ancient root, "dumpen", to throw down suddenly. The "ling" is simply a diminutive termination.

From the old German or Dutch word "krullen", a little curled cake, comes the name "cruller", applied to a sweet fried cake, like a doughnut except that the dough is twisted into a peculiar shape before it is fried. The name "waffle" is also of German origin, being derived from "wafer", a corrupted form of "wabe", meaning a honeycomb or a cake of wax. The name "wafer" was originally applied to hot cakes similar to what are now called waffles and did not necessarily imply thinness as in modern usage.

Names of Indian Origin

Marmalade was first made in Portugal from quinces and was so named from "marcelo", the Portuguese name for quince. The name "fritter" comes from an old French word which meant to fry or a dish of fried fish. The

French got it from the Latin root, "fritus."

The name "pone" is a derivative of the American Indian word, "opponne". It has long been applied in this country, particularly in the south, to corn bread or any similar dish made from ground corn or maize. "Succotash" is also an Indian word, the dish, a combination of corn and beans cooked together, being one of Indian invention. "Hominy", applied to cracked and hulled corn, is another word for which we are indebted to the Indians, the inventors of the food. The name "mush", applied to a dish made by boiling corn meal in water, is derived from a German word meaning "pan".

Pie is Italian

"Pie" was originally an Italian word, it seems, referring to the paste or dough foundation. "Macaroni" is also of Italian origin, coming from a word which means a kind of paste. The Italian "vermicelli", applied to a form of macaroni, means literally "little worms", to which it bears a close resemblance when cooked.—The Pathfinder.

New Food Research Directors

The Food Research Institute to be established at Stanford university in California under an agreement with the Carnegie corporation of New York recently announced that Dr. C. L. Alsberg, chief of the bureau of chemistry of the Department of Agriculture, will be head of the institute and more recently announced that he would be assisted by Dr. Alonzo E. Taylor and Professor Joseph S. Davis as directors. Dr. Taylor is connected with the University of Pennsylvania and served as secretary of agriculture on the war trade board during the war. Dr. Davis is assistant professor of economics at Harvard university.

The advisory board appointed by the university consists of Herbert Hoover, secretary of commerce; Julius Barnes, formerly head of the U. S. food administration; Dr. J. C. Merriam, president of Carnegie institute at Washington, D. C.; Dr. William M. Jardine, president of the Kansas state agricultural college; J. R. Howard, president of the American Federation of Farm Bureaus and George Roeding, chairman of the horticultural committee of California. This advisory committee also includes Dr. R. L. Wilbur, president of the university, ex officio, and

Dr. James R. Angell, president of the Carnegie corporation, ex officio.

The caliber of men on these boards insures immediate success of this new research body that is to make a particular study of the physiology and chemistry of nutrition, the chemistry of food manufacture, the economics of food distribution and kindred problems.

WILL STUDY CORRECT DIETS

Dr. Alonzo E. Taylor said the new food research institute will continue the work begun by the food administration during the world war in the interest of conserving the food of the nation and eliminating all waste in distribution.

"We will study correct and most economical diets," Dr. Taylor added. "By publication of the results of our investigations it is hoped the people will learn what food will benefit them most and how much they should pay for this food."

In addition to the research work lecture courses will be given to graduate students. Actual work will start in September, Dr. Taylor said.

This food research institute is to be organized as a new department in graduate education at Leland Stanford university, Dr. Taylor, who is one of the three men selected to conduct the institute, announces. From its headquarters food budgets and nutrition diets will be sent broadcast throughout the country and every effort will be made to teach the American public how to live economically. Establishment of the institute was made possible by the Carnegie corporation, which appropriated a large sum of money for the purpose.

Dr. Taylor recently resigned from the faculty of the University of Pennsylvania to take up the work at the California institution. He will have supervision over the department of consumption.

C. L. Alsberg, former chief of the bureau of chemistry in the federal Department of Agriculture, will handle the production and distribution departments, while Dr. J. S. Davis, professor of economics at Harvard university, will have charge of the banking and transportation problems.

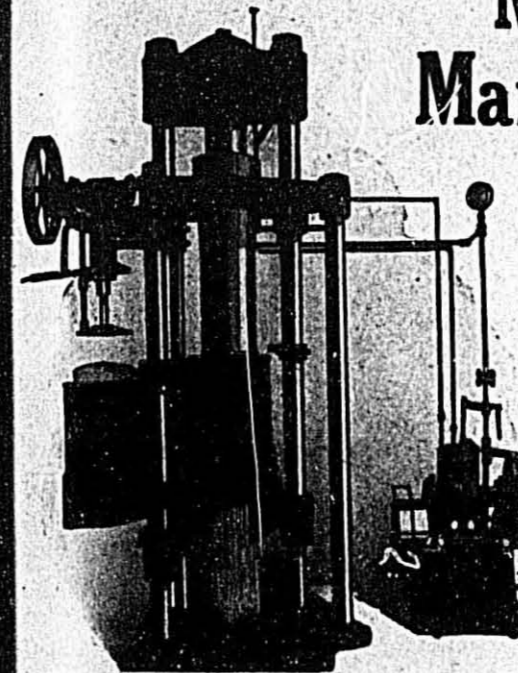
Be sure you are right, then take another look.

You can succeed by correcting your errors.

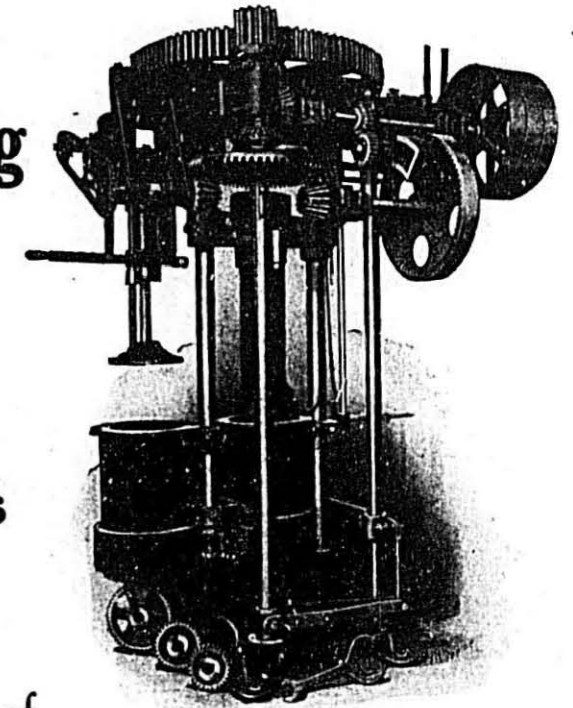
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is the result of years of specialization in this class of machinery. Every model is built to insure long life and efficiency.

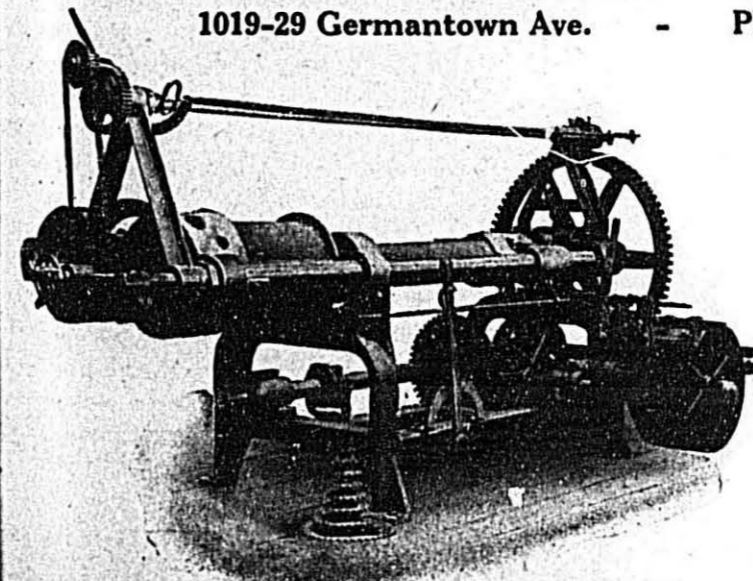
We make both Screw and Hydraulic Macaroni, Vermicelli and Paste Presses in sizes to meet all requirements. Complete machines or parts furnished promptly.

