

**THE NEW  
MACARONI  
JOURNAL**

**Vol. 2, No. 5**

**September  
15, 1920**

*The New*

# Macaroni Journal



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

Minneapolis, Minn.  
September 15, 1920

Volume II

Number 5

## National Macaroni Laboratory

Macaroni Manufacturers should give this venture their unstinted support, financial and moral.

It will bring everlasting benefits to the trade, aiding alike large and small manufacturers.

Study the purposes of this National laboratory. Consider the ability and experience of Dr. B. R. Jacobs, who will have charge of the macaroni research work and then show your progressive spirit by contributing freely and otherwise helping to make it a success.

*Read Editorial on this subject in this issue.*

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



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GOODS 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.

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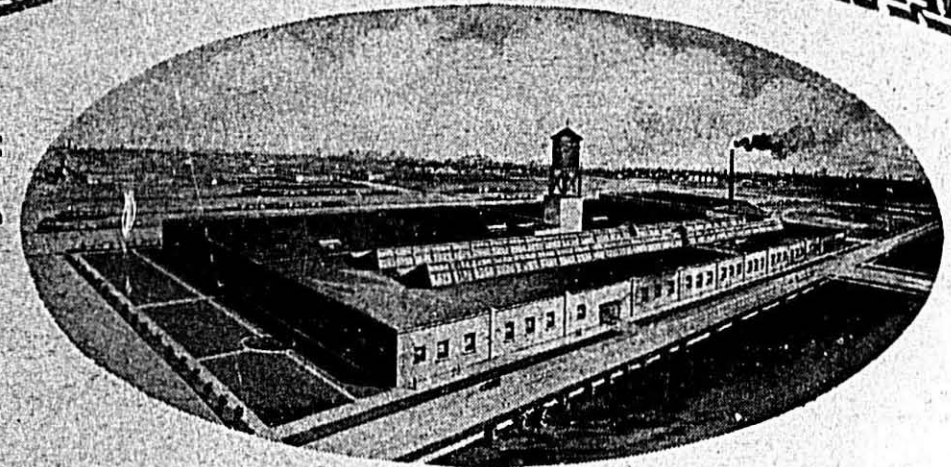


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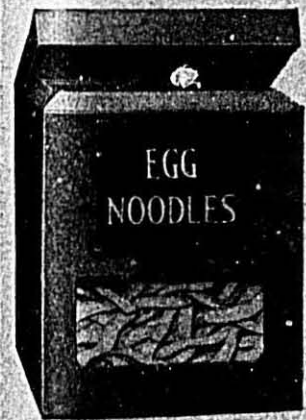
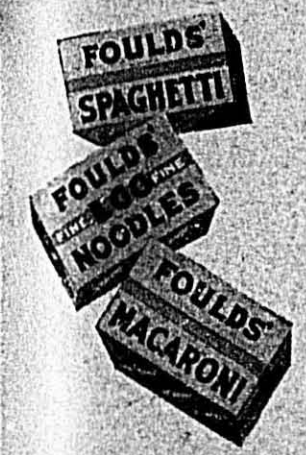


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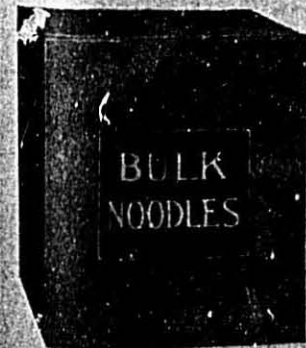
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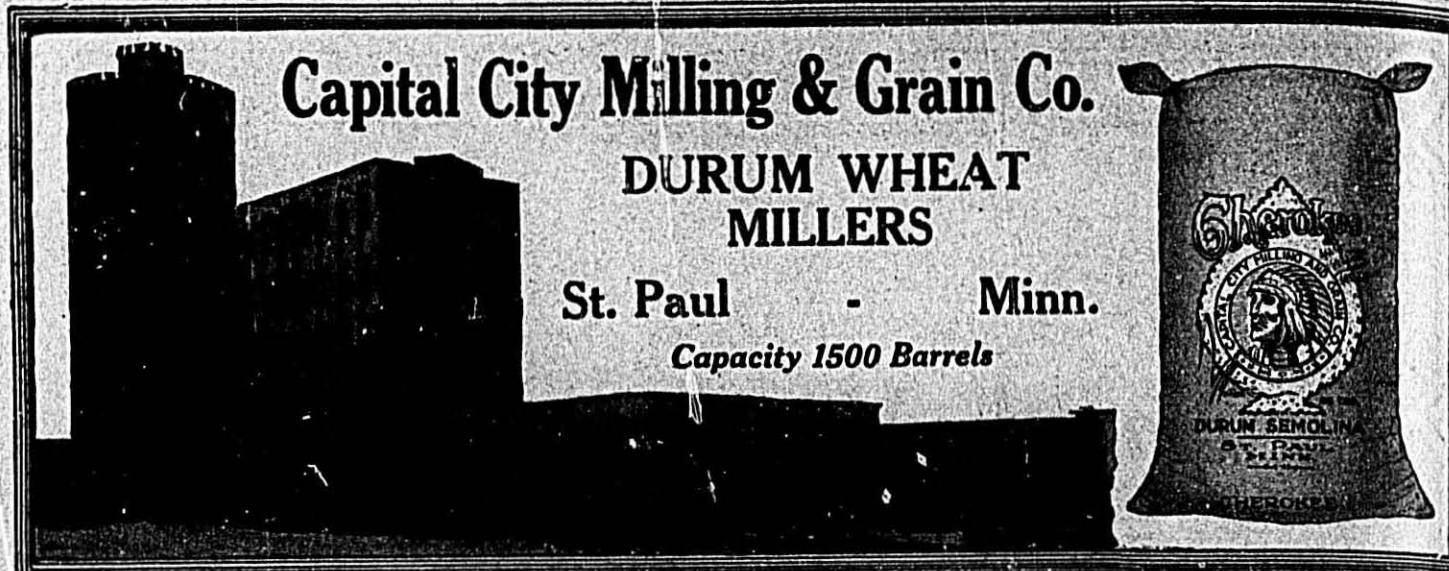
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Our Excel-all and Perfection Caddies are the ideal containers for the shipping and displaying of bulk noodles. They will carry approximately ten pounds and can be shipped with absolute safety, packed in our fibre containers made specially for shipping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

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



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ARE KNOWN AND RECOGNIZED THROUGHOUT  
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*Quality like blood tells in the long run.*

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.

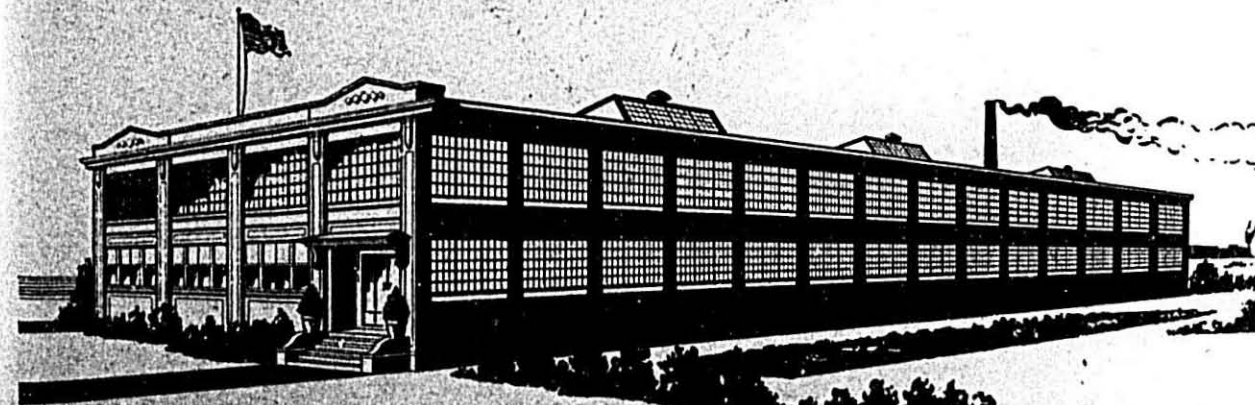
While price is an essential factor, it is *Quality* that makes the lasting Customer—the biggest asset in any business.

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Unequaled in Color and Strength



**YERXA, ANDREWS & THURSTON**

MINNEAPOLIS, MINN.

# MACARONI JOURNAL

## A Sign of New Life

Indications are that the Macaroni Industry in this country has finally come to a realization of the law of progress; that in order to keep up with the procession up-to-date methods must be followed. Formulas that sufficed in days of old have now to be discarded. Hand labor is giving way daily to machine work. Simple machines that answered well their purpose a few years ago have gone to the scrap heap and there have been installed in their stead more intricate machines that are as delicate and as dependable as the human hand. The old habit of trusting to luck is superseded by studied and careful planning that insures uniformity.

In keeping with this progressive spirit leaders in the macaroni industry, appreciating the need of an organized, dependable force to work out the solution of the problems that affect the industry in general, and the little snags that particular firms encounter, have combined to establish a National Macaroni Research Laboratory at Washington that may be viewed as a Sign of New Life in the industry and mark the opening of a new era for the macaroni manufacturers on this continent.

Much credit for the work done to date is due to those progressive and far seeing manufacturers whose generosity made possible the launching of this venture, and their actions should awaken in others a like determination to assist financially and in every other way to make the establishment and maintenance of the Laboratory the great success that its promoters intend it to be.

The faith of the macaroni manufacturers in the ability of Dr. B. R. Jacobs to manage and supervise the laboratory for the welfare of the industry assures its success from the very start. Dr. Jacobs has for years been interested in macaroni research work as one of the assistants to Dr. C. L. Alsberg, chief of the bureau of chemistry, Department of Agriculture. His appearance before the conventions of the macaroni industry during the past few years has always been looked forward to with much pleasurable anticipation by manufacturers. They expected valuable advice and information on government rulings, on proper methods of manufacture, and he never disappointed them. The Industry is to be congratulated on being able to obtain the services of so competent an authority on macaroni matters.

The Macaroni Laboratory is officially known as the National Cereal Products Laboratory, with Dr. B. R. Jacobs as the Director in charge. It is established for the benefit of the macaroni industry in general and not for any national or sectional organization, clique or group. It plans to study problems of a general nature as well as particular matters pertaining to individual firms. It is to be maintained by voluntary contributions from such generous and progressive firms as are anxious not only to better their condition but to produce a quality of goods that will compare favorably with

the highest quality of macaroni products made anywhere in the world.

The New Macaroni Journal feels that this move should be given the free, unstinted support of every macaroni manufacturer on this continent. In no other way could a little money be expended to bring such wonderful and paying results. In another column of this issue appears a list of donors to this good cause.

Look over this list and note the many progressive firms that have already contributed. Consider the benefits to be derived by having a National Laboratory at the capital city of this country and then contribute your mite toward this move.

There is an almost unlimited field for research in the macaroni business and the amount of good done will depend upon how serious its importance is considered by those whom it is intended to benefit.

- (a). Study of standards of macaroni.
- (b). Study of standards of semolina, from both the viewpoint of adaptability for manufacture and quantity of gluten it contains.
- (c). Study of macaroni importation to this country for the purpose of urging tariff legislation that will put us on an even footing with foreign made goods.
- (d). Study of proper macaroni containers for bulk and package goods, to minimize loss and damage to goods in transportation and to insure proper preservation of contents.
- (e). Study of advanced methods of manufacture for the prime purpose of raising the quality of goods made in the plants of this country.
- (f). Study of egg qualities for use in manufacture of noodles.
- (g). Study of proper labels, proper weights and proper filling of containers and cartons.

Besides the above, many minor matters will be studied and the work of the laboratory extended to all lines affecting manufacture, distribution and consumption of this product.

Dr. B. R. Jacobs has selected an Advisory Board consisting of five recognized leaders in the industry, all of whom have been successful in the macaroni manufacturing business. The only ground for their choice is their fitness to act as advisers. Their affiliation with any existing association or group or their coming from any particular section of the country had no bearing on their being chosen. To read this list is to inspire confidence. They are: C. F. Mueller, Jr., of the C. F. Mueller Co. of Jersey City; Frank L. Zerega, of A. Zerega's Sons, Cons., Brooklyn; James T. Williams, of the Creamette Co., Minneapolis; Wm. A. Tharinger of the Tharinger Macaroni Co. of Milwaukee, and J. S. Bellanca of the Bellanca Macaroni Co., Buffalo.

Besides furnishing firms and individuals with chemical analyses of raw materials and finished products, the Maca-

roni Laboratory will conduct extensive research work and get data of every description that will enable manufacturers to present learned and irrefutable arguments that will obtain for the manufacturers of alimentary paste products just treatment and insure them deserved recognition as essential food manufacturers.

Sufficient has already been said to prove the need of a

Laboratory of this kind and it's up to each and every one of the manufacturers to do his share to promote its welfare. Let the Macaroni Laboratory at Washington be your spokesman in matters of general interest and look after your interests in matters of legislation, advanced methods of manufacture and in working out a solution for a greatly increased consumption of macaroni goods.

Macaroni and Fish

In an attempt to obtain first hand information as to the greatly advertised palatability of macaroni and fish as a dish "fit for the king," James T. Williams of the Creamette Co., Minneapolis, president of the National Macaroni Manufacturers association, and Frank W. Foulds of the Foulds Milling company of Chicago, chairman of the executive committee of the national body, hied themselves to the woods and lakes of northern Minnesota and southern



"This is them"

Manitoba to get themselves a supply of fresh fish to try out the famous recipe.

That they were as successful in landing a goodly number of the finny tribe as they are in making tasty macaroni products is proven by a peep into the basket shown at their feet with countless trouts that would make any one fish hungry.

The outing lasted a week and was made in the machine of President Williams who drove almost 200 miles due north from his home into the wilds in which he is always "at home" almost as much so during the fishing season as later on in the hunting season at which sport he excels.

(Note:—The editor will be glad to get snapshots of macaroni manufacturers now enjoying their annual vacations from duties in the various parts of the country. They will prove most interesting to the readers of the Journal. Send them in frequently.)

Canners to Atlantic City

Atlantic City has been chosen as the place for the fourteenth annual convention of the National Canners association, Jan. 17-21, 1921, according to decision after a series of conferences of a location committee composed of Walter J. Sears, president of the national asso-

ciation; Ogden S. Sells, president Canning Machinery and Supplies association, and H. A. N. Daily, president of the Canned Foods and Dried Fruit Brokers association.

Serious consideration was given to the west coast but although the hope was expressed that the national association might hold an annual meeting there at as early a date as possible, it

was thought it would be best to assemble in the east this year. One of the factors considered was the difficulty growing out of the railroad situation and the added burden of increased rates and traveling expenses.

There will be no convention hotel, but meetings will be held in all board walk hotels with the opening session at the steel pier.

Seeks Data on Bologna Style Macaroni

In keeping with its determination to obtain information that will prove valuable in solving some of the problems affecting macaroni manufacture in this country, and wishing to obtain reliable, first hand data, the National Cereal Products Laboratory has issued to the trade its first questionnaire, seeking to throw light on Bologna style macaroni manufacture in Italy.

Men experienced in the manufacture of this kind of edible paste are asked to give their views for the benefit of the industry in this country and any who are in a position to throw light on the subject under consideration are urged to file this with the National Laboratory, P. O. Box 443, Washington, D. C. The questionnaire blank is to be found appended hereto:

QUESTIONNAIRE ON BOLOGNA MACARONI MANUFACTURE IN ITALY

The purpose of this questionnaire is to obtain first hand information regarding methods processes and materials used in Bologna, Italy, in the manufacture of alimentary pastes. This information is for the benefit of those manufacturers in the country who are making this paste for domestic consumption and who are uncertain regarding the requirements of the government, due to standards on macaroni. If you have any first hand information regarding the manufacture of Bologna macaroni, please answer the following questions, enlarging on answers and making additional statements on a separate sheet of paper. If your information is not based on your own experience in Italy, or if your are in doubt regarding any particular question asked, please do not attempt to answer it.

