

**THE NEW
MACARONI
JOURNAL**

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**February 15,
1922**

The New
Macaroni Journal

Minneapolis, Minn.

February 15, 1922

Volume III

Number 10



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

LENT: A Macaroni Season

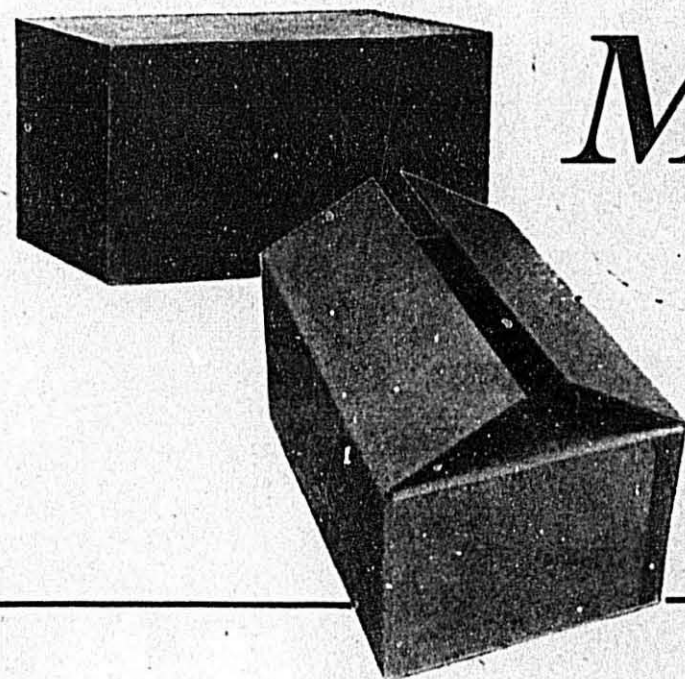
The Lenten Season should be the harvest season for all manufacturers of alimentary pastes.

This foodstuff will supply the wants of the season and no opportunity should be lost in making this point known to the thousands of perplexed housewives who will welcome your advice.

Lent presents the opportunity. It's up to each individual and the industry to grasp it.

*Cash in on the demands
for Lent.*

“Chicago Mill”



Macaroni Boxes

*Bright
Clean
Odorless*

Red Gum Shooks
One piece sides and tops

*Tested
Strength*

**Corrugated or Solid
Fibre Boxes**
*Built Specially
for Macaroni*

Prompt Delivery Interesting Prices

Chicago Mill and Lumber Company

Conway Building



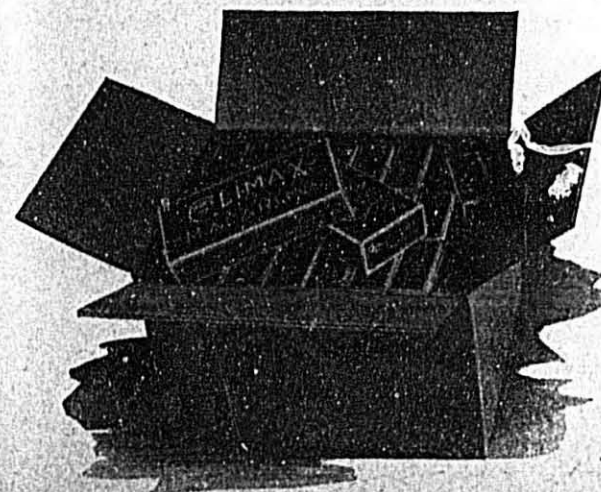
Chicago, Illinois

Greater Economy—Better Service H & D Boxes for Macaroni Shipments

YOU can save money by packing your goods in *H & D Corrugated Fibre Boxes*. Their cost is small. They are lightweight and reduce transportation expense. They come folded flat, requiring far less storage space. They are air, damp and dust tight and keep your goods in perfect condition. They are clean, easily and instantly assembled and are made strong enough to carry your heaviest shipments with safety. Considered from any angle *H & D Boxes* are the most economical and serviceable shipping containers you can buy.

Tell us your requirements and specifications and let us quote you prices. A trial order will convince you of our ability to save you money and to serve you best.

A&D Corrugated Fibre Shipping Boxes



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Paper Co.**

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Canadian Address
King St. Subway and Hanna Ave.
TORONTO, ONTARIO

STOP - LOOK - READ

AND MORE THAN ANYTHING ELSE SEE THE RED PRICES MARKED WITH X ON THE PRICE LIST.

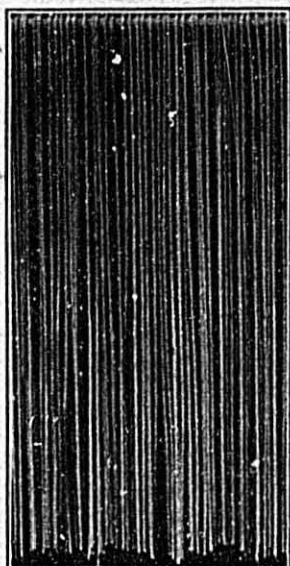
\$19,000 WORTH OF BRONZE MOULDS of this type have been sold in the last four months, all giving absolute satisfaction, and all at the original prices.

AS A PRICE OF ADVERTISEMENT, WE OFFER YOU NOW THIS MONTH OF FEBRUARY. The most important shapes of these moulds, like FORATI and FORATINI for the price almost less than any old style copper moulds used in the last fifty years. Regardless of the number you might order, the price will be the same as for one, as long as the order will reach us before the 28th.

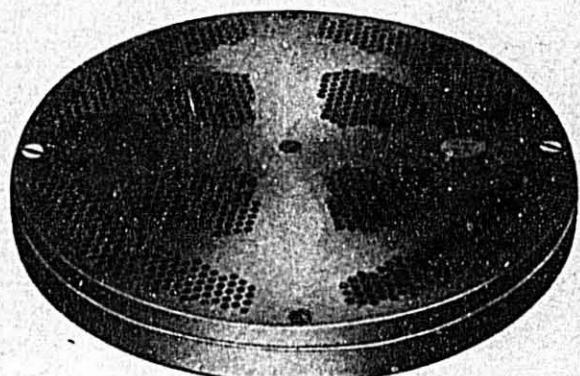
WE ARE GIVING YOU A LIST OF A FEW MANUFACTURERS WHO ARE USING THESE UP-TO-DATE BRONZE DIES.

WRITE THEM OR STILL ASK, YOU WILL BE CONVINCED BEFORE ORDERING.

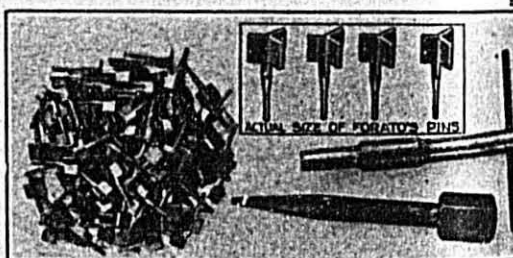
- Abruzzi Mac. Co. Philadelphia, Pa.
- American Mac. Co. Buffalo, N. Y.
- Atlantic Mac. Co. Long Island City, N. Y.
- Vincenzo Arena Norristown, Pa.
- Bellanca Mac. Co. Buffalo, N. Y.
- Buckley Mac. Co. Kensington, Conn.
- Michael Caputo & Co. Buffalo, N. Y.
- Cumberland Mac. Cumberland, Md.
- Diamond Mac. Co. Memphis, Tenn.
- De Martini Mac. Co. Jersey City, N. J.
- Dunkirk Mac. & Supply Co. Dunkirk, N. Y.
- Flume Mac. Co. Brooklyn, N. Y.
- A. T. Ghiglione & Son Germantown, Pa.
- Italian Mac. Co. Boston, Mass.
- Italo-French Produce Co. Pittsburg, Pa.



- Indiana Mac. Co. Indiana, Pa.
- Italian Mac. Co. Jeannette, Pa.
- Kurtz Bros. Mac. Co. Philadelphia, Pa.
- A. C. Krumm & Son Co. Philadelphia, Pa.
- Lake Erie Mac. Co. Erie, Pa.
- Liberty Mac. Co. Buffalo, N. Y.
- Los Angeles Mac. Co. Los Angeles, Calif.
- G. Matalone Co. Chicago, Ill.
- Metropolitan Mac. Co. Brooklyn, N. Y.
- Niagara Mac. Co. Buffalo, N. Y.
- Prince Mac. Co. Boston, Mass.
- Roman Mac. Co. Long Island City, N. Y.
- Staten Island Mac. Co. Staten Island, N. Y.
- Seattle Mac. Co. Seattle, Wash.
- Tobia Mac. Co. Astoria, L. I.
- Trieste Mac. Co. Utica, N. Y.
- Unlon Mac. Co. Beaumont, Texas.
- West Phila. Mac. Co. Philadelphia, Pa.
- Western Unlon Mac. Co. Denver, Colo.
- Viviano Bros. Chicago, Ill.
- The Wuerdeman Co. Cincinnati, O.



Noodles of any shape are feasible of moulds from this type.



Try our solid Bronze Moulds. We do not make, if not with removable pins. ELBOWS, AND ASSABESE BRONZE MOULDS ARE OUR SPECIALTIES.

DIAMETERS OF PRESSES								X	X				
9 INCHES	\$ 33 ²²	33 ²²	30 ⁷⁵	23 ⁹⁵	25 ⁵⁵	32 ⁸⁸	34 ²⁶	25⁰⁰	28⁰⁰	24 ⁴⁸	24 ⁴⁸	24 ⁴⁸	27 ³⁰
10 INCHES	\$ 37 ⁵¹	37 ⁵¹	38 ¹⁵	28 ⁸⁷	29 ⁸⁷	37 ⁸⁰	39 ⁵²	28⁰⁰	34⁰⁰	27 ⁹⁶	27 ⁹⁶	29 ⁴⁰	29 ⁴⁰
12 1/2 INCHES	\$ 45 ⁹⁷	45 ⁹⁷	48 ⁷²	35 ⁷³	37 ²⁵	47 ⁶⁷	53 ²⁰	37⁰⁰	40⁰⁰	36 ⁰³	36 ⁰³	37 ⁴²	37 ⁴²
13 1/2 INCHES	\$ 52 ²²	52 ²²	56 ¹⁵	40 ⁶²	45 ⁵³	55 ⁶⁵	60 ⁷⁵	40⁰⁰	45⁰⁰	42 ³³	42 ³³	43 ⁷²	43 ⁷²

Order Now on Forati and Foratini Moulds, February is the Only Month For Their Red Prices.
"Watch For Next Number."

Modern Macaroni Moulds Mfg. Co., Inc.
OFFICE—60 Jackson Avenue
FACTORY—77-79 East Avenue
Long Island City - New York



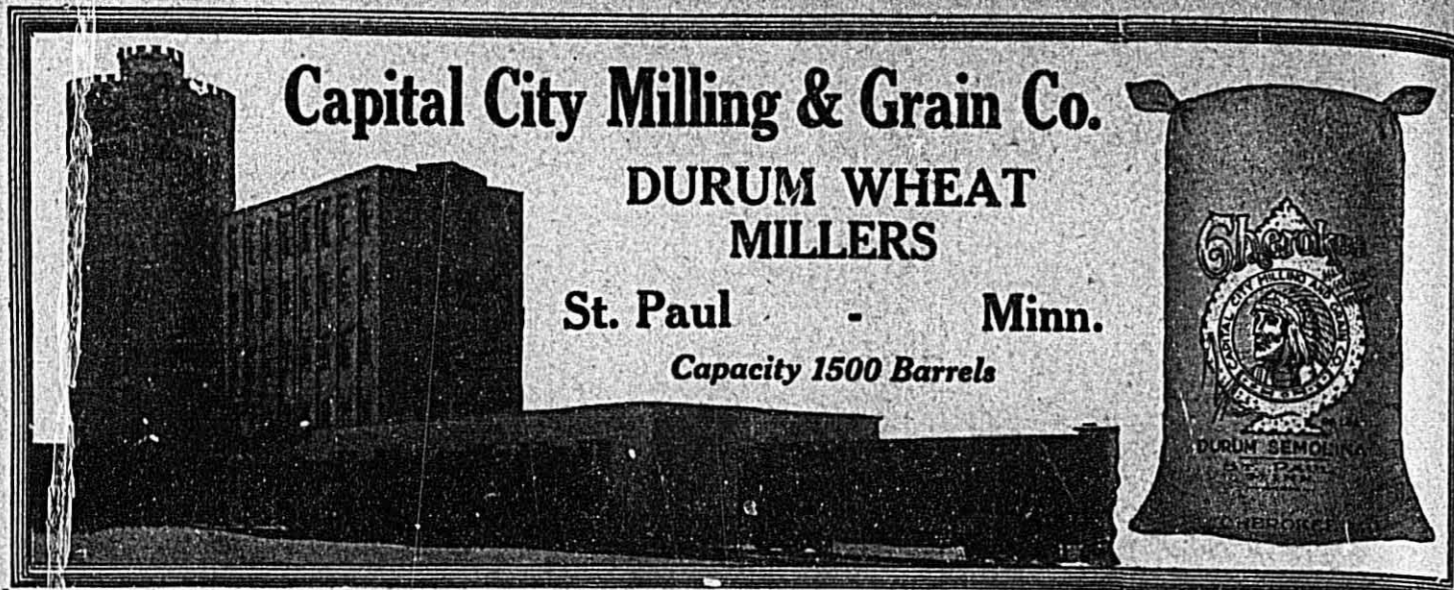
The Power of Color Turns a Package into Coin

The man who can properly use color on a folding box or a wrapper is an artist of no mean ability. Note the word *properly*. That means more than the ability to paint or draw. It means a complete knowledge of color as it relates to the buying impulse. The *intelligent* use of color on

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8 Beech Street, Cincinnati



**SEMOLINA and
 FANCY PATENT FLOUR**

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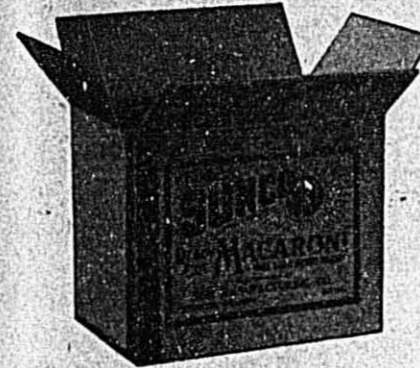
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*Quality
 Guaranteed*

*Ask for Samples
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 ST. PAUL, MINNESOTA

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**Shipping
 Containers,
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May we have your inquiry when interested in Containers, Caddies or Cartons?

We serve many of the country's foremost users.

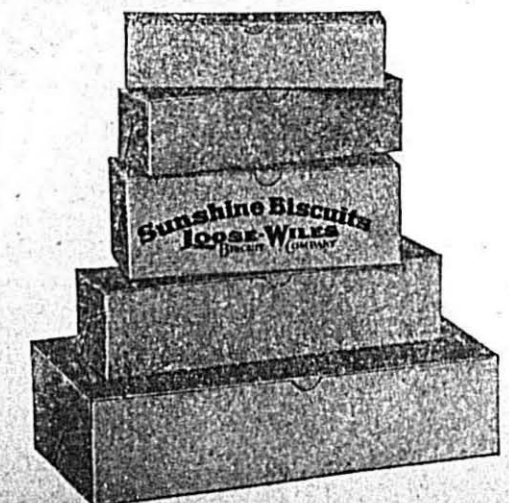
We control our raw material supplies from tree to finished product.

Capacity 200 Tons Daily

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USE DURUM SEMOLINAS

For Macaroni and Noodles

Unequaled in Color and Strength



QUALITY

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YERXA, ANDREWS & THURSTON

MINNEAPOLIS, MINN.

MACARONI JOURNAL

Macaroni and Lent

This year the Lenten Season begins March 1 and ends April 16.

Lent automatically creates a season when the natural inclination is to abstain from the use of meats of various kinds during the most of the meals in thousands of homes throughout the country. Abstention is due partly to religious training and, to an increasing extent, to the generally accepted theory that too much meat at all times is not the best for bodily comfort and general health.

People of all classes should be made to feel that there is a direct connection between lent as a season and alimentary pastes as food. Macaroni, spaghetti and noodles supply the bodily wants just as fully and perhaps even more naturally than do various kinds of meats, especially when properly prepared in the endless variety of tempting dishes both as the basis of the meal or as "extenders."

Failure on the part of macaroni manufacturers to take advantage of the opportunities offered by this welcomed season would be an indication that we are not alive to the needs of our business. The depression experienced by the business world in 1921 should serve to spur us to the utmost in cashing in on this promising period.

Lent usually bring about a welcomed spurt in consumption of alimentary paste products without any special effort on the part of the manufacturers. To increase this natural added demand for our food, to double or treble the consumption during this period, should be the ambition of all connected with the production and distribution of this food-stuff.

Those appreciating this opportunity have probably laid their plans to take advantage of every opening the season affords, particularly the "meat abstention" feature connected with it. Should any have thoughtlessly overlooked this opportunity, this reminder should stir him into immediate activity. There is still time for putting into effect plans that should be well rewarded if well executed.

Other non-meat food manufacturers are equally alive to the lenten situation and if macaroni and similar products are to be given their turn at the tables of the American housewives, concerted as well as individual action is necessary.

Among competing foods fighting for lenten favors may be mentioned fish, eggs, rice, beans and cheese. Each has its peculiar appeal, and their respective distributors will be most active in making known the food value of their particular product. While we do not begrudge them a share of this seasonable business, it is but natural that we fight for our portion of it, using the weapons of publicity and education for this purpose.

The business of 1921 was hardly such as to make the ordinary macaroni manufacturer boastful, though the industry

did enjoy a very fair boom during the last four months of the year. The Lenten Season, aside from creating an immediate increase in the consumption of alimentary paste products, should serve as an excuse for putting on an educational campaign that will bring about permanent good results.

Hopeful signs lend encouragement even to the most distracted. The Lenten Season holds out hopes that should encourage our manufacturers to put on an aggressive, convincing campaign that must result in a more regular use of macaroni, spaghetti, noodles, and such, in the meals served not only during that particular and special season but throughout the entire year.