We also build paint manufacturing equipment and saws for stone quarries

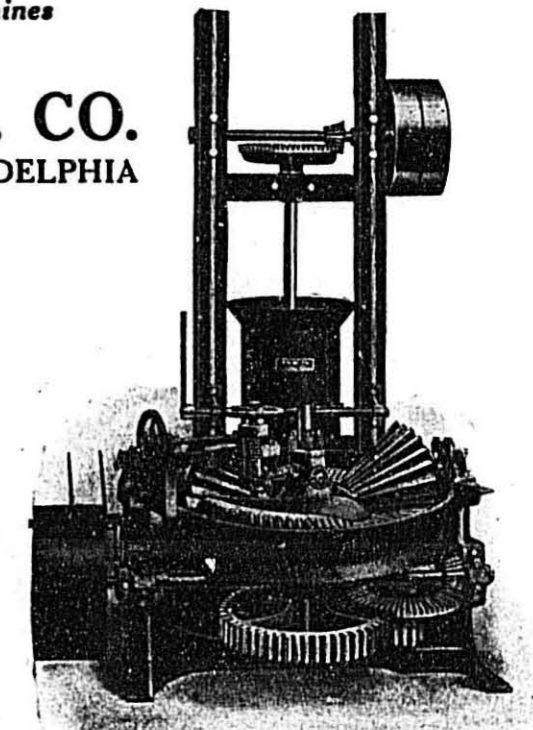
Write for catalog, stating the line of machines in which you are interested.

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STYLE H HORIZONTAL CUTTING PRESS



IMPROVED KNEADER WITH PLOW

CEREAL CLEANUP

Campaign to Save Millions Annual Loss Through Bug Infestation—Specialty Manufacturers Division Behind the Move—Succinct Rules for Use by All Handlers of These Foods—Care Necessary.

A concerted campaign that will aim at the destruction of the weevils and bugs that usually grow fat on cereals and cereal products is the object of the cereal division of the American Specialty Manufacturers association that has recently declared war on these disastrous insects. The annual loss caused by weevils and similar bugs is appalling, running into millions. Those who have made an exhaustive study of the cause and effects are unanimous in the belief that this pest can be almost entirely eliminated by cooperation between manufacturers of the raw materials and the finished products and also between wholesaler and retailer.

According to notice by C. Francis, chairman of the cereal division, the jobbers are urged to do their share in this clean up work as a matter of self-protection. The circular reads:

MILLIONS OF DOLLARS are lost by cereal manufacturers each year through damages caused by cereal insects.

The cereal members of the American Specialty Manufacturers association ask the cooperation of every wholesale grocer to help reduce this enormous loss.

We ask the cooperation of all handlers of cereals to the suggestions named below:

"1. Do not pile new stock in front of old.

"2. As soon as a shipment of cereals is received, mark the month received on each case—figures may be used for this purpose; for May use the figure '5', June, '6', July, '7', and so on. This will enable you to know whether or not your foremen are piling new stock in front of the old.

"3. Have floor clean—a good scrubbing with soap and water at stated intervals is urged.

"4. Sprinkle lime on floor and in cracks.

"5. Clean up on broken cases—do not leave open cases or packages in regular stock—place them in your packing room, which should at all times be kept clean and stock thoroughly examined at stated intervals.

"6. Do not overstock at any time, especially in the spring and summer months.

"7. A good plan is to change the cereal space at stated intervals and not always have it in the same place. It is also well not to pile the different

cereals together—a row of canned foods in between is advisable.

"8. We suggest that once or twice a year your warehouse be most thoroughly fumigated. This will not only clean up on cereals, but will also get rid of mice and rats, another destructive agency.

"Every jobber should cooperate in this good work for its very much to his interests to do so. Damaged cereals causes the jobber not only a great deal of annoyance but considerable expense. Even if the manufacturer makes good by buying back the spoiled articles the handling expense is not paid for.

"The cereal members of the American Specialty Manufacturers association have organized a cereal section for eliminating this annual loss as much as possible. State and city divisions will also be organized, sending out representatives to visit and inspect the different warehouses in their territory. Methods of bettering conditions will be suggested and all the handlers of this foodstuff are urged to cooperate, thus sounding the death knell of this disastrous insect. When one of our representatives calls on you we feel that you will gladly permit him to look over your cereal floor and accept the suggestions offered because they will save you trouble and money."

Macaroni manufacturers should be interested in this campaign and lend a willing hand to help kill off this weevil that at times causes much damage in macaroni and similar products. According to experts the weevil is seldom found in new alimentary pastes, the heated water used and mixing and the excessive pressure to which the dough is subjected in manufacture being sufficient to destroy all weevils and eggs. It's when the goods reach the wholesalers and retailers that these pastes need watching. The advice given out by this cereal division is most timely and should be made the most of by the macaroni men who are interested in keeping their goods free from these destructive insects and themselves free from troubles and worries incident to adjustments so often made necessary because these simple instructions are neglected.

Seeking Weevil Proof Package

While macaroni manufacturers are not greatly affected by the appearance of weevils in their finished products, particularly in package goods, they are deeply interested in protecting their goods by putting them up in a manner that will absolutely prevent their entrance and subsequent damaging of their products.

They have discovered that in spite of their great pains in the sterilization

of their finished product, careful lining and sealing of their packages great losses have to be sustained through return of infested goods. This is equally true with the cereal and breakfast foods manufacturers and serious has this become that the Department of Agriculture has spent many thousands of dollars investigating the various types of containers and packages in an effort to find one which will be actually weevil proof.

Goods of this nature that experiments proved to be absolutely free from infection may become weevil when placed in contact with, or in close proximity to, other goods so infested, this little destroyer getting through the containers somehow, but usually through an aperture at the corners or a break in the sides. Experimenting from this basis it was discovered that the only weevil proof package was one in which every seam and every fold is thoroughly and positively sealed by a shrunk-on wrapper.

Experimentations along this line are being carried on not only by the government but by many of the larger interested firms in their own laboratories and as a result it is hoped that a carton or container absolutely weevil proof will be placed within reach of all food manufacturers now troubled with this little pest.

Oppose "Slack Filled" Bill

The National Wholesale Grocers association has gone on record as opposed to the passage of the "Slack Filled Package" bill in its present form on the ground that it is a physical impossibility to fill every package of food with the same quantity. In a circular issued from headquarters it is pointed out that certain products "shake down," while others evaporate or are affected by atmospheric conditions. Secretary M. J. Toulme and Chairman Fred R. Drake of the food legislative committee of that association urge members to prevail upon their senators and congressmen to vote favorable amendments to the bill.

Smile at fifty cents, and it will look like a dollar.

Maybe your extremity is really opportunity.

A ripple of laughter is worth a flood of tears.

Discriminating Manufacturers

Use



Hourglass

Brand

**PURE DURUM SEMOLINA AND FLOUR
RUNS BRIGHT, SHARP AND UNIFORM**

Quality and Service Guaranteed

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88 Broad Street

PHILADELPHIA OFFICE: 458 Bourse Bldg.

PORT HURON, MICH. OFFICE, 19 White Block

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

ELMES

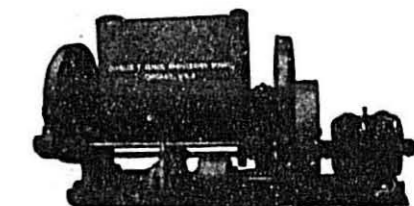
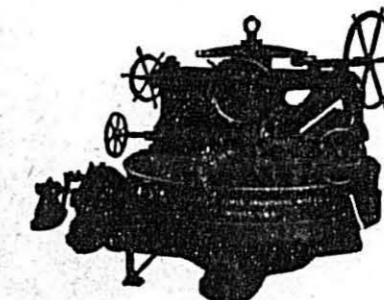
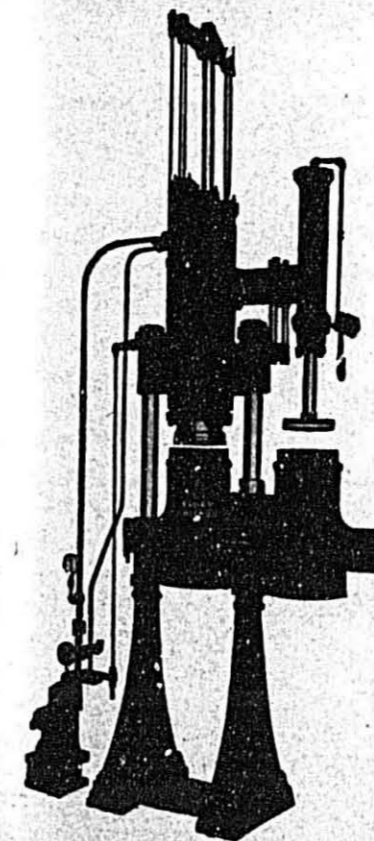
CHICAGO
"SINCE 1861"

COMPLETE PLANTS

FOR THE MANUFACTURE OF
MACARONI, SPAGHETTI, PASTE GOODS

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New Department of Domestic Distribution of Chamber of Commerce Will Look Into This and Other Problems, Such as Lessening This Margin and Cost of Delivery to Ultimate Consumer—Ten Activities Outlined in Address Before Trade Executives.