Name .....
Street and number.....
City and State.....
1. Were you employed or connected with the manufacture of Bologna macaroni in Bologna, Italy?..... During what years?.....
2. Were you employed or connected with the manufacture of Bologna macaroni elsewhere in Italy?..... During what years?.....
3. Did you actually make macaroni yourself?..... During what years?.....
4. Are you acquainted with the methods, processes and materials used in making Bologna macaroni?..... If so, please describe these in as much detail as possible.....
5. Is coloring always used in Bologna macaroni?.....
6. Is flour always used in Bologna macaroni?.....
7. If so, what grades of flour are used?.....
8. Are soft wheat flours used in Bologna macaroni?.....
9. Are soft wheat purified middlings (Granito) used in Bologna macaroni?.....
10. Is semolina used in Bologna macaroni?.....
11. If so, what are the maximum and minimum quantities so used?.....
12. Would you be willing to discontinue the use of color in alimentary pastes if the government would agree to refuse entry to artificially colored imported macaroni?.....
13. How much notice would you require to discontinue the use of color?.....
14. Would you agree not to produce more artificially colored macaroni than is necessary to fill your current requirements through the period of change?.....

(Signed)

Standard Export Definitions

So great has been the confusion due to a variety of terms and definitions covering exports and so urgent the need of establishing uniformity to attain the efficiency needed to hold our rapidly growing world wide business or trade, that, at a conference of the leading manufacturing associations, foreign trade councils, export organizations and various Chambers of Commerce held in New York city, recommendations for a standard American export practice were adopted.

As the most certain means of insuring unmistakable clarity in terms and conditions of sale the conference voted to recommend to manufacturers and exporters that all use of abbreviated forms of export price quotations be abandoned, and that such terms be written out in full.

The conference recognized, however, that this recommendation is not likely to be accepted generally at once; and therefore, in the hope of effecting a simplification and standardization of American practice, it adopted a statement of definitions of the abbreviated forms in more common and general use in the export trade given herewith. The conference strongly recommends to manufacturers and exporters that wherever abbreviated forms of export quotations are employed, the forms herein defined be used as far as possible, to the exclusion of other forms.

These are, in their order, the normal situations on which an export manufacturer or shipper may desire to quote prices. It is understood that unless a particular railroad is specified the property will be delivered to the carrier most conveniently situated to the shipper. If the buyer for the purpose of delivery or in order to obtain lower transportation charges desires that the goods be delivered to a carrier farther removed from the shipper and entailing a greater cost than delivery to the carrier most favorably situated, the carrier to which the buyer desires delivery of the goods should be named in the quotation. The term "cars or lighter" as used herein, is intended to include river, lake, or coastwise ships, canal boats, barges, or other means of transportation, when so specified in the quotation.

PROPER TERMS IN ROUTING

1. When the price quoted applies only at inland shipping point and the seller merely undertakes to load the goods on or in cars or lighters furnished by the railroad company serving the industry, or most conven-

ently located to the industry, without other designation as to routing, the proper term is: "F. o. b. (named point)." Under this quotation:

(a) Seller must (1) place goods on or in cars or lighters, (2) obtain railroad bill of lading, (3) be responsible for loss and/or damage until goods have been placed in or on cars or lighters at forwarding point, and clean bill of lading has been furnished by the railroad company.

(b) Buyer must (1) be responsible for loss and/or damage incurred thereafter, (2) pay all transportation charges, including taxes, if any, (3) handle all subsequent movement of the goods.

2. When the seller quotes a price including transportation charges to the port of exportation without assuming responsibility for the goods after obtaining a clean bill of lading at point of origin, the proper term is: "F. o. b. (named point) freight prepaid to (named point on the seaboard)." Under this quotation:

(a) Seller must (1) place goods on or in cars or lighters, (2) obtain railroad bill of lading, (3) pay freight to named port, (4) be responsible for loss and/or damage until goods have been placed in or on cars or lighters at forwarding point, and clean bill of lading has been furnished by the railroad company.

(b) Buyer must (1) be responsible for loss and/or damage incurred thereafter, (2) handle all subsequent movement of the goods, (3) unload goods from cars, (4) transport goods to vessels, (5) pay all demurrage and/or storage charges, (6) arrange for storage in warehouse or on wharf where necessary.

3. Where the seller wishes to quote a price, from which the buyer may deduct the cost of transportation to a given point on the seaboard, without the seller assuming responsibility for the goods after obtaining a clean bill of lading at point of origin, the proper term is: "F. o. b. (named point) freight allowed to (named point on the seaboard)." Under this quotation:

(a) Seller must (1) place goods on or in cars or lighters, (2) obtain railroad bill of lading, (3) be responsible for loss and/or damage until goods have been placed in or on cars or lighters at forwarding point, and clean bill of lading has been furnished by the railroad company.

(b) Buyer must (1) be responsible for loss and/or damage incurred thereafter, (2) pay all transportation charges (buyer is then entitled to deduct from the amount of the invoice the freight paid from primary point to named port), (3) handle all subsequent movement of the goods, (4) unload goods from cars, (5) transport goods to vessel, (6) pay all demurrage and/or storage charges, (7) arrange for storage in warehouse or on wharf where necessary.

4. The seller may desire to quote a price covering the transportation of the goods to seaboard, assuming responsibility for loss and/or damage up to that point. In this

case, the proper term is: "F. o. b. cars (naming point on seaboard)." Under this quotation:

(a) Seller must (1) place goods on or in cars, (2) obtain railroad bill of lading, (3) pay all freight charges from forwarding point to port on seaboard, (4) be responsible for loss and/or damage until goods have arrived in or on cars at the named port.

(b) Buyer must (1) be responsible for loss and/or damage incurred thereafter, (2) unload goods from cars, (3) handle all subsequent movement of the goods, (4) transport goods to vessel, (5) pay all demurrage and/or storage charges, (6) arrange for storage in warehouse or on wharf where necessary.

5. It may be that the goods, on which a price is quoted covering the transportation of the goods to the seaboard, constitute less than a carload lot. In this case, the proper term is: "F. o. b. cars (named port) l. c. l." Under this quotation:

(a) Seller must (1) deliver goods to the initial carrier, (2) obtain railroad bill of lading, (3) pay all freight charges from forwarding point to port on seaboard, (4) be responsible for loss and/or damage until goods have arrived on cars at the named port.

(b) Buyer must (1) be responsible for loss and/or damage incurred thereafter, (2) handle all subsequent movement of the goods, (3) accept goods from the carrier, (4) transport goods to vessel, (5) pay all storage charges, (6) arrange for storage in warehouse or on wharf where necessary.

6. Seller may quote a price which will include the expense of transportation of the goods by rail to the seaboard, including lighterage. In this case the proper term is: "F. o. b. cars (named port) lighterage free." Under this quotation:

(a) Seller must (1) place on or in cars, (2) obtain railroad bill of lading, (3) pay all transportation charges to, including lighterage at, the port named, (4) be responsible for loss and/or damage until goods have arrived on cars at the named port.

(b) Buyer must (1) be responsible for loss and/or damage incurred thereafter, (2) handling all subsequent movement of the goods, (3) take out the insurance necessary to the safety of the goods after arrival on the cars, (4) pay the cost of hoisting goods into vessel where weight of goods is too great for ship's tackle, (5) pay all demurrage and other charges, except lighterage charges.

7. The seller may desire to quote a price covering delivery of the goods alongside overseas vessel and within reach of its loading tackle. In this case the proper term is: "F. a. s. vessel (named port)." Under this quotation:

(a) Seller must (1) transport goods to seaboard, (2) store goods in warehouse or on wharf if necessary, unless buyer's obligation includes provision of shipping fa-

clittles, (3) place goods alongside vessel either in a lighter or on the wharf, (4) be responsible for loss and/or damage until goods have been delivered alongside the ship or on wharf.

(b) Buyer must (1) be responsible for loss and/or damage thereafter, and for insurance, (2) handle all subsequent movement of the goods, (3) pay cost of hoisting goods into vessel where weight of goods is too great for ship's tackle.

8. The seller may desire to quote a price covering all expenses up to and including delivery of the goods upon the overseas vessel at a named port. In this case the proper term is: "F. a. s. vessel (named port)." Under this quotation:

(a) Seller must (1) meet all charges incurred in placing goods actually on board of vessel, (2) be responsible for all loss and/or damage until goods have been placed on board the vessel.

(b) Buyer must (1) be responsible for loss and/or damage thereafter, (2) handle all subsequent movement of goods.

9. The seller may be ready to go further than the delivery of his goods upon the overseas vessel and be willing to pay transportation to a foreign point of delivery. In this case the proper term is: "C. & F. (name foreign port)." Under this quotation:

(a) Seller must (1) make freight contract and pay transportation charges sufficient to carry goods to agreed destination, (2) deliver to buyer or his agent proper bills of lading to the agreed destination, (3) be responsible for loss and/or damage until goods have been delivered alongside the ship and clean ocean bill of lading obtained (seller is not responsible for delivery of goods at destination).

(b) Buyer must (1) be responsible for loss and/or damage thereafter and must take out all necessary insurance, (2) handle all subsequent movements of the goods, (3) take delivery and pay cost of discharge, lighterage, and landing at foreign port of destination in accordance with bill of lading clauses, (4) pay foreign customs duties and wharfage charges, if any.

10. Seller may desire to quote a price covering the cost of goods, the marine insurance on the goods, and all transportation charges to the foreign point of delivery. In this case the proper term is: "C. i. f. (names foreign port)." Under this quotation:

(a) Seller must (1) make freight contract and pay freight charges sufficient to carry goods to agreed destination, (2) take out and pay for necessary marine insurance, (3) be responsible for loss and/or damage until goods have been delivered alongside the ship, and clean ocean bill of lading and insurance policy have been delivered to the buyer or his agent. (Seller is not responsible for the delivery of goods at destination, nor for the payment by the underwriters of insurance claims), (4) provide war risk insurance where necessary for buyer's account.

(b) Buyer must (1) be responsible for loss and/or damage thereafter, and must

make all claims to which he may be entitled under the insurance directly on the underwriters, (2) take delivery and pay costs of discharge, lighterage and landing at foreign port of destination in accordance with bill of lading clauses, (3) pay foreign customs duties and wharfage charges if any.

Explanations of abbreviations are given below:

F. o. b.—Free on board.

F. a. s.—Free alongside ship.

C. & F.—Cost and freight.

C. i. f.—Cost, insurance and freight.

L. c. l.—Less than carload lot.

#### GENERAL RECOMMENDATIONS

In reaching the conclusions set forth in this statement the conference considered the fact that there are, in more or less common use by manufacturers in different parts of the United States, numerous variations of these abbreviations, practically all of which are employed to convey meanings substantially synonymous with those here defined. For instance, there are manufacturers who quote "f. o. b. cars," "f. o. b. works," "f. o. b. mill" or "f. o. b. factory," meaning that the seller and buyer have the same responsibilities as those set forth in section 1. The conference considered all those variations and determined to recommend the use of "f. o. b. (named point)," as "f. o. b. Detroit," "f. o. b. Pittsburgh," etc. Of the considerable number of these abbreviations which are used in the United States, the conference felt that the form "f. o. b. (named point)" is most widely used and understood and, therefore, should be adopted as the standard of practice.

The chief purpose of the conference is to standardize and simplify American practice, and to that end it urges manufacturers and exporters to cease the use of synonymous abbreviations and quote habitually in the terms here recommended, just as far as there terms will cover the price conditions which it is desired to arrange with the buyer.

Variations of the abbreviations recommended in other sections are also in more or less common use throughout the United States. The recommendations of the conference set forth above apply to them with the same force as to those cited under section 1.

Manufacturers and exporters are urged to bear in mind that the confusion and controversies which have arisen have sprung in part from the use of an excessive number of abbreviated forms with substantially similar meanings, as well as from the use of abbreviations in a sense different from their original meanings, or in an application not origi-

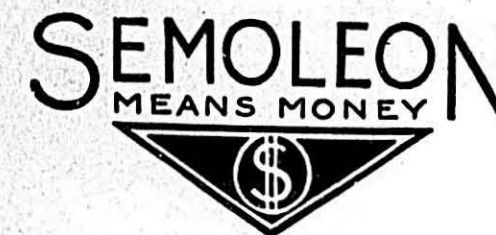
nally given them and different from the sense or application understood by foreign buyers.

In simplified and standardized practice lies the best hope of reducing confusion and avoiding controversy.

The conference urges upon manufacturers and exporters the very great importance at all times of making their intention in whatever quotations they employ so thoroughly clear as to be impossible of misunderstanding or misinterpretation. It is much better to take the time and space at the outset to make the quotation clearly understood, than to be compelled in the end to go through vexatious controversy or litigation, which costs not only time and expense but customers as well. Misunderstandings can best be avoided if the seller will formulate a written statement of the general conditions under which his sales are to be made, and will see that the foreign buyer possesses these terms of sale when considering a quotation. The items which may be included in such a statement deal with delivery, delays, partial shipments, shipping instructions, inspection, claims, damage and payment. If all contingencies are thus covered by carefully considered conditions of sale, disputes will largely be prevented.

#### Confusion From Certain Practices of Quotation

The quotation "f. o. b. (named port)" as "f. o. b. New York," "f. o. b. New Orleans," "f. o. b. San Francisco," is often used by inland producers and distributors to mean merely delivery of the goods at railway terminal at the port named. This abbreviation originated as an export quotation and had no application to inland shipments. It was used only to mean delivery of the goods upon an overseas vessel at the port named. That, in fact, is the meaning universally given to the phrase among foreigners, and is the meaning which the best practice among exporters requires it invariably to have. But because of the confusion which has arisen through the use of that form with a different meaning by inland producers and distributors, and in the interest of unmistakable clarity, the conference most strongly urges the invariable use by American manufacturers and exporters of the form "f. o. b. vessel (named port)." This adds only one word to the abbreviated form and has the great advantage that it can not be misunderstood. It also avoids the difficulty which might arise among foreigners not always well versed in American geography, through confusing an in-



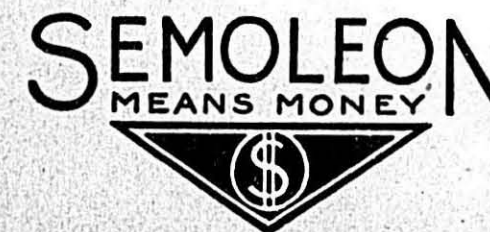
It MEANS MONEY to you, because it produces delicious Macaroni and Spaghetti with that rich, golden color you want.

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



land forwarding point with a shipping port at seaboard.

The conference calls attention to the fact that in selling "f. a. s. vessel" manufacturers and exporters should be careful to have their agreements with buyers cover explicitly the question of responsibility for loss after goods have been delivered on the wharf or alongside the vessel and before they are actually loaded on the ship. There is no generally established practice on this point. The recommendation of the conference in the definitions of responsibility under section 7 sets up a rule which it is hoped will lead to the establishment of a standard practice.

It is understood that the provision of lighterage covered in several of these recommendations is only within the usual free lighterage limits of the port, and that where lighterage outside such limits is required, it is for buyer's account.

#### Importance of Weight Quotations

In order to avoid confusion in another particular, attention is called to the care which must be exercised in all cases in making weight quotations. The net ton, the gross ton and the metric ton, all differ in weight. Similarly there is a variation in the use of the term "hundredweight" to mean either 100 pounds or 112 pounds. It is, therefore, not sufficient to quote a price per "ton" or per "hundredweight." Instead the conference recommends the use of the terms "ton of 2,000 pounds," "ton of 2,240 pounds," or "ton of 2,204 pounds," etc., whichever is intended.

It is also important to note that a carload lot in the United States means the quantity of the particular commodity in question necessary to obtain the carload freight rate for transportation on American railways. This quantity varies according to the commodity, and also varies in different parts of the country. Certain commodities being more bulky than others, the minimum carload for them is less than for heavier products occupying less space. The load required may range anywhere from 12,000 to 90,000 pounds. Consequently, it is important when quoting prices applicable to carload lots to so state and specify the minimum weight necessary to make a carload lot of the particular commodity for the particular shipment in question.

The conference points out that in quoting "C. & F." or "c. i. f." manufacturers and exporters moving large quantities of material by one vessel should be careful to ascertain in advance the buyer's capacity to take delivery.

This because under these terms and as a condition of making the freight rate, transportation companies may require a certain rule of discharge per day, and that rate of discharge might be in excess of the buyer's capacity to take delivery. In such event an adjustment with the transportation company would be necessary, which might affect the freight rate and consequently the price to be quoted.

