

**THE NEW  
MACARONI  
JOURNAL**

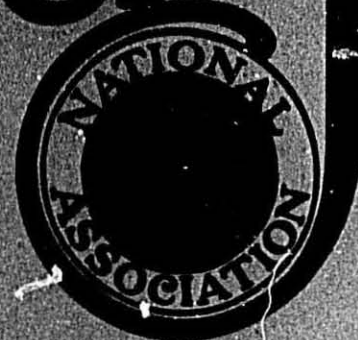
**Vol. 2, No. 2**

**June 15,  
1920**

# The New Macaroni Journal

Minneapolis, Minn.  
June 15, 1920

Volume II Number 2



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



Rock of Ages and Cave of Winds—Niagara Falls.

## *Lest You Forget*

**THE 1920 Macaroni Manufacturers Convention** will be held June 22-23-24 at Niagara Falls, under the auspices of the National Macaroni Manufacturers Association.

*Every Macaroni Manufacturer and Allied Trades in United States or Canada are invited to send one or more representatives to take part in the deliberations of this convention.*

With a program of more than ordinary merit, with scores of successful macaroni makers in attendance ready to teach and learn, with unsurpassed scenic beauty offered by Niagara, **EVERY** macaroni and noodle manufacturing concern should send representatives to Niagara Falls on June 22-23-24, 1920, to combine business with pleasure and thus assist in making our Macaroni Convention what we intend it to be, the biggest and best ever.

"Breakage? Down to nothing since we've used these new containers, Mr. Martin!"



**Andrews Containers are Light—Sturdy—Durable**

**G**OODS packed and shipped in them invariably arrive safely at destination. When they don't—and that's seldom—somebody has disregarded the warning: "Use no Hooks!" or there's been exceptionally rough handling *some-where* along the line. **Andrews Containers** are the safest, therefore the most economical corrugated shipping cases you can use.

That's why the shipping clerk can report to the general manager that since using **Andrews Containers**, there's been practically no breakage—no returns of goods damaged in transit—claims from this source eliminated—losses shaved close. And that's why it pays to use **Andrews Corrugated and Solid Fibre Containers**.

Owning our own timber-lands, saw mills, pulp and paper mills and factories

means that we control our raw materials from field to shipping platform. And that insures uniformity and dependability of the finished product—and **deliveries on schedule**.

**Andrews** offers the co-operation of capable artists and designers—in developing new designs in cartons and containers for you, or in perfecting your own ideas. Ask us for details of this service.

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

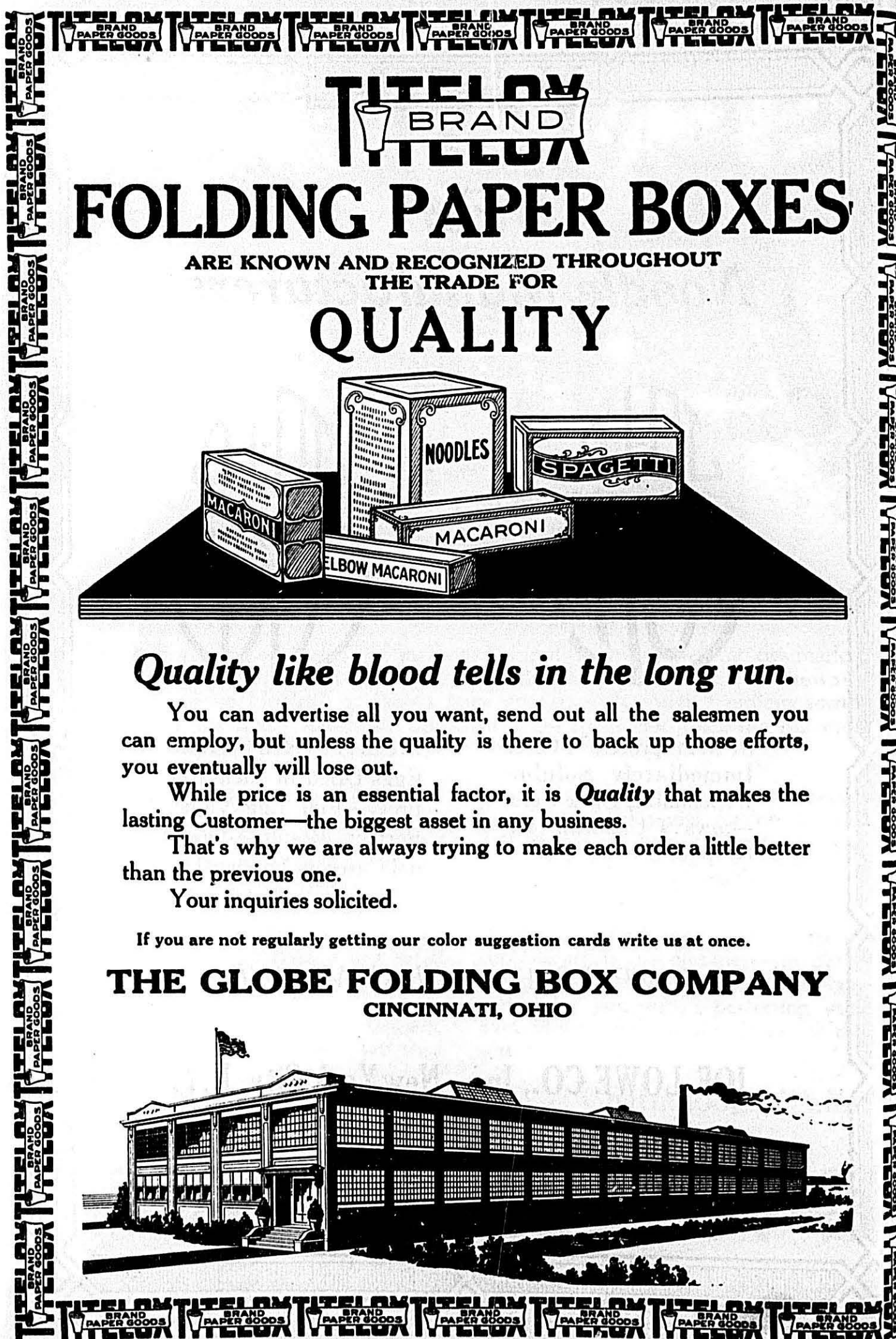
Fresh Selected Whole Eggs Dried in their Entirety—Full Egg Value; Perfect Results—Original Cases as Imported.

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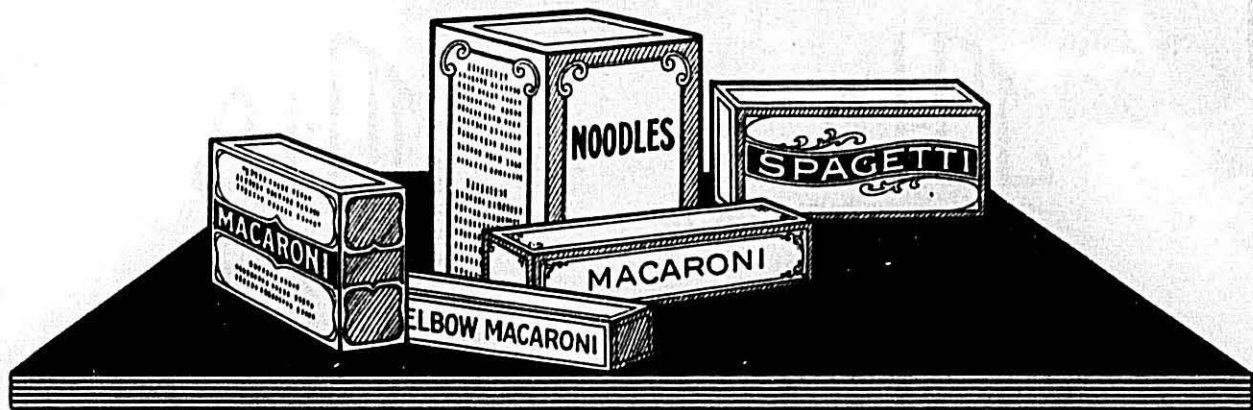


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You can advertise all you want, send out all the salesmen you can employ, but unless the quality is there to back up those efforts, you eventually will lose out.

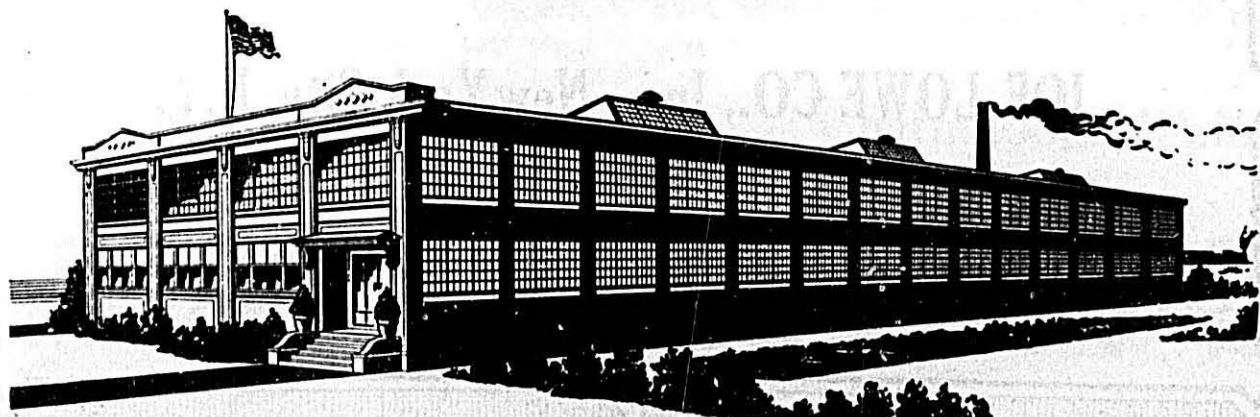
While price is an essential factor, it is *Quality* that makes the lasting Customer—the biggest asset in any business.

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

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When You Want Quality  
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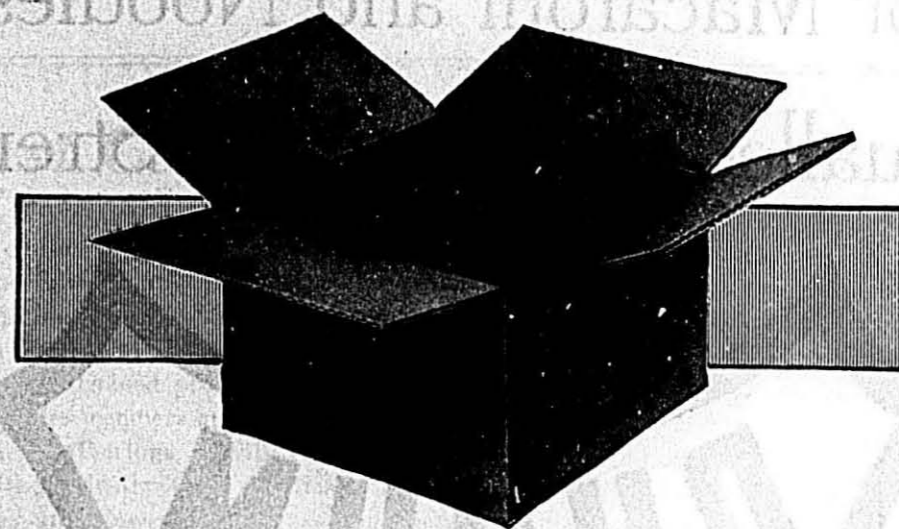
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*Semolina*  
*Flour*

Write or wire for samples and quotations.

**Northern Milling Company**

Wausau, Wisconsin



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And it has attained this leadership by aiding the producer to cut costs, save labor, eliminate breakage, facilitate transportation and create good will. For over a quarter of a century it has supplied him with the *best* Corrugated Fibre Board *it is possible to make*.

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For Macaroni and Noodles

Unequaled in Color and Strength



**YERXA, ANDREWS & THURSTON**  
MINNEAPOLIS, MINN.

# THE NEW MACARONI JOURNAL

Volume 11

JUNE 15, 1920

Number 2

## *Last Call to Our 1920 Convention*

Shortly after this edition of the New Macaroni Journal reaches its readers, the Seventeenth Annual Convention of the National Macaroni Manufacturers Association will be in full sway at Niagara Falls and another milestone in the Association's slow but determined progress will have been attained to the credit of its members and of the industry in general. As in former gatherings it will bring together the leading minds in the industry from practically all sections of United States and Canada to discuss conditions, local and general, and to confer on proper solution of the many problems that now more than ever affect the macaroni manufacturer.

Are you all set for this convention? Surely you cannot afford to miss this important gathering! The publication of this issue has been advanced about one week in order to send you this last call to our 1920 convention. If you have not already decided to attend, do so now and come prepared to take part in one of the most practical, progressive and beneficial conventions ever held under the auspices of the National Macaroni Manufacturers Association and of the entire macaroni industry anywhere in the world.

Study the program which will give you an idea of the many important matters to be considered at this session, as well as the galaxy of speakers who will be there to discuss matters in which they stand as experts. You will surely find some subject or speaker of particular interest to you. Each has been chosen for no other reason than his fitness to handle the subject assigned. With the millers discussing the all important flour situation, with successful business men in other lines of endeavor to give us an insight of the reasons for their success, with government officials to throw light on the regulations that we are all anxious to obey, and with scientists thoroughly prepared to discuss some of the problems that affect the nature of the raw materials and the finished products which makes your business a success, and with the general free-for-all discussion that is sure to bring out many interesting facts of value to all of us, the 1920 convention is a lodestone that should attract all macaroni manufacturers, large and small.

Last, but not least, you will be interested in the reports to be presented by the officers of the Association who for the past year have handled its affairs, their suggestions and recommendations looking to the protection of your interests and to the advancement of the macaroni industry. These officers have served all macaroni manufacturers, members and non-members alike, to the best of their ability throughout the year and we feel duty bound to be present when they give an account of their stewardship.

Altered and changed conditions of manufacture, sale

and distribution call for expression of opinions and exchange of views and suggestions from all concerned relative to the proper solution of the troubles affecting the industry and to enable the National Association to continue to be an effective weapon for elimination of unfair practices and for advancement of our honored calling.

In addition to the strict convention matters the social end of the gathering has not been overlooked. A pleasing trolley ride on the afternoon of the first day affording a splendid view of the famous Niagara Falls and Gorge, the outing at Niagara Beach and the dinner at The Clifton on our return, should serve to make everybody acquainted and place all on that friendly basis that will redound to the welfare of the Industry and the success of the convention. The banquet on the evening of the second day will serve to cement friendships made and to prove our oft-urged statement that when you become personally acquainted with your competitor you will discover that he is hardly the "devil" that you once thought him to be. At all these entertaining features you will be the guests of the National Macaroni Manufacturers Association, which is always solicitous about your welfare and anxious to have you succeed in your business. It hopes to engender the spirit of comradeship and cooperation almost invaluable elements to make your business successful and self-satisfying.

Many macaroni manufacturers make it a practice to attend every annual and special convention of the Industry as they find it profitable to do so. Here they receive information that can nowhere else be obtained; new ideas are discussed and the experiences of successful men heard; much is learned from association with successful manufacturers and producers. If these men find it profitable to attend every convention surely some of those who go only occasionally will find the 1920 session a very attractive one and they should plan to attend.

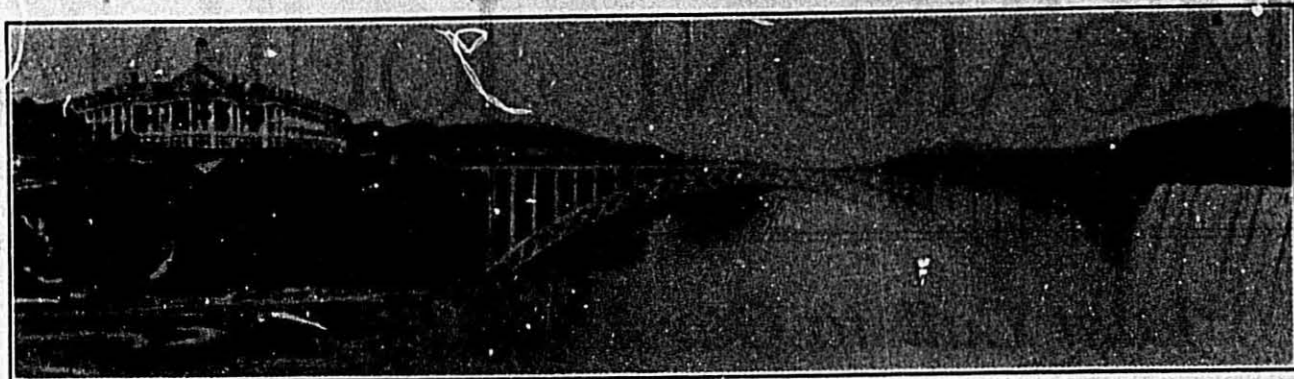
With the many outside attractions added to the entertainment features prepared by the National Macaroni Manufacturers Association, those who attend should bring their ladies with them as they aid materially in bringing about the closer social spirit that has been found so helpful in previous gatherings of this kind. Plans are being laid for the entertainment of the gentler sex during the convention periods and all present will join in doing them honor and in making their visit pleasant and that of their escorts profitable. Bring the ladies.

This is the last call to Niagara Falls. Heed it!

Everything will be done to make you welcome.

Remember the convention dates—June 22, 23, 24.

# National Convention Program



The Clifton, Niagara Falls, convention headquarters.

The seventeenth annual convention of the National Macaroni Manufacturers association is to be held June 22, 23, 24, 1920, at the Clifton hotel, Niagara Falls.

## PROGRAM

Tuesday, June 22  
9:00 A. M.

Registration of Association Members, Macaroni Manufacturers, Allied Trades Representatives and Visitors.

10:00 A. M.

Convention called to order by President James T. Williams.

Address of Welcome—Mayor Harry P. Stevens.