By Alvin E. Dodd, manager domestic distribution department Chamber of Commerce of the United States

Perhaps no other subject in what we call business is of so great interest to the average man or woman today as what happens in the spread in price between producer and consumer. The recent period of high prices has brought about an insistent demand that the public be shown why the cost of an article, generally speaking, should be doubled or tripled between producer and consumer. And there are good reasons why this situation is uppermost in the minds of the average person.

Better Understanding

The public, as well as individuals, is likely to be prejudiced against that which it knows least about and it is partly to assist in bringing about a better understanding of the processes and problems of distribution that the Chamber of Commerce of the United States recently established a Department of Domestic Distribution.

The department of domestic distribution has been in actual operation slightly more than two months. During that time the effort of the department has been devoted to:

1. Study of outstanding needs of the distribution field and possible scope of the new department's work.
2. The establishment of an immediate research and information service in answering specific requests for help already being received in rather large numbers.

Between Production and Consumption

According to the conception held by the directors of the chamber when the departmentalization plan was adopted, domestic distribution will deal most intimately with those organizations and members of the national chamber whose business interests lie between production and consumption in the United States.

Therefore, the field of the domestic distribution department, if analyzed by functions, covers the buying, selling and delivery problems of:

Manufacturers
Wholesalers
Jobbers
Commission Men

Warehousing
Retailers and Mail Order Houses
Cotton
Grain
Coffee, etc
Exchanges

The long time purposes of the department of domestic distribution will be that of contributing to the reduction of the cost of distribution and the indication of practical methods by which our merchants can lessen the margin now being taken between the producer and consumer. It would seem, therefore, that the whole range of the expense of distribution must receive attention.

We may consider, therefore, activities of the department will be:

- (1) To cooperate with trade groups and universities to serve as a clearing house in the researches and activities bearing upon problems of distribution.
- (2) To cooperate in the preparation and application of accurate statistics so that distributors may benefit by the records of business in the conduct of their affairs.
- (3) To study the causes of waste in distribution with a view to suggesting means of prevention.
- (4) To promote inquiries into purchasing power of communities as an aid to intelligent marketing of commodities and effective balance between production and distribution.
- (5) To maintain contact with—and report upon—national legislation affecting the legitimate and orderly processes of distribution.
- (6) To advance the knowledge of the consumer as to the methods and costs of the various necessary phases of distribution.
- (7) To animate, through the harmonious action of trade groups, an increasing faith in and reliance upon the ethical principles of business.
- (8) To gather data relating to conditions of employment and reward; and upon the best preparation for promotion.
- (9) To create a bureau of information for answering all inquiries touching upon distribution.
- (10) To investigate the broad principles of distribution for the formulation of its laws, the identification of its factors and their relations to each other, so that some measure may be discovered

which can be applied as a means of judging the effectiveness of any business organization.

Foreign Wheat Exported

In April 557,777 bus. of foreign wheat were exported from United States ports. Most if not all of the wheat, no doubt, represents Canadian wheat imported into the United States for consumption. While there is nothing unusual about the quantity of Canadian wheat so exported, this is the first time in many months that a considerable quantity of Canadian wheat has retained its identity in our trade statistics in its movement through the United States to foreign markets. In fact, the exports of foreign wheat the first four months of the calendar year have been exceeded only twice the past 10 years, once in 1917 when the total exports of foreign wheat for the year amounted to 715,689 bus., and again in 1918 when 1,551,714 bus. were exported from the United States.

Must Retain Its Identity

That Canadian or other foreign wheat exported from the United States may be officially reported under the classification it must not have lost its identity or have undergone any change in form or condition or any enhancement in value by the application of labor in the United States. The fact that much of the Canadian wheat loses its identity once it reaches American markets no doubt accounts for the comparatively small volume of grain which is reported under this classification. It is safe to assume, therefore, that a much larger volume of Canadian wheat enters into our export trade than these special returns indicate. Some of this wheat is exported under American grades after it has been mixed with homegrown wheat, while other quantities go out in the form of flour made wholly or in part of Canadian wheat. Exports of Canadian wheat under the classification "Exports of foreign products" should not be confused with the shipments through the United States in bond which are not included in the official trade statistics either as imports or exports but are reported separately in the statistics published by the bureau of foreign and domestic commerce.

If the "Reds" were paid, we would not be so blue.

LINCOLN MILLS

Lincoln, Neb.

MILLERS OF

PURE DURUM WHEAT FLOUR

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

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

Misbranding

9114. Adulteration of spaghetti. U. S. * * * v. 998 Cases of Spaghetti * * *. Default decree of condemnation, forfeiture, and destruction. (F. & D. No. 13128. I. S. No. 8401-t. S. No. E-2466.)

On Aug. 2, 1920, the United States attorney for the District of Maryland, 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 998 cases, more or less, of spaghetti, remaining in the original unbroken packages at Baltimore, Md., consigned on or about July 12, 1920, alleging that the article had been transported from the state of Virginia into the state of Maryland, and charging adulteration in violation of the Food and Drugs Act.

Adulteration of the article was alleged in the libel for the reason that it consisted wholly or in part of a filthy, decomposed, and putrid vegetable substance.

On Sept. 27, 1920, no claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be destroyed by the United States marshal.

—E. D. Ball,
Acting Secretary of Agriculture.

9150. Adulteration and misbranding of egg noodles. U. S. * * * v. 60 Cases * * * of Egg Noodles. Consent decree of condemnation and forfeiture. (F. & D. No. 12524. I. S. No. 3456-r. S. No. W-587.)

On March 23, 1920, the United States attorney for the Southern District of California, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district a libel, and on April 7, 1920, an amended libel, for the seizure and condemnation of 60 cases of egg noodles, remaining unopened in the original unbroken packages at Los Angeles, Calif., alleging that the article had been shipped by the F. A. Martocchio Macaroni Co., Minneapolis, Minn., on or about Dec. 29, 1919, and transported from the state of Minnesota into the state of California, and charging adulteration and misbranding in violation of the Food and Drugs Act. The article was labeled in part, "Quality Brand Egg Noodles made from semolina and eggs. F. A. Martocchio Macaroni Co., Minneapolis, Minn."

Adulteration of the article was alleged in the libel, as amended, for the reason that a product deficient in eggs had been mixed and packed therewith so as to reduce, lower, and injuriously affect its quality and strength, and had been substituted wholly or in part for egg noodles, which the article purported to be.

Misbranding was alleged for the reason that the statement "Egg Noodles" was false and misleading and deceived and misled the purchaser when applied to a product deficient in eggs, and for the further reason that the article was an imitation of, and sold under the distinctive name of, another article.

On July 19, 1920, the F. A. Martocchio Macaroni Co., Minneapolis, Minn., having consented to a decree, judgment of condemnation and forfeiture was entered, and it was

ordered by the court that the product be distributed to various charitable institutions, said claimant assenting thereto.

—E. D. Ball,
Acting Secretary of Agriculture.

8794. Misbranding of macaroni. U. S. * * * v. V. Viviano & Bros., a Corporation. Plea of nolo contendere. Fine, \$25 and costs. (F. & D. No. 11348. I. S. No. 9750-p.)

On March 26, 1920, the United States attorney for the Eastern District of Missouri, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district an information against V. Viviano & Bros., a corporation, St. Louis, Mo., alleging shipment by said company, in violation of the Food and Drugs Act, on or about Oct. 24, 1917, from the State of Missouri into the State of Ohio, of a quantity of macaroni which was misbranded. The article was labeled, "Molino & Pastificio Elettrico Silvestri Brand" (design of Italian city, volcano, and bay, with cut of factory) "Gragnano Italy" (or "Style").