#### Study Insurance Provisions

The conference also strongly urges shippers clearly to understand the provisions of their insurance protection on all foreign sales, irrespective of the general terms used thereon. In almost all cases it should be possible when making shipments by steamer to obtain insurance cover giving full protection from primary shipping point to designated seaport delivery, and for foreign port delivery. As ordinary marine insurance under F. P. A. conditions, i. e., free of particular average, gives no protection against deterioration and for damage to the merchandise itself while in transit, when caused by the recognized hazards attending such risks, shippers should endeavor in all cases to obtain insurance under W. P. A. (S. P. A.) conditions, i. e., with particular average (subject to particular average), when in excess of the customary franchise of 3 per cent to 5 per cent. Under such form of insurance, underwriters will be called upon to pay claims for damages when these exceed the stipulated franchise.

The conference points out that inasmuch as fees for consular invoices and similar items are arbitrary charges fixed by foreign governments they are not included in the terms C. & F. or c. i. f. quotations, and it is part of the duty of the buyer to meet them.

Finally, the conference strongly recommends as a most effective measure of simplification the general practice of quoting for export, as far as possible, either "f. a. s. vessel", "f. o. b. vessel", or "c. i. f.". Concentration on this small list, all of which terms are readily understood abroad and are difficult of misinterpretation, will, it is felt, be markedly influential in avoiding confusion and controversy.

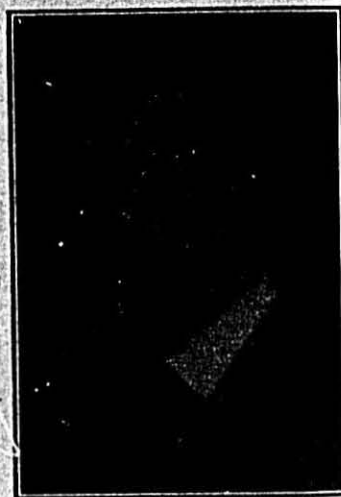
The conclusions and definitions set forth above are the recommendations of a conference which was composed of representatives of nine of the great commercial organizations of the United States interested in foreign trade. Not all have as yet the force of law, or long established practice, but it is the hope

and the expectation of the conference that these recommendations will receive such adherence on the part of American producers and distributors as to make them in fact the standard American practice. And it is therefore expected that in due time they will receive the sanction of legal authority.

#### Federal Trade Chairman to Quit

Chairman William B. Colver of the Federal Trade commission in a letter to President Wilson requested that he be not considered for reappointment to the commission at the expiration of his term Sept. 25. He gives as his reason a desire to engage in private business.

Mr. Colver was first appointed as a member of the commission and served as chairman during the war. The principal work done in his term was that of figuring costs for the government and during that period the records of cost on industries representing \$30,000,



William B. Colver, St. Paul

000,000 a year were being handled by the commission. He personally interested himself in matters pertaining to trade abuses in the various industries and under his leadership many of the shady practices formerly carried on by manufacturers, distributors and retailers have been eliminated.

His appearance as one of the leading speakers at the 1920 convention of the National Macaroni Manufacturers association immediately preceded a trade practice submittal for the macaroni industry that has already resulted in establishing uniformity on a few matters that have been causing excessive losses and considerable embarrassment to manufacturers.

Mr. Colver was formerly a newspaper man and later practiced law in Ohio. Though a native of Ohio he was appointed federal trade commissioner from Minnesota.

# SEMOLINA

FROM PURE

## DURUM WHEAT

Coarse Medium Fine

Ask For Samples

Our Location Enables Us to Quote  
Attractive Prices

Our Representatives Are Always Pleased to Go  
Into Details With You.

Get in touch with

PHILETUS SMITH  
O. F. HARTMAN  
CORBIN FLOUR CO.  
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JAMES McCONVILLE  
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Produce Exchange  
Board of Trade  
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Williamson Bldg.  
Pierce Bldg.

Bourse

New York, N. Y.  
Boston, Mass.  
Chicago, Ill.  
Cleveland, Ohio  
St. Louis, Mo.  
Pittsburgh, Pa.  
Philadelphia, Pa.

## CROOKSTON MILLING CO.

CROOKSTON, MINN.

# THE JOBBER—AN INVALUABLE COG

A difference of opinion prevails among wholesalers and retailers alike as to the practicability of the plan recently adopted by Proctor & Gamble Co., and others, to sell the retailer direct, thus dispensing with the services of the jobber. In a statement issued by Harry E. Sloan, secretary for the Missouri River Wholesale Grocers association, it is pointed out there lurks in the minds of many manufacturers the haunting thought that the jobber is not four square with them. The statement follows:

"Manufacturers of nationally advertised goods profess that they have not alone discovered, produced and perfected the goods and kept them up to standard, but by their aggressive advertising and through the work of specialty men, and house-to-house canvass have educated the people to use their products and thus have provided many profitable items to the jobbers' stocks hitherto unknown.

### Counterfeits Numerous

"The manufacturers claim they have made something only to find it counterfeited. They produce and popularize corn flakes for instance, only to have the jobber put in his private label. They perfect a flavored mixture, establish a trademark and educate the people to buy syrups in tins, and the jobber fights them with a private brand. They make a market for their special package of rolled oats, and the jobber bends his energies to fill the demand thus created with 'Jones' Pride.'

"To combat these private brands it costs the manufacturer heavily. Knowing that none of his goods is going out when a private brand can be sold he is driven to close covering of territory with specialty men and more intensive advertising in order to get an even break.

"He is asked to cooperate with the jobber, to use the jobber as an exclusive distributing medium and pay him an increased margin of profit to meet the higher cost of doing business, only to find this same jobber 'taking orders' for factory lines while his salesmen are instructed to push the sale of his own label.

### Private Labels Justified

"And therein, in the minds of the manufacturer, pops the question 'Is it fair?' And in view of the fact that the elimination of the jobber is brought to test they hesitate no longer to ask the

question openly, and it requires an answer. It prompts discussion of private labels, and it is conceded that private labels, judiciously used, have been the salvation of many wholesale grocers. There is no tenable argument against private labels as such. They are here to stay.

"But when they touch the advertised cereals, or soaps, or syrups, for instance, and all those items of which the jobbers are mere distributors, they are placed in the paradoxical position of seeking the loyal support from the originators on the one hand and putting their private label in direct competition on the other. With the jobber's private label he seeks to tear down and replace the very goods which he is asking the manufacturer to market through his hands. Though his intention may not be such, that at least is the net result.

"And therein lies a danger which is now forced upon the jobber for serious consideration. Can he overdo the private label to his own disadvantage and can he expect permanent and close cooperation on the part of the producer when he grants him scant or half way or half hearted assistance on his part?

### Restriction Recommended

"I know how important private labels

are. I know their value and their worth to the wholesale grocer. I have always been strong for them, but the question is, is there not a field in which private labels on certain articles do more harm than good and that, by invading such field with a purely local and individual brand are the jobbers not merely pandering to pride and saving at the spigot only to lose eventually at the bung-hole?

"It is more than probable that with the elimination of private labels on certain lines profits on such commodities would be better and there would be no question now or in the future of going direct to the retail trade while, on the other hand, if manufacturers would continually find that those upon whom they depend for distribution are more or less surreptitiously carrying a 'side line' under their own brands and fighting for it, they not only face a fight with the manufacturer who goes direct to the retail trade, but they are forced to prosecute the war with a disorganized and disloyal contingent which weakens naturally the morale of their entire force."

Results are measured, not by the amount of energy you have, but—by how much of it you use.

Advertising is as much a part of your business as speech is a part of your personality.

## MACARONI LABORATORY CONTRIBUTIONS

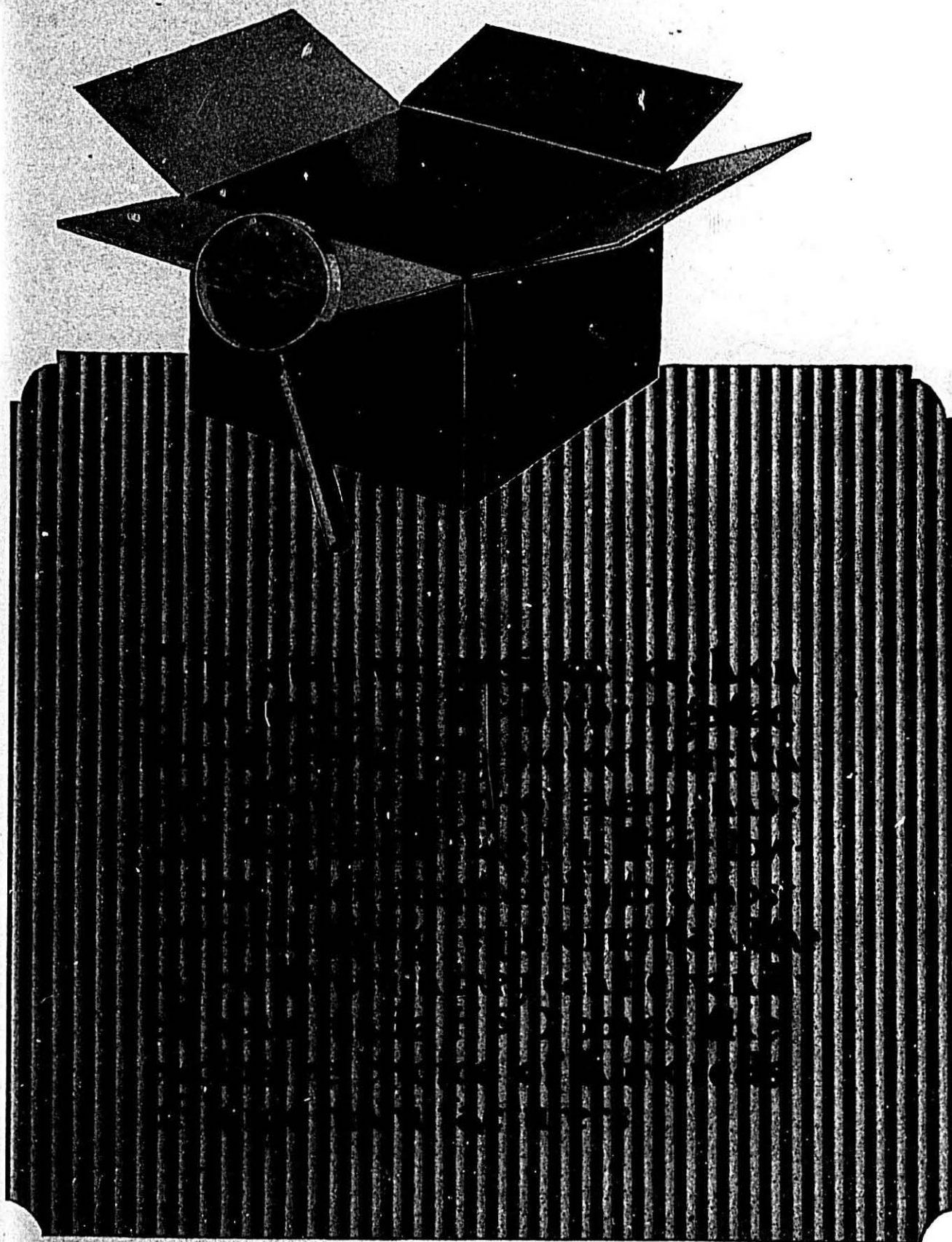
Contributions for establishment and maintenance of the macaroni laboratory at Washington are coming in most satisfactory according to Dr. R. B. Jacobs, director in charge, though manufacturers are expected to be more liberal as soon as they learn to appreciate the great good that can be done for the industry by this new institution.

It has been estimated that subscriptions amounting to only one-half cent a barrel on the annual consumption of flour or semolina will be sufficient to guarantee a conduct of the research work on a plane that will prove most beneficial to all interested in the manufacture of alimentary paste products.

The list of donors prepared by Dr. Jacobs to date follows:

National Macaroni Manufacturers association, one year.....	\$2,000.00
Alimentary Paste Manufacturers association, one year.....	500.00
C. F. Mueller company, Jersey City, three years.....	1,000.00
A. Zerega's Sons, Brooklyn, three years.....	1,000.00
Pfaffmann Egg Noodle company, Cleveland, three years.....	1,000.00
Foulds Milling company, Libertyville, Ohio, three years.....	600.00
Tharinger Macaroni company, Milwaukee, three years.....	500.00
Creamette company, Minneapolis, three years.....	300.00
Crescent Macaroni & Cracker Co., Davenport, Ia., three years...	75.00
Fortune Products company, Chicago, 1 year.....	100.00
Beech-Nut Packing Co., Canajoharie, 1 year.....	100.00
Goose Food Products Co., Lincoln, 1 year.....	50.00
Ranzoni Macaroni Co., Long Island City, 1 year.....	75.00
Woodcock Macaroni Co., Rochester, 1 year.....	25.00
B. ViaCava, Brooklyn, 1 year.....	10.00

\$7,535.00



**The Hinde-Dauch Paper Company**  
220 Water St. Sandusky, Ohio

### National Trade Mark Objections Met Squarely—Read

It would seem that with the opening of this new era in our foreign trade a discussion of the matter of a national trade mark takes on a new significance.

There seem to be two objections to the national trade mark idea. The first is that as to untrademarked goods the national trade mark will seem to put a stamp of equality upon inferior goods as compared with goods of merit and of quality.

The second is that the good will which is embodied in private trade marks would be lessened by the use of a general or a national trade mark.

It appears that, unless these objections can be cured, such legislation will not be helpful to American business in the markets of the world. But it seems equally certain that if these objections can be met a national trade mark may be made of the greatest aid and value to American business in the markets of the world.

If the congress shall authorize merely a design or symbol which may be placed indiscriminately upon anything, of any kind or quality that is placed upon a ship for sale abroad, then it would seem that that trade mark might work incalculable harm, and especially harmed would be those concerns which, under private trade marks, have built up through the process of quality goods and fair dealing that greatest of all assets in business, in individual life and in national life—deserved good will.

#### Pledge of Nation

But if the national trade mark shall be not the substance but the symbol, and if the substance behind the symbol shall be the pledge of the nation and the pledge of the conscientious manufacturer and the scrupulously honest trader, then that trade mark will be raised to the dignity of being the seal of the national honor and will command respect—which means good will—in the uttermost markets of the world.

Suppose as a condition and in return for the privilege to use a national trade mark the exporter were required, on pain of having the use taken from him, to specify by example exactly of what the grade and quality his article was intended to be. Suppose that a delivery not up to sample, or a delivery under misrepresentation of any sort, should be sufficient cause for deprivation of the use of the national trade mark. Then the presence of the national trade mark upon an exported article would be the

guarantee that it was exactly the article which was purported to be sold and that the terms and conditions of the sale were exactly as represented. Conversely, the absence of the national trade mark would serve as a sign and a warning that such goods did not represent the best traditions of American manufacture, nor the circumstances of their sale represent that fair dealing with which alone the United States can maintain, permanently, that high and honorable position in the world commerce which it deserves.

Viewed thus, it would appear that the national trade mark movement is one which may well enlist the hearty cooperation of the business world. Certainly the financial institutions which will be called upon to furnish credit facilities for export and import transactions would be greatly aided by such a device.—William B. Colver, member federal trade commission.

#### Elected Grain Board Officer

W. E. Coles, Jr., president of the Capital City Milling & Grain Co. of St. Paul and well known as a manufacturer of semolina in the northwest, has been honored by election as vice president of the St. Paul Grain Board. This body is one of the most influential in the



W. E. Coles Jr., St. Paul

northwest, handling through its members millions of dollars of grain crops grown in that section of the country.

His election will be pleasing to macaroni manufacturers who have had the pleasure of meeting him at the annual convention of the industry, in which Mr. Coles usually took a prominent part. His macaroni manufacturing friends join in wishing him a career as vice president of this board, so successful as to insure his promotion to the presidency at the next election of officers.

### J. H. Barnes Out— Leaves Two Offices— Corporation Change

The resignation of Julius H. Barnes as president of the U. S. Grain corporation was accepted by the board of directors, following acceptance of Mr. Barnes' resignation as United States wheat director by the president in an executive order of Aug. 21, 1920. By that same executive order the president terminated the food administration in all its branches except the license division, with respect to sugar, now administered by the attorney general.

Mr. Barnes in commenting on his action said:

The objectives sought by the establishment of the Grain corporation have not been fully attained, as follows:

Complete redemption of the national promise to the wheat raiser, without question, everywhere.

Protection to the consumer in our wheat and flour resale policies to preserve to him as nearly a natural market of supply and demand, and of world, as possible.

Conservation of resources of the national treasury and the return to it of every dollar temporarily used of the appropriation carried of one billion dollars.

