

**THE NEW
MACARONI
JOURNAL**

Vol. 3, No. 8

**December
15, 1921**

The New
Macaroni Journal



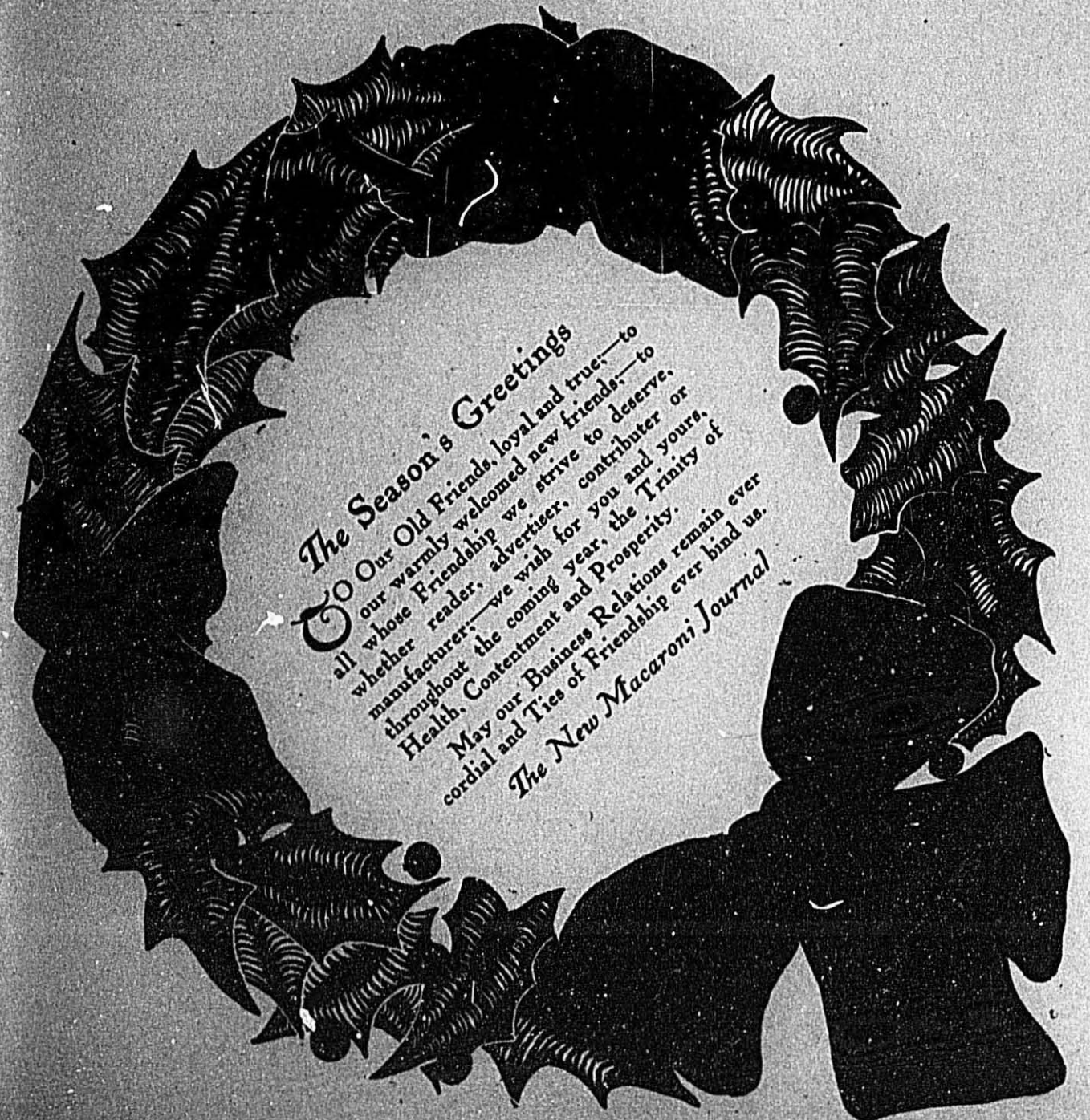
Minneapolis, Minn.

December 15, 1921

Volume III

Number 8

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



The Season's Greetings

To our Old Friends, loyal and true;—to
all whose friendship we strive to deserve,
whether reader, advertiser, contributor or
manufacturer;—we wish for you and yours,
throughout the coming year, the Trinity of
Health, Contentment and Prosperity.
May our Business Relations remain ever
cordial and Ties of Friendship ever bind us.
The New Macaroni Journal

For Safety - For Economy - Use Fibre

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

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

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

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

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

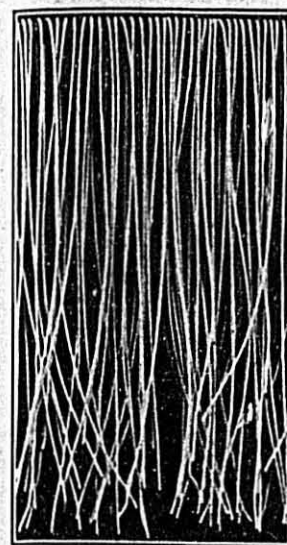
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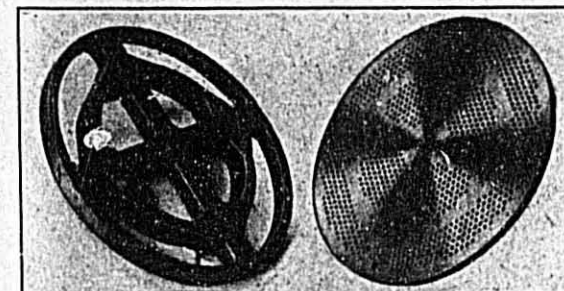
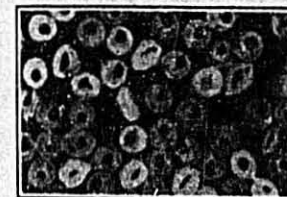
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OLD WAY



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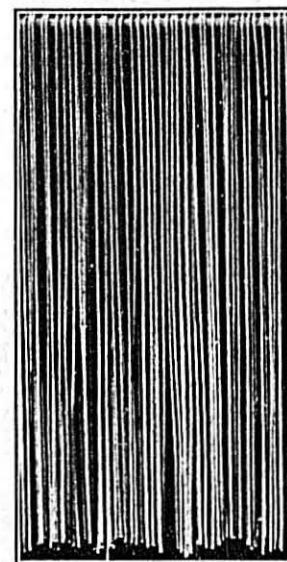
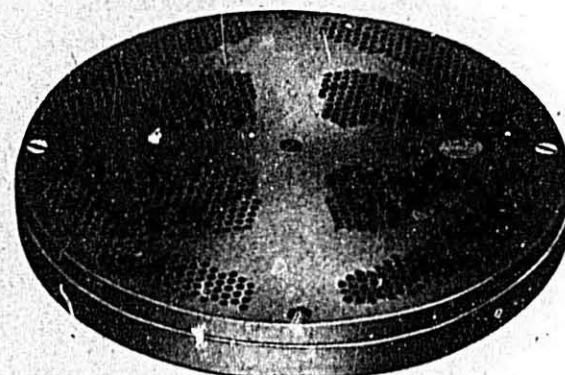
It makes the best macaroni and takes less pressure.

The following judges are:

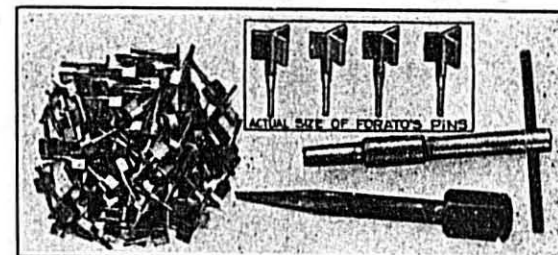
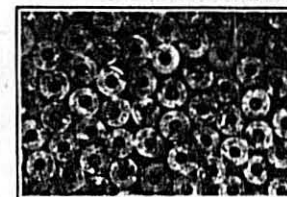
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Abruzzi Mac. Co.
American Mac. Co.
Central Mac. Co.
De Martini Mac. Co., Inc.
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Ghiglieni, A. T. & Son.
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DIAMETERS OF PRESSES	9 INCHES	10 INCHES	12 1/2 INCHES	13 1/2 INCHES																
	\$ 33 ²²	33 ²⁷	30 ⁷⁵	23 ⁹⁵	25 ⁵⁵	32 ⁸⁸	34 ²⁶	35 ⁷⁰	36 ³⁶	24 ⁴⁸	24 ⁴⁸	24 ⁴⁸	27 ³⁰							
	\$ 37 ⁵¹	37 ⁵¹	38 ¹⁵	28 ⁸⁷	29 ⁸⁷	37 ⁸⁰	39 ⁵²	40 ⁸⁵	44 ²²	27 ⁹⁶	27 ⁹⁶	29 ⁴⁰	29 ⁴⁰							
	\$ 45 ⁹⁷	45 ⁹⁷	48 ⁷²	35 ⁷³	37 ²⁵	47 ⁶⁷	53 ²⁰	57 ⁰³	60 ³²	36 ⁰³	36 ⁰³	37 ⁴²	37 ⁴²							
	\$ 52 ²²	52 ²²	56 ¹⁵	40 ⁶²	45 ⁵³	55 ⁶⁵	60 ⁷⁵	61 ⁹⁵	68 ⁹²	42 ³³	42 ³³	43 ⁷²	43 ⁷²							

IN ORDERING - ADD THE ENCLOSED CARD WITH THE DIMENSIONS OF YOUR OLD DIES AND THE LENGTH OF DOWELS

Makers and Repairers of
any Macaroni Dies in Existence.

Modern Macaroni Moulds Mfg. Co.
60 Jackson Avenue - Long Island City, N. Y.



The Power of Color Turns a Package into Coin

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

CARTONS, LABELS WINDOW DISPLAYS POSTERS

means sales—and turning a package into coin. The years have given us the skill that helps put selling speed into merchandise of all kinds. This we do with good design and well placed color. We print millions of fine cartons for thousands of top-notch concerns at the right price—and in large or small quantities.

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

Bill Durum Wins Gold Medal

Tests for Quality always prove the merit of Gold Medal Semolina

It has the right color—

It is free from specks—

It has proper granulation—

It has uniformly high gluten content.

The final test is actual use. The many manufacturers who use Gold Medal Semolina know from experience its dependability. We invite other manufacturers to give it a trial, feeling confident that our product will prove its merit to their satisfaction.

The granulation of Gold Medal Semolina is standard—the same all the time—giving uniform and fast working qualities and insuring the most perfect texture in the finished macaroni.

*We use only the choicest
Amber Durum Wheat*

Like other WASHBURN-CROSBY Co products, Gold Medal Semolina is unqualifiedly guaranteed.

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Minneapolis, Minn. and Buffalo, N. Y.
U. S. A.



Judge an H & D Box for Yourself

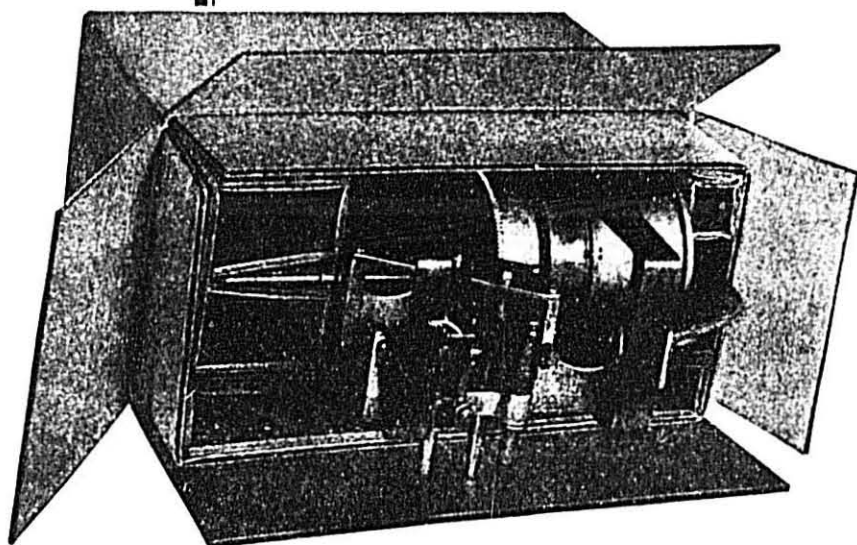
H & D Corrugated Fibre Board has that combination of toughness, strength and resilience that makes a shipping case stand up under heavy loads and rough handling. An *H & D Corrugated Fibre Box*, made from this *H & D Board* and designed especially for your products will protect them perfectly and carry them economically to their destination.

Let us prove these statements with your own goods. Just send us a sample shipment, charges collect. We will repack it in a specially designed container and return it, prepaid. Then you may judge for yourself the superiority of *H & D Corrugated Fibre Boxes* and the *H & D* way of packing. This is a free service that places you under no obligation.

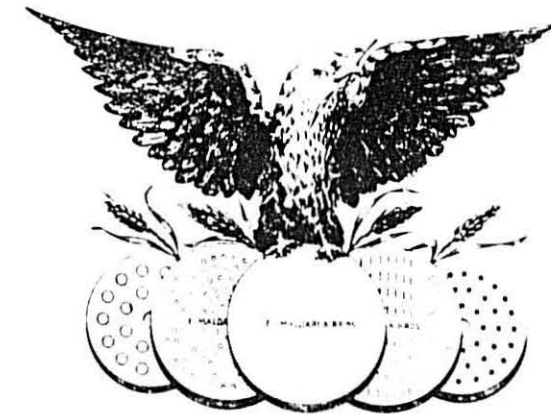
The Hinde & Dauch Paper Company

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When you send your shipment, ask for a free copy of our forty-page book, "How to Pack It."