Misbranding of the article was alleged in the information for the reason that the statements, to wit, "Molino & Pastificio Elettrico Silvestri Brand Gragnano Italy," together with the design and device of the city of Naples with Vesuvius, borne on the labels attached to the boxes containing the article, regarding it and the ingredients and substances contained therein, were false and misleading in that they represented that the article was a foreign product, to wit, a macaroni manufactured and produced in the kingdom of Italy, and for the further reason that it was labeled as aforesaid so as to deceive and mislead the purchaser into the belief that it was a foreign product, whereas, in truth and in fact, said article was not a foreign product, but was a domestic product, to wit, a macaroni manufactured and produced in the United States of America. Misbranding was alleged for the further reason that the article was falsely branded as to the country in which it was manufactured and produced in that it was represented as manufactured and produced in the kingdom of Italy, whereas, in truth and in fact, it was manufactured and produced in the United States of America, and for the further reason that the statements, designs, and devices on the label as aforesaid purported that said article was a foreign product, when not so.

On November 10, 1920, a plea of nolo contendere to the information was entered on behalf of the defendant company, and the court imposed a fine of \$25 and costs.

—E. D. Ball,
Acting Secretary of Agriculture.

Bread Loaves in Italy

According to a report by Vice Consul Murphy, a bill fostered by the Italian government has recently been passed by both houses regulating the making of loaves of bread. Two sizes are provided, a large size for popular use to be sold at a price below cost,

and a small loaf to be sold at a higher price, approximately that of cost. Italian wheat by this same law will be ceded to the grain consortiums at the average cost price, including premiums, expenses, etc.

H. C. Taylor to Be Chief of Bureau of Markets and Crop Estimates

The Secretary of Agriculture announces the appointment of Dr. H. C. Taylor as chief of the bureau of markets and crop estimates, succeeding George Livingston who resigned under date of June 8. Dr. Taylor has been chief of the office of farm management and farm economics for the last two and a half years. For some time the matter of bringing all of the economic work of the Department of Agriculture into one bureau has been under consideration. The first step was taken when the bureau of markets and the bureau of crop estimates were combined, beginning July 1, 1921. While the office of farm management can not be merged into this new bureau at the present time, the work of the two bureaus can be related to a considerable extent and some economies effected.

Because of the resignation of Mr. Livingston, this seems to be an appropriate time to begin the coordination of these bureaus preparatory to merging them completely at the earliest possible date. The general purpose is to bring into one bureau the work the department is doing in agricultural economics. Farm management and the marketing of farm crops are intimately related and it is believed that the combination of these three bureaus will result in increasingly valuable and efficient service to the farmers of the country. There will be no radical changes in the work of these bureaus as it has been going forward during the past year. Such changes as may be made in the future will come as the result of painstaking study and investigation. G. W. Forster, assistant chief of the office of farm management and farm economics, will be acting chief of that office.

Some day the rest of us may unionize and strike against striking.—Albany Journal.

The money of an easy going man gets the easy going habit.

Even the feet of a lazy man can kick up trouble dust.

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?

AHDAGAM PAPER PRODUCTS COMPANY

603 Eighth Avenue

Wisconsin Rapids

Wisconsin

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.

Notes of the Industry

Yellow Streak in Noodles— Dye, Not Eggs, Sometimes

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

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

There is one kind of noodles not supposed to contain eggs, commonly called "water noodles", or sometimes "plain noodles". Such noodles are not dyed yellow, so the fact that they contain no egg is apparent to purchasers. The use of yellow dye which costs little, in place of eggs which costs real money, is not only a fraud upon the consumer, but makes unfair competition among manufacturers, say bureau officials. It is difficult for reputable manufacturers of unadulterated noodles to meet the competition of the cheapened product whereby the consumer receives an article that contains foreign coloring matter and much less nutritive substance than the genuine noodles he expects to receive. Where the output of a factory is large the profits made by substituting yellow dye for eggs may be great.

Appropriate action is promised by officials, to check this illegal practice in all cases found coming under the federal act.

SEEKS MACARONI IN AMERICA

That manufacturers of macaroni in Italy are not able to supply the demand is the information obtained by ocean freight forwarders, who report they are receiving inquiries regarding the rates on import shipments of macaroni. The

demand for American-made macaroni is ascribed to the fact that Italy has been cut off from wheat supplies from Russia, on which she formerly depended for the basic substance for that food. One order received called for 5,000 boxes, the request for the shipment attracting attention of freight forwarders whom the exporters consulted because they had never been called on before to furnish rates on macaroni consignments to Italy. Figures reveal that the value of the imports of macaroni, vermicelli and similar foods to America in April was \$7,609, compared to \$12,245 in March.

1920 MACARONI IMPORTS SMALL

Statistics compiled from government reports as stated in the uniform classification adopted by the International Statistical Congress show that the amount and value of alimentary pastes imported into this country from Europe and Asia in 1920 was considerably below normal. Only 805,008 pounds valued at \$107,150 entered the various ports while the amounts exported were so negligible that alimentary pastes were not stated separately. In terms of "Pan-Americanos" a proposed international money of account equal to one-fifth an American dollar, the total imports were worth 535,750. The export price given represents the wholesale value of the merchandise at time of export from the foreign countries from which they came, including the value of containers.

FIRE DESTROYS SISSON FACTORY

The plant operated by the Sisson Macaroni Co. at Sisson, Calif., was destroyed by fire of unknown origin at midnight June 16. The plant was valued at \$12,000, half of this amount being covered by insurance on building and equipment. The plant was owned by F. Girardo and has been in operation several years. The owner has not decided whether the plant will be rebuilt.

ROIFER CO. BUYS SEMOLA PLANT

The Rolfer Milling Co. filed articles of incorporation last month with the secretary of state at St. Paul, and will engage in the manufacture of semolina, a coarse granulated flour made from durum wheat that enters largely into the production of macaroni, spaghetti and vermicelli. The corporation has purchased the mill formerly

owned and operated by the Semola company at St. Paul, getting title through the court receiver when the latter company went through bankruptcy proceedings. The new concern's authorized capital is \$500,000. The incorporators are Kay Todd, William Connolly and Lillian M. Gardelin, all of St. Paul.

FORTUNE BUYS CINCINNATI PLANT

The good will, brands and trade marks of the Briggs Cereal Products Co., 1224 1234 W. Eighth st., Cincinnati, have been sold to the Fortune Products Co., 416-422 S. Des Plaines st., Chicago, according to announcement by the former company over the signature of President Robert Bowen Brown, reading: "Effective at once operations in our Cincinnati plant will be discontinued, and hereafter ALL OUR FORMER BRANDS will be manufactured and shipped from the Fortune Products Co. plant in Chicago." Mr. Brown, for several years head of the Briggs Cereal Products Co. will become general sales manager for the Fortune company. He plans an aggressive sales policy that should be productive of good results.

SEEKS \$2,000 DAMAGES

Mrs. Rose Russo, owner of the Metropolitan Macaroni Co. of Rochester, N. Y., sought \$2,000 damages from her former partner, Gaetano Rebis, in the county court, charging that the latter injured her business that amount because of a statement Mr. Rebis is alleged to have made that she would no longer be able to furnish macaroni to her customers. Mr. Rebis sold his share in the plant to Mrs. Russo last November, taking a mortgage on the property. A threat to foreclose started the trouble and this suit is the result.

DURUM MAN MARRIES

Howard W. Files, well known and popular manager of the durum department of the Pillsbury Flour Mills company of Minneapolis, became a benedict when, on Saturday, June 18, he took his bride the beautiful and talented Nora A. Bergseng of his home city. On behalf of his many friends among macaroni manufacturers at whose conventions he is a regular attendant. The New Macaroni Journal wishes Mr. Files and his wife a long life of happiness and nuptial bliss.



The difference in sealing tapes is remarkable—greater than you would suspect until you've seen it demonstrated in actual test.

Troy Sealing Tapes, made from special Troy Kraft Paper—the strongest, toughest paper we can get, and gummed with glue made especially for us—are always uniform in weight and quality—always the same from the first inch to the last.