Here are forty days of special planning for the ordinary American housewife. You can help her solve the "meal problem". Would you refuse her this help? She is at a loss as to just what food to prepare that will be in keeping with this period of fasting and meat abstention. Teach her how easily an appetizing and nourishing dish of macaroni can be served in the most economical way, as a complete meal in itself. Show her how to continue this economical practice for subsequent meals by using leftover macaroni and spaghetti as "extenders", making palatable dishes out of what might otherwise be wasted.

While all agree that some special effort should be put forth during this season to increase the consumption of our products, just what to do and how to do it is the problem of many. Local conditions and the particular market aimed at should decide what course to pursue. Publicity will be used by those enjoying national distribution; special demonstrations will be found helpful in special centers; distribution of booklets explaining ways in which food may best be prepared for the table will be found generally helpful.

In connection with any of the above getting the cooperation of the retailer will help bring about surprising results. This cooperation is often hard to obtain, particularly when he is bombarded by similar requests from other producers, but you have at your disposal some of the very best arguments possible to advance if presented judiciously, convincing arguments that should land for you and for your products a cooperation that will prove so mutually beneficial.

Make most of the point that the sale of macaroni, spaghetti or noodles by a grocer means to him many added profits, more than those directly accruing from this particular sale. In the first place he sells the basis of the meal, though this is usually bought at the meat market. Secondly, as a result of the first sale, he also sells the ingredients that usually go into well prepared macaroni dishes. These ingredients give him a good margin of profit that otherwise might be lost if macaroni or spaghetti were not made the "piece de resistance" of the meal. Among these profit bearers may be named

cheese, tomatoes or tomato sauce, butter, crackers, etc. The attention of the retailer properly called to the advantages offered by the sale of alimentary paste products should secure for you his co-operation, which is so much to be sought and which should prove so mutually advantageous.

It is not a question of HOW, but DO. The season will

soon be here. Just to what extent it will benefit your particular brand rests entirely in your hands. Overlook no opportunity to act individually and refuse no offer of cooperation with fellow manufacturers, in any activity that will bring about the welcomed increase in consumption.

Remember, Lent begins March 1.

GENERAL BUSINESS CONDITIONS

The first month of the new year has been largely occupied with retrospective views and they have not been very pleasant ones. The year 1921 was the worst for business generally that has been experienced by most of the men doing business today. The list of receiverships and bankruptcies since the close of the year has been a formidable one, but no worse than expected, and on the whole the business community has stood up under great losses remarkably well, says the National City Bank Review.

Generally speaking a business has done well to make the transition from the high level of prices to the low level now prevailing without either loss or profit. It cannot yet be confidently said that the bottom has been reached in all lines; on the contrary, there is reason to believe that in manufactured goods and construction work costs have yet to be materially reduced.

Meat Company Losses

On the other hand, the industries that have to do with primary products probably are on safe ground. The meat packing industry after a bad year in 1920 had a worse one in 1921. All of the big companies had heavy losses, Armor and Company, leading with a deficit of \$31,000,000, which is more than the profits of the best year in its history. The sugar companies fared as badly as the packing companies, and the big mail order house of Sears, Roebuck & Co. suffered a loss of over \$16,000,000. The banks naturally suffered through the numerous failures, and most of the state systems for the guaranty of bank deposits have been put out of business either temporarily or permanently. In the state of Washington every bank has left the guaranty system.

No marked change has appeared in general business conditions. The outlook for house building is better than for any other construction work and is counted quite promising. Some giving way is noted in prices of materials and wages, but costs still are very high.

Society the world over is in a state of disorganization and confusion. Millions of workers are without employment or regular income, and their dependent families are in distress. In the United States the crops of food-stuffs have been ample, but the producers are unable to dispose of them at remunerative prices because the would-be consumers are unable to buy. That this state of affairs is deplorable all are agreed. Nobody desires it to continue, but there is lack of agreement as to what may be done to remedy the situation.

There is a prevalent opinion that some authority or group of leaders might set everything right if only it was impressed with the necessity for doing so. This bank receives letters, evidently written in all sincerity, urging that the great banks take speedy steps to afford relief. The banks are as much interested in the revival of prosperity as anybody can be, but have no control over the situation. The government at Washington is urged from many quarters to do something worthwhile, but the officials of the government have enough to do to make its own financial ends meet. The government has no control over the fundamental factors in the present situation.

Prosperity is a state which exists when everybody is able to readily exchange his labor or products for the labor or products of others. The terms of those exchanges have to be agreed upon by the immediate parties to them. Neither the government nor the bankers can say how many bushels of corn shall exchange for a pair of shoes, a suit of clothes or a ton of coal, and these exchanges are the seat of this present disorder. When it suddenly takes two or three times as many bushels of corn to buy shoes or clothing, stagnation in the shoe and clothing industries naturally results. The purchasing power of the corn-growers is curtailed.

Industrial Discontent

The explanation of the disorder

which exists in industry is largely in the state of mind of the workers. It cannot be doubted that as a result of agitation that has been going on for years the wage-earning population has become to some extent imbued with the idea that wage earners have been unfairly dealt with by the employing class. Many of them believe that they have not received a fair share of the fruits of their labors, and have determined to do less work and get more for it. One natural effect of this belief is to reduce the efficiency of the individual worker. Of course no one will work with good heart if he thinks he is unfairly dealt with. Another effect is a want of harmony between organized labor and the employers which interferes with the effective direction and management of industry. Of what use is it to appeal to bankers or employers for remedies for unemployment when their opinions and advice are viewed with suspicion and they can do nothing without cooperation?

What is the truth about the division of the industrial product? Do employers as a class obtain an excessive and unfair share of it and the wage earners as a rule less than they ought to have? Is the distribution an arbitrary one, determined by employers to suit themselves, or is it a varying one, determined by industrial conditions and economic law?

Numerous calculations have been made from time to time by statisticians from the available data, and the data is increasing from year to year as statistical reports upon production are extended and made more complete. The income reports required by the government in connection with its system of taxation have added much to available material.

Who Gets Industrial Product?

Evidently it is highly desirable that a careful study of the distribution of current wealth shall be made. What becomes of the industrial output of the country? For whose benefit does this great industrial organization function? In whose service are the thousands of factories running and the rail-

(Continued on page 12.)

Macaroni Versus Cereal Food Products

By Benfer-Baughman Co., Cleveland

Transportation has never been a more vital issue than today. The carriers must cut down operating expenses to a minimum and increase tonnage. Every industrial concern has been decreasing manufacturing costs without correspondingly decreasing production. The railroads must do likewise. To accomplish the same methods—that is, reduce the cost of help through a lower wage or get a full day's work for the present wage, or both; buy material for less, practice all economies, and be in position to sell their product (transportation) for less and increase business.

Readjustments Necessary

The interstate commerce commission recently stated that while it is impracticable at this time to adjust all the rates on individual commodities it is conceded by the carriers that readjustments are necessary; and it is expected that shippers will apply to carriers in the near future, and the latter will be expected to deal promptly and effectively therewith to the end that as many readjustments as practical be made without submitting them to the commission.

Macaroni is a cereal food product, partially prepared for human consumption, and should be rated as such. It is not cooked; its value per pound is less than puffed wheat, grape nuts, post toasties, etc.; it will load as heavily in a can; its liability to loss or damage is no greater. The revenue accruing to the carrier would therefore be equal to or a little more on macaroni if the rates were the same. But the rates are not the same as shown by the accompanying table. The cereal food products enjoy rates as low as 30 or 35 per cent of the macaroni rates. The average is about 62 per cent.

Sample Case

In the Union Tanning Co. vs. So. Ry. Co. (25 I. C. C. 112, I. C. 114), the commission rules:

The giving of a lower rate to one manufacturer than to another, when both are so situated as to entitle them to equal rates, must necessarily operate to the disadvantage of the one who pays the higher rate. Undoubtedly this would be discrimination, and we think, clearly within the condemnation of the statute as undue and unreasonable, whether the output of the enterprises were the same or not. Certainly a lower rate to one than to the

other could not be justified merely upon the absence of competition in the sale of their products.

Apply to Carriers

To get more favorable rates they must be asked for and the request followed up consistently and persistently. In the words of the interstate commerce commission quoted above, "It is expected that shippers will apply to carriers for rate adjustments." It is incumbent on the manufacturer, therefore, to prepare data and present his problem in logical and conclusive form to the carriers. The commission reserves its action to settle disputes where amicable adjustments cannot be effected between shippers and carriers.

Concerted action on the part of the macaroni manufacturers must be taken to gain their just deserts. The cereal food manufacturers have been and are continually active and aggressive to secure and preserve the rates they enjoy at present. Macaroni manufacturers can get lower rates only by presenting their case and following it up consistently and vigorously. There is no question as to what rates they should have. The difficulty lies in making the carriers see the necessity for them. It is not a case to be brought forward for hearing and dropped if adverse decision is returned but a continuous, consistent, vigorous campaign to be waged until recognition is obtained.

Breach Widened

Cereal food product rates were reduced to trancontinental points and to Denver last November. This widens still further the gap existing between cereal food rates and macaroni rates to those territories.

The theory of matutinal use of cereal foods is nicely exploded by their manufacturers when they advertise and furnish recipes for the use of their products in fancy desserts, oat meal bread, etc. It is common to find menus including macaroni and vermicelli among the soups and grape nut pudding and corn flake kisses among the sweets.

Macaroni products are just almost begging someone to ask the transportation companies to give them, the rates to which they are entitled. The accompanying table shows what is possible, and it is the "Macaroni Products Manufacturers' " for the asking, if such re-

quest is followed with consistent and constructive effort.

FROM CHICAGO, ILL.

TO	Rate of frt. on Cereals	% of Foods rate	Rate of frt. on Macaroni
Omaha	27½	51	46
Kansas City	27½	51	46
Denver	69½	61	1.13½
Salt Lake	94½	54	1.75½
San Francisco	1.28*(1.48)	67	1.92
Butte	1.28*(1.48)	72	1.78½
St. Paul	150*(25½)	44	31
St. Louis	18	51	31
Dallas	64½	47	1.38½
Galveston	71	51	1.38½
Memphis	30	37½	80
New Orleans	40x(31)	58	68½
Atlanta	71½	60	1.19
Jacksonville	65½	54	1.22
Cleveland	21½	66	33
New York	39½	63	63

(* 24000 pounds minimum.
(o) Prop.—applies under milling in transit.
(x) Commodity.

FROM CLEVELAND, OHIO

TO	Rate of frt. on Cereals	% of Foods rate	Rate of frt. on Macaroni
Omaha	48½	65	74½
Kansas City	48½	65	74½
Denver	90½	62	1.46½
Salt Lake	1.15½	56	2.07xx
San Francisco	1.41*(1.61)	68	2.08½xx
Butte	1.41*(1.61)	68	2.08½xx
St. Paul	36	58	62
St. Louis	28	69	40½
Chicago	21	64	33
Dallas	79½	52	1.53½
Galveston	86	56	1.53½
Memphis	33½	37	90
New Orleans	43½	60	72
Atlanta	67	58	1.17½
Jacksonville	61	51	1.20½
New York	28½	64	44½

(* Minimum 24000 pounds.
(xx) Commodity.

FROM KANSAS CITY, Mo.

TO	Rate of frt. on Cereals	% of Foods rate	Rate of frt. on Macaroni
Omaha	19	51	37
Denver	42	53	79½
Salt Lake	74½	53	1.40x
San Francisco	1.08*(1.28)	65	1.66½x
Butte	1.08*(1.28)	69	1.56½x
St. Paul	27½	58	47½
St. Louis	22½	61	37
Chicago	27½(20½)60		46
Dallas	55½	47	1.18
Galveston	62	49	1.27
Memphis	460	59	78½
Atlanta	89	61	1.47
Jacksonville	83	54	1.50½
Cleveland	45	59	77½
New York	58	53	1.10

(* 24000 pounds minimum.
(o) 20000 pounds minimum.
(x) Commodity.

FROM MILWAUKEE, WIS.

TO	Rate of frt. on Cereals	% of Foods rate	Rate of frt. on Macaroni
Kansas City	27½	51	54
Omaha	27½	51	54
Denver	69½	61	1.13½
Salt Lake	94½	54	1.75½
San Francisco	1.28*(1.48)	67	1.92
Butte	1.28*(1.48)	72	1.78½
St. Paul	21	62	31
St. Louis	7	34	20½
Chicago	64½	47	1.38½
Dallas	71	51	1.38½
Galveston	33½	39	85
Memphis	42½	59	72
Atlanta	76½	62	1.22½
Jacksonville	70½	56	1.25½
Cleveland	26½	73	36½
New York	39½	63	63

(* 24000 pounds minimum.

FROM OMAHA, NEB.

TO	Rate of frt. on Cereals	% of Foods rate	Rate of frt. on Macaroni
Kansas City	19	51	37
Denver	42	53	79½
Salt Lake	74½	53	1.40
San Francisco	1.28*(1.28)	65	1.66½
Butte	1.08*(1.28)	69	1.56½
St. Paul	26½	58	46
St. Louis	22½	61	37
Chicago	27½(20½)60		46
Dallas	65	49	1.33½
Galveston	71½	54	1.33½
Memphis	49½xx	57	88½
Atlanta	91½	62	1.47
Jacksonville	86½	57	1.50½
Cleveland	45	58	77½
New York	58	53	1.10

(*) Mixed C/L 1.50.
(o) Prop. from beyond.
(xx) 20000 pounds minimum.

FROM ST. LOUIS, MO.

TO	Rate of frt. on Cereals	% of rate	Rate of frt. on Macaroni
Omaha	25	70	37
Kansas City	22½	61	36½
Denver	64½o	81	1.06½
Denver	89 xx	81	1.06½
Salt Lake	90½o	84	1.66½x
Salt Lake	1.08 xx	65	1.66½x
San Francisco	1.21*(1.41)	68	1.83½
Butte	1.25*(1.48)	72	1.78½
St. Paul	27	74	36
Chicago	18	51	31
Dallas	51½	41	1.27
Galveston	58	46	1.27
Memphis	18½	39	47
New Orleans	32	73	44
Atlanta	66½	60	1.10
Jacksonville	60	53	1.13½
Cleveland	25*(23)	62	40½
New York	43	58	73½

(*) 24000 pounds minimum.
(o) 40000 pounds minimum.
(xx) 20000 pounds minimum.
(x) 24000 pounds minimum.

FROM ST. PAUL, MINN.

TO	Rate of frt. on Cereals	% of rate	Rate of frt. on Macaroni
Omaha	26½	49	54
Kansas City	27½	49	57½
Denver	63	60	1.06½
Salt Lake	90½	54	1.66½
San Francisco	1.21*(1.41)	66	1.83½
Butte	1.08*(1.28)	69	1.56½
St. Louis	22½	..	36
Chicago	25½(15)	..	34
Dallas	66½	43	1.52
Galveston	73	48	1.52
Memphis	37½	34	1.09½
New Orleans	61	45	1.34½
Atlanta	76	67	1.13½
Jacksonville	70	60	1.16½
Cleveland	36	58	62
New York	45½	47	97

(*) 24000 pounds minimum.

THE MACARONI SITUATION

Analysis by National President Suggests Remedies for Untoward Conditions—Slack Filled Package Evil Dwindling—Advertising and Quality Manufacture Needed.

Generally speaking the macaroni industry is now, and has been for some time, suffering from under consumption, or over production, and until such condition is eliminated will continue to suffer, says B. F. Huestis, president of the National Macaroni Manufacturers association in an article prepared for the American Food Journal.

For the last few years the business has increased slightly, although in not great enough volume to have made it necessary for the many new factories which have started up all over the country, many of which have already given up the ghost but whose places will undoubtedly be filled by others seeking experience.

Good business brought more factories and when the so-called buyers strike went into effect it brought out slack filled packages and price demoralization. A reputable manufacturer obliged to maintain his organization was forced to compete with goods which had no standing as to quality, and to meet such

conditions whether at loss or not. The slack filled package in my opinion is directly responsible for the falling off in macaroni consumption, aided in great degree by goods manufactured from other ingredients than the semolina of hard wheat, which is the accepted standard. The slack filled package was then abandoned, but consumption was at a low ebb and will need considerable nursing in the way of advertising and in the manufacture of quality goods always to bring it back. It will come back, but only through the earnest efforts of quality manufacturers backed up by advertising of the highest grade.

Macaroni as an article of sale by jobbers and retailers is grossly misunderstood; because the price of a single package of macaroni may be insignificant in itself the grocer overlooks the fact that for every dollars worth of macaroni he sells, he also sells two and one half dollars worth of his other goods. Advertising will show him that he is neglecting one of the very best articles in his entire stock and, if he buys a brand of goods upon which the manufacturer can put his guarantee of quality in the form of a trade mark recognized as meaning quality, he may rest assured he will develop a business on this unequalled food that will surprise him.

Quality, Answer to Low Price

The salesman who is firmly sold on the quality of his product is best able to meet a competitor's talk of "lower price." The top notch man rarely thinks in terms of price, says Merchandising Advertising.

Lower price is the strongest sales argument of the indifferent salesman. Unfamiliar with his line of goods, and more or less ignorant on the subject of material and manufacturing costs, he falls back on claims of lower price. He is unable to realize that inferior quality goods offered at "cut" prices threaten the dealer's present profits as well as the ultimate success of both.

Real salesmen direct their thought and effort toward selling the dealer on the profit he will make by handling their line.

Such salesmen usually are able to obtain representation for standard, generally advertised goods. Only quality goods continuously respond to advertising. The fact that the line is generally advertised is in itself strong as-

urance of quality and consumer demand.

The successful salesman convinces dealers of the dollars and cents returns they get from turnover. He knows that in increasing the dealer's turnover he is adding to his own commissions. He sells his dealers profit on his product at his price. He gets his orders on the basis of easy-to-sell goods that move rapidly at satisfactory profits because they give satisfaction.

Of course, a generally advertised quality product will sell more easily at a higher price to people who value quality than will an inferior unknown article at a lower price. The wideawake dealer knows this and is partly sold on the salesman's advertised line even before he examines the samples or hears the price.