Address of Welcome—Colonel George G. Shepard, President of Chamber of Commerce, Niagara Falls.

Response—Frank L. Zerega, Brooklyn. President's Annual Address—James T. Williams, Minneapolis.

Report of Treasurer—Fred Becker, Cleveland.

Report of Secretary—M. J. Donna, Braidwood.

Appointment of Committees.

Address—"Organization," Fred Mason, President Shredded Wheat Co. and American Specialty Manufacturers Association.

Discussion.  
Announcements.

Adjournment for day.

2:00 P. M.

Trolley ride down Gorge in chartered cars to Niagara Beach.

## BOOST FOR IT

The National Macaroni Manufacturers Association's BIG BOOSTER CAMPAIGN is still on. Ends with the National Convention at Niagara Falls.

## BOOST FOR IT

3:30 p. m.—Group photograph.

4:00 p. m.—Baseball game. Millers vs. Macaroni Men.

5:30 p. m.—Return ride along American side of Gorge over International Bridge to Hotel.

Wednesday, June 23, 1920

10:00 A. M.

Reports of Committees.

Address—"Food Value of Durum Products Compared With Other Foods," R. L. Groff, Commander Mill Co., Minneapolis.

Address—"Business Cooperation," Julien Armstrong, Chicago.

Address—"Financial and Business Conditions," Geo. W. Whitehead, Niagara Falls.

Address—"Durum Seed and Its Effects on Production," James C. Andrews, Yerxa, Andrews & Thurston, Minneapolis.

Address—"Fair Practices in Trade," Wm. B. Colver of Federal Trade Commission, Washington, D. C.

Discussion of papers presented.  
Announcements.

2:00 P. M.

Reports of Committees.

Address—"Milling of Durum Wheat," W. E. Coles, Jr., Capital City Milling and Grain Co., St. Paul.

Address—"Elimination of Weevils and Other Macaroni Pests," Prof. R. N. Chapman, Entomologist, University of Minnesota.

Address—"Durum Wheat Situation," H. W. Files, Pillsbury Flour Mills Co., Minneapolis.

Address—"Relation of Food & Drug Act to Macaroni Industry," Dr. B. R. Jacobs, Bureau of Chemistry, Washington, D. C.

Discussion of papers presented.  
Announcements.

7:30 P. M.

Banquet in ball-room of The Clifton with guests of National Macaroni Manufacturers Association.

To be followed by Impromptu Program and Dancing.

Thursday, June 24

10:00 A. M.

Reports of Committees.

Address—"Import Duties in Relation to Macaroni Manufacture in this Country," W. J. McDonald, Brooklyn.

Address—"Cost System," W. A. Tharinger, Milwaukee.

Address—"Present and Future Prices," P. M. Marshall, Shane Bros. & Wilson Co., Minneapolis.

Address—"Making Macaroni Shipments Safe," F. W. Smith, Chairman Official Classification Committee, New York.

2:00 P. M.

Reports of Committees.

Address—"Retailers Suggestions to Manufacturers," John A. Ulmer, President National Retail Grocers Association, Toledo.

Address—"Paper Manufacture," E. B. Seaver, Brooklyn.

Address—"Freight Rates," B. L. Befer, Cleveland.

Discussion of papers presented.  
Question Box.

Election of Officers.  
Selection of time and place of 1921 convention.  
Adjournment.

## GET A MEMBER

Help make the BIG BOOSTER CAMPAIGN for New Members a big success by inducing some macaroni manufacturer to join the National Macaroni Manufacturers Association.

## GET A MEMBER

# Grain Corporation Head Reviews Work

Prospects of forty dollar flour and a twenty-five cent loaf were swept from the consumer's horizon by Wheat Director Julius Barnes in his address before a conference of administrative heads of the government and chairmen of the agricultural committees of congress, which met in Washington, D. C., to discuss the future of the wheat market after the termination of government control.

Mr. Barnes set at rest the housewife's panicky fears about America's outlook for bread supplies. The wheat crop in the United States promises to far exceed the average yield he said, unless Nature proves more than normally unkind, while the importing countries of Europe now have crop prospects larger than those of last year.

## Wheat to Prewar Basis

In opening the conference Mr. Barnes emphasized the fact that no question of further regulation of a wheat price by the government was involved in the discussion. He repeated his statements that government operation should not be injected into private business except in time of war and that the wheat market should be restored to prewar commercial practices even though the transition be accompanied with great difficulties.

Mr. Barnes said: "I desire to thank each of you for responding to my invitation for this conference. During three years of public service touching many of the departments of government the Grain corporation has met with much cordial cooperation. It has endeavored to play its part in national teamplay. On June 1 the active responsibilities of the wheat director and the Grain corporation terminate. It is desirable that you in continuing activities affecting as they will the grain handling machinery of the greatest agricultural producing country in the world, with its interrelated problems of transportation and credit, should understand the peculiar difficulties which the termination of government stabilizing influence and the disorganization in world commerce entails.

From such understanding may develop a solution out of teamplay between the government and those commercial agencies which now replace the Grain corporation.

## Business Not to be Hampered

"I wish to make clear that in this

conference is involved no question of further regulation of a price. The experience of this office confirms my former conviction that government operation should be injected into the field of individual initiative only during war. Insurmountable difficulties will prevent the ready reinstatement of prewar commercial practices but further injection of government control into peace-time trade processes is too high a price to pay for their solution. The war pledge of congress to our producers, carried over into peace, has been redeemed. It is time for American resourcefulness to recreate a field in which American judgment and initiative may operate.

"Neither have I asked this conference in any panic about our future bread supply. Prophecies at this time of \$40 flour and 25-cent bread have no justification in the present promise. It is well to remember that only 12 months ago the same type of apprehensive mind saw nothing but a depreciated wheat price and the loss to this government of one billion dollars on the outstanding pledge, which has been redeemed without a dollar loss. Unless Nature is more than normally unkind between now and harvest North America will grow a crop far exceeding the average yield; while the importing countries of Europe possess a crop promise now larger than last year's.

## Transportation Effects

"Current weekly farm deliveries run almost three times those of a year ago, indicating large farm stocks; our elevators and mills are loaded with wheat to a total of 127 million bushels against 95 million a year ago. These stocks held in suspension by lack of adequate transportation are burdening our whole credit structure while foreign buyers in our seaports, not realizing that lack of transportation alone reduces the current offerings in those ports, bid higher and higher in an attempt to get desired quantities. These quantities would be readily available if merchants could make actual delivery at the ports. These prices are not reflected to the farmer as in previous years and will not be, unless there can be devised a way in which actual delivery can be made. A striking illustration of the stifling of export by lack of transportation is shown in the total export of grain and flour for 10 months to May 1 this year,

showing a decline of 125 million bushels of grain under the figures of the corresponding period last year. In the same period the in-and-out movement of grain in the 11 principal primary markets of the country has also shown a decrease of 213 million bushels. Moreover, that these facilities were not serving the producer in other commodities than grain, is shown in the export figures of meat and dairy products which show a decline for the first 9 months of this cereal year of practically 1,400 million pounds from the figures of last year. These figures explain why the producer has lost his ready market of years.

## World Demand to Make Price

"The menace of the situation to our credit and handling facilities rests in the fact that this seaport price level in wheat is made by a few government officials abroad, and may collapse any day with any change of policy with resultant loss or disaster. It is not a basis made by the meeting point of differing views of thousands of merchants scanning the daily development of world pricemaking factors.

"Unless we interpose some American protection between a practical price dictatorship in the hands of foreign government officials whose interest runs counter to our own, we may see during the crop moving period the absorption of the American surplus at prices dictated unduly low, and the stripping of our market of the accumulated surplus which may measurably protect the consumer price at a later period. That protection to the producer has been, for the past two years, the absorption by the Grain corporation at the fair price basis of 600 million bushels. This provided a point below which even crop marketing pressure could not harm the producer. Its patient strength then waited the reappearance of foreign requirements which must pay that national fair price. The fact, however, that the pressure of the crop movement itself weighed down the producer price until it struck the absorptive level which the Grain corporation was authorized by law to pay produced the mistaken impression on the part of the grower that a minimum price had been made a maximum, and producer resentment is too high a price to pay for the security which absorption by

government at a minimum price would thus arouse again.

#### Readaptation Required

"For three years the actual and potential buying of the Grain corporation maintained the foundation for trade security and for banking credit on which the grain machinery of this country has operated. Prior to that time, American resourcefulness had by test of years developed the American system of great central hedging markets for future delivery, furnishing a security against losses which follow violent changes in the wheat price level.

"Without this security we face a necessary readaptation of the marketing and credit machinery which had learned to function upon that security. Without those national markets we are exposed to the absorption of our crop surplus during the crop moving period at unfairly low prices perhaps dictated by the buyers for foreign governments. We should consider the difficulties of these governments with great sympathy, but we must see what steps can be taken to protect the rightful interests of our own producers. Their commitment to a policy of subsidy of bread to their people is one foreign to the American ideal, and destructive of the natural play of substitution by price attraction. The inability of their own importing merchants to carry their overseas commitments on a scale sufficient for the food needs of their people is a motive for government buying, on their part, which may more soundly appeal to our sympathy. But in all events, a price level made for American farm produce must, to be fair, be a price in which we as sellers have had some measure of influence and some protection.

"Moreover, the wheat guaranty act itself directed that the President should take reasonable steps to provide for and to permit the establishment of a free and open market for the purchase, sale, and handling of wheat and wheat products upon the expiration of this act.

#### "Hedging" Found Beneficial

"In wheat, as in no other grain, the price is influenced by crop development in some section of the world every month of the year, and by a more exact ascertainment of consumptive requirements, fluctuating as that consumption does under the price influence.

"Out of many years experience

banks and credit agencies had learned that, because of the hedging security of those markets against disaster to the merchant, the extension of credit for grain handling was one of the secure credit functions of this country. This ready credit facilitated active competition, which enabled a large volume of business on relatively light capital investment. This directly resulted in the lowest trade toll between producer and consumer of any commodity in this country. On the national price level indicated by these central markets moved the whole flow of crop to ultimate consumer. That flow naturally sought the most direct channels, not always through those actual markets, but hedged and made secure by trades of corresponding quantity in those markets. In that flow the natural agencies used were several in number: the country point buyer; the terminal handler; the inland forwarder; the seaboard exporter, or the final miller; each of these agencies making secure, by their hedging use of these markets, their own capital investment and their borrowings, against losses by price level changes.

#### Some Speculation Unavoidable

"It at once becomes evident that a given quantity of wheat flowing from farm to final market in channels which naturally led entirely outside of these actual trading markets, and passing through the hands of several necessary handlers in that flow, produced in the hedging transactions on those exchanges a volume several times that of the actual quantity. But it is the shallowest of economic logic that, because of that fact, stamped those transactions as being wholly speculative, instead of recognizing them as of the greatest usefulness in maintaining narrow trade tolls between farm and home. The fact that a minor element of speculation took advantage of those ready trading facilities should again not cloud the great public service rendered by them.

"These central markets were protected against abuse of their facilities by speculation and manipulation because of the ever present potential delivery of the grain represented in its hedges. If, then, inadequate transportation prevents the diversion of grain from its normal channels to make, in times of need, the actual delivery of grain so hedged in those central markets, then the underlying security of exchange trading is undermined.

"It is an additional problem, at the

very time when actual delivery of the potential grain hedged in those markets is most difficult, there is thus concentrated in government hands abroad the power of purchase in large quantities, for which purchase, with the least price disturbance and in the most available quantities, the exchange facilities themselves offer the most ready market.

"This explanation of the service rendered in stability and security of credit, and this statement of the hazards which these exchanges face on the resumption of their service, is necessary so that you may understand how directly the credit system of the country in all lines is affected, and how directly the presence of the hedging facilities of these markets is required in order to maintain the present favorable position of the producer, in respect to the ultimate consumer price.

#### Transportation Lack to Blame

"You will at once, from this summary, see that most of these difficulties revolve about inadequate transportation. You will at once realize that a solution must be found for this transportation curtailment or the effect will reach far beyond the grain handling and milling facilities involved and strike directly, of necessity, at the producer return, at the very moment when agricultural production is most unfavorably placed for price competition in the labor market. I am sure I do not need to accent the necessity for preserving the producers' favorable position to the utmost, for on the prosperity of our agriculture rests as well a large part of our industrial activity.

"I have asked the general grain trade committee, selected at a conference on May 7, of several hundred representatives of grain handling, manufacturing, and producer organizations, to present to you first hand the detailed story of these difficulties and of the results which flow from them, with all the convincing power that statements should carry from able, experienced and sincere leaders in those trades, in the hope that on the basis of the facts so presented, with a full understanding of the difficulties, there may be evolved a solution which will be in line with American ideals, and with as little legislative or administrative interference with private commercial initiative as possible."

The man who thinks he is the whole works seldom is.



It MEANS MONEY to you, because it produces delicious Macaroni and Spaghetti with that rich, golden color you want.

It MEANS MONEY to the dealer, because Macaroni and Spaghetti, made from SEMOLEON satisfies, strengthens, and builds up his trade.

It MEANS MONEY to the consumers, because the high Quality induces them to eat more Macaroni and Spaghetti—the most Economical of all foods.

## Shane Bros & Wilson Company

Minneapolis - - Minnesota

No. 2 Semoleon  
Imperial Rome



No. 3 Semoleon  
Amberole



# "WHY KICK ON MACARONI?"

Manufacturers Welcome Investigation of Alimentary Paste Business by California Official—One Leading Producer Gives Data to Show Charges Ill Advised—Business Operating at Loss.

Replying to the statement of W. G. McMillan state purchasing agent of California that an investigation of alimentary paste manufacturers, relative to profiteering in macaroni, spaghetti, etc., will be asked, manufacturers declared they welcome such an investigation. Far from profiteering it is claimed they have been operating virtually at a loss for the last year. According to John B. Cornwell of the United States Macaroni Co., Los Angeles, in answer to Mr. McMillan's charge that macaroni had increased from 6.5c to 9.25c per pound in the face of a 5 per cent decline in flour, the lower price would hardly pay for the cost of flour alone. At prices prevailing in January when the comparison was made) hard wheat flour cost 7 1/3 cents per pound, allowing nothing for manufacturing, packing, delivering and other necessary expense.

### Will Welcome Probe

Mr. Cornwell writes that his company will welcome an investigation and he is confident other manufacturers are of the same mind. For it would show that the paste manufacturers have been doing a business in the past year or more at practically a loss, and during the war there was no more patriotic set of men than the paste manufacturers. They were restricted by the government to 70% of their normal output based on prewar production, which they gladly complied with and assisted the food administration in every way possible during those troubled times.

"Mr. McMillan states that the price has increased from 6.5 cents per pound to 9.25 cents per pound in the last three months, while flour has decreased 5% in price. We would like to state for Mr. McMillan's benefit that there is a vast difference in the quality of flour used in the manufacture of macaroni, spaghetti or alimentary paste, and the price of 6.5 cents per pound (the price stated in January by him) would hardly cover the cost of the flour, the chief ingredient in the manufacturing of alimentary paste, not allowing anything for manufacturing, overhead,

boxes, cartons or containers. We find in looking up our records that good hard wheat flour, such as we use in the manufacturing of our paste, cost in January, 1920, or three months ago, \$14.40 per barrel of 196 lbs., or .07333 per pound, which is in excess of the price which he states was quoted him, without any cost for manufacturing, packing, billing, delivering, etc., etc.

### Factories As Charity Institutions

"Such being the case some manufacturers of macaroni were acting the part of a philanthropist as far as the state institutions were concerned, for if they were using good hard wheat flour, such as makes paste a perfectly balanced food ration, carrying approximately 16.65 calories or energy units, they were running their factory as a charitable institution instead of as a business house which would be entitled to a fair return on its investment.

"Mr. McMillan has evidently lost sight of the fact, that labor, cartons, boxes, paper, labels, etc., are constantly increasing and some of the articles mentioned have increased in cost, approximately 50 per cent or more, and are still on the advance, all of which go toward the manufacturing, packing and distributing of macaroni, spaghetti or alimentary paste.

"In reference to the present quotation of 9 1/4 cents per pound f. o. b. Sacramento, we would state that this price is far too cheap to let the manufacturer out, providing he is using good hard wheat flour, and we presume that the state purchasing agent in awarding bids takes into consideration the quality of the samples submitted him or refers them to the state expert on nutrition for advice, and if the sample submitted with the quotation of 9 1/4 cents after analysis shows that it has been made from hard wheat flour, we would advise the state purchasing agent to close immediately and award bids, as we look for higher prices on alimentary paste.

### Ration Figures

"Macaroni and spaghetti are a perfectly balanced ration and economical food product and the consumer who

now purchases good macaroni and spaghetti receives more food value at the present price of 15 cents a pound than in practically any other raw food product. It is easily cooked and carries no waste and can be prepared in innumerable ways, making a most delicious, appetizing food ration. We quote from The United States Department of Agriculture bulletin No. 142, which gives a comparison of energy units in some of the staple food products:

	Calories
Macaroni .....	1645
Flour .....	1635
Sirloin steak .....	975
Eggs .....	635
Beef shank .....	575
Potatoes .....	295
Cabbage .....	115

"You can see by this comparison table that macaroni or alimentary paste products head the list and if the state purchasing agent was paying even 30 cents per pound for macaroni against 6.5 cents for potatoes, he still would be receiving more food value for the money expended. Why kick on macaroni!

