

**THE NEW
MACARONI
JOURNAL**

Vol. 3, No. 6

**October 15,
1921**

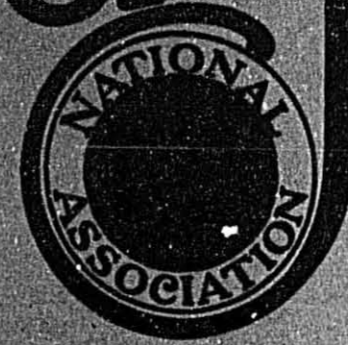
The New
Macaroni Journal

Minneapolis, Minn.

October 15, 1921

Volume III

Number 6



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



American Red Cross
in the service of those who suffer

ENROLL ANEW AS A MEMBER OF THE AMERICAN RED CROSS DURING ITS MEMBERSHIP DRIVE NEXT MONTH. ITS PEACE TIME WORK IS AS BENEFICIAL TO HUMANITY AS WERE ITS WONDROUS PERFORMANCES DURING THE WAR.

For Safety - For Economy - Use Fibre

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.

Use this Case to Save on Freight

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!

BAY STATE DURUM WHEAT

S E M O L I N A
AMBER COLOR
GLUTINOUS
CLEAN

OUR MILLING
MAKES EVEN
GRANULATION

WRITE TODAY FOR SAMPLES AND PRICES.

BAY STATE MILLING CO.

MANUFACTURERS OF

**RYE & DURUM FLOUR
HARD SPRING WHEAT**

DAILY CAPACITY 8000 BARRELS

WINONA, MINNESOTA



MOULDS SPECIALISTS

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

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

Specialists in Copper Moulds

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

Work done in American, Italian or French style.

Repairing done at reasonable prices.

International Macaroni Moulds Co.

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



The Power of Color Makes Sales and Profits

The power of color is brought to full development here at Color-Printing Headquarters. Packages are made entirely fit for their purpose. They instantly indicate the contents and do it in a way that invites ownership. Character! That's the word that describes them. That on the outside denotes the same on the inside. Come here for your

CARTONS, LABELS WINDOW DISPLAYS POSTERS

and get fine design, unerring choice of color, and craftsmanship that leaves nothing to be desired. It is true that we make the most packages. That indicates growth through merit. The quantity you may need is not material. We invite large orders or small ones. All have the same close attention and the price is made right.

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

IF experience counts, in manufacturing any useful object in the world, when we come to investigate the Modern Macaroni Moulds Mfg. Co. we will find there the real experienced directors, whose ancestors had them study die-making for 15 years just because they made macaronis for a short time like 50 years in Italy. In fact they are the only die-makers who covered the entire standard of 300 shapes of Macaronis feasible from bronze dies, and the harder the task the more it will suit them. Repairs that others couldn't do have served as proof of their skill to a great number of their customers, and it is exactly the way you shouldn't hesitate to do if you ever think of making better Macaronis.

Modern Macaroni Moulds Mfg. Co.
69 Jackson Ave. Long Island City, N. Y.

H&D Corrugated Fibre Board Shipping Boxes



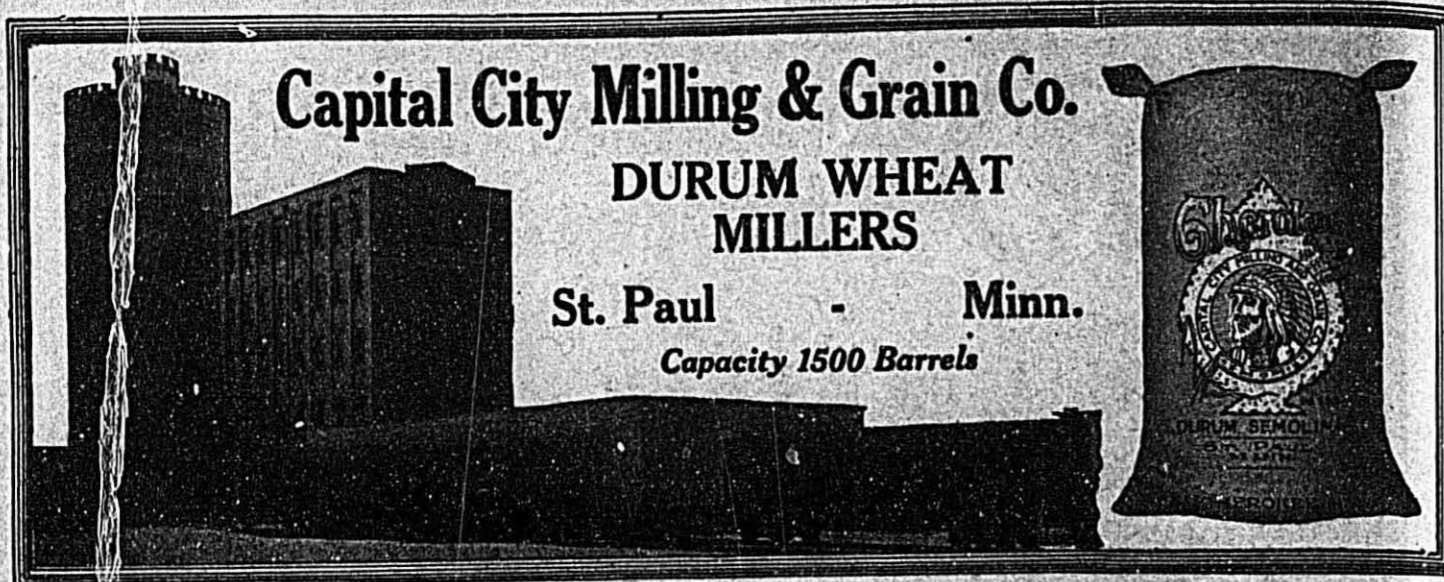
ON crowded loading platforms or in swaying freight cars, in hustling terminals or on teeming wharves—in fact wherever shipping is handled, you will find these sturdy, strong containers safeguarding a thousand different products. Foodstuffs in glass or tins, fabrics, shoes, fixtures, instruments, soaps and fragile glassware are all more economically and safely packed in these better boxes.

Let us show you how satisfactorily your packing needs can be served with *Hinde and Dauch Corrugated Fibre Board Boxes and Auxiliary Materials*. Send us collect, a typical sample shipment of your products, and our special service department will return them to you prepaid, packed in snug-fitting H & D Corrugated Fibre Board. This is absolutely free as a means of demonstration and places you under no obligation. Our well illustrated 40 page booklet, "How to Pack It," full of information of value to all shippers, will be mailed you on request.



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

Toronto, King Street Subway and Hanna Avenue



Capital City Milling & Grain Co.
DURUM WHEAT MILLERS
 St. Paul - Minn.
Capacity 1500 Barrels

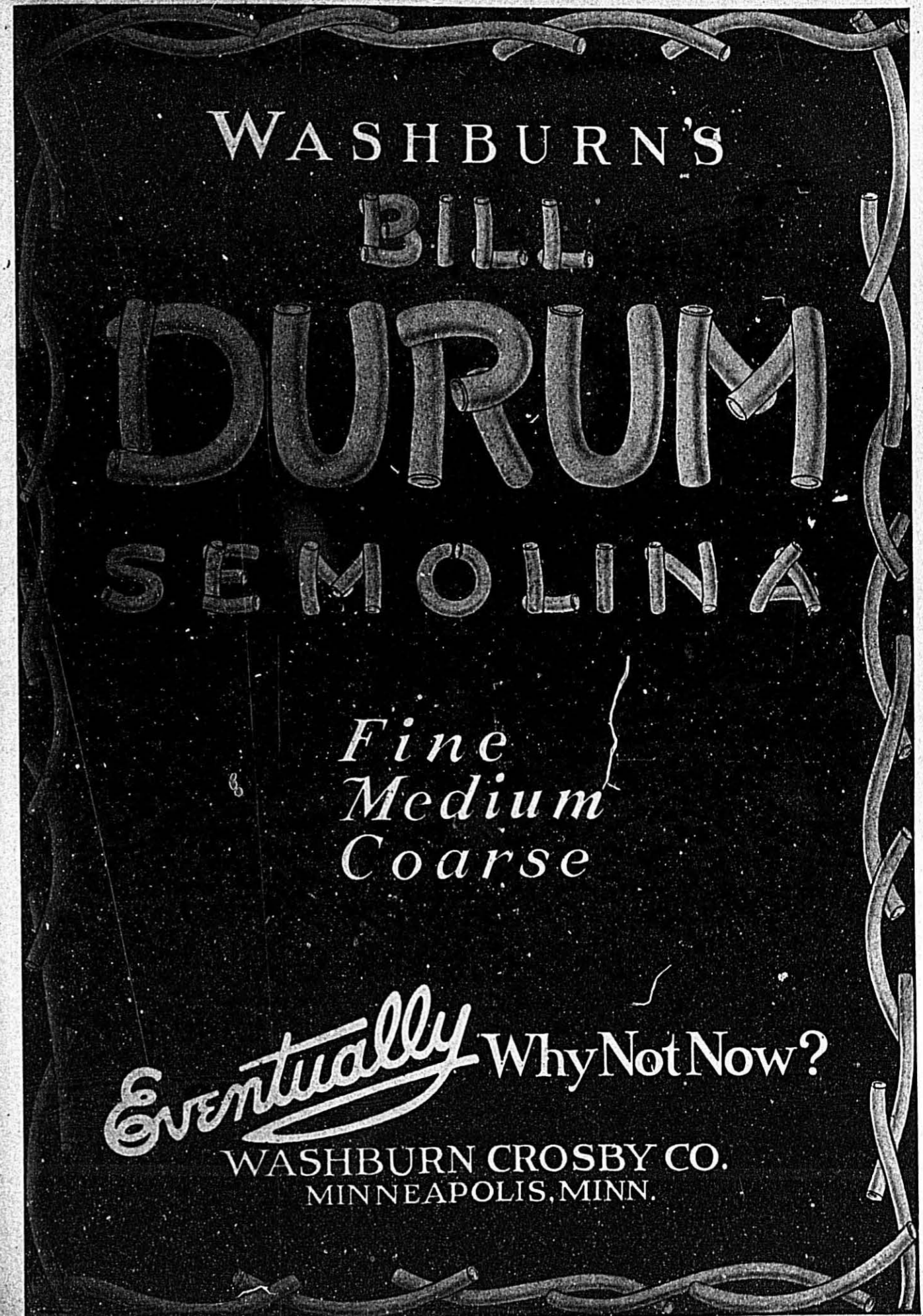
**SEMOLINA and
 FANCY PATENT FLOUR**

from
DURUM WHEAT

*Quality
 Guaranteed*

*Ask for Samples
 and Delivered Prices*

Capital City Milling & Grain Company
 ST. PAUL, MINNESOTA



**WASHBURN'S
 BILL
 DURUM
 SEMOLINA**

*Fine
 Medium
 Coarse*

Eventually Why Not Now?
 WASHBURN CROSBY CO.
 MINNEAPOLIS, MINN.

USE DURUM SEMOLINAS

For Macaroni and Noodles

Unequaled in Color and Strength



YERXA, ANDREWS & THURSTON
 MINNEAPOLIS, MINN.

MACARONI JOURNAL

Weights and Profits

Whether Alimentary Pastes are sold in bulk or in packages, the question of accurate weights is one on which profits depend. Manufacturers have been known to spend much time, even hiring expert accountants, to discover leaks that have proved detrimental to their business, without even suspicion that some of this loss may be traceable to inaccurate weights.

Taking a barrel of semolina, adding to it water in sufficient quantities, molding the dough into required shapes and then extracting the excessive moisture by any one of several well known drying processes should result in at least 200 pounds of the finished product. On this point there is some diversity of opinions but all are agreed that a quantity of paste at least equal to the amount of raw material used should be obtained, if waste has been reduced to a minimum.

As a basis for argument, let us suppose that a manufacturer produces 200 pounds of macaroni from a barrel of semolina. Here is where the loss starts in many plants. How many manufacturers can measure out 200 pounds of finished product to their trade for every barrel of raw material used? For every one that can do so you will find several that miss the mark alarmingly.

The Alimentary Paste Industry naturally divides itself into two groups, each with its peculiar problems and worries. The bulk goods man, because he measures in large units and reduces his chances of error, comes nearest to getting pay for every ounce produced. The package goods producer, however, is not nearly so fortunate since he has to depend so largely on the accuracy of his machines and the reliability and the interestedness of his employees.

Dependable scales are the first requisite, whether the goods be sold in large or in small quantities. Too much care can not be used in the selection of his scales. Complicated contraptions, or those that require frequent adjustments, should be scrupulously avoided. Even those depending too much on the whims of the operator should be taboo, as the tendency of all employees is to follow the lines of least worry and little resistance.

Macaroni manufacturers are particularly fair in the matter of weights and would rather give an extra ounce or two to each package than to ship out cartons under the specified weight. Therefore it is often found advisable to set the scale a little high rather than low and at the end of a day's run it is discovered that there are several hundred pounds of the product unaccounted for. This over weighing, while done in a spirit of fairness to the buyer, is not in the least fair to the manufacturer himself as it tends to increase his overhead and reduces profits on the goods manufactured.

The surprisingly few cases of underweight occasionally reported from different sections of the country testifies to

the honesty of macaroni manufacturers as a general rule. In fact, evidence usually brings out the fact that the shortage was unintentional and very much regretted by the firm involved, as it usually results from conditions over which it has little control.

Short weights are due, usually, to three well recognized causes: Faulty scales or careless weighing at the time goods are packed; excessive drying due to atmospheric conditions; or loss through breakage of the container due to rough handling or improper packing.

The producer can be blamed for the first cause only in most cases. To check this it is advised that the container be weighed in every case after the cartons have been tested and packed, thus ascertaining within a few ounces just what the excess or the shortage is, not in any one package but on the case.

Money is invested in a business with the sincere hope that it will bring back not only the original investment but a little in addition, known as profit. Loss through overweight is a leak that will slowly but surely drain the profits in any business but particularly in such lines where a slight variation means a big percentage of the whole. Taking an 8-ounce package of macaroni as an example (and macaroni is not easy food to weigh accurately), the addition of only one ounce, which is often hard to avoid, adds 12½ per cent to the amount of its contents. If this could be returned in the way of profits to the manufacturer he would be insured of a most successful business.

While overweight is regrettable and unbusinesslike, underweight is a crime. It tends not only to destroy the reputation of the well intentioned firm but it robs the ultimate consumer of that for which he innocently pays. Therefore, in order to stop up leaks of this kind that are sapping the very life of your plant, and to put a stop to this unintentional defrauding practiced when short weights are permitted, install only the most accurate scales, specially adapted to the particular work expected of them and, through frequent inspections on the part of the packing overseer, adjust them so that both buyer and seller will get just what is coming to them.

There are several good scales on the market and some built especially for the macaroni manufacturing trade. All have their points of advantage and some have serious defects. A scale that is appropriate for some kind of weighing is impractical for others. One will give exact weights of bulky materials while others are finely adjusted for the more delicate operations. Study the good points of each scale from the viewpoint of the particular work expected of it and then install the most suitable ones, only after thorough and exhaustive tests. The success or failure of your business may depend on the accuracy of your scales.

The automatic scale is particularly adapted for weighing

shortcut macaroni and no up to date plant engaged in the package business can afford to be without this handy weigher. But while the operation is automatic, the adjustments are not. These must be made frequently by skilled operators as upon their attentiveness depends the success of this particular department of the plant. While reliability in the scale is an essential element, reliability in the operator is equally important. Assign this important work only to those interested in the welfare of the plant. Don't blame the scale for the shortcomings of the operator.

Select scales that are fool proof, not affected by changes of levels of machinery vibrations, and scales that make ac-

curate weighing both easy and practical. The fewer the adjustable parts, consistent with accurate weights, the better. Accurate scales will help your business show a profit while inaccurate ones are a menace to prosperity.

Pack to suit the trade or the locality goods are to be sold in. Alimentary pastes intended for use in the higher altitudes will lose weight through loss of moisture content while those manufactured under ordinary conditions will absorb moisture and take on weight when the humidity increases.

In short, remember that accurate weighing adds to profits.

"Work" His Motto

When at the recent convention in Detroit we met David F. Jue, and learned from him that he has opened another factory in Chicago, which again demonstrates this young man's ability to grasp an opportunity when it presents itself.

A few years ago, after completing his school education, Mr. Jue established a wholesale produce business in Fresno, Calif. As a side line he sold the product of a Chinese noodle manufacturer which, packed under the Red Triangle brand and coupled with a liberal and judicious advertising campaign, soon outgrew the produce business to such an extent that Mr. Jue engaged in the manufacture of the noodles himself, opening a large factory for that purpose in San Francisco about two years ago.

On a trip to Chicago a year ago Mr. Jue, believing the people of the middle west enjoy noodles as well as those of the coast, decided to try his luck with a large State street department store buyer, in order to satisfy himself whether there really was a demand for this product. The first buyer he showed his samples to placed a fair sized order. This encouragement led to additional calls on other buyers, with the result that one day of work showed a net of six sales in seven calls.

This unusual demand for his product inspired Mr. Jue to open a branch factory in Chicago immediately and at the beginning of this year he negotiated for a site for the new factory which has been established, and which is considered one of the most complete and up to date factories in the country, in which factory equipped with the latest improved machinery and drying systems, driven by individual electric motors, together with all known safety

appliances and sanitary appurtenances, the efficient manufacture of Chinese noodles has now been brought to a higher standing than heretofore considered possible.

Mr. Jue owns and operates two factories and several retail stores, a wonderful achievement for a man only 23



years old, especially through the fact that he has built up every bit of this business through his own untiring diligence and inherent business ability. "Work" is Mr. Jue's motto; "Easy money doesn't interest me," says Mr. Jue, "I want to earn it."

Advertising History Proves Nothing Very "New Under Sun" True

While many are of the opinion that advertising is of recent origin a search into business methods of the past reveals the fact that some form of advertising was in use even among the ancients. It is true that advertising has reached its highest form and its greatest intensity in this age and that it developed more rapidly after the invention of printing in the 14th century.