Many top notch, big commission salesmen sell their customers from a portfolio of sample advertising instead of from sample case or mammoth trunk. But they do not allow the dealer to forget that the advertising is backed by quality. Advertising is continuously effective only when applied to products that live up to their advertised merits.

Doubles Capital Stock

The Joliet Macaroni Co., which bought out the International Macaroni company plant and equipment at Joliet, Ill., a year ago, has been enjoying fairly good business and found it necessary recently to increase its capital stock from \$50,000 to \$100,000 according to certificates filed by that corporation. This concern now has 1000 shares of stock at a par value of \$100 each and 2000 shares of no par value. The new issue of stock is known as class B stock and is entitled to 7 per cent dividends, payable semiannually, before any dividends are payable on any other stock issued by that company. The concern also reserves the right to redeem these on or before April 1, 1927, at par and accrued interest; prior redemption would be at 104 and accrued interest. B. F. Scotland, formerly of the Cleveland Macaroni Co., and Frank J. Keigher, formerly of the International Macaroni Co., are leading officers of the Joliet concern.

Success comes in "cans". Failure comes in "cants".

The higher the mountain the lower the vale.

When You Want Quality
and Service

Buy

NOMCO
Durum Products

Farina
Semolina
Flour

Write or wire for samples and quotations.

Northern Milling Co.
Wausau, Wisconsin

Special Tariff Convention Approves American Valuation Plan

At the special tariff convention held in the New Willard hotel, Washington, Jan. 30-31, under auspices of the National Association of Manufacturers, those in attendance went on record as strongly in favor of the proposed American Valuation Plan in any tariff measure that may be adopted by congress. They further went on record as favoring adequate tariffs sure to give American industry the protection to which it is entitled. Among those in attendance were leaders in all lines of manufacture.

The situation confronting the manufacturers was ably presented by President J. E. Edgerton in his opening address, in part as follows:

President's Statement

"The National Association of Manufacturers was created for the purpose of serving the nation primarily through the advancement of its industrial interests. It is the one great medium through which all the manufacturers of the nation can give the most effective expression to their collective thought on all problems involving the common welfare. It is controlled in its activities by the majority principle. It seeks no special favors for its constituency at the expense of any other interest, and it expects no reward that does not come through a process of constructive service.

"One of the problems which are fundamental to the economic life of the nation is that of the tariff on imports. By dint of an extraordinary series of circumstances with which you are familiar this problem has reached an extremely acute stage, and at this moment it is of maximum importance to an early restoration of our economic equilibrium. It must be obvious to all who are informed and who think above the clouds of their prejudice that the production industries of America cannot weather the storm of foreign competition even in our home markets unless they are adequately protected against the cheaply made products of other countries. Unless and until that protection is furnished by the government which is largely supported by the interests seeking the assistance, those thousands of manufacturing establishments now idle will continue so and thousands of others that are now run-

ning sluggishly will ultimately shut down, releasing other millions for involuntary service in the already swollen ranks of the unemployed. The only possible alternative in the absence of proper tariff protection is, to bring down our operating costs to the level of those prevailing among competing nations. That would, of course, mean radical wage reductions and the leveling of American standards with those of foreign countries. It is unthinkable that a government which thrives chiefly upon its industries will withhold from them for a single unnecessary moment the protection which they so sorely need and deserve.

Argument for American Plan

"I have all necessary evidence to support the declaration that the overwhelming masses of the manufacturers of the nation and the vast majority of all other producing interests together with million of wage workers insist, first, that their government come to their rescue at the earliest practicable moment with adequate tariff legislation and, second, that this legislation, whatever its character or form, shall embrace the administrative principle of American principle of American Valuation. The chief virtues of this principle are that it is equally applicable to a high tariff or a low tariff, to a tariff for revenue only or to a tariff for protection, that it will be uninfluenced by rates of exchange in foreign countries, and that it will put upon a uniform and equal basis the products of all countries which come to ours. If it is right and necessary that a government fix the rates upon imported commodities, it is right and necessary that it should make the assessment of values to which the rates are to be applied. For a government to fix the rates upon importations and then leave to the owners of the commodities the power and right to determine the basis of valuations is as absurd as it would be to fix the rate of taxation upon real estate and leave it to the owners to assess the property. The lament, largely from the importing interests, that the adoption of the American Valuation principle would mean the fixing of prices by the government has no foundation in reason. It would mean only the ascertainment

of market values for the purpose of applying tariff ratio. If, however, in this governmental process of ascertaining and publishing values unjust profits should be exposed and thereby interfered with, the government might not be condemned for the service to the public.

Fear of Discovery

"In my own opinion, the genesis of the opposition to this American Valuation principle of valuation lies in the fear of the discovery by the public of the favorite abiding place of abnormal profits. Let him who shouts the doctrine that the American consumer is entitled to as low prices as those in other countries point out any instances wherein the American public has shared the advantage of cheaply imported commodities. Articles of merchandise may be purchased abroad at low prices and imported on an European valuation, but they are sold to consumers in this country on an American valuation, and that valuation is determined by the cost of manufacturing and marketing the same commodities by American manufacturers. The moral is that occupants of glass houses should not too often indulge their impulses to throw stones.

"The mercantile interests should not overlook the fact that the purchasing power of our nation is maintained principally by its industrial pay rolls. To a person who is out of work and has no money it makes little or no difference whether a needed article is priced at 5 cents or a dollar. It matters not how cheaply an article may be purchased abroad and sold at in this country, unless our farms and factories are producing and selling on a profitable basis and thereby putting money into circulation among the masses, merchants cannot sell their wares at any price and all classes suffer alike.

"Upon these considerations, this convention of American manufacturers has been called. We have mountains of evidences that not less than 90 per cent of all the manufacturers in this nation who know the difference between foreign and American valuations are enthusiastically in favor of their home brand."

As a result of the 2-day deliberation the following memorial was unani-

Washburn-Crosby's Gold Medal Semolina

MILLED BY EXPERTS

OUR MILLERS know from long experience just how to mill Durum wheat to secure exactly the right degree of granulation.

Growing demand and ever greater sales of Gold Medal Semolina have been the means of providing the finest milling equipment anywhere available to support these men who have made milling their life work. Everything is provided them that can possibly be used to make a high grade product.

Every sack must equal an established standard. There is no question about the high quality of every sack of semolina on which is printed our registered trade mark—GOLD MEDAL SEMOLINA.

This mark signifies that the product is pure.

We guarantee

That only choice select amber durum wheat is milled;

That the granulation is uniform;

That each grade, either No. 1, No. 2 or No. 3, is standard.

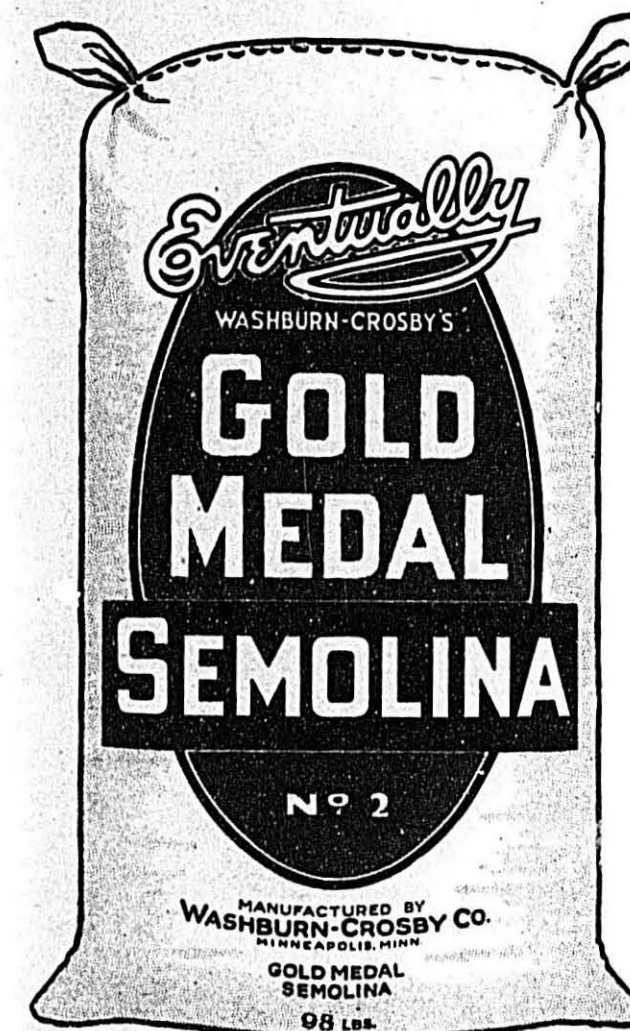
If you have not yet begun using Gold Medal Semolina you owe it to your business to make a trial purchase.

WASHBURN-CROSBY Co.

MINNEAPOLIS

BUFFALO
U. S. A.

NEW YORK



mously adopted as expressing the feelings, opinions, and hopes of the manufacturers of the country:

Memorial Adopted

"Our country is today in the grip of the greatest economic crisis of our time. Great numbers of men and women are unemployed. Farmers are beseeching congress to alleviate the difficulties with which they are confronted. In all parts of the country producers are being obliged to discontinue or greatly curtail production.

"The utmost determination to surmount the existing difficulties by energy, efficiency and thrift, are unavailing in the face of a foreign economic invasion such as our country has never before witnessed. Farm products and manufactured articles are being dumped upon our market from many countries whose depreciated currencies and depreciated economic standards have greatly lowered former low production cost.

"The present basic revenue act of 1913 was avowedly designed by its authors as merely a revenue measure from which, so far as possible, the element of protection to American producers was entirely eliminated. The depreciation of foreign currencies since that law was enacted has greatly reduced its effectiveness even for revenue purposes; and the vastly increased quantity of imports, made possible by its low rates of duty and uncertain basis of valuations for dutiable purposes, are displacing corresponding quantities of domestic production, thereby intensifying the evils of unemployment and consequent restriction of mercantile business.

Return to Protection

"If the hardships of unemployment and its attendant evils are to be removed, it is essential that there shall be a prompt return to a policy of protection for American labor on the farm in the mine and in the factory; and to make such protection effective under the new and altogether unprecedented economic conditions now prevailing in competing countries it is imperative that the American Valuation method of assessing ad valorem duties shall be incorporated as a basic administrative principle of the tariff act, as by so doing there will be placed on the statute books an operative enforceable law as against the present inoperative and nonenforceable law.

"The opposition to the American

Valuation plan is essentially an opposition to the substitution of protective tariff rates in the place of the revenue rates of the act of 1913. All other reasons for opposing that method of assessing duties have been effectively refuted. The fundamental issue is now narrowed to the mere question of whether the tariff policy of the country shall be one for revenue only or one for such protection as will assure employment for American labor.

"This convention, representative of the great industrial activities of the country, joins with those innumerable organizations which have already spoken in approval of the American Valuation plan of assessing the duties on imports; and in urging immediate revision of the tariff laws for the purpose of providing needed protection for the labor of manufacture, agriculture and mining.

"We respectfully urge that the provisions in the pending Fordney tariff bill be retained that provide for American Valuation by American appraisers in America."

'PERFECT PACKAGE' SCORE

Results of November Campaign Almost 100 Per Cent—Totals by Classes of Cities Tabulated—Usual Errors Checked Against.

Shippers of the country made a score of 99.10% in the "Perfect Package Campaign," according to a recapitulation of the results of the movement just announced by the joint campaign committee of the American Railway association and the American Railway Express company, which conducted the campaign throughout the country in November.

Reports of the business handled and the number of exceptions taken on packages because of some error or defect in packing, marking or registration, were tabulated in Chicago by a corps of accountants, and took a week to complete.

Enormous Traffic

During the Perfect Package Month, as November was designated, the railroads were credited with handling 9,339,745 freight shipments, to which 101,760 exceptions were filed by the carriers. During the same period the express company handled 10,899,352 shipments, to which 81,070 exceptions were taken. In other words, all of the carriers handled 20,239,097 shipments,

freight and express, on which 182,830 exceptions were entered by carriers, giving a national percentage of 99.10%.

These figures were tabulated from reports received, up to Dec. 22, 1921, from 1294 cities in the United States, divided into five classes, according to population. The 56 leading cities, with a population of 100,000, shipped out more than half the business handled by the carriers, representing 5,724,761 shipments by freight and 7,871,455 by express, for a percentage of 95.15%.

The 156 cities having a population from 25,000 to 100,000 forwarded 3,455,254 shipments by freight and express, with total exceptions filed of 37,891, for a score of 98.91%. Two hundred and fifty-four cities, with a population between 10,000 and 25,000, shipped 1,946,683 shipments, with 21,883 exceptions for a score of 98.88%.

Two hundred and twenty-seven cities, with a population from 5,000 to 10,000, made 688,678 shipments, with 4,898 exceptions, for a score of 99.29%. Six hundred and one cities with a population of 5,000 and under obtained a score of 99.40%, with 552,263 freight and express shipments, on which 3,338 exceptions were filed.

Usual Errors

The exception reports covered errors made by shippers in the packing and marking of shipments, and in making out bills of lading or express receipts. A number of the smaller communities failed to forward their reports in time and were not included in the recapitulation.

The joint perfect package campaign committee has issued a statement, expressing the thanks of the carriers and their representatives, to all traffic clubs, chambers of commerce and other shippers organizations, which gave active support to the movement and contributed to its success.

Cardinal Resolution—Optimism

No matter what resolutions you have made for 1922 there is still one more you ought to add if it is not on your list. **Decide to be an optimist.** The time has come when we ought to leave the task of supporting our trousers to either our belts or our suspenders. We must quit wearing both. 1922 is going to be a great year for optimists, but the pessimist will find it no better than 1921. This is the rosy outlook which the editor of *Bottles* holds out to his



Protect Your Goods

Good wood boxes are built to stand hard knocks and rough handling.

Anvils, plows and heavy castings are often loaded in the same car with your goods. In the heavy jolts of switching the wood box takes the blows and saves the merchandise within.

Freight is often carelessly loaded.

Good wood boxes stand pressure in the bottom of the pile. They stand hard falls.

Hooks cannot pierce, and moisture does not penetrate the solid walls of good wood boxes.

You give your goods maximum protection against the hazards of transportation when you ship in

Good Wood Boxes

Backed by the National Association of Box Manufacturers

New England:
1013 SCOLLAY BLDG.
Boston, Mass.

GENERAL OFFICES
1553 CONWAY BUILDING, CHICAGO

Eastern:
433 CALVERT BUILDING
Baltimore, Md.

readers as a primary color for business spectacles. Then he goes on:

Shakspeare Said It First

Business, after all, according to those who know, is nothing more nor less than a matter of psychology. It's the way you think or feel about a thing that makes it good or bad.

Interrelated and interdependent as business institutions are, the actions of one house are reflected in the sales, production and activity of a dozen others. A pessimistic attitude on the part of one business man regarding the general business outlook is going to be reflected in his concern by a hand to mouth buying of raw materials, machinery and supplies. This attitude does not stop with short hours, 50 per cent production and the laying off of employees in his own plant alone, but spreads the same ills to those organizations which have built up their business in supplying his needs.

During the prosperous months that followed the end of the war the slack in the employment line was all taken up, and as a nation we were operating at capacity. This meant that instead of having an army of unemployed who were buying nothing and producing nothing we had an army of buyers who were clamoring for goods of all kinds.

Then and Now

They were receiving good wages, living comfortably and spending their money freely. A nation with a million men out of work and the same nation with that million busily engaged in industry, bending their energies toward the production of goods and buying the things that they need for themselves and families, spells the difference between prosperity and depression. On this subject John Wanamaker of New York, has the following to say regarding 1922:

There will be plenty of work for all if we all show our faith, not by relaxing our efforts, holding back in fear, putting on blue glasses and keeping our money in our pockets, but by making needed improvements, starting to build and rebuild, buying and selling, putting to work our energies, our brains, our moneys—everything we have—for the good of the country.

We have just been through a period of depression and know the worst it can hold for us. What we need now is a general return of that optimism and faith of which Mr. Wanamaker speaks.

The majority of men may be pessimists for a time but they can't stay that way for long. The very idea of going ahead, building new additions to your plant, installing new machinery, borrowing money at the bank and planning to increase your business is in itself a remarkable illustration of optimism and faith in the future.

No great invention or big thing was ever carried to completion by a pessimist. The president of a big company has got to be an optimist in order to hold down his job.

When the pessimists have things in control capital runs and hides itself behind prohibitive rates of interest. It doesn't want anything to do with a man who is not an optimist, because it is not safe in his hands.

If business is hard to get, the pessimist decides there isn't any, and sits down to wait until conditions change. The optimist, however, doesn't question for a minute the fact that there is business to be obtained if he can get it, and he spends his time in digging it out.

General Business Conditions

(Continued from page 10.)

roads kept in operation? For whose ultimate benefit are the great sums of capital raised, as represented by the daily bond and stock flotations, and the great industrial works projected? Do a few owners reap the benefits or are they widely diffused?

And not only is it very desirable that the truth shall be ascertained about distribution, but important that it shall be determined by the cooperative studies of a group of men representing different views upon social and industrial questions. In other words, it is highly desirable to have the facts removed from controversy. It is not to be supposed that men will ever agree in their opinions about all social and industrial policies, but if they can agree upon certain facts, much that is in controversy may be cleared up.

Handy Portable Drill

The Wodaek Electric Tool corporation of Chicago has developed a combination portable electric drill and grinder that apparently fills a long felt want in the smaller shops and factories where hand drilling and grinding operations are performed, but where the work of this nature is not sufficient to

warrant the purchase of separate large machines. The new tool may be used as a portable electric drill and also as a portable electric grinder. This combination outfit weighs only 18 lbs. with ½ H. P. motor and has a drilling capacity of ¼ to ⅝ inches in steel, can also be used in drilling wood and, as a grinder, is equipped with a wheel 6x ¾ in. Two speeds are arranged for, one for drilling and a high speed for grinding.

Denies Right to Regulate Discounts

The Loose-Wiles Biscuit company has filed an answer to the charges made by the federal trade commission of unfair practices in distribution of its products and in granting of discounts on purchases. The company contends that the federal trade commission has no jurisdiction in the case and possesses no right to inquire into its system of discounts on aggregate monthly orders by purchases.