"We quote below another table showing what a perfectly balanced ration macaroni or alimentary paste is and why, not only the state institutions but the public in general, should use macaroni or alimentary paste as a ration for one meal every day in the week as a body builder, also as a means of reducing the high cost of living. The table follows:

	Water	Protein	Fat	Carbo Hydrates	Ash	Food Value
Rice .....	12.3	8.0	0.3	79.0	0.4	16.59
Hominy—corn .....	11.3	8.3	0.6	79.0	0.3	16.59
Macaroni .....	10.3	13.4	0.9	74.1	1.3	16.65
Potatoes .....	78.3	2.2	0.1	18.4	1.0	1.5

### Macaroni vs. Potatoes

"By this table potatoes are 'shown up' in their true light. Macaroni is five times as beneficial in food value as potatoes, and carries six times more protein, with seven times less water than potatoes; there is no waste to macaroni at all, as macaroni expands in the process of cooking, while with potatoes there is a loss in the peeling of jackets and in preparing them for cooking, therefore let's start an 'Eat More Macaroni' campaign and have a state investigation of the macaroni manufacturers, so that the manufacturers of macaroni or alimentary paste can be 'shown up' in their true light before the public and receive a just and legitimate profit on their investment



## Capital City Milling & Grain Co.

### DURUM WHEAT MILLERS

St. Paul - Minn.

Capacity 1500 Barrels



This new mill is located at the Gateway of the Great Northwest, where the best Durum Wheat is always available.

We offer

## SEMOLINA and DURUM PATENT FLOUR

Made from

## DURUM WHEAT

We want your business. Ask for Samples and Prices.

**Capital City Milling & Grain Company**  
ST. PAUL, MINNESOTA

and energy, which they have not been receiving in the past.

"We wish to state further that, if H. Clay Miller, federal trade committee chairman, will furnish us with a list of the names and addresses of 35 men and women appointed by the U. S. district attorney as a committee to serve on the federal fair trade committee, we will be pleased to furnish them with a copy of this letter, and data or information to the committee appointed by them, as to the cost of manufacturing, packing and marketing of alimentary paste.

#### Saving in Macaroni

"We would recommend that Professor M. E. Jaffa, nutrition expert of the state board of health, immediately put into action his plan to substitute macaroni for potatoes as a more economical and beneficial food for the inmates of state institutions, not mentioning the tremendous saving in the expense of conducting state institutions."

#### "FUTURE" CONTRACT FORM

Three Kinds Discussed by National Canner Head, Also New Sanitary Inspection Service — Cooperation as Abuse Cure.

Addressing the Southern Wholesale Grocers association at its annual convention last month at St. Louis, Walter J. Sears, president of the National Canners association, touched briefly on two matters that have been giving some concern to macaroni manufacturers: 1st.—Contracts for future delivery of manufactured foods and 2nd.—Inspection service that guarantees uniformity of quality, etc. The thinking men in the macaroni industry have been seriously considering the need of some kind of understanding or perhaps inspection service that will bring to the consumer a food above suspicion in order to overcome the bad effects due to a few careless and unscrupulous manufacturers whose only aim apparently is "get the money" irrespective of quality given in exchange. This interesting address is quoted in part:

"The contractual relationship between the seller and buyer is so important and so vital to the wellbeing of both that we can well afford to consider carefully the principles underlying such relationship. It is agreed that some form of future contract is essential to insure the steady flow of

finished food products from the producer or manufacturer through the distributor to the consumer. It is admitted that usually the sources of supply are uncertain, indeterminate and limited by conditions over which no human being has direct control. Understanding the true nature of the commodity about which we are to enter into contract, these things should be taken into consideration.

#### Three Classes of Future Contracts

"Let us review the various forms of future contracts to which objections have been voiced and arrive at a decision only after a mature consideration of all phases of the matter.

"1st. 'Firm at Opening Price.' This contract permits purchase of a definite quantity of goods at a price not named at time contract is entered upon, but when named later becomes part of said contract. Prices when named should be based on cost of manufacture plus a reasonable profit. If prices, when named, are not so based, the spirit of the contract has been violated and it ought to be void. This contract is justified on the assumption that the producer at time he makes such contract is not in a position to know or to determine his cost of manufacture.

"2nd. 'Price Subject to Approval.' This contract is wholly in favor of the buyer as it gives him the option either to reject or accept it. If he considers the price, when named, to be fair, and if he is in need of the product he will no doubt exercise his option to accept the contract. If he considers the prices, when named, as excessive he would be at liberty to decline the contract; I can see nothing commercially or ethically wrong in such a contract from the buyer's viewpoint.

"3rd. 'Pro Rata Contract.' This contract provides that 100% delivery of the product purchased shall be made unless such delivery is prevented by fire and 'other acts of God.' When full delivery cannot be made for these reasons the total output of any product so purchased shall be prorated among the buyers. This form of contract protects the seller from financial loss which would be involved if he were compelled either to deliver in full his contract or to assume financial penalties for non-delivery, as some of the objectors have suggested. Obligation to 100% delivery has caused the ruin of many a food producer when conditions

of weather, labor, etc., interfered with his obtaining the average amount of raw material figured on.

#### Few Dishonest Business Men

"The conclusion inevitably arrived at is that there is nothing seriously wrong with the present form of future contracts but rather in the abuses practiced by some seller or buyer at the expense of the other party.

"It is generally stated and accepted that 95% of all business men in this country are honest; that they transact their business in a spirit of fair and square dealing; that they are prompted to believe that honesty is the best policy, not only because it is noble to be honest but because honesty pays and that, without it, the whole fabric of commercial life falls flat. Should this 95% be penalized because of the wrongful acts of the 5%.

"We have now arrived at the meat in the cocoanut. I defy you to go into any industry in this country, examine the contracts which you find in force for buying or selling of products, and to find any contract that will be satisfactory in all respects. Every such contract will depend upon the character and nature of the commodity being contracted for. If it is a contract which calls for the delivery of a product at some future and definite date, then the contract will protect the manufacturer or seller against financial loss or harm. And it is right that it should protect him. The manufacturer is surrounded by a multitude of hazards. They threaten him at all times. They are inescapable. He must be a prudent man, guide his course through the uncharted seas of commercial enterprise so as to escape with the least harm from the shock of shipwreck. As you make further examination of these contracts in whatever business and whatever industry you please you will find that all of them are subject to abuses.

"Everywhere there are dishonest men. Everywhere you will find men who do not have the right conception of honor. All violations of contracts, however, are enforceable and our laws and courts have been established to prevent all dishonest practices.

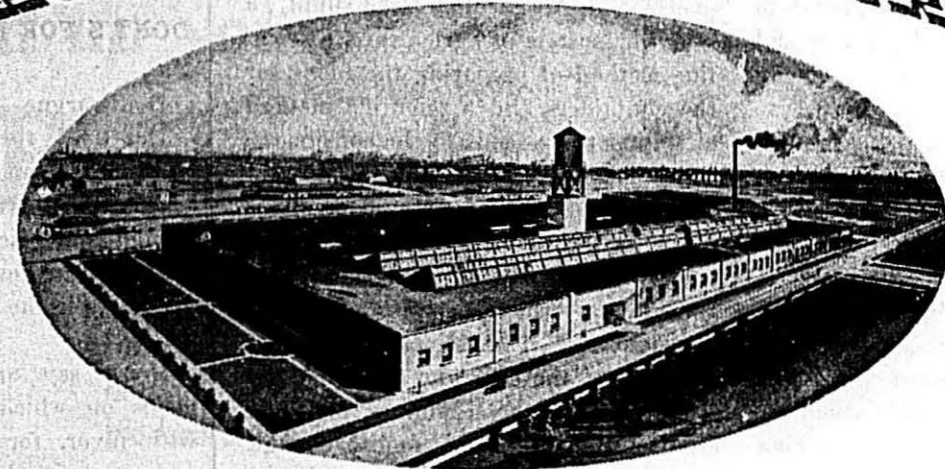
#### Cooperation the Cure

"I submit that what is needed is a national policy of cooperation between the buyer and seller which on one hand will permit the free exchange of perish-

# CHICAGO CARTON COMPANY

HOME OFFICE  
AND FACTORY  
4433 Ogden Avenue  
CHICAGO

TELEPHONE  
Lawndale 908



BRANCHES  
NEW YORK CITY  
516 Fifth Avenue  
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DESIGNERS - PRINTERS  
MAKERS FOLDING PAPER BOXES



FIBRE SHIPPING CASES  
SPECIALTY PAPER PACKAGES

Manufacturers of

## MACARONI, SPAGHETTI AND NOODLE CARTONS

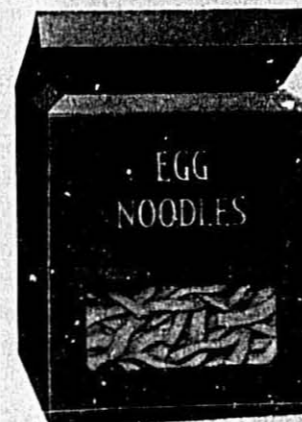
*Of Superior Quality, Artistically Designed to  
Sell Your Product*

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

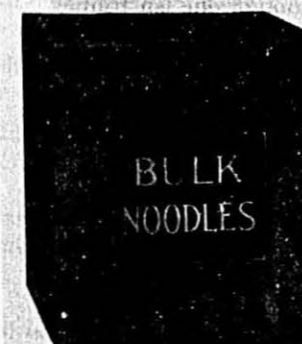
**Excel-all and Perfection Caddies are carried in both the blind and display styles**

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

*Write for Samples and Prices*



EXCEL-ALL  
DISPLAY CADDY



PERFECTION BLIND CADDY

able and non-perishable foods in harmony with their nature, and which on the other hand will eliminate from this exchange every abuse on contractual relation.

"I am happy to be able to point to a remedy, even more far-reaching and more fundamental than any remedy that has ever yet been proposed to check and eliminate the abuses that have grown up between the buyer and seller of foods. I refer to the sanitary inspection service of the National Canners association. This service will not only establish new ideals for clean and wholesome canned foods; it will not only set up a standard of sanitation for canneries; it will not only stimulate the production and lead to the packing of better grades, but it will also introduce into the industry higher conceptions of fair dealing between the canners and the distributors.

"The friends of the canning industry are proud of its achievement and are deeply concerned for its future. They are realizing more fully the high public service which it performs in preparing an essential food for the people. They have understood more profoundly than its critics some of the abuses which have grown up in the industry which in all conscience should be eliminated. They have also appreciated the deep seated prejudices that have developed in the public mind against the free use of unclean or improperly prepared foods. They have, after much thought, come to the conclusion that what the industry needed was a radical redirection of its processes of manufacture and of its methods of distribution. As the result of this thinking there has come into being the sanitary inspection service and the national campaign of education.

#### Higher Business Ethics Aim

"These plans inevitably will bring a more definite responsibility to the canner. His products, if worthy, are to bear an inspection seal which, through the advertising campaign now going on and which is to be continued for three years, will be introduced to the consumer as an emblem of respectability, standing for honest foods prepared in clean factories by clean workmen from wholesome food materials. It is difficult to see the influence which this emblem will have upon the conscience of a great industry. This increased sense of responsibility must bring to the industry also a higher purpose to eliminate abuses about which there has

been good ground in the past for just complaint.

"This service and campaign are basic. They go into the very foundation of the industry. Nothing is to be overlooked. An adequate seed supply, a scientific system of agriculture, a scientific method of preparing the foods for the containers and a scientific method of selling these foods to the consumers. These are some of the steps in the plan whose purpose is, once for all, to place the industry upon a sound basis, and to destroy for all time every misapprehension concerning the product which it produces.

"None of the men who have pledged to this effort the resources of their credit and good name is foolish enough to expect that there is to be ushered in immediately a new heaven and a new earth for the canning industry, but they do have reason to believe that this effort will bring into men's minds new conceptions of duty and of honor and that it will raise up new ideals of conduct. It may not create a new system of business ethics, but we are certain it will vitalize the industry with a strong and responsive morale.

#### Sympathetic Cooperation Needed

"The effort needs for its highest success the sympathetic and helpful cooperation of all men who are engaged as factors in the promotion of the production and distribution of human foods. I am sure that I can look to the members of this association for such cooperation and in doing so I desire to say to them that if we shall be able to achieve this large program for the redirection of the industry many of the smaller problems, which now fret our minds and disturb our spirits, will be solved. I believe that 95% of the food producers and distributors are honest and aim to deal fairly and justly with those to whom they sell their products. They all know that without good service they cannot develop a good name; that without producing good foods they cannot maintain a sustained demand for them; that without a fair and a just contract between them they cannot hope to continue to prosper. Let the spirit of cooperation guide us along the pathway of progress."

#### MADE QUITE A DIFFERENCE

The meaning of a paragraph depends much on the punctuation. An editor wrote "When Mrs. Jones lectured on dress she wore nothing that was remarkable." How

the compositor, or the "proof reader," came to the conclusion that this should read, "When Mrs. Jones lectured on dress she wore nothing. That was remarkable," remains a mystery.

#### DONT'S FOR MACARONI SALES- MEN

Don't argue—illustrate.

Don't ask the prospect a question to which he can say "No."

Don't talk price; talk quality even though your price is low.

Don't run down the other fellow's goods; talk the reason why of your goods.

Don't say anything against the goods on which the prospect looks with favor, for you will offend his judgment on which every man prides himself.

Don't smoke in the presence of a prospect unless he invites you to do so.

Don't ever tell a prospect that he is mistaken.

Don't wear anything to attract or concentrate the eye of the prospect on your dress.

Don't contrast your goods with those of a competitor, which the prospect has been using or knows about; talk your goods and let the prospect do the contrasting.

Don't talk loud, particularly at the opening of a selling talk; talk low in order to concentrate the prospect's attention by straining his hearing slightly.

Don't loaf on rainy days; they are good days to find the prospects in. They haven't so many callers. You don't have to wait and are permitted to stay longer.

Don't forget that there are more possible orders in a large number of fair prospects than in a few excellent prospects—so work and make a large number of calls.

Don't neglect the fact that legs often make up for brains in getting orders—although one isn't much good without the other.

Don't neglect to read your trade paper—the New Macaroni Journal.

#### HALT JUG O' GIN

A colored sentinel challenged another colored soldier who seemed to be carrying something inside the lines.

"Who goes there?" he asked.

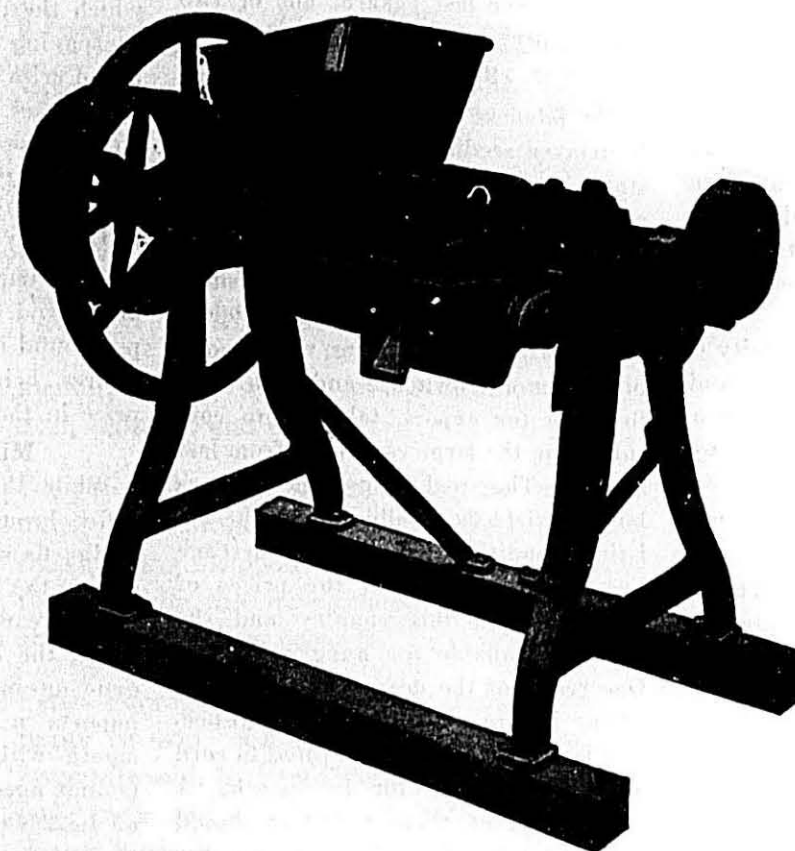
"Lieutenant with a jug o' gin!" was the answer.

"Pass, Lieutenant! Halt, gin!" commanded the sentry.—St. Louis Post-Dispatch.

Grind up your

# Broken Macaroni

and use them over again in your Mixing Machine. We need not tell you that this means a *saving of money* for you, you are fully aware of that fact. The question in your mind was only *how to do it*. The solution of this problem is the *efficient and moderately priced*



## W. & P. Macaroni Waste Grinder

Write for a copy of the W. & P. Grinder Leaflet and our 1918 Catalog illustrating and describing our complete line of up-to-the-minute Macaroni and Noodle Machinery

### WERNER & PFLEIDERER COMPANY

Division of Joseph Baker Sons & Perkins Company, Inc., White Plains, N. Y.

1224 North Niagara Street

SAGINAW, MICHIGAN, U. S. A.

New York  
Woolworth Bldg.

Philadelphia  
Drexel Bldg.

Cleveland  
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San Francisco  
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## HALF BILLION OUTLOOK

Decreased Acreage to Be Offset by Heavier Yield—Startling Story of Winter Wheat—More Favorable Season Than 1919.

The present story of winter wheat is in startling contrast to that of a year ago, says a special bulletin of the Chamber of Commerce of the United States. Then the largest yield on record seemed a strong probability, only to miscarry because of continued unfavorable weather, especially at harvest time. Today the tale is of far less acreage and of continued misfortune to the growing crop since it was sown last fall. Decreased acreage was largely due to most unfavorable weather, which prevented much planting until winter put an end to further opportunity.

There was, moreover, a return to more normal conditions, the balancing of production of the different farm crops, following the removal of the stimulus of war demands that was largely responsible for the great crops of 1915 and 1918.

There was likewise great scarcity of farm labor at the time of seeding and, moreover, the natural disinclination of the farmer to commit his land too largely to a crop whose price he expected to decline when the government guarantee was removed.