Maldari's Insuperable Bronze Dies GIVE LASTING SERVICE The Report Below Tells WHY

Form 1024	H&H	REPORT OF PHYSICAL TESTS				
ROBERT W. HUNT & Co. ENGINEERS		OF				
BUREAU OF INSPECTION, TESTS AND CONSULTATION		Cast Bronze				
CHICAGO LONDON PITTSBURGH ST. LOUIS NEW YORK SAN FRANCISCO MONTREAL		SUBMITTED BY E. A. Williams & Sons, Inc.				
FILE NO. 9209-1	ORDER NO. NY-4628	XXXXXXXX 10-5-21			19__	
Lab. Report #46498		Order No. 18976				
Specimen Number	1	2	3	4	5	6
Make	European Bronze A	Commercial Bronze B	Maldari Bronze W			
Thickness in 2 inches	.28	.98	.32 ←			
Yield Point, lbs. per sq. in.	31590	32960	26300			
Tensile Strength, lbs. per sq. in.	43680	36020	59980 ←			
Percent Elong. in 2 inches	14.0	9.0	16.0 ←			
Percent Reduction of Area						
Character of Fracture						
Cold Bend { Diameter						
{ Degrees						
<i>Robert W. Hunt Co.</i>						

QUALITY Since 1903

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127-29-31 Baxter Street - - - NEW YORK CITY

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

USE DURUM SEMOLINAS

For Macaroni and Noodles

Unequaled in Color and Strength



YERXA, ANDREWS & THURSTON
MINNEAPOLIS, MINN.

MACARONI JOURNAL

Which Boat Are You In?

The month of December brings to a close a year of business strife that caused worry to many and gave satisfaction to a limited few. The year now closing will be recorded as one of the most disastrous ever experienced by the alimentary paste industry. The one redeemable feature is that after starting out with demands at the lowest ebb it finishes with a spurt that gives excellent promises for the future and indicates that the period of depression has been successfully passed by the surviving firms.

Standing at the foot of the Year 1921, let us pause a moment to review the months that have gone before. As our past experiences are our best guides for the future let us study our failings, thereby profiting from them through avoidance of those things that have retarded our progress and made our business success difficult. Like a great stream the months of the year now closing go flowing past in our mind's review, presenting ever changing scenes from which lessons of great value may be learned.

This stream portrays a wonderful panorama. On it we can picture an endless number of boats, familiar in appearance in that they resemble the various classes of concerns composing our industry. In the navigation of this business stream of 1921 each encountered its own little obstacles that were overcome, if at all, only by skillful management and expert handling of our business craft. It is interesting to note the variety of boats dotting this stream and to learn just where our particular craft stands. Now for the picture.

In midstream are several boats sailing peacefully through careful and cautious guidance by experienced hands and far-seeing eyes.

Here and there may be seen some pitiful sights, boats that have been permitted to batter themselves against the treacherous rocks and the dangerous shoals and are now mere tattered and torn shells.

Off in the distance we see several boats becalmed in the back waters and patiently awaiting some extraordinary breeze to stir them into activity.

See the several crafts that are struggling aimlessly and hopelessly against the current, blinded by a fog that is nothing more or less than their own selfishness.

Indecision marks the movements of a few. Filled with uncertainty they go first in one direction and then in another, getting nowhere.

At a narrow point in the stream we can see a boat lying athwart the current, making no progress but proving a real hindrance to navigation.

A drifting boat next comes into view. It is blown about by every wind that blows, every whim and fancy prevailing in this business stream.

Here comes a boat, belching out heavy black smoke,

blowing its loud siren and ringing melodious bells. Its propelling power is publicity.

Others large and small are seen threading their way steadily and cautiously over, around and across barriers and reefs that brought disaster to many.

In which boat are you? Does it belong to the cheerful or to the gloomy group? Is it being handled in a masterly manner sure to bring it into the Port of Success, the goal for which all are aiming? What mistakes, if any, have been made during the past year in the handling of your craft? These and many similar questions flash to mind as we picture this turbulent stream, carrying on its bosom a variety of business crafts, some frail, some staunch, some haughty and some with mere semblances of former glory.

In which boat are you? Are you in the one that goes sailing peacefully down stream under careful guidance? Fortunate, indeed, is the concern so situated. You are progressing in the right direction, giving no hindrance to others and pointing out the safe channel to be followed.

Pity those whose barks hit the dangerous rocks or become stranded on the shoals in the stream. Can you imagine the names of the treacherous points at which most of these ruins can be seen? They are labeled, "Bankruptcy," "Over Confidence," "Selfishness," "Unfair Dealing," "Poor Management," "Over Production," "Price Wreckers," "Misrepresentations," "Inferior Quality," "Lack of Advertising." Almost any one of these is capable of wrecking even the staunchest boats and will surely cause considerable damage where destruction is not complete.

Perhaps your boat is at a standstill. Get busy with the oars. Only hard and consistent work will get you into the regular channels and enable you to move with the precision necessary to bring success. Try creating a few favorable breezes either through extensive advertising, instilling more "pep" in your selling force, or producing better goods.

Are you fighting the current? Then you are battling against the ethics of the industry. Be not blinded to the rights of others. Selfishness has no place in this business and can only cause trouble when practiced. Better rest awhile, study your surroundings, get out of the fog, stop battling natural conditions and accepted business theories, and steer along the recognized course.

A vacillating boat may be yours. What you need is a new helmsman, better acquainted with the winds and tides and currents of this business stream. Steady your craft, lay out its future course with thought and consideration so that you will go sailing down the business stream of 1922 with decision and determination.

Is your boat blocking the stream? If so, get it out of the way. Let those who wish to navigate do so unhindered and

unhampered by your craft. A dog-in-the-manger-policy gets nobody anything.

Is yours a "drifter?" Then you are in danger of dying of dry rot, or of colliding with another craft. In the latter case you are a menace to your fellow craftsmen. In fairness to others extricate your boat from this dangerous position and open the passageway for the others.

Changing from the gloomy to the cheerful scenes, it is refreshing to gaze on a well-manned boat, with oarsmen fit and trained, pushing its way through the turbulent waters, unwavering and determined. Its crafty captain has his

weather eye peeled for all storms and obstructions, skillfully avoiding shoals and rapids, whirlpools and cross currents, taking advantage of every opening and of every favorable breeze. Follow the course set by these successful boats, watch the work of the individuals and the crews, and imitate it as far as practicable in your management in the future.

Study this picture of 1921. Compare the actions of your craft with those of the more successful navigators and lay out a plan for the next year with a determination that you will go sailing down the 1922 Business Stream bound for the Port of Success.

Pure Food Law Enforcement

9408. Adulteration and misbranding of egg noodles. U. S. * * * v. 7 Cases of Egg Noodles. Default decree of condemnation, forfeiture, and destruction. (F. & D. No. 14668. I. S. No. 10295-t S. No. W-891.)

On March 21, 1921, the United States attorney for the District of Colorado, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district a libel for the seizure and condemnation of seven cases of egg noodles, remaining unsold in the original unbroken packages at Denver, Colo., consigned by John J. Meier & Co., St. Louis, Mo., alleging that the article had been shipped on or about July 17, 1920, and February 23, 1921, and transported from the State of Missouri into the State of Colorado, and charging adulteration and misbranding in violation of the Food and Drugs Act. The article was labeled in part: (Carton) "Wide" (or "Medium" or "Fine") "14 Oz. Net Weight White Cross Brand Egg Noodles Manufactured By John J. Meier & Co. St. Louis, Mo. * * * Artificially Colored * * *"

Adulteration of the article was alleged in the libel for the reason that artificially colored plain noodles had been substituted wholly for egg noodles, which the article purported to be, and for the further reason that said noodles were colored in a manner whereby their inferiority was concealed.

Misbranding was alleged for the reason that the statement borne on the case and on the carton, to wit, "Egg Noodles," was false and misleading and deceived and misled the purchaser. Misbranding was alleged for the further reason that the article was an imitation of, and was offered for sale under the distinctive name of, another article, to wit, plain artificially colored noodles, offered for sale under the name of egg noodles.

On May 31, 1921, no claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be destroyed by the United States marshal.

C. W. PUGSLEY,
Acting Secretary of Agriculture.

9404. Adulteration and misbranding of egg noodles. U. S. * * * v. Guiseppe Craco (Queen City Macaroni Mfg. Co.). Plea of guilty. Fine, \$10 and costs. (F. & D. No. 14325. I. S. No. 3714-r.)

On May 3, 1921, the United States attorney

for the District of Colorado, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district an information against Guiseppe Craco, trading as the Queen City Macaroni Mfg. Co., Denver, Colo., alleging the shipment by said defendant, in violation of the Food and Drugs Act, as amended, on or about May 19, 1920, from the State of Colorado into the State of New Mexico, of a quantity of an article labeled in part, "Golden West Brand High Grade Egg Noodles," which was adulterated and misbranded.

Analysis of a sample of the article by the Bureau of Chemistry of this department showed that little or no egg was present in the article and 4 packages averaged 4.8 ounces each, net weight.

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

Misbranding was alleged for the reason that the statements, to wit, "Egg Noodles," and "Net Weight 6 Oz.," borne on a portion of the cartons containing the article, and the statements, to wit, "Egg Noodles," and "Net Weight 7 Oz.," not corrected by the statement in inconspicuous type "5 Oz. Net," borne on a number of the cartons, regarding the article and the ingredients and substances contained therein, were false and misleading in that they alleged that the article consisted wholly of egg noodles, and that a number of the cartons contained 6 ounces net of the article, and that a number of the cartons contained 7 ounces net of the article, and for the further reason that the article was labeled as aforesaid so as to deceive and mislead the purchaser into the belief that it consisted wholly of egg noodles, that a number of the cartons contained 6 ounces net of the article, and that a number of the cartons contained 7 ounces net of the article, whereas, in truth and in fact,

the article did not consist wholly of egg noodles, but did consist in whole or in part of an alimentary paste which contained little or no egg, and a number of the cartons did not contain 6 ounces net or 7 ounces net of the article, but did contain a less amount, and for the further reason that said article was food in package form, and the quantity of the contents was not plainly and conspicuously marked on the outside of the package.

On June 1, 1921, the defendant entered a plea of guilty to the information, and the court imposed a fine of \$10 and costs.

C. W. PUGSLEY,
Acting Secretary of Agriculture.

New Tax Bill Passed

The revised tax bill passed in the closing hours of the special session of congress that adjourned just before Thanksgiving day makes some radical changes in the methods of figuring taxes due the government on some articles, while the rate on others is only slightly altered. As finally passed and approved by President Warren Harding the bill will yield in 1922 an estimated revenue of \$3,216,100,000. By 1923, when most of the provisions will have become effective, a reduction of about \$730,000,000 is expected, as tax experts for the government figure on getting only \$2,611,100,000 that year.

Among the principal provisions of the new legislation are:

1. Repeal of excess profit tax, effective Jan. 1, 1922.
2. Repeal of transportation tax, beginning Jan. 1, 1922.
3. Nuisance tax, such as tax on ice cream, etc., repealed.
4. Increase of exemption allowance to married man from \$2,000 to \$2,500 a year and permitting deductions amounting to \$400 per child or dependent instead of \$200 as provided by the old law.
5. Increase from 10 to 12½ per cent corporation income tax; provides an exemption of \$2,000 to corporations whose net incomes are below \$25,000.
6. Surtaxes on individual incomes reduced to 50 per cent maximum, making a decrease of about 13 per cent from the old schedule.

Make a
Friend of
a Friend.
Tell Him
about
The New
Macaroni Journal.

Arguments for American Valuation

Convincing Points Made by Association in Support of This Method of Assessing Duties, Which Is Proposed by Fordney Tariff Bill Now in Congress—Ad Valorem Basis Necessary and Involves Three Points for Decision in Logical Sequence—Compared With Effect of Foreign Valuation—Means No Change in Amount of Duty.

The American Valuation association presents the following interesting and convincing arguments in support of the American valuation plan of assessing duties on imports as proposed in the Fordney Tariff bill now before congress:

Tariff duties are either specific or ad valorem. Specific duties are based upon quantity—that is, so much per pound, yard, cubic content, etc. There is no great difficulty in determining the amount of any specific duty. It is not practicable, however, to attempt to impose all duties without regard to value, because a certain specific duty might be too low on a given quantity of merchandise having a high value, whereas it might be too high on the same quantity of merchandise having a low value.

Ad Valorem Duties

It is, therefore, necessary in addition to specific duties to impose duties with reference to value. These duties are known as ad valorem. To the present time ad valorem duties in the United States have been imposed generally upon the value of the imported merchandise in the foreign country from which they came, at the date of exportation to this country, such foreign value being determined by converting the foreign money at the prevailing rates of exchange. It follows that the amount of any ad valorem duty imposed under present and past laws depends upon:

- (a) The rate of duty.
- (b) The foreign value in foreign money.
- (c) The value of the foreign money in United States money.

Ad Valorem Duties Less Now

It should be noted from the foregoing tables that where ad valorem duties are imposed upon foreign values, as at present, the amount of duty decreases in direct proportion to the foreign currency as compared with the value of the currency of the United States. This means that the manufacturer gets the least protection against that country whose currency is the most depreciated. The greater the depreciation of a currency the less the duty and con-

sequently the less protection afforded the manufacturer of this country.