The most common form of advertising used among the ancients may be

termed "Oral Advertising." For instance among the Greeks of old public criers were hired to announce sales, to urge people to visit leading theaters and to acquaint all with the advantages offered by the public baths.

In medieval times public criers went about enumerating the goods that certain people had for sale. Poster advertising originated with the Egyptians and Greeks.

During the civil war in England in 1642 the columns of the newspaper were first used to carry advertisements among them being a call to arms. The first book to carry a printed advertisement was one prepared by a noted English printer named Claxton, which contained a collection of recommendations for the guidance of clergymen in celebrating Easter.

What is reputed to be the first real advertisement ever printed in a newspaper appeared in "The Mercurius Politicus" in 1652. In 1657 a weekly newspaper devoted to advertising made its appearance in London. It was not until the 18th century that periodic advertising became a recognized medium. During the centuries since advertising was first attempted it has grown rapidly in popularity until today advantages are taken of every means and every opportunity to acquaint the consumers with the goods of the various commodities offered for sale.

A man was descending the stairs when he slipped on a banana peel. Upon getting up he noticed a stranger looking at him.

"Did you see me fall?" he asked the stranger.

"Sure," was the reply.

"Did you ever see me before?"

"No," replied the stranger.

"Then how did you know it was me?"

Case of Two Dozen Recommended

Bulk in Five, 10 and 25 Pound Cases of Macaroni and Similar Products—Uniformity in Size of Containers Sought for Practical and Economical Use—Standardization Committee Reports After Thorough Study—To Do Away With Present Melange of Weights for Outputs.

The opinions and wishes of wholesalers and retailers have always had an important bearing on the attitude of manufacturers in all matters pertaining to grades of materials offered and the manner in which their finished products are packed. They have often gone to great lengths to ascertain the views of this group and, therefore, they are naturally interested in the report of the standardization committee of the American Specialty Manufacturers association that has been studying for several years the important question of just what constitutes the most convenient and practical container for the various kinds of foods and other materials handled by its members. This committee has been in conference with manufacturers, wholesalers and retailers throughout the country and have carried on an exhaustive research into every angle of this momentous question through correspondence with leaders of various groups of manufacturers who distribute either nationally, sectionally or locally.

Two Recommendations

As a result of this study, the committee recommends what, in its opinion, is the most convenient and practical size of container to carry the different products under consideration. Alimentary paste products, including macaroni, spaghetti, vermicelli, noodles, etc., were given special attention by the committee of which Louis McDavid of Colgate and Company is chairman. The recommendations of this committee relative to size of containers for this foodstuff are as follows:

IN PACKAGES—MACARONI, SPAGHETTI, VERMICELLI, NOODLES, ETC., TWO DOZEN CARTONS TO THE CASE.

IN BULK—FIVE, TEN, AND TWENTY-FIVE POUND CASES.

The opinions of this special committee were referred to the economy conference committee of the National Wholesale Grocers association and to a similar committee of the National Retail Grocers association which not only approved them as a whole but recom-

mended and urged their adoption immediately for the best interests of all concerned.

Comments Tersely

Macaroni manufacturers particularly are interested in the viewpoints of the wholesalers and retailers as to just what constitutes the most acceptable and serviceable case or container. John W. Morey of the Morey Mercantile Co. of Denver, who is chairman of the economy conference committee of the National Wholesale Grocers association, tersely expresses the opinions of his organization in a letter of approval of the recommendations of the standardization committee when he says, in part:

In the writer's opinion, THE IMPORTANT THING IS TO HAVE A STANDARDIZED CASE USED BY ALL MANUFACTURERS OF A CERTAIN PRODUCT, rather than have some manufacturers adopt our particular suggested size while others do not. In other words, if the manufacturers of certain products could agree on a certain size case, even though this case were larger or smaller than the suggestions, which we, as wholesale grocers may make, it would be better than the present conditions.

However, in requesting the manufacturer to consider a standardized case from the wholesale grocer's viewpoint, we would appreciate consideration being given to the following:

1. All goods of similar size and kind to be packed the same number of units to the case, to avoid errors by jobbers in billing and shipping to customers.

2. Bear in mind parcel post regulations in regard to weights and sizes of all cases so as to avoid the necessity of special packing for parcel post shipments on the part of the jobbers.

3. That goods should be packed in a quantity that the average retail grocer can purchase a case at a time, thus avoiding the necessity of selling in less than case lots and re-packing in the jobbers' packing rooms.

4. The importance of having case of a size practical for handling from a warehouse and shipping point of view.

James Williams' Endorsement

James T. Williams, past president of the National Macaroni Manufacturers association, a director of the American Specialty Manufacturers association and chairman of the macaroni section

thereof, heartily endorses the adoption of a uniform size of containers of alimentary pastes as a real step forward by the industry, saying:

"The adoption of the recommendations of this uniformity committee on standardization of containers, would, I believe, not only be of great benefit to the jobbers, but would also be a great convenience as well as a money saving proposition to all macaroni manufacturers of the country."

The survey of the alimentary paste industry brought out many interesting facts concerning the sizes and shapes of containers used for these products and impressed the committee that in this industry there is a special need for standardization, particularly with reference to bulk goods. Macaroni and similar products in bulk are found packed in all sizes of containers carrying from 5 to 100 pounds, with a conglomeration of weights between these extremes. Some good reasons are advanced supporting each of the varied sizes used. For instance, the 22 pound box is considered practical by a certain class of trade because it conforms to the weight of the imported Italian macaroni container. The big consumers among this nationality look upon this as the proper weight and manufacturers in this country catering to this trade have been compelled to simulate this container in size and weight.

Case of Returnables

The 50 pounds, the 100 pounds or 200 pounds containers are usually returnable cases, in which bulk goods are supplied to local retailers, to large institutions such as hotels, restaurants, hospitals, schools and similar big quantity buyers. As these usually go direct from manufacturer to consumer or retailer, the standardization committee gave this group of containers little consideration, looking upon it more as a local than a general usage.

In recommending 5, 10 and 25 pound cases for bulk goods the committee struck a happy medium that should work little or no hardship to manufacturers and distributors. However, no reasons were given for adopting these particular sizes except that they ap-

peared most convenient and the ones most in favor with the trade. It is conceded that there will always be special orders and particular conditions which require the packing of special size cases, but these should be an exception rather than the rule and, so far as practical, the recommendations of the committee should be put into force.

Two Dozen Favored

The prevailing size of container for alimentary pastes in cartons or packages was found to be the 2 dozen case.

PRACTICALLY 85% OF THE INDUSTRY IS USING THIS SIZE, THOUGH NOT EXCLUSIVELY. Special sizes are packed to suit special orders. One manufacturer enjoying a profitable national distribution reported great success with his case carrying 4 dozen packages. After a trial of several years he is of the opinion that it has brought him an increased volume of business since each case ordered means just double. A few others compromised by adopting a 3 dozen case, but they are not over enthusiastic about this size, packing it only when demanded. Since the large percentage of trade is already packing a 2 dozen case, and as this is preferred by the wholesalers and retailers, the committee urgently requests that this be adopted as the standard container by the macaroni manufacturers throughout the country.

Uniformity in sizes of cases will cut down the overhead by reducing variety of sizes of containers to be carried in stock, and for the good of the macaroni industry in general manufacturers should as far as practical put into effect the recommendations of this unbiased committee that were prompted only by interests of all distributors in making known the results of its studied research along these important lines.

Fraudulent Containers

Congress is making an effort to do away by legislation with certain forms of fraud which have become so familiar that the public at large has almost ceased to take notice of them.

One of these is the bottle with a bottom so shaped as itself to occupy a large fraction, maybe as much as one third, of what ought to be space available for fluid contents. Olive oil bottles are usually made on that deceptive principle. Another is the bottle commonly used for cherries, strawberries or olives, which is made of extra thick glass, the latter incidentally serving to

magnify to the eye the individual fruits. Another is the "slack filled" carton, a term applied to a paper or pasteboard container, which, while actually holding the net weight of product declared on the label, looks as if its contents were much greater than they are in fact.

Spaghetti is commonly put up in these deceptive packages; likewise candy, which is sometimes packed in boxes with false bottoms. In some instances the contents are wrapped in extra heavy paper to help fill the cartons. Oatmeal, rice, macaroni, pepper, spices and other condiments "faked" in this way are on sale at every grocery, the object sought being to mislead the purchaser as to the quantity he gets for his money. When the law was made requiring that every container of food should declare on its label the net weight of its contents, an effective embargo on cheating was thought to have been established. Attempts to evade that regulation have been few, because too dangerous. But clever rogues soon saw a way to get around the obstacle thus placed in their path.

The whole idea of the "fake" bottle and "slack filled" carton is based upon the fact that the average purchaser does not take the trouble to examine the weight statement on the label. He—it is usually she, of course—judges the quantity of the contents by the looks of the package. She thinks in quantity rather than in terms of weight, and so is deceived.

Cheats of this kind have multiplied enormously the last few years. Canned tomatoes and certain other tinned foods often contain an excess of water or other liquid, increasing their cost to the consumer. Now Congress proposes to enforce the use of standard bottles and cartons, which, it is thought, will serve to remedy the mischief.—Philadelphia Morning Ledger.

Portuguese Wheat Requirements

As Portugal does not raise enough wheat to satisfy the needs of its inhabitants, it is obliged to import considerable quantities to supply the deficiency. It is estimated that for the present year some 200,000 tons of imported wheat will be required to keep the prices of flour and bread down to the lowest minimum the government has for some time assumed control of the wheat and flour trade, and has from

time to time made various regulations to enable it better to control the sale and distribution of flour and bread. Flour mills are subject to a table of proportions in the milling of grain, and bakers are restricted to the making of certain types of bread, prices and distribution of which are regulated by a government decree.

Advice to Ad Writers

When you have written an advertisement, read it over again, and then ask yourself:

- Is it true?
- Does it ring with sincerity?
- Does it "knock" or even slur?
- Has it too much novelty?
- Is the language too flowery?
- Is it grammatical?
- Is the wording as direct and simple as it should be?
- Does each word best express the meaning I want to convey?
- Can any part of my text be misunderstood?
- Are the punctuation and spelling correct?
- Is there too much copy for the space?
- Will my text of 25 words or fewer make the reader think of a 100?
- Does the illustration link up with the text?
- Does it tell a story?
- Does my "ad" as a whole have the atmosphere of the goods advertised?
- Will it get my message across?
- Will the type setup and the general layout permit the text to be read easily?
- Will the "ad" appeal directly to the audience I want it to reach?
- In gaging the sales value of the text, have I put myself in the reader's place?
- Will it sell the goods?—Publicity.

RUNNING ON DOG TIME

A Georgia politician is quoted as having contributed the following jest:

"One day," said he, "I was waiting for a train. One hour, two hours, three hours passed, but no train. Just as I was about to make arrangements for a vehicle to drive me to the next town, the station agent said: 'I wouldn't go to that trouble, sir. That train will be along soon now.'

"What makes you think so?" "Well," he said, "I'm pretty certain it will. Here comes the conductor's dog now."—Monthly Bulletin Union Pacific System.

MACARONI DRYING MACHINES

Are in use all over the country
Time of drying optional to the operator

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.

Uniform Cost Accounting Legal

But There Is Narrow Line That Must Not Be Crossed, Cites Commission Chairman—When Scientific and Accurate All Right, If Not Used for Ulterior Purposes—Improvement in Model Methods Would Assist Federal Body, But Individual Must Fix Own Cost and Margin.

Through the personal efforts of E. W. McCullough, manager of the fabricated production department of The Chamber of Commerce of the United States, a great deal has been accomplished and much progress made toward development of uniform cost accounting systems within the various industries operating in this country.

Much information has been obtained concerning 70 or more different forms of uniform cost accounting systems now in use among the trade associations so far investigated.

Federal Body Queried

The efforts of this department to ascertain from the government just how far trade associations are permitted to go in the development of their uniform cost accounting systems will be appreciated by the trade associations using or planning to use a system of this kind. This matter was recently placed before the federal trade commission by Mr. McCullough who inquired from that body, "How far may a trade association go in a uniform cost accounting system?"

"We refer to a standard plan or methods which may be developed and used by the producers of a certain line whereby they figure their costs by the same rules, including in them the same elements, and differing only in results because of the variance in size of plants, equipment and local conditions—uniform as to fundamentals.

"Is there any reason why such a system may not be developed and used lawfully by an industry? Again, if conversion costs only be dealt with, is there any legal bar to the collective study of costs by the members of an industry using such a uniform cost system?"

Commission's Interest Aroused

Trade association members have long realized the importance of cost accounting information, and some of them have attempted to deal with the problem from an educational viewpoint; but apparently not all of them have restricted their activities to the educational angle, and so have aroused

criticism by the Federal Trade Commission and the department of justice. This has checked the efforts of others who were innocent of wrong doing.

It was to clarify the situation that Mr. McCullough wrote recently to Nelson P. Gaskill, acting chairman of the commission, asking for his opinion regarding uniform cost accounting as used by the producers of a certain line whereby they figured their cost under the same rules, including in them the same elements, and differing only in results, because of variance in the size of plants, equipment, efficiency and local conditions. Such a standard plan would be uniform as to fundamentals.

In reply Mr. Gaskill said: "There has been much misunderstanding and unfortunately not a little misrepresentation of the attitude of this commission on the subject of uniform methods of cost accounting. In fact, it seems to be difficult to get even for the most carefully worded statement, a proper appreciation of the commission's position, yet it is really very simple, namely, that it is strongly in favor of such work, provided it is done scientifically and accurately and is not used for ulterior purposes in violation of the law.

Proper Methods as Models

"No governmental agency in this country, except possibly the treasury department, has had so much occasion to observe the existing defects in cost accounting methods, but the commission is glad to record its opinion that there has been, on the whole, a considerable improvement in recent years. The work of this commission would be greatly facilitated by further improvement in cost accounting methods and also, in fact, by greater uniformity in methods, provided proper methods are chosen as the models.

"There has been a good deal of indifference and ignorance shown by individual companies regarding the methods of ascertaining costs. Accurate cost finding in some cases, however, appears to involve an expense that some business men regard as greater than the benefits, while in some industries the technical or theoretical

difficulties in getting accurate costs are no doubt very great.

"As long as the principles of cost accounting are sound and the methods used are adapted to get accuracy of individual results, and provided that the results are not used directly or indirectly for ulterior purposes of an illegal character, the Federal Trade Commission is in favor of the study and development of uniform cost accounting by trade associations, or otherwise.

Restraint of Trade Possible

"There is evidently nothing illegal in such a practice, but it is always well to remember that, though innocent in itself, it has sometimes been perverted to serve the ends of collusive price control, and, when it is so used, no matter whether directly or indirectly, the restraint of trade is involved.

"With respect to uniform methods of determining conversion costs the same principles and conclusions would also apply."

In elaborating this statement, Mr. Gaskill wrote further a little later "Stated in another way, the conception of the commission is that the efforts of a trade association to educate the individual business are proper. But that any subsequent effort of the association to reduce the individual costs to an average or uniform cost basis and to procure the use of the group standard as a basis of price making by each of the individuals in the group is improper. The individual must fix his own cost and his own margin. The group may not attempt to substitute a group average or standard either of cost or margin for the individual's figures without being in peril of becoming an unlawful combination.

Where Violation Creeps In

"Applying this statement to your interpretation of our letter of the 25th it may be said that for a trade association to set up and induce the use by its members of a scientific and accurate plan of cost accounting is not only legal but highly beneficial to the individual members of the association. The

**When You Want Quality
and Service**

Buy

NOMCO

Durum Products

*Farina
Semolina
Flour*

Write or wire for samples and quotations.

Dodge-Hooker Mills
Wausau, Wisconsin

use of this legal and highly beneficial information by each individual in establishing his own margin is entirely proper. If thereafter the association attempts to induce its members to disregard their own varying figures and use a common average or uniform figure of cost or margin or both it has departed from its proper position of instructor and may easily take on the appearance of a price fixing combination in restraint of trade or in suppression of competition.

"How far the association can lawfully go in acting as the medium of exchange of cost data among its members can be determined only after the decision by the United States supreme court in the pending action against the American Columbian Lumber company, et al., in which this question is involved.

"In such an expression as this, nothing is 'condemned' by the commission. The commission renders judgment only after the trial of an issue of fact upon a complaint, after hearing. Such letters as this are advisory only, suggestions and nothing more, written in the hope that they may be helpful."

Must Avoid Price Fixing

Commenting on this correspondence, Mr. McCullough says: "Believing that the chief function of a trade organization is the education of its members along proper lines, it is apparent that there is no bar, legal or otherwise, to its promoting cost accounting among its members within the restrictions mentioned in the correspondence. But I can not too strongly emphasize what is also pointed out as to using this valuable information in a way which is clearly unobjectionable."

Only when cost accounting is used for "ulterior purposes," such as finding averages or otherwise being made the basis of price fixing, is it illegal.

Free Food for Hungry

New York's workless and penniless are singing the praises of their newest and most beloved benefactor, a restaurant owner, who advertises: "All the beans or spaghetti you can eat for 15 cents, and all the coffee you can drink for five cents. It's hell to be broke; if you're hungry come in anyway." The proprietor believes the idea is a great success. "There are few who haven't 15 cents," he said, "and those who haven't make good walking advertisements."

WANAMAKER "CURE"

Famous Merchant's Prescription for Business Conditions Thrills With Warm Optimism—Build, Rebuild, Buy, Sell, Advertise, Put Every Facility to Work to Make Country Prosperous.

While many business men and manufacturers are discouraged over business conditions and still skeptical about what the near future has in store for them John Wanamaker of Philadelphia, recognized "merchant prince" of America, is very optimistic and feels that the "depression" is only in the minds of the less brave. In a statement given out the latter part of September he says:

"I have more faith in America today and more expectation of the future than at any time in my 60 years in business life. In our store we are expanding.

"There will be plenty of work if we all show our faith. It is a mistake to hold back. We should make needed improvements, build and rebuild, buy and sell, putting to work our money, energy, brains—everything we have—to make the country prosperous.