### Heavier Yield vs. Reduced Acreage

It was a hard winter for the plant in most sections. The natural results of these calamities are many "poor" spots on the map compared with the wide and almost unbroken expanse of "good" condition 12 months ago. The cold, wet spring practically throughout the entire winter wheat belt greatly delayed growth, while at the same time repairing much of the damage done by drouth.

There was about 20 per cent less acreage seeded last fall than was harvested the previous summer. On May 1 there was a further deduction of about 10 per cent as the result of the damage done by all the various causes cited. There was improvement in condition during April, and the total yield at harvest will depend almost entirely upon future weather conditions. A study of weather probabilities from now to harvest time seems to indicate a more favorable season than prevailed a year ago.

At present there seems a likelihood, with moderately favorable weather, of

a yield of 500,000,000 bushels. With very favorable weather on one hand or a most unfavorable season on the other these figures may be increased or decreased 10 per cent in either direction, or a possible difference of about 100,000,000 bushels between the two extremes. This wide possible variation in yield indicates better than anything else the uncertainties and perplexities of the situation. All that can be said is that the preponderance of evidence and of possibilities leans to the more favorable side. The yield depends more upon production per acre than upon the amount of acreage. Hence the prospects for a large yield from a small acreage depend upon the apparently small matter of an average increase over last year of one or two bushels per acre all over the country.

### Spring Wheat

The lateness of the season has greatly delayed seeding in the spring wheat states and the outlook is for smaller acreage than last year. The soil is in the best of condition. Even under unfavorable conditions there is but small likelihood of there not being sufficient wheat, winter and spring wheat combined, for our own use and with some to spare for export, taking into consideration the large carryover from last season. The real importance of as large a yield as possible under the existing conditions of reduced acreage lies in its effect upon the prices of breadstuffs in this country and the amount available for hungry Europe. One result of the decreased acreage of wheat is already seen in the prospective large acreage to be devoted to corn and to feedstuffs for live stock. A large yield of these products should have needed effect in reducing the prices of food animals which are now unduly high because of the price of feed.

The acreage and production in the United States follow (000 omitted):

	1917	1918	1919
Spring Wheat	17,832	22,406	23,338
Acreage	223,754	358,651	209,351
Production bu.	27,430	36,704	49,905
Winter Wheat	418,070	558,449	731,636
Acreage			
Production bu.			

Total production ..... 641,824 917,100 940,987

If you must kill time, why not try working it to death by boosting the macaroni industry and the National Association?

## Prohibition Coffee Aid?

The people of the United States are paying above a million dollars a day for coffee. The import valuation of the coffee entering the United States in the fiscal year which ends with June will be over \$500,000,000, says The National City Bank of New York. And when we consider that this import valuation is the price of the article in the country from which imported, it is evident that the added cost of freight, roasting, and distribution to the consumer will bring the total much above \$365,000,000, making the average for the year more than a million dollars a day against about one-third that sum two years ago.

This enormous increase in the sum which the people of the United States are paying for coffee in 1920, as compared with 1918, results in part from an increase in quantity and in part from an increase in price. The quantity imported in the fiscal year will approximate 1,500,000,000 pounds against 1,052,000,000 two years ago, while the average import price in 1920 was 22¢ per pound against an average of 9¢ per pound in the fiscal year 1918, the figures being the average wholesale price in the country of production.

### Million Pounds Daily

While the average import price of coffee brought into the United States in the fiscal year 1920 is double that during the war period and higher than in any year in the history of the import trade, the quantity imported has also gone on increasing. The total coffee imports in the year ending with December month will approximate 1,500,000,000 pounds against the former high record of 1,322,000,000 pounds in 1917, when the average import price was less than half that of 1920.

Whether this increased consumption of coffee, irrespective of price, is or not related to prohibition, it is at least a fact that in both quantity imported and price per pound the first prohibition year "breaks the record." The quantity imported in the current year, the first year of prohibition, has increased 42 per cent over the same months of last year, despite the fact that the average import price is 80 per cent higher than last year. The expectation expressed by the tea growers of the world that prohibition would increase the quantity of tea consumed has not been realized for the quantity of tea imported in this first year of prohibition has decreased 20 per cent

# Peters Package Machinery?

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

## Protect the Housewife and She will Protect You



GOOD products which come into the housewife's kitchen in clean, sanitary, attractively designed packages gain her confidence. Other goods which are sold in bulk or are improperly packaged, though equally meritorious, are subject to the deterioration of dust, moisture and odors.

For years foremost food manufacturers have protected their product with Peters Packages. By thus insuring the goodness of their merchandise to the housewife, they have created a growing market and expanded their business.

Peters Package Machinery offers the same opportunity to you. Cultivate the good will of the housewife with packaged goods, brand them with your name and the housewife will respond with greater business.

Peters Package Machinery is easily installed and sold on reasonable terms. We offer our cooperation on your package problems.

### PETERS MACHINERY COMPANY

209 South La Salle Street  
Chicago



### New Sampling Device

A device with which a sample of grain to be used in grading a given lot can be evenly divided so that one-half will be as representative as the whole original sample has been designed and patented by the United States Department of Agriculture and any one in the United States is free to make and use it without the payment of a royalty.

A representative sample of a given lot or shipment of grain which is obtained by means of a probe usually has to be divided into smaller portions for one or more of the tests to be applied in determining its grade. Haphazard reduction of the size of the sample has been found wholly unreliable, and consequently the device known as a Modified Boerner Sampler has recently been put out by the bureau of markets. It is similar in principle to a sampler designed by the bureau a year or two ago, but is so designed that it can easily be constructed of block tin or brass by any tinsmith at about one-third the cost of the original.

The sampler is cylindrical, about 30 inches high. The sample to be halved is poured into a hopper at the top, which is emptied by pulling a lever that removes a cap over the lower end of the hopper. As the grain flows downward it strikes the apex of a baffle, in the form of a cone.

#### Bureau Aims at Standardization

Encircling the base of this cone are a series of small chutes whose distance apart is exactly the width of these openings. Half of the grain flows in these chutes and half between them. The latter portion flows directly into the uppermost of two pans placed one above the other at the base of the sampler. The half falling into the chutes is diverted into a funnel, the lower end of which leads to a protected opening in the center of the upper pan, thereby permitting this half of the grain to flow into the lower pan. In this fashion the original sample is evenly divided into two parts, one of which is certain to be as representative of the original lot as is the other.

One of the duties of the bureau of markets is to administer the United States grain standards act and, because it desires to make standard equipment for grain grading easily obtainable by all dealers country as well as city, the bureau has devised this comparatively inexpensive apparatus to take the place

of the more expensive Boerner sampling device.

The sampler and a few other pieces of apparatus are all that are required for grading grain, according to practice recommended by the department.

### Duplicate Express Receipts

On and after July 1 the American Railway Express Co. will keep a duplicate copy of every receipt it issues when receiving business from shippers. The duplicates will be retained by the express company for record and reference at the shipping office.

Shippers accustomed to prepare their own receipts or who have their own forms have been requested to make provision for supplying duplicates to the express driver or receiving clerk who signs them. As a matter of convenience to shippers the regular receipt forms of the express carrier will be revised to permit use in duplicate form.

Where prepaid receipts are now being issued in duplicate the extra copy being used as a record of charges paid, a third copy will be required under the new system, and in such instances prepaid receipts will be issued in triplicate. One of the objects of the new system is to bring about better protection for and methods of recording the movement of express packages in transit.

### Large Crop Expected

The Kansas wheat crop will reach 110,000,000 bushels if the present conditions continue into the harvest. This was the estimate made by J. C. Mehler, secretary of the state board of agriculture, based upon the reports of the 2,000 farmer correspondents of the board. This is an average yield of 14.5 bushels on the 7,603,880 acres of wheat remaining for the harvest. Should the indicated be realized the crop would be the third largest in the history of the state, the productions of 1914 and 1919 only exceeding it, while the average annual production in the five-year period of 1915-1919 amounted to 94,380,436 bushels.

#### NO NEED OF TRUNK

Two Irishmen were walking on Halsted street, when suddenly Mike asked Pat why he didn't buy a trunk, as they were selling very cheap.

"What fer?" says Pat.

"Sure, to put your clothes in," answered Mike.

"And go naked?"

### The Way You Look at It

Somewhere I have heard this story. A passer-by saw three workmen cutting stone where a cathedral was being built. He stopped and spoke with them. "What are you doing?" he asked one.

"I am cutting this stone," was the answer. "I work four hours in the morning and four in the afternoon. That's my job. I'm a stone cutter."

"What are you doing?" inquired the bystander, turning to the second workman.

"Me? I'm getting six dollars a day," was the reply.

Then the man addressed the third workman with the same question.

"What are you doing?" The stone cutter looked up, and pointing to the rising walls of the edifice replied:

"I'm building this cathedral." All of which goes to show that the biggest part of your job is how you look at it.

Everything has a lower and an upper meaning.

It is not what you have to do, it is your attitude toward what you have to do, that makes your work unbearable or delightful.

I asked a hard working business man this summer why he did not take a vacation, why he sent his wife and family away to the seaside, while he remained at his desk.

With a whimsical smile he said, "To tell the honest truth, I don't go away on a vacation because I can't find anything anywhere else that is as much fun as my business."

Go and read Mark Twain's account of how Tom Sawyer made the other boys whitewash his fence for him, and you'll see what I mean. As soon as Tom made the boys look upon whitewashing a fence as fun, as a privilege as something they would have to pay for if they wanted a chance to do it, he was able to sit by and collect the fees the boys paid to be allowed in the game.

And do you know that this is the secret of the wise?

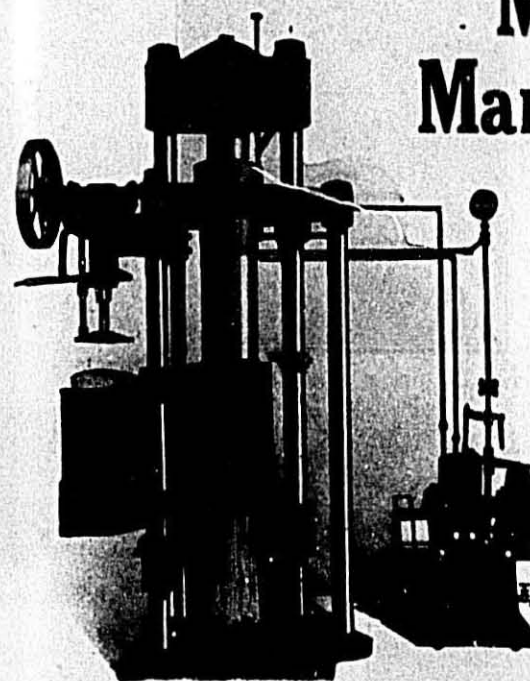
Of the wise and happy.

The secret is that, while it is hard, sometimes impossible, to change your job, it is always possible, sometimes easy, to change the way you look at it. —Dr. Frank Crane.

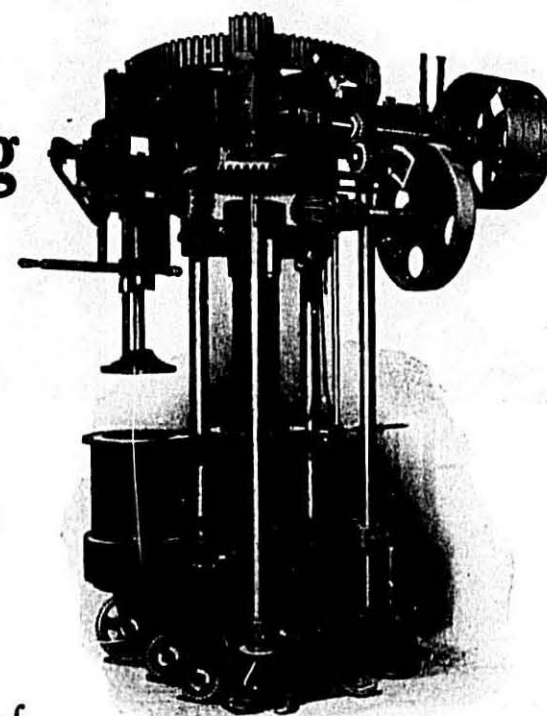
The best way in the world to drive drudgery out of your work is to put lots of heart and spirit into it.

# Walton Macaroni Machinery

## Minimizes Manufacturing Expense



STYLE K HYDRAULIC PRESS



STYLE F SCREW PRESS

Our line of Presses, Kneaders and Mixers

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

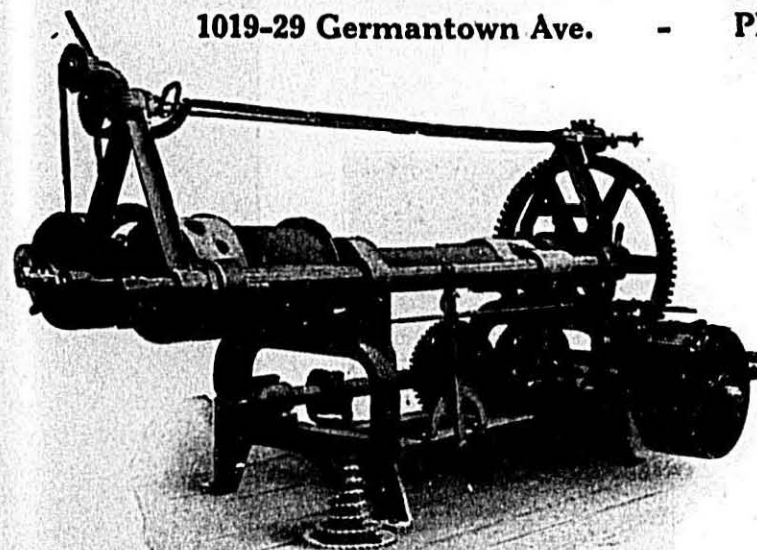
We make both Screw and Hydraulic Macaroni, Vermicelli and Paste Presses in sizes to meet all requirements. Complete machines or parts furnished promptly.

We also build paint manufacturing equipment and saws for stone quarries

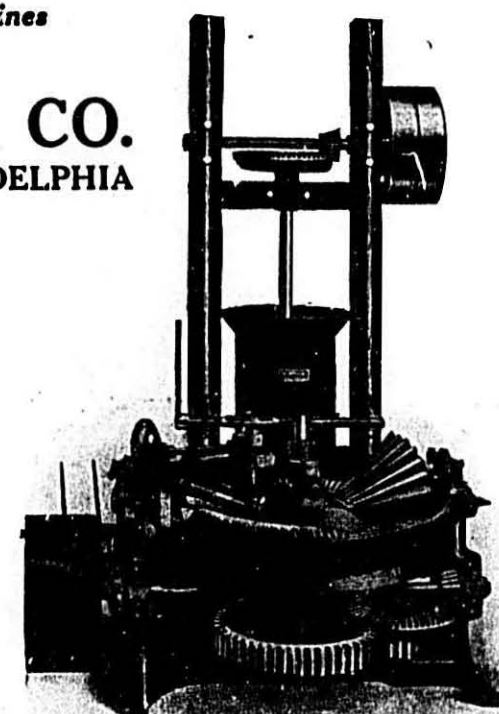
Write for catalog, stating the line of machines in which you are interested.

**P. M. WALTON MFG. CO.**

1019-29 Germantown Ave. - PHILADELPHIA



STYLE H HORIZONTAL CUTTING PRESS



IMPROVED KNEADER WITH PLOW

# Some of the Speakers at National Convention in Niagara Falls



Joseph Freschi, St. Louis



C. F. Mueller, Jr., Jersey City



Treasurer Fred Becker, Cleveland



President James J. ... Minneapolis



Vice President B. F. Huestis, Harbor Beach, Mich.



Secretary M. J. Donna, Braidwood, Ill.



F. W. Foulds, Chicago



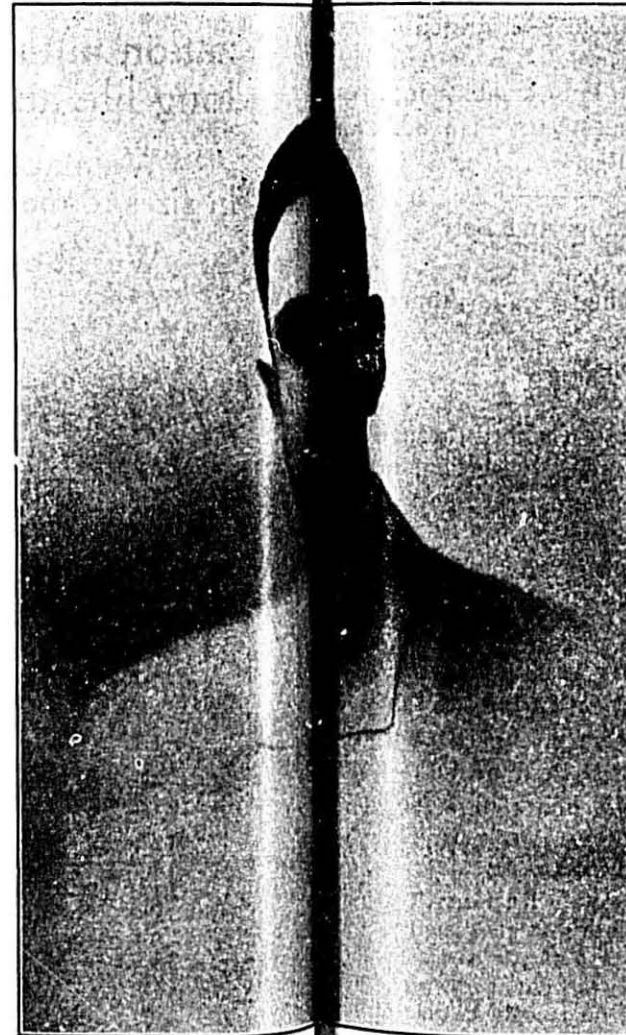
Prof. R. S. Chapman, Entomologist, University of Minnesota



W. B. Colyer, Federal Trade Commission, Washington



H. W. Files, Pillsbury Flour Mills Co., Minneapolis



Fred Mason, Niagara Falls, President of Macaroni Manufacturers Association



R. L. Groff, Commander Mill Co., Minneapolis



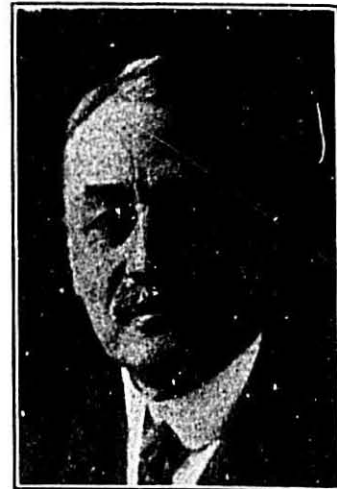
Dr. R. R. Jacobs, Bureau of Chemistry, Washington



John A. Elmer, Toledo, President National Association of Retail Grocers



William A. Tharinger, Milwaukee



W. E. Coles, Jr., Capital City Milling and Grain Co., St. Paul



James C. Andrews, Yersu, Andrews & Thurston, Minneapolis



Frank L. Zeraga, Brooklyn

## FOREIGN MARKET GAIN

**Taking More of American Products—United States Supplies One-third of Manufactures in World Trade—Comparison Difficulties.**

That foreign markets are taking an increased proportion of the manufactures produced in the United States is shown by a statement by O. P. Austin, statistician of The National City Bank of New York, presented at the meeting in San Francisco of the National Foreign Trade Council. While it is impossible to state, Mr. Austin said, the exact proportion of our manufactures which finally enter the export trade, it is quite apparent from a comparison of the figures of production and exportation that foreign markets are now taking a larger share of the output of our factories than ever before. This is evidenced, first, by the fact that our exportation of manufactures increased over 250 per cent in the period between 1914 and 1919 while the production of manufactures in the same period increased but about 100 per cent in stated value. While the census of manufactures produced in 1919 is not yet completed the best estimates of exports are that the stated value of the manufactures of 1919 will be between \$40,000,000,000 and \$50,000,000,000, as against \$24,246,000,000 in 1914, making the increase in valuation probably a little less than 100 per cent, while the official figures of manufactures exported in 1919 show an increase of 258 per cent over the exports of manufactures in 1914, thus clearly indicating that our manufacturers sent abroad in 1919 a larger percentage of their output than they did in 1914 or in any earlier census year.