Depreciation Means Less Duty

There is no way to provide against this automatic reduction in duty due to depreciation of foreign currency if ad valorem duties are based upon foreign values measured in terms of foreign monies converted into United States currency as under our present law. Any rate of ad valorem duty adequate at the time of its adoption might become entirely inadequate, due to depreciation of foreign currency. On the other hand any fair rate of ad valorem duty might become prohibitive should the foreign currency exceed parity as compared with the value of United States money. It follows that there is no way of imposing a stable and systematic ad valorem duty based upon foreign value measured in terms of foreign currency converted into United States money.

A study of the application of this new plan will show that merchandise from those countries whose cost of production is the lowest is subjected to the smallest duty and that the merchandise from those countries whose currency is the most depreciated is subjected to the lowest duty.

All Duties On Dollar Basis

When articles take a specific duty this is always imposed in American money, to wit: 20c per 100 ft., \$1 per ton, 5c per lb., etc. Foreign exchange does not affect such duties since the American dollar is the basis. Raw materials, chiefly, and such great staples as cotton, wool, sugar, iron and coal, when they are dutiable, usually take a specific duty in terms of American money. Since the specific duty is already computed on the basis of the American dollar the American Valuation Plan would merely extend this to all other articles that take an ad valorem duty and put all duties on the American dollar basis, and not a part on the unstable depreciated mark, franc or other foreign currency.

Duty Fluctuation Prevented

Under American Valuation as contrasted from Foreign Valuation the duty would not fluctuate because of

either a depreciated or appreciated foreign currency. It would fluctuate only in direct proportion to the fluctuation of the American value or American merchandise and would at all times be adequate to protect and stimulate the production and distribution of American made goods.

No Change in Amount of Duty

American Valuation does not mean either a higher or lower duty upon imported merchandise. The amount of any ad valorem duty depends upon (a) the rate of duty and (b) the assessed value of the merchandise upon which the rate is applied. The American value of goods here being greater than the foreign value of similar goods abroad, due to the difference in cost of production, it follows that if a certain duty is to be realized the rate would be less if based upon American value than it would be if based on foreign value. This matter has been carefully considered and worked out in the pending bill. The rates there are based upon American value. If the duty imposed is too high or too low in any particular instance, it is not because of the substitution of American value but because the proper rate has not been applied. If the proper rates have been applied there can be no intelligent criticism of the bill, so far as the amount of ad valorem duties imposed is concerned.

All Countries Treated Alike

Under the American Valuation Plan merchandise imported from countries whose production costs are low are subjected to the same ad valorem duties as similar merchandise from other countries having higher production costs. This is as it should be. There is no sound reason for imposing less duty on goods from China, for example, than upon similar goods from France. The labor costs in China are much less than they are in France and Chinese goods selling in this country in competition with French goods can be sold at greater profit. The greater the profit, the greater the ability to pay the tariff or duty. The American Valuation Plan, therefore, avoids discrimination against

those countries whose production costs are more comparable to the production costs of this country and thereby tends to encourage the establishment of better living conditions abroad. The present law, basing the duty upon foreign value, on the other hand, discriminates in favor of countries with low labor costs and tends to discourage the establishment or maintenance of better living conditions.

Consumers Not Unfavorably Affected

Equalizing the duty between the different foreign countries, as is done under the American Valuation plan, necessarily increases the amount of duty paid into the United States treasury by those countries whose production costs are lower than those of other countries competing for American trade. While our revenues are thus increased and discrimination avoided the burden on the consumer in this country is not thereby increased. The price to the consumer is fixed by the country having the highest production costs if its goods are sold here at all. Therefore requiring the countries having lower production costs to pay the same duty would reduce the profits of those countries but would not raise the price to the consumer here. American Valuation, therefore, is a means of getting additional revenue from those countries best able to pay, without imposing a corresponding burden upon the consuming public in America.

Will Tend to Lower Prices

The American Valuation Plan tends to lower retail prices. At this time we feel that retail prices are high compared with wholesale prices, the prices of goods manufactured and of raw materials. By imposing our ad valorem duties upon the American wholesale value we educate the American people as to wholesale values. If the people know the wholesale value they will have some conception of what the retail price ought to be. This will have a tendency to adjust retail prices to the benefit of the American consumer.

Undervaluation Prevented

Many complaints have been lodged against the present method of imposing ad valorem duties because of the undervaluation abroad of the imported merchandise. There is no way to determine whether the foreign value claimed by the importer is correct except by foreign inquisition or, in other

words, by taking evidence concerning such foreign value in the foreign country from whence the goods are imported. It has been found extremely difficult to obtain adequate facts concerning foreign value. This country has no jurisdiction to compel foreign witnesses to give testimony concerning such value. It is beneficial to the foreigner to make the value as low as possible in order to have the goods take the lowest duty. The result has been that merchandise imported to this country has been grossly undervalued for assessment of ad valorem duties. The American value, on the other hand, can be determined in this country from the testimony of impartial witnesses and our own officials will have jurisdiction to get at all the facts. It follows that this country would be in a much better position to know actual value for the purpose of assessment of ad valorem duties under the American Valuation plan than it is under the present law.

American Valuation or Inadequate Protection

No other adequate means of obtaining fair and equitable ad valorem values has been presented congress. Therefore, unless the American Valuation Plan is adopted, there is little hope of the American manufacturer receiving adequate protection against foreign made goods and there is little hope of this country being put in position to maintain the present standard of living of the American working man and woman.

Support of Maker and Worker Needed

For these reasons it behooves every manufacturer that believes in the protection of American industry and every working man and woman who believes in the continuance of the present standard of living conditions to give the American Valuation plan unqualified support and insist upon its adoption as a part of the pending revenue bill.

RAGGY ROUNDELAY

Rags make paper. Paper makes money. Money makes banks. Banks make loans. Loans make poverty. Poverty makes rags.

Our Advertising Tells
You Where You Can Buy
Anything in Your Line.
Consult them frequently.

Strands in Prosperity Cable

Success is largely a matter of foresight, preparedness, and courage.

Foresight involves a willingness to look ahead and to face facts bound to arise under actual existing conditions, or under possible conditions which you and I can govern in a measure at least. **Preparedness** is getting ready and keeping ready, and not putting one's self in a position to be crowded into a corner.

Courage is the popular name for Will Power as expressed in necessary and wise action.

Be convinced no matter what people may say, that **your success depends upon you.**

Learn to take a grand sweep of the business horizon, so that you can connect the relative importance of outstanding business conditions.

Know what **your own ambition** is and the likelihood of realizing it.

Be **reasonable** in shaping up your business ideals—and then work steadily toward their achievement.

Work out a sensible campaign which will give your business a healthy impetus in the right direction.

Subdivide the grand total of what you hope to do in the next five years, into the portions which you hope to accomplish in the next year, the next six months, the next three months, the next month, and the next week.

Plan what you will do tomorrow.

Do today as nearly as you can, what you decided was wise to do yesterday.

Do not waste time going over and over the same ground.

Concentrate on whatever you have in hand, and decide what is the best thing to do under the circumstances.

Follow that policy or prepare to follow it, and then **FORGET IT**, and go on to the next thing.


It is doing the next thing continuously and with enthusiasm which constitutes one of the strongest strands in the Cable of Prosperity.

A burly policeman sauntered into the Main street fruit store, and noticing an extra large bunch of bananas, said:

"Where did ya get the big bananas?"

"Those came from Port Limon," said the fruiterer.

"Begorra," said the cop, "they're big ones. It wouldn't take many of those to make a dozen."—Saturday Evening Post.



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

Cherokee
DURUM SEMOLINA
ST. PAUL, MINN.
CHEROKEE

SEMOLINA and FANCY PATENT FLOUR

from

DURUM WHEAT

Quality

Guaranteed

Ask for Samples
and Delivered Prices

Capital City Milling & Grain Company
ST. PAUL, MINNESOTA

BOX NAILING SCHEDULE

The proper nailing of wooden boxes intended to carry products from manufacturer to consumer is a problem confronting all big shippers and can be solved only after much study and considerable practice. From "Waste Paper and Sawdust" we get the following schedule which the author gives as based upon years of practical experience and many scientific tests. For general purposes if strictly adhered to he states it will insure an entirely satisfactory package. The use of additional nails, however, will add greatly increased strength to the box.

The gage of nails to be used is determined by the thickness and species of the wood in which the POINTS of the nails are held after driven.

The following schedule is quoted upon standard cement coated box nails. If the designated penny of nail is not available use the next lower penny and space nails proportionately closer.

Sugar Pine	"	I
(Tenn. Short Leaf Yellow Pine)	"	II
Tupelo	"	III
Va. & Car. Pine	"	II
(Western Yellow Pine)	"	I
White Ash	"	IV
White Elm	"	III
White Fir	"	I
White Pine	"	I
Willow	"	I
Yellow Poplar	"	I

Spacing of Nails

Space nails holding board to end grain of end 1 3/4 inches apart, and space nails holding boards to side grain of end 2 inches apart when nails are 6d or less. Increase spacing of nails 1/4 inch for each penny over 6. No board should have fewer than 2 nails at each nailing end. Space nails holding top and bottom to sides 6 inches or more apart when nails are 6d or less, increasing the spacing 1 inch for each penny over 6. The larger the head of nail the greater its holding power, particularly when sides, top and bottom are of thin lumber. Drive nails flush. Do not

Use cement coated nails of gage indicated. When species of wood holding points of nails is:	Thickness of Ends or Cleats to which Sides, Tops and Bottoms are nailed.								Thickness of Sides to which Top and Bottom are nailed.		
	3/8"	1/2"	5/8"	3/4"	7/8"	1"	1 1/8"	1 1/4"	Less than 1/2"	1/2" to 3/4"	3/4" to 1"
GROUP I.....	4d	5d	5d	6d	7d	8d	8d	9d	4d	6d	7d
GROUP II.....	4d	4d	5d	5d	6d	7d	7d	8d	4d	5d	6d
GROUP III.....	3d	4d	4d	5d	5d	6d	7d	7d	3d	4d	5d
GROUP IV.....	3d	3d	4d	4d	4d	5d	6d	6d	3d	4d	5d

Woods commonly used in manufacture of boxes grouped according to nail holding qualities.

Alpine Fir	Group	I
Aspen	"	I
Balsam Fir	"	I
Basswood	"	I
Beech	"	IV
Birch	"	IV
Black Ash	"	III
Black Gum	"	III
Buckeye	"	I
Butternut	"	I
Cedar	"	I
Chestnut	"	I
Cottonwood	"	I
Cucumber	"	I
Cypress	"	I
Douglas Fir	"	II
Hackberry	"	IV
Hemlock	"	II
Hickory	"	IV
Jack Pine	"	I
Larch (Tamarack)	"	II
Lodgepole Pine	"	I
Magnolia	"	I
Maple, Hard	"	IV
(Maple, Soft or Silver)	"	III
Noble Fir	"	I
Norway Pine	"	I
Oak	"	IV
Pumpkin Ash	"	III
Red Gum	"	III
Redwood	"	I
Rock Elm	"	IV
So. Yellow Pine	"	II
Spruce	"	I

overdrive. Always use cement coated nails except that plain nails clinched may be used for cleating. Nails driven into end grain of wood have no holding power equal to nails driven into side grain. Only in exceptional cases is side nailing recommended when the thickness of sides is less than 1/2 inch.

Among the defects most frequently discovered in wrongly nailed boxes are given the following:

1. Not enough nails.
2. Nails driven in straight lines instead of being staggered.
3. All nails at end of sides driven in end grain of ends instead of having at least half of the nails driven into the side grain of ends.
4. Nails driven into cracks instead of into solid stock.

Don't Forget to Mention The New Macaroni Journal. Consult it frequently.

5. Top and bottom not nailed to sides as an additional reinforcement.

If the above suggestions are adhered to it will add greatly to the carrying strength of wooden boxes.

Prevention of Pilferage

A committee appointed by the chamber of shipping of the Chamber of Commerce has been giving serious consideration to the matter of pilferage of goods in transit, an evil which has assumed such dimensions as to attract the attention of all interested parties, both shippers and consumers. The pilferage evil has grown approximately twenty times as great as it was before the war and to correct this will require uniform penalties by legislation in the various countries affected as well as more careful packing.

Considering the number of hands through which a package bound from one country to another passes and the temptation offered through improper packing, it is a wonder, great as this pilferage evil has become, that it is not much more so.

The committee recommends greater care in the issuance of bills of lading and that the practice of the issuance of bills "Received for Shipment" be discouraged. It also recommends that a more accurate and complete tally of goods be made from the shipper through the transporting agency to the consignee, and further that such devices and packings be generally adopted as have proved to make shipments more immune from such thefts as are now most common.

SOME SANTA FE SLOGANS

The Santa Fe railroad has been carrying on a "better packing" movement among its patrons and has published some timely slogans, among which are the following:

- "Packages properly packed, marked and loaded are half way there."
- "A good package delivers the goods."
- "Read, practice and preach the gospel of a good package and proper handling."

Teacher—"Give an example of an absent minded man."

Pupil—"The fellow who poured molasses down his back and scratched his pancakes."

When You Want Quality and Service

Buy

NOMCO

Durum Products

Farina Semolina Flour

Write or wire for samples and quotations.

Dodge-Hooker Mills

Wausau, Wisconsin

BUSINESS IMPROVEMENT

Federal Business Survey Shows Continued Gain—Several Points Outlined on Better Conditions—Exports Beat Prewar Record—October Realew Reveals Good Symptoms.

Washington, D. C., Dec. 7, 1921—Continued improvement in industrial and commercial conditions is shown by figures just published by the department of commerce in its monthly "Survey of Current Business." Greater output of iron and steel and of textile products is shown while a widespread increase in building, stimulated to a large extent by the president's recent conference on unemployment, has made itself felt in lumber, cement, brick and related industries.