"Instead of curtailing advertising our stores are enlarging it. Instead of standing pat we are making improvements, which gives work to many mechanics both day and night. We mean to be ready for the good times, just ahead.

"France, Germany and England, hit harder by war than we, are putting us to shame by taking off their coats and getting to work. Money must come out of its hiding places in banks and in homes and get to work."

If a similar feeling could be made to pervade the entire business interests of the country how soon would the cloud of despair be dispelled! The "Wanamaker cure" is at least worth a trial with the assurance that it could do nothing more than to lend confidence to business and give employment that President Harding and Secretary Herbert Hoover are trying to encourage through study of general conditions.

Italian Wheat Products Export

The consulting committee for imports and exports of the Ministry of Finance has announced that as a result of the free trade policy on wheat it will no longer be required of im-

porters of this commodity engaged in various refining processes who eventually export the grain as flour or some other product to pledge any security guaranteeing this procedure. These bonds were formerly demanded from refiners in order that the government, knowing what the country's needs were, could determine what part of the wheat imported was for internal consumption and what part for refining and export being guided accordingly in its purchasing.

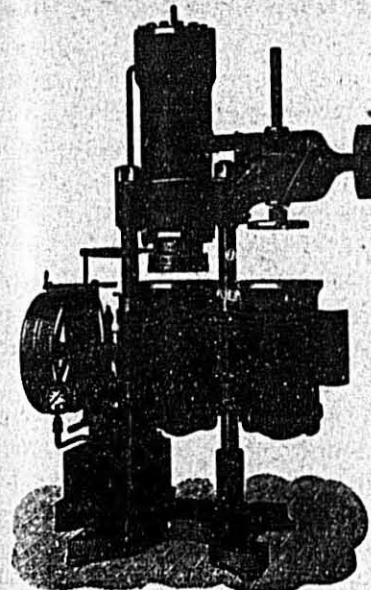
Governmental supervision of the exportation of flour and other wheat products still continues to some extent in order that a proper ratio between imports for domestic consumption and imports for ultimate exportation may be maintained, thus assuring a supply equal to the demand as well as a fairly constant retail price.

Kill Weevil by Fumigation

A combination of carbon tetrachloride and carbon disulphite, which will comply with the rules and regulations regarding the use of such material for purposes of fumigation, is being worked out by entomologists at Minnesota University farm and is under trial in the Insurance Underwriters Laboratory in Chicago. A combination of 75 per cent of tetrachloride and 25 per cent of disulphite is proposed for a general gas attack on the granary weevil. Various official forces of Minnesota, including the state department of agriculture, the railroad and warehouse commission and the fire marshal, are cooperating with station men and the farm bureau to eradicate the weevil. Many new reports of damage, some telling of the infestation of elevators, have been received at University farm.

National Candy Day, Oct. 8

Saturday, Oct. 8, was generally recognized as National Candy Day or, as it was most fittingly called, "The sweetest day of the year." Manufacturers and retailers combined in an extensive advertising campaign to bring about a general consumption of sweets, to include every person in the country. In the publicity campaign candy was lauded as being inexpensive and generally appreciated by everybody. All were urged to make candy gifts and to expect them on that day. As a result candy consumption unquestionably received a great impetus as the publicity was both thorough and convincing.



Presses
Screw and
Hydraulic

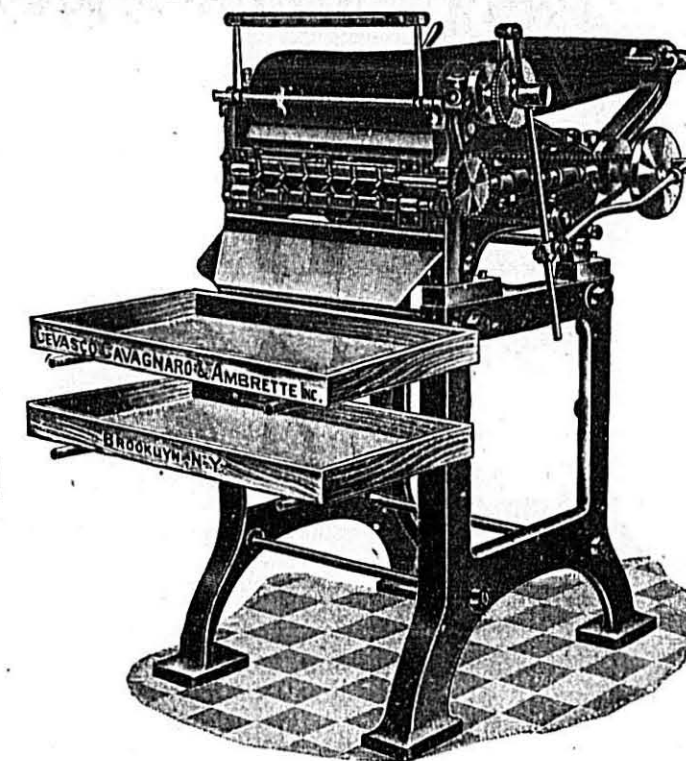
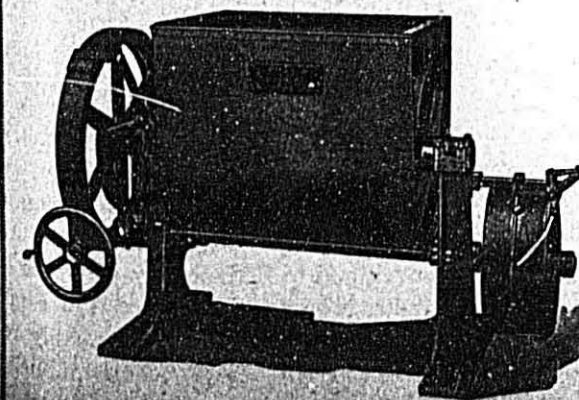
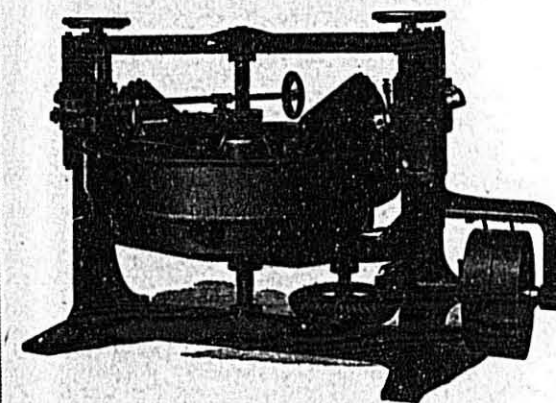
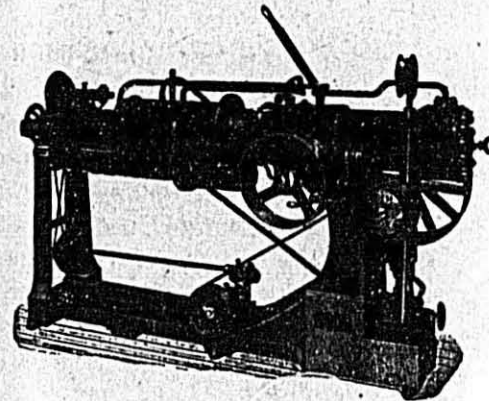
Kneaders

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.

UNIQUE RECIPE CONTEST

The macaroni recipe contest conducted jointly by the Denver Times and the Rocky Mountain News during the early summer months had a most beneficial effect on the macaroni consumption in that section, in the opinion of P. F. Vagnino of the Denver Macaroni and Noodle Co., who took a prominent part in this contest.

Mr. Vagnino, who with his brother, A. S. Vagnino, are principal owners of the Denver Macaroni & Noodle Co., and of the American Beauty Macaroni Co., both of Denver, are recognized throughout their section as progressive manufacturers, ever alert for opportunities that will tend to increase the demand for their products. Thus, while P. F. Vagnino was attending the annual convention of the macaroni manufacturers at Detroit, his brother, A. S. Vagnino, promoted this novel contest at home.

Hundreds of recipes showing the various ways in which macaroni and spaghetti may be prepared as a food were submitted by the contestants from several states in that section. The committee selected to judge the recipes declared that the 12 winning entries were the best of their kind ever collected.

A peculiar feature of the result of this contest is that not one of the 12 winners was Italian or of Italian descent, so far as it is known by the judges. One winner was a girl of 13 years, who submitted an unusual concoction of a macaroni recipe known as "Italian Eggs."

The success of this contest in that section should encourage alimentary paste manufacturers to cooperate with the leading newspapers in their sections in the promotion of similar contests which serve the double purpose of increasing the interest in this food among housewives and furnishing them a variety of methods in which this healthy, body developing food may be prepared in a manner both appetizing and satisfying.

For the benefit of the macaroni manufacturers who may be interested in the results of this contest, we publish herewith the prize winning recipes in the hope that they may make use of any of them in their macaroni consumption promotion plan. Luncheon Macaroni was given the first prize and Macaroni a la Bologna was awarded the second prize. The other 10 prize winning recipes are given in order of their standing as decided upon by the judges.

Luncheon Macaroni

Break a third of a package of macaroni into inch lengths and boil in salted water until tender. Drain and prepare the following sauce. Fry a slice of smoked ham. Remove from the skillet and in the fat which remains cook to a delicate brown 3 pods of garlic and a medium size onion. Both onion and garlic should be chopped fine before cooking. Strain and rub through a sieve a quart can of tomatoes, season to taste with salt and pepper (no sugar). Cut a can of mushrooms into small pieces, also cut the fried ham into inch lengths. Now combine the various ingredients, the macaroni, the strained and seasoned tomatoes, the mushrooms, the ham, the garlic and onion and the fat in which they were cooked. Let all these come to a boil once and serve immediately. It is delicious.

Macaroni a la Bologna

Plunge macaroni (or spaghetti) into boiling salt water and cook until tender; drain (not too dry) and mix with the following sauce: Fourth pound of lean raw veal or fourth pound of round steak coarsely chopped. Two slices of bacon, fourth of an onion, half carrot, stalk of celery, half teaspoon flour, tablespoon butter, enough soup stock to keep moist. Chop bacon, onion, carrot and celery very fine, add chopped meat and cook in butter; when brown add the flour and keep moist with stock till thoroughly cooked. Two or 3 chopped chicken livers cooked with this add a nice flavor; or quarter pound of chopped mushrooms added just before the meat is done is also nice; or both liver and mushrooms may be used; fourth cup of cream may also be added when the sauce is cooked. Mix thoroughly with macaroni and sprinkle grated cheese over all. Parmesan cheese is best, but American cheese will

do. Season to taste. This quantity of sauce is abundant for one pound of macaroni.

Lima Bean Macaroni

Two cups cooked lima beans, two cups macaroni broken in small pieces, fourth pound fat salt pork or bacon, onions, 4 canned pimentos, 3 cups canned tomatoes, half teaspoon pepper, 2 teaspoons salt, boiling water. Cook macaroni in boiling salt water till tender. Fry salt pork which has been cut into cubes, add onions and pimentos which have been chopped into small pieces. To this add the tomatoes and cook, stirring often till about half the liquid has evaporated, and allow the mixture to brown slightly. Then add 2 cups of boiling water and the seasoning. Combine the beans and macaroni, place in a hot serving dish and pour the tomato mixture over all. Decorate with fresh sprays of parsley and serve very hot. This is very good with meat loaf. Dried beans may be used if soaked and cooked longer.

Macaroni and Onions

A most delicious dish is made from macaroni and onions in the following manner: Take large fair onions and boil in salt water until tender. Remove the hearts or centers. Place in a pan and bake dish. Have cooked a sufficient amount of macaroni to fill in the centers and between the onions. Season the macaroni with salt, pepper, butter and cream or milk. Place in the oven and bake until a very delicate brown. If preferred one may grate over this a little cheese.

Spaghetti and French Mushrooms

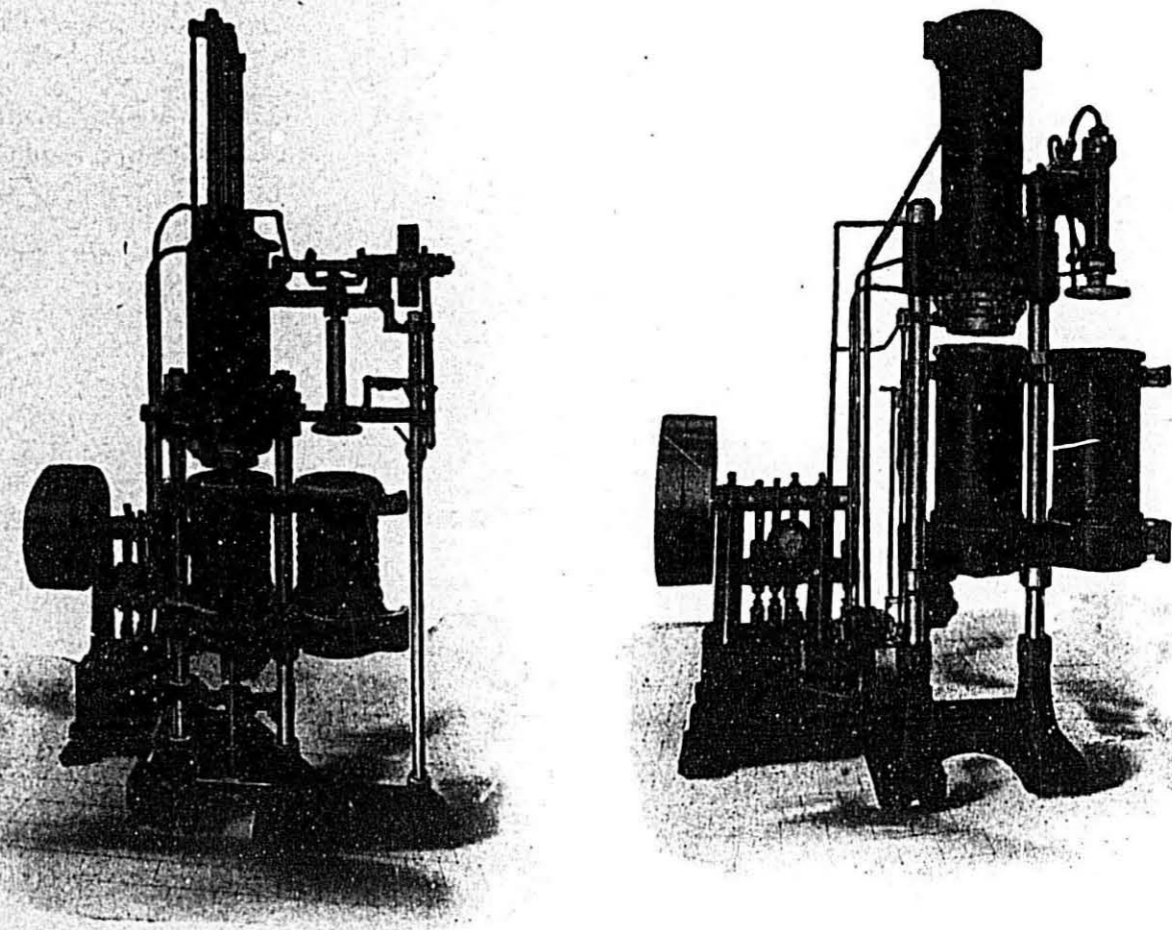
One pound Italian spaghetti, 1 can of tomatoes, 1 pound of fresh mushrooms or 1 can mushrooms, 1 pound yellow York state cheese, 2 green peppers, clove of garlic, 1 tablespoon salt, fourth pound butter. Boil the spaghetti 20 minutes, cut up cheese and mushrooms, chop peppers and garlic. Add butter. Mix all ingredients—put in baking dish and bake 1½ hours.

Italian Eggs

Two cups cooked macaroni, 5 hard boiled eggs, 2 cups milk, 3 tablespoons flour, 1 teaspoon salt, ½ teaspoon pepper, 2 tablespoons butter, fourth cup buttered crumbs. Make a white sauce of the milk, flour, salt, pepper and

SPEED—SAFETY—CLEANLINESS

Guaranteed to Users of
De Francisci Macaroni Machinery



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

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

Macaroni Machinery of all kinds

Made by

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

Manufacturers of Hydraulic and Screw Presses, Kneaders and Mixers.

butter. Put a layer of macaroni in a baking pan, a layer of sliced eggs and cover with white sauce. Sprinkle with buttered crumbs. Bake 20 minutes.

Macaroni de Estrella

Boil in salted water half pound of macaroni, 45 minutes, or until tender. Drain and blanch with cold water. Then turn macaroni into a well buttered casserole. Heat a cup and half of thin cream, and add to it a half cup of grated cheese. When partly melted pour over macaroni, and bake in oven 10 or 15 minutes; then take from oven and cut a large pimento into pieces to form a five point star. Arrange in the macaroni and serve at once.

Macaroni Salad

Cook 1 package of ready cut macaroni in salt water until tender. Drain and let cold water run over them, then drain again. Cut a good cream cheese in small cubes, also 2 or 3 red pimentos in small pieces. Then put macaroni, cheese and pimentos in bowl and mix up with salad dressing. Then serve on lettuce leaf. This is an excellent dressing: Three eggs, 1 cup vinegar, 1 scant cup sugar, 1 medicinal teaspoon dry mustard butter size of walnut, 1 teaspoon salt and juice of 2 lemons. Put vinegar and sugar and butter in double boiler. Heat, but do not boil. Beat eggs and mustard till very smooth. Stir this last mixture into vinegar. Stir until thick. When cool add salt and lemon juice. This dressing will keep for months in cool place. If vinegar is too strong, take part water and part vinegar. Makes a very pretty salad. To be eaten cold.

Spaghetti "Pudding"

One heaping cup cooked spaghetti or macaroni, 1 cup grated cheese, 1 cup bread crumbs, 1 tablespoon chopped parsley, 3 eggs beaten, 1 tablespoon grated onions, 1 green pepper, 1 red pepper. Pour over this 1 cup hot milk. Bake in long square pan till firm. Serve with creamed peas or tomato sauce.