The company was cited, together with the National Biscuit company, because it gave discounts to individual stores of chain systems, and refused to do the same for independent retailers who combined in making their purchases.

The company admits that it is among the largest manufacturers of bakery products but denies absolutely that it controls a substantial part of the trade. It admits that it refused to allow operators of one store discounts as high as those granted the chain stores under a system of quantity discounts on monthly purchases. It simply declares that the law creating the federal trade commission does not give authority to inquire into such matters.—The Modern Grocer.

End of Perfect Lease

A teacher in a slum school was calling over the names of his scholars in order to ascertain which of them were likely to leave shortly.

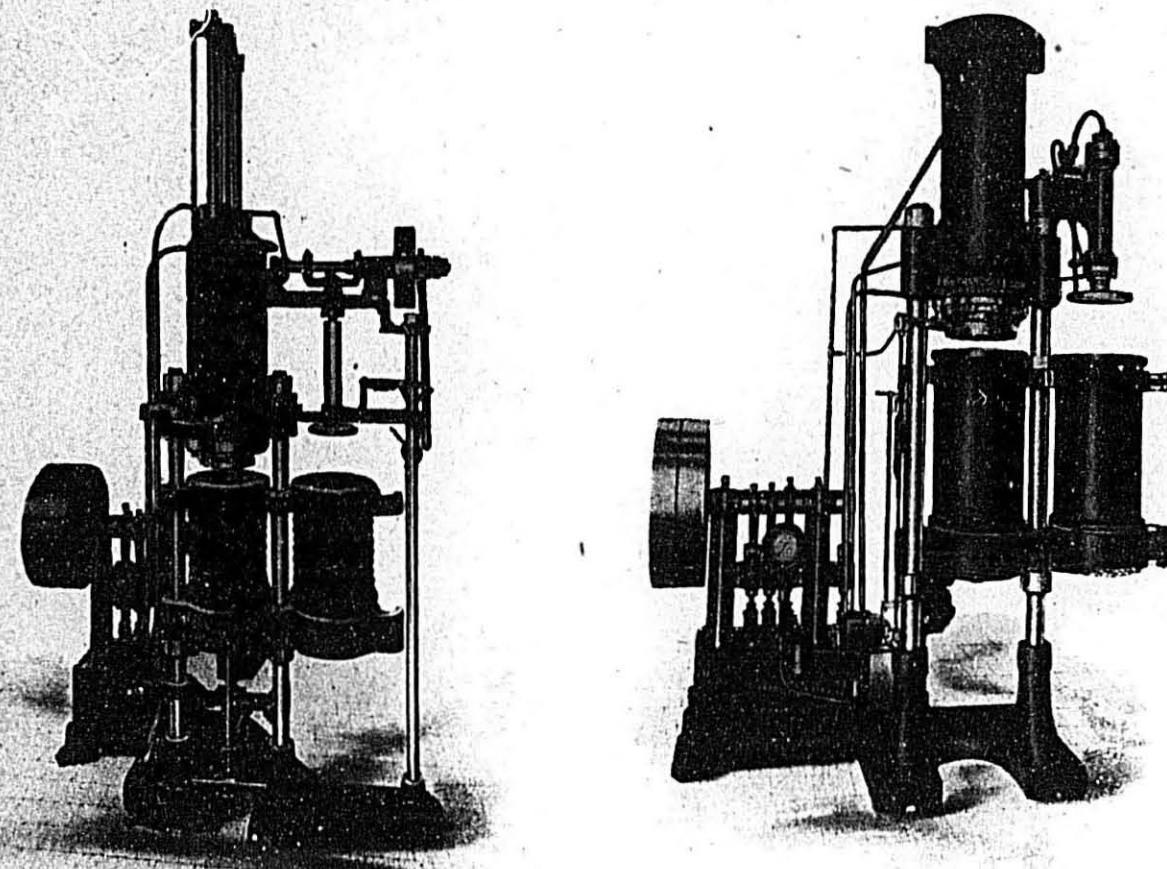
"Please, sir," said one urchin, "I think I shall leave soon."

"Why, Tommy?" asked the teacher.

"Well, sir," he said, "I think we're goin' to leave our 'ouse, 'cause mother's burnt the coal house door an' sold the cubbered door, and fawver's a-choppin' down the stairs this mornin'. We allus leave after we've burnt the stairs."

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.

MORE MACARONI FACTS

Paste Food Furnishes Greater Percentage of Body Requirements Than Some Competing Eats—Surpasses Milk and With Cheese Works Wonders—Tabulated Data.

The National Macaroni Laboratory at Washington, D. C., through the efforts of Dr. B. R. Jacobs of the National Cereal Products Laboratories, has been giving service to the alimentary paste industry, worth many times the small amount charged. In a circular issued late in the fall some interesting information regarding the relative nutritive value of macaroni as compared with bread, meat, and milk was made available and figures were given to prove that macaroni was by far the cheapest food to be found on the market, figuring the units of energy obtained.

Macaroni Surpasses Milk

In a circular recently issued food values of whole milk, bread, and macaroni are shown graphically. The information contained therein was taken from a recent bulletin issued by the U. S. Department of Agriculture and shows the relative amount of each essential substance supplied by a pound of the food, as compared with the total daily body requirements of that substance. For example, assuming that the body requires 3500 calories of energy per day, a pound of milk would furnish 9% of the energy, while a pound of macaroni would furnish 46% of the energy. In the same manner, assuming that the body requires 3½ ounces of protein, 1 pound of milk would furnish 15% of this, while 1 pound of macaroni would furnish 61%.

Cheese and Macaroni

Comparisons are made of the five most essential substances required by the body: namely, energy, protein, calcium, phosphorus, and iron. In the table printed below it will be noted that macaroni is richer than milk and whole bread in four of these essentials and that in calcium only it is not as rich as milk and bread. However, cheese is known to be very rich in calcium, 1 pound of cheese furnishing 621% of the body requirements. So that macaroni cooked with cheese would be richer than either milk or bread in all five essential substances.

	One pound whole milk	One pound wheat bread	One pound macaroni
Energy	9%	34%	46%
Protein	15%	42%	61%
Calcium	80%	18%	15%
Phosphorus	32%	32%	49%
Iron	7%	27%	29%

These are interesting facts and will prove of greatest value in advertising macaroni and similar alimentary pastes. Manufacturers should make judicious use of this information in their effort to educate the American housewives to the superiority of macaroni over so many of the more common foods used daily.

Misrepresentation

On July 6, 1920, the United States attorney for the western district of Washington, acting upon a report by the secretary of agriculture, filed in the district court of the United States for said district a libel for the seizure and condemnation of 237 cases of egg noodles, remaining in the original unbroken packages at Tacoma, Wash., alleging that the article had been shipped by the F. A. Martocchio Macaroni Co., Minneapolis, Minn., in March, 1920, and transported from the state of Minnesota into the state of Washington, and charging adulteration and misbranding in violation of the Food and Drugs Act. The article was labeled in part, "Quality Brand Egg Noodles made from Semolina and Eggs."

Adulteration of the article was alleged in substance in the libel for the reason that a product deficient in eggs had been mixed and packed with, and substituted wholly or in part for, egg noodles.

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

On July 30, 1920, the F. A. Martocchio Macaroni Co., Minneapolis, Minn., claimant, having admitted the allegations of the libel, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be released to said claimant upon payment of the costs of the proceedings and the execution of a bond in the sum of \$500, in conformity with section 10 of the act, conditioned in part that the product be relabeled as "Plain Noodles" under the supervision of this department.

C. W. Pugsley, Acting Secretary of Agriculture.

Adulteration and misbranding of egg noodles. U. S. v. Lee Lan, Lee Ching Hong, Lee Tung, Lung Pon, Leong Kong, Fong Jung, Lee Kow, Lee Pong, Lee Fook, Lee Dat Chow, Lee Wing, Mark Chung Mong, One Wah, Lee Leong and Lee Young Lew (Yat Gaw Min Co.). Pleas of guilty. Fine \$10.

At the June 1921 term of the United States District Court within and for the Southern District of New York, the United States attorney for said district, acting up-

on a report by the Secretary of Agriculture, filed in the District Court of the United States for said district an information against Lee Lan, Lee Ching Hong, Lee Tung, Lung Pon, Leong Kong, Fong Jung, Lee Kow, Lee Pong, Lee Fook, Lee Dat Chow, Lee Wing, Mark Chung Mong, One Wah, Lee Leong, and Lee Young Lew, co-partners, trading as the Yat Gaw Min Co., New York, N. Y., alleging shipment by said defendants, in violation of the Food and Drug Act, on or about March 3, 1920, from the State of New York into the State of Maryland, of a quantity of egg noodles which were adulterated and misbranded.

Adulteration of the article was alleged in the information for the reason that a substance, to wit, water or plain noodles, had been mixed and packed therewith so as to reduce and lower and injuriously affect its quality and strength.

Misbranding of the article was alleged for the reason that statements concerning the said article and the ingredients contained therein, to wit, "Our noodles are made of selected flour and fresh eggs. * * * No others like them," were false and misleading in that they represented to the purchaser thereof that the said article was an egg noodle, containing a sufficient and legal amount of egg, and for the further reason that the article was labeled as aforesaid so as to deceive and mislead the purchaser thereof into the belief that it was real egg noodles, whereas, in truth and in fact, it was not egg noodles but was a plain flour and water noodle containing an insufficient amount of egg. If any egg. Misbranding was alleged for the further reason that the said article was a product composed practically or entirely of flour and water prepared by addition of coloring matter in imitation of egg noodles and was offered for sale under the distinctive name of another article, to wit, egg noodles.

On June 27, 1921, the defendants entered pleas of guilty to the information and the court imposed a fine of \$10.

C. W. PUGSLEY,
Acting Secretary of Agriculture.

Italian Foreign Trade

After a long delay, due to the changed valuation basis, figures have just been made public covering the value in lire of the foreign trade of Italy for October last and for the four months ending October: October 1921—imports 1,106,000,000 lire; exports 692,000,000 lire; July-October 1921—imports 3,600,000,000 lire; exports 2,203,000,000 lire. In May of last year Italy discontinued the practice of valuating trade statistics on 1919 values, and since July 1 has used figures based on the value of goods delivered at the Italian frontier, both in the case of exports and imports. Customhouse declarations are now required on all shipments giving both the value and weight.

Barozzi Drying Machine Co.

400 Columbus Ave.

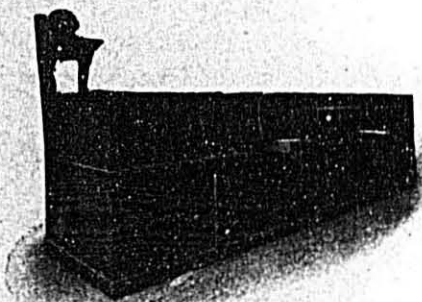
San Francisco, Calif.



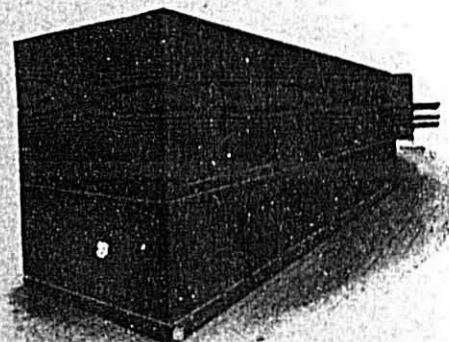
BAROZZI Preliminary Drier for Long Paste



BAROZZI Finishing Drier for Long Paste



BAROZZI Drier for Cut Goods



BAROZZI Drier for Curly Paste

The only firm that takes care of your Macaroni Drying in a scientific way.

We Dry your Paste long or short in 60 hours

No Acidity—Mould or Waste

We install—operate and guarantee results

Catalogue and Information

New Branch Office
498 West Broadway
New York City

MOTOR TRUCKS IN MACARONI FIELD

Elimination of Horse Delivery in Sight—Figures Taken by National Secretary Indicate Attitude of Association Members Toward Gas Wagon—Questionnaire Reveals Major Preferences as to Type and Capacity of Vehicles—Some Hire Service as Being Cheaper.

Some interesting facts were brought to light in a survey made during December and January of the kind and number of motor trucks being used for delivery purposes by macaroni manufacturers in this country. Sixty five questionnaires were sent to the leading manufacturers of the United States, principally to members of the National association, and 41 replied were recorded. Among the 41 firms which filed their questionnaires with Secretary M. J. Donna of the National association, 31 owned their own trucks and 10 did not do their own trucking. Among the latter this service is being done by regular trucking companies, and naturally they cannot be considered as part of the industry's trucking facilities though they do a goodly portion of trucking.

The 31 firms reported as owning and operating trucks of their own had in use at the close of 1921 a total of 91 trucks of various sizes or approximately an average of 3 trucks per reporting firm. A study of the returns shows that the sizes of trucks preferred for transportation of macaroni products ranged from a half ton truck to a 5 ton outfit. The interested firms reported that the exact number of trucks of various sizes were as follows: 5 half-ton, 16 3/4-ton, 20 1-ton, 10 1 1/2-ton, 20 2-ton, 5 3 1/2-ton, and 15 5-ton. This would indicate that the 1, 2 and 5 ton trucks are most favored for macaroni carrying purposes, though the intervening sizes also have their advocates.

As to style or type preferred the survey shows that the stake body style with curtain top and sides leads all others. The reason for giving preference to this style is that the curtains permit loads of varying sizes to be carried. Second in favor are the covered bodies with open sides and this is closely followed by the closed body style. The advocates of the closed body style argue that it gives them the protection that the nature of the goods they transport demands, applying equally to the flour they must haul from railroad to plant and to the finished product from plant to distributor.

Only one company reported a special hoist equipment, the others maintaining that because of the lightness of the finished product for the transportation of which trucks are usually operated special loading equipment has been found unnecessary. As loading in the large plants is usually done from an adjustable platform, hoists are seldom needed.

It is interesting to note the salutary effect that the introduction of the motor truck has had on the limit of delivery. The report shows that the percentage or ratio of increase in area covered by the motor truck was from 50% to 100% more than the territory formerly supplied by horse service.

Some interesting reasons are advanced by the reporting firms for preference given by them to motor truck service and for the many advantages that this new method of transportation gives the manufacturer. Leading all other reasons is that it gives better service and speedier delivery. Among others mentioned are the following:

Permits movement of large quantity daily. Greatly widens radius served. More effectively advertises the product. Enables firms to supply towns not reached by railroads. More reliable in warm weather and on slippery streets. Only one half the cost of horse delivery and one fourth the care and trouble.

One firm in the whole number reporting is of the opinion that motor delivery is considerably more expensive than horse power.

Five of the 10 firms reporting that they do not operate trucks of their own state that their goods are all handled by motor trucks, operated by regular trucking companies. These companies contract for the year on a ton basis and use various sizes and types of motor trucks. These firms argue that it is cheaper to have this work done by regular transfer companies than to have their own trucks.

Most of the firms seem to be of the opinion that a truck well equipped with good springs and capable of absorbing

all shocks is particularly preferred in cases of long hauls because of the damage that would result to the macaroni products through breakage where rough hauling is the case.

From the rapid strides made in the use of motor trucks for transportation purposes in the industry during the past few years the indications are that the near future will see the entire elimination of the horse truck for this purpose.

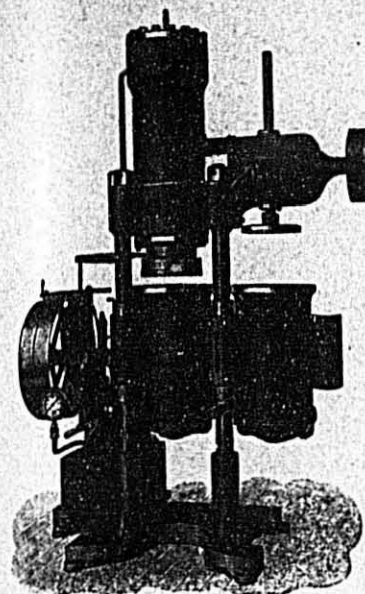
National Food Shows

Convinced that food shows properly handled by a competent and responsible organization will prove of inestimable value to grocers, wholesalers and manufacturers, the National Association of Retail Grocers has established a department to promote food exhibits in various sections of the country. The particular aim of the promoters of this plan is to offer "such distinct service to the trade, that all manufacturers and wholesale distributors who use this progressive and most thorough modern method of getting definitely before the consumer," will see the sound and dependable basis upon which it will operate.

This new department will be under the direct supervision of the executive board of the association, working through its national secretary and an experienced manager. It aims at "a coordinated effort to make food exhibitions a business of assured results to all concerned" by the simple process of creating an opportunity for "cooperation of manufacturer and distributor for educational advertising to the consumer."

Food shows have always been recognized by progressive manufacturers as a medium for getting in contact with the actual consumer in a manner not possible through any other method. The food show is an institution that is a distinct benefit to all; the manufacturer and the producer, the wholesaler and the retailer, and last, but most important, the consuming public.

By the plan being undertaken by the national retail grocers, shows under their direct supervision are to be held in all the large centers of the country beginning next spring, and exhibitors will be assured of a service that will bring expected returns if competent management and efficient operation count for anything. Manufacturers and distributors anxiously await the result of this experiment which means much to those directly interested.



Presses
Screw and Hydraulic

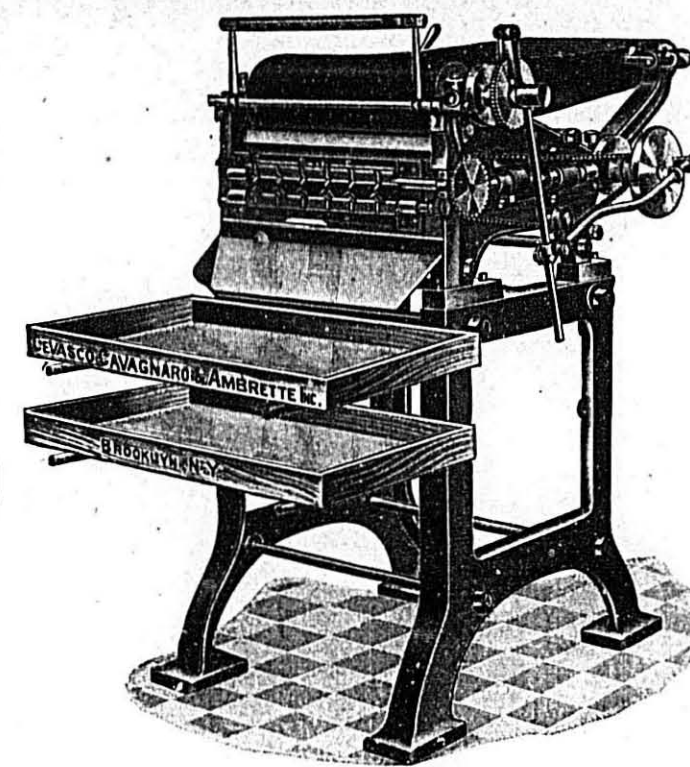
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THIS machine is used exclusively for the production of Bologna Fancy Paste.