Just what proportion of the manufactures produced is actually exported cannot, however, be determined, is Mr. Austin's statement. The only record of manufactures produced is that of the census, which states the factory value at the place of production, while the only record of manufactures exported is that of the department of commerce, which states the market value at the port of exportation and of course the "market valuation" of each article at the port of exportation, is materially higher than that at the factory, hundreds and perhaps thousands of miles distant from the point at which it is exported.

### Exportation of Foodstuffs Doubled.

Still another difficulty in an attempt

to compare the value of manufactures exported with the census figures of manufactures produced lies in the fact that the census figures confessedly include many duplications, due to the fact that certain lower grades of manufactures are used a second and even third time in the production of the finished article, and these values of the lower grade goods are duplicated in the returns of the finished product. A comparison therefore of the net value of the manufactures exported with the gross or aggregate value of the factory product—and these are the only figures which we have of either production or exportation—could not accurately show what share of the factory product is exported. It is possible, however, to determine for each census year the ratio which the valuation of manufactures exported bore to that of manufactures produced, and a comparison of these ratio figures from decade to decade shows clearly that exports bore in recent years a higher ratio to the total production than in earlier years. The ratio of total manufactures exported to total manufactures produced, eliminating foodstuffs in both cases, advanced, Mr. Austin said, from about 8 per cent in 1900 to 9½ per cent in 1914, and apparently about 15 per cent in 1919, if we accept the estimate of \$40,000,000,000 as the value of the output of manufactures in 1919.

The United States, Mr. Austin said, is now supplying fully one-third of the manufactures entering international trade as against less than one-sixth at the beginning of the war, this increase occurring especially in our trade with the Orient and Latin America. Approximately 90 per cent of the merchandise which we send to the Orient consists of manufactures and our total exports to Asia and Oceania in the year which ends with this month will, he said, aggregate \$1,000,000,000 against \$200,000,000 in the year before the war. The total value of manufactures exported in the calendar year 1919 was \$3,486,000,000 as against \$974,000,000 in 1914, an increase of 258 per cent in the five year period, 1914 to 1919, while the best estimates put the increase in total value of manufactures produced in that same period at between 80 per cent and 100 per cent.

They used to say that if a horse rolled over it was worth a hundred dollars, but if an automobile rolls over it isn't worth a darn.

## Tested Macaroni Recipes

For use by manufacturers, jobbers and retailers in stimulating consumption and proper preparation.

### Macaroni With Tomatoes

- 1 tablespoon bacon fat.
- 2 teaspoons flour.
- 2 cups stewed tomatoes.
- 1 teaspoon salt.
- 2 cups cooked macaroni.
- ¼ teaspoon paprika.

Melt bacon fat and stir in flour. Add tomatoes, stirring constantly. Add macaroni and seasonings. Put in a buttered baking dish, cover with fine bread crumbs and grated cheese and put in a hot oven to brown.

### Macaroni and Oyster Ramekins

- ½ pint oysters.
- 1½ cups cooked macaroni.
- 2 tablespoons grated cheese.
- Salt and pepper.
- Lemon juice.

Wash and pick over oysters. Season with salt and pepper and lemon juice. In buttered ramekins put a layer of macaroni. Sprinkle with grated cheese. Pour about 1 tablespoon of milk into each ramekin. Put ramekins in a pan of hot water and bake in a hot oven 15 or 20 minutes.

### Macaroni and Beef

- 1 cup macaroni.
- ¾ pound round steak (ground).
- 2 onions.
- 2 green peppers.
- ¼ pound cheese.
- 3 cups tomatoes (rubbed through colander and thickened with flour or 1 can tomato soup.
- Salt and pepper.

Cook macaroni until tender. Brown steak in a frying pan with onions. In a casserole put the browned meat and onions. Remove seeds and white part of peppers and cut in thin slices. Add cheese cut in tiny pieces. Season with salt and pepper. Pour over the tomatoes. Bake 1½ hours in a moderate oven.

Lincoln said: "Die when I may, I want to be said of me by those who know me best that I always plucked a thistle and planted a flower where I thought a flower would grow." Nothing finer could be said of this generation of Americans than that it plucked the thistle of waste and planted in its stead the flower of intelligent saving and investment in Thrift and War Savings Stamps.

# Another Revolution

is taking place slowly but surely. The fibre box is revolutionizing shipping and we are helping it along with our

## Monitor Box Stitchers

Do you know what this means to you? Write for information as to how we can save you time and money in your business.

### LATHAM MACHINERY COMPANY

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New York

## EXCHANGE AND IMPORTS

Low Rate Promotes Importation of Foodstuffs—Mostly Luxuries Are Limited—No Macaroni Yet—Protection Wanted.

The low rate of exchange has made it possible for American buyers to purchase from European countries commodities which on the other side are considered high in price, but which in the exchange process are brought down to a price in American money that permits successful marketing on this side in competition with home goods. To this exchange situation more than to anything else is due the present importation of foreign foodstuffs into the American markets.

Investigations have proven that this importation is comparatively small in volume and that it is confined to the luxury class because the European supply of foodstuffs is naturally limited in quantity, with no disposition to sell only the high priced varieties and specialties.

### Protecting Home Industries

A study of the food imports shows that little or no macaroni products have as yet been shipped to this country and all signs point to the fact that there will be little or no competition in this class of foodstuff until after the new durum wheat crop and perhaps till next summer. Thus this market is left as a clear field for the American manufacturers who, since the beginning of the war, have been called upon to supply the local demands for foodstuffs of a foreign origin. In this the American manufacturer has been most successful supplying not only a better product but a food that is unquestionably cleaner in manufacture. The development in this industry has been wonderful and sufficient to cause the European exporters some worry about the American market which they looked forward to and which they now have good grounds to fear is totally lost to them.

Facing a labor scarcity and a greatly increased manufacturing cost, the American manufacturer is looking to the law makers of the country for some promised protection against foreign competition which is expected to come sooner or later. Macaroni plants have increased in number and size throughout the country till they are not sufficient in capacity to supply all the wants of the people here and export

large quantities to other countries, particularly the Scandinavian and South American countries, which have been heavy buyers of American made macaroni the past three years.

### Can We Hold this Market?

Now the question is being asked, can we hold this home market against foreign competition? What will the American manufacturers of substitutes for foreign goods do in the face of resumed importations? Will our customers continue their patronage of home industries or will they return to the foreign manufacturers for their supplies as soon as the latter are prepared to ship to our shores? The opinion prevails that the foreign manufacturer will regain his lost ground unless the American manufacturer continues to produce his high grade foodstuff at a price that will prove disastrous to the foreign producer. With the housewives educated to the materially better packing form of the home manufactured macaroni products, its convenience and cleanliness will insure the American made macaroni, spaghetti and noodles a prestige from which they will not be easily shaken.

With a generous supply of matchless macaroni wheat insured the American manufacturer and with the addition of labor saving devices in his plant due to the heavy demands for his products in the past, and aided by the scientific advancement in macaroni production that has recently taken place in this country, foreign competition can be staved off materially and reduced to an insignificant minimum through the practice of producing only quality goods that will easily hold their own against foreign made alimentary pastes no matter where their origin.

### Slump in Living Costs

A general revision downward of prices of all commodities except food, a growing tendency toward thrift, and improvement in the labor situation are three encouraging factors in the report of the seventh federal reserve district.

### Expect Readjustment

A decided readjustment of the economic and social influences governing our national life is anticipated by the business world, the report says, and the situation is complicated by the lack of any guiding precedent.

"Probably the most disturbing element in the entire situation," the state-

ment adds, "is the almost demoralized condition of our railroads by reason of a shortage of freight cars and a congestion in all leading railroad centers caused by the strike of switchmen and other rail workers.

### Credit Restricted

"The credit supply still is restricted and the demand outstrips any previous total in the history of the world. Lastly, there is the additional complication of growing signs of a general revision of prices of all commodities with the trend in most cases downward."

The continued high price of food is the most important exception, the review states, adding: "Other living costs, however, offer great encouragement, particularly the price of clothing and shoes. Prices of clothing and dry goods generally had reached such heights as to be almost prohibitive and the public naturally curtailed purchases.

### Public Shows Thrift

"A most encouraging development of the last month has been a growing tendency on the part of the general public toward thrift. The spending hysteria now seems to be waning, although the change is not yet pronounced."

Business failures in the seventh district in April were only 39 as compared to 61 a year ago, but the total liabilities were \$4,551,640 as compared to \$1,248,110 in April, 1919.

### GOOD ADVICE

If you toot your little tooter and then lay away your horn, there's not a soul in ten short days will know that you were born. The man who gathers shekels is the man who works all day, and who keeps a humping is the man who makes it pay. The man who advertises with short and sudden jerks is the man who blames the printer because it never works. The man who gets the business has a strong and steady pull; he keeps his name before the people, never has a lull; he plans his advertisements in a thoughtful, honest way, and keeps forever at it until he makes it pay.—Business Chat.

When the slogan of "Unfair to organized labor" is being so continually dinned into our ears it is likely to start another slogan of, "Unfair to the public."—National Tribune.

# MACARONI DRYING MACHINES

**ROSSI MACHINES**  
**"Fool" the Weather**

Do not require experience, any one can operate.

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

Write or Call for Particulars—  
**IT WILL PAY YOU**

## A. Rossi & Company

Macaroni Machinery Manufacturers

322 Broadway

SAN FRANCISCO, CAL.



# Notes of the Industry

## Durum Miller Discusses Macaroni Price

Much comment has been created in macaroni circles by the charges purporting to be made by the state purchasing agent of California, who asked an investigation of the increase in the price of macaroni, spaghetti, etc., offered to the state institutions in bids opened by him in April. While the manufacturers are practically unanimous in their opinion that there has been no profiteering in the macaroni game and that they have been and many still are foolish in that their margin of profits is so small as to provide nothing for the emergencies that they are frequently called upon to meet, the view of Dwight K. Yerxa of Yerxa, Andrews and Thurston, Inc., of Minneapolis, one of the leading durum millers of the northwest, should be convincing. He says:

"It is my personal opinion that the price of macaroni all over the United States from coast to coast and from the Great Lakes to the Gulf is away too low. While I am opposed to profiteering in any article, especially in food products, I am strongly of the opinion that the prices of macaroni products should be boosted considerably in order that the industry at large may realize at least a part of the profit to which it is justly and properly entitled."

While this opinion seems to be general to the trade there are a few manufacturers who have been bidding for business on a very small basis over the cost of flour, without any consideration of the various other manufacturing costs. They are then either philanthropists or users of inferior grades of flour instead of the approved semolinas that make the best quality of goods.

## 49 Food Cases Upheld

Government charges involving violation of pure food laws were upheld in 49 out of 50 cases recently decided in federal courts, it was announced by the bureau of chemistry, Department of Agriculture. Ten actions were based on adulteration of tomato products, including catsup. Stock feed made from

cotton seed meal or cake was the basis of 11 actions. Canned salmon was the basis of 4 seizures. Other prosecutions included a shipment of sardines and three shipments of olive oil adulterated with cotton seed oil. One shipper failed to appear to defend himself on the charge of adding water to milk and was fined \$200 and costs. Seven actions were based on the charge of adulteration and misbranding of proprietary medicines. Charges of short weight were sustained against shipments of macaroni and spaghetti.

## Italian Hard Wheat Imports

Commercial Attache Dennis cabled from Rome under date of May 17, 1920, he had learned officially that about the middle of the year Italian macaroni manufacturers will be permitted to make direct purchases of foreign hard wheat, which is to be manufactured into food pastes produced for export trade. This will release the importer in this instance from the necessity of purchasing through governmental agencies and is regarded as an important step toward the resumption of free trade in cereals and their products.

## Export Demand Brisk

Demand for macaroni products for foreign consumption has greatly increased over that of the past two months and exporters are experiencing some worry over getting a supply sufficient to fill the numerous orders now on hand, according to C. A. Tosi of the P. Pastene & Co. Inc., New York. "We are daily receiving inquiries from our foreign correspondents and several large deals have already been closed. Our supply is about exhausted and we would be glad to hear from some macaroni manufacturers having surplus stocks to offer. The situation is brought about by the improved exchange conditions though in the opinion of our experts the stocks abroad have about all gone into consumption."

About April 1 a slump hit the alimentary paste business in this country causing many plants to reduce capacity to await consumption of accumulated stocks. There was a gradual pickup in business, till about June 1 it was nearly normal. With resump-

tion of exportation to European and South American countries, as now indicated, the business should boom again with macaroni products selling at a figure that will insure sufficient profit to the manufacturer to care not only for immediate necessities but for an overhead that will include proper advertising of this product.

## In Hands of Receiver

The Semola Milling company of St. Paul that recently constructed a semolina mill in that city has been placed in the hands of a receiver through voluntary actions, according to report originating from that city. It was the intention of that new concern to enter extensively into the manufacture of durum flour of various grades and though the mill had been completed not a wheel had turned ere court action was taken.

## Argentina Flour Export Increase

That 1920 will be a record year in Argentina wheat flour production is the opinion of those who are watching the weekly exportations. In the first 10 weeks of 1920 shipments of wheat flour reached 58,645 tons, whereas during the first 10 weeks of 1919 they amounted to but 9,755 tons. This great increase in flour milling has occurred in spite of a notable decrease in the amount of Argentine wheat grown. The total decrease in the area cultivated in cereals was 12 per cent under that of last year while in the province of Buenos Aires, which is the greatest producer of wheat, the decrease was 28 per cent. Final statistics published by the minister of agriculture gave the total area sown in wheat in the republic as 14,950,910 acres.

Exports of wheat flour to various countries for the two months ending February 29, 1920, include 15,660 metric tons for Scandinavian countries, 7,105 tons for Brazil, 2,980 tons for Spain, 1,082 tons for the Netherlands, 768 tons for France, 666 tons for the United States, 615 tons for the United Kingdom, 19,916 tons for other countries, and 8,806 tons "to order."

What was it that you were worrying so much about a week ago today? And what did it amount to in the end?

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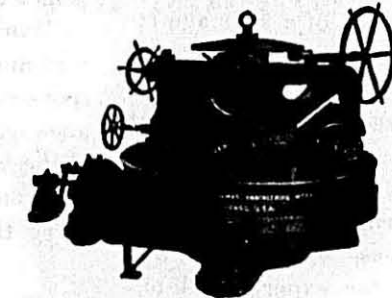
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We build, erect and design complete plants for the manufacture of macaroni, spaghetti, and other paste goods. We incorporate in our designs the most advanced methods, which have proven very substantial and durable under test. We are also prepared to furnish expert superintendency, and can supply men thoroughly trained in the operation of such plants.



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Greater  
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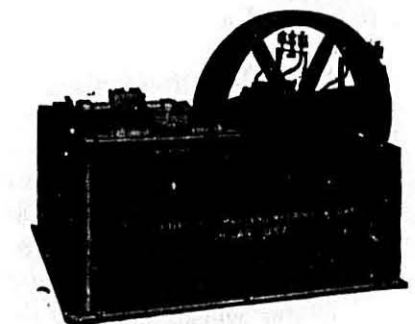


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## Grain, Trade and Food Notes

### World's Food Shortage

Mr. Purdy, British food administrator speaking in the House of Commons, stated he could see no sign that the world's food shortage is likely to improve. The optimism of a year ago regarding supplies has not been well justified and it is better that the fact should be realized at once. Great Britain should receive the coming year four million tons less of wheat from America than during the present year, and India's increase of 1,500,000 will not be available for export. All nations are faced with prospect of a considerable reduction in the world's available supply of wheat and it is feared in the absence of prudent statesmanship on the part of importing countries there will be an advance in prices reflected in every other commodity. Wheat prices, according to this statement, are a most important factor in determining wages all over world.