The department notes further declines in prices during October, but on a much smaller scale than earlier in the year. This relative stability of prices and the improved banking situation, as evidenced by increased reserves, smaller loans and lower interest rates, are considered favorable to further business improvement. The most serious drawback is stated to be the low price of agricultural products and the consequent decreased buying power of the farmers.

Production Increasing

Increased production was the general rule in October. Substantial increases were reported in pig iron, steel, bituminous coal and coke, and smaller relative increases in cement, anthracite coal and wheat flour, and in the consumption of cotton by mills. Zinc production remained stationary and petroleum production decreased slightly.

The "Survey" points out that, except for metals, the quantitative production of the important industries is as great or greater than before the war. Bituminous coal, petroleum, wheat flour, oleomargarine, cigarets, cement, byproduct coke and cotton and wool products are all greater than the 1913 average, while the output of anthracite coal, manufactured tobacco and cigars is slightly less. With metal production only recently at its low point and the great recovery noted especially in iron and steel during the past two months, considerable progress is seen in putting this whole industry on the road to normal production.

Further Price Declines

Retail prices on Nov. 1 showed no change, and wholesale prices declined

slightly. Prices paid to producers for crops and livestock, however, still declined markedly and both groups are below the 1913 level for the first time since the beginning of the war, while wholesale and retail prices are still about 50 per cent above that mark. Wholesale prices in Canada, the United Kingdom and France also declined during October but continued inflation increased the price level in Germany and Italy.

Exports Greater Than Prewar

Calculations show that the United States monthly export trade for the past 6 months is greater than in 1913, even making an allowance for an increase of 50 per cent in prices. On that basis exports are 10 per cent greater than the 1913 average but imports are 10 per cent less.

Unemployment conditions continued to improve in October. Figures for the United States as a whole and for New York state show more men employed and larger payrolls, but average earnings appear to be on the decline. This factor is also reflected in the decline in postal savings. The small excess of immigration over emigration has also helped labor conditions.

Increased buying is reflected by greater sales in October by mail order houses, and chain stores, greater advertising in magazines and larger postal receipts.

Individual Industries

The following paragraphs summarize some of the more important movements shown in the survey:

Textiles—Woolen mills were more active in October and imports of wool declined. Cotton consumption increased 2 per cent and the ginnings exceeded the estimated crop. Exports of both raw cotton and cotton cloth were the highest this year, the former being the largest since the beginning of 1920. Stocks of cotton were greater than a year ago.

Building and Construction—Building costs declined and volume of business, residential and industrial building rose, the latter by 50 per cent during the month. Residential building was twice as large as a year ago. Orders, production, shipments and exports of lumber were larger than in September. Shipments of bricks increased but production and stocks remained virtually unchanged. Cement production for October was the highest on record.

Hides and Leather—Production of leather declined slightly in September but was larger than a year ago. Exports of leather increased in October but shoe exports declined. Imports of hides were also smaller.

Cereals—The large early wheat movement this year resulted in an unusual decline in wheat exports in October, but stocks of wheat were larger than a year ago. The corn movement, both domestic and for export, was much larger than the previous October and so was the visible supply. Car loadings of grain were also greater.

Meats and Dairy Products—The movement of cattle and hogs increased. Cattle slaughter was less than a year ago, but hog slaughter greater. Cold storage holdings and exports of both cattle and beef were smaller than a year ago. Cold storage holdings of butter and cheese on Nov. 1, exceeded last year's holdings, but egg holdings were less. Receipts of butter, cheese and eggs were all larger than a year ago.

Water Transportation—Increased traffic was noted in October through the Panama canal and also through the Sault Ste. Marie canal, but the tonnage of vessels in foreign trade entering and clearing from American ports declined. Ship construction continued to decline.

Railroad Transportation—The surplus of idle freight cars was cut in half during October, largely due to the threatened railroad strike, and car shortages increased, especially for coal cars. Bad order cars were reduced and total car loadings increased, especially coal and merchandise.

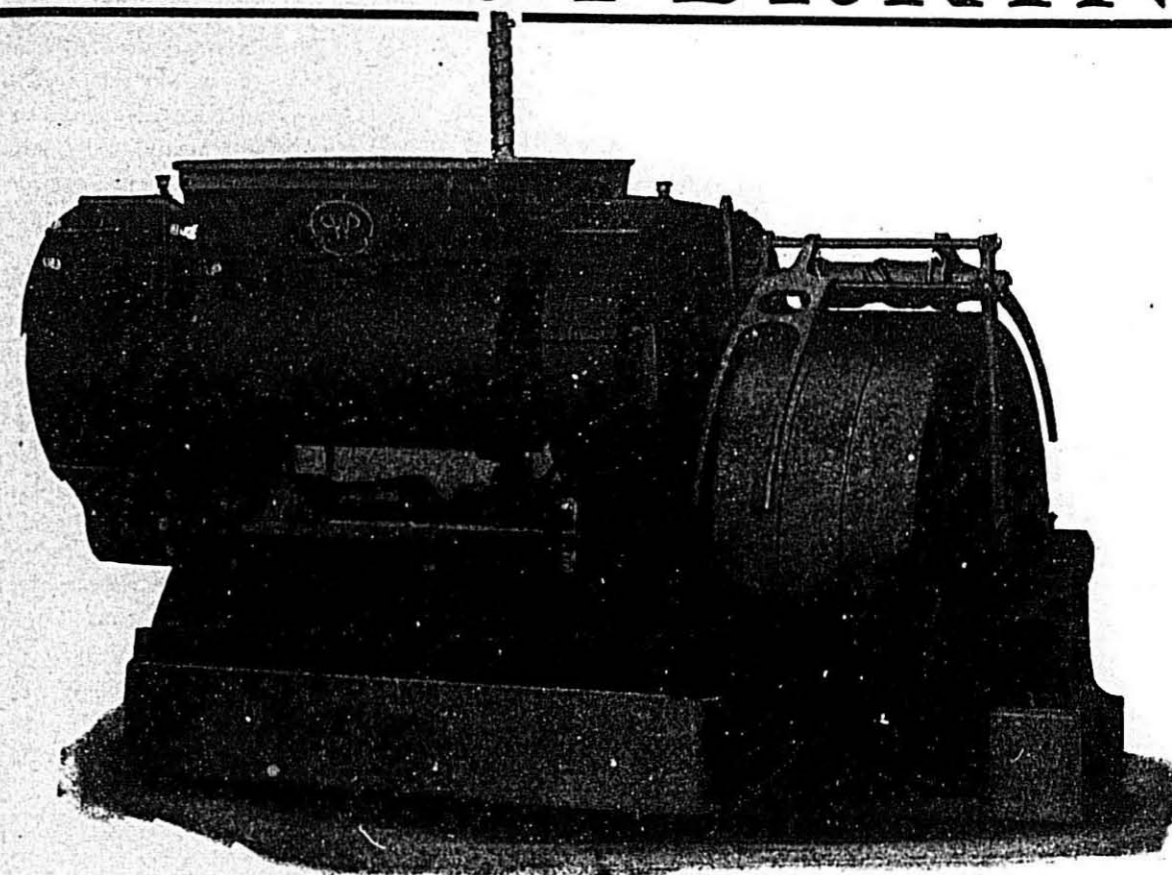
Finance—Debits to individual accounts and bank clearings in New York city increased, but less activity was noted in the rest of the country. Further declines occurred in discounts and note circulation of the federal reserve. Business failures showed a large increase. Interest rates declined and increased activity was noted in the security markets. Declines occurred in new capital issues and in dividend and interest payments.

SCHOOL ROOM HUMOR

Teacher—"Name the poles."
Pupil—"Tadpole and polecat."

The surest way to get rich is to
KEEP UP business and to KEEP
DOWN expenses.

BAKER-PERKINS



Uniformity—do you get it?

A UNIFORM "mix"—a uniform product.

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

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

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

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

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

JOSEPH BAKER SONS & PERKINS CO., INC.
Sole Sales Agents: WERNER & PFLEIDERER Machinery
Baker-Perkins Building White Plains, N. Y.

Automatic Machinery for the Macaroni Trade

THERE ARE EGGS AND E-G-G-S

In the course of its research work the National Cereal Products Laboratories at Washington, D. C., through its able director, Dr. B. R. Jacobs, is bringing to light some interesting facts concerning the quality of eggs being sold to macaroni manufacturers for use in their macaroni and noodles. This is a matter of great concern to manufacturers who are desirous of placing a food on the market well within the requirements of the law and recognized as standard by the discerning consumers.

In an article appearing in last month's New Macaroni Journal a statement was made that whole dried eggs consisted of 66% of yolk and 34% of albumen and in that article appeared a table of the relative amounts of whites and yolks contained in fresh eggs.

The results of the research work along this line have been tabulated and the chemical analyses of the various

tests made are indicated in the appended list. To carry on this experiment samples of so called whole eggs and yolks were obtained from the various egg dealers of the country, through the macaroni trade to which eggs are sold. In figuring comparisons in the table appended it should be remembered that all samples except those which are distinctly marked as egg yolks should consist of 60% yolks and 34% albumen.

It will be noted that in no instances the products labeled as whole eggs contained the required amount of egg albumen while in one instance, sample Number 620, which is to all intents and purposes egg yolk, sold as Granular Egg, contained only 2% of albumen. It is quite apparent that considerable work must be done to bring about a better understanding between egg dealers and the macaroni manufacturers as to just what the latter should expect to get when they buy and pay for whole eggs.

Lab. No.	Description of Sample	Moisture %	Albumen %	Yolk %
574	Egg Yolk, Brown, Young and Company	5.28	100.00
722	Egg Yolks, Brown, Young and Company	4.34	5.35	94.67
*571	Whole Dehydrated Eggs, Hang & Co., N. Y....	6.50	25.30	74.70
**573	Whole Egg, Joe Lowe Co.....	7.31	23.00	77.00
576	Nehesco Products.....	6.76	29.50	70.50
577	Spray Whole Eggs.....	5.71	23.88	76.12
579	Whole Eggs, Spray Process.....	5.71	15.50	84.50
582	Whole Egg Powder.....	6.14	17.23	82.77
601	Evaporated Whole Egg, Nat'l Bakers Egg Co.	7.98	30.00	70.00
621	Whole Spray Egg, Henry Young & Co., N. Y....	5.04	11.18	88.82
917	Whole Spray Egg, Henry Young & Co., N. Y....	5.19	15.44	84.56

*Noodles prepared from our dehydrated eggs can be labeled as egg noodles.

**Guaranteed to be a product which, when 5% is added to a noodle dough, as finished product will come up to government requirements for egg noodles.

FIGHT FOR HIGHER TARIFF

Wisconsin Sets Model of Procedure for Other States to Get Adequate Import Levy on Macaroni Products—Manufacturer Urges Interesting Every Representative—Time Ripe.

The Wisconsin senators and the representative from the Milwaukee district have been enlightened on the desires of the macaroni manufacturers for an adequate tariff on alimentary paste products through the efforts of Peter Spina, president of the Milwaukee Macaroni Co., who has actively interested himself in this movement. In a

strong protest to these law makers Mr. Spina urgently advised that the duty be made 3½ or 4 cents per pound as a necessary protection of the American industry which believes in making fair profits and giving its employes honest living wages.

Particular attention is called to the ability of the French and Italian manufacturer to flood the American market with pastes manufactured at a figure much below the present cost of production in America, due to the cheaper raw materials and low price of labor existing in these countries.

Mr. Spina is anxious to interest every

senator and representative in the country through the efforts of macaroni manufacturers in the various sections of the country. In his opinion action similar to his taken in every state in the union would result in bringing to the special attention of the legislators the urgent need of adequate protection by this industry now employing thousands of men, expending millions in construction, manufacture and labor, and supplying nutritious food at most reasonable prices to millions of homes in America.

TARIFF ACTION POSTPONED

Macaroni manufacturers and their representatives should take advantage of the vacation now being enjoyed by congress to bring to the attention of the senators and representatives an insight as to just what is needed in the way of tariff to give to the industry the protection it is deserving and at the same time obtain for the consumer treatment to which he is rightfully entitled.

The special session of congress that intended to enact tariff legislation adjourned just before Thanksgiving. The regular session opened Dec. 6. It is expected that little or no action on the tariff will be taken before the first of February when it will be considered by the finance committee of the senate to which the Fordney tariff bill has been referred. Arguments favoring a substantial increase in the proper rate may and should be made up to that time. Only by united action on the part of the macaroni manufacturers can the industry obtain the protection necessary to enable us to meet the competition of the foreign made goods that are even now making themselves felt in the markets of the east.

There seems to be a feeling among some of the package goods manufacturers that the tariff is not their fight. That they should be concerned in this goes without question as the greater the competition on any one branch of the industry the greater it will be on the whole. Even provided that it does prove more beneficial to the bulk manufacturers to a certain extent, just to that extent will it relieve the pressure of competition on the other group.

Every bit of influence should be used and every ounce of pressure brought to bear on congress at this time and it is a duty one owes to the industry not to neglect or to put off too long action in this matter.

In the desire to join in the general movement for lower prices, we announce

A
Substantial Price Reduction
 on all
Peters Package Machinery

Effective
September first

The new schedule of prices will be sent upon request

PETERS MACHINERY COMPANY

209 South La Salle Street, Chicago



ERGOT AFFECTS DURUM

Rye Disease Has Struck Alarmingly Into Macaroni Wheat—More Than One Per Cent in Flour Poisonous—Cure of Situation Is Pure Seed, and Good Soil Preparation.

Ergot, a widespread disease of rye and sometimes found in wheat, has been discovered in alarming quantities in the durum growing sections of the northwest, particularly in North Dakota this year. This disease has been known to cause heavy losses in the districts badly infected and the department of agriculture of both state and nation warns against planting seed containing any trace of this fungus growth.