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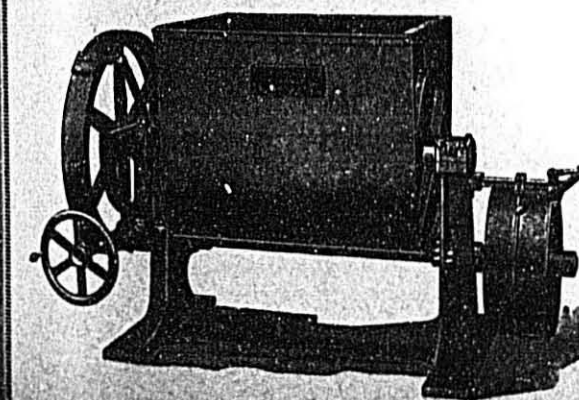
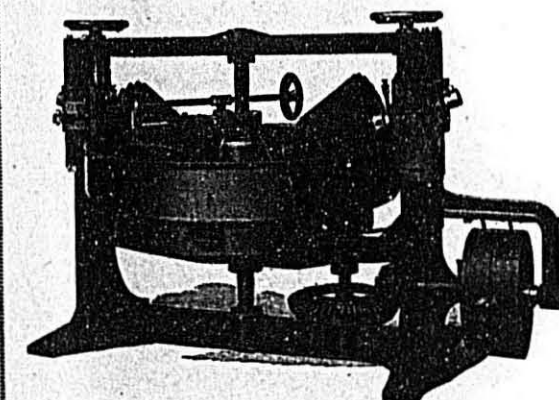
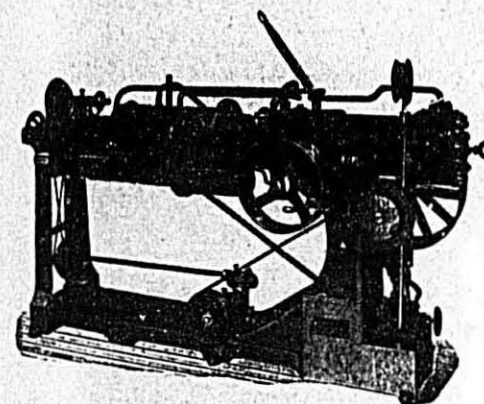
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December Durum Receipts

According to the figures given out by the Department of Agriculture covering the number of carloads of the various grades of durum inspected at points of arrival by licensed inspectors in December 1921 the steady flow to market has been maintained. One interesting feature of the receipts is the predominance of amber durum over durum. While the receipts for December were about three fourths of those in the previous month the total for the crop year, July and December excluded, shows about 50% increase in the durum wheat marketed in 1921 over that of the similar period of the previous year.

Amber Durum

No. 1 grade of amber durum was rather plentiful on the market in December, a total of 114 carloads being reported. Of this total 41 went to Minneapolis, 24 to Duluth and 23 to New York. The No. 2 variety easily led all grades with a total of 694 carloads during the month. Of these 257 went to Duluth, 202 to Minneapolis, 139 to New York and 36 to Philadelphia. The No. 3 grade was also plentiful, a total of 272 carloads being reported for the month. 134 of these went to Duluth, 55 to Minneapolis and 50 to New York. 101 carloads of amber durum that was marketed in December graded below No. 3.

Durum

As usual the quantity of No. 1 durum was considerably below the average, since in December only 21 carloads of this variety was reported, 9 from Minneapolis, 6 from New Orleans and the remainder to scattered inspection points. No. 2 durum was not so plentiful in December, as only 150 carloads were inspected. Of these 59 went to Duluth, 26 to Philadelphia, 16 to Minneapolis and 14 to New Orleans. The receipts of No. 3 durum during December were proportionally higher than ordinarily, a total of 178 carloads being reported from all inspection points. Of these 105 went to Duluth, 15 to Minneapolis, 10 to New Orleans and 9 to Philadelphia.

A noticeable feature of the durum receipts for December is the high percentage of low grade grain that entered the markets that month. A total of 365 carloads of this product graded below No. 3 durum, most of which went to

Duluth, New York and Philadelphia, and was probably intended for export.

Wheat Crop Condition

According to reports by field agricultural statisticians from the different states to the bureau of markets and crop estimates of the U. S. Department of Agriculture the condition of winter wheat for the last half of January is slightly subnormal. The report reads as follows:

The recent cold weather has probably caused some damage to the winter wheat crop in the north central states, especially in the southern portion where the crop has little or no snow covering. Further deterioration has been checked in Nebraska by recent moisture and much wheat that appears dead has a very healthy underground stem and root system. The condition continues poor in Kansas and some injury will probably result from the recent low temperatures. Due to the drought a greatly reduced acreage has been sown in New Mexico. The condition of the crop is generally favorable in Washington. Some damage is reported in western Oregon from alternate freezing and thawing.

SEMOLINA STANDARDS

By Dr. B. R. Jacobs, Director National Cereal Products Laboratories, Washington, D. C.

In The New Macaroni Journal of Aug. 15, 1920, there was reported a preliminary study made on samples of semolina obtained from millers and macaroni manufacturers. This study included only a study of the granulation of these products as obtained by sifting the weighed portions of the material through varying sizes of sieves under standard conditions of time and number of gyrations.

The results obtained from this preliminary study showed wide variations in the amount of product remaining on each sieve from samples of the same designation, especially when these were obtained from different mills.

In the results reported herewith the study was not confined only to the granulation of the product. The semolinas were analyzed also for moisture, gluten, color and ash. In determining the color of these products the figures reported represent the intensity of yellow as determined by comparison with a standard used as one. This standard is based on the average intensity of yellow color found in a high grade unbleached spring wheat flour. In the granulation test the columns headed

Baking Technology

Under the guidance of Dr. H. E. Barnard, who has been appointed technical director of the American Institute of Baking, the scientific department of the American Bakers association, a monthly Journal known as "Baking Technology" was launched in January. It is an interesting journal devoted to the advancement of the baking industry and serving as the official organ of the American Bakers association, with particular reference to research work carried on at the Institute.

It is the intention of the publication to report investigations and research work with the idea of making possible the production of better bread. It will aim to reach the leading bakers, chemists, technologists, and experts in the milling field.

No trade news or convention proceedings will be noted in the new publication, which according to the director is to be the "Authoritative word in the American Bakers association."

No. 1 show the amounts of products remaining on a 40XX grits gauze. The figures reported under column No. 2 are the amounts of material remaining on the 70XX grits gauze. The figures reported under column No. 3 are the amounts of products remaining on a 10XX silk bolting cloth and the figures reported in the last column are the amounts of product passing through the 10XX silk bolting cloth. The samples are arranged by mills, each mill being given a number. It will be noted that there is considerable variation in the figures obtained for the product sold under the same designation in the same mill and also considerable variation in the products sold under the same designation in different mills. For example, the gluten in semolinas sold as No. 2 in Mill No. 1 vary from 11.12 to 13.05%. The color varies from 2.1 to 1.2 while the ash in these samples varies more than 10 points and the granulation, particularly the percentage of No. 1, shows wide variations. On the other hand, when we compare the composition of the samples of Mills No. 1 and 2, we note that No. 54 of Mill No. 1 which is sold as semolina No. 1

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Substantial Price Reduction
 on all
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contains 86.7% of material remaining on a 40XX cloth which would normally be designated at No. 1, while the product of Mill No. 2 sold under the same designation, laboratory No. 59, all passed through a 40XX cloth or did not contain any product which would be designated as No. 1. The same may be said of laboratory No. 52, Mill No. 1, which is sold as semolina No. 3. It contained 75.7% of material remaining on a 10XX silk bolting cloth which would ordinarily be designated as semolina No. 3 while laboratory No. 58, Mill No. 2 which is also sold as semolina No. 3 contained only 1% of material remaining on a 10XX cloth and was made of a mixture of 39.3% of No. 1 and 59% of No. 2 with a very small quantity of flour.

This study of the chemical composition and granulation of commercial samples of semolina shows that there is considerable variation in the composition and granulation of these products when sold under the same designation. It shows further the necessity for a better understanding between the millers and macaroni manufacturers on the meaning of the various designations applied to semolina and of the relation these have to the composition and granulation of these products. For example, it would seem desirable that the semolina designated as No. 4 in one mill would not have the same composition and granulation of the semolina designated as No. 1 in another mill. It is hoped that these data will at least serve as a basis for formulating specifications for use in the purchase of semolinas by the macaroni manufacturers.

A newsboy, thinly clad and drenched to the skin by the soaking rain, stood shivering in the doorway on a cold day in November. First one foot and then the other was lifted from the pavement for a moment and placed against his leg to get a little warmth. Every few minutes his shrill cry would be heard as he shouted:

"Morning papers! Morning papers!"

A gentleman, well protected by oil-skin and umbrella, in passing, stopped to buy a paper, and, noticing the boy's plight, said:

"This kind of weather is pretty hard on you, my lad."

Looking up with a cheery smile, the boy replied:

"I don't mind this much, Mister, the sun will shine again."—Pittsburgh Chronicle Telegraph.

TABLE NO. 1. COMPOSITION OF SEMOLINA

Lab. No.	Moisture %	Gluten N x 6.7 %	Gasoline		Granulation Test			% of Flour & Semolina Flour
			Color Value	Ash %	No. 1	No. 2	No. 3	
MILL NO. 1								
675 (2)	13.77	12.77	1.4	0.62	9.3	76.7	13.0	1.0
600 (2)	12.63	12.77	1.4	0.68	10.8	77.2	10.6	0.8
458 (2)	13.57	12.42	1.66	0.67	10.8	77.8	9.9	1.0
404 (2)	13.00	11.97	1.9	0.67	6.7	79.2	12.7	1.0
384 (2)	13.34	11.80	1.94	0.62	10.9	71.0	16.3	1.3
368	13.20	12.31	1.72	0.59	9.4	73.6	15.4	0.8
351 (2)	13.12	11.40	1.64	0.63	13.0	73.4	12.4	0.8
310 (2)	13.11	11.12	1.75	0.61	9.2	75.4	13.4	1.0
279 (2)	13.26	11.97	2.1	0.62	6.3	73.7	18.4	0.94
167 (2)	13.57	11.97	1.2	0.69	9.7	77.5	11.5	1.5
52 (3)	13.31	13.68	1.64	0.71	none	22.7	75.5	1.0
53 (2)	13.20	13.05	1.46	0.66	10.0	79.3	9.0	0.7
54 (4)	13.38	12.48	1.22	0.71	86.7	12.3	0.3	0.2
29	9.1	70.9	17.0	1.8
28	12.37	12.40	1.48	0.66	5.0	76.7	16.3	1.7
3	12.95	12.48	1.92	0.63	50.1	46.2	2.3	1.3
MILL NO. 2								
638 (2)	13.42	13.11	1.4	0.65	20.0	76.4	2.6	0.7
617 (2)	12.04	12.60	1.3	0.61	31.7	64.4	2.6	1.0
405 (2)	12.80	11.97	1.70	0.64	30.6	66.2	2.4	0.6
367	13.70	12.54	1.9	0.65	28.2	67.1	3.9	0.3
337 (2)	13.25	11.80	1.4	0.61	29.2	67.2	2.8	0.6
56 (1)	12.65	12.26	1.40	0.77	94.7	4.3	0.2	0.2
57 (2)	12.78	12.42	1.44	0.75	79.7	20.3	0.2	0.2
58 (3)	12.87	12.42	1.70	0.65	39.3	59.0	1.0	0.3
59 (4)	12.42	13.68	1.72	0.84	none	53.0	46.3	0.7
4	12.44	12.03	1.63	0.90	71.3	27.6	0.3	0.6
MILL NO. 3								
338	12.80	11.34	1.1	0.65	29.1	53.0	16.4	1.0
315	12.6	11.17	1.05	0.64	27.3	58.4	12.9	1.0
360	12.88	12.26	2.3	0.71	31.8	53.3	13.3	1.1
182	11.35	12.60	0.9	0.67	23.0	61.0	13.7	1.5
47	12.44	13.68	1.16	0.68	37.3	54.3	7.0	0.7
5	12.91	11.51	2.10	0.71	48.0	39.3	10.8	1.8
MILL NO. 4								
184 (2)	11.26	11.40	0.85	0.57	18.7	72.7	7.1	0.5
597 (2)	12.44	12.59	1.7	0.68	21.3	64.3	13.0	1.0
MILL NO. 5								
619	11.66	12.94	1.3	0.67	21.4	66.0	11.3	1.3
385 (2)	13.40	11.80	2.00	0.62	10.7	75.1	13.1	1.0
62 (3)	10.60	15.18	1.46	0.95	none	14.1	82.7	2.0
63 (2)	10.96	14.12	1.12	0.70	13.3	75.0	10.7	1.0
2	13.06	11.68	1.95	0.66	49.0	37.5	10.6	2.6
MILL NO. 6								
572	11.72	12.77	1.4	0.62	21.7	56.4	20.2	1.7
420	13.32	11.40	1.40	0.67	25.6	60.5	12.3	1.4
MILL NO. 7								
215	13.39	10.09	2.58	0.66	5.1	67.6	24.0	3.3
MILL NO. 8								
580	12.20	13.16	1.6	0.70	11.7	72.6	13.6	1.6
316	13.1	12.14	1.3	0.63	4.2	72.8	21.9	1.4
1	12.72	11.12	1.40	0.70	50.0	40.7	7.7	1.6
MILL NO. 9								
581 (2)	12.80	12.54	1.7	0.65	24.0	66.7	8.3	1.0
598 (2)	11.65	13.28	1.0	0.78	19.6	62.0	17.0	1.4
43 (1)	12.81	12.77	1.53	0.61	88.7	10.0	0.3	0.3
44 (2)	12.13	13.85	1.64	0.67	29.0	60.7	9.0	0.3
45 (3)	13.70	12.48	2.07	0.73	none	13.7	81.3	5.0
6	13.20	11.43	1.84	0.74	56.6	35.3	6.0	1.0
MILL NO. 10								
50 (2)	12.78	11.96	1.54	0.73	25.4	62.0	11.7	0.7
MISCELLANEOUS SAMPLES, SOURCE UNKNOWN								
18	12.25	1.40	17.4	73.0	7.8	1.8
12	12.2	1.95	12.0	80.0	7.0	0.6
9	12.25	10.71	1.61	0.64
19	12.47	1.58	19.0	68.0	12.0	0.7
20	12.56	1.65	11.5	79.7	7.4	0.6
21	12.6	1.72	37.0	59.0	2.0
24	12.2	1.72	48.4	29.0	20.6	2.4
131	11.50	12.63	0.688	6.9	70.0	19.4	2.4
132	11.52	12.50	0.642	11.7	79.6	7.9	0.3
133	12.25	14.20	0.614	7.7	63.0	26.3	3.0
166	13.43	11.40	1.21	0.66	25.4	67.2	6.3	0.7
179 (2)	12.43	11.97	1.3	0.67	28.0	65.5	5.9	0.7
230	11.86	11.85	2.3	0.71	16.7	67.6	15.1	1.6
231	11.78	11.97	1.9	0.71	11.3	72.6	14.2	1.2
336	12.67	12.08	1.3	0.60	8.9	68.6	20.6	1.2
455	12.93	11.91	1.52	0.61	11.2	64.5	21.7	2.3
456	12.20	12.43	1.50	0.61	8.7	76.5	13.3	1.1
529	13.23	13.17	0.68	Sample too small.
FARINAS								
130	14.38	11.13	0.34	11.9	81.2	5.9	0.7
134	13.43	11.30	0.38	none	94.8	2.3	2.5
177	13.60	11.29	1.1	0.35	14.0	81.4	1.6	1.6
453	12.21	10.16	1.36	0.41	9.0	81.4	7.0	2.3
454	12.94	10.49	1.41	0.38	1.0	94.5	1.8	2.2

(1) is Semolina No. 1. (2) is Semolina No. 2. (3) is Semolina No. 3. (4) is Semolina No. 4.

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.

DOUBLE ACTION KNEADER

The plow roller will first squeeze, the other roller being 1 inch lower; then the plow roller will give second squeeze. Rollers held on both ends will prevent giving.

Main pan shaft held at both ends will prevent giving.

Tooth of rollers partly omitted will prevent the dough clinging.

Clearance in top part of the rollers will prevent accident.

Belt shifter accessible from any part of the machine will prevent accidents.

Knife shelf will prevent accidents.

Pulley placed in the top, belt will not be out of the way.

A. Rossi & Company

Macaroni Machinery Manufacturers

322 Broadway SAN FRANCISCO, CAL.

Notes of the Industry

New Laboratory Trustees

Dr. B. R. Jacobs, director of the National Cereal Products Laboratories at Washington, D. C., announces appointment of Henry Mueller of the C. F. Mueller Co., Jersey City, as a trustee to fill the vacancy made by the death of C. F. Mueller, Jr., who had acted as chairman of the advisory board since the establishment of the laboratory less than two years ago. Henry Mueller is to serve as chairman of the board. It is also announced that Herbert Gruber of the Boston Spaghetti Mfg. company of Boston has been chosen to succeed S. Savarese of the Savarese Macaroni company as a trustee of the Macaroni laboratory, whose term has expired.

What are Dried Eggs?