Preservation of the private marketing machinery of the country without disaster and the return to it, on the completion of the guaranty, of the grain marketing function which the federal government had thus temporarily assumed in protection of our war necessities and of the liquidation of a national promise.

Necessarily, out of a commercial operation of this magnitude, involving almost eight billion dollars and extending over three years, there are some outstanding matters in liquidation, such as railroad claims and other matters, which will require some time and attention.

At a corporation meeting a reorganization of the grain corporation was effected, and Edwin P. Shattuck, three years general counsel and vice president was elected president. Edward M. Fleas will continue as vice president and treasurer, and G. Roy Hall was elected secretary. Further liquidation of the corporation will be administered by these gentlemen.

The 18 branch offices of the corporation have all completed their duties, been duly audited and closed, except two whose affairs will also be concluded within the next few weeks.

Complete report of the operations of the United States Grain corporation will be completed and published in due course.

When it is as easy to be an optimist as a pessimist, be an optimist.

Prove your worth by improving it.

WASHBURN'S  
BILL  
DURRUM  
SEMOLINA

*Fine  
Medium  
Coarse*

*Eventually* Why Not Now?

WASHBURN CROSBY CO.  
MINNEAPOLIS, MINN.

## MACARONI AND TARIFF

Discussion of Relation by Association Expert  
—When Italian Product May Return  
for Competition—Industry's  
Aid Asked.

By B. R. Jacobs,  
Director National Cereal Products  
Laboratory

Announcement was recently made in press dispatches that Italy has imported from Odessa the first cargo of Russian wheat since the Black sea was closed to traffic in 1914. When it is remembered that Italy obtains most of its wheat for macaroni making purposes from Russia, the significance of this announcement may be realized by the American macaroni industry. Italy and France are still subsidizing for domestic use the price of wheat. These governments are still selling flour and bread to their respective peoples on a basis of approximately 50 per cent of their cost. Thousands of factories in the invaded portions of France and Italy have been rebuilt, organized and are running. More thousands are building. Soon the weight of imports from Europe will be felt and sooner still the exportation of essentials will be reduced to the low level of prewar days.

Conditions in Italy and southern France are such that we may not expect importation of macaroni into the United States immediately unless the prices of raw materials are much reduced. At the present time Italy is paying approximately \$75 a ton for coal. On the other hand the Italian workman who received from 30 to 50 lira a day is getting only from \$1.40 to \$2.35 per day on the basis of present exchange, but as credit and exchange conditions are improved and as the cost of raw material and labor is reduced, we may expect to again see Italian macaroni on the American market. It is probable that even now under certain advantageous conditions Italian macaroni could be imported into the United States and sold in competition with the domestic product.

### Commission Making Survey

Recently I spent an hour and a half with John F. Bethune, secretary of the U. S. Tariff commission. From my conversation with him, from pamphlets and other literature, I learned that the commission has been working with increased energy, although with reduced appropriations, in an effort to survey American industries which will require protection after the war.

In making a survey of an industry the Tariff commission also makes a survey of the same industry in foreign countries, to determine what is proper and needed protection to the home industry.

It is unlikely that any tariff revision will take place at the short session of congress which opens in December. Readjustments, however, may be generally expected when the new congress, which will be elected in November, assembles in March. Between now and that time it behooves the macaroni industry to gather all the information it can and to cooperate as far as possible with the U. S. Tariff commission, so its case may be ready to present to the ways and means committee of the new congress.

### Basis for Tariff Legislation

There is no doubt that, due to extremely abnormal conditions prevailing, it will be exceedingly difficult to obtain some of the information upon which tariff legislation for this industry must be based but conditions are becoming more stable and I believe that with extreme care a fair case may be presented. The data required for this legislation may be summarized as follows:

1. As to whether the macaroni industry requires protection against competition from abroad.
2. What effect will tariff legislation have on the relation of the United States and the foreign countries mostly concerned.

In determining whether an industry needs protection, there are many things to be considered, such as the relative

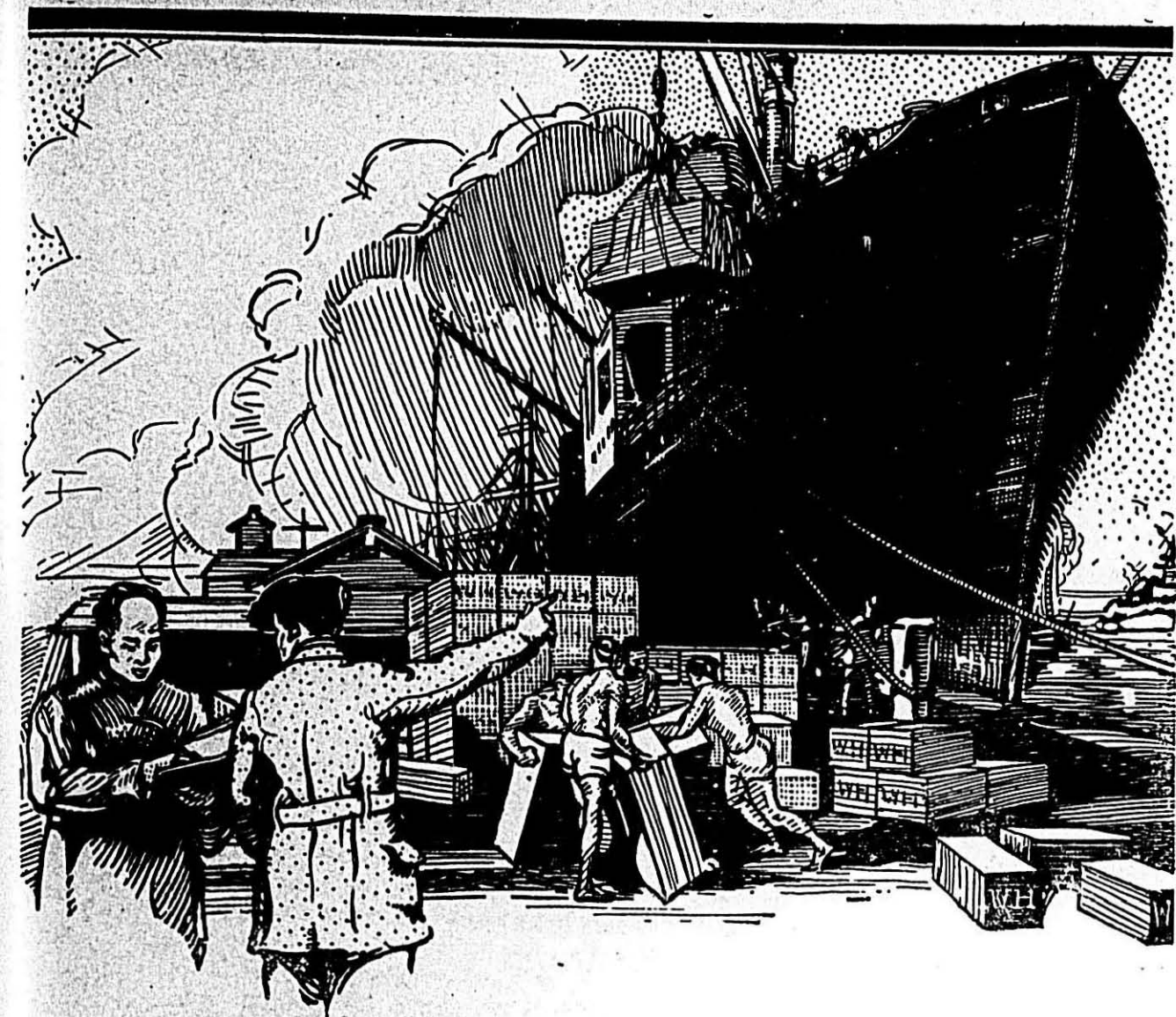
costs of raw material and labor, relative quantity of finished product and the general prejudice that always exists for a product of domestic manufacture when its counterpart has always been imported. But more important is a consideration of the methods of competition protected by foreign countries. In our own case it would be necessary to determine whether the macaroni industry needs protection against unfair foreign competition or dumping.

### "Dumping," the Real Evil

The commission is empowered by the tariff act to investigate "conditions and effects relating to competition of foreign industries with those of the United States, including dumping".

Dumping is generally regarded as occurring whenever there is a sale of imported merchandise at less than its prevailing or market price in the country of production. The commission has recommended to congress that the government take advantage of certain assessments, as well as the imposition of additional duty, or even refusal of entry, where industrially destructive dumping is proven or impending.

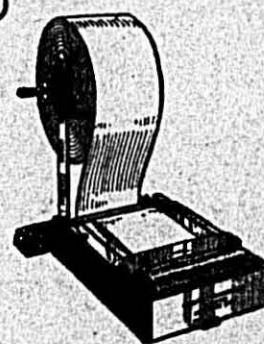
The government should not discriminate in its favor against the importation of foreign articles but it should protect itself to prevent discrimination to its disadvantage. It should ask no special favors nor should it grant special favors in such matter, but rather should maintain a policy of equality of tariff treatment to all who grant like treatment to the United States and its products. It should penalize with



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All our Egg Products are inspected before shipment from China and are delivered to you in original cases, thereby guaranteeing you merchandise of a superior quality free from any adulteration.



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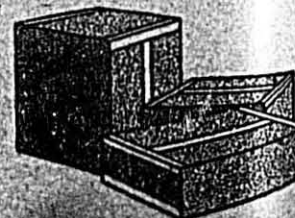
FIBRE and corrugated cases and cartons arrive in good condition, bound with strong, tough Liberty Tape.

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Free tape samples, and estimate upon request.

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## WEEKS-HAND CORPORATION

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higher tariff those countries which refuse us this equality of treatment.

Congress in determining the effect that tariff legislation may have on the relations of the United States and foreign countries must consider the necessity of admitting a product of another country as well as the indebtedness of the country to the United States, arrangement of interest and eventually payment of principal. A foreign country must not only pay us its debt but it must also pay for the products which it imports from the United States and this payment must be made in goods or in service, as we do not want gold and, much less, paper.

#### Macaroni in Schedule "C"

Several thousand commodities are specifically provided for in the tariff act. These are in schedules and each schedule contains several classes as, for example: Schedule A, chemicals, oils and paints; Schedule B, earthenware, and glassware; Schedule C, metals and manufactures of; Schedule D, wood and manufactures of; Schedule E, sugar, molasses, and manufactures of; Schedule G, agricultural products, etc.

These are again divided into competitive and noncompetitive commodities.

Schedule G is of particular interest to the macaroni industry. The principal noncompetitive products of this schedule are coffee, raw silk, crude cacao, tea, tropical fruits, spices. Of these there have been approximately three hundred million dollars a year imported since 1914. There is no tariff legislation problem on these products on these products. But when it comes to the manufactured articles made from some of these products we have a problem. Take, as an example, raw silk.

Sericulture has been tried in this country for many years; it was first introduced in Virginia by James I (1603-25), and has been agitated periodically since. No one has yet shown it could be made a commercial fact. Therefore, imported raw silk cannot at present compete with any established American industry. On the other hand, imported manufactured silk articles do compete, as we have a large silk industry, and here we have a tariff problem. Some of the most important competitive products of this schedule are sugar, raw wool, hides, cotton, fruits, and food specialties such as macaroni and similar edible pastes, cheese, and baking stuffs. Some of these, especially cheese and edible pastes, are produced in Europe as household industries without the outlay of large capital and division of labor as attend their production in American factories. Imported edible pastes always command higher prices than the domestic product, even when the latter is of superior quality. This is due, as I have already stated, entirely to prejudice and to the fact that the production of American macaroni is relatively a new industry.

#### Must Aid Infant Industry

When the U. S. Tariff commission begins its survey of the macaroni industry every facility must be given it by manufacturers to obtain the necessary information for the consideration of tariff revision on this product. The industry is a new one. It needs protection. It needs to grow and to stimulate the consumption of macaroni. Only in this way can it assure a uniformly high price to the farmer for his macaroni wheat.

A word to the wise is—unnecessary.

#### Waste in Transit

An important duty in which the executive of a manufacturing concern may lower the overhead is to supervise preparation of shipments with a view to reducing transportation waste. Authorities agree that this can best be accomplished through cooperation with his subordinates, that unquestionably will bring about an improvement of shipping conditions.

To macaroni manufacturers, the yearly waste in transit is an important matter. Of the \$100,000,000 annually paid out by railroads in loss and damage claims, one authority estimates that a saving of more than 1 per cent, or over \$1,000,000, would be effected every year if boxes were properly assembled and closed.

Experts on this question agree on the following points relating to the proper preparation of shipping containers:

#### Three Factors Involved

Poorly assembled or improperly closed boxes do not give their maximum service. A slight fall or jolt often breaks them open and exposes the contents to damage and theft. Stopping such leaks is under the circumstances of vital importance. Supervision on the part of all executives interested in eliminating losses of this character is required to prevent this unnecessary wastage in transit.

Manufacturers of the various types of boxes should determine the best methods of assembling, packing and closing their shipping cases and have salesmen instruct their customers accordingly.

Shippers should pass this information on to their shipping departments and be in close contact with their shipping clerks at all times.

# COMMANDER

## SEMOLINAS

## DURUM PATENT

and

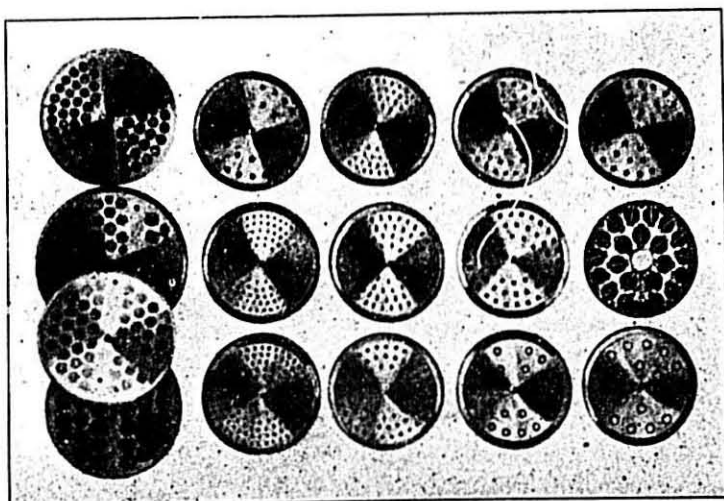
## FIRST CLEAR FLOUR

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

*Ask For Samples*

**Commander Mill Company**

MINNEAPOLIS, MINNESOTA



**The Dies  
of no  
Regret**

**American Macaroni Dies, Inc.**  
2342 Atlantic Ave., Corner Eastern Parkway  
Brooklyn, N. Y.

to see that every shipment is properly packed.

Transportation officials should keep their representatives who receive, deliver or inspect shipments fully informed in regard to the different methods of packing required to obtain the most efficient service from the different kinds of boxes so that insecure shipments will not be accepted.

Personal supervision of these matters by executives is absolutely necessary to produce the best results; but it is well worth while. It develops the best packing methods, impresses the men in the manufacturing, selling, shipping and transportation departments with the importance of their cooperation and makes the highest packing efficiency possible.

### World's Cereal Position

At a moment when the question of the world's grain supply is of surpassing interest in every country most opportune information is published by the International Institute of Agriculture in the shape of a pamphlet entitled "Statistical Notes on Cereals." After furnishing an accurate statement of the

cereal situation during the current season and collating in tabular form all available data as to yield, trade, consumption, price and rates of ocean freight for wheat and rye, conclusions of great value are brought out.

On April 1, 1920, there were still 105 million quintals (quintals=220.46 pounds) of wheat and rye available for shipment from the exporting countries (60 million in North America, 32 million in South America, and 13 million in Australia). The importing countries are shown to require between April 1 and the periods of their respective harvests 81 million quintals. The stocks at that date were consequently sufficient not only to supply all requirements up to harvest time in the northern hemisphere but also to leave a surplus available in the coming season. This surplus should be 24 million quintals on Aug. 1, 1920, but it may be even larger in the probable event of insufficient means of transporting the whole of the 81 million quintals within the limits of the four closing months of the current campaign.

Turning to the coming season, the statistical notes proceed to make some forecasts, based upon such factors as are already available: ◦

(a) **Importing countries.**—The generally favorable character of the summer points to a good harvest in Europe. If the present promise is realized it may be assumed that the aggregate requirements of the large importers will be appreciably less than in the past year.