Sclerotia Dangerous

Samples submitted to the government officials from sections of North Dakota show as high as 10 per cent of ergot after threshing. This does not fully represent the amount of ergot produced with the crop for an appreciable percentage of the sclerotia, as the small ergot bodies are known, would of course be blown out with the foreign materials as part of the screenings or the straw.

Ergot is a parasitic fungus, easily distinguished on the ripening grain, being of a bluish black color, several times the size of the ordinary grain in the head which it displaces, and often 8 to 10 times the ordinary size. During harvest a large part of this fungus growth falls to the ground and remains throughout the winter, ready to germinate in the spring and produce spores that infect the wheat or rye head when in bloom.

More Widely Distributed

While this disease is not a new detriment to cereal culture, having been found in various sections of the grain country for many years, it is just the last few years that its effects have been felt. Investigations show that it is not only much more prevalent now than ever before known but also that it is more widely distributed.

Durum wheats seem to be more subject to this disease than the ordinary bread wheats. This opinion is based on field observations and a study of samples of durum, which show a higher percentage of ergot in the durum varieties.

Pure Seed, Prepared Soil

The danger of ergot lies not in its effect on production but rather in its poisoning effects on the resultant flour.

Analysis that shows more than 1 per cent of ergot bodies in flour marks it as unfit for either human or animal food. The department of agriculture advises that this disease can be stamped out by use of pure seed and careful selection and preparation of the ground before planting.

Winter-rye as a volunteer crop almost always becomes badly infected with ergot and is sure to transmit it to the succeeding grain, unless the greatest of care is taken to eradicate this volunteer crop before seeding. Ergot in the hands of chemists and druggists becomes a powerful remedial agent, but in flour in large quantities it becomes a dangerous poison.

Salesmanship Counted in 1921

During the war and for a year or two following it, salesmanship was not a requisite in disposing of practically all of the articles usually sold through the regular channels. As it was more a question of whether goods could be obtained or not, "Order Takers" found their way to positions on the selling force of concerns of all kinds. This was found particularly true among food manufacturers and distributors.

When the depression came the salesmen were put to the test and many who considered themselves stars in this line failed. Combined with the demand of the employer that the salesman produce orders was a necessity for the employer to reduce his selling force commensurate with the reduction in business. As a result of these two conditions the end of the year found many former successful salesmen in the list of unemployed.

This condition in the food specialty game is interestingly outlined in an issue of "Sales Sense," issued by the Calumet Baking Powder Co., which we quote below:

"The year that is now passing will ever be remembered by the order takers and the salesmen of mediocre class as the year of the big slump. Thousands of them are now out of employment and wondering feebly and vaguely what happened.

"Briefly told what happened is this: There has been the same inflation in the ranks of salesmen so-called, as there has been during recent years of plenty in other lines—an overproduction of salesmen, swollen salaries, which in turn inflated the 'domes' of these chaps who had been taking money under

false pretenses. Their hat band pressure had to be relieved, or something would bust. So it happened there has been a thinning out of the ranks. Those who have remained accepted lower salaries. The less intelligent, short-seeing, among them, wrinkled their brows or heaved the manly chest in derision at a cut in pay. These are now part of the thousands marching with the unemployed. The wise ones accepted the slash and stuck. Furthermore, they set about to make themselves real producers, realizing the absolute need for better salesmanship.

"In all of these woeful happenings there is nothing at all that should worry the real hundred pointer. While there may not be so many star salesmen in the ranks, the quality of the profession is greatly improved. Among the 1920 star salesmen about 70 per cent of them were stars in spite of themselves rather than because of their own efforts. Fifty per cent of these stars have joined the thousands hereinbefore mentioned.

"The real creative salesmen are still with us; and while we, of course, sympathize with the ones who have fallen by the wayside, it was bound to come; 1921 furnished the test. It could be only the survival of the fittest."

New Trade Commission Head

Nelson B. Gaskill of New Jersey assumed the position as chairman of the federal trade commission on Dec. 1, in accordance with rule which provides for rotation in office of chairman among the several commissioners. The new chairman will serve one year. He has acted as vice chairman for 12 months and his activities during this period mark him as a man well fit to act as the head officer of this important government body.

Mr. Gaskill first made his appearance on the commission in December 1919 by appointment to fill the unexpired term of the late John Franklin Fort. He entered upon his new duty in February 1920. Prior to this he had served the state of New Jersey as assistant attorney general, from 1906 to 1914, leaving that position to serve as lieutenant colonel during the world war.

Teacher—"Name two of the world's greatest deserts."

Pupil—"Sahara and the United States."

MACARONI DRYING MACHINES

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

ROSSI MACHINES "Fool" the Weather

Do not require experience, any one can operate.

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

Write or Call for Particulars—
IT WILL PAY YOU

A. Rossi & Company

Macaroni Machinery Manufacturers

322 Broadway

SAN FRANCISCO, CAL.

STANDARD CONTAINERS

Specialty Manufacturers Favor Uniform Sizes for Various Products—Learn of Vermin Fight, Reclamation of Waste Byproducts, and Law Enforcement—Urge More Money for Bureau.

The 1921 convention of the American Specialty Manufacturers association, held Nov. 15-18 in Atlantic City, brought to an end a year of constructive and educational work that will have a beneficial effect on the relation of the specialty men to manufacturers and retailers. According to the reports of the officers of this association the educational campaign of the past year sought to improve products and methods of packing, encouraging more economic practices in production and distribution and attempting to establish a more satisfactory relation among all agencies handling the product from its manufacture to its consumption.

Standard Containers

The standardization committee made its recommendation favoring a standard size of container for various products handled by the specialty men and representatives of the big wholesale and retail associations of the country expressed approval of these recommendations.

The committee in charge of the fight to eradicate vermin from cereals and other similar products reported that strong efforts had been made to educate the food handlers as to the approved methods for preventing and destroying weevils, which have annually caused losses amounting to millions of dollars.

More Money for Bureau

W. G. Campbell, chief of the bureau of chemistry and of the U. S. food law administration, delivered an important address at the convention outlining the work done by the bureau in the improvement of present foods, the reclaiming of waste byproducts, the creating of new foods, and the enforcement of laws intended to keep foods pure and wholesome. Resolutions were adopted favoring a larger appropriation for this bureau and recommending a charge in the federal food and drug act so as to prohibit interstate commerce of food products stored or handled under unsanitary conditions.

Subsidizing or the directly or indirectly offering of bonuses to sales-

men, wholesalers or retailers, by the manufacturers was declared as "vicious" and "demoralizing" in a resolution adopted by this association.

There seems to be a persistent demand among a certain group of manufacturers, particularly those in the west, to have the 1922 convention held in Chicago or in some middle western city, although sentiment seems to favor Atlantic City as a most suitable place for this gathering.

New Officers Chosen

Fred Mason of the American Sugar Refining company was reelected president for the third term and H. F. Thunhorst of New York was reappointed secretary by the board of directors for his sixth year at the closing session. Other officers reelected were: First vice president W. W. Frazer, Jr., Franklin Sugar Refining company; second vice president James M. Hills, Hills Brothers company; third vice president Louis McDevitt, Colgate & Co., and treasurer D. O. Overhard, Ohio Match company.

New members of the board of directors are: F. E. Barbour, Beech-Nut Packing company, Canajoharie, N. Y.; R. R. Clark, Aunt Jemima Mills company, St. Joseph, Mo.; A. E. Phillips, Welch Grape Juice company, Westfield, N. Y., and Frank F. King, Colonial Salt company, Chicago. The other members of the board are: William L. Sweet, Rumford Chemical Works, Providence, R. I.; S. H. Small, Postum Cereal company, Battle Creek, Mich.; George H. Carter, D. & L. Slade company, Boston; R. H. Bond, McCormick & Co., Baltimore; J. T. Williams, Creamette company, Minneapolis; R. R. Moore, Diamond Crystal Salt company, St. Clair, Mich., and J. F. O'Brien, Kellogg Toasted Corn Flake company, Battle Creek, Mich.

Relief Sought by Patent Office

While no action was taken by the last congress on the appeal made by the commissioner of patents at Washington, D. C., for relief from conditions so deplorable as to be almost detrimental to the interests of manufacturers and inventors who have found frequent grounds for complaints over the service given, it is expected that the congress now in session will give heed to this appeal.

The matter has been laid before the house committee on patents through Representative Lambert of Wisconsin,

chairman of this body, by the commissioner of patents who seeks to have the salaries of the employes raised so that trained experts may be attracted and retained.

In March 1919 the patent office was 15,000 patent applications in arrears. In March 1921 the number of delayed cases had reached 42,000 and by the first of December this year 56,000 cases were awaiting action. That the fault does not lie with the patent office employes is cited from the fact that, while two years ago 62,000 applications for patents and registration rights were considered a maximum for the year, they have speeded up so that this year the maximum will exceed 90,000.

Applications for important patents have been required to wait 10 to 12 months before being reached for even first consideration. Complaints against this delay are reaching the office from every section of the country. Speeding up of employes has almost reached the limit and, because of the exceedingly strenuous duties placed on their hands connected with the low salaries offered, resignations are frequent and positions are hard to fill because of the shortage of trained technical examiners necessary of this exacting work.

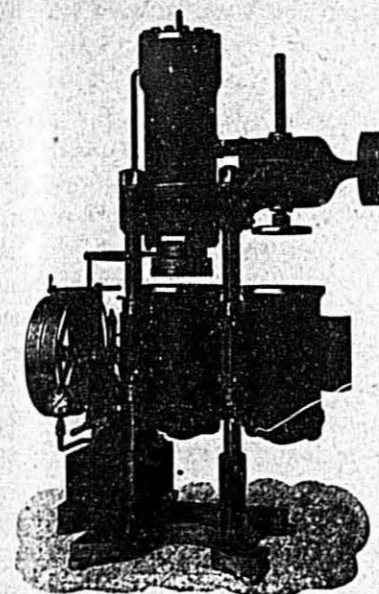
It is to be hoped that relief will be given by congress and that this important office, which has been neglected for many years, will be brought up to the standard that such an office should possess in a country like this.

Quits Business After 30 Years

The Aeolian Macaroni Co. Inc. of East Boston, Mass., announces through its treasurer, J. Russo, that it has gone out of the macaroni manufacturing business. This company has for years conducted a macaroni manufacturing business at 540 Sumner st. and supplied a long list of customers in Massachusetts and other New England states. Under leadership of F. Vergina, its president, it for many years held membership in the National association, being one of the progressive firms in that section. The leading members of the firm are planning other connections, so some of them will be retained in the industry.

Teacher—"Where do fleas come from?"

Pupil—(scratching head)—"Search me."



Presses
Screw and
Hydraulic

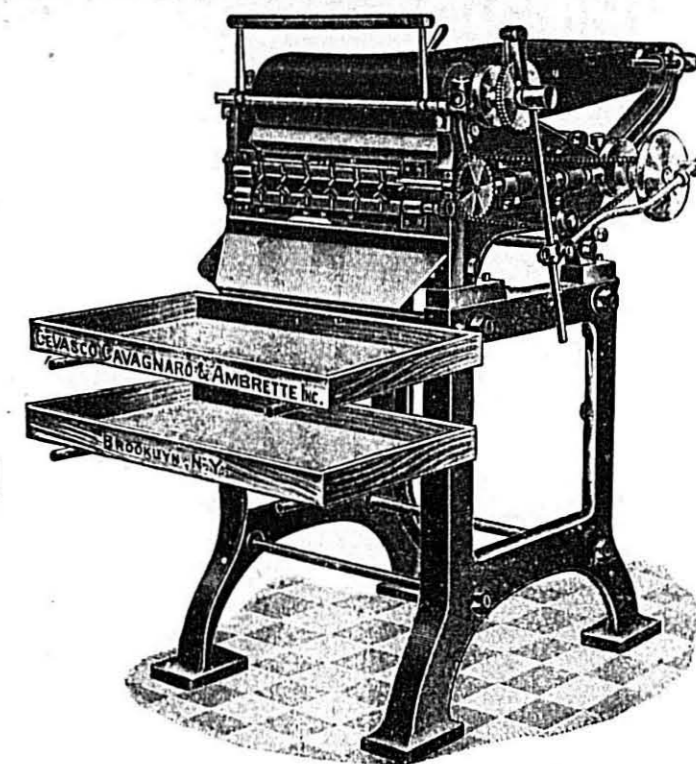
Kneaders

Mixers

Dough Brakes

Mostaccioli and
Noodle Cutters

Fancy Paste
Machines



Bologna Paste Machine

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

Built in two styles; one as shown, and another with calibrating dough brake attached. Simple and convenient. Practically noiseless in operation, as all movements are rotary.

Send for our illustrated circular, containing full information.