The opinion of the bureau of chemistry has been asked as to just what constitutes "dried eggs" particularly with reference to contents under the requirements for the manufacture of noodles and macaroni. Through investigations made by the laboratory at Washington it has been found that products called "dried whole eggs" have been sold to macaroni manufacturers, when upon analysis they were found to be deficient in the elements necessary under the food and drugs act. The principal ground for complaint has been on the ratio of the albumen to the egg yolk. Under ordinary conditions and in the natural egg this is usually one of albumen to two of yolk. In its efforts to uncover violators of this pure food law the bureau may have established a standard which it will be well for macaroni and noodle manufacturers to know and these await the opinion of the chief of the bureau with considerable interest.

New New York Plant

The Plaza Macaroni Co. with a capital stock of \$10,000 has been organized in New York city, according to articles of incorporation filed in that state. The incorporators are C. BADELEMANTE, R. BAZZONO, L. CHARFF. The legal affairs of the company are being cared for by Attorney F. L. GRECO of that city.

Shreveport Plant Completed

The Shreveport Macaroni Co. plant at Shreveport, La., completed erection and equipment of its new plant early in the year and it is now in operation. The

plant occupies a 3 story brick building, 54x140, and is estimated to have cost about \$80,000. The company has an authorized capital of \$100,000, half of which has been paid in and about \$50,000 subscribed for. Sam Goola is president of the new concern, William Merriwether is vice president, and Joe Sunceri is secretary-treasurer. The plant is equipped with a capacity of about 40 barrels a day and its production will go out under the name of Banquet brand.

Fire Damages Providence Plant

Fire of unknown origin badly damaged the Sunshine macaroni factory at 964 Broadway, East Providence, just as the world was celebrating the close of the old year and welcoming the new one. The building was not greatly damaged though 2 carloads of flour and a considerable quantity of manufactured stock are probably a total loss from fire, smoke and water. Little damage was done to the machinery and it is expected that with a few minor repairs the plant will be ready for operation within a few weeks.

Seck Cause of \$6,000 Fire

The Campbell Bros. macaroni factory at 41 Lexington av., Bridgeport, Conn., was partially destroyed by fire of unknown origin on New Year morning, causing a damage of about \$6000. The blaze was discovered in the ceiling of the 2nd floor and before extinguished had made its way through the 3rd and 4th story, destroying a considerable portion of the roof. Frank Campbell, head member of the firm, was the last to leave the plant and reported everything in order at time of his departure. The fire department officials are investigating the blaze, which may have been started from the dynamo on the 2nd floor. It is estimated that the building was damaged \$2000 and that \$4000 would cover the damage to stock and machinery. All of the loss is covered by insurance. A touring car and two automobile trucks on the ground floor remained undamaged.

Reexportation of Macaroni

According to summary of foreign commerce submitted by the department of commerce covering November 1921 a total of 3800 pounds of macaroni, vermicelli, and similar preparations, valued at \$287 entered this country for reexportation. This is slightly in excess of reexportations of the same month in

1920 when 2412 pounds valued at \$346 were recorded. Most of these goods were reexported by the importers of the country to Canada, the West Indies, Mexico and Central America. In the 11 months ending November 1921 a total of 71,449 pounds was shipped to this country for this purpose at a declared valuation of \$8,645 as compared with 74,360 pounds valued at \$10,115 sent here for reexport in the 11 months of 1920. The total shows a slight decrease in quantity and nearly 20 per cent decrease in value, due to the lower prices quoted on imported alimentary paste.

Silverman Plant Damaged

About a thousand dollars worth of manufactured macaroni and noodles was destroyed by fire early in January that also did considerable damage to the building and equipment of the macaroni factory operated by Jacob Silverman at 1638 E. New York av., Brooklyn. The fire was discovered before it had made much headway and active work on the part of the firemen prevented a total destruction of the plant. The loss was partly covered by insurance, and after slight repairs operation was resumed.

New Keystone Officers

The Keystone Macaroni Manufacturing Co., which occupied a newly erected, large and modern plant at Lebanon, Pa., recently held a stockholders meeting at which the following staff of directors was placed in charge by election: G. Guerisi, John H. Feeser, F. W. Kreider, Walter C. Graeff. Following the January meeting of the stockholders the board of directors organized and elected the following officers for the year: President, G. Guerisi; vice president, John F. Feeser; secretary-treasurer, F. W. Kreider; solicitor, Walter C. Graeff.

Hot Macaroni Attracts at Food Show

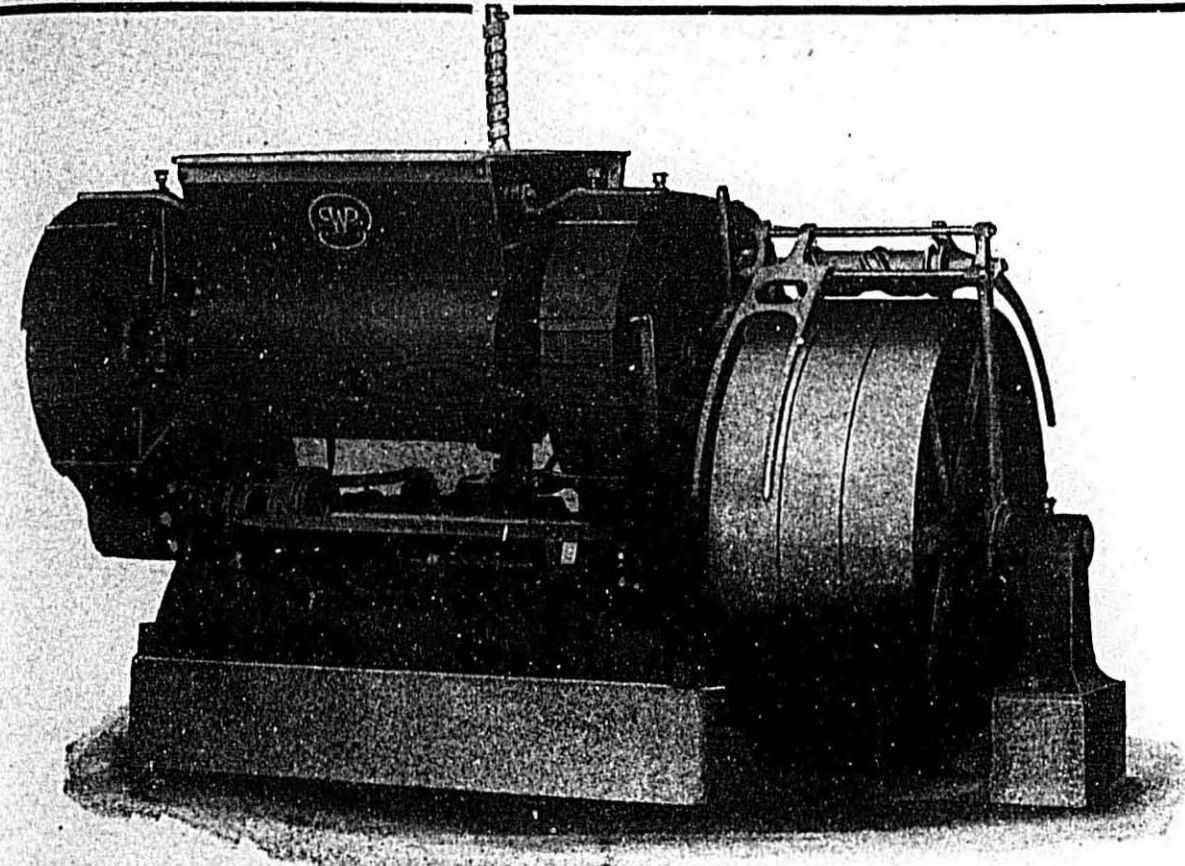
The West Virginia Macaroni company booth at the Clarksburg, W. Va., food show was the center of attraction during the leading nights of the exhibit held the middle of last month. Hot macaroni was served and it brought cheer to hundreds who braved the snow and storm that raged in that section with cartons containing alimentary paste products and with displays of the various forms and makes, many of

February 16, 1922

THE NEW MACARONI JOURNAL

29

BAKER-PERKINS



Uniformity—do you get it?

A UNIFORM "mix"—a uniform product.

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

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

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

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

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

JOSEPH BAKER SONS & PERKINS CO., INC.

Sole Sales Agents: WERNER & PFLEIDERER Machinery
Baker-Perkins Building White Plains, N. Y.

Automatic Machinery for the Macaroni Trade

which were new to those in attendance, acted as a magnet to draw hundreds of interested and curious people anxious to know all about the manufacture and qualities of this food. The publicity gained by this company in this exhibit was invaluable.

December Macaroni Imports

According to figures in the monthly summary of foreign and domestic commerce of the United States, by the bureau of foreign and domestic commerce of the Department of Commerce, the quantity of alimentary pastes, which includes macaroni, vermicelli and similar preparations, imported in December 1921 was more than double that imported in the same month in 1920. The price, however, of the imported articles has been greatly reduced, averaging slightly less than 9c a pound in 1921 as compared with 13c a pound in 1920. The figures show that 257,328 lbs. of all kinds of alimentary pastes were imported in December last, with an invoice value of \$21,954, as compared with 127,938 lbs. in December 1920 at a value of \$16,510.

A comparison of the total amount imported in the years 1919, 1920 and 1921 shows an increase of approximately 50% for the past year. The figures for 1919 show the total importation as 902,555 lbs. at an export value of \$101,859; for the year 1920 imports were 805,008 lbs., valued at \$107,150; during the year just ended the imports amounted to 1,586,225 lbs. at a value of \$166,206. Though the quantity imported in 1920 was the lowest since the war the value of the product attained its highest point, or approximately 13½c a pound.

Comparison with the prewar importations makes the quantity of alimentary pastes purchased in foreign countries

during 1921 sink into insignificance. In 1914, when the importation was the heaviest in the history of this country, a total of 126,128,621 lbs. was purchased from the various countries of Europe and Asia, or nearly 10 times the imports of 1921. The average for the 5 years preceding the war, or from 1910 to 1914 inclusive, was 113,882,465 lbs.

Philadelphia Club Meeting

The death of Senator Boise Penrose of Pennsylvania, chairman of the senate finance committee, brought about the loss of a staunch supporter for an adequate tariff on macaroni products. Recognizing this condition macaroni manufacturers of Philadelphia, who have been most active in sponsoring an amendment to the present Fordney tariff act to provide for a higher rate of duty, met in that city at the call of President George J. McGee of the Philadelphia Macaroni club. The meeting went on record as favoring 3½ cents per pound duty and a special appeal was agreed upon to the successor of Senator Penrose, Senator Pepper of Philadelphia, in an effort to induce him to carry out the ideas of his predecessor, particularly with reference to his expressed views on tariff as pertaining to alimentary pastes. Among those in attendance were George J. McGee, H. J. Aple, A. C. Krumm, H. D. Graham, Max Kurtz, F. DeAngelis, and F. J. Barsuglia. The latter acted as secretary of this meeting.

Macaroni at Legion Meet

The Union Macaroni company of Beaumont, Texas, received some good free advertising in its section of the country through its liberality towards the American Legion post members when it offered to supply the macaroni necessary to feed the members of this

post and their guests at their January meeting. The company not only provided the basis of the meal but also the trimmings, sending in to the hungry soldiers, steaming dishes of delicious macaroni prepared in the best Italian style. This delicious repast combined with the music that was presented by able musicians during the meal gained for the macaroni manufacturers many new supporters and boosters.

Commission Dismisses Complaint

According to a decision by the federal trade commission at its regular session in the city of Washington on Dec. 19, 1921, the complaint filed on April 2, 1920, by the federal trade commission against the Southern Macaroni Mfg. Co. of New Orleans was ordered dismissed without prejudice, as the practice complained of had been discontinued by the company several months before the filing of the complaint.

Garfield Plant Burned

The macaroni plant owned by the Graeffo Co., Inc., at 193-195 Prosser St., Garfield, N. J., was badly damaged by fire of a suspicious origin on Jan. 2. The contents, including the machinery, raw materials and finished products were completely destroyed by action of fire and water. On the arrival of firemen five distinct fires were reported and an investigation has been ordered to determine just what caused the fire. The place was insured for about \$10,000.

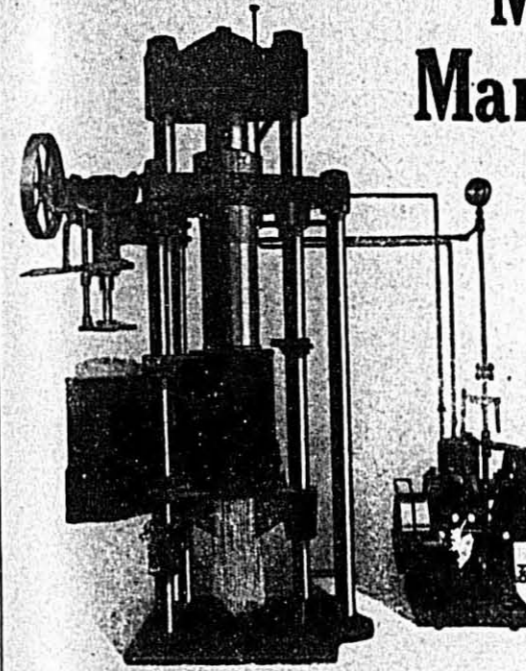
New President for Kerr's

Vincent Flacomio has been elected president of the newly reorganized Kerr Macaroni company of Baltimore, which acquired the plant formerly conducted by David Kerr. Plans are under consideration for a large addition to the present plant, construction to begin in the early spring.

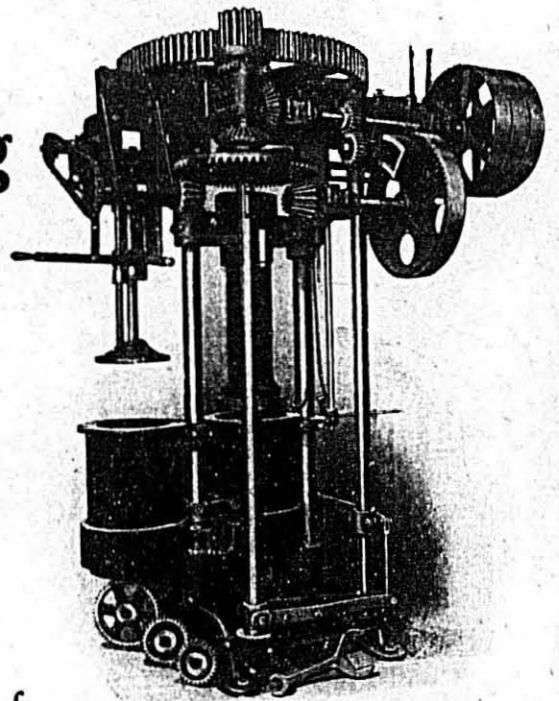
Walton Macaroni Machinery

Minimizes Manufacturing Expense

Our line of Presses, Kneaders and Mixers



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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.

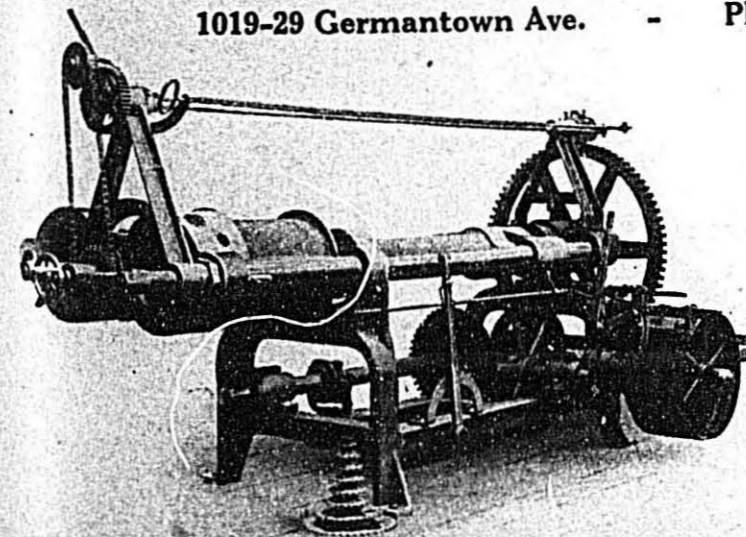
We make both Screw and Hydraulic Macaroni, Vermicelli and Paste Presses in sizes to meet all requirements. Complete machines or parts furnished promptly.

We also build paint manufacturing equipment and saws for stone quarries

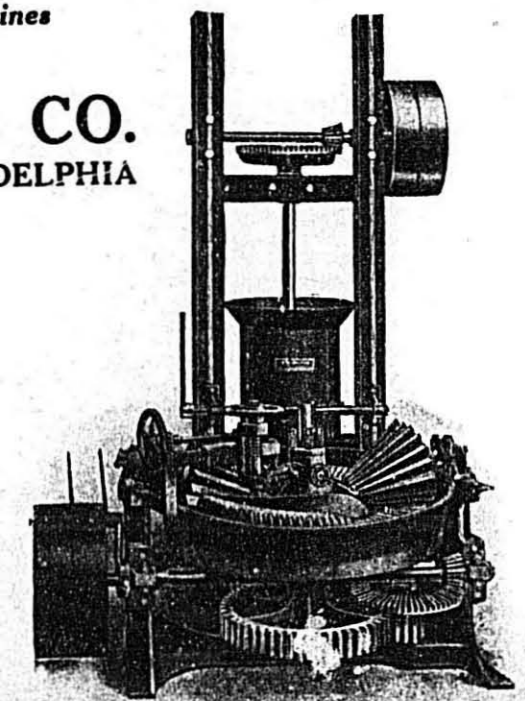
Write for catalog, stating the line of machines in which you are interested.

P. M. WALTON MFG. CO.

1019-29 Germantown Ave. - PHILADELPHIA



STYLE H HORIZONTAL CUTTING PRESS



IMPROVED KNEADER WITH PLOW

Nailing and Cleating Machines

We manufacture Nailing Machines in great variety to meet the requirements of Box Makers generally, and Special Nailing Machines for other purposes, also make machines for driving Corrugated Fasteners.

The machine illustrated here is the style most generally used by makers of boxes in which to ship Macaroni. It is not equipped with cleating attachment.

Discriptive circulars and prices can be had for the asking.