(b) **Exporting countries.**—(1) It is quite doubtful whether Roumania can do anything material toward the world's supply next season owing to the seriously reduced area sown last autumn. As regards Russia there is no means of forming a definite opinion. (2) British India has had a larger crop than last year and even over average. It therefore seems probable that exports will recommence next season after their present suspension. (3) The United States expects a crop falling short of that of 1919, but above the average of prewar seasons. There are no official Canadian estimates, but it is stated that the crop is doing well and the yield may be considerably larger than last year's.

Taking into account the old crop stocks remaining on hand at the opening of the new season, it may be assumed that the available exportable surplus of wheat and rye from North America in the season 1920-21 will be greater than the quantity exported in the current season.

The outlook of the coming year may therefore be summarized so far as the present situation indicates as one which does not justify any serious anxiety, either with respect to the needs of the importers or to the extent of available supplies in the exporting countries.

# "National"

## Certified Food Colors



**Bulletin No. 1.**


"Certified dyes may be used in food without objection from the Department of Agriculture, provided the use of the dye in the food does not conceal damage or impurity; if damage or impurity be concealed by the use of the dye, the food is adulterated. "National" Food Colors are Certified.

To get full sequence of our story, see succeeding bulletin.

**National Aniline and Chemical Co., Inc.**  
 Certified Food Colors Division  
 21 Burling Slip New York




# Quality



# 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.

Patents and Trade Marks

New Drying Process

Karl Gammel of Cleveland was granted a patent on a "process of drying macaroni and other edible pastes", by the U. S. Patent office on Aug. 17. Application was filed Nov. 5, 1917, and the patent right numbered 1,349,568 was granted, subject to two claims filed with the department.

The official description follows: "The process of drying macaroni, which consists in subjecting the same to an air current, of a relatively high velocity at normal atmospheric humidity, then decreasing the velocity of the air current and increasing its humidity, again increasing the velocity of the air current and subsequently decreasing the velocity of the air current and lowering its humidity to atmospheric conditions."

Prince

The Prince Macaroni company of Boston has applied for registration rights on its trade mark "Prince" for use on macaroni products. The application was filed July 30, 1919, and was

published Aug. 10, 1920. Thirty days are allowed for filing objections. The company claims use of this trade mark since Dec. 14, 1912.

Fortune

The Fortune Products company of Chicago has applied for registration rights for use of its trade mark "Fortune" on macaroni, spaghetti vermicelli and noodles. According to the published notice of Aug. 24. Objections, if any, must be filed within thirty days. Application was made on January 31, 1920, and the company claims use of this mark since early in January, 1920.

Pan-Tex

The Pan-American Manufacturing company of Houston, Texas, applied on May 24, 1920, for exclusive use of its trade mark "Pan-Tex" on spaghetti, noodles, vermicelli, macaroni and macaroni dumplings. Claims use since July 22, 1919. Objections thereto must be filed within 30 days.

The mark consists of the word "Pan" arranged on the left side of a map of Texas and the word "Tex" on the right side, the word "brand" across the bottom of the map. The letters com-

posing the trade mark, Pan-Tex, are made of pictures of short cut macaroni and elbows. The official statement of claim follows: "Pan-American Manufacturing Co. hereby waives, relinquishes, and disclaims any interest that it has in the word 'brand' and the pictorial representation of the state of Texas, and the word 'Houston' apart from the other features of the trade mark."

What Is a Dollar?

The question is an easy one to answer. It formerly was the price of a day's work for some men, and a single night's drink for others. It is what the wife frequently needs, but seldom gets. It is the power that makes or unmakes men. It is the hardest thing to get, the easiest thing to get rid of, known to mankind. It is a blessing in a small measure—a curse in many instances. It is mighty and scarce. No man has ever had more than he wanted and no man ever will. A dollar is a snare and a delusion, and everyone of us is chasing the delusion.

With riches some men imagine that they can gild a lot of vices until they look like virtues.

**YOU** really will increase your Sales by using the Very Best Label you can buy

EVERY PACKAGE IS JUDGED BY ITS LABEL AND THE BUYER OFTEN WONDERS IF THE GOODS INSIDE ARE LIKE ITS LABEL

So be careful to give the right impression by putting a first class Label on your package : : : : :

**The Interstate Printing Co.**  
ST. LOUIS.

"PRODUCERS OF HIGH GRADE LABELS"

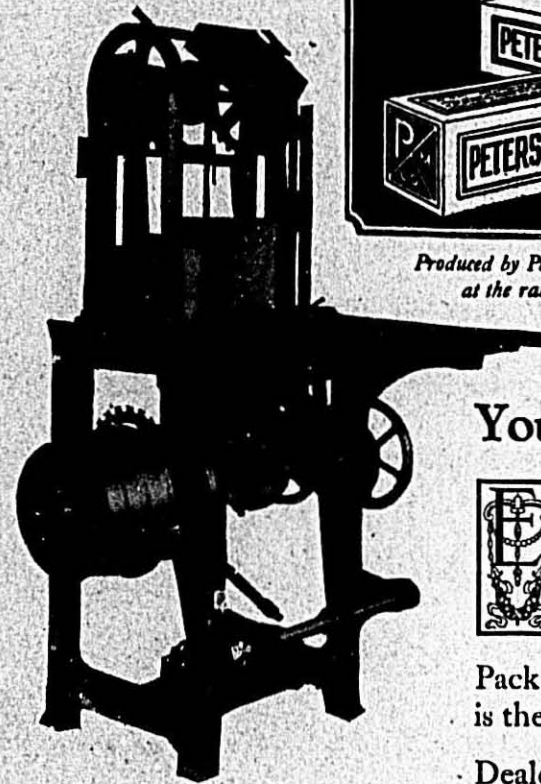


**Peters Package Machinery**

For the production of sanitary and protective packages, in any size required, for food products and the like.



Produced by Peters Package Machinery at the rate of 40 per minute



The Forming and Lining Machine  
Space occupied, 4x4 feet. Weight, 1000 lbs. Power, 1/4 H. P.

Your Strongest Selling Appeal

EVERY dealer knows that a repeater is a money maker. He is willing and glad to stock the article that gets quick turnover. The appetizing food article, properly protected and neatly housed in the Peters Package, and identified with the maker's label, is the best selling article on his shelves.

Dealers have come to recognize the distinctive moisture-proof, dust-proof and odor-proof Peters Package—the standard container for America's leading food products. They prefer Peters Packaged goods.

Pack your product with Peters Package Machinery. Build bigger sales, and cut your production costs with this improved packaging machinery.

Write for details of Peters Package Machinery, gladly sent without obligation.

**PETERS MACHINERY COMPANY**

209 South La Salle Street  
CHICAGO



## CANADIAN WHEAT DECONTROLLED

**Dominion Farmers May Form Cooperative Pool to Facilitate Export to Europe—  
Reversion to Prewar Marketing.**

The Canadian wheat board, whose powers were continued by a recent act of parliament, will not exercise control over the 1920 wheat crop in Canada, and the marketing of this crop will therefore revert to the usual and normal methods of prewar times, according to the following statement of the Minister of Trade and Commerce:

### Return to Normal Desirable

The preference of the government has been for a return to normal methods of grain marketing as soon as such appeared to be warranted by conditions abroad. The three principal factors which last year decided the government to establish the wheat board were these:

1. The fact that in Europe all buying wheat was controlled by the various governments, either separately or in concert, and the buying by our principal customers—Great Britain, France, and Italy—was carried on in concert.

### Financing Constituted Problem

2. Financial conditions which neces-

sitated advances and credits to foreign governments, and which could be adequately met only by governmental agencies in Canada in order to insure prompt and continued movement of wheat from the commencement of harvest.

3. The control by the United States of the purchase and sale of wheat and the fixation of prices thereof, together with an embargo on imports of both wheat and flour.

### Governments Again Compete

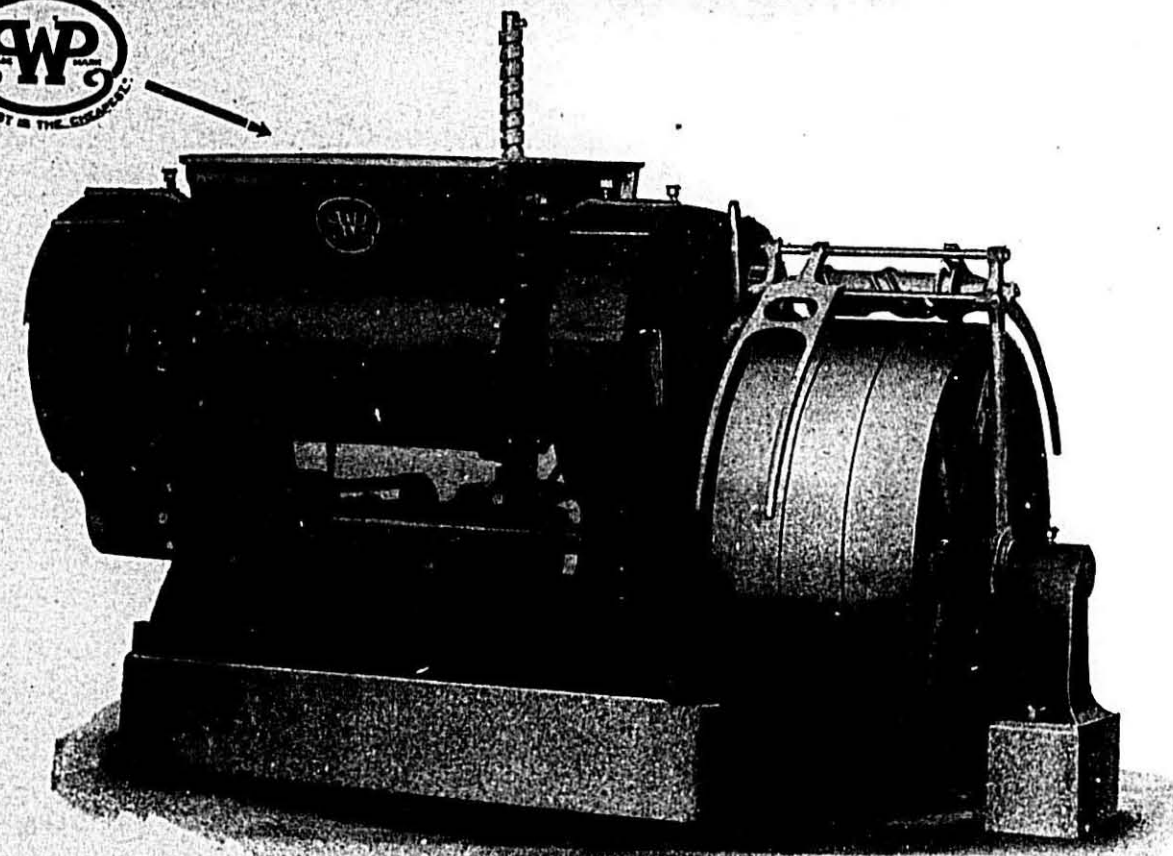
These factors either do not exist or are not in force to the same extent at the present time. From the best information available, it would now appear that while, as far as can be ascertained, European buying will be in a greater or lesser degree controlled by the governments of practically all countries in Europe dependent upon imports of wheat, there does not seem at the present time reason to believe that the purchase by the various governments or governmental agencies will not be made independent of each other, both as to transport and purchase, thus constituting conditions of competition that should result in a fair market value being obtained for the Canadian crop.

## Semolina Market

Rapid and radical changes in semolina prices prevailed in the market toward the finish of the old crop year. With the new crop harvest completed some idea of the yield for 1920 has been formed, though there still exists doubt as to quality.

Number 2 semolina was quoted as low as \$9.75 a barrel the third week in August, though most of the mills offered this grade around the \$10.50 mark. The latter figure will be nearer the opening price on the new crop in the opinion of durum experts. Many macaroni plants took advantage of the break in prices in August and contracted for a goodly share of requirements for the 60 days. The most cautious buyers, however, are withholding contracts until arrival of the new crop firmly establishes a basic price.

The tendency of farmers in the northwest apparently is to hold or store their grain, after they have sold enough to pay harvesting and other immediate expenses. The movement of grain to the country elevators, however, is showing an increase in volume and indications are that, particularly in the durum wheat sections, a steady flow to the ele-



## A Pledge of Uniformity

To makers of *branded* paste goods:

**Y**OUR mark on your product is a pledge—a pledge of Uniformity.

It says to your dealers, your jobbers, your salesmen, to the consuming public:

"This is my best, my supreme effort. You will find every package as good as this one."

But you can't get Uniformity without a uniform "mix."

The "Universal" Kneading and Mixing Machine insures uniformity.

The sturdy "Universal" combines the painstaking thoroughness of the skilled hand worker with machine speed. Develops the full gluten-strength of the flour. Makes a dough of *uniformly* fine finish and even texture.

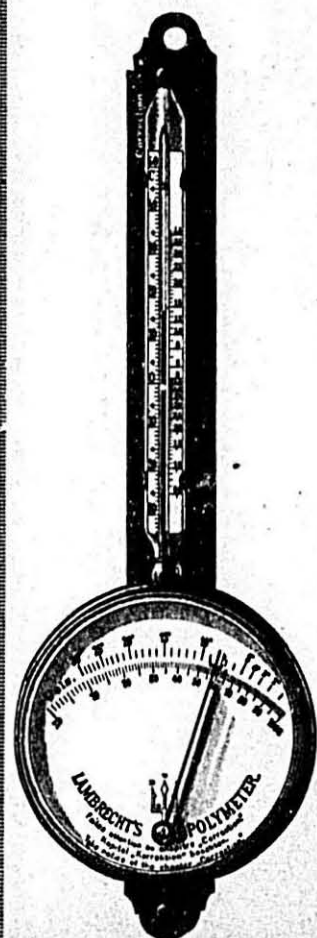
Leading macaroni, spaghetti and noodle manufacturers use the "Universal." Can you afford *not* to investigate?

Our catalog should be in your file. Describes our full line of flour-handling outfits, flour and water scales, mixers, kneaders, dough-brakes and other machinery for the macaroni, vermicelli, spaghetti and noodle trade. Free on request.

JOSEPH BAKER SONS & PERKINS CO INC  
BAKER-PERKINS BUILDING WHITE PLAINS, N. Y.

Sole Sales Agents for WERNER & PFLEIDERER Machinery

**"UNIVERSAL"**  
**Kneading AND Mixing Machines**  
for the MACARONI trade



## Mr. Macaroni Manufacturer!

**How Much Damage  
Has Moisture Caused You?**

LAMBRECHT'S POLY-METER is the only instrument which gives the exact percentage of moisture in the air. Every macaroni and noodle drying room should be equipped with a Lambrecht Polymer. Breaking, splitting and getting mouldy of goods greatly eliminated.

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

**EMIL DAIBER**  
Precision Instruments  
2039 Wascana Ave., Lakewood, O.

## Frederick Penza & Co.



TRADE MARK

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.



vators will continue through the fall months. Of course much depends on the car situation in that section. Unless cars are obtained, it will be difficult for country elevators to get sufficient money for buying grain from the farmers and this will result in a hardship on the grain producers of that section.

While the flour market is erratic manufacturers should be prepared to buy on the quick breaks, covering their full 60-day requirements on any such soft spots.

**Misbranding**

7142. Adulteration and misbranding of egg noodles. U. S. \* \* \* v. George A. Lehman & Co. Plea of guilty. Fine, \$50. (F. & D. No. 9780. I. S. Nos. 16158-p, 16415-p, 16423-p.)

On July 30, 1919, the United States attorney for the District of Oregon, acting upon a report by the secretary of agriculture, filed in the District Court of the United States for said district an information against George A. Lehman, trading as George A. Lehman & Co., Portland, Ore., alleging shipment by said defendant, in violation of the food and drugs act, as amended, on Dec. 29, 1917, Nov. 19, 1917, and Feb. 17, 1918, from the state of Oregon into the states of Washington and California, of quantities of an article, labeled in part "Mrs.

Schiel's Home Made Style Egg Noodles Geo. A. Lehman & Co., Portland, Oregon," which was adulterated and misbranded.

Examination of samples of the article by the bureau of chemistry of this department showed the following results:

	Shipment Dec. 29, 1917.	Shipment Nov. 19, 1917.	Shipment Feb. 17, 1918.
Moisture (%).....	9.17	10.20	11.24
Ether extract (%)...86	1.31	1.50	
Lecithin as P <sub>2</sub> O <sub>5</sub> (%) .028	.018	.02	

The average net weight of 10 packages from the shipment of Nov. 19, 1917, which was labeled "8 ounces net weight when packed," and indistinctly stamped with rubber stamp "6 ounces," was 6.16 ounces.