### "Eats" Bought for Soldiers

The final report of the quartermaster general shows that the American soldier required large quantities of supplies during the war. Some interesting items are: Corn beef 114,000,000 pounds; salmon 203,000,000 pounds; beans 130,000,000 pounds; cigars 5,500,000,000; cigars 200,000,000. Strange as it may seem to the dough-boy there were millions of pounds of beans left on hand at the close of the war.

### Canadian Wheat Late

The official report from Ottawa states that the amount of winter wheat killed this year was only 4 per cent, the smallest ever reported. The total amount of winter wheat standing for harvest is 740,000 acres, against 673,000 last year. The April 30 condition was about 2 per cent below the 9-year average, while last year's condition was 3 per cent above. Seeding of spring wheat is reported later than any previous year since systematic reports have been made by the statistical office. In Ontario only about 23 per cent of wheat has been seeded and 19 per cent of oats. In the prairie provinces very little seeding of wheat has been accom-

plished and practically none of oats and barley. Such a condition is extraordinary, as usually 40 to 50 per cent of the seeding is done. Last year when the season was later than usual 40 per cent of the wheat had been sown in Manitoba, 62 per cent in Saskatchewan and 77 per cent in Alberta. Correspondents report generally an abundance of moisture in the ground which, if the weather be favorable after seeding, should insure rapid growth and carry the crops well into June.

### French Wheat Crop Good

So good is the French crop outlook for this year that agricultural experts believe the wheat harvest will come close to meeting the nation's full requirements for the following year. This improvement as compared with last year is due in some degree to the increased use of motor driven farm equipment. According to official figures more than 12,350,000 acres have

been sown in wheat. The Department of Agriculture estimates that this should produce 26,000,000 bushels, leaving only about 3,700,000 bushels to be imported. Last year the home crop was so small that 13,000,000 bushels had to be imported. The bumper crop is expected to save France no less than 6,000,000,000 francs and may even have a noticeably favorable effect on the exchange situation.

### Rationing in Italy

On April 1 strict rationing was resumed in Italy, and it is said that for a people whose diet consists chiefly of cereals, oil and cheese the quantities allowed are entirely insufficient. They are allowed only half a pound of bread per day per person; 1 lb. of macaroni per week; 1 lb. of rice per month; 1 lb. of sugar per month; seventh-eighths of a pint of oil per month; 5¼ oz. of hard cheese per month. On the same day, tax on luxuries came into force.

### Is your Carton a Salesman?

To the prospective buyer, the carton is the quality standard of your product, thereafter your service and the quality of your product hold the business.

An attractive quality-made carton has real sales value—why not get the best—let Waldorf make your cartons. Let our art department revise your old carton or make you a new design.

Write for samples and prices.

"THE WALDORF DAILY PLAN—  
PRODUCE THE BEST THAT MORTALS CAN."

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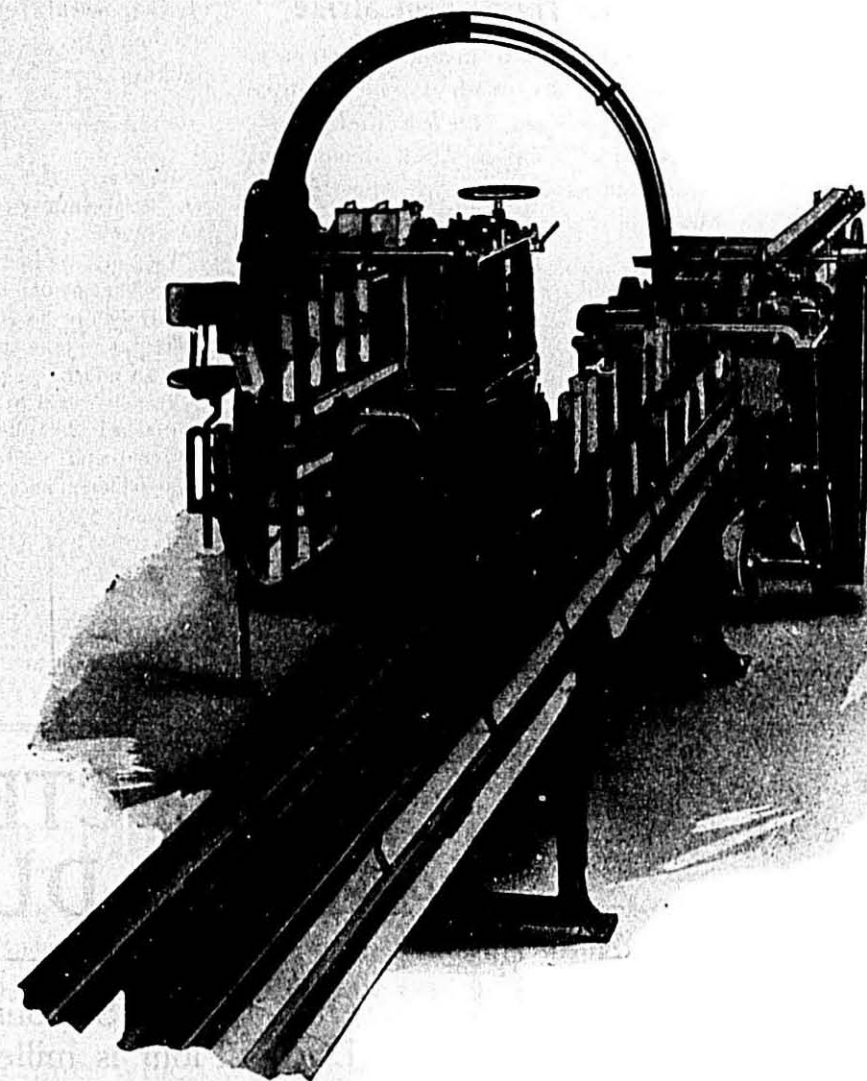
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CORRUGATED AND SOLID FIBRE  
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## PRODUCTION and EFFICIENCY GOVERN YOUR PROFITS

### 60 Complete Packages Per Minute.



This machine gives you production and efficiency. It seals and delivers 60 packages of macaroni per minute. Neat, clean packages. Operating costs reduced. Minimum floor space required. Motor driven.

We also make a combination sealer that seals both top and bottom of carton, 30 to 35 per minute, one operator. Motor drive.

All machines made adjustable for handling different sizes.

The best of MATERIALS, WORKMANSHIP, and MECHANICAL PRINCIPLES are combined in JOHNSON AUTOMATIC SEALERS.

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## Johnson Automatic Sealer Co.

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BATTLE CREEK, MICHIGAN

amounting to from 10 to 15 per cent, all gold objects, jewelry and precious stones being taxed 15 per cent. The bread ration for May was fixed at 250 grammes per day and of macaroni at 500 grammes per week. The bread ration is equal to a little more than a half pound, which, of course, is rather small but it is supplemented by the macaroni. There is no precise information of present day milling percentage in Italy, but we know that the extraction is high, and we should reckon that if the rationing is rigidly enforced and maintained Italy would not consume during 12 months more than 192,000,000 bushels, which is about an average crop for the country.

### Diseased Meats

There is a wide difference in the terms "diseased meat" and "meat from diseased animals." In fresh pork, for instance, the absence of live trichinae cannot be guaranteed by the vendor from any known practical method of inspection, but if the meat is properly cooked any trichinae present are killed and hence cannot produce disease.

### French Wheat Control

The French government has announced that government control of wheat will continue three years, producers being guaranteed an adequate price. Trading in wheat will be free, except that imports will be under government control and domestic supplies may be requisitioned in case of need.

### Special Trains Beat Strike

Special freight trains of 50 to 60 cars, loaded with its products, is the way the Kellogg Toasted Corn Flake company of Battle Creek, Mich., has solved the problem created by the freight blockade caused by the switchmen's strike.

When the strike began retail grocers were fairly well stocked with cereal foods manufactured by the Kellogg people and freight shipments were possible from time to time. But the situation grew more serious and the demands for stocks from grocers became more insistent. The traffic department of the company worked out the special train plan instituted last month by the dispatch of a train of 40 cars for New England. This was followed on a Mon-

day by a train of 49 cars to Pennsylvania and New York. The third train, 60 cars, went to Chicago and middle-west and is being followed at regular intervals. This method will be followed until conditions resume normal.

The average car holds between 500 and 600 cases of corn flakes. This means an average of 20,000 packages, or 1,000,000 packages in a train of 50 cars. The average daily consumption of the cereal foods manufactured by the company is estimated at 1,000,000 packages.

### FOWL

"Waiter!" The voice of the elderly man rose in accents of wrath from his table by the window.

"Yes, sir," replied the waiter, hustling forward. The customer swallowed several times quickly before he could command his voice. "Here, take—take this egg away!" he roared, with an effort.

"Yes, sir," said the waiter obligingly, as he approached the offending article. "And— and what shall I do with it, sir?"

The elderly man rose menacingly in his chair.

"Do with it?" he bellowed. "Do with it! Wring its neck!"

Business is like a wheelbarrow—it stands till someone pushes it.

## SELECTED AMBER DURUM

Our Durum Semolina and Durum Flour is milled from the highest grades of selected Amber Durum obtained from the Macaroni Wheat Section of the Northwest.

Ground coarse, medium or fine as best suits your wishes. Superior raw materials for superior quality macaroni products.

Write or wire for samples and prices.

**Sheffield-King Milling Co.**  
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### SPECIAL CONSTRUCTORS OF DIES FOR MACARONI, SPAGHETTI AND FANCY PASTES

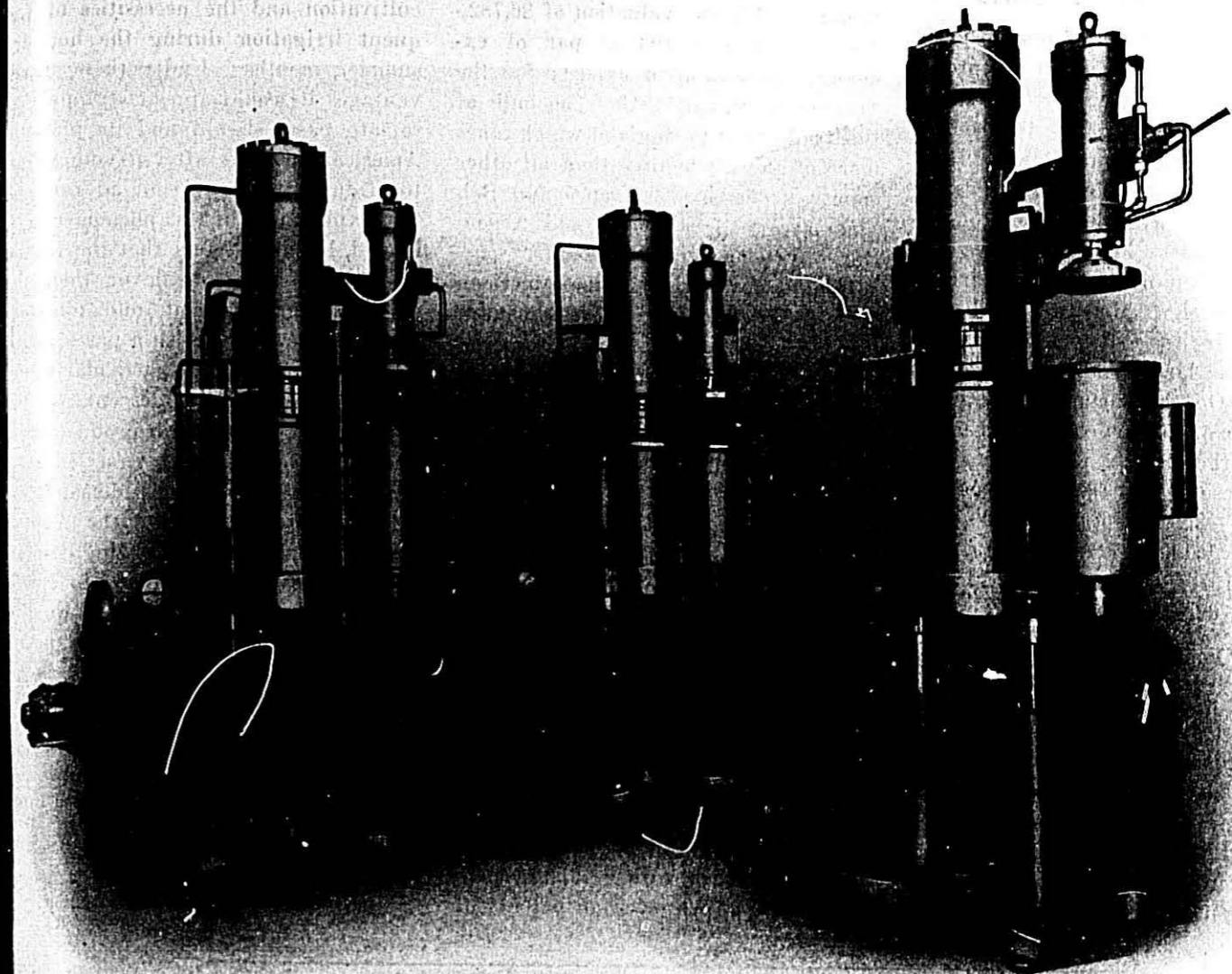
Our dies insure uniform and well-shaped Macaroni, —Vermicelli,— Noodles and Fancy Pastes.

Our factory is conveniently located for prompt service to macaroni manufacturers in the central part of the country.

Our Repairing Service Is Unexcelled  
Both Material and Workmanship Guaranteed

We build and repair Macaroni Machinery; also get our prices on Machines and Dies before placing your order.

**A. COSTA BROS.**  
154 N. Sangamon St. near Randolph St.  
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## Three Modern 13½ inch Macaroni Presses

The above presses were recently installed by us in a large macaroni factory and are the latest in hydraulic presses. In addition to the above, we also furnished this plant with kneaders and one of our improved 13½ inch horizontal presses for short pastes.

The machines which we furnished this plant were all equipped with motors for direct drive, but we can also furnish them with tight and loose pulleys for belt drive, if desired.

We also build this type of machine with cylinders 17 inches in diameter and with double the capacity and production of the 13½ inch presses.

We will be pleased to furnish further particulars upon request.

We Do Not Build All the Macaroni Machinery, But We Build the Best.  
Investigate Our Record.

Presses, Kneaders, Mixers, Noodle Machinery, Etc.

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### Tomato Paste Imports

The Italian shippers of tomato paste are having their fears about the profitable American market for this product, according to Alfred P. Dennis, commercial attache at Rome. Italy was the chief source for this foodstuff in the past but with the coming of the world war home industries have endeavored to supply the home markets until the foreign shippers have begun to wonder if they will even get a small share of the large patronage formerly enjoyed. On the surface, the figures for exports of this article to the United States in the last six years appear to justify these fears. They are as follows (kilo—2.2 pounds): 1913, 20,739,300 kilos; 1914, 10,721,800; 1915, 15,426,000; 1916, 6,905,300; 1917, 844,900; 1918, 62,400.

#### American Food Laws Restrict Import

Figures available for the first six months of 1919 show exports of 129,100 kilos of tomato paste to the United States. The figures for 1918 do not furnish fair criteria of American demand for Italian tomato paste, because of the strict limitations on exportation imposed by the government. The mag-

nitude of the Italian tomato-paste trade is indicated in the valuation of 36,782,400 lire (lire=\$0.193 at par of exchange) placed upon exports for the first six months of 1919. The bulk of this trade went to England which takes more of the commodity than all other countries combined. France and Belgium are good customers and Argentina buys considerable amounts.

Italians complain that the American pure food laws obstruct development of this trade with the United States. Under these regulations tomato paste which contains bacteria in excess of 200,000,000 per cubic centimeter (cubic centimeter=0.061 cubic inch) is denied admission to the United States as unfit for human consumption. It is difficult to standardize Italian tomato paste, and thus bring it up to the requirements of the American pure food laws. The product is turned out by numberless peasant producers.

#### Italian Paste Preferred

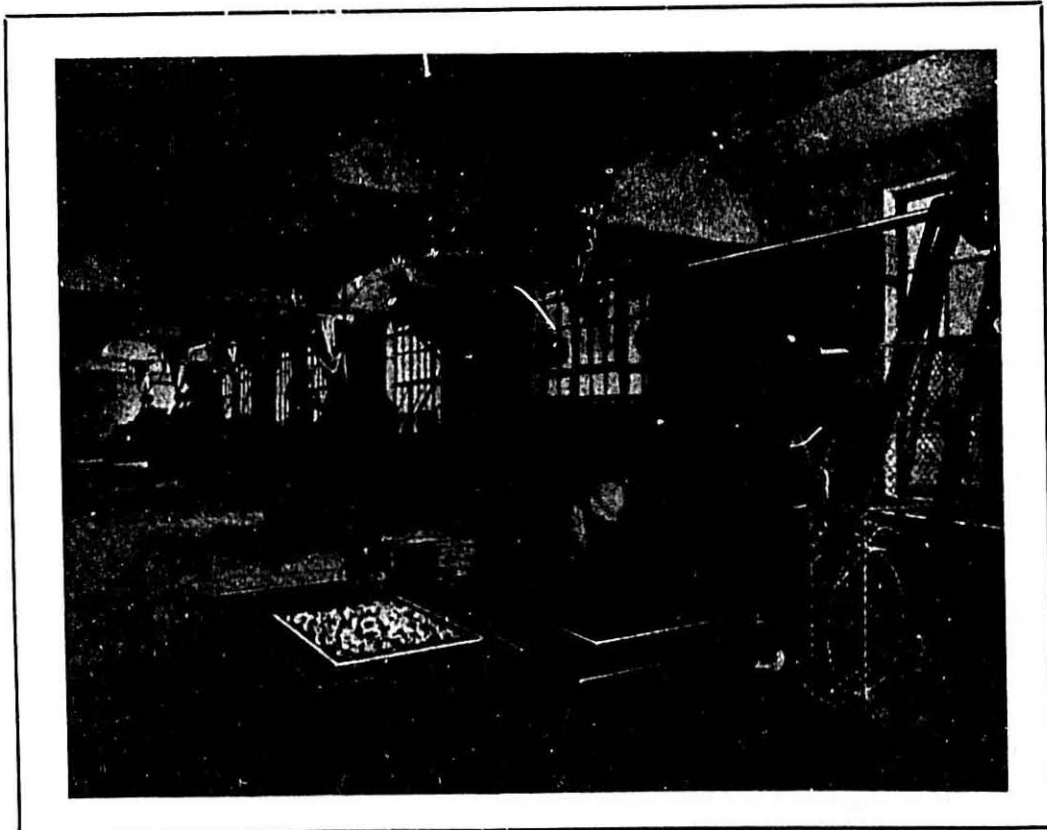
At first view it would appear impossible for the Italians to produce tomatoes in competition with the American farmer. In Italy the tomato is still considered a garden rather than a field plant and is grown on small patches of

ground under the restrictions of hand cultivation and the necessities of frequent irrigation during the hot dry summer months. Under these disadvantages it would appear strange that tomato paste should find its place in American markets after paying a customs duty of 25 per cent ad valorem. The explanation of this phenomenon, it is said, lies in the fact that the Italian tomato has a better flavor than the American grown fruit, and tomatoes cured in the sun furnish a paste which is much preferred, particularly by Americans of Italian descent, to the various domestic tomato products produced in American factories. In view of the clearly displayed demand for this Italian product in the United States, one observes a growing disposition on the part of Italians to retain this trade by standardizing the quality of the commodity offered for export.