Macaroni Royal

Take 2 cups of macaroni broken into pieces about one fourth inch in length. Boil in clear water about 20 minutes. Drain and wash once in cold water. Next take 2 medium sized onions, dice fine, put into frying pan with butter size of an egg and fry well done, adding a little hot water to keep onions

from browning. Then take 6 large, firm half ripe tomatoes (or ripe if preferred) open at top and take out centers. Add this tomato pulp to onions. Now mix in macaroni, salt to taste and add dash of chili powder. Take from fire and mix in well two tablespoons of grated cheese. Now fill your tomato hulls with the macaroni. Place strips of cheese over each tomato and sprinkle with paprika. Set in shallow pan and bake in moderate oven 30 minutes or longer, according to size. (A little water in pan will cook tomatoes more evenly and avoid sticking.) Serve hot.

Oysters and Macaroni

One pint oysters, three fourths cup macaroni broken in 1 inch pieces, half cup buttered crumbs, fourth cup butter. Cook macaroni in boiling salted water until soft, drain and rinse with cold water. Put a layer in bottom of a buttered baking dish, cover with half of oysters, sprinkle with salt and pepper, dredge with flour and dot over with half of butter; repeat and cover with buttered crumbs. Bake 20 minutes in a hot oven.

Luncheon Macaroni

Half package broken macaroni cooked with a medium sized minced onion in boiling salted water until tender. (I do not use a large quantity of water, but just enough—one quart water for one pint macaroni—so that when the macaroni is tender there is no water in the pan. Stir occasionally with a fork to keep from sticking.) When tender add 2 cups canned tomatoes, paprika to taste, a dash of cayenne, 1 rounded teaspoon flour stirred smooth in a little water and 2 generous teaspoons of butter. Cook for a few minutes, stirring well; then add two well beaten eggs and put into buttered baking dish. Cover top with buttered crumbs and a few stripes of bacon. Bake in medium hot oven until bacon is crisp and crumbs are brown. Bacon fryings might be substituted for the butter and the strips of bacon omitted and the same delicious flavor obtained.

Ripe and Dried Fig Blend

After 5 years experimental work a new process of treating figs has been discovered by J. C. Forkner of Fresno, Calif., according to the directors of the Forkner fig gardens. It is the hope of

the discoverers that the new process will revolutionize the industry and insure the consumer a more tasty, appetizing and nutritious combination, sure to please. Under the new process it is possible to blend fresh figs and dried figs so as to impart to the finished product the fine flavor of tree ripened fruit. The base of the blend is a jam made from the tree ripened fig and this, combined with the well known dried fig, gives to it a keeping quality that has heretofore, in its lack, been a source of big loss to dealers.

Perfect Package Month— November Selected for Railroad-Express Drive

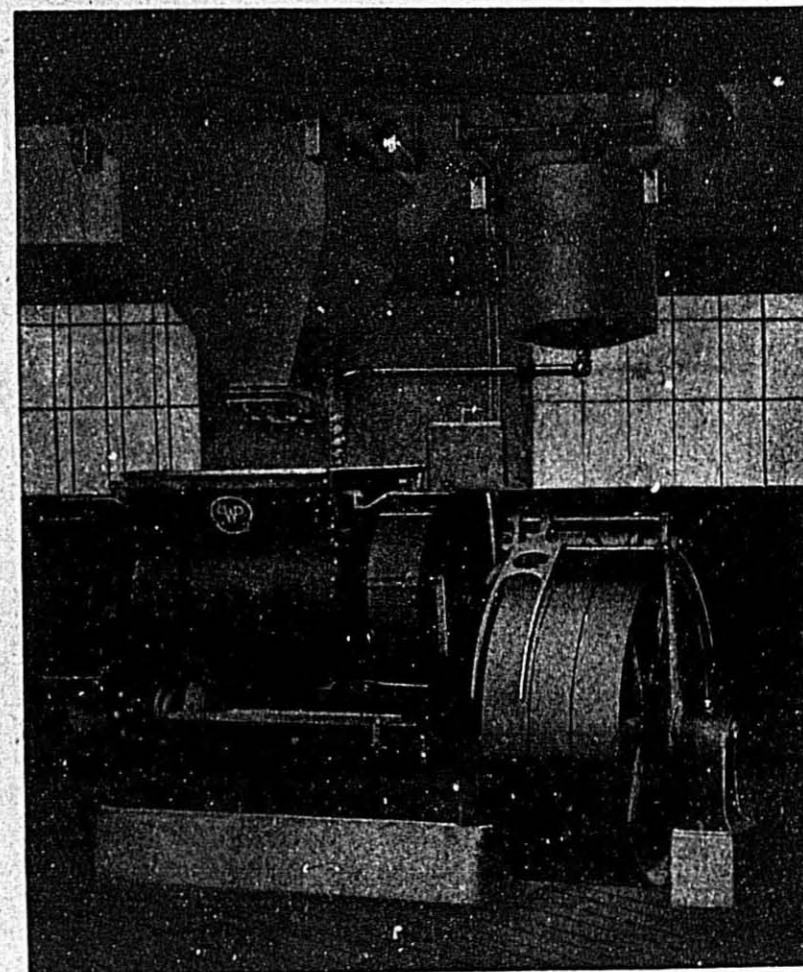
All trades and industries have been asked to cooperate in the "Perfect Package Movement" to be inaugurated by the railroads, steamship lines and express companies in the United States and Canada, in November, which has been designated as "Perfect Package Month."

The purpose of the movement is to stimulate public interest in good packing of shipments and to enable the carriers to improve the transportation service of the country. During November, an examination of all shipments sent by freight or express will be conducted to obtain information as to the best shipping methods carried out by the various trades and industries.

In every city and town the railroad and express people will form campaign committees to cooperate with local shippers associations in carrying out the plans announced for "Perfect Package Month." "Exception Reports" will be made out for all faulty shipments discovered and these reports will be sent to the shippers association for tabulation, to ascertain how high a percentage for "Perfect Package" the shippers of that city have attained.

Comparisons of the records made by the various cities in November will be announced at the conclusion of the drive. The entire working forces of the railroad and express carriers, comprising some 2,000,000 men, will aid in the movement. The railroads through the American Railway association composed of practically all of the railroads in the country are pushing the campaign as a means of raising the standard of the service, while the express agents are also getting ready to interest shippers in the undertaking.

BAKER-PERKINS



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 22 White Plains, N. Y.
Sole Sales Agents: WERNER & PFLEIDERER Machinery

Automatic Machinery for the Macaroni Trade

Twelve Points on Package Selection

Do You Know the Psychology of Containers?—Modern Business Iconoclasm Illustrated in Instances Where Manufacturer Does Differently From "Father"—How Appearance of Packages Makes or Breaks Business—Time to Launch Out Scientifically.

Professor R. B. Franken of New York university brought out some interesting facts in connection with the selection of the proper package for special products, in his address before the Manufacturing Perfumers association of New York. He named what were, in his opinion, the 12 most interesting points on package selection. He said in part:

The manufacturer formerly left the matter of package design almost entirely to his printer or boxmaker; anything would do. Consequently, many of the packages looked pretty much alike, and this often caused confusion.

Smiths' Whiskers

Sometimes the manufacturer insisted that his picture be put upon the package. Mennen's talcum powder and Smith Brothers' cough drops may be cited as examples. An advertising manager once said that to shave the whiskers off Smith brothers would be the most expensive shave in the history of civilization. Note the change in the Life Buoy soap package. They have recently taken the picture of the bewhiskered fisherman from it, and have simplified the design.

Why the manufacturer insisted on having his picture on the package is due largely to vanity. Every time we let our opinions run away with our better judgment, or our emotions overrule our reason, we pay the price in the costly school of experience. Business lacks imagination and is bound by tradition. Father did it that way, and we will continue to do it the same way.

One of 12 Successful

Mansterberg cites a case where the same brand of chocolate was packed in 12 different packages. Only one package was successful. Another package suggested tobacco rather than chocolate. Calkins cites a case of Briar Rose soap, sold in department stores for years. An artist redesigned the package and sales trebled.

To get a striking contrast between present day packages and those of former years, one needs but to compare Del Monte, Libby-McNeill, and glass jar packages with some of those on the

grocer's shelf. If you look at talcum powder packages you will note that most of the designs look pretty much alike. There are only two in the entire group that could be described to a person who had never seen the package so that he could enter a store and get the article described. These are Mavis, which might be described as a tall red box, and Jonteel, the black box with the green and red bird on it.

Competition Brought Improvement

The reason that package designs have been given thought recently is because competition makes you sit up and take notice. Every ounce of energy is needed to increase sales. Improving the display package is one way. If the right package increases sales only one hundredth of one per cent it is worth all the time and trouble it has caused in its selection. The value of the package increases with age, multiplies until it rivals the value of the trade mark. A large part of the firm's good will is based upon the package, insofar as it is the package the consumer is asked to recognize when he is confronted with it. The easier you make it for the customer to describe and remember your package and the more harmonious the blending between the atmosphere of the package and its contents, the better its memory and sales value will be.

The Twelve Points

According to Mr. Franken the 12 points to consider in selecting packages are:

1. **PRACTICABILITY.** Is it practical to pack the commodity in a carton? This depends upon the buying habits of the consumer.

2. **SHAPE.** The shape should be as familiar to the consumer as possible, yet not so familiar as to be commonplace nor too novel to be radical. The best possible shape of carton often depends upon the shape and size of the commodity and on the buying habits of the consumer. The gable top of the C. N. cleanser illustrates this point.

3. **SIZE.** As convenient as possible; also depending largely upon the size and shape of the commodity.

4. **COLOR.** The color should be appropriate to and suggestive of the contents of the carton. A hot color combination,

such as yellow and red, is appropriate for pepper and spices, whereas a cool combination, such as a light blue or light green, is appropriate for cold cream.

5. **DESIGN.** The design should be appropriate and suggestive of the commodity or its use. Sometimes it is preferable to show the commodity in use, as macaroni en casserole, toast on an electric toaster, canned heat being used.

6. **TYPE.** The type should be as legible as possible. Lower case is more legible than capitals. The color of the carton (background) also affects the legibility of the type.

7. **TRADE MARK.** The trade mark should be placed so that it will not destroy the balance or unity of the design.

8. **INDIVIDUALITY.** The carton should be made as distinctive as possible, so that it can readily be recognized and recalled. The memory value of different kinds of facts should be given consideration. Faces and figures, such as the Gold Dust Twins, are more easily remembered than initials, such as Q. R. S. Do not imitate competitors.

9. **RELATIONSHIP.** Show or suggest the relationship of the commodity contained in the carton to other products sold by the same concern. Do not have this relationship so closely resemble the other products that it will cause confusion to the consumer and to the dealer.

10. **DESCRIBABILITY.** The package should be designed so that it can be readily described to another person in directing him to buy the commodity; i. e., the package of macaroni with the picture of the casserole on it.

11. **DISPLAY VALUE.** How will the carton look on the shelf alongside of competitive cartons? Its design and color should invite handling and examination of its contents.

12. **ATMOSPHERE.** The carton should be agreeable to look at. There should be harmony and unity of all the factors that make for unity, shape, color, design and type. It should be suggestive of the goods it contains.

Keep Your Tank Full

An automobile will not run without a constant feeding of gas from the tank. A semioccasional squirt of gasoline would not get the car very far. Business is the same. It requires a constant feeding of publicity to enable it to run properly. An occasional squirt of advertising may make the business engine turn over a couple of times, but will not get the car out of the back yard.

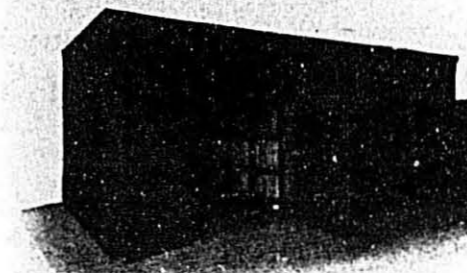
Save Time and Money

Using

BAROZZI'S DRYERS EQUIPMENT

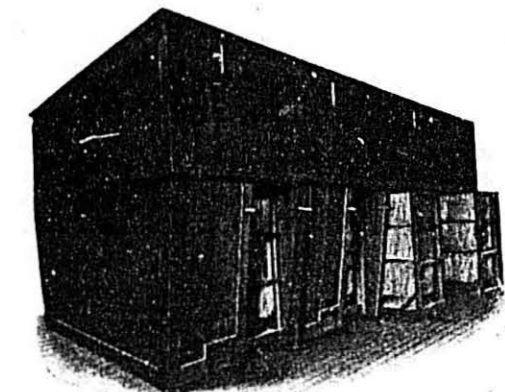
No Breakage

No Acidity



BAROZZI Preliminary Drier for Long Paste

Sanitary



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.

TEXAN MACARONI STORY

Lone Star State Newspaper Offers Essay on Growth of Macaroni Industry in United States and Means by Which Its Product May Compete Successfully Abroad With Native Goods—Scientific Management and Progress Needed.

The San Antonio macaroni factory of San Antonio, Tex., through its efficient and progressive manager, Max Abramchik, furnished to the readers of state in the columns of the San Antonio News an interesting account of the strides made by macaroni manufacturers in this country. The article, which is well prepared and full of convincing facts, is reproduced below:

Macaroni Industry

Attention is called to a new and rapidly growing industry in this country, namely the macaroni industry. Formerly this was an exclusive product of Italy, but is now manufactured extensively in the United States and other countries.

The manufacture of macaroni has always been of great importance to Italy, where it forms a large article of home consumption and from which country it was exported, previous to the world war, to all parts of the world. Millions of pounds were sent annually to the United States and the Italian manufacturer increased his capacity year by year and made handsome profits, principally selling his output in foreign markets.

Twenty odd years ago attempts were made through individual enterprises in the United States to manufacture macaroni products but the manufacturers failed to realize that macaroni can be made successfully only from a durum hard wheat. An analysis of more than 2 per cent nitrogen and a large percentage of gluten being required.

Immigrated to Northwest

Italy and Russia, around the Black sea, were known at that time as the only hard wheat growers for macaroni purposes in the world, which made the cost of raw materials prohibitive, due to the distant source of supply. Within recent years, however, cultivation of durum or macaroni wheat has assumed considerable importance in the United States, large amounts being raised in the northwest fields where other wheats do not thrive.

Durum wheat millers and the macaroni manufacturers are beginning to

realize the absolute need of close cooperation and the tendencies of the two industries now seem to be such that the industry as a whole may be expected to assume a national importance.

The need for American made products in all parts of the world is very great at the present time and will not for a long time be fully replaced by European production, with the result that in the macaroni industry a considerable number of the middle west factories are now enjoying a large export business, their plants being kept busy day and night to care for the demand, large quantities of this macaroni being shipped to England, Norway, Turkey, Armenia and Palestine.

Industry Improved

The export demand for American macaroni is rapidly increasing, but our foreign trade must continue to grow if our productive capacity is to be utilized economically, and with this in view during the past few years the macaroni industry has undergone conspicuous improvement. The laborious hand process of making macaroni, formerly employed everywhere, has been abandoned and expensive machinery patented by some of our most progressive manufacturers is quickly stemming the tide of imported macaroni and assisting us to place our product in the foreign field.

American made macaroni is now recognized as quality merchandise and a recent report shows that even Italian epicureans appreciate its good quality, as evidenced by the decision of the late Enrico Caruso, world renowned Italian tenor, who, on his last trip to Italy, took with him a supply of American made macaroni and spaghetti for his private chef to prepare for his table a la Caruso style.

Scientific Management

In regard to the important features in the scientific management of a macaroni plant the first essential is the positive and absolute control of all operations. A system must be devised whereby all work is done entirely according to orders from the planning department which, in turn, must outline an operating program to conform with the financial, sales and other requirements of the business.

Many a manufacturing plant has paid the final penalty during market irritations just because normalcy had

rocked it into a pleasant dream of extreme optimism.

Introduction of new ideas, by an old time manager, is often met with the same rebuke as if one were teaching a new religion, yet it is the maintenance of perpetual vigilance in the finding of possible defects which brings that immediate improvement which finally results in a proud financial statement.

American manufacturers in the past few years have been devoting considerable attention to the scientific and economical operations of their plants and with the assistance of up to date methods, together with careful consideration to quality of the product, American macaroni may be expected to find its way into all the markets of the world, competing successfully with that of the older manufacturers of Europe.

WHICH ARE YOU?

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

Not the sinner and saint, for 'tis well understood

The good are half bad and the bad are half good.

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

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

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

Who puts on vain airs is not counted a man;

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

Bring each man his laughter and each man his tears.

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

Are the people who lift and the people who lean.

Wherever you go you will find the world's masses

Are always divided into just these two classes.

And, oddly enough, you will find, too, I ween,

There is only one lifter to twenty who lean.

In what class are you? Are you easing the load

Of overtaxed lifters who toil down the road?

Or are you a leaner, who lets others bear

Your portion of labor and worry and care?