Adulteration of the article in each shipment was alleged in the information for the reason that a substance, to wit, an alimentary paste containing little or no egg, was substituted in whole for egg noodles, which the article purported to be.

Misbranding of the article in the shipment of Dec. 29, 1917, and Feb. 17, 1918, was alleged for the reason that the statement, to wit, "Egg Noodles," borne on the box containing the article, regarding it and the ingredients and substances contained therein, was false and misleading in that it represented that the article was egg noodles, and for the further reason that it was labeled as aforesaid so as to deceive and mislead the purchaser into the belief that the article was egg noodles, whereas, in truth and in fact, it was not, but was an alimentary paste containing little or no egg.

Misbranding of the article in the ship-

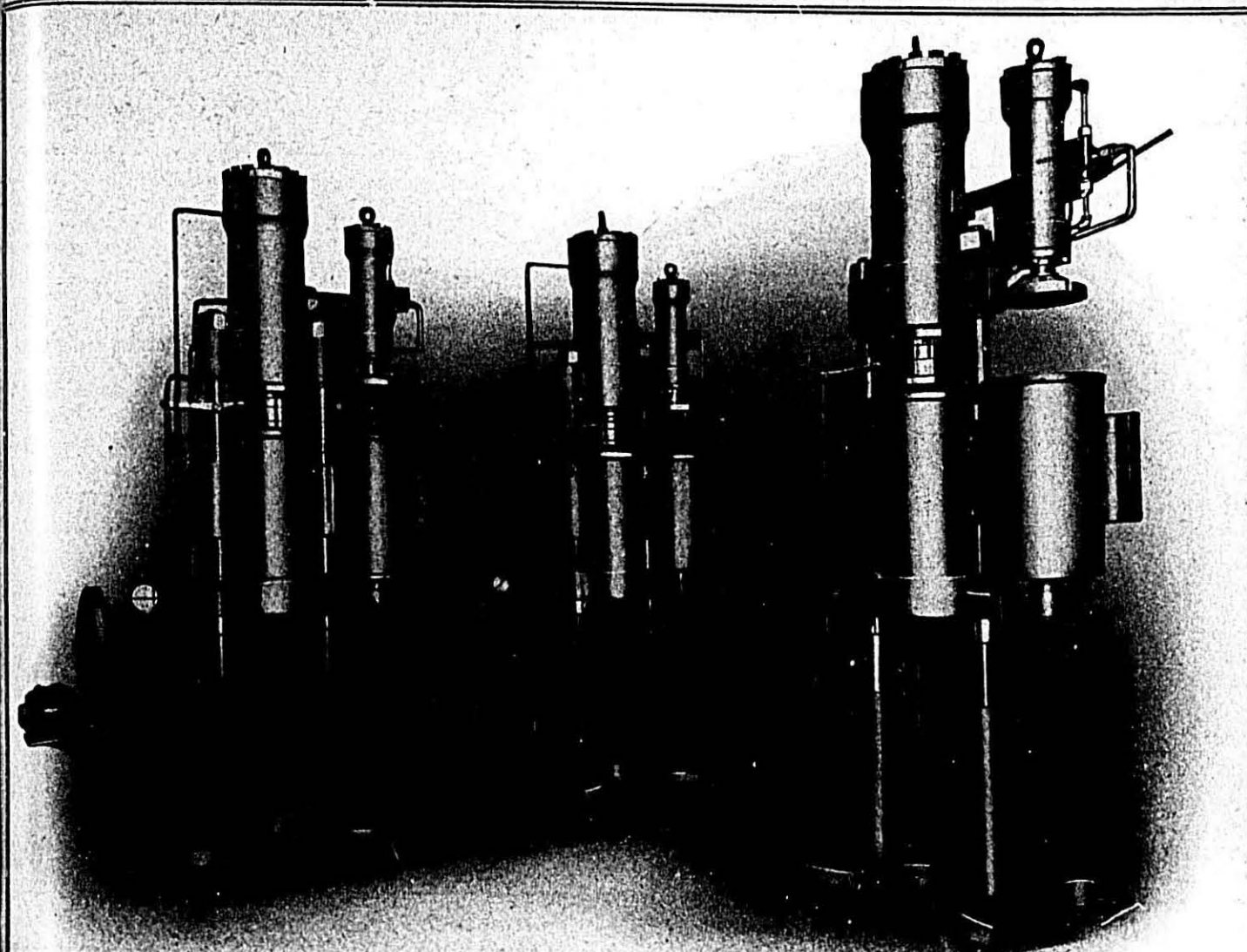
ment of Nov. 19, 1917, was alleged for the reason that the statements, to wit, "Egg Noodles" and "8 ounces net weight when packed," not corrected by the statement "ounces," indistinctly stamped with rubber stamp, borne on the box containing the article, regarding it and the ingredients and substances contained therein, were false and misleading in that they represented that the article was egg noodles, and that said boxes contained 8 ounces net weight when packed and for further reason that it was labeled as aforesaid so as to deceive and mislead the purchaser into the belief that it was egg noodles, and that said boxes contained ounces net when packed, whereas, in truth and in fact, it was not egg noodles, but was an alimentary paste containing little or no egg, and said boxes did not contain 8 ounces net when packed, but contained a less amount. Misbranding of the article was alleged for the further reason that it was food in package form, and the quantity of the contents was not plainly and conspicuously marked on the outside of the package.

On Aug. 4, 1919, the defendant entered plea of guilty to the information, and the court imposed a fine of \$50.

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

A clean shop always attract the best class of trade.

Ridicule is the keenest of all deadly weapons.



**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.**

**Cevasco, Cavagnaro & Ambrette, Inc.**

Main Office and Works:  
156-166 Sixth Street,  
BROOKLYN, N. Y., U. S. A.

Branch Shop:  
180 Centre Street,  
NEW YORK, N. Y., U. S. A.



**MOULDS SPECIALISTS**

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

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

**Specialists in Copper Moulds**

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

Work done in American, Italian or French style.

Repairing done at reasonable prices.

**International Macaroni Moulds Co.**  
J. CIRILLO & P. CANGIANO, Props.  
Office and Factory, 252 Hoyt St.  
BROOKLYN, N. Y.

**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.**  
Minneapolis, Minn.

## Notes of the Industry

### Suggestion From Northwest

The editors in charge of this publication are always pleased to receive suggestions from the trade as to how it can best serve the macaroni industry and, while many of these are of a dreamy kind, here is one that has so many good points that the question of its adoption will depend entirely on the willingness of the manufacturers to help. The suggestion follows:

"In reading trade journals published in the interest of other industries I notice that a great deal of information is given as to the manufacturing process, etc. In the macaroni business there seems to be a tendency for concealing any knowledge regarding manufacturing processes. I believe that if you could get some of the manufacturers, or someone who has the inclination, to write some articles on the subject of dough mixing, combinations of flours, and the matter of drying, that it would

be appreciated by hundreds of factories.

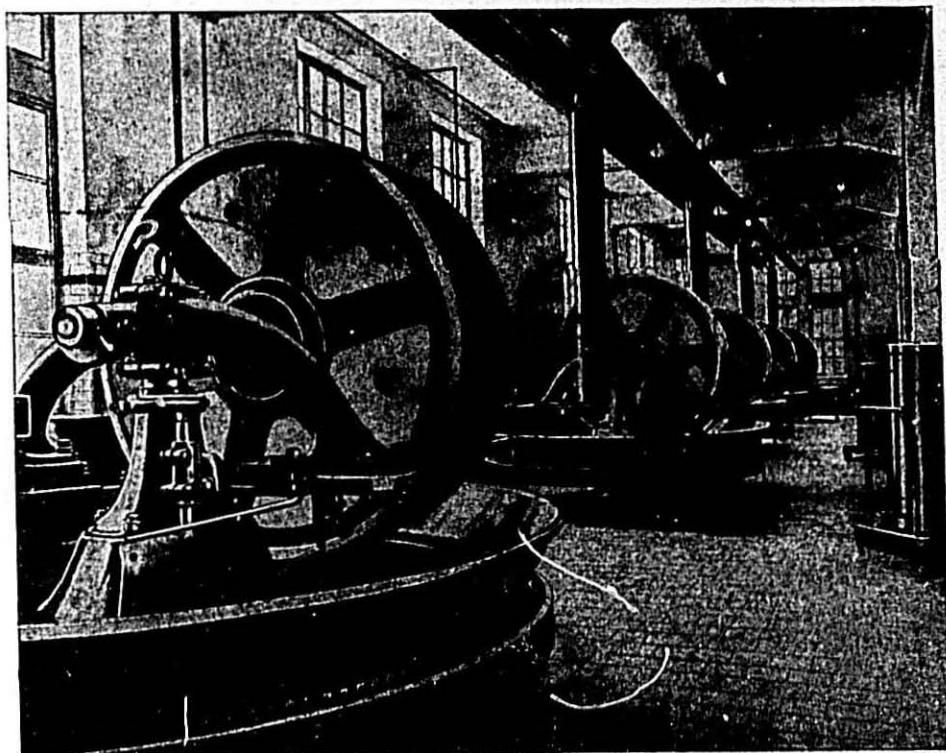
"Along this line and as a suggestion I am sending you a little book which I received from Italy a few years ago. It is printed in Italian, of course, and as far as I have been able to find in this country, I can't get any of the local Italians to translate it. It looks to me there might be some valuable information contained in this book. At the same time I can't afford to have the whole thing translated myself. I was wondering if it might not be possible to translate it, run in the Journal and prove of great interest to all your subscribers."

Manufacturers have been appealed to for articles on manufacture of macaroni products but as this writer from the far northwest truly states there seems to be an uncalled for hesitancy about divulging what some wrongly term trade secrets. In the opinion of the New Macaroni Journal there is little or no secret in the trade now, and anything that will

help one manufacturer to produce better quality goods will help the entire business. Let's hear from some of the manufacturers on the suggestions by this Washingtonian.

### American Macaroni in Peru

One of the results of the war has been to give to the macaroni manufacturers of this country a new market for their product. While this nutritious food stuff can hardly be called the "national dish" of Peru, its consumption is increasing rapidly, according to reports from the American consuls and trade representatives in that South American country. With their source of supply cut off because of hazardous shipping conditions the buyers of Peru turned to the United States for their supply of macaroni and yearly have been increasing their business. According to latest figures obtainable the quantity of macaroni consumed in 1917 was \$8,755 and



**BUHLER'S DOUGH KNEADER**

Buhler's Kneader is now being copied, a poor imitation, claimed to be just as good and cheaper.

We do not copy, but are pioneers and leaders for 60 years, furnishing macaroni machinery to the discriminating manufacturer who wants the best.

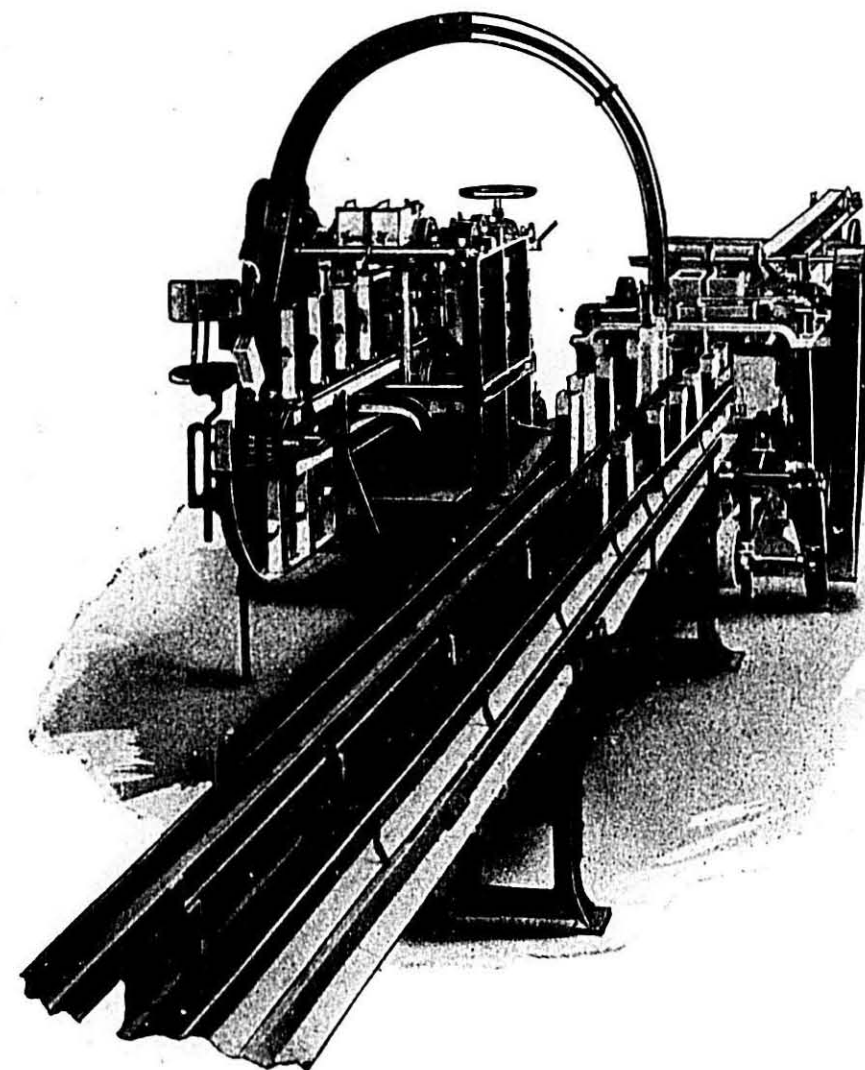
**Buhler Brothers**  
UZWIL, Switzerland

SOLE AGENT

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

## 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.**

*Catalog Upon Request*

## Johnson Automatic Sealer Co.

P. O. Box No. 482

**BATTLE CREEK, MICHIGAN**

this was more than doubled in 1918 when \$17,714 was spent for this food, rapidly growing in popularity. With the excellent start made in the past few years by the American macaroni manufacturers there is an excellent business opportunity presented for development of this new field, if properly handled and if the right quality of goods is supplied that will compare favorably with products formerly obtained from Europe.

**Pointers on Weevil Fighting**

To prevent flours and meals becoming infested with weevils and other insects, the outside of bags containing them should be kept clean and swept often. All sweepings should be collected and removed or burned, as these contain most of the eggs, larvae and adult insects. The full sacks should be kept in good repair, as this will prevent the insects from entering. If you find it necessary to handle bulk cereals during the summer, take great care to see that the chests or bins in which these cereals are kept are perfectly tight and that they are well covered at all times. All such chests and bins should be thoroughly cleaned at least once every two

weeks, especially in warm weather. If quantities of old flour or meal are left in the corners or cracks the fresh product emptied into the bins will be contaminated in a short time. Care should be taken in storing bags of flour and meals to have sufficient space between the tiers to allow abundant ventilation.

**Paralyzes Macaroni Industry**

Perhaps nothing could more dramatically demonstrate the extent of the flour shortage in Europe than the fact that Italy, long regarded as the macaroni and spaghetti center of the world, is today reduced to a nation wide use of macaroni substitutes. The lack of wheat flour for its manufacture is so extensive that even the homemade macaroni, long strings of which were wont to adorn the windows and balconies of the homes of the humbler classes, is no longer being turned out, while the impossibility of buying macaroni in anything but the most meagre quantities anywhere in Italy has led to the wide spread use of coarse bread as a substitute.

Macaroni in Italy has always been the staff of life. Eaten in the savory meat broths for which the Italians are famous it offered an almost perfectly bal-

anced ration, but the meat shortage has put the broths also beyond the reach of the poorer classes.