Clerk—We can't pay you the twenty-five dollars on this money order until you are identified.

Man—That's tough. There's only one man in town who can identify me and I owe him twenty.

Whenever you are down in the mouth remember Jonah—he came out all right.



## BUHLER'S DOUGH MIXERS

**Buhler Brothers**  
UZWIL, Switzerland

SOLE AGENT

**A. W. Buhlmann, Engineer**  
200 Fifth Avenue NEW YORK

U.S.

FOLDING BOXES

HELP  
SELL GOODS

CONSULT OUR TRADE MARK  
BUREAU BEFORE ADOPTING  
NEW BRANDS OR TRADE MARKS

THE UNITED STATES PRINTING & LITHOGRAPH Co.  
8 Beech St - Norwood, Cincinnati, O.

## MACARONI WHEAT—A FIND

One Foster Child of Department of Agriculture Is Durum Wheat—Secretary Recites Accomplishments and Makes Appeal for Support—Work in Cereals Curtailed.

In a paragraph of an extended review of the work of the Department of Agriculture, given by Secretary E. T. Meredith before the convention of the Associated Advertising clubs of the World June 8 at Indianapolis, Mr. Meredith pronounced macaroni wheat a find. Also he showed where the service the department is giving the people of the country must be cut down, although it returns 1,000 per cent on the investment. The reason is that congress has reduced by \$2,185,000 the appropriation for the work of the department for the year beginning July 1, 1920. Sixty important lines of work must be curtailed or abandoned.

Among these 60 points will be the work on cereal diseases in North Dakota, Minnesota, Iowa, Illinois, New York, Michigan, Indiana, California, Connecticut, Louisiana, Kansas, Virginia, New Jersey, Pennsylvania, Alabama and Wisconsin.

In part the secretary said:

### Farm Products in Advertising

"I do not believe it would be an overstatement to say the products of the farm, raw or manufactured, make a larger contribution to advertising space than all other industries and institutions. When most people think of what the farm contributes to advertising they make a mental picture of a man with a few bushels of apples to sell, or a load of hay, or a cow and calf, and they see, as the result of it, a five-line local in some little weekly paper.

"Take the one item of cereals—breakfast foods and the like. Macaroni, rolled oats, puffed wheat, corn flakes, puffed rice, and 50 others I cannot remember just now, but which furnish copy for you advertising men every day in the year. If it were not for agriculture, there would be no wheat to puff, no corn to flake, no oats to roll.

"You carry a great deal of copy and a lot of pretty pictures of streaked bacon—superior breakfast bacons from almost as many plants as are engaged in the meat-packing business. And there are sugar-cured hams, chipped beef, sausages, and all sorts of meat products. There are pickles and pre-

serves, jellies and jams and baked beans, castups and sauces, oranges, cotton and wool clothing, even automobile tires, shoes, leather, sugar, candies. What's the use—to go further would leave you with the impression that there is nothing advertised except the products which come from the farm.

### Macaroni Wheat—A Find

"What has the Department of Agriculture to do with these things? Well pick out one item in the list. Say we take macaroni. You are advertising that in your publications, in the street cars, on the bill boards, everywhere. I will tell you why it was possible for you to sell that space.

"There used to be a great many thousands of acres of semi-arid land in the northwest too dry to grow any grain crop then known to the United States. The Department of Agriculture searched the world for a hardy drought-enduring wheat. Such a wheat was found. It was brought to the United States, bred up and developed. We call it durum wheat and it is extensively used in making macaroni. We spent about \$250,000 introducing the wheat, establishing it, popularizing it with the farmers and getting

# BAY STATE DURUM WHEAT SEMOLINA

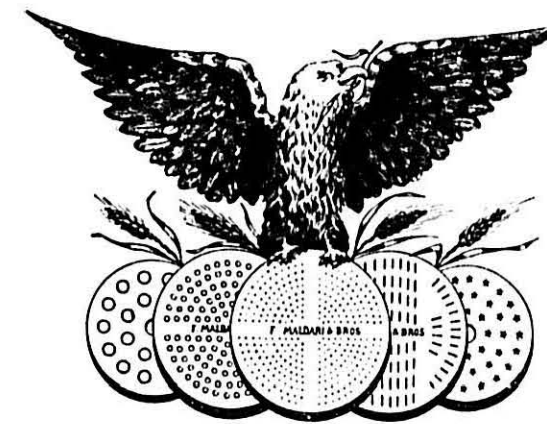
Insures Delicious  
Macaroni, Spaghetti,  
Vermicelli & Noodles

WRITE TODAY FOR SAMPLES AND PRICES.

**BAY STATE MILLING Co.**

MANUFACTURERS OF  
**DURUM FLOUR**  
DAILY CAPACITY 1000 BARRELS

**WINONA, MINNESOTA**



## Perfect Macaroni

You may have wondered at times how your competitor was able to make such smooth and fine appearing macaroni that was selling better than yours even though the actual quality of yours was superior. *Here is the secret of it.* He was using MALDARI'S INSUPERABLE BRONZE DIES with Removable Pins.

If you try them also, then you too have started on the road to BETTER and PERFECT Macaroni.

MALDARI'S dies are unexcelled in material, workmanship and high pressure resistance, and having OUR distinctive feature of REMOVABLE Pins that set perfectly in the center all the time, you are sure of a PERFECT and ABSOLUTE UNIFORM Macaroni production.

Begin improving your product to-day.

Submit to us your macaroni die problems and we will solve them for you.

Prices and  
Catalogue sent on request.

**F. Maldari & Brothers**

127-129-131 Baxter St.

NEW YORK CITY

Specialists in the manufacture of Bronze, Copper and Copper Leaf moulds for Vermicelli, Noodles etc.

## Commander Mill Company

### ANNOUNCE

A new unit at Stillwater, Minn. Ready for operation May 1st. Equipped to manufacture high grade Durum Products *exclusively*.

The best known mill builders in America are installing their latest and most improved type of machinery. We will guarantee our quality unsurpassed.

## Commander Mill Company

MINNEAPOLIS, MINNESOTA

Combined Output  
4,000 Bbls. Daily

Correspondence  
Solicited

## Richard Griesser

Architect and Engineer

Designing and Equipping  
Macaroni and  
Noodle Factories

## A SPECIALTY

Have designed all  
kinds of Food Product  
Plants.

Consult me about Factory  
Construction or Alteration

64 West Randolph Street  
Suite 1695 Schiller Bldg. CHICAGO, ILL.

## The Charles Boldt Paper Mills

manufacture labels, corrugated and solid fibre shipping cases. We operate two large paper machines in connection with our Box Department, thereby assuring prompt delivery on your shipping cases and uniform quality in both color and test. Let us figure on your requirements.

**CINCINNATI, OHIO**

grown. The durum wheat crop now is about 40,000,000 bushels a year. Year after year, that crop yields the farmer \$50,000,000 or more. There is not one of you here who does not feel the influence directly of that extra production. It affects not only your newspapers but your railroads, your shipping, your banks and your retail stores.

"I have told you a few simple facts. You know the application of them as well as I do. The workers in the Department of Agriculture—as faithful, as efficient and as hardworking a body of men and women as exists anywhere in the world—are not adequately equipped to do their work in the most effective way for the benefit of agriculture and the country as a whole. Some of them are taking positions in private employment, where they can earn a great deal more money. A majority of them, however, held to their work by pure love of it, will go on achieving the kind of results that I have been telling you about.

"I have pointed out some of the things that these men and women have done, from which the whole country has benefited. I have told you how, now, they are not equipped as they should

be for the work still before them. I believe that the Department of Agriculture has suffered more seriously than is generally realized. But I do not believe that we are going to permit the situation to become permanent. What has been lost must be regained, and the foundations builded stronger than they were before.

"Does not this matter appeal to your interest as good citizens and as sound business men? May we not have the satisfaction of knowing that the advertising men of America, with the energy and the intelligence that is characteristic of them, are doing all in their power to obtain for the Department of Agriculture a full opportunity to carry on effectively the work it has so well begun?"

### Roads Must Help Out

Finding that in many instances deliveries of equipment have not been made by carriers as required by service orders Nos. 1, 2 and 3, the interstate commerce commission has warned the roads that if there is not full, prompt and literal compliance with the commission's orders and at once, the com-

mission will have recourse to the penalty sections of the interstate commerce act. "The public interests to be served in this emergency require immediate and complete compliance with these orders," said the commission, "so that the transportation needs of the country may be even partially met. It is hoped that compliance with these service orders will be so prompt and free that there may be no occasion for recourse to the penalty sections of the act. The present emergency which led the commission to issue its service orders Nos. 1, 2 and 3 is of such grave character that full and prompt compliance with the orders in detail must be expected.

"In candor, the commission feels it should state to executives of carriers who are represented by committee of which you are chairman that violation of these orders will be made the subject of inquiry by commission with view to institution of proceedings for the enforcement of the penal provisions of the interstate commerce act governing violations of orders of the commission in such cases."

Because George Washington used hatchet you do not need to use a hammer.

# INVESTIGATION

of the merits of the

## PURE AMBER DURUM WHEAT FLOUR

Manufactured by

### LINCOLN MILLS

Lincoln, Neb.

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

Samples of Wheat and Flour cheerfully furnished.

## Macaroni Drying Sticks

Get our prices on any quantity desired.

Established 1869

**ADOLPH STURM Co.**

542-544 W. WASHINGTON ST.

CHICAGO, ILL., U. S. A.

## Frederick Penza & Co.



Special Constructors of  
**COPPER and BRONZE  
MOULDS**

For Macaroni and Fancy Pastes

Also Steel Supports with Copper Leaves  
for Vermicelli, Noodles, Etc.

**REPAIRING OF ALL KINDS OF MOULDS**

We Guarantee the Best Material and Workmanship.

### YOU MUST HAVE IT

Perfect Bronze Moulds with our Patented Removable Pins; holes and pins same size, firmly centered, giving uniform goods. Suitable for hydraulic presses as they take less pressure and are easy to clean.

Ask for illustration. Price will be quoted on size of mould and goods desired.

**PATENTED PINS**

OFFICE AND FACTORY

285 Myrtle Avenue, **BROOKLYN, N. Y.**

EVERY SHIPMENT AN ADVERTISEMENT

Make Your "Ads" Talk  
By Packing Your Product in

## FIBRE and CORRUGATED BOXES

Manufactured by

**DOWNING BOX COMPANY**

MILWAUKEE

WISCONSIN

**Weather Favored Wheat**

Crop conditions in the United States are outlined in the weekly report of the weather conditions by the Department of Agriculture and dated June 2, the last before this paper went to press. In parts this report reads as follows:

"Precipitation during the week was mostly light to moderate, except for a fairly heavy local fall in immediate Mississippi valley and at a few points in the southeast, while the temperatures in all except the extreme eastern portion of the cotton belt averaged about normal or slightly above.

"It was too cool for satisfactory advance of cotton during the first half of the week in the more eastern districts, however, and too cool and wet for best results in the extreme northwestern portion of the belt; elsewhere the weather was favorable and cotton made fairly satisfactory advance.

"Growth was retarded in North Carolina by cool nights, and more moisture is needed in that state, but a general improvement was reported from South Carolina, although the nights were cool for best growth.

"Planting was nearly completed in Georgia, and while progress of the crop

has been fair, the plants are small and the stand irregular. Progress was fairly good in Alabama, but the crop continued in very poor to fair condition in that state, while extensive re-planting will make much of the crop late in Tennessee.

**Winter Wheat Gains**

"Under the influence of seasonable temperature and sufficient soil moisture winter wheat continued to show material improvement throughout the week just closed. The progress of the crop was reported as good in practically all the principal producing states, while conditions were especially favorable in the central Great Plains. The condition of this crop continues rather poor, however, in most sections east of the Mississippi river, although in parts of the Ohio valley states it is satisfactory.

"The weather continued favorable in the spring wheat belt and that crop made good to excellent advance during the week in practically all districts where grown. Excellent progress was reported from Illinois and very good advance from Iowa, but the condition of the crop in the latter State continues rather unsatisfactory.

"With ample sunshine and little precipitation corn planting made excellent progress during the week in central and northern portions of the country, and this work is now practically completed in many important corn-growing sections. There remains considerable corn to be planted, however, in some sections where wet weather has prevailed during much of the spring particularly in southern portions of Indiana and Illinois and in south-central Illinois."

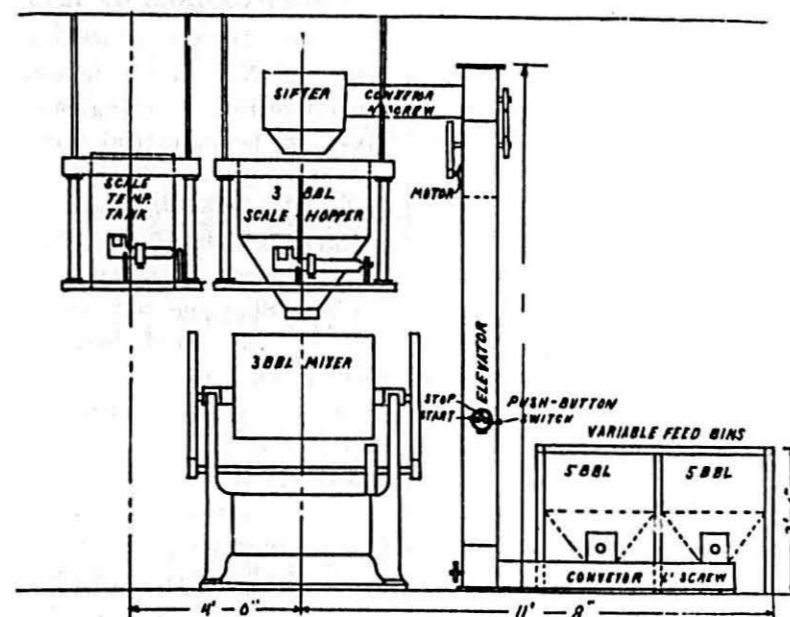
**The Usual Way**

He worked by day  
And toiled by night,  
He gave up play  
And some delight,  
Dry books he read  
New things to learn,  
And forged ahead  
Success to earn.  
He plodded on  
With faith and pluck,  
And when he won  
Men called it luck.  
—Detroit Free Press.

"It's just as wrong to gamble when you win as when you lose."

"Yessah," asserted Mr. Erastus Pinkney. "De immorality is jes' as great, but de convenience ain't."

**Champion Automatic Flour Sifting & Weighing Machine**  
*EFFICIENCY—ECONOMY—DURABILITY*



Equip your macaroni plant with our machine embodying all these essential features.

Guarantees straight Semolina or perfect blends through its variable feed-blending bins.

Self-cleaning spiral sifter carries all foreign matters to special chamber.

Equipped throughout with Noiseless Automobile Roller Chains.

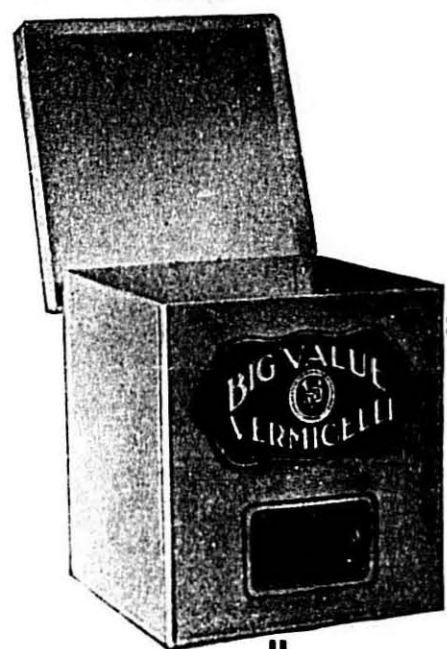
Tempers and weighs water.

Eliminates all guess-work.

*Installed in many macaroni plants. Write now for descriptive literature and prices*

**CHAMPION MACHINERY COMPANY,**

**JOLIET ILLINOIS**



**Caddies built to an ideal at a price that will appeal**

**MADE** right in our own paper mill on the ground, each step in the making of Hummel & Downing Quality Caddies is supervised by experts who have made Box-making a life's study. This experience coupled with ideal manufacturing facilities is the Hummel & Downing Service—a Single Service Sanitary package with real merit. Let us tell you more about it.