New Macaroni Journal

Cracker Baker

O. K.

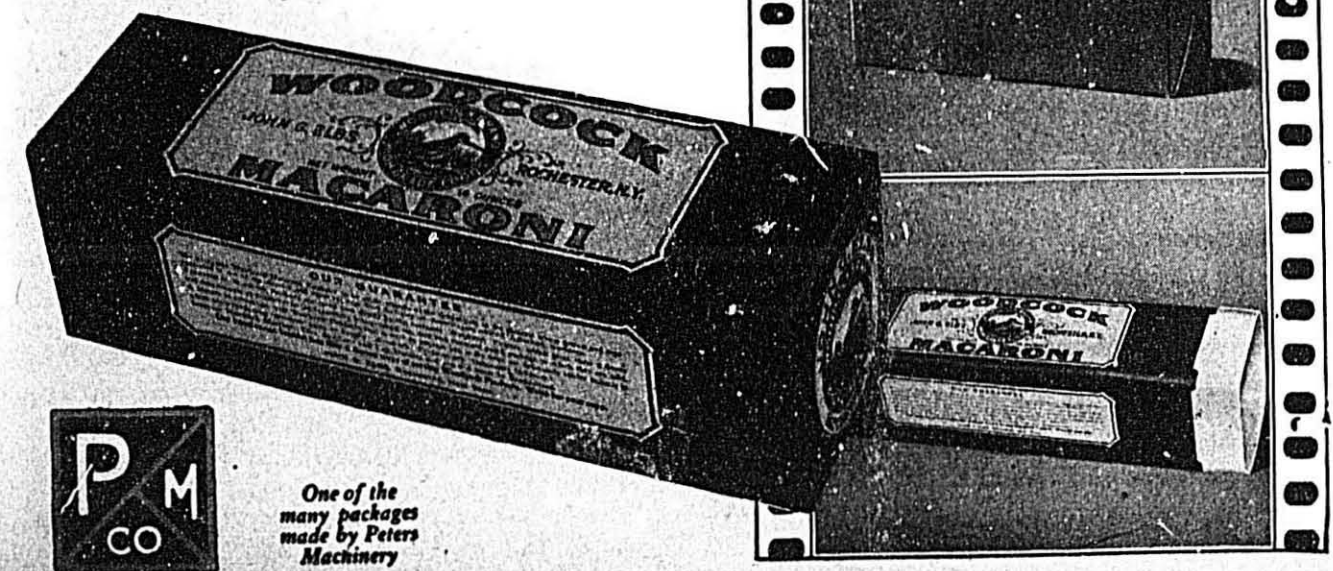
5138 7 x 10 inches

*With Cinema Precision
Your Product Can Be*

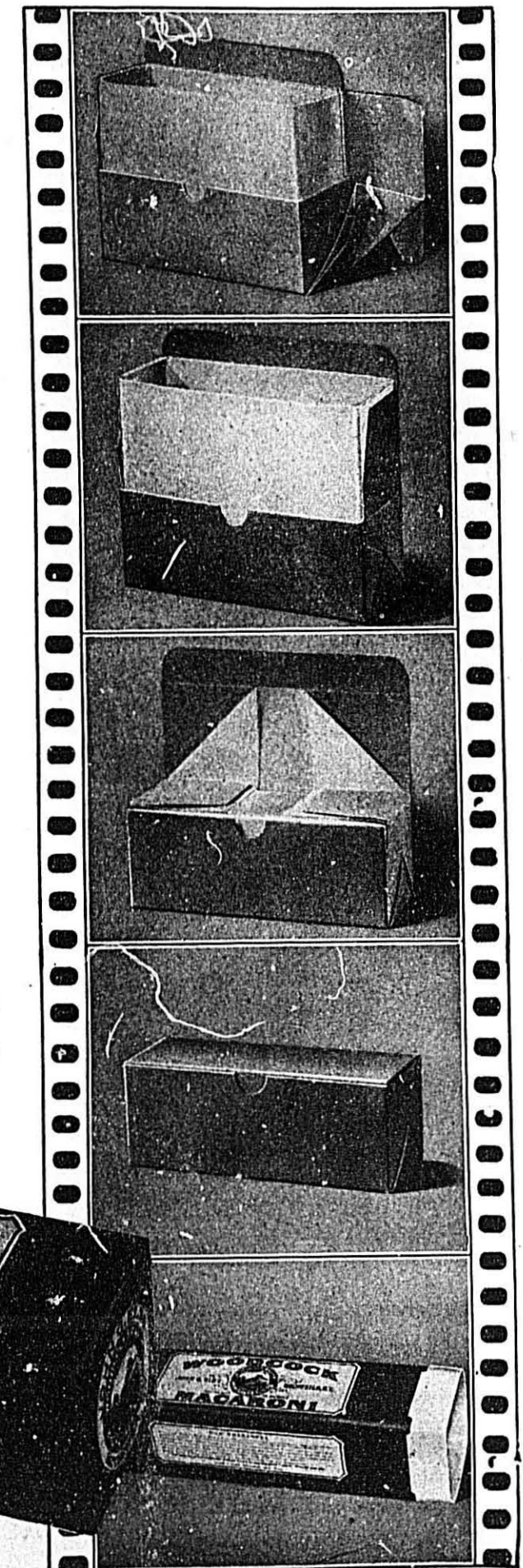
PETERS PACKAGED

- 1—The Peters forming and lining machine neatly forms the carton and lining, then—
 - 2—Deftly tucks the flaps at the ends. Notice that the interfolding of the lining paper and carton forms an air-tight seal. If desired the lining may be omitted.
 - 3—The Peters folding and closing machine next brings down the upper portions of the package. At this point an advertising slip may be automatically inserted.
 - 4—By the same machine the cover is accurately closed, and a seal affixed over the edges, if wanted. The operation is here complete for those who use a lithographed, unwrapped package.
 - 5—The Peters wrapping machine wraps; labels and seals the package in an attractive, sales-getting wrapper.
 - 6—Here is the Peters Package, dust proof, moisture proof and contamination proof.
- You can get a Peters machine to perform a large or small volume of packaging. Why not let us present the facts for your business?

PETERS MACHINERY COMPANY
209 South La Salle Street • Chicago



One of the
many packages
made by Peters
Machinery



BAKER ASSOCIATION REORGANIZED

At the annual convention of the American Association of the Baking Industry Sept. 19-22 in Hotel Sherman, Chicago, a complete reorganization of the national association was effected, giving the body greater scope and wider latitude. The name of the National Association of Bakers was changed to the American Bakers association, with headquarters at Chicago.

W. M. Campbell of Kansas City was chosen president; Alex Taggart of Indianapolis, first vice president; Harry D. Tipton of New York city, second vice president; Harry Zinsmaster of Duluth, treasurer, and J. W. McClinton of Chicago, secretary.

Certificate Plan

Adoption of a certificate plan was one of the most progressive steps taken at this memorable convention. Through it the American Bakers association plans to certify as to the cleanliness of the products produced in plants to which certificates are awarded. These plants must not only come up to the most rigid standards of purity of production but also the most progressive methods of sanitary manufacture of this staff of life.

A standard accounting system prepared by the national organization for all classes of bakers was adopted for sale to the bakers of the country upon an agreed selling price commensurate with the value of the service to the respective classes, with a 50 per cent. discount to bakers who are members of the national association.

Two Memberships

A new constitution was adopted which provides for active and honorary memberships. Dues not to exceed 1/4 of 1 per cent of the gross annual sales of the member obtained from July 1 to June 30 are counted upon to effect the many policies to which the association stands pledged. Among these are greater service to consumers, a more up to date code of ethics and highly commendable standards of trade, certification of the plants of all the members and a national advertising campaign which will tell the bread eaters of the nation of the wonderful things which the manufacturers of this staff of life have achieved.

Purposes Classified

As provided for in the new consti-

tution the purposes of the American Bakers association are:

1. Development of the baking industry by increasing the use of commercially baked products.

(a) By getting wider application by bakers of improved methods and advanced baking practice.

(b) By education within the industry, to raise the standard of sanitation and trade practices and to promote the use of wholesome ingredients and the production of products possessing the greatest possible food values.

(c) By encouraging proper, and discouraging improper legislation, and obtaining representation for the industry in all matters before federal and state bodies and consumers.

(d) By promoting intelligent understanding on the part of the public in relation to the operating methods and practices of the trade.

(e) By obtaining the cooperation of all baker and allied organizations.

2. Specifically developing the industry by establishing and maintaining the highest ethical standards of trade practices among its members:

(a) By rigid enforcement of standards.

(b) By granting licenses to use the association emblem.

(c) By acquainting the public through advertising and other publicity just what membership in the association represents, exploiting its standards of membership and the significance of the association emblem.

Durum Receipts for August

The month of August recorded the annual rush of durum wheat to the primary markets, the movement covering the tail end of the 1920 crop which was rushed to the mills in anticipation of the new harvest. This influx usually starts in July, but this year was evidently delayed until the middle of August.

Amber Durum

The amount of amber durum inspected under the United States grain standards act in August was unprecedented in the records of that office. A total of 2832 carloads of all grades of amber durum were reported in the various markets of the country for August 1921, as compared with only 375 carloads in the same month in 1920. More than half of the carloads received graded No. 2 amber durum, a total of 1602 carloads of this grade being inspected. Of the total cars of amber durum that passed inspection, about one fifth or 554 carloads graded No. 1

Minneapolis led all centers in inspection of No. 1 amber durum, getting 310 carloads to Duluth's 196 and New York's 16. Duluth, however, passed Minneapolis in receipts of No. 2 amber durum, inspecting 914 carloads to 590 for Minneapolis, 15 for Philadelphia, 11 for New York and 10 for Omaha.

A total of 437 carloads of the amber durum graded No. 3, with 272 carloads going to Duluth, 130 carloads to Minneapolis and 17 carloads to Omaha. 239 carloads of amber durum were reported below grade. Duluth led all cities in handling amber durum in August, getting a total of 1507 carloads to 1114 inspected at Minneapolis.

Durum

The supply of durum that reached the various markets in August, while greatly in excess of the amount shipped the same month in the previous year, would indicate that the movement to market was more regular throughout the year in this class than was amber durum. 437 carloads of durum were reported in August 1921, as compared with 292 carloads in 1920. Only a small percentage of the durum inspected during August graded No. 1, as government officials reported but 15 carloads of this grade, distributed among 8 grain centers.

The No. 2 quality was rather scarce. Out of a total of 155 carloads 65 were inspected at Duluth, 20 at Minneapolis and 18 at Omaha. A peculiar coincidence was that the same number of carloads of No. 2 and No. 3 were reported at Minneapolis, with Galveston passing Minneapolis by inspecting 23 carloads of this grade.

136 carloads of durum graded below No. 3, most of this inferior wheat going to Omaha and Galveston. The former reported 98 carloads to the latter's 61.

LOW PRICED COTTON

"Well, Old Nigger, cotton has gone to the dogs."

"Yassuh, Boss, dat's what I heard."

"And you don't make a nickel this year."

"Nossuh, I 'spect not."

"And I've lost what money and grub I furnished you."

"I'm mighty 'fraid you is, White Folks."

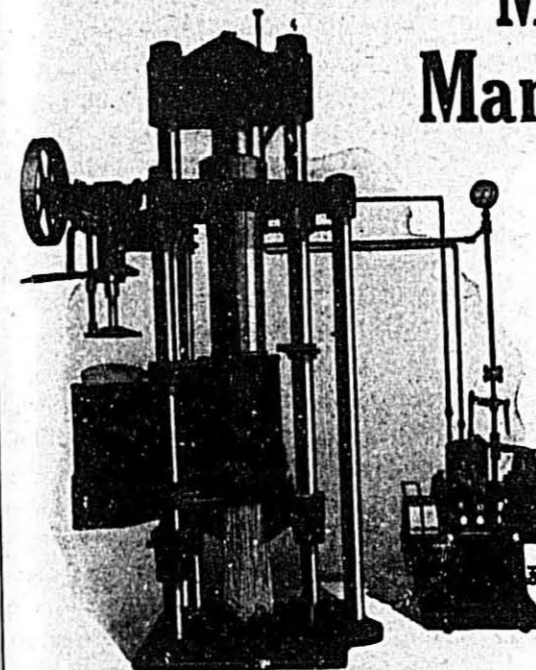
"Well, confound your picture, it don't seem to worry you any."

"Lawd, Boss, don't you know there ain't a bit of use in the world in me and you both worry about the same thing?" — Life

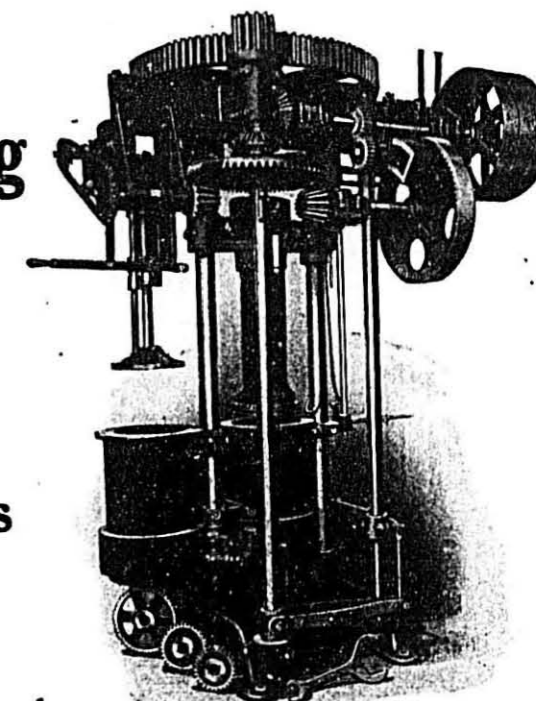
Walton Macaroni Machinery

Minimizes Manufacturing Expense

Our line of
Presses,
Kneaders
and
Mixers



STYLE K HYDRAULIC PRESS



STYLE F SCREW PRESS

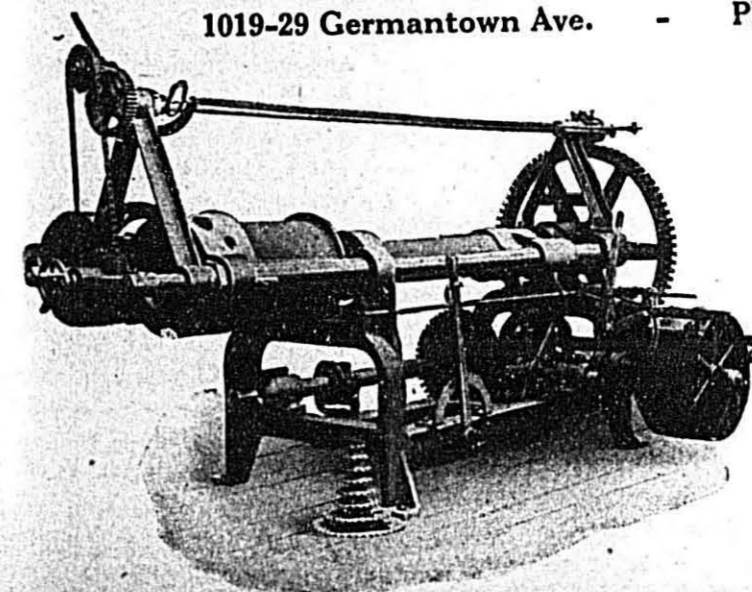
is the result of years of specialization in this class of machinery. Every model is built to insure long life and efficiency.

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

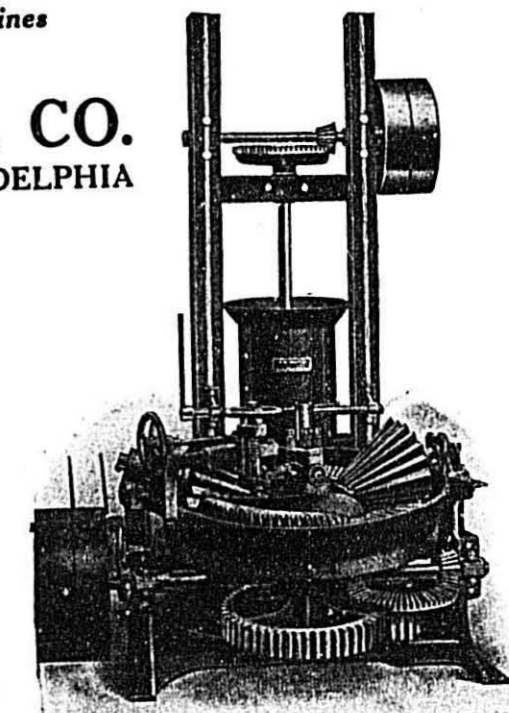
We also build paint manufacturing equipment and saws for stone quarries

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

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



STYLE H HORIZONTAL CUTTING PRESS



IMPROVED KNEADER WITH PLOW

Russia and India Now Wheat Importers

Production Figures for 1921 Reveal—New Crop in Australia and Argentina Vital to Buying Countries—Russia May Call for 40,000,000 Bushels—India Now Receiving Australian Product—Exportable Surplus Limit on Present Crop Probably Reached in United States.

Wheat production in 1921 in the principal exporting and importing countries, not including Russia, was approximately 2,787,000,000 bus., according to preliminary official estimates of most countries and unofficial estimates of the remaining wheat producing nations. This production is only 4,000,000 bus. smaller than the average production for the 5 year prewar period, 1909-13. It is 173,000,000 bus. greater than the 1920 total for the same countries.

In viewing the entire wheat situation, however, it must be remembered that the total production, not including Russia, does not give a complete picture of the supply situation for the reason that Russia supplied the importing countries with an annual average of 160,000,000 bus. of wheat in the prewar period of 1909-13. Not only are the importing countries now deprived of this source of supply, but in addition Russia will actually be an importer during the present crop year.

Russia and India Importers

It has been unofficially estimated in commercial channels that Russian wheat imports during the present crop year may total 40,000,000 bus. This quantity deducted from the exportable surplus of other countries, which would otherwise have been available for importing countries, and, added to the 160,000,000 bus. that Russia annually exported before the war, makes the amount of wheat available for the importing countries 200,000,000 bus. less than was the case in the prewar period. Furthermore, India because of a crop shortage is out of the list of exporters this year and will be an importer.

A comparison of the 1921 total production figures with those of 1920 indicates that the importing countries of Europe may be as well supplied during the present crop season as they were during the 1920 season, provided of course that the preliminary estimates indicate the actual situation. The large estimates of 322,000,000 bus. for France, which is above the prewar average despite greatly decreased acreage, was unexpected, and it would not be surprising if the final estimate

showed some reduction from this total. The production figures for Canada are based upon a preliminary acreage estimate, so that the large total for Canada may not be verified in the final estimate.

Comparisons Difficult

In making comparisons of production figures for individual countries in central and southeastern Europe with the prewar production figures, some confusion at once arises because of the new boundaries. Furthermore, agriculture has not resumed its prewar state. Germany, for instance, produced an average wheat crop of 152,000,000 bus. in the 1909-1913 period, compared with an unofficial estimate of 75,000,000 bus. this year.