Cevasco, Cavagnaro & Ambrette

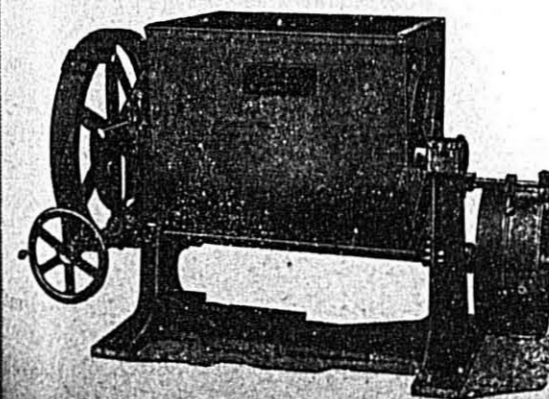
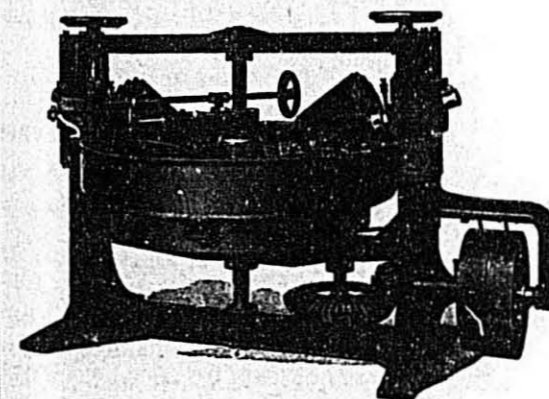
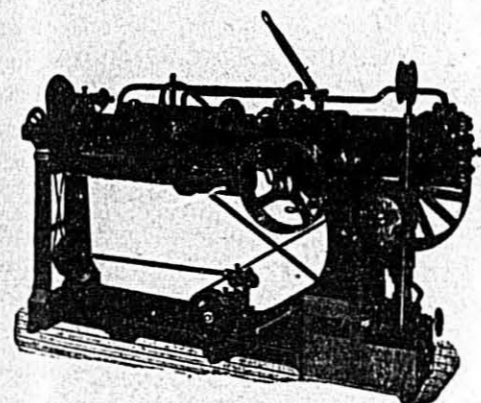
INCORPORATED

Builders of High Grade Macaroni Machinery

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

Office and Works
156-166 Sixth Street

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



RICHMOND A BIT VAIN, ADRIANS RATHER QUIET, HUMPHREY VERY LIVE WIRE —3 TYPES OF SALESMANSHIP

A business man of my acquaintance who has filled a salaried position of importance with acceptability found himself out of a job some 3 months ago. The firm for which he worked found it absolutely necessary to cut down expenses, and so the organization was reduced at every possible point. It is not our purpose to discuss the wisdom of this. It simply was done.

Our friend, whom we will call Richmond, was much depressed and quite inclined to pity himself and to look upon the situation as decidedly unfair to him. In the latter attitude of mind he was right, for he had been loyal and a hard worker.

Nevertheless, the situation was just as it was, and the wise thing to do was to make the best of it. Richmond made a few efforts to get another position. He wrote to several firms and he interviewed some people whom he thought might have influence. He was offered a couple of jobs at less money than he had been receiving, but he was not willing to lower his dignity to the extent of accepting these.

To be perfectly honest he was a little bit vain and proud—and he was plain scared. He didn't want to let his friends think that he was earning less than he had ever earned, and he didn't dare stay where he was and fight for a place.

So he went out into the country and with his savings bought a small farm. He knows nothing about farming, and he is under the mistaken impression that he is going to be sure of a good living. He will work as he never worked before, and he has all his training to get. He is not drawn to agricultural pursuits, and is not likely to be happy.

He fell down because he didn't know how to sell his own services. He should have advertised and hustled and taken the best thing in sight, using it as a stepping stone when the time came to the sort of a job that he covets.

A business man who was shrewd and

clean of life and record has conducted a modestly prosperous place for about 18 years. He often wonders why he has seen neighbors and competitors outdistance him with no better opportunities than he has.

This man, whom we will call Adrians, is very quiet. He has grown quieter as he grows older. He belongs to no clubs. He rarely goes to church. He does not take part in the local Business Men's associations or the activities of the Chamber of Commerce. He goes home, reads the newspaper; and while he is quiet and kindly beneath his own roof,—he makes little conversation with people. In fact, he is really not at all well known, and if you were to ask anyone about his standing,—that person would look vague and say that he is one of the smaller business men of the place. He pays his bills and has a car, but seldom mixes with people in any way, form or shape.

On several occasions he has lost out because he did not know what was to happen in the way of business change. For example, he was situated next to a trolley station, and it was not until it was announced in the newspaper that the trolley station would be moved a couple of blocks away, that he became aware of the fact that he was to be left stranded in a part of the business street which would now be almost deserted.

If he had been a member of some one of the working organizations of his town he would have known about this proposed change in ample time, and could have governed himself accordingly. His seclusion and disinclination to interest himself in the people about him has cost him a lot of money, and Adrians is a little bitter because he feels that he is not appreciated. This is really unfair, for he has no one but himself to blame for the situation. If he had let people know what a fine man he is and what good judgment he possesses,—he would have established good will and public confidence.

He has been a poor salesman concerning his own ability, business judgment, dependability, and personal

charm. Adrians has never sold himself well, and doubtless he never will.

A man by the name of Humphrey came from a small town of 700 inhabitants—little more than a hamlet. He reached the Big City with about 50 dollars and without any acquaintances or business connections.

Before he left the Little Town he had taken pains to get a first class letter of reference from the man for whom he had worked for 3 years; the postmaster; the minister of the church which he attended; the principals of the schools where he had gone as a child and young fellow; from a writer rather well known who had his summer home in the Little Town; his banker; and the leading physician of the town.

The young man took all these references and copied them in suitable form on a single long sheet of good quality paper. At the bottom of this sheet he wrote these paragraphs, and signed them himself:

I am a stranger to you, and in order that you may have a few facts by way of introduction,—I have obtained the above recommendations from people who know me well. Some of these people have known me from childhood, and while you do not know them, the positions which they hold in their own home community are a guarantee of their character and integrity at least.

It is my hope that these good words from different friends and acquaintances may be convincing to you, for while one or two might err in judgment, it is scarcely likely that all would conspire to speak well of me without my having gained their good opinion and merited their confidence.

Any further than this I cannot say, but I shall be glad to show you that I can be earnest and faithful in duties intrusted to my care. It will be my pleasure to prove that I am capable of carrying responsibility and of measuring up in any position which I undertake to fill.

I am,

Very truly yours,

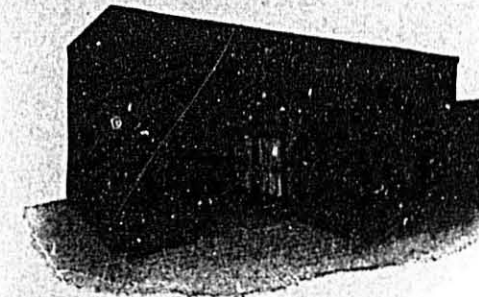
This sheet he had neatly typewritten and copied a number of times. The copies were placed in clean, new, long envelopes. He obtained a room where the expenses were modest, and he ate at neat but inexpensive places. He saw to it that he was carefully groomed all of the time. He went to a local Y. M. C. A., and gave a copy of that sheet to the man at the desk.

He was referred to a business man of standing in consequence, and inside of 24 hours he had found a perfectly

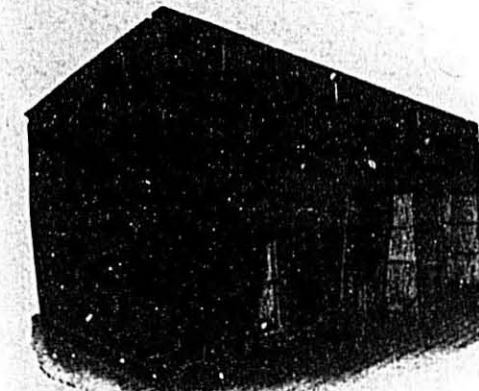
Barozzi Drying Machine Co.

400 Columbus Ave.

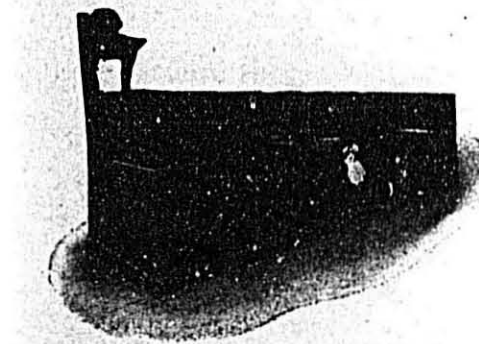
San Francisco, -:- Calif.



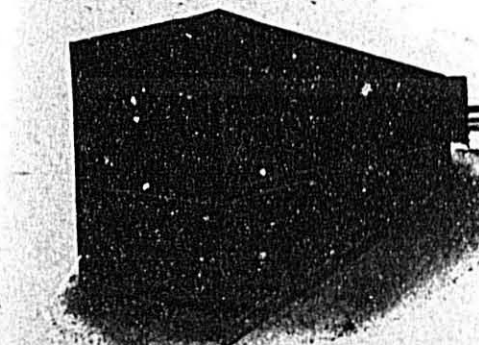
BAROZZI Preliminary Drier for Long Paste



BAROZZI Finishing Drier for Long Paste

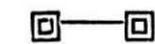


BAROZZI Drier for Cut Goods

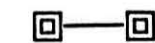


BAROZZI Drier for Curly Paste

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



We Dry your Paste long or short in 60 hours



No Acidity—Gould or Waste



We install—operate and guarantee results

Catalogue and Information

New Branch Office

498 West Broadway
New York City

splendid position, for he offered to pay the charge of telegraphic verification as to the identity of any of those signatures written. He carried the originals with him.

In two years he was occupying a position which was of importance, and drawing a salary of \$7,000 a year. Today he is a partner in the business, for he never bluffed and he always made a point of delivering more services than his contract called for.

Humphrey has succeeded because he sold himself well, and he will go on doing it to the end of the chapter. He doesn't make the mistake either of selling the same goods over and over, for he keeps adding to his stock of personal efficiency, and this is bound to count.

Benefits From Federal Trade Mark Register

The question is often asked as to just what benefits accrue to the individual or company through registration of a trade mark in the patent office. Mida's Trade Mark Bureau, after comprehensive study of this subject, sums up the benefits as follows:

Six Advantages

First—You have placed your trade mark on public record for the guidance of those who might otherwise innocently infringe. Most infringements occur without knowledge of the prior rights of others, and if competitors are able to determine whether a proposed brand name or other trade mark is available they are almost invariably guided by justice to others.

Second—You obtain a certificate from the department at Washington which sets forth your claim of ownership and is accepted as concrete evidence to support that claim by any federal court.

Third—You gain the right to sue for infringements, wherever they may occur within the boundaries of the United States, irrespective of the scope of territory in which your own merchandise is sold or used. Unless you register under federal law your claim of exclusive right to the trade mark is confined to the section in which the goods are actually and continuously sold. The leading decisions in this regard are primarily founded on the consideration that distant competitors, adopting and using a trade mark in good faith, even though of later date than the mark of the nonregistrant, have by that act created no conflict of interest, and have also acquired rights to be respected within the territory of their sales.

Fourth—If your suit is successful, the federal courts are empowered to

grant you an accounting of profits and damages to an amount that is triple the amount proved by evidence. As a matter of fact you cannot enter suit in the federal courts unless the litigation involves more than a stipulated sum and, in some cases, parties to the suit must be citizens of different states.

Fifth—You can use the certificate of registration as a basis in establishing your right to apply for registration in foreign countries where the laws require that the applicant be first registered in the home country.

Sixth—You have the privilege to make use of the official federal registration notice, i. e., "Registered in the United States Patent Office," or condensed thus, "Reg. U. S. Pat. Off."

State Record Value

National advertisers and users of trade marks on goods distributed in many different states have found it advisable to register their trade marks under the state laws, which gives added protection and the opportunity for immediate action against all infringements. Under state registration the remedy is usually available in the county where the offender resides and, in addition to the fines imposed under the federal rights, state regulations usually provide for imprisonment, which serves to make the prospective infringers more cautious and careful about indiscriminate use of trade marks not rightfully theirs.

Trade Marks

Sunco

On Nov. 7 was published for the first time the application of the Sun Mfg. Co. of Council Bluffs, Iowa, for registration rights of the trade mark SUNCO. This application was filed Feb. 26, 1921, for particular use on macaroni and spaghetti.

The trade mark is formed in heavy type letters so shaded as to bring out their plain white faces in relief, the letters dwindling in size from the beginning to the end so that the end letter is only about one half the size of the beginning letter of the mark.

Italy Brand

On Nov. 15 was published for the first time the application of G. Matalone of Chicago for exclusive right to use of a trade mark labeled "Italy Brand," "Torre Annunziata Style." The application for registration was filed March 22, 1921, for use on macaroni, spaghetti and alimentary pastes, the applicant claiming use since 1919.

The trade mark carries the name of

the brand diagonally across the face, imprinted among a conglomeration of stars, angels, and small circles, in which appear pictures of leading characters of Italy.

Applicant makes no claim for exclusive use of the words "Italy Brand" and "Torre Annunziata Style," apart from the mark shown on the drawing.

Benz

On Nov. 15 Adolph Benz, Jr., of Peoria, Ill., was granted registration rights on the trade mark BENZ, filed Aug. 3, 1921, for use on noodles. Applicant claims use since Sept. 1, 1918.

The trade mark is composed of heavy black letters in script with a heavy line extending from the closing letter in a flourish serving to underscore the entire title.

Ronettes

The application of the Homac Corporation of Syracuse, N. Y., filed April 13, 1921, published June 28, 1921, was acted upon favorably by the patent office on Nov. 8, 1921. The trade mark is intended for use on Italian paste products such as macaroni. The petitioner claims use since on or about Feb. 26, 1921.

The mark was given registration number 148,079.

Many fingers that now handle a gold pen were once twined around broom handles.

Adds Macaroni Unit

Pasquale Scalzulli, many years proprietor of a successful baking plant at 27 Middle st., Fitchburg, Mass., is adding a macaroni manufacturing unit. The second story of his present plant will be given over to the manufacture of alimentary pastes, and machinery of various kinds is being purchased with the expectation of having it installed and ready for operation in the early spring. According to meager plans yet made about \$15,000 will be spent for equipment with the object of manufacturing enough macaroni and similar pastes to supply the demands for this product in Fitchburg and vicinity.