Let us send you a sample roll of Troy Tape for testing. Try it. Note how readily and evenly it moistens, how quickly it sets and dries and *how it sticks*. You'll find Troy in these and other respects superior to any tape you've used. Every inch of it is guaranteed.

Write for Samples Now. Widths 1 in. to 4 in., 30 lb. to 90 lb. Special Troy Kraft Paper.

The Gummed Products Company
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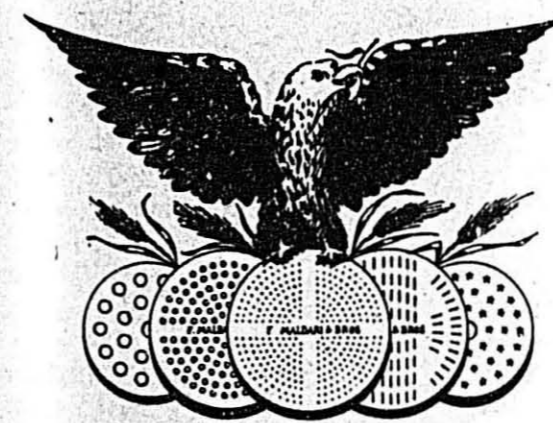
Meeting the Present Problem of Decreasing Prices

It has always been our aim to make the lowest prices possible for our moulds and yet assure ourselves of a reasonable margin of Profits.

Beginning *June 15th, 1921*, our prices will be discounted (**15%**) less than the list prices, instead of (10%) as heretofore done.

This decrease is due to lower cost of raw material and manufacturing and is *not* at the expense of quality and workmanship.

The largest Alimentary-Paste Mould Manufacturing Plant in the world is at your service.



Let us work out your mould problems.

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127-29-31 Baxter Street

NEW YORK CITY

THE BEST—THE QUICKEST—and MOST EFFICIENT REPAIRING DEPARTMENT IS AT YOUR SERVICE.

May Inspection of Durum

Markets report of the Department of Agriculture shows that in May a total of 804 carloads of all classes of durum wheat was inspected at the various grain centers throughout the country. These figures show a decided increase over those of the previous month, when only 561 carloads were inspected.

No. 1 Amber durum proved rather scarce. Only 25 carloads were inspected; 16 at Minneapolis and 7 at Duluth. As usual No. 2 led with a total of 245 carloads, of which 147 were inspected at Minneapolis and 82 at Duluth. Of the No. 3 grade a total of 85 cars was reported, 54 of these going to Minneapolis and 27 to Duluth. 63 carloads grading below No. 3 were inspected.

A total of 301 carloads of durum was received as compared with 241 the month previous. Of this number only five, scattered throughout the country in carload lots, graded No. 1. There were 83 carloads of grade No. 2 of which 53 went to Duluth and 17 to Minneapolis. Grade No. 3 led with a total of 141 carloads, 55 being received at Philadelphia, 49 at Duluth and 29 at Minneapolis.

DURUM PRICES DECREASED

The durum market showed some signs of activity the last week in June according to reports from Minneapolis and Duluth. Sales, though still small, were the best in many weeks. A feeling prevails that the available supply is nearing the end and buyers are covering up by bidding in sufficient to carry them over into the new crop. There is as usual a wide range of quotations at the various mills, the spread going as high as 65c in some grades. The last week in June, the mills quoted No. 2 semolinas at from \$7.00 to \$7.20 a barrel, in jute; No. 3 semolina at \$6.55@6.95; durum flour, \$5.50@6.40 and durum clears as low as \$4.65.

CANADIAN SEMOLINA TARIFF

In retaliation against the emergency tariff recently passed by congress affecting farm products, the Canadian government restored the import duty on wheat, wheat flour and semolina, the new order going into effect May 31, 1921. Canada grants duty free importations of these commodities from countries which allow the same privilege to Canadian goods. This new order went into effect the same day in which the new

United States emergency tariff became operative. The Canadian duty is 12c per bushel on wheat and 50c a barrel on flour and semolina. This will affect the cost of semolina to the Canadian manufacturers of semolina products as most of the durum semolina used must be imported from the United States.

EXPORT LICENSE REQUIRED

Alimentary or food pastes are listed among the many commodities which are prohibited the privilege of exportation from Luxemburg except under government license, according to announcement in the Journal Official of Paris. The new order went into effect the middle of April this year.

HARD WHEAT IN MOROCCO

The wheat mostly grown in Morocco is the hard variety. The average yield obtained by native culture is about 10 bushels per acre. The Moroccan wheat generally known as Zrea has a long, oblong, grain, completely filled, is of a clear yellow color and somewhat resembles the Mahmoudi wheat of Alegria and Tunisia. It is in demand for sowing in rich soil. Asker wheat, on the contrary, is more suitable for making hard wheat flour, and it has a short, small grain, often wrinkled, and gray in color. It is cultivated in poorer soils, and even grows in sand of the seashore.

CANADIAN WHEAT ACREAGE INCREASED

The total area sown to wheat in Canada for the harvest of 1921 is placed at 18,654,000 acres according to preliminary estimates by the dominion bureau of statistics. Last year's final estimate was 18,232,000 acres, and the average of the five years 1915-1919 was 16,343,000 acres. The estimate for fall wheat is 709,000 acres, and the area under spring wheat totals 17,945,000 acres. The total area sown to oats is placed at 15,295,000, a decrease of 4 per cent from last year. There is also a decrease of 4 per cent in barley, the area being 2,456,000 acres. Rye, sown to 698,150 acres, shows an increase of 7 per cent. The area sown to hay and clover is estimated at 10,545,000 acres, an increase of 2 per cent. Alfalfa shows a decrease of 3 per cent and potatoes a decrease of 6 per cent.

Conditions were excellent in the prairie provinces, the great spring wheat region of western Canada, during May and the first half of June, and prospects

for wheat are more favorable than in any year since 1915. The estimated area under wheat in the prairie provinces is 17,419,000 acres.

MARKET CHIEF RESIGNS

George Livingston, chief of the bureau of markets, United States Department of Agriculture, resigned July 1, in order to give consideration to his personal welfare. Mr. Livingston served 6 years in this government department, 4 years which he acted as head of the office of grain supervision in the bureau of markets, and upon the resignation of Charles J. Brand as chief in 1919 Mr. Livingston's fitness and ability was recognized by appointment, first as acting chief and later as chief of this important bureau. He has several propositions under consideration but has not yet made a decision. Secretary H. C. Wallace has not yet picked a successor and has asked Mr. Livingston to serve temporarily as consulting specialist in marketing.

ARGENTINA'S WHEAT EXPORT

Argentina exported 475,008 tons of wheat the first three months of 1921 compared with 1,612,104 tons for a corresponding period of 1920, according to the Review of the River Plata. Brazil furnished the chief market, taking during that period 76,108 tons. Other important purchasers were Holland, 49,962 tons; Belgium, 38,718 tons; and Spain, 28,740 tons.