Rumania's prewar average was 87,000,000 bus., compared with 42,000,000 bus. on a greatly decreased area in 1920 and with 90,000,000 this year, although the new boundaries include a much greater territory. Rumania now includes Bessarabia, a former southwestern Russian government, which alone produced 28,000,000 bus. of wheat before the war, and also a large area that was formerly part of Hungary. The total area now included in the new boundaries of Rumania produced an average wheat crop of approximately 174,000,000 bus. before the war, compared with 90,000,000 bus., unofficially estimated, in 1921.

Hungary's average wheat crop in the five year prewar period was 156,000,000 bus., compared with an official estimate of 38,000,000 bus. in 1920 and with an unofficial estimate of 42,000,000 bus. this year. This reduction is due largely to Hungary's decreased boundaries. Austria, in the prewar period, produced an average crop of 61,000,000 bus., compared with only 5,000,000 bus. in 1920 and with an unofficial estimate of 5,000,000 bus. this year. Part of Austria's lost area is now included in Czechoslovakia, which last year produced 26,000,000 bus. of wheat.

New Nation Figures

Czechoslovakia will have, according to unofficial estimate, a probable crop of 30,000,000 bus. this year. Serbia, which before the war averaged 15,000,

000 bus. of wheat, as well as some of Austria's previous area, is now a part of Yugoslavia. Yugoslavia has a prospective crop of 40,000,000 bus., according to unofficial estimate, compared with 43,000,000 bus. last year. Poland before the war averaged 23,000,000 bus.; the crop of last year estimated at the same quantity; this year there will be 30,000,000 bus. As the area of Poland is now considerably greater than before the war, Poland's wheat crop will doubtless increase as the condition of agriculture improves with the reconstruction of that country. This is true also of the other countries of central and southeastern Europe.

Turning from supply to the requirements side of the question, it is apparent that the importing countries which have increased their crops this year will not import so much wheat as during last season. The most striking of these is France, which imported from 70,000,000 to 119,000,000 bus. annually during the war, and whose prewar annual supplies (crop and imports) were 340,000,000 to 365,000,000 bus. If the crop of France is as large as the preliminary estimate indicates, the import requirements of France will necessarily be moderate during the remainder of the present crop year. Italy, while requiring a little less wheat than in the last crop year, will nevertheless be a large importer; Germany will also be a large importer.

America's Exportable Surplus

How much wheat can the United States spare during the present crop year ending June 31, 1922?

In the 1909-1913 period this country used for all purposes 6.35 bus. per capita; in the 1904-1908 period, 6.45 bus.; in the 1899-1903 period, 6.30 bus., and in the 1894-1898 period, 6 bus. In an average of several years the carryover from one crop year to the next equalizes itself, but in a single year the carryover must be considered.

The quantity of wheat on hand, or the carryover, July 1, 1921, in first and second hands was estimated at 79,000,000 bus. As this is a moderate quantity and fairly comparable with the average before the war in years of nor-

October 15, 1921

THE NEW MACARONI JOURNAL

29

mal crops, it may be assumed that approximately the same quantity will be on hand at the close of the crop year, to be carried over into the next year. This quantity can not, therefore, be included in the exportable surplus. The crop harvested this summer, then, constitutes the available supply for bread and seed and export, unless importations are made. The crop was estimated on Sept. 1 at 754,000,000 bus.

Now, the prewar requirements for bread and seed were 6 bus. to 6.45 bus. per capita. Assuming that the country has returned to prewar consumption, or at least to the lower figure, 6 bus. per capita, the quantity of wheat required, estimated on a basis of the present population, is 636,000,000 bus. This amount deducted from the crop total gives 118,000,000 bus. as the exportable surplus for the present crop year. In July and August of this year, exports of wheat and flour amounted to 97,000,000 bus. Obviously, 6 bus. per capita can not be retained, if any more wheat is to be exported.

During the remainder of the present crop year the importing countries of Europe must turn for the greater part of their supplies to Canada and the

new crops of Argentina and Australia. Harvest of the crops of Argentina and Australia will be completed in January or February next. Seeding of the Argentine and Australian crops was but recently completed and conditions of these crops are not so favorable as a year ago. A preliminary official estimate of the wheat acreage in Australia indicates a decrease of about 400,000 acres from the 1920 area.

Argentina's Drought Relieved

A recent cablegram from Buenos Aires reports general rains in the wheat growing areas of Argentina, thus relieving the drought which had been threatening the crops. In spite of these rains Argentina is still complaining of insufficient moisture.

Australia is forecasting a crop distinctly smaller than that of 1920. An earlier report, published in a foreign trade paper, said: "We do not wish it to be understood that we take an alarmist view of prospective world supplies and demand, but we certainly think the outlook is not so favorable as it was recently. The margin between the estimated surplus of exporters and the likely purchases of importers is tending to become more narrow,

but there is still a margin. The necessity of Russia importing even 40,000,000 bus. of wheat has not apparently been lessened by recent developments in that country."

From unofficial sources it is learned that the government of India has decided that the existing prohibition of the export of wheat, wheat meal, and flour shall be continued in full force at least until the end of next March. It has also been decided that supplies for military requirements shall be obtained as far as possible by overseas purchases. Imports of wheat, particularly from Australia, are to be encouraged. The reexport of imported wheat in the form of fine flour will be permitted to the extent of 50 per cent of wheat actually imported.

Reuter's Karachi correspondent reports that Bombay mills are buying Australian wheat and the first cargo of 6,600 tons was scheduled to arrive at Bombay Sept. 25. Karachi mills are also trying to purchase Australian wheat and transactions are expected to go through. Notwithstanding the overseas purchases mentioned, Reuter's correspondent confirms a small wheat shipment from Karachi to this country.

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

Richard Griesser

Architect and Engineer

Designing and Equipping
Macaroni and
Noodle Factories

A SPECIALTY

Have designed all
kinds of Food Product
Plants.

Consult me about Factory
Construction or Alteration

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

BIG CROP---PRICE LOW---RISE LIKELY

Millers, particularly those dealing in durum, have been backward in making price predictions covering this year crop because of the unexpected turn taken by durum after their forecast of prices last year. The durum wheat crop for 1921 is without doubt the largest ever harvested in this country. The quality is very good. Grain men have estimated the crop as averaging 60,000,000 bus.

The Yerxa, Andrews & Thurston firm of Minneapolis, one of the leading durum millers of the country, through its James C. Andrews, predicts that the low prices prevailing the week of Oct. 3 is about the bottom figure to prevail on this year crop. Thus:

Outlook For Higher Price

For the first time since 1914, December durum touched one dollar per bushel on Oct. 5, and we have felt all along that when wheat of any kind reaches the dollar figure it is low enough to warrant the buyers of wheat products to lay in several months supply and believe that, with prices very near the bottom, this is good advice to buyers of semolina. The tendency of wheat prices from now on should be toward higher levels. The May options on wheat are all practically at a carrying charge price over the December options

Potatoes in Northwest

Early potatoes in the northwest were very poor, but late potatoes are looking surprisingly better than earlier conditions portended. Dry weather and early frosts are still elements of danger. The commercial potato crop in South Dakota is much spotted, but shows improvement; the Red River valley gives promise of good returns, and increasingly better as one journeys towards the north; conditions have improved during the last few weeks in Minnesota and, with good luck at the finish, a fair yield may be expected, the prospects being better in the northern part of the state. In Wisconsin about 60 per cent of the usual yield is expected with conditions better toward the north; in central Wisconsin the outlook is perhaps even less favorable.

Like This for Daily Diet?

Soup made of substitute vegetables and imitation meat; bread that looks like the real thing but isn't, and milk

and will no doubt continue in this relative ratio for the remainder of the crop. The government reports shows foodstuffs advancing in value, indicating that the low level has been reached and that an upward trend may be expected. We have the smallest spring wheat crop for 30 years. The durum wheat crop is one of the largest on record. This accounts for the differentiation in prices between durum and spring wheat, but we cannot believe that this differentiation will hold indefinitely. We now feel that it is a good time to lay in good supplies, under contracts covering reasonable time.

View Corroborated

The views of numerous other durum millers coincide with those expressed by this firm. Salesmen everywhere express their opinion that the expected upward trend in semolina should set in not later than the first of November although no wide variance of prices is predicted.

During the first week in October No. 2 semolina was offered in New York city at prices ranging from \$6.85 to \$7.05 per 96 pounds, in 140 pound jute bags. Correspondingly low prices were quoted in all sections of the country and many of the macaroni firms using this grade of semolina placed fair orders to cover immediate needs.

that comes from a laboratory instead of a cow, would not be a satisfactory meal for Chicago boys and girls, but such menus are being served to thousands of German war orphans and children of parents impoverished by the great conflict, in the hope they will sustain life until nourishing supplies come from America, according to a cablegram to Bernard DeVry, Illinois chairman of the German child feeding committee. "The scarcity of meat, grain, potatoes and dairy cattle in Germany has made the cost of nourishing food practically prohibitive for millions of impoverished people and entirely beyond the resources of dependent children who are fed by charity," said Mr. DeVry.

Make Your Business Different

You already have a good business, and a reputation for responsibility and fair dealing.

You may be looked upon as a commercial leader in your community or line of trade. In other words, you may

have already "arrived", as the saying is, instead of being on the way.

But there is nothing that cannot be improved. If you are not making every effort to get more business, or to handle your present business more effectively, which amounts to the same thing, you are neglecting an opportunity.

Individualize your business. Make it different from the common run of businesses. It will give you a stronger hold on your trade and will be one more point in your favor added to all those other favorable points that make people want to do business with you.

Demand for Paper Boxes

Business in the paper box field is improving and the manufacturers are considering a national advertising campaign to increase the popularity of boxes, the varied uses of which have increased in the last few years, it was stated by F. S. Records of Philadelphia, who attended the Atlantic City session of the joint cost committee of the National Paper Box Manufacturers association in August.

Mr. Records declared that the industry is on about a 65 per cent basis if the 1919 business, which was good, is taken as 100 per cent. The 1919 business, he said, is the goal at which the manufacturers aim.

The joint cost committee of the manufacturers met to discuss the increased use of the cost accounting system in the industry. A Philadelphia firm worked out a system that would be adaptable to all the box manufacturers, large and small, and the system in its general outlines in all probability will be adopted by all the manufacturers.

Commonsense Advertising Arguments

Dr. B. R. Jacobs, director of the National Cereal Products Laboratories, commonly known as the Macaroni Laboratory, has been preparing reliable and interesting data concerning macaroni as a food. In a circular from that office interesting and impressive facts are presented for use by macaroni manufacturers in advertising their products. We quote from the circular as follows:

"American do not realize that millions of people eat macaroni as regu-

larly as Americans eat bread. Macaroni, when properly cooked, is a most palatable food and can be combined in many ways with more expensive and highly flavored foods into nutritious dishes.

"Macaroni is made from the most nutritious and highly glutenous wheat grown in the world. This wheat is grown especially for the production of macaroni. It is only within the past 15 years that it has been grown in the United States. It is known as durum wheat and contains more gluten (muscle building material) than any of the bread wheats. This makes it possible for macaroni to be used largely as a meat substitute.

The following table shows the relative nutritive value of macaroni as compared with bread, meat and milk.

	Calories per pound	Miles per pound	Average retail price per pound	Average retail price per 1,000 calories
Bread	1,200	15	12c	16c
Meat	1,500	19	24c	16c
Milk	325	4	7c	21c
MACARONI	1,750	22	12c	7c

How Macaroni Replaces Waste Energy

"It requires 80 calories of energy to carry a man weighing 150 pounds one mile, when walking at the rate of 3 to

4 miles per hour. The above table shows that wasted energy can be replaced cheaper by eating macaroni than by eating bread, meat or milk.

"A recent survey made by the bureau of labor statistics at Washington shows that for the month from July 15, 1921, to Aug. 15, 1921, there was an average increase of 4.3 per cent in the retail cost of food to the average family as compared to the previous month. The investigation included 43 articles of food and was made in 51 important American cities.

"Potatoes showed the largest increase, which was 24 per cent; fresh eggs increased 13 per cent; butter, 10 per cent, and so on, while MACARONI increased less than five tenths of 1 per cent."

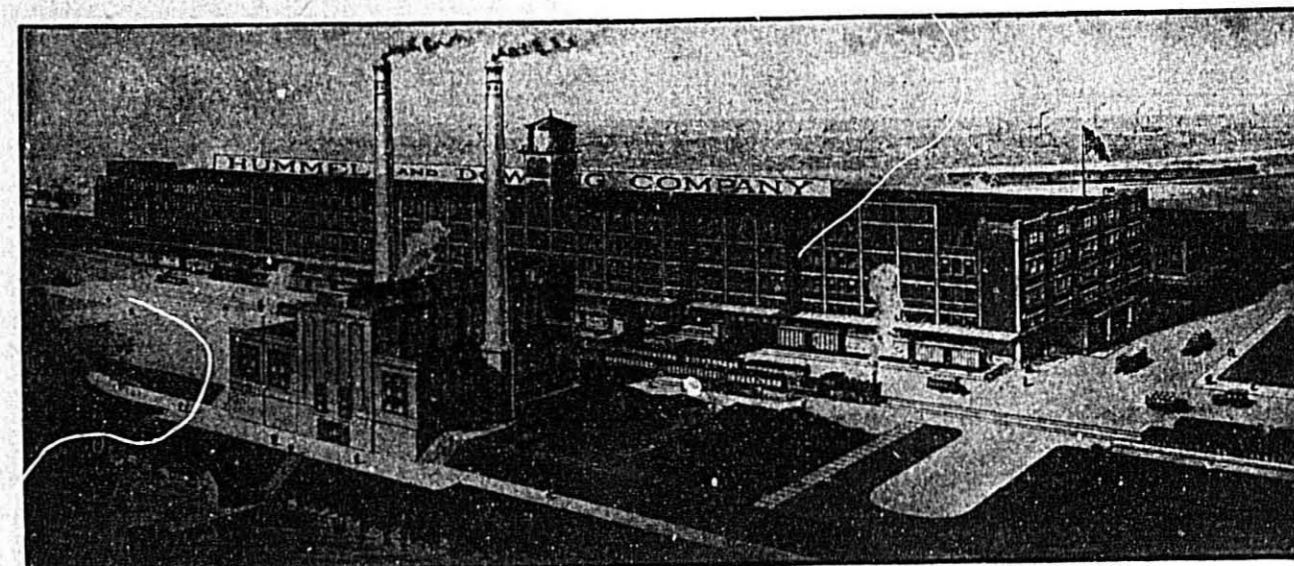
France's Production About Normal

The production of alimentary pastes in France has about reached normal according to the views of a Canadian macaroni manufacturer recently returned from an extended trip through the manufacturing centers of that country. The local plants are now

more than able to supply the local demands and are even now exporting a limited quantity to the French colonies and to the near East. The restrictions imposed by the government on manufacture and exportation have all practically been suspended and business in general is becoming decontrolled. The 1921 wheat crop was very good, almost up to the 10 year average, though some durum still has to be imported for the manufacture of the higher grades of macaroni, vermicelli and spaghetti. This manufacturer found that many plants have been greatly improved since the war, many new mechanical appliances having been installed that will not only increase the capacity of the plants but will turn out a more uniform and much preferred product. He is of the opinion that only the highest grades of American products will find a market in that country and then only on a strong competitive basis with domestic goods.

If you have any time to kill, work it to death.

Give your tongue more holidays than your head.



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.
Milwaukee, U. S. A.

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

Grain, Trade and Food Notes

Grain Rates Reduced

In the last week in September the shipping board announced a cut in ocean rates on grain and grain products equal to about a third of the prevailing rates. This reduction was necessary because of tramp vessels that slashed rates to obtain business. These even threatened to affect the present differential between grain and flour of 5 cents a pound that the millers succeeded in obtaining only after a long hard fight. This differential was permitted to stand in the new rates offered by the shipping board on all grains and grain products between American and European ports. The new rate is now approximately 17 cents per 100 pounds to the United Kingdom, 16½ cents to Belgium and Holland and 18 cents to Hamburg. A similar reduction was placed in effect by the Gulf and Montreal conferences. Under these conditions the government owned vessels will be operated at a loss, the grain serving only as ballast, according to government officials who say that they were forced to take this step in self preservation and to keep their vessels from lying idle in the various ports. The tramp steamers are expected to be forced out of this grain handling business by these new rates. The vessel owners believe that these new rates mark the bottom of the decline and that from now on they will have a tendency to go upward. It is thus hoped to avoid "open rates" that proved so destructive in previous rate wars.

Table Grapes Year 'Round

Table grapes for the year around—the ambition of American horticulturists for years—is an accomplished fact with the United States Department of Agriculture this season. The first carloads of Panariti, the so-called Greek currant grape, recently developed in this country by the department, reached New York from California the latter part of July. Last autumn department viticulturists at Washington opened packages of Ohannez grapes fully three weeks after their arrival from California and found them in perfect condition. The Panariti grape until recently was known in this country only as a dried currant, of which 20,000,000 pounds were imported annually from Greece. It is brought into per-

fect fruitage through a secret method carefully guarded by the Greeks and discovered by department workers very recently. The secret method is to girdle the vines while they are in bloom so as to keep the sap in the tops of the vines. The Panariti has unusual merit as a table grape, but, due to unfamiliarity on the part of the native American public, shipments to New York were largely purchased by the Greek population, who bought them eagerly.

Wheat Exports Beat Records

The total wheat exports from the United States, including flour as wheat, exceeded 66,000,000 bushels in August 1921 as compared with 32,000,000 bushels exported in August of last year. The highest previous record for one month was made in 1920, when 43,000,000 bushels were exported in October. A total of 96,000,000 bushels exported since July 1 is nearly one half the estimated exportable surplus available from the new crop. This heavy movement in United States wheat, which began in April and has continued in increasing volume, is more remarkable when it is considered that the exports of Argentina have been less in 1921 than in 1920, although Argentina is carrying a rather large surplus, according to official reports. It is probable that the ability of the United States to finance the business is a large factor in this trade.

Italy's Grain Yield Large

According to reports reaching the department of commerce through its consular service at Naples the grain yield of Italy this year will total between 51 and 52 million quintals. This estimate is about 14 million quintals greater than the 1920 crop, which totaled only slightly over 38 million quintals. The season was most favorable throughout and this year's yield will be considerably above the normal production. The quality of the yield is also above the average insuring that country good grain for practically every purpose.