WILLIAM S. DOIG, Inc. 47 Franklin St., Brooklyn, N. Y.

Grain, Trade and Food Notes

November Durum Receipts

The month of November witnessed the slowing up of the unprecedented rush of all grades of durum to the market that has featured the movement of grain this fall, according to reports from the licensed inspectors under the U. S. grain standards act. The November receipts were only about half the October shipments, the durum class showing the biggest falling off. The early rush to market has now been reduced to a steady flow that is more than sufficient to supply a lifeless market. For the first 11 months of 1921 the total carloads of amber durum and durum reported was 16,399 as compared with 11,294 carloads for the same period in 1920. While for the month of October 1921 a total of 4573 carloads of the various grades of these two classes of durums was marketed in November only 2448 carloads came under government inspection in the various markets of the country.

Amber Durum

Amber durum of all grades were plentiful in all the markets, with No. 2 leading as usual. Only 160 carloads graded No. 1, a fair percentage of the receipts; of these 48 were reported from Duluth, 42 from New York and 40 from Minneapolis. A total of 1015 carloads of No. 2 grade was reported; 365 from Duluth, 262 from New York, 183 from Philadelphia and 132 from Minneapolis. The No. 3 grade was plentiful, Duluth reporting 145 carloads, New York 108 and Minneapolis 47. A total of 102 carloads of amber durum graded below these classes.

Durum

The slowing up of the demand for ordinary durum probably affected the November receipts of this class as only 778 carloads of all grades were inspected in November as compared with 1640 in October. No. 1 durum as usual was scarce, only 14 carloads testing that high. Of these, 4 were reported from Minneapolis, 3 from Duluth and 3 from New Orleans. Of the No. 2 durums, a total of 182 carloads was reported, 80 from Duluth, 15 from Minneapolis, 23 from Philadelphia and 11 from Galveston. The No. 3 grade led as usual, a total of 191 carloads being reported. The northwest inspected most of this grade, Duluth recording 137 carloads to Minneapolis 16 and 8 for Galveston. 391 carloads registered below grade

most of which went to sea and lake ports for foreign shipment.

The large percentage of carloads reported from the various Atlantic, Gulf and lake ports would indicate that a goodly portion of the November receipts of all grades of durum was intended for export.

China's Wheat and Flour Exports

The export of wheat and wheat flour from China is increasing rapidly, reports the American consul at Shanghai. In 1913 the wheat exports of China amounted to 4,106,824 bus. and of wheat flour to 94,968 bbls. (of 196 lbs. each). In 1920 China exported 25,439,270 bus. of wheat, valued at \$40,335,840 and 5,027,040 bbls. of wheat flour valued at \$42,369,000. Dairen is the chief wheat exporting port of China, 14,738,700 bus. having been shipped from that port during 1920, while the chief wheat flour exporting port is Shanghai from which 3,930,000 bbls. were exported in 1920.

Siam's Rice Crop Large

Reports from the American consul at

Bangkok, Siam, would indicate that the estimated production of rice in that kingdom will reach 1,300,000 tons for 1921. This production is more than sufficient to supply the home needs and will leave about 1,000,000 tons for export. Growers and exporters in that country are planning to supply the Chinese market demand where short crops prevailed during the past year.

1921 Potato Crop

Estimates on potato production for 1921, based on reports received up to the end of the year, would indicate that the United States produced a total of 346,823,000 bus. The 26 leading states producing late shipping potatoes showed a decrease of nearly 6,000,000 bus. in comparison with the previous year's crop.

As a direct result of the decreased production increased prices are prevailing in practically every section of the country. During the last week in 1921 potatoes were selling in New York and Chicago at about \$2.10 a sack of 100 lbs. compared with an average price of \$1.75 that prevailed the same week in

the previous year. The open weather prevailing in most sections permitted shipments from distant points and the carlots business was rather brisk.

In Canada the increased production had the opposite effect on the prevailing price. On Jan. 1 the price in the eastern section averaged about 77c a bushel as compared with 97c a bushel the previous year. As a general rule the price of potatoes in Canada is lower than the 1920 price, with the possible exception of Ontario where the light crop affected the market.

England and Wales, generally heavy producers of tubers, report a decreased yield in 1921 as compared with the crop of 1920. In the year just ended a total of 110,432,000 bus. was reported, an average of only 198 bus. to the acre as against a total production in 1920 of 117,115,000 bus., or an average of 216.5 bus. that year.

Denmark potatoes made their appearance in New York in December for the first time in years. The prevailing wholesale price was 2 cents a pound which is near the quotation on the standard native stock. It is figured that the cost of marketing these Danish potatoes in the New York market is about 1 1/2

a pound, figuring the purchase price. The 1921 crop was about normal and greatly in excess of the amount annually consumed at home, leaving considerable surplus for export.

Canners Elect Officers

The National Canners association at its annual convention held in Louisville the third week in January elected the following officers for the year:

President, James Moore of the New York Canners company, Rochester; vice president, James A. Anderson of the Morgan Canning company, Morgan, Utah; second vice president, Charles H. Bentley of Packers Corporation of California, San Francisco; secretary-treasurer, Frank E. Gorrell of Washington, D. C., who has served in that capacity for this association 15 consecutive years, and who enjoys the confidence of all the canners in the country.

Grain Outlook in Italy

Winter wheat has suffered much from the prolonged drouths and the crop will have to depend almost entirely on the spring rains. So fearful are some of the students of crop conditions that they are suggesting government action as a

relief. The government is being urged to issue orders restricting the use of wheat and wheat flour in Italy so that large importations of this foodstuff will not be necessary. Government wheat on Jan. 1 was selling at 125 lire per 100 kilos c. i. f. Genoa with every indication that prices will increase unless the trade agreement recently entered into with the Soviet government of Russia enables Italy to get wheat from that quarter at most reasonable rates. Production of finished products has also been reduced as a result of the prolonged drought, as the insufficient water supply naturally decreased the hydroelectric power causing curtailment in working hours.

Growing Wheat Near Arctic Circle

The Alaska experiment stations of the United States Department of Agriculture have demonstrated that it is possible to raise locally a large part of the wheat needed by those who have settled in the territory. A recent report from the agronomist in charge of the 5 Alaska stations states that in the summer of 1921 a crop of 3500 bus. of spring wheat was produced in the vicinity of the Fairbanks station. Most of this wheat is being ground into flour in a small mill

MR. MACARONI MANUFACTURER!

What does moisture mean to you?
How much damage has moisture caused you?

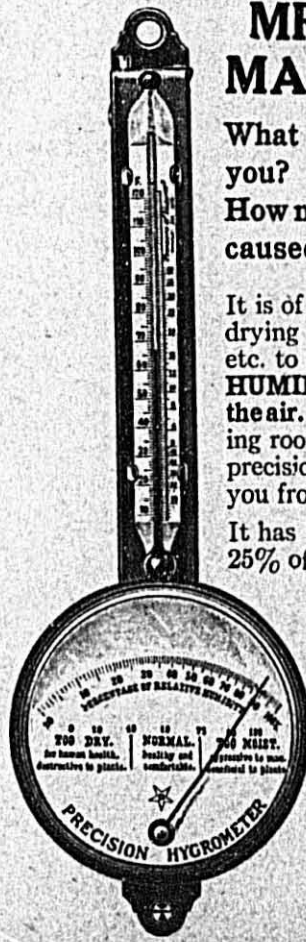
It is of the greatest importance in the drying process of macaronis, noodles etc. to possess the **exact knowledge of HUMIDITY and TEMPERATURE of the air.** Every Macaroni and noodle drying room should be equipped with this precision **HYGROMETER** it stops you from **guessing**, it gives you **facts.**

It has been proved that from 10 to 25% of waste had been saved in the drying process of macaronis and noodles by employing this instrument.

Breaking, splitting and getting mouldy of goods greatly eliminated.

Over 80,000 of these instruments are in use and many macaroni factories are using it with great satisfaction.

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Precision Instruments.
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No. 1 Hygrometer
(3/4 Natural Size)

BAY STATE

DURUM WHEAT

SEMOLINA

IS SUPERIOR FOR

MACARONI

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&

SPAGHETTI

WIRE OR WRITE FOR SAMPLES AND PRICES.

BAY STATE MILLING CO.

MANUFACTURERS OF
DURUM FLOUR
DAILY CAPACITY 1000 BARRELS

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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.

recently installed at Fairbanks. The quantity available will supply the 1500 people living at or near Fairbanks. This wheat is the product of a selection made from a small sample of grain received from Siberia in 1914. The grain is hard and the flour of excellent quality.

About 1000 bus of wheat were produced in the Matanuska valley in 1921. One field of wheat at the Matanuska station yielded 40 bus. per acre. At the Rampart station the varieties of wheat developed from Siberian stock and most of the barley hybrids and oat selections ripened, while their parent plants did not fully mature. Farmers in the Tanana valley produced 3000 bus. of wheat, 2000 bus. of oats, and nearly 1000 bus. of barley. Oats and barley, in addition to wheat, are being grown in considerable quantities every year in the interior valleys from seed developed at the Rampart and Fairbanks stations.

The aim of Alaskan agriculture is chiefly to increase local food supplies. The main sources of income for Alaska are mining, fishing and timber. It has long been the belief of those in charge of Alaskan experiment station work that it is entirely possible to grow food

in sufficient amount to supply those engaged in all industrial occupations in the territory.

Dockage in Spring Wheat Gains

In every 20 bus. of spring wheat thrashed annually in the United States there is 1 bushel of dockage which is largely weed seeds, according to estimate by the United States Department of Agriculture based on figures for the 1921 crop produced in Minnesota, North Dakota, and South Dakota. If all of the dockage were to be cleaned out of spring wheat raised and shipped to market separately it would fill more than 8000 freight cars containing 75,000 lbs. each.

Records of grain inspection in Minnesota show that for the last 18 years the percentage of dockage in wheat arriving at the terminal markets in that state has gradually increased. The average dockage for 1903 was 2.2 per cent, for the 6-year period ending 1914, 2.9 per cent, and for the 6-year period ending 1920 it was 4.0 per cent, while for the 1920 crop of wheat alone marketed up to Jan. 1, 1921, the average dockage was 5.1 per cent.

This means that the 1921 crop of

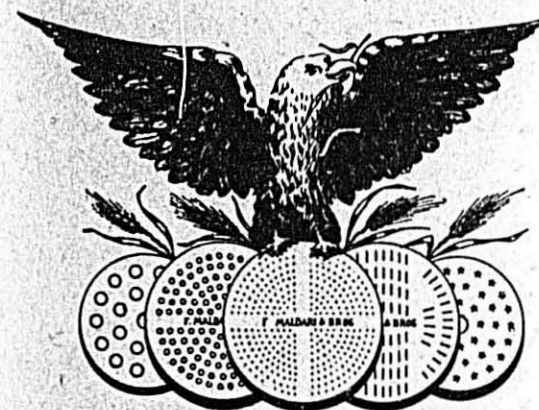
spring wheat produced in Minnesota, North Dakota, and South Dakota alone contained more than 5,600,000 bus. of dockage. Assuming that the 5.1 per cent is representative for the total crop of spring wheat, it means that more than 10,000,000 bus. of 60 lbs. each of dockage was grown and thrashed in the United States last year. Fully 90 per cent of the dockage could easily have been removed, it is said, by the proper use of an ordinary farm fanning mill.

Realization of these conditions prompted specialists of the department to design a grain recleaner attachment for thrashing machines to remove this dockage from the wheat as a part of the thrashing operation. Preliminary tests of this recleaner indicate its practicality.

Endicott Pear

The oldest pear tree in this country is in Danvers, Mass., and has just passed its 290th birthday. This is known as the "Endicott pear," for it was planted by Governor Endicott in 1631. When Governor Endicott had been here about 3 years, a friend in England sent him the tree from that country. His descendants still own the estate and have taken the

A RECORD YEAR



69.35% of all the Macaroni Manufacturers in the United States and Canada bought dies from us in 1921.

Our business increased 45% over 1920.

These figures tell our story.

F. MALDARI & BROTHERS

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127-29-31 Baxter Street

NEW YORK CITY

FOR PERFECT MACARONI USE MALDARI'S INSUPERABLE BRONZE (SOLID) DIES WITH REMOVABLE PINS

To Noodle Manufacturers:

We understand your requirements of **Whole Egg Powder**, and can give you unexcelled quality.

WHOLE EGG POWDER—

Guaranteed to comply with Government regulations.

Manufactured by spray process, guaranteeing solubility.

Made from Spring laid egg, insuring dark sweet yolks.

TALCOTT, TURNER & CO., INC.

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Walsh - Paper

Lining and Package
Papers for the
Macaroni trade.

If your jobber cannot furnish, write us direct giving the name of your jobber.

The Walsh Paper Company

Manufacturers

Cuyahoga Falls,

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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

best of care of this tree. Its fruit has not the good flavor of the more modern, highly cultivated pears, but each year there is a small crop gathered. Last year this amounted to about 2 bushels. The tree has outlived 12 rulers of its native land.

How Red Dog Got Name

A great many years ago there was a mill in the neighborhood of Fort Snelling, Minn. It was in the days when the northwest was being opened up by settlers and the Indians were still much in evidence. At least a part of this mill's business was custom trade. The pioneers in the vicinity who raised wheat would bring it to the mill to be ground, and would leave part of the product behind them with the miller in payment therefor. In course of time the Indians, following the example sent them by the pioneers, also brought grain to the mill to be ground, and considerable trade resulted. To the unsophisticated red man a sack of flour was a sack of flour, a fact which must have been recognized and taken advantage of by the miller, for the sacks which were carried away from the mill by the Indians contained a product which would not have passed

as flour with their more enlightened white neighbors. In due time it became an established custom with the miller to set aside his low grade product for the Indian trade and sacks of it were kept on hand labeled "Red Dog," this being the name of the chief whose followers had become by this time regular customers of the mill. With the passing years the tide of civilization swept on and the Indians disappeared, but the name "Red Dog" remained, at least on the sacks. When the great milling industry was established in the northwest "Red Dog" still remained and came to be generally recognized and accepted as the designation, not for a grade of flour, but for a byproduct of a mill, a high grade variety of millfeed.—Northwestern Miller.

Durum to Russia

The U. S. Grain corporation has been endeavoring to get some high grade No. 2 Amber durum for shipment to Russia where it is intended that it would be used for seed purposes. According to the announcement prices were asked on federal standard of No. 2 Amber durum f. o. b. steamer at Baltimore, Philadelphia, or New York. The wheat to be

purchased was to be cleaned and freed from seeds and other foreign matter and when finally loaded was to bear a deduction for dockage. The wheat chosen was to be grown in the northwestern section of the country where climatic conditions are almost the same as those in Russia, thus insuring wheat properly acclimated. Conditions have been completely reversed since the war because from Russia was obtained the original wheat for durum culture in this country and through the action of the U. S. Grain corporation the tables were reversed, the wheat from this country now going to help replenish the war-stricken Russia granaries.

Urge Cut in Durum Production

What is evidently a concerted effort on the part of some of the officials of the department of agriculture of the state of Minnesota and the millers and elevator men of that section of the country to reduce the production of durum wheat is shown by the propaganda now on foot against this particular class of wheat. Most of the millers and elevator men of that state always have been opposed to the handling of large quantities of durum because they profess the

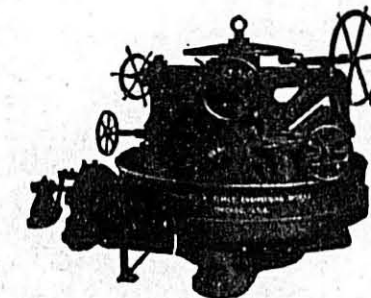
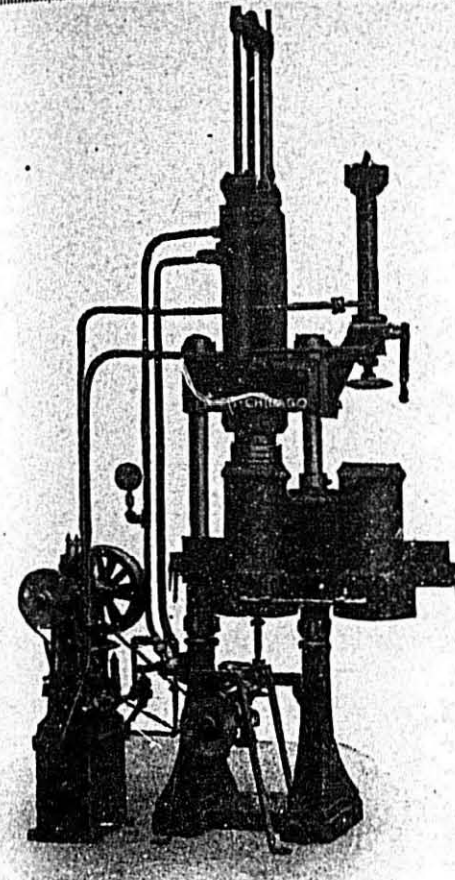
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CHICAGO
"SINCE 1861"

COMPLETE PLANTS

FOR THE MANUFACTURE OF
MACARONI, SPAGHETTI, PASTE GOODS

ADVANCED METHODS
MAXIMUM OUTPUT



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CHARLES F. ELMES ENGINEERING WORKS, Inc.
213 N. Morgan St. CHICAGO, U. S. A.
EST. 1861 INC. 1895

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

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"THE EGG HOUSE"
New York

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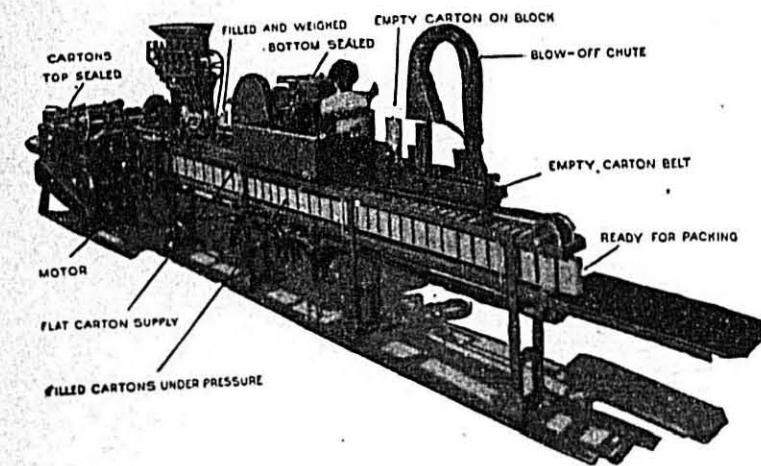
Our Bronze Moulds with Patented *Kleen-E-Z* removable pins are second to none now on the market. They turn out smooth, uniform, velvety products. Once tried you will use no other.