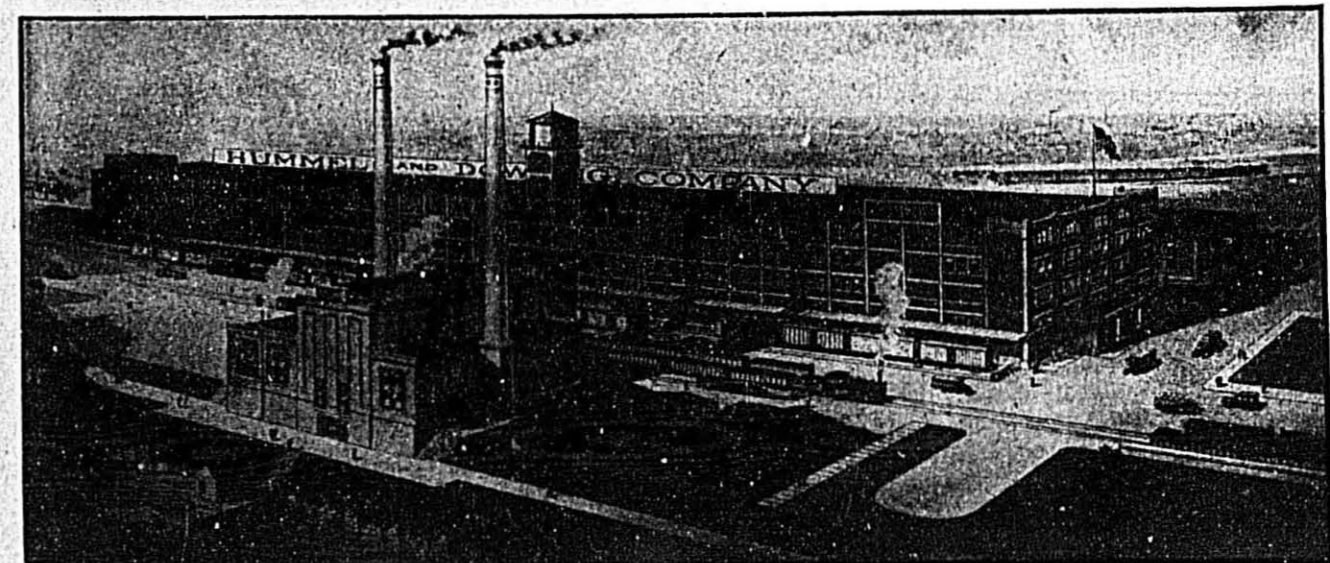
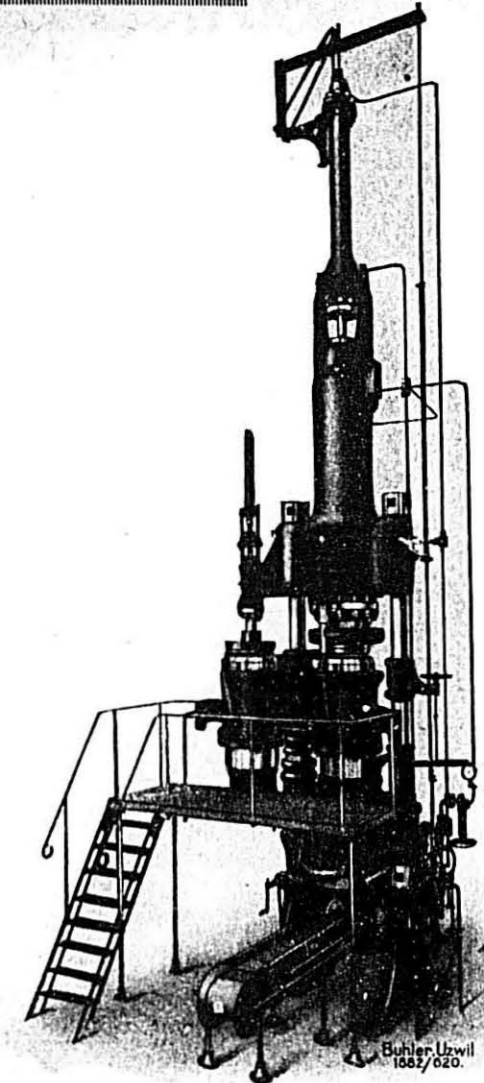
POPULAR SPRING VARIETIES

Varieties of wheat change in popularity in the spring wheat belt—Minnesota, North and South Dakota, and Montana. The five leading varieties in these states have made interesting shifts in relative importance in the past 7 years according to the bureau of crop estimates. Marquis was least important in 1914, but in 1916 it had jumped into first place. It has held this place since although its peak of popularity seems to have been reached in 1919, when it comprised 58.3 per cent of all the spring wheat raised in these four states, and in 1920 57 per cent of the wheat grown in these states.

Durum wheat has been making steady gain in popularity since 1914, and is now only one of the leading varieties that gained, relatively, in 1920. It is the heaviest yielder in bushels per acre,

Buhler's Macaroni Press with Laying Table

A. W. BUHLMANN
Engineer
200 Fifth Ave. New York
Sole Agent for
BUHLER BROTHERS of SWITZERLAND



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.

HUMMEL & DOWNING CO.
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Detroit, Columbus



specialists say. Velvet Chaff, Blue Stem, and Fife have each lost in relative importance each year since 1916. In 1920, 57 per cent of the spring wheat raised in the four states was of the Marquis variety, 26.4 durum, 8.4 velvet chaff, 4.1 blue stem, 2.4 fife, and 1.7 other varieties.

GROW TOO MUCH DURUM?

Franklin Edwards, chairman of the executive committee of the Spring Wheat Crop Improvement association, in submitting his report of the activities of the association for the crop year 1920-21, says that the one big problem left for the association in the coming years is that of durum wheat grown, which in his estimation is heavier than is considered justified.

"Our survey shows the percentage of durum wheat grown this crop year is much heavier than it should be. North Dakota shows 43 per cent, South Dakota 45 per cent and Minnesota 11 per cent. It would appear that a part of our efforts for another year should be along lines rectifying this condition and encouraging the farmers to limit the amount of durum sown to the normal consumptive demand for same, and to grow only the amber types of durum and in localities where this particular type will show best results. So far as spring bread wheat is concerned, most of the mongrel types appear to have been almost entirely eliminated. Much will have to be done another year in an endeavor to change the situation.

"One great danger now to the wheat in the northwest is the mixture of hard wheat and durum, which is tending to seriously impair the quality of both. Ill-advised propaganda from certain quarters has encouraged the farmers to grow more durum than they should, and they have not made a proper discrimination between mongrel types of this grain and the amber varieties suitable for macaroni purposes. The law of economics will ultimately assist us in adjusting this illy balanced situation, but a part of our efforts, I feel, should be directed also to bringing about a better situation in this connection another season."

NEW ZEALAND'S WHEAT ESTIMATED

The total production of wheat for New Zealand should be approximately 5,975,000 bus. compared with an actual yield of 4,559,934 bus. for the season 1919-20, according to the New Zealand department of agriculture. The per-

UNITED STATES WHEAT ESTIMATES

According to the July estimate of the government crop experts the wheat production this year will be considerably below the five year average. The decline affects the spring wheat more than it does the winter grade. There is no distinction made as to grades, the durum wheats being included in the whole estimate. The government report follows:

A reduction of 20,000,000 bushels in the nation's wheat crop during the last month and prospect of a record production of corn with the condition of the crop on July 1 better than it has been in more than 20 years, featured the government's monthly report issued today. The report follows:

WINTER WHEAT—Production forecast, 574,000,000 bushels. Condition, 77.2. A crop of 578,000,000 bushels was forecast from the June 1 condition, which was 77.9 per cent of a normal, while 620,287,000 bushels were forecast from May 1 condition, which was 88.8. Last year's crop was 578,000,000 bushels, and the condition on July 1 was 79.7.

centage of oats threshed in 1919-20 was 34.79 of the total area under that crop. Assuming that a similar proportion is threshed this year, the total production of grain should be approximately 5,520,000 bus., compared with 6,967,862 bus. for the previous season; but from the information so far available it would appear unlikely that the proportion of oats threshed this season will be as high as in the season 1919-20.

MAY EXPORTS OF WHEAT AND WHEAT FLOUR

During May the United States exported 25,932,292 bus. of wheat and 1,264,818 bbls. of wheat flour, as compared with 17,641,424 bus. and 1,591,095 bbls. during April, according to figures compiled by the bureau of foreign and domestic commerce. The United Kingdom furnished the chief market for American wheat and wheat flour during May. Italy ranked second in the purchase of American wheat, while Germany ranked second in purchases of American wheat flour.

ALGERIAN PASTES

Owing to the cereal crop failure in 1920, when production was greatly reduced because of unusually hot and

The average production of the previous five years was 572,000,000 bushels.

SPRING WHEAT—Production forecast, 235,000,000 bushels. Condition, 80.8. A crop of 251,000,000 bushels was forecast from the June 1 condition which was 93.4. Last year's crop was 209,000,000 bushels. The average production of the previous five years was 258,000,000 bushels.

ALL WHEAT—Production, 809,000,000 bushels. Condition, 78.2.

A crop of 830,000,000 bushels was forecast from the June 1 estimate which was 82.0. Last year's crop was 787,000,000 bushels. The previous five years' average production was 831,000,000 bushels. This year's combined acreage is 56,744,000, or 0.8 per cent less than last year.