Small Crop in Waupaca

Waupaca county, Wis., is rated as one of the leading potato shipping counties of the country, with an average yearly shipment of about 2,000 cars. This year crop is considerably below normal, according to reports

from that section, the average yield being very small as the drought reduced both the number and the size of the potatoes. In the southern part of the county farmers are reported to be plowing their potato fields without making any attempt to harvest the few tubers which were grown.

Mexican Tomatoes For Americans

A considerable part of the demand for early tomatoes in the territories west of the Mississippi river is supplied by tomatoes grown in the State of Sinaloa, according to reports from the American consul at that station. During the past harvest season, early in January to late in May, 923 carloads of tomatoes, averaging about 825 crates of 25 pounds each per carload, were exported to this country. The territories east of the Mississippi river depend for their early tomatoes upon the Florida crop. High freight rates and customer charges make it unprofitable for Sinaloa tomatoes to enter the eastern markets.

Big Egg Shipment From China

The British steamer Gothic Star which arrived at San Francisco the last week in September carried in its hold the largest shipment of egg products ever recorded in that port. In its cargo were 20 tons of dried eggs and 236 tons of frozen eggs. The egg products originated from Hankow, China, one of the heaviest egg producing centers in the world. A considerable quantity of the dried eggs will find their way to macaroni and noodle plants for use in making these egg products.

Barley as Dough

There doesn't seem to be any medium of exchange in Russia and money will not stand still long enough to be counted. The soviet government is therefore proposing to make the pood of barley the unit of exchange. Barley is a national staple, and just now can be used in any home. It can be used for bread, coffee or beer. A pood of barley is equal to 36 pounds in this country and might be called the new dollar of the soviets. A commission has fixed its exchange value for so many eggs, potatoes, cigars, hairpins, collar buttons and the like. Any gentleman contemplating a trip to Russia would do well to carry a few poods of barley in his trunk. He will go

There are three requisites to be considered in buying

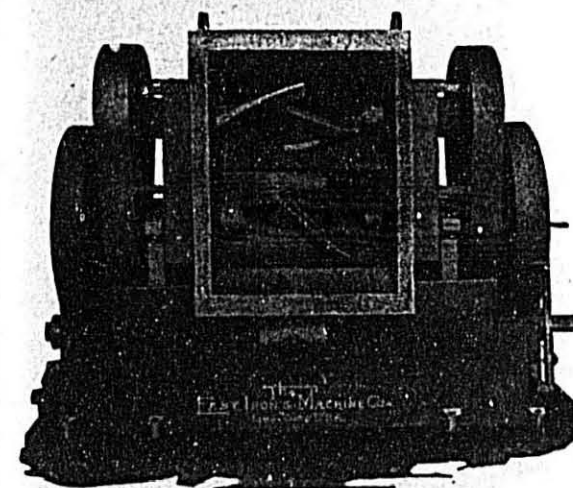
CARTONS

- 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



"EIMCO" Mixers and Kneaders Insure Uniformity, Color and Finish

"Eimco" mixers develop the full strength of the flour and produce perfect doughs, absolutely uniform in color, temperature and finish, just like an expert would do it by hand but they do it many, many times quicker—also much quicker than ordinary machines—because they are scientifically designed and built.

"Eimco" kneaders knead the lumps of dough, as they come from the mixer, into one solid ribbon and give it uniform texture and they do it quicker and better than ordinary kneaders. They are equipped with plow and have scrapers at rolls to prevent dough from clinging. All gears are fully enclosed.

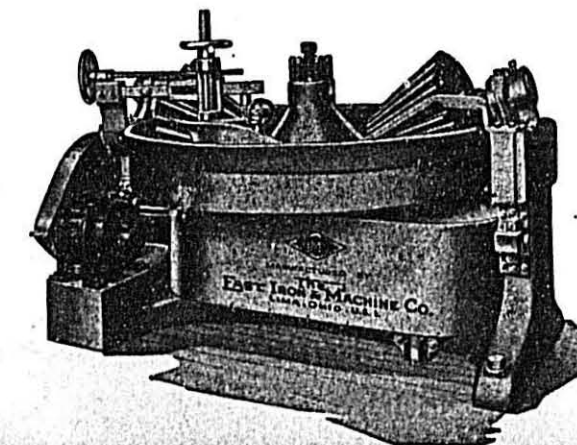
Save time, labor, power, and make better doughs at less cost. "Eimco" mixers and kneaders will do it for you.

Ask us for bulletin and photos.

The East Iron & Machine Co.,

Main Office and Factory, Lima, Ohio.

New York Office, 45 W. 18th St.



ther than he would if equipped with a bale of paper rubles. It seems funny that the basis of the home brew in this country should be accepted as money in Russia. But why not?—Los Angeles Times.

Rumania Removes Restrictions

The government of Rumania impressed with the favorable crop harvested this season has ordered the removal of all restrictions on exportation of grains, principally wheat and corn. This action releases considerable quantities of this foodstuff for export and a large quantity will thus be permitted to go to the relief of the stricken districts of the former Austrian empire.

Fewer Foreign Born Farmers

The number of foreign born farmers in the United States on Jan. 1 was less by 88,502, or 13.2 per cent, than the number in 1910, according to the figures by the census bureau. The decrease in foreign born farmers was largely the result of the war, on account of which large numbers returned to their native countries. The decrease in the number of German born farmers alone was 81,148.

Catch of Cod in Norway

The catch of cod in Norway for the season just ended is greater than in any of the preceding four years. However, the value of the catch was about 22,000,000 crowns, as compared with a value of 45,000,000 crowns for the 1920 season. The total number of fish caught in 1921 was 39,000,000; the 1920 catch totaled 38,000,000. The selling price is considerably lower and the high cost of equipment and oils makes the profit less than average. The operating expenses were at the same level as during the war.

New Sirup Utilizes Waste Apples

Waste apples yield a rich sirup by a new process described in Popular Mechanics Magazine. The new extraction process converts the juice of even the most intensely acid varieties into a sweet sirup, which can serve as a base for flavoring extracts as well as other purposes. A valuable by-product of this process is a compound known as calcium malate, or "sugar sand," hitherto derived from maple sirup exclusively. This compound forms the basis of malic acid, and was valued at \$1.50

a pound before the world war. The only plants now employing the process are situated in Nova Scotia but it is expected the method will come into general use soon, and thus utilize a fruit which is now being allowed to go to waste to the extent of hundreds of thousands of tons a year.

Wheat Average \$1.85 in 1920

The average price to producers from the 1920 wheat crop of the United States was approximately \$1.85 a bushel, according to the Department of Agriculture. This price was obtained by applying the average monthly price to the monthly rate of marketings. The season started with an average of \$2.43 and declined almost steadily, the average at the close of the season being about \$1.20 a bushel.

Russians Poor Farmers

While chaotic conditions that have existed in Russia since the outbreak of the world war have seriously effected the production of wheat in that country, its ability to supply a certain part of the world's demand for this staff of life is depended upon by many of the biggest wheat buying countries of Eu-

rope. Production in the past has been very large, despite the fact that the Russian farmer has always been careless, producing an average wheat yield of less than eight bushels to the acre, in the years preceding the war. The lands are of average fertility, but the farmer lacks the ordinary knowledge of rotation of crops, fertilization, scientific selection of seed and proper cultivation of the lands for the crop. Little or no interest is shown in the advanced methods of farming and each apparently is content to follow in the footsteps of his ancestors, doing little more than is absolutely necessary to obtain a livelihood for himself and his dependents.

With the land redivided on a communal basis every few years the Russian farmer had little incentive to build up productivity of soil, for if he improved his land which he held at that moment some one else would reap the benefit when he had been moved by the village assembly to another plot. This communistic or socialistic idea of farming, while it sounds good, has always proved a failure in practice.

More flies are caught with molasses than with vinegar.



WE ARE specialists in the making of Bronze and Copper Moulds, using nothing but the best materials and workmanship.

Our Bronze Moulds with Patented *Kleen-E-Z* removable pins are second to none now on the market. They turn out smooth, uniform, velvety products. Once tried you will use no other.

We are efficiency experts in repair work of every description in this line. Are your moulds and pins giving you entire satisfaction? If not, look them over and give us a chance to repair them and put them on an efficiency basis. The ultimate saving to you in costs of wastes, etc., will be *immeasurable*.

Let us hear from you today.

ALL WORK GUARANTEED.

Frederick Penza & Co.
285 Myrtle Ave., BROOKLYN, N. Y.

Better Boxes Help Sell Macaroni

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

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

CHICAGO MILL AND LUMBER COMPANY

Executive Offices
Conway Building, 111 West Washington Street
Chicago



We print your advertisement on your box if you desire.

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

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

Every Type of Box in General Use

ELMES

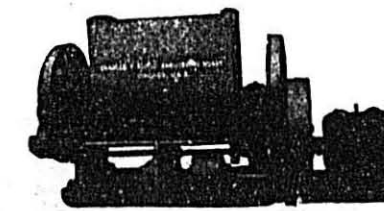
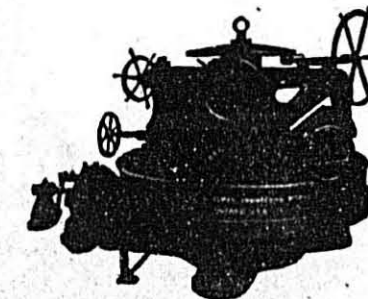
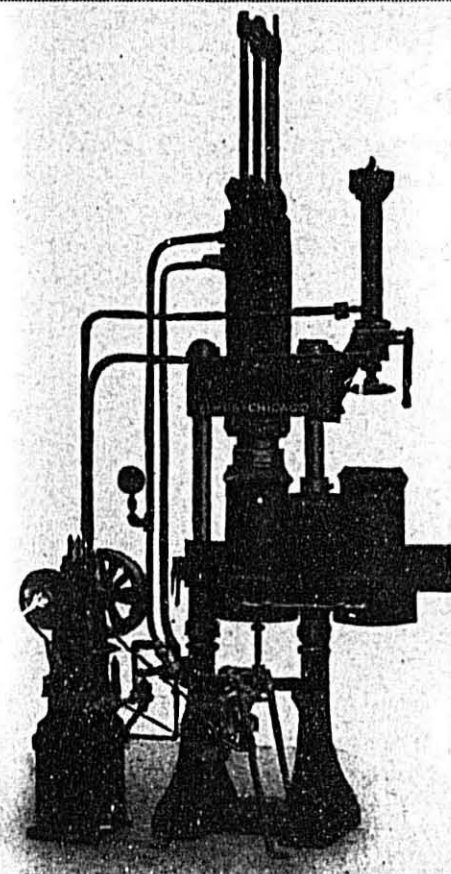
CHICAGO
"SINCE 1861"

COMPLETE PLANTS

FOR THE MANUFACTURE OF
MACARONI, SPAGHETTI, PASTE GOODS

**ADVANCED METHODS
MAXIMUM OUTPUT**

Send for Catalog.



CHARLES F. ELMES ENGINEERING WORKS, Inc.
213 N. Morgan St.
EST. 1861

CHICAGO, U. S. A.
INC. 1895.

Notes of the Industry

New Plant at Shreveport

The Shreveport Macaroni Manufacturing company has been organized at Shreveport, La., receiving its charter from the state early in September. The capital stock of the new concern is reported to be \$100,000 and has been subscribed for mostly by local capitalists. The new plant occupies a 3-story brick building, 52x140, well adapted for this business. Complete equipment has been contracted for and many units installed. It will begin operations with two large presses, this capacity to be added to as the demands for the output increase. Samuel Gullo, president of the new concern, is an experienced macaroni manufacturer and optimistically expects much business from northern Louisiana, southern Arkansas, eastern Texas and Oklahoma.

Fontana Company Organized

A firm has been organized in South San Francisco to manufacture macaroni and similar products. The new firm is known as the Fontana Food Products Co., being headed by Mr. Fontana, who is well known in California food packing circles, having been connected for many years with the California Packing Corporation. The factory is in process of establishment on the South Side and offices have been opened at 523 Santa Marina building.

July Exports of Pastes

According to the Foreign Commerce Reports issued by the department of commerce the exports of macaroni, vermicelli and all similar preparations for July 1921 exceeded that of the same month in 1920 by nearly 50 per cent in quantity though the value decreased

slightly. 4,001 pounds exported in July 1921 brought in only \$502, while 2,969 pounds in July 1920 brought in \$480. Comparing the exportation of these products for the first seven months of each year, 1921 shows a falling off not only in value of the products sent out of the country, but in the quantity exported. During this period 63,109 pounds valued at \$7,746.00 were shipped to foreign ports, as compared with 64,792 pounds valued at \$8,699.00 exported during the same months in 1920.

Utica Company Buys Plant

The Utica Macaroni Manufacturing company of Utica, N. Y., has purchased the 4 story brick block at Second and Beeker sts. of that city for approximately \$5,000. This company has occupied this building for several years in company with the People's bank of Utica which occupies the ground floor. The property was purchased from V. Marrone and Co. Mr. Marrone is interested in the macaroni company and helped to promote the purchase to permit a remodeling of the building to make it more adaptable for macaroni manufacturing.

Eastern Association Meets

Having for its purpose preparation of additional brief to be presented to the senate committee in a fight to obtain a more equitable tariff or alimentary pastes, the Alimentary Paste Manufacturers association of New York held a special meeting at the McAlpin hotel on Sept. 8. Frank L. Zerega, president of this eastern group, presided and Dr. B. R. Jacobs of the National Cereal Products Laboratories

was principal speaker. The brief prepared by him was discussed and adopted with slight modifications.

It is hoped that the senate will agree to a 2½ cents rate instead of the 1½ cents proposed by the ways and means committee. Among those in attendance at this special meeting were:

F. L. Zerega, president A. Zerega's Sons Consol.

Edward Z. Vermylen, secretary A. Zerega's Sons Consol.

Mr. Campanella of Campanella & Favaro Macaroni Co.

Mr. Silver of Westchester Macaroni Co.

Mr. Toomey of DeMartini Macaroni Co.

Mr. Culman of The Atlantic Macaroni Co.

Mr. Otterson of The Federal Macaroni Co.

Mr. Ronzoni of Ronzoni Macaroni Co.

Dr. B. R. Jacobs of National Cereal Products Laboratories.

Dr. H. W. Redfield and Miss Buchanan of the Bureau of Chemistry.

Seek Standardization Data

The National Cereal Products Laboratories of Washington, D. C., under the direction of Dr. B. R. Jacobs are making an effort to standardize the products used by the macaroni manufacturers, particularly the wheat and egg products. Announcement is made to the trade in a circular issued from the laboratory by Dr. Jacobs. The circular follows:

"A large number of samples of flour and semolina have been analyzed and the data is now being compiled for the use of the individual firm, for your



Goods that reach your receiving room in good condition make a good impression. Bear this in mind when starting your own goods on their journey to the customer.

Troy Sealing Tapes

on your shipping cases and packages provide an inexpensive transit insurance.

Unlike inferior products *Troy Tape* protects as well as seals the shipping case. This tape is strong and tough, and once applied, adheres so firmly and so uniformly that it becomes an inseparable part of the package.

Let us send you interesting details regarding Troy superiority.

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

The Gummed Products Company

TROY, OHIO

Discriminating Manufacturers

Use

Hourglass



Brand

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

Quality and Service Guaranteed

Write or Wire for Samples and Prices

DULUTH-SUPERIOR MILLING CO.

Main Office DULUTH, MINN.

NEW YORK OFFICE:
F 7 Produce Exchange

BUFFALO OFFICE:
31 Dun Building

BOSTON OFFICE:
88 Broad Street

PHILADELPHIA OFFICE: 458 Bourse Bldg.

PORT HURON, MICH. OFFICE, 19 White Block

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

MID-WEST BOX COMPANY

Look
for the
trademark.



Use
TRIPLE TAPE
CORNERS.

CORRUGATED FIBRE BOARD BOXES

SOLID FIBRE CONTAINERS

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

General Offices: CONWAY BUILDING, CHICAGO

Factories: Chicago, Cleveland, Anderson, Ind., Fairmont, W. Va., Kokomo, Ind.

WE OPERATE OUR OWN BOXBOARD AND STRAWBOARD MILLS

use if you desire. Tentative limits of composition have been established such for example as moisture, ash, protein or gluten, color and granulation. Suggestions have been received from cereal chemists and users of semolina, all of which will be incorporated in a report on the standardization of semolina. It is the desire of the trade that this office begin immediately to obtain similar information on the quality of egg products that are being used by the manufacturers, and I am writing to ask for your cooperation to the following extent.

"I would like to have you send me a sample of each of the egg products (whole eggs or yolks) you are using, preferably a sample of each shipment on hand and particularly samples of the older shipments. These to be not more than eight ounces, to be properly labeled, initialed and dated in order that they may be identified by you if necessary. The information should also contain the name and address of the manufacturer of the egg product, the brand or label under which it is sold and the claims made for the product by the seller. If possible information regarding the date and place of

shipment and any other information that may be of value in determining the source of the product. This office will make no charge for the examination of these samples and all the data obtained will be held in strict confidence except as it is discussed with the firm sending in the sample."

Earnest cooperation with the movement is urged on the part of all manufacturers for the good of the macaroni industry.

Fairies to be Advertised

The Fairy Food Products Co. of San Francisco is planning an extensive advertising campaign of its products throughout the Pacific coast states. This publicity will be under the direction of Don Ray, western representative of this company. Only three foods are listed in the "Fairy" products line, including Fairy Macaroni, Fairy Parmesan Cheese and Fairy Macaroni Sauce. Mr. Ray has been making a specialty of advertising these products at the various food shows during the late summer in the western section of the country. The macaroni and the sauce offered for sale by this company are prepared at the Ronzoni Macaroni

company plant in Long Island City, N. Y., while the cheese, which is aged two years before grinding and packing, is put up by the Fairy Food Products Co. of San Francisco. All three are placed in fancy and attractive packages which add greatly to their selling advantages.