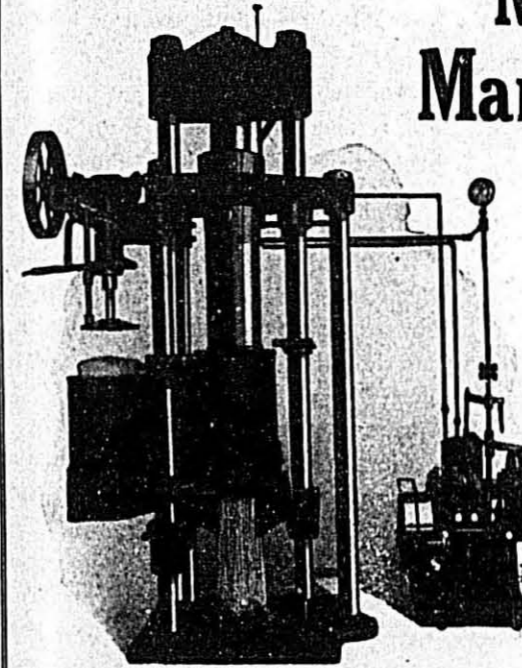
Teacher—"Name the four seasons."
Pupil—"Pepper, salt, vinegar and mustard."

It isn't the fallin' that hurts—it's the lightin'.

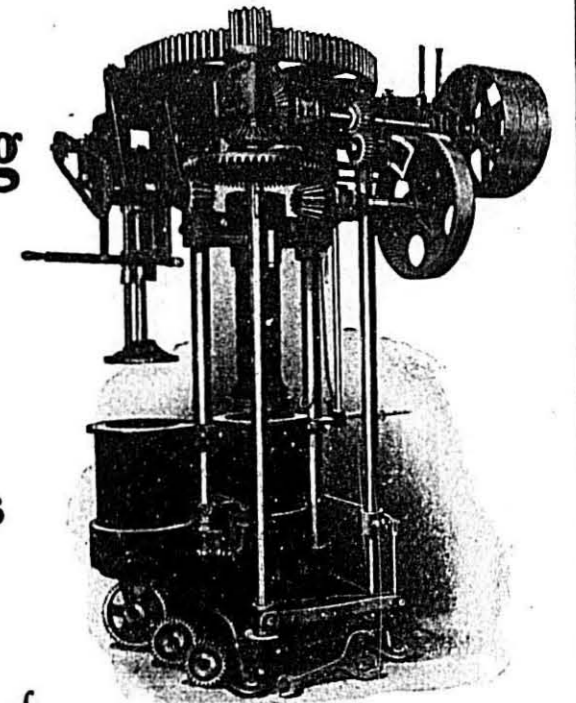
Walton Macaroni Machinery

Minimizes Manufacturing Expense

Our line of
Presses,
Kneaders
and
Mixers



STYLE K HYDRAULIC PRESS



STYLE F SCREW PRESS

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

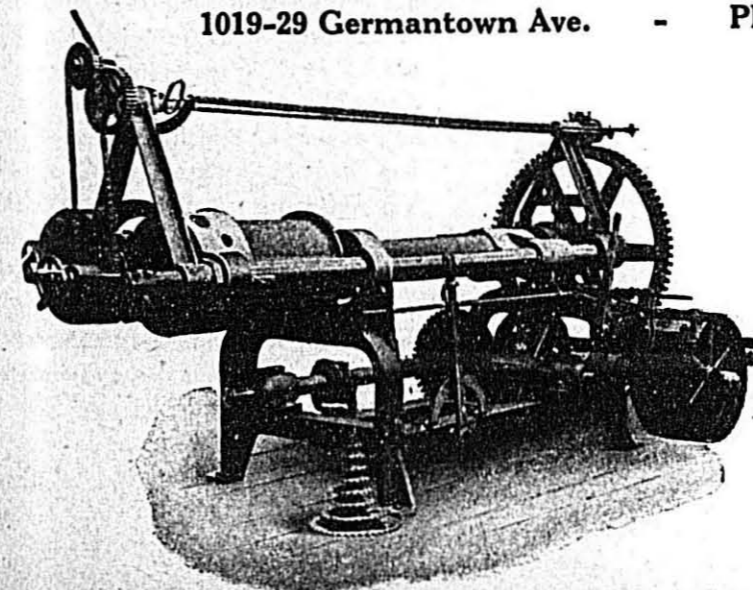
We make both Screw and Hydraulic Macaroni, Vermicelli and Paste Presses in sizes to meet all requirements. Complete machines or parts furnished promptly.

We also build paint manufacturing equipment and saws for stone quarries

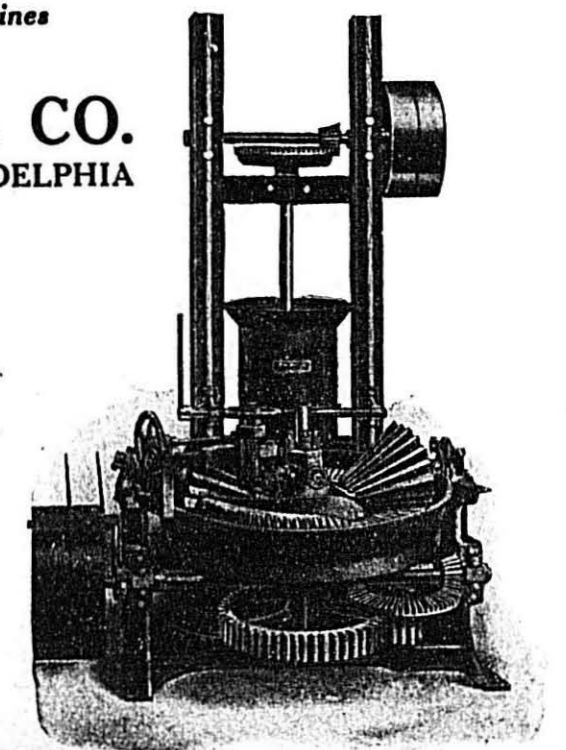
Write for catalog, stating the line of machines in which you are interested.

P. M. WALTON MFG. CO.

1019-29 Germantown Ave. - PHILADELPHIA



STYLE H HORIZONTAL CUTTING PRESS



IMPROVED KNEADER WITH PLOW

CALENDAR AS ADVERTISING MEDIUM

By E. J. Barklow

The calendar as an advertising medium is of comparatively recent origin. I cannot recall during my boyhood days on the farm in the 70's, or even as late as the early 80's, ever having seen a calendar distributed among the farmers for advertising. The family almanac, Hostetter's, Ayer's or Jayne's, or all three, were as common features of the household equipment as the family bible and much more frequently consulted.

The insurance companies and the patent medicine manufacturers were among the first to use calendars extensively for advertising. The first real art calendar that came to my attention was one issued by the Boston & Maine railroad, as I recall, in 1887. It was a simple cardboard affair which bore a steel engraved picture, and extra copies were sold at 50 cents each. However the ordinary art calendar of that day was a more or less gaudy lithograph. Paper houses and jobbers placed samples in the hands of local printers, who sold them to local merchants and imprinted their advertisements.

Story of the Calendar

The story of the calendar is one of the business romances of the age. The art calendar business as it is known today may be said to have originated in the little town of Red Oak, Iowa, some 50 miles southeast of Council Bluffs, in about 1890. Two young men, Edmond B. Osborne and Thomas D. Murphy, who had been school mates in the little country college town of Indianola, Iowa, became partners in running a small paper out at Red Oak—the Red Oak Independent. Now neither of them knew the difference between a sight draft and a check when they first went there. They were in their early twenties and neither of them knew anything about the printing business so they had to do something to eke out an existence and help pay the mortgage on their plant. Therefore they were always working up side issues. They ran a little daily paper during the fair and got advertising to pay the expense of it and make a little profit. Then they were instrumental in obtaining for Montgomery county, Iowa, a new courthouse. I guess they never had

had a courthouse up to that time because there were two towns in the county and each of them wanted the county seat and it never was settled until the boys finally got back of the movement and succeeded in getting the courthouse voted. It was a fine courthouse when it was built, a very beautiful building. Mr. Osborne one night conceived the idea of having a halftone—halftones were new in those days—reproduction made of the architect's drawing, and printing that on a piece of cardboard and selling advertising space around the edge and putting a calendar at the bottom. That was the first calendar that was made at Red Oak. It was quite a success.

That fall Mr. Osborne had occasion to take his wife away for her health. A newspaper man, even a country newspaper man, being favored with railroad transportation in those days, the transportation didn't bother him very much, but he needed some extra money and so he took along his courthouse idea, some of those sample calendars that I spoke of a minute ago. He went out to Denver and, while he did not do very much with the courthouse idea, other people not being so proud of their courthouses and state houses as the Montgomery county people, he did sell a few calendars, and particularly one order of those steel engraved calendars to a Colorado merchant who not only paid \$300 for some calendars, but had them shipped by express from Boston. That gave Mr. Osborne the idea that if people would buy those expensive calendars why wouldn't it be much cheaper and quite as effective a method of making calendars to reproduce photographs of old paintings which could be bought for \$1 or \$2 apiece. They had no international copyright laws in those days, and he came back with that idea. He sold the idea to some bankers, but not to the first banker he went to. The first banker wanted to know if he had any security before he would furnish any money. The second banker recognized the possibility of building up a business and so Osborne & Murphy started this little business of reproducing these photographs by the halftone process and printing them on card-

board 7x14, 7x9, 11x14, and then a hanger-up 14x22. Then there were some smaller ones. That was their line, very simply, very easily made, and the business started in that newspaper office.

From the cardboard calendar of 1890 or hanger illustrated with halftone reproductions of photographs of old paintings which distinguished the calendar lines of the 90's we now have dainty and elaborate mountings for process or hand colored reproductions of paintings, many by eminent artists, real works of art, the kind which would sell in art departments of stores at from \$5 to \$10 each. It is no unusual thing for particular advertisers to pay from one dollar to two dollars each or even more for calendars to send to their customers or prospective customers.

I have recited this history of the business so you will realize in a measure its extent and importance, for I find there are many people who have only the faintest idea of this subject.

Why of Calendar Advertising

There must be a reason for the wonderful growth of the calendar business. It didn't just happen, and it is my purpose to tell of the mission of the art calendar which is the reason for its growth.

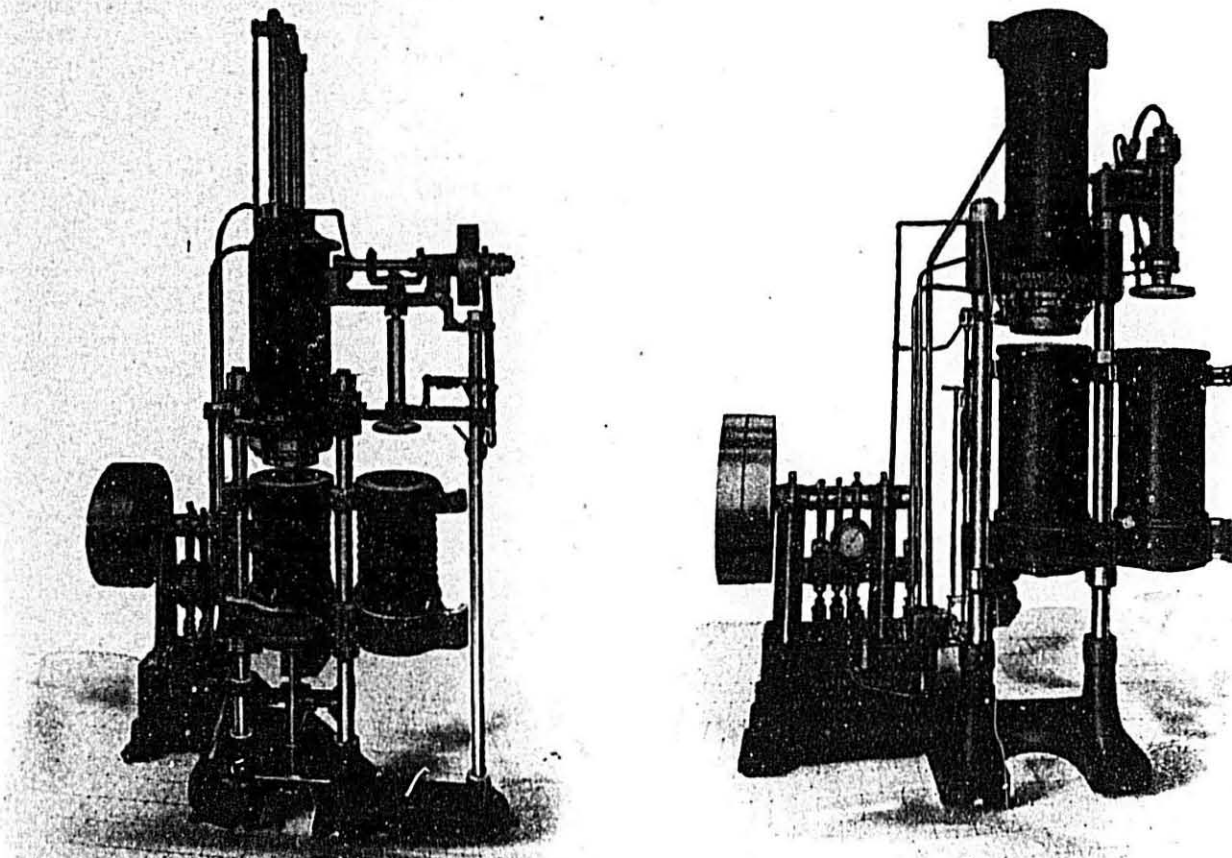
There are two principal kinds of advertising: The kind that produces immediate sales and that makes customers, builds good will. The department store that uses a page in the newspaper to offer seasonable goods is an example of the former. This kind of advertising is important and necessary, but it is no more important than the other kind, the kind that makes customers rather than individual sales, the kind that will make people think of Jones, the druggist, when they want to buy drugs; or Smith, the grocer, when they want to buy groceries, or the First National bank when they want banking service. The two kinds of advertising in no way conflict. Both are necessary.