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.



This is our carton sealing machinery with filling and weighing attachments.
Why purchase machines with a guaranteed capacity of 30 packages per minute when you can purchase our machines which will do the work equally as well with a guaranteed capacity of 60 packages per minute?

Johnson Automatic Sealer Co., Ltd.
Battle Creek, Michigan
Send for Catalogue

have never found it profitable. The movement is gaining adherents among the farmers who experienced some trouble in disposing profitably of their large 1921 crop.

The durum wheat crop in Montana in 1921 was approximately 4,000,000 bus. and according to millers the durum market is glutted, with little demand even at the low price offered. So serious has this situation become that the commissioner of agriculture of that state has asked the assistance of the department of commerce, and the state grain inspector has suggested that durum be purchased at the regular wheat price by the government for the Russian relief, a step that would bring to the starving people good and wholesome food and at the same time extricate farmers from a predicament into which they are led by overproduction.

Investigation will prove that this overproduction may be due to carelessness on the part of the farmer in the selection of proper wheat. Amber durum of good quality demands a very good price on the market, particularly that grade which is most suitable for the manufacture of alimentary pastes. It has been suggested that propaganda to

restrict the growing of ordinary or low grade durums would be a movement sure to bring profit to the growers and unlimited benefits to all.

Largest Vine

Near the old mission of Santa Barbara, Calif., is the largest grapevine in the world. From this single vine 10 to 11 tons of delicious black grapes are obtained annually. The leaves and branches spread over an area of more than 115 square feet. The main trunk of the vine is 8 feet around at its largest part. One hundred people can be seated beneath its branches.

Wheat in Government Hands

Rumania has always been regarded as one of the largest wheat producing centers of the world and with the addition of "Bessarabia", often termed a "Bread Basket", becomes one of the leading producers of winter and spring wheat in Europe. The crop will be under control of the government which plans to buy at one half of the world price. This government wheat is to be handled through a large cooperative organization known as the "Case Centrala". Fifty per cent of the wheat is

to be resold for domestic consumption at or about the purchase price, thus giving the people of that country the essentials for their bread at about one half of the existing world price. The remaining 50 per cent is to be exported and sold at the market price. The profits thus made to go toward covering the expense of this cooperative body handling the products.

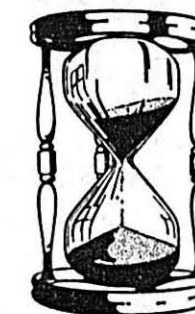
Prior to the war Rumania proper produced an average of 52,370,000 bus., which was the average for the years 1901 to 1913. Greater Rumania as at present comprised produced approximately 76,980,000 bus. in 1921. With home requirements estimated at approximately 67,666,000 bus., this would leave about 10,000,000 bus. exportable surplus for the year just ended, being about one fifth of the amount formerly exported by old Rumania alone. Other European governments are watching with interest this method of handling the wheat crops in that country.

"Do fish talk?" is worrying the scientists. Human ones, yes.

Education is at the root of all national progress.

Discriminating Manufacturers Use

Hourglass



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RUNS BRIGHT, SHARP AND UNIFORM

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Are milled from selected
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Only constructors in America making
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Awarded Gold Medal at Exposition of
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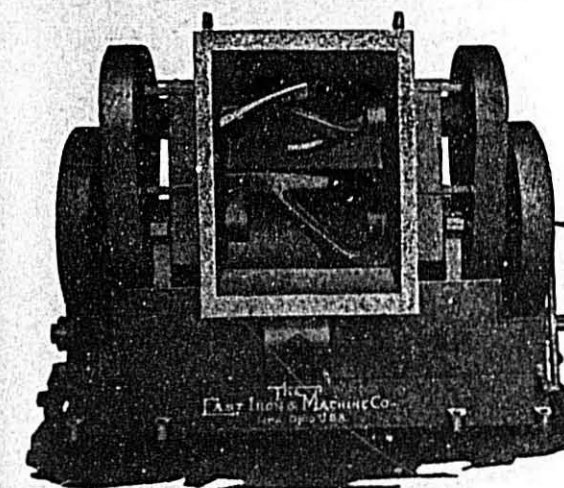
Specialists in Copper Moulds

Make any kind desired. Stell supports
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extensively used for Spaghetti, Vermicelli,
Noodles, etc. manufactured to suit.

Work done in American, Italian or French
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Repairing done at reasonable prices.

International Macaroni Moulds Co.
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"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 ordi-
nary machines—because they are scientifically
designed and built.

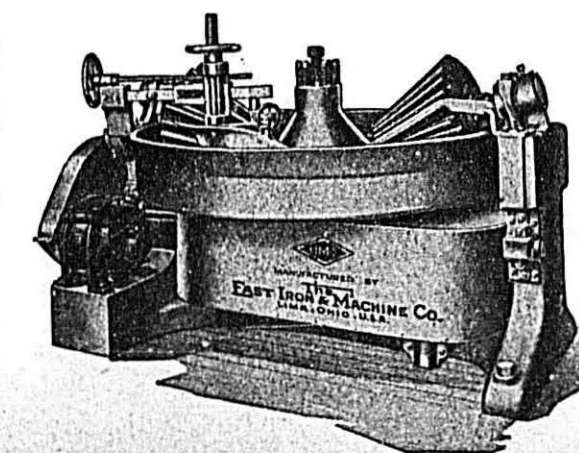
"Eimco" kneaders knead the lumps of dough, as they come
from the mixer, into one solid ribbon and give it uniform tex-
ture and they do it quicker and better than ordinary kneaders.
They are equipped with plow and have scrapers at rolls to
prevent dough from clinging. All gears are fully enclosed.

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.



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.

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 B. F. HUESTIS President
 M. J. DONNA Secretary

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 The NEW MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
 The publishers of the New Macaroni Journal reserve the right to reject any matter furnished either for the advertising or reading columns.
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Vol. III February 15, 1922 No. 10

A Valuable Trade Journal

In sending his check covering subscription renewal for the New Macaroni Journal, John C. Neal of Auburndale, Mass., New England representative of the Freihofer Baking company of Philadelphia, says prettily: "A most valuable trade journal. Don't care to miss even one number."
 Thank you.

Tested Macaroni Recipes

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

Plain Fried Noodles

Fried noodles are very tasty and appeal to all lovers of the finest dishes. The fine noodle is preferred for this dish. A desired amount of noodles is placed in boiling water and permitted to boil for about 10 minutes when they are removed, placed in a colander and blanched by pouring cold water over them. The boiled noodles are then drained and spread on a cloth which is folded and placed on a table to dry. This requires about a half hour and

makes them ready for frying. Prepare a deep pan of good cooking oil boiling hot and drop in a small amount of boiled noodles at a time. Fry until a desired brown. Drain and serve with a rich brown gravy poured over them.

Noodle Dishes—"Chinese."

Noodles with or without eggs are frequently used in the preparation of popular Chinese dishes that appeal so much to a large portion of the people in this country and afford the variety so frequently sought. Naturally the noodles that enter into all of these various dishes are prepared in the same way and the change comes only in the method of serving and through variation in the ingredients that accompany them.

Chow Mein

Prepare the noodles by boiling as instructed above. While noodles are drying prepare the dressing or gravy as follows: Melt a quarter pound of butter in a pan on the stove and slice thereinto one medium sized Bermuda onion and one pint of mushrooms. Fry lightly and then add two tablespoons of flour, thoroughly blending it with the butter. Add water sufficient to make gravy. Cut one bunch of crisp celery into thin strips about one inch long and add this to the gravy. Add one pint of fried or roasted chicken diced into small pieces, the contents of two cans of chestnuts and bamboo shoots cut in small pieces. Let this mixture simmer slowly, adding a pinch of salt and chop suey sauce to flavor and to darken.

With the ingredients ready chow mein is served in the following manner: Place fried noodles in desired dish pouring over them the dressing prepared as above. Garnish with strips of white meat of chicken and shredded green onion, or as a substitute use hard boiled eggs and strips of bacon fried crisp.

Yut Gor Min

This favorite Chinese dish is also made of noodles and requires the following ingredients:

1. One half pound noodles, fine.
2. Two cupfuls chicken broth.
3. Two hard boiled eggs, left over meats either roast pork or chicken.

Boil noodles in salt water about 10 minutes, place in a colander and blanch by pouring cold water thereon, then drain. Heat the chicken broth and season to suit. Add the noodles and boil about 3 minutes. Serve the cooked noodles in a deep dish, garnishing with eggs cut into quarters and roast pork or chicken.

Cooperation

"Nothing happens without COOPERATION. That the simplest thing may happen the whole of NATURE COOPERATES, as in the forming of dewdrops, for instance," writes Arnold Abbott in the National Grocers Bulletin.

"COOPERATION has been the spirit, the backbone, the prime essential of every SUCCESS, whether of business or science, transportation or education, mechanics or politics, government or diplomacy.

"Every employer judges his employees by their ABILITY TO COOPERATE. Subordinates progress, other things being equal, according to their CAPACITY AND WILLINGNESS TO COOPERATE. Executives retain their positions only if they cooperate successfully with other executives and maintain COOPERATION among their workers.

"Eliminate cooperation and we would have no railroads, no steamship lines, no department stores, no great manufacturing establishments, no music, no books, no government. CHAOS would exist.

"Since, therefore, COOPERATION is ESSENTIAL, common sense dictates that it should be HEARTY and COMPLETE.

"Cooperation in business life means more than merely obeying orders. It means working with one's fellow employees WHOLEHEARTEDLY. It means avoiding the friction of conspiracy, grouchy deceit, time serving, selfishness, indolence and inattention. It means TEAM WORK. The pennant winners of commerce are those who have best solved the problems of COOPERATION."

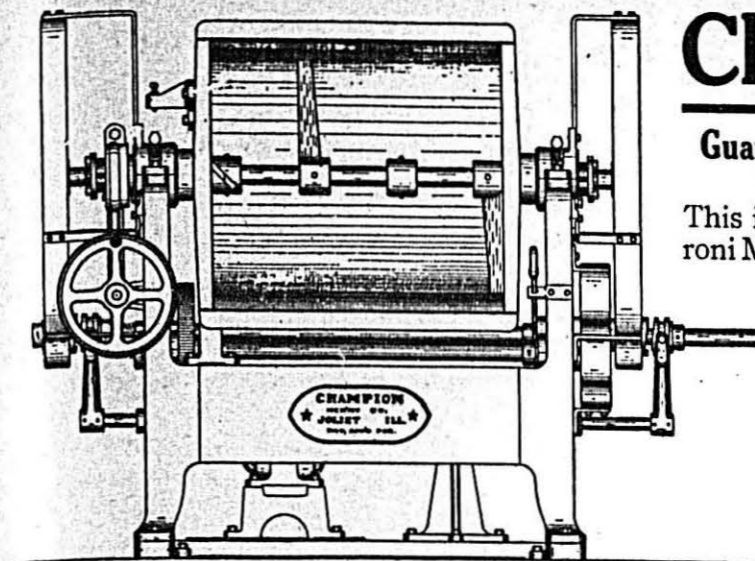
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 5000 used Macaroni Sticks, 1/4 inch diameter by 60 inches long. 5 cents each. (1c extra if cut to special length).
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 1 Wood and 2 Steel Balling Presses.
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 Five cents per word each insertion.
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This is the main consideration of successful Macaroni Manufacturers in deciding on plant equipment.



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

The Agitator is made of steel and will last indefinitely.

Motor safely attached directly beneath Mixer.

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

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

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

Ask for our literature and our price.

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Pack your products with the idea that you are trying to assist your sales department in retaining and increasing business—

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may cost a little more than substitutes AND THEY SHOULD, for THEY "INSURE" SAFE ARRIVAL TO THE ULTIMATE CONSUMER.

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WE SPECIALIZE IN MACARONI SHOOKS

ANDERSON-TULLY CO.

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Patents and Trade Marks

Noodle Cutting Machine

A noodle cutting machine patented by Frank Turk of Castleman, Pa., was duly patented in the U. S. patent office on Jan. 17, and was assigned patent No. 1404073. The inventor assigned one half interest in the new patent to John Turk of the same city. The patent was filed Aug. 24, 1920.

The new device is officially described as follows:

1. A noodle cutting machine of the class described, comprising a dough strip supporting belt, gripping rollers for the dough strip arranged forwardly of the belt, a tensioned shoe beneath which the dough strip is delivered from the feed rollers, means for elevating one of the feeding rollers and the tensioned shoe, a cutting plate swingingly mounted in advance of the tensioned shoe and means for operating the feeding devices and cutting blade.

3. A noodle cutting machine of the class described comprising a dough strip supporting belt, gripping rollers for the dough strip arranged forwardly of the belt, a tensioned shoe beneath which the dough strip is delivered from the feed rollers, means for simultaneously elevating one of the feeding rollers and the tensioned shoe, a cutting plate swingingly mounted in advance of the tensioned shoe, a power shaft journaled beneath said feed rollers, a rock shaft journaled adjacent the power shaft, an eccentric and rock arm connection between the power and rock shafts, pawl and ratchet faces connecting the rock shaft to one of the feed rollers and connections between the power shaft and cutting blade.

7. A noodle cutting device of the type described comprising a cylinder, a housing mounted thereon, dough strip feeding rollers journaled in said housing, a power shaft journaled in said cylinder, a rock arm having an eccentric connection with said power shaft, operative connections between said rock arm and one of said feed rollers for intermittently rotating the feed roller, an oscillating shaft journaled above said cylinder, a cutting blade carried thereby, a lever pivoted exteriorly of said cylinder and having the inner end extending thereinto for engagement with a cam slot in said cylinder, a rack segment car-

ried by the oscillating shaft and rack teeth carried by the supper end of said power shaft operated lever for communicating motion from the power shaft to the oscillating shaft.

TRADE MARKS Blue Diamond Brand

The Chong-Jan Co. of Fresno, Calif., has made application for the registration of its trade mark, the Blue Diamond Brand. The trade mark is in the form of a rectangle formed by two parallel lines surrounding the entire design, with indications that they are to be printed in red. In the center is a diamond on a background of wheat sheaves, leaves, etc., in blue. At the top appear the words, "Blue Diamond Brand, Chinese Plain Noodles." On either side of the diamond are Chinese characters which are translated in English as follows: "Chong-Jan. Co., Sanitary Noodles." The company makes no claim for any of the words excepting the words "Blue Diamond Brand", which is the brand name of the noodles marketed by this concern.

The applicant filed its registration privileges on Aug. 4, 1920, and claims that it has been using this trade mark since Sept. 1, 1915. Notice of opposition

must be filed within 30 days of date of publication, which was Jan. 24, 1922.

Labels

The label "Goodmans" was registered in the U. S. patent office on Jan. 17, 1922, by A. Goodman & Sons, Inc., New York city. Application for right was filed Nov. 23, 1921, and the title granted was given No. 23899. The label is to be used in connection with the noodles manufactured by this concern.

DID IT WORK?

"I can't keep the visitors from coming up," said the office boy dejectedly, to the president. "When I say you're out, they simply say they must see you."

"Well," said the president, "just tell them that's what they all say."

That afternoon there called at the office a young lady. The boy assured her it was impossible to see the president.

"But I'm his wife," said the lady. "Oh, that's what they all say," said the boy.—Exchange.

Speaking of the mailed fist, write plain fist when mailing.

Price of eternal vigilance is wrinkles.

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Specializing in Macaroni Shooks. Prompt Local or Carload Shipments.

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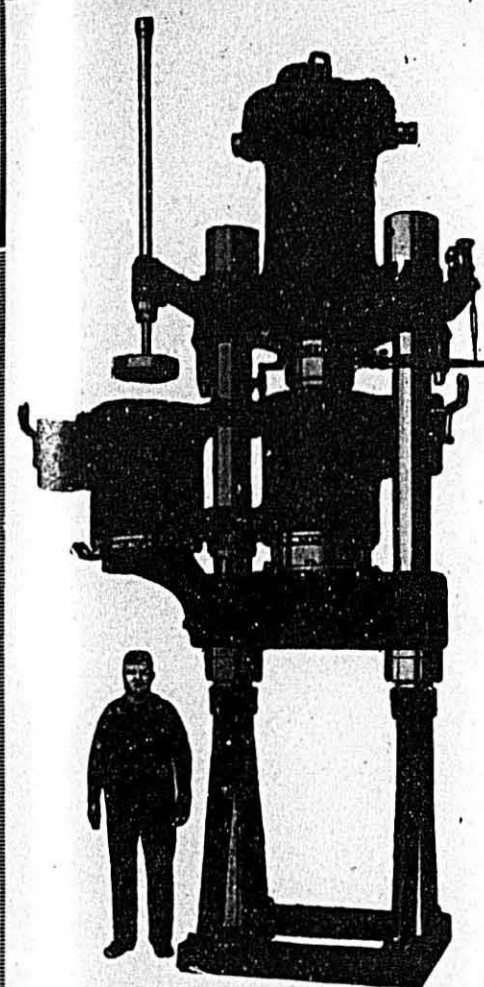
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Give your message direct to the big buyers in the Industry through the columns of the NEW MACARONI JOURNAL.



John J. Cavagnaro

Engineer and Machinist

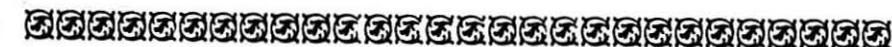
Harrison, N. J. - - U. S. A.

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Modern Installation of Buhler Short Goods Dryers

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- If you install BUHLER DRYERS, you have cleanliness, hygienic conditions, low operating cost and scientific Drying. It is the only method whereby a product of highest quality is insured.

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