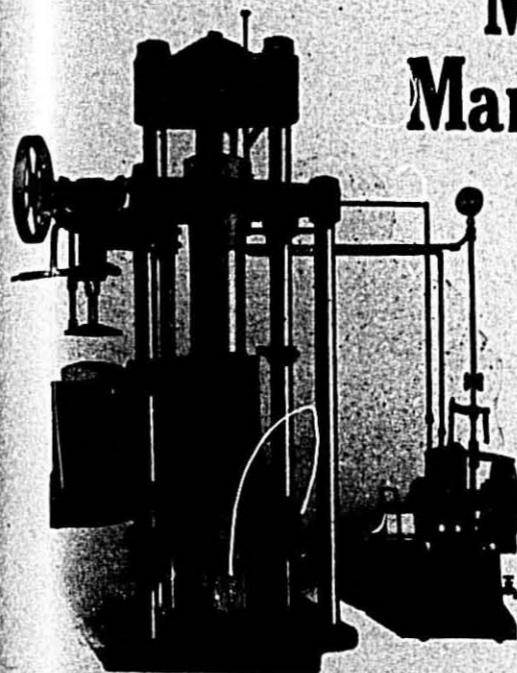
Another cause contributes to the macaroni famine; a large percentage of both the macaroni and ice cream factories are still doing duty as hospitals, having been converted to this use by the government when Italy's enormous losses in the fighting above the snow line of the Italian Alps swamped her existing hospital facilities. One by one these factories were commandeered, stripped of their machinery and fitted out as emergency hospitals. Even then, but for the liberality of the American Red Cross in supplying medicines, hospital accessories and bedding, thousands of lives must have been sacrificed. Gradually the macaroni factories are beginning to revert to their original uses but it will be some time before the normal output will be forthcoming. However, American flour will be a great factor in putting the industry on a stable basis.

**Keystone Macaroni Mfg. Co.**

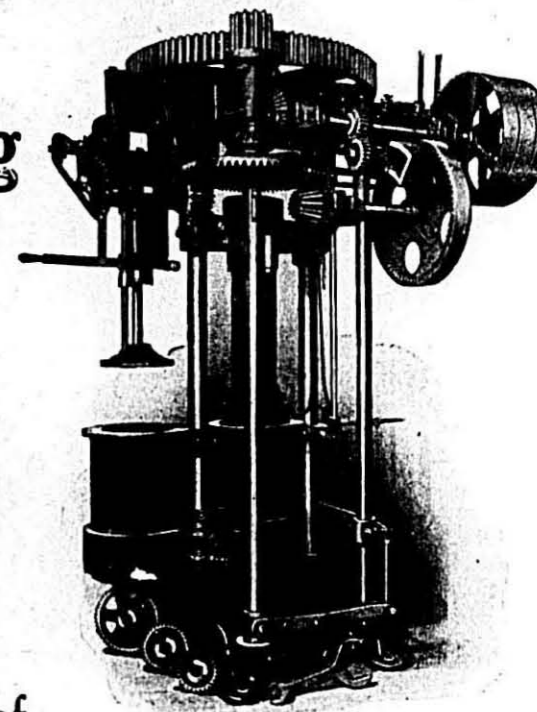
The Keystone Macaroni Manufacturing company has been chartered at Lebanon, Pa., with an authorized capitalization of \$200,000. According to the

# 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.

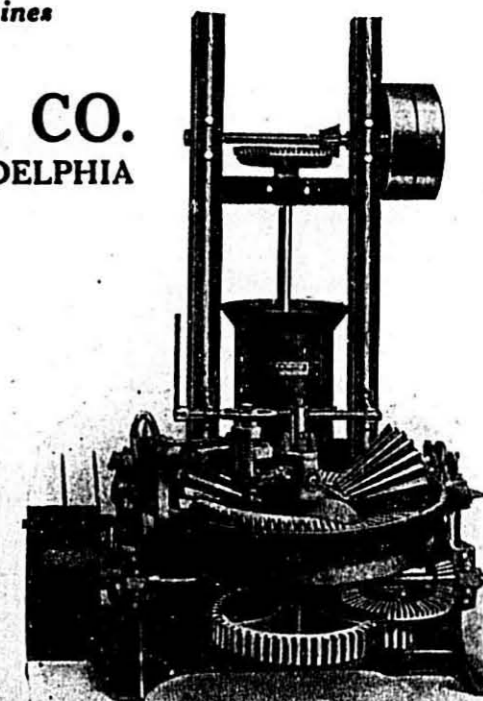
We also build paint manufacturing equipment and saws for stone quarries.

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

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



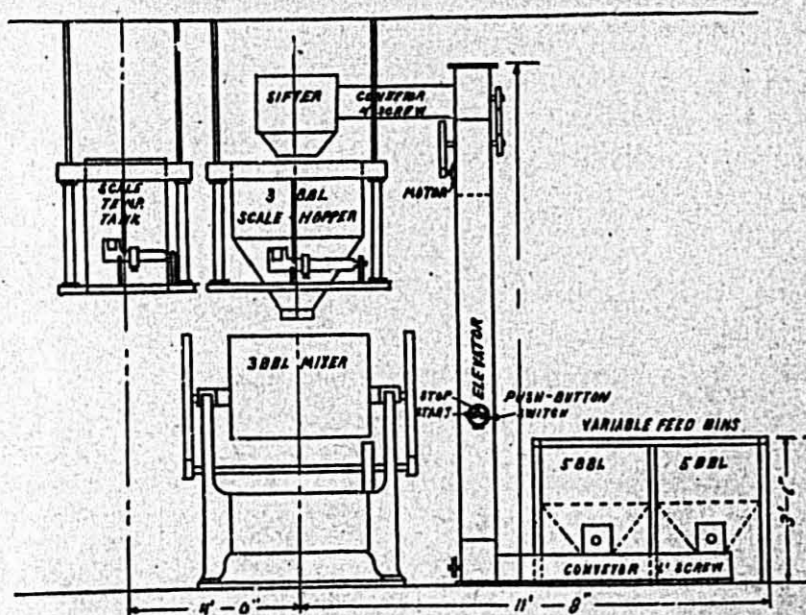
STYLE H HORIZONTAL CUTTING PRESS



IMPROVED KNEADER WITH PLOW

## 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

incorporation papers the new company has resources and liabilities totaling \$301,668.16. The following officers will manage the concern: President, G. Guerrisi; treasurer, F. W. Kreider; directors, W. Graeff, A. Strohman and R. J. Behney. The firm owns two plants in operation, at 8th and Water sts. and at 15-17 North 6th st., with a combined capacity of 5,000 boxes a week.

**Quits Macaroni Game**

Guano and Raggio, well known elementary paste manufacturers of Philadelphia, have sold out their business according to a statement by J. Douglas Dundas, former officer of the concern. The business has been taken over by the American Macaroni company of Camden, N. J., which will establish headquarters in the former company's headquarters.

The Gordon Macaroni company has discontinued macaroni package goods manufacture and will devote its attention to the bakery business in which it is interested under the name of the Gordon-Pagel company of Detroit.

**Ricciardelli Factory Opens**

The Ricciardelli Macaroni Manufacturing Co. Inc. has been organized under the laws of New Jersey and has begun operations, with a capacity of 40 barrels a day. The capital stock of \$30,000 was fully subscribed by its founders, S. Ricciardelli, president; O. Ricciardelli, treasurer, and G. Fortunato, secretary. This new macaroni plant is at 32 Center st., Jersey City, occupying a four story brick building 50x100 feet. Latest devices in macaroni manufacturing machinery have been installed in such a way as to permit of ready expansion of capacity as soon as business demands.

**"VOLUNTEER WHEAT" Enriches Kansas Farmers**

An unusual acreage of "volunteer" wheat that grew from the seeds that fell in the neglected fields of the fall of 1919 will bring to many of the farmers of Kansas an unexpected and welcomed return that will total many millions of dollars.

Officially estimated, there was 1,500,000 acres of volunteer wheat in Kansas this year, or about a sixth of the total

harvested acreage. This wheat yielded probably 40,000,000 bushels, worth about \$100,000,000. The total Kansas crop of wheat is estimated officially at 150,000,000 bushels.

The large acreage of volunteer wheat is due to the fact that a great deal of this acreage was deserted as wheat land by the owners, after last year's noble bountiful crop had been harvested. **11,000,000 Acres in 1919**

The 1919 acreage was in excess of 11,000,000, by far the record for any state in the union. A wet fall caused the kernels of wheat that had fallen to the ground during the harvesting to germinate.

Finding the volunteer crop making stand, farmers did not disturb the growth, and, with ideal wheat growing weather this spring, the volunteer yields were fully as bountiful as the rest of the crop.

Innumerable stories of "deserted acreages," producing \$5,000 to \$25,000 worth of wheat come from western Kansas where the bulk of the volunteer wheat was grown. Others tell of farmers who purchased farms this year and paid for them with the returns of the year's wheat harvest.

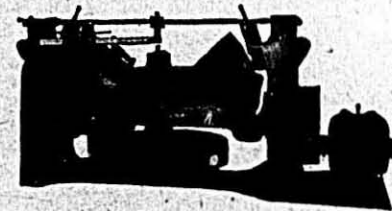
Illustrating the "sudden wealth" gen

Established 1861

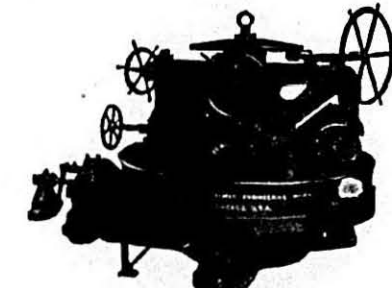
**ELMES**  
**CHICAGO**

Incorporated 1895

*Builders of Macaroni, Spaghetti and Paste Goods Machinery*



Motor Driven Dough Kneader No. 1486



Motor Driven Dough Kneader No. 1382

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.



Three Plunger Vertical Pump No. 549

High Grade Machinery Only



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Greater Output With Less Maintenance

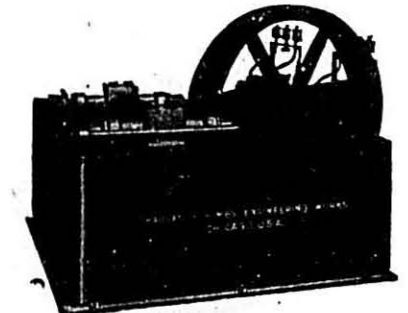


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Horizontal Short Cut Presses



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Investigate Our Record Run For Quality and Quantity. Builders of Hydraulic Machinery For Over 60 Years.

**Charles F. Elmes Engineering Works**

Offices and Works: 213 N. Morgan Street, CHICAGO, U. S. A.

**Discriminating Manufacturers**

Use Our

**PURE DURUM SEMOLINA and FLOUR**

*Runs Uniform*

Milled in one granulation only from the Choicest Durum Wheat. The best adapted for Macaroni Products. Quality and service Guaranteed.

*Write Or Wire For Samples And Prices*

**DULUTH-SUPERIOR MILLING CO.**

Main Office DULUTH, MINN.

NEW YORK OFFICE: Produce Exchange

PHILADELPHIA OFFICE: 485 Bourse Bldg.

BUFFALO OFFICE: 31 Dun Building

PORT HURON, MICH. BRANCH, 19 White Block

BOSTON OFFICE: 88 Broad Street

eral throughout the western Kansas counties, where land has been cheap and favorable seasons few and far between a recent canvass of wheat yields in the vicinity of Oakley, a small town 60 miles east of the Colorado line in Logan county, showed at least 50 farmers whose wheat crops this year are worth more than \$50,000 each. At least 25 have more than \$75,000 of wheat each, and every farmer has a good crop.

Thirteen counties, most of them of northwest Kansas, this year are yielding 43,701,637 bushels of wheat, according to the latest official estimate by the state board of agriculture.

#### One Big Drawback

The one big drawback to the Kansas wheat grower prosperity this year is the lack of facilities to transport his wheat to market. Cars still are scarce, especially in the central and western parts of the state, but the situation is not as desperate as it was two months ago, grain dealers report.

#### Dismisses Complaint Against N. B. C.

The federal trade commission formal complaint of unfair competition against

the National Biscuit company, New York city, has been dismissed by the commission upon its own motion, it is announced.

The trial of the case developed that the National Biscuit Co. practices a method of competition in interstate commerce generally known as the "cumulative quantity discount," that is to say, deducts from the price of goods purchased from it a discount rate established by the company upon condition that such purchaser shall have bought within a given period a certain quantity of goods, which method of competition was alleged in the commission's complaint to have the intent and tendency of an exclusive dealing contract.

It appears in this case that the company continues its calculations of the quantity discount allowances to periods not in excess of one calendar month and that, therefore, the tendency of such practice to create an exclusive dealing relationship and to restrict competition is negligible.

The complaint was dismissed upon the foregoing facts, without prejudice to the right of the commission to rule against the cumulative quantity discount principle when applied to a different state of facts.

#### That's Pep!

Vigor, vitality, vim and punch—

That's pep!

The courage to act on a sudden hunch—

That's pep!

The nerve to tackle the hardest thing—

With feet that climb and hands that cling,

And a heart that never forgets to sing—

That's pep!

Sand and grit in a concrete base—

That's pep!

Friendly smile on an honest face—

That's pep!

The spirit that helps when another's down

That knows how to scatter the black

frown,

That loves its neighbor, and loves its town—

That's pep!

To say "I will," for you know you can—

That's pep!

To look for the best in every man—

That's pep!

To meet each thundering knock-out blow,

And come back with a laugh, because you

know

You'll get the best of the best of the who

darned show—

That's pep!

—The Firestone Non-Skid.

It's push that gets results. We can cut much grass with a pull.

Rest is labor's rich sauce.

# 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

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EVERY SHIPMENT AN ADVERTISEMENT

Make Your "Ads" Talk  
By Packing Your Product in

**FIBRE and CORRUGATED BOXES**

Manufactured by

**DOWNING BOX COMPANY**  
MILWAUKEE WISCONSIN

# Grain, Trade and Food Notes

## Cereals for Poland

Poland will be forced to import some cereal food again next fall despite the fact that this year's crop is considered the best in six years. Wheat and other cereal crops will probably reach a normal production before the cattle raising industry reaches 50 per cent of its pre-war strength. All the farmers need agricultural machinery and fertilizer. The peasant properties are all under intense cultivation. The untilled land is largely among the great estates, the owners of which were impoverished by the war and are now unable to develop their lands, owing to lack of funds, scarcity of labor and to the fact that these estates were formerly cultivated almost entirely by machinery, practically all of which was carried off by the enemy. The inclination of the people is to seek American made farming implements, while the Polish government cites American methods as an example. Thousands of dollars have been spent by the American Red Cross in saving the

people of Poland from actual starvation, and the Poles themselves testify that were it not for what America has sent them, through the Red Cross, to supply their immediate and most pressing needs the country by this time would be a total wreck.

## Bees to Relieve Shortage

Italy is devising means to alleviate the beet sugar shortage. She has been urged to put more bees at work producing honey. Italy in 1917 had nearly 67,000 miles of railways, and at regular intervals along the lines are little houses where the railway employes, signalmen, track walkers and repairmen live. The manager of the national Institute for agrarian assistance recently recommended that they each be given a hive of bees. In conformity with the suggestion the experiment is to be begun at once on the lines in the province of Rome, and if successful it will be extended to all the railways of Italy.

## Italian Grain Shortage

The Italian food controller, in an address before the Chamber of Deputies called the attention of the country to the gravity of the food situation. He stated that domestic wheat production for the current year will fall considerably short of 4,000,000 tons, as contrasted with the average harvests of about 4,800,000 tons. The falling off in the wheat crop obviously limits the amount of wheat of domestic production which can be requisitioned by the state commissions. Reports from these bodies are discouraging. Four hundred and forty pounds of wheat per capita, or a total of more than 2,500,000 tons, must be left in the hands of the producing population.

## Olive Oil Exports Restricted

Before the war large quantities of Spanish olive oil were exported in crude state to Italy, where it was refined, mixed with Italian oil, and sold

# BAY STATE DURUM WHEAT SEMOLINA

For Those Who  
Want Quality and  
Even Granulation

WRITE TODAY FOR SAMPLES AND PRICES.

**BAY STATE MILLING Co.**

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

**WINONA, MINNESOTA**

# 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**

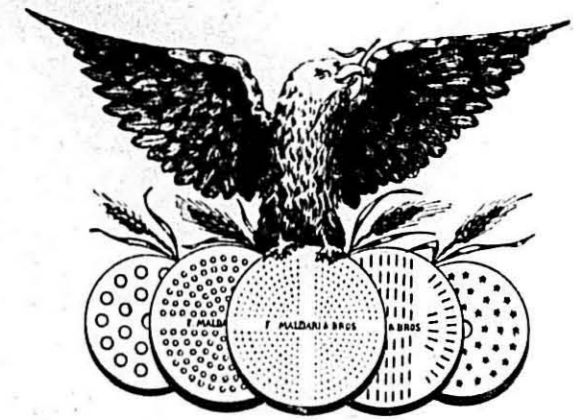
# MACARONI MACHINERY FOR SALE

- 1 Dough Mixer and Flour Blender.
- 1 Horizontal Press (Cevasco, Cava-gnaro & Ambrette, Inc.).
- 1 Horizontal Press (P. M. Walton).
- 1 Screw Press (P. M. Walton).
- 70 Macaroni Trucks.
- 2280 Macaroni Sticks
- 1 Johnson Automatic Wrapping Machine.
- 1 Carrier Air Washer & Duct Work.
- 250 Trays for Short Goods.
- 2 Platform Scales, 500 lbs. capacity.
- 6 Postal Scales, 4 lbs. capacity.
- 1 Platform Scale, 400 lbs. capacity.