Fortune at Food Show

The Fortune Products Co. of Chicago had an attractive display of macaroni, spaghetti, noodles, etc., at the first Food and Household Economy show, at the Coliseum in Chicago the week of Oct. 3. Thousands of regular cartons of full weight were distributed daily as samples to the crowds that featured this opening show. The macaroni booth was given one of the most favorable positions in the exhibit and thousands witnessed the demonstrations of the proper way of preparing and serving this nutritious food.

Aviation poison is deadly—one drop kills.

Don't put off making use of today's opportunities.

A SOLVED MOULD PROBLEM

GOOD MATERIAL + GOOD WORKMANSHIP =



+ YOUR GOOD

MATERIAL
and
WORKMANSHIP

= BETTER

MACARONI
and
to you
BUSINESS

For over TWENTY YEARS we have solved this problem to hundreds of macaroni manufacturers, we are at your service to solve it for you.

QUALITY Since 1903

F. MALDARI & BROTHERS

127-29-31 Baxter Street

NEW YORK CITY

For Perfect Macaroni use Maldari's Insuperable Bronze Dies with Removable Pins.

Cheraw Box Company, Inc.

7th and Byrd Streets
RICHMOND, VIRGINIA.

WOODEN MACARONI BOX-SHOOKS

Note.

Our shooks are made from Gum which is a tasteless and odorless wood. The sides, tops, bottoms and ends are one piece which insures a most sightly package and is a great saving in the nailing up expense.

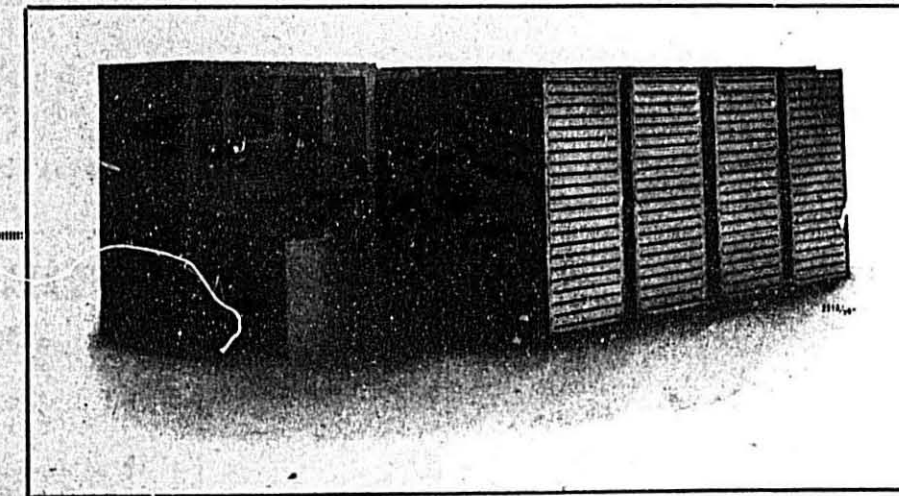
COMMANDER

Semolinas Durum Patent and Clears

Are milled from selected Durum wheat. We have a granulation that will meet your requirements.

Ask For Samples

Commander Mill Company
MINNEAPOLIS, MINNESOTA



Buhler Dryer for Noodles

We have built Dryers for Alimentary Pastes for 60 years. Our Dryers are in operation all over the world. They are dependable under all weather conditions. Your Drying problem is solved once for all, if you install Buhler Dryers.

BUHLER BROTHERS
Uzwil, Switzerland

Sole Agent

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

The New Macaroni Journal

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

PUBLICATION COMMITTEE

JAMES T. WILLIAMS President
M. J. DONNA Secretary

SUBSCRIPTION RATES

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

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

ASSOCIATION OFFICERS

C. F. MUELLER, JR. President
Jersey City, N. J.
BEN F. HUESTIS First Vice President
Harbor Beach, Mich.
EDWARD Z. VERMYLEN Second Vice Pres.
Brooklyn, N. Y.
M. J. DONNA Secretary
Braidwood, Ill.
FRED BECKER Treasurer
Cleveland, Ohio.

EXECUTIVE COMMITTEE

JAMES T. WILLIAMS . . . Minneapolis, Minn.
HENRY D. ROSSI Braidwood, Ill.
WILLIAM A. THARINGER . . . Milwaukee, Wis.

Vol. III October 15, 1921 No. 6

Queries and Answers

An exporter writes as follows: "We have an order from the West Indies for 'ABAZZIA' brand macaroni and have been unable to ascertain who manufactures or handles this brand. Would appreciate this information."

Reply—We have no record of brands and their respective manufacturers, but will endeavor to get this information for you through the columns of our official organ, The New Macaroni Journal.

"The American Valuation Clause," is a new feature in the Fordney tariff bill now before Congress which we do not fully understand. Would you mind explaining what the duty at the proposed rate would be on a 22 pound box of macaroni or spaghetti?

Reply—The Fordney tariff bill, originally drafted and in the form now before the senate, provides that the duty should be assessed on the competitive value of the article in the United States rather than the declared

cost of the article in country of origin. At the proposed duty, the amount of tariff would be 1½% of the cost of manufacturing a box of similar products in this country. If finally adopted in its present form the duty will be assessed on its selling value in this country, irrespective of low price labor, cheap raw materials, or low cost of production.

Retail Prices Drop

The bureau of labor statistics has completed compilations of its changes in the retail cost of food during September in 14 principal states of the United States, showing that from Aug. 15 to Sept. 15 there was a decrease in all but two of these cities. In San Francisco there was an increase of 2 per cent, and in Dallas an increase of four tenths of 1 per cent. In Milwaukee, Minneapolis and Portland, Me., there was a decrease of 2 per cent. In Atlanta, Birmingham, Cincinnati, Little Rock, Louisville, Norfolk, Philadelphia and Salt Lake City there was a decrease of 1 per cent. In New Haven there was a decrease of one tenth of 1 per cent.

For the year Sept. 15, 1920, to Sept. 15, 1921, there was a decrease of 28 per cent in Louisville; 27 per cent in Atlanta, Birmingham, Minneapolis and Salt Lake City; 26 per cent in Little Rock and New Haven; 25 per cent in Cincinnati, Milwaukee, Norfolk, Philadelphia and Portland, Me., 24 per cent in Dallas and 23 per cent in San Francisco.

As compared with the average cost in 1913, the retail cost of food on Sept. 15, 1921, showed an increase of 56 per cent in Milwaukee; 55 per cent in Birmingham; 54 per cent in Cincinnati; 53 per cent in New Haven; 51 per cent in Philadelphia; 49 per cent in Atlanta; 48 per cent in Dallas and Minneapolis; 47 per cent in San Francisco; 43 per cent in Little Rock; 41 per cent in Louisville, and 33 per cent in Salt Lake City. Prices were not obtained from Norfolk and Portland in 1913, hence no comparison for the 8-year period for these cities.

Macaroni Imports

According to a report summarizing the foreign commerce of the United States for July 1921 the quantity of macaroni, vermicelli and similar preparations imported was but 2,000

pounds in excess of that for July 1920. A comparison of the values shows that there has been a considerable drop in cost of these imported goods. While in July 1920 76,293 pounds valued \$10,027 were received, the July 1921 receipts reached 78,632 pounds, but valued at only \$8,996. During the months ending July 1921 837,511 pounds were imported at a value of \$99,367, as compared with 342,811 pounds worth \$48,492 imported in the same period in 1920.

While the quantity of alimentary paste products imported in this country from foreign shores August 1921 was over two and a half times as large as the receipts for the same month in 1920, the value of the goods per pound had decreased nearly 25 per cent, according to figures by the foreign commerce bureau. A total of 152,600 pounds of macaroni, spaghetti and similar preparations was invoiced at the various ports throughout the country during that month, the value being only \$15,046 or slightly less than 10 cents per pound. During August 1920 a total of 68,807 pounds was imported at a value of \$8,850 for the lot. The average price per pound last year was little over 13 cents. For the eight months period ending Aug. 30, 1921 a total of 990,115 pounds of foreign pastes was imported, valued at \$114,413, as compared with only 411,621 pounds at a value of \$57,342 for a similar period the previous year.

FOR SALE Walton Screw Presses.

Three Style F 13½ inch double cylinder, Walton screw presses.

All the above are in perfect condition, having been used only a short time.

Two (2) Style H, single cylinder, Walton screw cutting presses. Good working condition.

Will sell all or singly at a sacrifice.

Address, C. C. A.
c-o Macaroni Journal,
Braidwood, Ill.

WANT ADVERTISEMENTS

Five cents per word each insertion.

WANTED—Salesman, A-1 organizer and producer, 4 languages, 10 years with Swiss Macaroni Mfg. Co., Lucerne, desires salesman position California territory. Highest references. Address: E. Sutermeister, 833 Bonnie Blvd., Los Angeles, Calif.

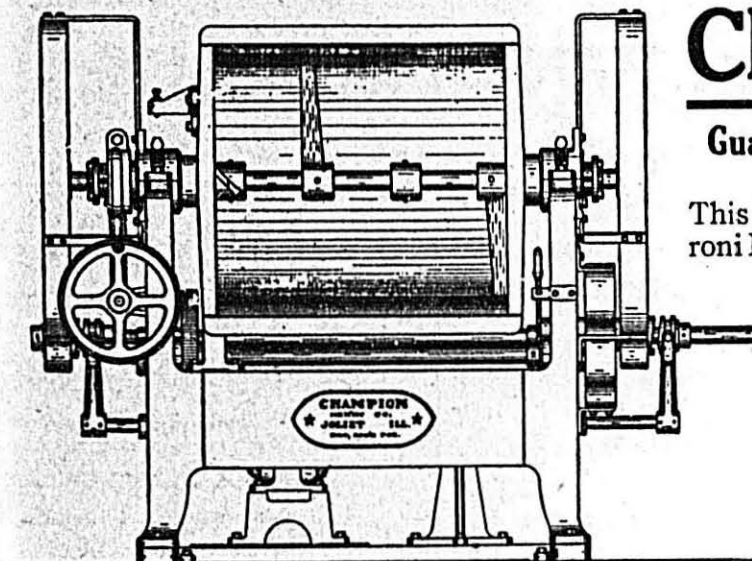
WHY

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 shocks for macaroni boxes, and we shall be more than glad to quote on your requirements promptly upon receipt of specifications.

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

ANDERSON-TULLY CO.
MEMPHIS, TENN.



Champion Mixer

Guarantees Dependable Service at Small Cost

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

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

The Agitator is made of steel and will last indefinitely.

Motor safely attached directly beneath Mixer.

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

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

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

Ask for our literature and our price.

CHAMPION MACHINERY CO.

JOLIET, ILL.

**Kanred Best Variety
for Hard Winter Wheat
Belt Says Department**

Kanred is a wheat which is resistant to prevalent forms of leaf and stem rust, is less liable to winter killing than the Turkey or Kharkof, and matures from 1 to 4 days sooner than those varieties, which sometimes means escape from bad weather conditions. It out-yields the varieties named in the principal hard winter wheat section by from 3 to 5 bushels per acre. The variety was developed from a single head of Crimean wheat, selected at the Kansas agricultural experiment station 10 years ago, from which source it is estimated that 2,000,000 acres were harvested in 1921.

"Kanred Wheat," is the title of Department Circular 194, just issued by the U. S. Department of Agriculture. Kanred is a hard red winter wheat very similar to Turkey. It is bearded and has hairless white chaff. The superior yields of the Kanred variety in northern and northwestern Kansas, eastern Colorado, southwestern Wyoming, and in Nebraska and South Dakota appear to have been due largely to its resistance to rust and to winter killing.

Kanred wheat may be grown with success wherever other hard winter wheats are grown, and should partly replace the Turkey and Kharkof varieties now widely grown. It shows no special advantage in the northern Great Plains and the Pacific northwest. It cannot compete with soft winter wheat varieties grown on the lower lands and the richer soils of eastern Kansas or the eastern United States, and is not winter hardy enough to replace spring wheat in the northern Great Plains. Wherever Turkey or Kharkof hard winter wheats are grown, however, the Kanred can be grown with equal chances of success.

In milling and baking experiments Kanred has compared favorably with

other hard red winter wheats. For successful growing pure seed is necessary and, because of similarity of the seed to other varieties, certification has been found essential. This certification is made by the Kansas Crop Improvement association with the cooperation of the Kansas Agricultural experiment station.

Business Penetration

During 1919 and 1920 the country appeared to be on the top wave of prosperity. But actually business conditions were never more unsound in our history. Our people were dancing and joy spending on the brink of a precipice. We were doing business on a vast and top heavy structure of inflated prices and loans, and a collapse was as sure as the setting of the sun.

Some clear sighted prophets predicted trouble and made themselves vastly unpopular. But the great majority of business men looked ahead with unbounded confidence and predicted that prices were going to a still higher level. Those who showed conservatism were laughed at for their old foggy inability to see things in the terms of the present day.

In time of great expansion, most peo-

ple are unable to look below the surface and perceive the indications of coming contraction. And similarly when a period of collapse has run its course, the same ones can not look below the surface and observe the signs of coming expansion.

That is just the case at the present moment. The indications of coming prosperity are so as to be seen easily. The month of August has been showing heavier car loadings and increased net earnings on the railroads. That means more business for railroad equipment factories. Building operations have increased over last year. Larger sales are being made at higher prices, of basic stuff like scrapped material, canned foods and pig iron. The movement of silk goods and shoes is more active.

Those who on the top of the wave could not see the first indications of a slump are unable now to see the signs of the growing swell. But those who look ahead, who prepare for the coming activity, who advertise their goods and push their business, are the ones who will gain the advantage of the returning wave when it reaches us.

It's mighty easy to mistake prejudice for opinions.

BUSINESS CARDS

THEO. S. BANKS

NEW YORK STATE REPRESENTATIVE
for

Yerxa, Andrews & Thurston, Inc.
Minneapolis, Minnesota

DURUM SEMOLINA

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

GEO. A. ZABRISKIE

123 Produce Exchange
NEW YORK CITY

Telephone 6617 Broad

DISTRIBUTER OF

Pillsbury's Durum Products

in Greater New York and vicinity.

GEO. B. BREON

Specializing in Macaroni
Shooks. Prompt Local or
Carload Shipments.

314 Liberty Bldg., Philadelphia

Filbert 3899 Telephones Race 4072

Counsel In Trade-Mark Matters

In Practice Since 1902

Write for "PRACTICAL POINTS"

Edward W. Holmes

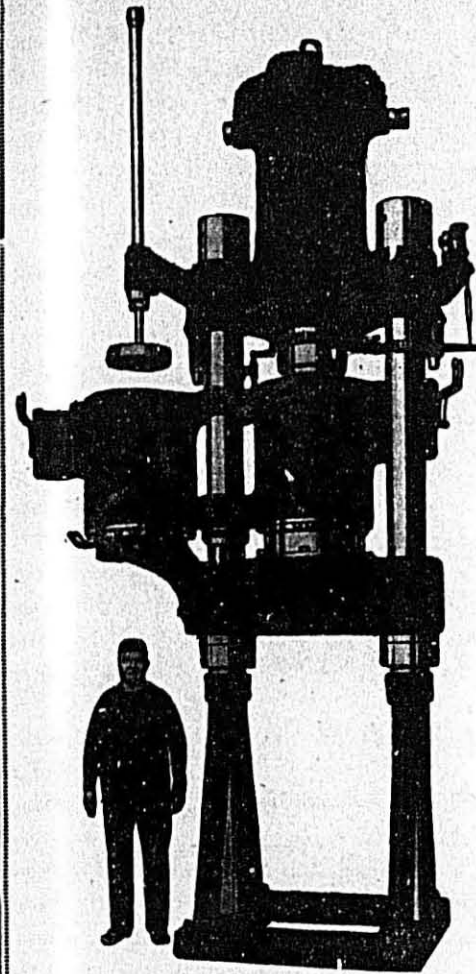
PATENT ATTORNEY

918 F. Street Washington, D. C.

**Have You A Message For The
Macaroni Manufacturer? If So,
Now Is The Time to Tell It.**

Business conditions are rapidly improving. They will become normal when all of us Think, Talk and Act normal.

Give your message direct to the big buyers in the Industry through the columns of the
NEW MACARONI JOURNAL.



John J. Cavagnaro

Engineer and Machinist

Harrison, N. J. - - U. S. A.

Specialty of

MACARONI MACHINERY

Since 1881

N. Y. Office & Shop 255-57 Centre Street, N. Y.

Shipping Containers

Solid Fibre Corrugated Fibre

FOR PARCEL POST—EXPRESS—FREIGHT

WAXED PAPERS

Bread Cereals Spices

WINDING CORES

FOR PAPER Fabrics Rubber

MAILING TUBES

AH-DA-WA-GAM
PAPER PRODUCTS COMPANY
WISCONSIN RAPIDS, WISCONSIN

603 EIGHTH AVENUE



Durum
Semolinas

Durum
Patents

Pillsbury's Medium Semolina

Compare Semolinas by quality, not by number. Pillsbury's Medium Semolina is a high quality product and used by leading manufacturers in making a first class quality of macaroni and spaghetti.

Remember this when you are tempted to buy a cheaper product. Quality considered, Pillsbury's Medium Semolina is an economical buy. It gives you the most for your money, and produces a quality of macaroni products that will build business.

If you want durum flours and semolinas which are always uniform in strength and color, use Pillsbury's. Ask our salesman, or get in touch with our nearest branch.

Pillsbury's Medium Semolina

Pillsbury's Semolina No. 2

Pillsbury's Semolina No. 3

Pillsbury's Durum Fancy Patent

Pillsbury's Durum Flours

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

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

Pillsbury Flour Mills Company

Minneapolis, Minn.

BRANCH OFFICES:

Albany
Altoona
Atlanta
Baltimore
Boston
Buffalo

Chicago
Cincinnati
Cleveland
Detroit
Indianapolis
Jacksonville

Los Angeles
Milwaukee
New Haven
New York

Philadelphia
Pittsburgh
Portland
Providence
Richmond
Saint Louis

Saint Paul
Scranton
Springfield
Syracuse
Washington
Worcester