Fibre and Corrugated Shipping Cases  
Folding Cartons

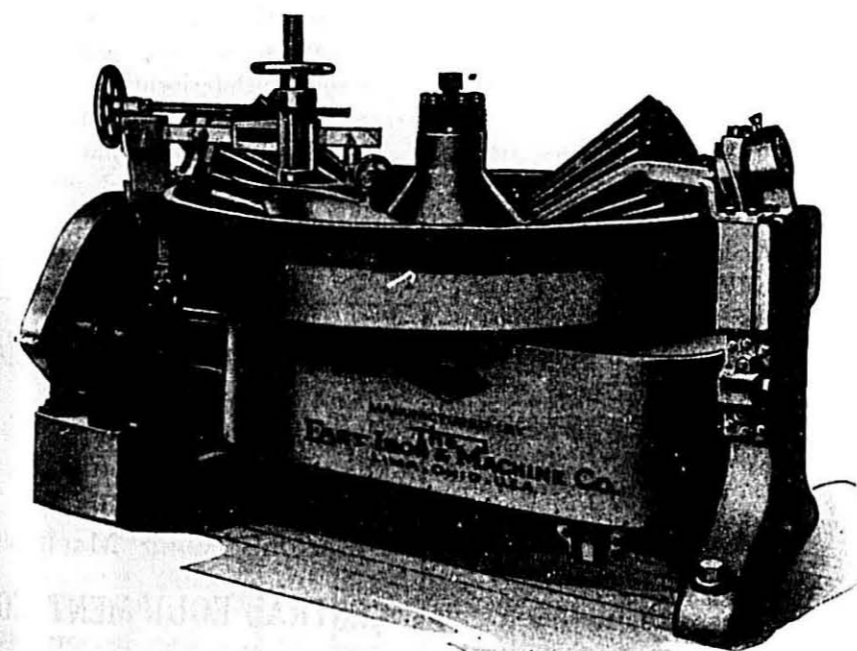
**Hummel & Downing Co.**  
Milwaukee, U. S. A.

Sales Offices

CHICAGO MINNEAPOLIS DENVER  
DETROIT ST. LOUIS



**The "Eimco" Kneader**



**The Kneader you need to knead the dough.**

A few of the reasons for its unequalled efficiency are: Extra strong frame; scientifically designed rolls and plow; scrapers at rolls to prevent dough from climbing; excellent lubrication system; design and construction. Experts say that it produces better doughs in less than half the time required by other kneaders.

**The New "Eimco" Macaroni Dough Mixer**

is the last word in modern mixing efficiency. It is a heavily built double-agitator machine, equipped with our patented agitators which insure just the right amount of kneading action to produce perfect doughs of absolute uniformity in color, moisture and temperature.

"EIMCO" Machinery:—Mixers, Kneaders, etc.—means up-to-the-minute equipment; the kind that reduces costs and improves the products.

If you want early deliveries, get in touch with us now.

**The East Iron & Machine Co., Lima, Ohio.** Chicago Office Marquette Bldg.

## The New Macaroni Journal

(Successor of the Old Journal—founded by Fred Becker of Cleveland, O., in 1909)  
A Publication to Advance the American Macaroni Industry

Published Monthly by the National Macaroni Manufacturers Association  
Edited by the Secretary, P. O. Drawer No. 1, Braidwood, Ill.

### PUBLICATION COMMITTEE

JAMES T. WILLIAMS - - - - - President  
M. J. DONNA - - - - - Secretary

### SUBSCRIPTION RATES

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

### SPECIAL NOTICE

COMMUNICATIONS:—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.  
The NEW MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.  
The publishers of the New Macaroni Journal reserve the right to reject any matter furnished either for the advertising or reading columns.  
REMITTANCES:—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

### ADVERTISING RATES

Display Advertising - - - Rates on Application  
Want Ads - - - - - Five Cents per Word

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Vol. 11 June 15, 1920 No. 2

## Queries and Answers

An advertising agency at Washington, D. C., asked the following pointed questions for use by some of its clients.

1. What is the real difference between Italian Style and Domestic Macaroni?

There is no real difference in quality, some being good and some not so good, in each style.

The term "Italian Style" refers more particularly to way in which goods are packed, with blue paper generally predominating on the carton or container.

The term is often used by importers to imply a superiority of foreign goods over domestic goods that actual tests have proven to be anything but true, the American macaroni products being superior from a point of cleanliness, nutrition and keeping qualities.

2. How can the distinction be made between superior and inferior goods?

Superior quality goods are of a more natural golden color smooth and uniform in shape, show the granular

consistency of the semolina out of which quality goods are manufactured and in cooking retain their shapes, firmness of texture and the nutty flavor of the durum wheat.

3. What is the average profit per pound on package goods?

This varies from 12 to 20 per cent according to the size of packages used. Naturally a firm packing three or four cartons to a pound must have a larger pound profit than the firm that packs a whole pound in one package. Not only high price of the cartons used but the extra work necessary in packing the smaller packages must be considered.

4. Don't American consumers confine their demands more to medium sized macaroni and spaghetti than to the many larger and different shapes known to the foreigners?

Yes, the small shapes and the short cuts are preferred by American consumers.

While there is a variety of opinions on most of the points on which you seek information, the above seem to be the favored ones.

## Patents and Trade Marks

The following trade marks were published by the patent office in accordance with laws covering application for registration. Objections, if any, are to be filed within 30 days.

### Vanity

The word "Vanity" for use on a variety of food products including macaroni, spaghetti and noodles is requested by the A. Kickbush Grocery Co. of Wausau, Wis. Claims use since May 21, 1918. The claim was filed Dec. 27, 1919, given serial number 126,526 and was published on May 11, 1920.

### La Mia Bandiera

Ettore M. Schina of Syracuse, N. Y., and Lebanon, Pa., asked the registration of his trade mark consisting of the words "La Mia Bandiera", (meaning My Flag) on his macaroni products. Claims use since Jan. 1, 1918, filed his claim on Nov. 3, 1919, was given serial number 124,494 and published May 18, 1920.

### Prince Macaroni Company

Application for registration of trade mark published Dec. 23, 1919, by the Prince Macaroni Co. was granted by the patent office on May 4. The trade mark shows a fanciful figure of an Italian soldier with braids and medals on the bust and flowing plumes on his hat. It was filed July 30, 1919, and

the company claims use since Dec. 1, 1912. The company now has exclusive use of this trade mark on its macaroni and spaghetti products.

### EIGHT CAUSES OF H. O. L.

Herbert Hoover, while testifying before a New York investigating committee that is trying to find the cause of the industrial unrest that is worrying the whole country at present, gave eight reasons which in his opinion are the cause of the present high cost of living:

First—Shortage in commodities due to the underproduction of Europe and to our participation therein through the drain upon us by exports.

Second—Inflation more especially in its expansion of credit facilities for the purpose of speculation and non-essential industry. Perhaps that would be more correctly stated not for the purpose, but their use.

Third—Profiteering and speculation arising from the combined opportunity in the two previous items.

Fourth—Matter of adjustment of taxation particularly the excess profits tax.

Fifth—Decrease in our own productivity due to relaxation of effort since the war, to strikes and other causes.

Sixth—Increase in our own consumption, the waste of commodities and increase in extravagance.

Seventh—Deterioration of our transport system during the war.

Eighth—Expensive and wasteful distribution system and other less important causes.

## Machinery For Sale

Walton Vertical Mixer—1 bbl.  
Walton Kneader, 66 inch.  
W. & P. Mixer—2 bbl.  
2 Carton Sealing Machines.

**CENTRAL EQUIPMENT CO.**  
Chamber of Commerce Bldg. DETROIT, MICH.

### WANT ADVERTISEMENTS

Five cents per word each insertion.

FOR SALE—Patent Macaroni Dryer, complete with 16 wire drums, each 60 feet long and 12 inches in diameter. In perfect working order. The Prattmann Egg Noodle Co., Cleveland, Ohio.

# PURE DURUM SEMOLINAS

and

## FLOUR

Milled In Three Granulations

## COARSE, MEDIUM and FINE

Milled Exclusively from the Choicest Durum Wheat Obtainable  
Quality And Service Guaranteed

Write Or Wire For Samples And Prices

## DULUTH-SUPERIOR MILLING CO.

Main Office DULUTH, MINN.

NEW YORK OFFICE:  
Produce Exchange

BUFFALO OFFICE:  
31 Dun Building

BOSTON OFFICE:  
88 Broad Street

PHILADELPHIA OFFICE: 583 Bourse Bldg.

PORT HURON, MICH. BRANCH, 19 White Block

*"There at the finish"*

Packages and boxes sealed with Liberty Tape arrive at their destination with contents undisturbed and in perfect condition.

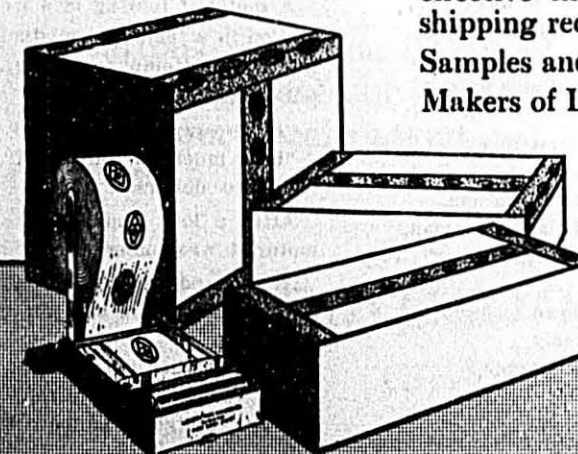
Liberty Tape comes in all colors and widths. Plain or printed in any language with your trade mark or other advertising.

Made of strong Kraft paper. Quickly and easily applied. Provides a durable and moisture-proof seal particularly effective in binding corrugated or fibre boxes. Meets all shipping requirements.

Samples and estimates sent free upon request.

Makers of Liberty Tape Moisteners.

**LIBERTY PAPER COMPANY**  
52 Vanderbilt Avenue New York City  
Mills: Bellows Falls, Vt.





# WHERE TO BUY

This journal recommends the following concerns to the consideration of its readers. We will not knowingly advertise otherwise than responsible concerns.

## SEMOLINA AND FLOUR

Bay State Milling Co., Winona, Minn.  
 Capital City Milling & Grain Co., St. Paul, Minn.  
 Commander Mill Co., Minneapolis, Minn.  
 Crookston Milling Co., Crookston, Minn.  
 Duluth-Superior Milling Co., Duluth, Minn.  
 Lincoln Mills, Lincoln, Neb.  
 Northern Milling Co., Wausau, Wis.  
 Pillsbury Flour Mills Co., Minneapolis, Minn.  
 Shane Bros. & Wilson Co., Minneapolis, Minn.  
 Sheffield-King Milling Co., Minneapolis, Minn.  
 Yerxa, Andrews & Thurston, Inc., Minneapolis, Minn.

## EGGS AND YOLKS

Joe Lowe Co., New York, N. Y.

## MACARONI MACHINERY

### KNEADERS

A. W. Buhlmann (200 5th Ave.) New York, N. Y.  
 John J. Cavagnaro, Harrison, N. J.  
 Cevasco, Cavagnaro & Ambrette, Inc., New York, N. Y.  
 Charles F. Elmes Engineering Works, Chicago, Ill.  
 East Iron & Machine Co., Lima, Ohio.  
 P. M. Walton Mfg. Co., Philadelphia, Pa.  
 A. Costa Bros., Chicago, Ill.

### MIXERS

A. W. Buhlmann (200 5th Ave.) New York, N. Y.  
 John J. Cavagnaro, Harrison, N. J.  
 Cevasco, Cavagnaro & Ambrette, Inc., New York, N. Y.  
 Charles F. Elmes Engineering Works, Chicago, Ill.  
 East Iron & Machine Co., Lima, Ohio.  
 P. M. Walton Mfg. Co., Philadelphia, Pa.  
 A. Costa Bros., Chicago, Ill.

### PRESSES (SCREW & HYDRAULIC)

A. W. Buhlmann (200 5th Ave.) New York, N. Y.  
 John J. Cavagnaro, Harrison, N. J.  
 Cevasco, Cavagnaro & Ambrette, Inc., New York, N. Y.  
 Charles F. Elmes Engineering Works, Chicago, Ill.  
 East Iron & Machine Co., Lima, Ohio.  
 P. M. Walton Mfg. Co., Philadelphia, Pa.  
 A. Costa Bros., Chicago, Ill.

## DIES AND MOULDS

A. Costa Bros., Chicago, Ill.  
 F. Maldari & Bros., New York, N. Y.  
 Frederick Penza & Co., Brooklyn, N. Y.

## DRIERS

A. Rossi & Co., San Francisco, Calif.  
 A. W. Buhlmann, 200 5th Ave., New York, N. Y.

## FLOUR SIFTERS AND WEIGHERS

CHAMPION MACHINERY CO., Joliet, Ill.

## CARTONS

O. B. Andrews Co., Chattanooga, Tenn.  
 Chicago Carton Co., Chicago, Ill.  
 Charles Boldt Paper Mills, Cincinnati, Ohio.  
 Downing Box Co., Milwaukee, Wis.  
 Globe Folding Box Co., Cincinnati, Ohio.  
 Hummel & Downing, Milwaukee, Wis.  
 Hinde & Dauch Paper Co., Sandusky, Ohio.  
 Richardson-Taylor Printing Co., Cincinnati, Ohio.  
 United States Printing and Lithographing Co., Cincinnati, Ohio.  
 Waldorf Paper Products Co., St. Paul, Minn.

## LABELS

Charles Boldt Paper Mills, Cincinnati, Ohio.  
 Interstate Printing Co., St. Louis, Mo.  
 United States Printing and Lithographing Co., Cincinnati, Ohio.

## PACKAGING MACHINES

Johnson Automatic Sealer Co., Battle Creek, Mich.  
 Peters Machinery Co., Chicago, Ill.

## BOX STITCHERS

Latham Machinery Co., Chicago, Ill.

## GUMMED TAPE

Liberty Paper Co., New York, N. Y.

## SHOOKS

O. B. Andrews Co., Chattanooga, Tenn.

## DOWELS (DRYING STICKS)

Adolph Sturm Co., Chicago, Ill.

## ARCHITECT

Richard Griesson, Schiller Bldg., Chicago, Ill.

### THE MUSK OX

When Stefansson came back to civilization from his recent long stay in the Far North he brought, among other interesting things, the suggestion that we try to domesticate the musk ox. The animal, although in no immediate danger of being exterminated, has now only a restricted range and, being unsuspicious and easily approached, falls a prey to unscrupulous hunters in spite of the efforts of the Canadian government to protect it. Mr. Stefansson believes that a herd of musk oxen could be collected and driven slowly to a permanent range in Alaska, where the animal is supposed to have lived in earlier times, and where the imported reindeer have increased remarkably.—Exchange.

### JUST AMERICAN

Just today we chanced to meet—  
 Down upon the crowded street;  
 And I wondered whence he came,  
 What was once his nation's name.

So I asked him, "Tell me true,  
 Are you Pole or Russian Jew,  
 English, Scotch, Italian, Russian,  
 Belgian, Spanish, Swiss, Moravian,  
 Dutch or Greek or Scandinavian?"

Then he raised his head on high,  
 As he gave me this reply,  
 "What I was is naught to me,  
 In this land of Liberty,  
 In my soul as man to man,  
 I am just American."

### PROLONGED HIS JOB

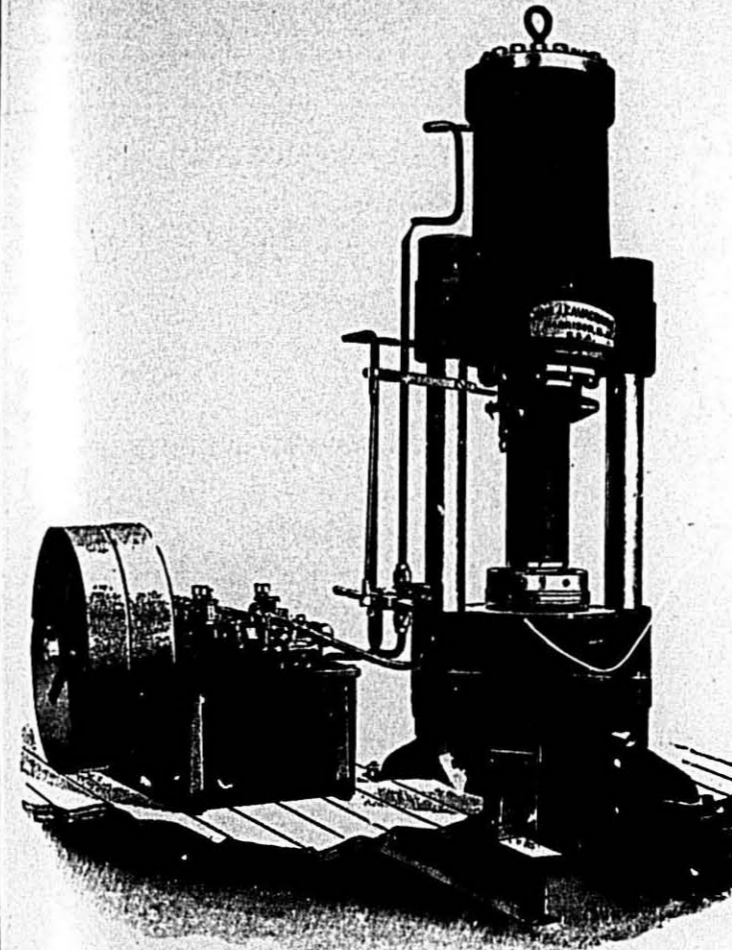
A motorist touring in a western state stalled in a tenacious mudhole. While making a vain attempt to escape, a boy appeared with a team of horses.

"Haul you out, mister?"  
 "How much do you want?"  
 "Three dollars."

After a long and fruitless argument the motorist was pulled to dry land.

After handing over the money the motorist said: "Do you haul many cars out in a day?"

"I have pulled out twelve today."  
 "Do you work nights too?"  
 "Yes, at night I haul water for the hole."



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