*The above may be bought at a very attractive price*

From

**Cable-Draper Co.**  
Detroit, Mich.



## The Dies That Have Stood the Test

TWENTY YEARS AGO when the American Macaroni Industry began to develop we realized its future, and that there soon would be a demand for AMERICAN MADE Dies of QUALITY.

TODAY the NATIONAL REPUTATION of MALDARI'S INSUPERABLE BRONZE DIES, with their distinctive feature of REMOVABLE PINS, tells the story of how successfully we met this demand.

The following letter tells what one of the largest Macaroni Plants thinks of our Dies, (we have many such letters)

"Your shipment of two Macaroni Dies received, and we have tested them out under the GREATEST PRESSURE and find them standing up O. K. The pressure we tested them out at was SIX THOUSAND (6000 Lbs.) Pounds."

If YOU USE Maldari's Dies, YOU WILL BE EQUALLY PLEASED.

We have saved you one of our CATALOGUES and NEW PRICE LIST. Shall we mail it to you?

**F. Maldari & Bros.**

(ESTABLISHED 1903)  
127-129-131 Baxter Street NEW YORK CITY

Makers of QUALITY BRONZE and COPPER MACARONI DIES for nearly TWENTY YEARS

as the Italian product. During the war the Italian market was practically closed, and the Spanish producers were forced to introduce modern methods of refining, with the result that today a good market for Spanish olive oil exists. The government has recently curtailed the exports, however, to insure an adequate supply for domestic consumption, by issuing an order requiring the exporter to deposit with the government 1½ gallons for each gallon exported.

### Spain Controls Flour Mills

Custom officials are instructed by a royal order issued by the Ministry of Finance Aug. 21 to take possession of flour mills, which the government will control in order that flour may be properly distributed throughout the country. Technical experts will undertake the task of supervising this service.

### July Durum Receipts

Arrival of durum wheat at the various inspection markets in July reached the 10-year average according to the government report of carload inspections.

Only 49 carloads out of a total of 1420

cars of amber durum were inspected that month graded No. 1. Of these 29 were inspected in Minneapolis and 12 in Duluth.

The supply of No. 2 semolina was satisfactory, with 445 carloads reaching the market. Duluth surpassed Minneapolis in number of cars inspected, officials reporting 246 carloads at Duluth to 148 at Minneapolis. Baltimore was third with 18 carloads.

The eastern cities led in inspection of 718 carloads of No. 3 semolina placed on the market that month. New York inspected 293 carloads, Duluth 147, Philadelphia 103 and Baltimore 89.

A total of 208 carloads of lower grade amber durum was marketed in July with inspections about evenly divided between the northwest and Atlantic coast.

### Durums

No. 1 durum was hard to find in July, only 8 cars being inspected, six of which reached Minneapolis. No. 2 durum however was more plentiful with 92 carloads reaching the market, 60 being inspected at Duluth and 24 at Minneapolis. The east again led in the inspection of No. 3 Durum, 88 carloads out of the total of 131 for the month be-

ing inspected at New York, indicating that both No. 3 amber durum and No. 3 durum have supplied most of the export demand.

Minneapolis and Duluth were practically the only markets for red durum during July as these cities inspected 61 of the 67 carloads that reached the market.

Review of the report shows 1756 carloads inspected in July, as against 635 carloads the July previous. Out of this total 1420 cars were amber durum, 268 carloads durum and 67 carloads red durum.

### THE WRONG KIND

A strapping German with big beads of perspiration streaming down his face was darting in and out among the aisles of a department store.

His excited actions attracted the attention of all the salespeople, and they hardly knew what to make of it. A hustling young man of the clothing department walked up and asked:

"Are you looking for something in men's clothing?"

"No," he roared, "not men's clothing, vim men's clothing; I can't find my wife!"

The locomotive whistle makes the most noise, but does not pull the train.

# 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.

### 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."

WALDORF PAPER PRODUCTS CO.

ST. PAUL, MINN.

CORRUGATED AND SOLID FIBRE  
SHIPPING CONTAINERS.  
FOLDING CARTONS



### 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.  
CHICAGO, ILL.

There are three requisites to be considered in buying

# CARTONS

1st Quality—Cartons which will help sell your goods.

2nd Service—Cartons when you want them.

3rd Price—Cartons at the lowest price consistent with first  
class work.

Our cartons are made to comply with these requisites. Macaroni and  
Noodle Cartons are our specialty.

Send us your specifications, we will be glad to quote you on your re-  
quirements.

The Richardson-Taylor Ptg. Co.

CINCINNATI, OHIO

### The New Macaroni Journal

(Successor of the Old Journal—founded by Fred Becker of Cleveland, O., in 1903)  
A Publication to Advance the American Macaroni Industry

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

**PUBLICATION COMMITTEE**  
JAMES T. WILLIAMS . . . . . President  
M. J. DONNA . . . . . Secretary

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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.

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Vol. II September 15, 1920 No. 5

### Comments

Our editorial in the August issue entitled "Macaroni vs Paper" apparently pleased the majority of the macaroni manufacturers, judged from the many favorable comments that have reached the editor. We quote a few below; space prevents the publication of all of them.

"The first article in the August Journal is very interesting and would like very much to have three extra copies."—E. Z. Vermynen, Brooklyn.

"Appreciate your editorial in the current issue of your publication entitled 'Macaroni vs Paper'. This is real stuff and should have its effect upon manufacturers of the fictitious packages filled and sold only to deceive the public. This has never been our policy or practice and I fully concur with any and all who are for eliminating the slack filled packages which, to me, seems to be the prevailing opinion".  
—John G. Elbs, Rochester.

Worry is the most destructive force in the world. It will ruin both health and business.

### Queries and Answers

Query: "Would like to know what the policy of the majority of macaroni manufacturers is going to be in absorbing the new freight rates. Will they add it to the selling price of their products and how will they handle the jobber's end of it?" asks an Illinois firm.

Answer: Increased freight rates on raw material to the manufacturer naturally increase cost of production and may properly be added to the selling price. Manufacturers selling through jobbers frequently prepay freight and this should further add to the expense of manufacture, and this also should be reflected in the selling price. As to the firm selling direct to the retailer who pays the freight, the selling price should not be affected, only insofar as the added expense on raw materials is concerned. (The opinion of manufacturers in general on this subject would be interesting and their views are solicited. —Editor.)

Query: "Uncertainties of deliveries due to freight congestion and lack of transportation facilities greatly retard the arrival of our goods to points of destination, making deliveries impossible within the 10-day discount period. My customers have frequently demanded the privilege of discounting bills on arrival of goods. When delivery is delayed a month or six weeks, as is often the case, the discounting of bills is hardly fair to the manufacturer or jobber. Are other firms affected by this practice and how are they handling this matter?" complains an eastern manufacturer.

Answer: While on first thought the right of the purchaser to take his discount at time of arrival of goods seems just, it could be considered so only if the same privilege were extended to the manufacturer by the firms supplying him with his raw materials.

Question: "We have just received an inquiry from abroad asking us for a quotation on the Atlas brand macaroni. We have done our very best to obtain the name of the manufacturer of this particular brand, but without any satisfactory results. Would you be kind enough to advise us of the name and address of the packer of this specific brand of macaroni?" asks a New York exporting firm.

Answer: This office has no record of macaroni brands and their manufac-

turers. Will be glad however to pass this information on to you if it is possible to obtain it.

(If the manufacturer of this particular brand will make himself known to us, we will gladly put him in touch with this exporting firm.—Ed.)

### Tested Macaroni Recipes

For use by manufacturers, jobbers and retailers in stimulating consumption by teaching proper methods of preparation of appetizing dishes.

#### Macaroni and Tomato Molds

Line the bottom and sides of well greased ramekins with coils of macaroni which have been cooked without breaking the lengths. Have ready a tomato sauce made as follows: Cook together for ten minutes one pint of stewed tomatoes, one-fourth teaspoon of celery seed, one bay leaf, and one small onion. Strain and return to the fire. Rub to a paste two tablespoons of melted butter and two tablespoons of flour; add to the tomatoes, stirring till well blended. Add salt and pepper to taste and cook slowly for a few minutes longer. Fill the macaroni cups with alternate layers of the tomato sauce and chopped cooked macaroni. Cover with cracker crumbs and bake. Turn out carefully on platter when ready and serve with the remaining tomato sauce, thinned with a little cream.

#### Macaroni and Meat Hash

Boil a quarter of a pound of macaroni, drain and put it into a buttered casserole, adding a little clarified sausage fat. Push the macaroni to the sides of the dish, and add a sprinkling of grated cheese. Fill the center with chopped cooked meat of any kind, with which a little sausage has been mixed. Moisten with meat stock. Place in the oven until thoroughly hot. Serve in the casserole.

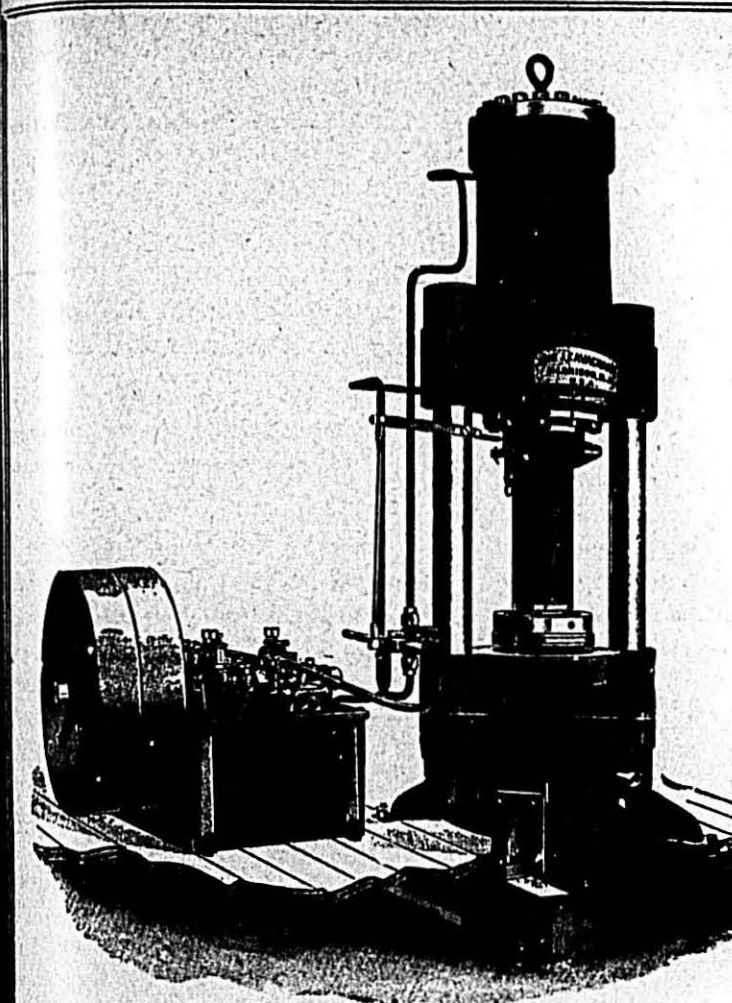
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WANTED—A second-hand noodle-cutting machine, preferably one with folder device. Werner & Pfleiderer make preferred. Box 78.

POSITION WANTED—SUPERINTENDENT—American-born, expert Macaroni manufacturer will consider good position as Superintendent with new or established firm. Twenty-five years experience. Satisfaction guaranteed. Address "B" c/o Macaroni Journal, Braidwood, Illinois.

WANTED—A second-hand noodle-cutting machine, preferably one with folder device. Werner & Pfleiderer make preferred. Box 78. Macaroni Journal.



## John J. Cavagnaro

Engineer and Machinist

Harrison, - - - - N. J.

U. S. A.

Specialty of

### MACARONI MACHINERY

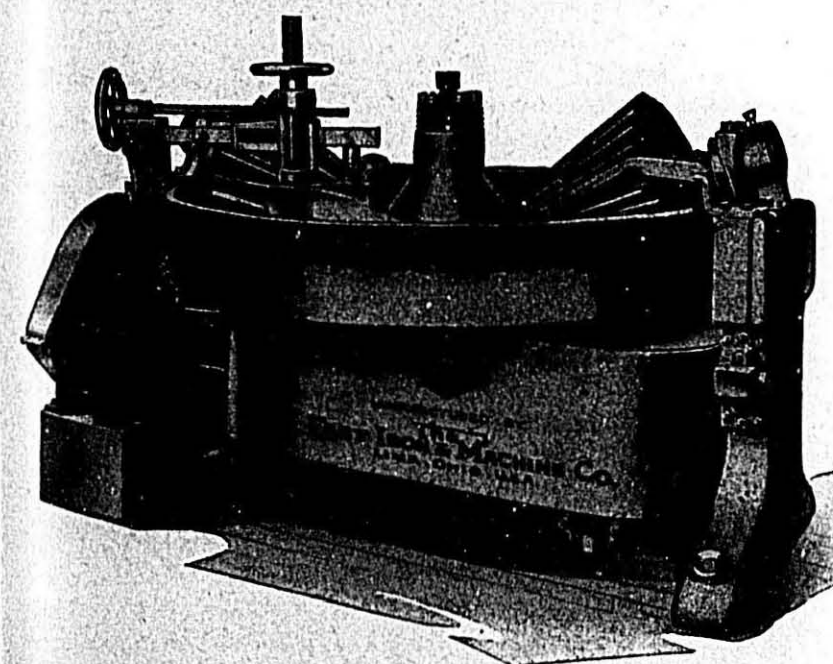
since 1881

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

## 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.



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 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.  
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 Washburn-Crosby Co., Minneapolis.  
 Yerxa, Andrews & Thurston, Inc., Minneapolis, Minn.

## MACARONI SAUCE

Workman Packing Company, San Francisco.

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Joe Lowe Co., New York, N. Y.  
 Weeks-Hand Corporation, New York.

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 Charles F. Elmes Engineering Works, Chicago, Ill.  
 East Iron & Machine Co., Lima, Ohio.  
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 Champion Machinery Co., Joliet, Ill.  
 Charles F. Elmes Engineering Works, Chicago, Ill.  
 East Iron & Machine Co., Lima, Ohio.  
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 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.

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American Macaroni Dies, Inc., Brooklyn.  
 A. Costa Bros., Chicago, Ill.  
 International Macaroni Moulds Co., Brooklyn.  
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O. B. Andrews Co., Chattanooga, Tenn.  
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If you want to increase your paste business enormously and reduce your selling cost to a minimum, communicate with us at once. We are able to pack for you under your private brand a most delicious and appetizing ready prepared "macaroni sauce" at a cost you a handsome sauce. is com-different ingre-i m p o r t e d perfectly blend-used in the home lifelong friend This sauce will in any climate settle, coagulate

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Distributors wanted in the following states only:

Missouri, Arkansas, Texas, Louisiana, Mississippi, Alabama, Georgia, South Carolina and Florida. All other territories including Canada have been sold.

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The best quality of macaroni can be made only from the best quality of durum wheat.

Pillsbury's Durum Products are made from the most carefully selected durum wheat, the pick of the crop. Pillsbury specializes in Semolinas and Durum Patent flours. With these quality products you are assured of clean, unspiced, full-flavored macaroni and spaghetti.

Ask the Pillsbury man, or write our nearest branch for terms and prices.

Pillsbury's Semolina No. 2  
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Le migliori qualità di maccheroni si ottengono dai grani superiori Durum.  
A tutti quei fabbricanti di maccheroni che usano attualmente altre farine ci rivolgiamo in ispezial modo per raccomandare, a tutto loro vantaggio, l'uso della nostra SEMOLINA No. 2 e la farina DURUM FANCY PATENT.  
Scrivete senza ritardo alla nostra Succursale piu' vicina ed avrete tutti quegli schiarimenti ed attenzione che desiderate.

***Pillsbury Flour Mills Company***  
Minneapolis, Minn.

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