WHEAT ON FARMS—Estimated 54,435,000 bushels or 6.9 per cent of last year's crop. Wheat remaining on farms July 1 last year was 47,620,000 bushels and the average for the previous 5 years was 29,328,000 bushels.

long continued dry weather that prevailed during the ripening season, the exportation of semolina and pastes was greatly decreased and the importation correspondingly increased in that five year, in Algeria in Northern Africa. While the importation of semolina and pastes by this country is usually insignificant, producing more than it consumes, the 1920 importations reached the high figure of 162 metric tons valued at \$60,023 in 1920 as compared with only 15 metric tons valued at \$5,597 in the year 1919. The quantity and value of the exported semolina pastes in 1920 were only about a third of the quantity usually exported. According to figures by government officials, the year 1919 recorded 8,700 metric tons of this foodstuff valued at \$2,116,438 as compared with only 3,300 metric tons valued at \$800,950 that left the Algerian shores in 1919.

ITALIAN IMPORT PROHIBITION REMOVED

According to a cablegram from the American trade commissioner at Rome dated June 23, the Italian restriction on the importation of maize and rye has been removed, effective July 1. Cereals have been under government control in Italy since Aug. 1, 1919.

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.

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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.

"EIMCO" Mixers and Kneaders

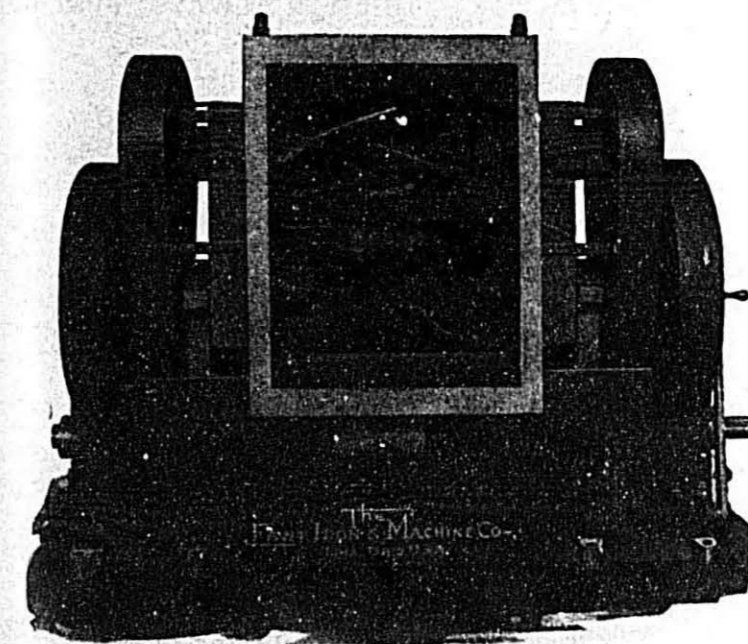
The Type DC Mixer

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.



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

Philadelphia Office
Transportation Bldg.

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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in advance
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SPECIAL NOTICE

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

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

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

REMITTANCES:—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES

Display Advertising Rates on Application
Want Ads Five Cents per Word

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Vol. III July 15, 1921 No. 3

Government Officials Congratulate President Mueller

Through C. R. Ball of the bureau of plant industry the Department of Agriculture sent congratulations to C. F. Mueller, newly elected president of the National Macaroni Manufacturers association, and offers to cooperate with that new official in any way and at any time in which it can be of service. The letter explains the activities of that branch of our government, of its search for new seeds and the eradication of diseases that affect food grains.

"We are charged with the investigation of methods of improvement and production of all cereals and with the investigation and control of cereal diseases. Among the cereal crops upon which we have been working for some years are the durum wheats. Not only was this office through its former chief, M. A. Carleton, largely responsible for the introduction and distribution of durum wheat in this country, but we have since conducted extensive experiments to determine climatic adaptation of the different varieties and breeding experiments to improve them. More recently we are giving much attention to developing varieties re-

sistant to stem rust. Among those which have developed through the work of this office in cooperation with state experiment stations are Acme now grown commercially in South Dakota and Monad now grown in North Dakota.

"In connection with our classification of all American wheats we have prepared accurate but simple descriptions of all the commercial durum varieties, separated them by means of simple keys, determined their histories as far as possible, and are publishing them in our general classification now in press.

"While we have conducted no experiments in the manufacture of semolina, we do milling and baking experiments with all our durum wheat varieties and especially with new selections which appear promising. In this way we know while we are developing high yielding and rust resistant strains, we also are insuring good commercial quality so far as it can be determined by milling and baking experiments."

Trade Mark Pointers

Registration of trade names or trade marks must be made by application to the Commissioner of Patents, Washington, D. C. Trade names are registered to indicate the origin of goods on which the trade mark is used and to secure to the owner the good will and reputation built up by his goods and to protect from infringements.

Exclusive use is usually limited to the particular class of goods upon which the trade mark is actually used, but it extends to other goods of the same class as that in which it has been used. The same trade mark may, however, be applied by the same person to many different classes of goods and is valid for each. Actual use is necessary, though it has been held that a single actual use with intent to continue confers a right to the trade word or mark.

An application for a trade mark must contain a petition, statement of name, residence, and citizenship of applicant, description of goods, declaration of firm, corporation, etc. If application is made by such firm or corporation a drawing and five facsimiles of the word or mark are to be registered and the registration fee is \$10. While application blanks can be obtained from the Commissioner of Patents, Washington, D. C., it is advisable to have application made by a competent patent attorney.

Trade marks which consist of or comprise the following features are not registrable: Immoral or scandalous matter; the flag or coat of arms or other insignia of the United States, any state, municipality or of a foreign nation, or any simulation thereof; any de-

sign or picture which has been or may be adopted as the emblem of a fraternal organization or society; a portrait of a living individual unless the consent of the individual is given in writing; anything used in an unlawful business or upon an article injurious in itself or anything designed to deceive the public in the purchase of merchandise.

Everything in the food line may be registered in one application by filing a label for each of the articles specified. This rule also applies to other patent office classifications. Actual use upon goods and marketing the goods under the trade mark constitutes trade mark use and gives title to the trade mark and nothing short of this actual use will suffice.

In registering a trade mark the first and most important step is to ascertain whether the name or symbol which you wish to use as a trade mark, or which you are using and wish to register, is in use by any one else. A search should be made through the records of the U. S. patent office for anything on file which may bar your registration or prevent you from using the trade mark. This precaution will avoid later expensive interference proceedings or actions for infringement or unfair competition. The services of a good trade mark attorney are almost indispensable and will usually obviate future costly complications.

THE MAN ALWAYS "JUST GOING TO"

He was just going to help a neighbor when he died.

He was just going to pay a note when it went to protest.

He meant to insure his house, but burned before he got around to it.

He was just going to reduce his debt.

FOR SALE.

44—"J. H. Day" all steel Frame Portable Macaroni Drying Racks, outside dimensions height 8 ft., width 10 1-2 in., depth 5 ft., 6 1-2 in. Price \$20.00 each. Cincinnati, to be shipped dismantled.

1—Lot of Drying Sticks.

1—Diagraph Stenciling Machine, for shipping

1—International Time Recording Clock.

2—Shepard Jack-Lift Trucks, as good as new.

150—Wood Platforms for lift trucks.

6—Towsley Trucks, 60 in. x 26 in. x 39 in., like new.

25—Motors, 3 phase, 60 cycle, 220 volt A. C., 1 to 15 HP at 70% of new prices. All have bases, pulleys and starters. (1 to 5 HP have Square D safety switches)

Oak Standing Desk, 15 Scales, 10-48 in., 1-36 in., 2-60 in. belted Disc Fans.

1—Carton Sealing Machine.

1—Water Cooling Refrigerator and drinking fountain.

1—Small Printing Press.

Large lot of blowers, Exhausters, Fans, Compressor tanks, etc.

1—Ford, One Ton Truck, Solid rear and Cord front Tires.

The Giffon-Pratt Co. Cincinnati, Ohio

when his creditors "shut down" on him.

He was just going to stop drinking and dissipating when his health became wrecked.

He was just going to introduce a better system into his business when it went to smash.

He was just going to quit work while and take a vacation when nervous prostration came.

He was just going to provide proper protection for his wife and family when his fortune was swept away.

He was just going to call on a cus-

tommer to close a deal when he found his competitor got there first and took the order.—Philadelphia Credit Men's Association Bulletin.

POOR MAN

"A burglar got into my house about 3 o'clock this morning when I was on my way home from the club," said Brown.

"Did he get anything?" asked Jones.

"I should say he did get something!" replied Brown. "The poor

beggar is in the hospital. My wife thought it was me."

If you want to get stung by a Rattler—buy a used Flivver.

To succeed today one must exceed yesterday.

Breaking a bad habit is making a good one.

Worry is a sin which soon becomes a habit.

BAY STATE DURUM WHEAT SEMOLINA

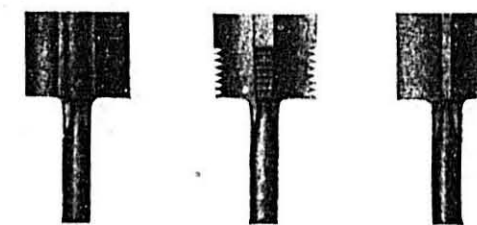
QUALITY
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MANUFACTURERS OF
DURUM FLOUR
DAILY CAPACITY 1000 BARRELS

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MOULDS SPECIALISTS

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

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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.

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MID-WEST BOX COMPANY

Look
for the
trademark.



Use
TRIPLE TAPE
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CORRUGATED FIBRE BOARD BOXES

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

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WE OPERATE OUR OWN BOXBOARD AND STRAWBOARD MILLS

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.

Concordia Macaroni

Boil required amount of macaroni or spaghetti in salted water. Prepare one-half pint thick white sauce and add one-half teaspoon paprika, pinch of cayenne and one cup of cooked smoked ham that has been put through the food chopper. Put a layer of macaroni in a buttered cooking dish, cover liberally with sauce, add thin layer of ham, and so proceed till dish is full. Cover with buttered bread crumbs or grated cheese and brown.

Fried Noodles

One-fourth pound of bacon or a little butter.

2 cups boiled egg noodles. Fry bacon until crisp; remove from pan and fry noodles in the bacon fat. Serve with bacon.

Creamed Cheese Noodles

- 2 cups boiled egg noodles.
- 1 cup milk.
- 1 tablespoon flour.
- 1 tablespoon butter.
- Pinch salt.
- 1 cup grated cheese.

Melt butter, adding flour and stirring to a paste. Then add milk and cook until creamy, stirring in the boiled noodles. When thoroughly heated, remove from fire and add grated cheese.

Noodles and Tomatoes

One-half can tomatoes.
1 pound of steak or more, chopped fine.
4 or 5 good sized onions, chopped fine.
Cook together until tender, then add two cups of egg noodles (after having been boiled). Cook 5 to 10 minutes, seasoning to taste with salt, pepper and about a tablespoon of butter.

For Sale

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

Inquire for rates—

NEW MACARONI JOURNAL.

Patents and Trade Marks

Macaroni Making Machine

Patent No. 1,378,662 granted May 17, 1921, to Antonio di Domenica of Philadelphia on a machine for making macaroni, etc. Papers in the claim were filed Jan. 10, 1920, and were assigned Serial No. 350,516.

The official description follows: "A machine of the character stated, comprising in combination, a frame work, a trough therein, a removable apertured floor for said trough, a plunger within said trough, means for actuating said plunger, a plurality of cores for said apertured floor, each of which comprises a body portion extending between two of the above mentioned floor apertures, has its ends bent at substantially right angles and positioned axially within a pair of apertures, means for elevating said plunger, and means below said trough for receiving and supporting material expressed therefrom in loop-like form."

Trade Marks Registered May-June, 1921
June 7

No. 143,630—Macaroni, etc.—Guyer & Calkins Co., Freeport, Ill. "GOLD CHORD". Claims use since Jan. 10, 1902.

No. 143,761—Tomato Spaghetti Sauce—Umberto John Baccarino, Fort Lee.

N. J. "U. J. B!" Each letter being upon the respective leaves of a shamrock, which is within concentric circles, the outer one being red and inner circle being green.

Claims use since Sept. 20, 1920.

Trade Marks Published May-June, 1921
May 24

Ser. No. 125,022—Macaroni, Spaghetti, Vermicelli, Noodles, etc.—The Rainey-Davis Mercantile Co., Kansas City, Kan. "SANTA FE" upon the horizontal arm of a black cross which is enclosed within a black circle, and the representation of an Indian woman standing and leaning against the design. A piece of pottery is represented as standing at the other side of said design.

Claims use since April 1, 1916.

June 7

Ser. No. 138,670—Spaghetti—G. G. Cornwell & Son, Inc., Washington, D. C. "ITALIA" printed, in part, over the representation of a five-pointed star.

Claims use since December, 1919.

Ser. No. 130,665—Macaroni, Spaghetti, Noodles, etc.—A. Engelhard & Sons Company, Louisville, Ky. "THE NAME ENGELHARD MEANS GOOD FOOD" in an oval. No claim is made to the words "The name means good food" apart from the mark shown.

Claims use since March 1, 1902.

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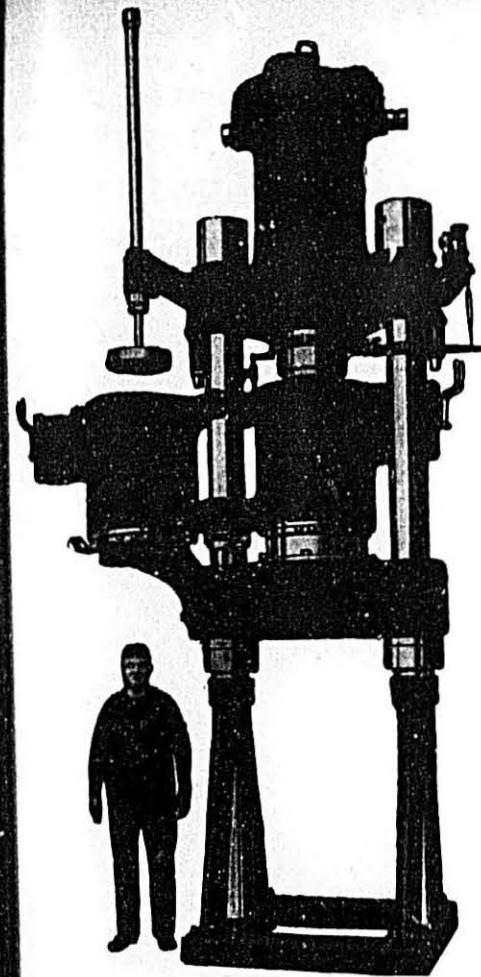
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PATENT ATTORNEY

918 F. Street Washington, D. C.



John J. Cavagnaro

Engineer and Machinist

Harrison, N. J.

U. S. A.

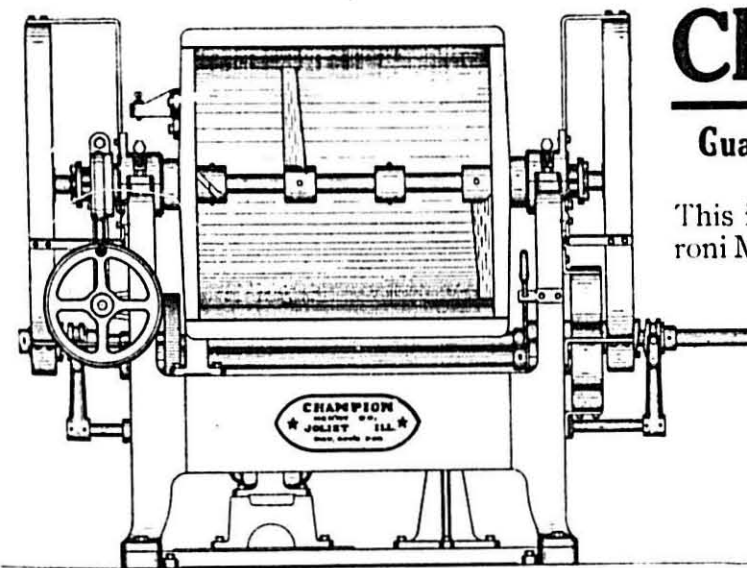
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Champion Mixer

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.

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JOLIET, ILL.



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Durum
Patents

Pillsbury's Durum Products

Leading macaroni manufacturers endorse Pillsbury's Durum Products.

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

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

If you want durum flours and semolinas which will always be uniform ask the Pillsbury man, or get in touch with our nearest branch.

Pillsbury's Semolina No. 2

Pillsbury's Medium Semolina

Pillsbury's Semolina No. 3

Pillsbury's Durum Fancy Patent

Pillsbury's Durum Flours

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

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

Pillsbury Flour Mills Company

Minneapolis, Minn.

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