The art calendar is peculiarly qualified to fill its mission as a builder of good will and to make and hold customers. A calendar is an absolute necessity in every home and office. Watches and clocks might be dispensed with, but a calendar never. The calendar has an element of permanence—it lasts a year, at least, and if the picture has real merit it may last many years. The calendar commands space which is unpurchasable by any other means.

SPEED—SAFETY—CLEANLINESS

Guaranteed to Users of

De Francisci Macaroni Machinery



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

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

Macaroni Machinery of all kinds

Made by

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

Manufacturers of Hydraulic and Screw Presses, Kneaders and Mixers.

and space is a vital element in advertising.

Not only does the calendar command unpurchasable space without cost, but if it is the right kind it is accepted as a favor to the recipient rather than a favor to the advertiser. Instead of placing the advertiser under obligations for the use of the space, the effect is just the reverse for the right kind of a calendar makes a most acceptable souvenir.

In what other way can you get preferred position for your advertising absolutely without cost? And just think of the position! It is a whole page all by itself hung up in plain sight of every member of the household and all the neighbors and friends who call, where they can see it a whole year. And the very fact that it is preserved and hung up by the right kind of people proclaims to the friends who see it that the advertiser is the right sort and worthy of patronage.

No device has yet been discovered that equals the art calendar as a means of keeping one's name constantly before the right people. It is in plain sight every day in the year and tells its story many times a day to many different people. Not only does the individual customer bear its message to the family, but a repetition of the calendar in many homes and offices multiplies the force of the message. Even if the advertisement isn't noticed each time it is seen, the picture, if it is worthy of being preserved, will come to represent the firm or man that puts it out.

It Hits the Bull's Eye

Calendar advertising is direct advertising. Properly distributed, every calendar hits the bull's eye. The advertiser can absolutely control the circulation. No one needs to go to other than customers or prospective customers.

An art calendar, and I am speaking of calendars having real quality, makes a beautiful and acceptable souvenir, because the illustration is reproduced from an original painting of merit. Besides its year long service as an attractive indoor sign, as a souvenir it brings the advertiser into friendly relation with his customer or prospective customer, establishing mutual confidence, which is essential in building a successful business. Once you get the confidence of the public all your advertising will become more effective.

I have dwelt primarily on the mission of the calendar as applied to the local

business man, but it is equally effective when used by the manufacturer or jobber. It is an old saying that, "Well introduced is half sold." A calendar that commands wall space in the office of the buyer is a splendid introduction for the salesman. A good calendar creates an air of friendliness.

The right kind of a calendar is just as acceptable a souvenir in the office as in the home, and here again is the element of economy of circulation. The calendar is sent only to possible customers. For those who want to send out a special message more frequently than once a year there is the monthly calendar, each carrying an attractive picture which is related to every other picture of the series. On the back is space for a timely message. Instead of being laid aside and forgotten these attractive visitors are hung up in plain sight, ready to be of service at just the psychological moment when service is required.

And here is another feature of the art calendar. It is a missionary of art. It has done much to create a love for the beautiful for, after all, there are but few people who can afford the luxury of original paintings, and in many humble homes throughout the world the art calendar is the only example of art to be found.

Let me sum up the virtues of the calendar:

- It is a necessity.
- It has long life.
- It commands preferred position.
- It is a desirable souvenir.
- It is the ideal indoor sign.
- It makes friends, which is another way of saying it is a good will builder.
- It admits no waste circulation.
- It serves as a permanent friendly introduction.
- It cultivates a taste for art, and is the poor man's art gallery.

1921 Potato Crop

According to the reports of the U. S. bureau of crop estimates issued Nov. 1 there has been an appreciable gain in the potato crop since the forecast of the month previous. The total now exceeds 356,000,076 bushels for 1921, being about 10,000,000 bushels of a gain for the month past. This estimate shows that the present yield is about equal to that of 1919, though 75,000,000 bushels below the crop of 1920. The greatest loss was shown in the late

crop states where the drought was most disastrous. Information concerning the potato crop is always of interest to macaroni manufacturers for the reason that macaroni, being frequently used as a substitute, is in much greater demand when potatoes are scarce and high priced.

FOREIGN CROP PROSPECTS

Fall Sown Cereal Crop Fair to Good—Wheat Prospect in India Continues Good, But 1920 Yield Poor—Argentina's Reports Favorable—North Africa Yield Shows Gain, Also Northern Hemisphere.

The fall sown cereal crops of the northern hemisphere are generally entering the winter in a fair to good condition, with the exception of some areas where drought has interfered with seeding and germination, says the bureau of markets and crop estimates, United States Department of Agriculture. Recent rains have benefited the new crops in Germany and Austria and the condition is up to the average, although the long drought may have reduced the acreage somewhat. Seeding has been greatly hindered by drought in France, Hungary, and Rumania. Recent favorable rains are reported from Italy. Seeding made good progress throughout Great Britain, and good stands are reported for early sown fields. Moisture conditions have been favorable in northern Africa, and preparation of the land for fall seeding made excellent progress.

General News Favorable

The prospect for the wheat harvest in British India continues good, and the outlook for next spring's crops in general is favorable in most districts. Fall sown crops have generally entered the winter in good condition in Canada. The condition of the winter wheat crop in the United States continues favorable throughout the northern central states, but the continuing drought is causing much damage throughout the lower plains region where some fields are dying and late seedings are failing to germinate. Rain is also generally needed in the Pacific northwestern states. The condition of the winter rye crop in the United States is generally good.

Australia Begins Harvest

The crop news from Argentina continues favorable, and it is now conceded that the early reports of drought

damage were somewhat exaggerated. The moisture supply is now abundant, and the present outlook indicates a good crop will be harvested. Owing to the dry, unfavorable conditions at seeding time the acreage shows a reduction of slightly more than 1,000,000 acres compared with last year, the acreage for 1921-22 being estimated at 13,27,000 acres compared with 14,957,000 acres in 1920-21. The wheat harvest is about to begin in the early districts of Australia, and the prospects are generally good. The present outlook indicates that the yield will be about equal to that of last year.

Northern Hemisphere Gains

The final returns of the cereal crops of the northern hemisphere do not vary much from those previously given. The total wheat production for the 29 leading wheat growing countries of the world (excluding Russia), according to the latest revised estimates, was 2,890,45,000 bushels, compared with 2,661,71,000 bushels in 1920, showing an increase of 228,474,000 bushels. The yield of wheat in north Africa also shows considerable gain, while the yield for North America does not differ much from that of last year. The only

large producing country which reported a poor yield for 1921 is British India, where the yield shows a decrease of 33 per cent over 1920.

Paste Imports—October, 1921

The importation of macaroni and similar alimentary pastes for October 1921 showed a sharp decrease, according to report of the bureau of foreign and domestic commerce. The falling off, however, affected only the quantity, as the value increased from about 8c, the price prevailing in October 1920, to slightly in excess of 11c a pound for October this year.

A total of 67,417 pounds was reported at the various ports in the country, the invoice value of which was \$6,406 or slightly more than 11c a pound. In October last year 82,554 pounds were imported, the invoice value of which was \$10,338.

While October this year shows a decrease, the heavy importations earlier in the year bring the total for the 10 months almost 100 per cent in excess of that for the same period in 1920, and about 80 per cent over the amount imported in 1919.

The total importation of alimentary pastes for the first 10 months of 1919 was 748,831 pounds, valued at \$81,745. For the same period in 1920 it amounted to 561,782 pounds, valued at \$77,585. This year the quantity imported has reached 1,146,895 pounds, including October, the invoice value of which was \$129,336.

Sturm Increases Stock

The Adolph Sturm Co., founded in 1869 by Adolph Sturm and continually engaged as importer, manufacturer and jobber of cabinet woods in the log, lumber, veneers, dowels and veneer panels, has authorized an issue of \$100,000 in 8% cumulative preferred stock, according to notice by its president, Ernest H. Sturm, son of the founder. This company is one of the leading manufacturers of dowels or macaroni drying sticks and has for years enjoyed a good business with macaroni manufacturers of this country. The company office and sales room is at 542 W. Washington st., Chicago, in which city it also owns a warehouse and factory.

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We know your particular requirements and are now ready to serve you with—

Special Noodle Whole Egg—

Dehydrated Whole Eggs—selected—
Fresh Sweet Eggs—particularly bright color.

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JOE LOWE CO. Inc.

"THE EGG HOUSE"
New York

CHICAGO BOSTON LOS ANGELES TORONTO
WAREHOUSES
Norfolk Atlanta Cincinnati Detroit Pittsburgh

Grain, Trade and Food Notes

When Corn Is Cheaper Than Coal

Ear corn at 20 cents a bushel is equal in fuel value to a fair grade of western soft coal at approximately \$10 a ton in the opinion of Secretary Henry Wallace of the Department of Agriculture. Throughout the corn growing district, where corn is now very cheap, the coal used is generally of the poorer grade and being sold at high prices. Where these conditions exist the farmers and people in country towns are justified in using corn for fuel instead of coal. While it is almost impossible to figure the relative heating values of corn and coal because of the varying grades of each, they may be compared on the constructive basis of corn at 10 cents a bushel equals coal at \$5 per ton in heat value; corn at 20 cents per bushel equals coal at \$10 a ton; corn at 30 cents a bushel equals coal at \$15 per ton. When selecting corn for fuel purposes it should be remembered that the drier the corn the higher its heat value. It can be burned either on the ear or shelled, though the use of ear corn is preferred since the cob adds to the heat value, the cob aiding in ventilating the burning mass to a considerable extent. In times past when corn was very cheap it has been burned for fuel in this country, but only on the farm. In Argentina both corn and small grain are at times burned as fuel, not alone on the farms but in the power plants. Undoubtedly large quantities of corn will be burned on western farms this winter. Unless the price materially advances the farmer will find corn cheaper fuel than coal, and in addition will save the cost of hauling the corn to town and hauling the coal back. In the quoted opinion of the secretary: "The people in the country towns in sections where corn is cheap will probably find it will pay them to buy ear corn for their furnaces and heating stoves, unless coal prices should decrease considerably and corn prices greatly advance."

Out In Grain Rates

The interstate commerce commission has ordered a cut in the rates on grain products and hay in carload lots, to become effective Dec. 27, 1921. These new rates apply only between points in the Mountain-Pacific groups and between points in the western and points

in the northern groups. These rates shall not exceed those in effect on the Aug. 25, 1920, except in specific cases mentioned in the ruling of his government body.

Saskatchewan Wheat Crop

According to the reports by the Saskatchewan department of agriculture covering the 1921 wheat crop of that province, approximately 175,000,000 bushels of this grain was harvested last fall. A train of 1300 cars would be required to haul it to market. If placed in 40 foot grain cars, each holding 1000 bushels, the train would extend from Chicago to Salt Lake City.

October Durum Receipts

A total of 4573 carloads of all grades of durum, excepting red durum, reached the various markets of the country in October, according to the report of the inspectors licensed under the U. S. grain standard act. This was approximately 1000 cars less than the number inspected in September, the loss being more appreciable in the amber durum class than in the durum class. The total number of carloads which reached the market for 4 months of the crop year beginning July 1, was 13,950 carloads, as compared with 9496 carloads for the same period in 1920.

Amber Durum

The receipts of No. 1 Amber durum were rather light compared with the total carloads of that grade inspected, as only 197 were reported. Of these 87 reached Minneapolis and 86 went to Duluth. No. 2 predominated in this class with 1883 carloads inspected. New York led with 793 carloads, Duluth was second with 455, then followed Philadelphia with 294 and Minneapolis with 243. Of the No. 3 grade 515 carloads were reported, 244 at Duluth, 122 at Minneapolis and 81 at New York. 338 carloads of Amber durum registered below grade. Of these 208 carloads went to Duluth and 100 carloads to Minneapolis.

Durum

No. 1 quality of durum was the scarcest article on the market. Of this class only 15 carloads were inspected in October, 4 going to Duluth, 3 to Minneapolis, and 2 to New Orleans. The No. 2 grade was comparatively light,

only 296 carloads being reported of which 148 went to Duluth, 44 to Minneapolis, 31 to New York, 17 to Galveston and 15 to Omaha. No. 3 reached a total of 875 carloads, with Duluth getting the big majority having 286 carloads of this total to Minneapolis 26. A large portion of the durum graded below No. 3, 950 carloads being listed as below grade. Of these 807 carloads went to Duluth, 75 to Minneapolis, 13 to Omaha and 10 to Galveston.

Discover New Giant Blackberry

A new type of blackberry, nearly four times larger than the average garden variety, is being experimented with by the U. S. Department of agriculture. It was discovered growing wild in interior forests of Colombia, S. A. Dr. P. H. Chapman of the American Museum of Natural History, New York, was in charge of the party that made the find. Wilson Popenoe, agricultural explorer for the government department, named it "Colombia," after the country of its origin. The agricultural department hopes to be able to distribute it to farmers and gardeners in this country.

Canadian Wheat Exports

Exports of Canadian wheat for the two months ended Oct. 31 totaled 28,276,000 bushels, according to report of the Canadian trade commissioner in New York. Of these exports 1,845,000 bushels went to the United States, 2,233,000 to the United Kingdom and 5,198,000 bushels to other countries. The total exports of Canadian flour for the two months were 1,020,000 barrels. The United States took 46,546, while 664,692 went to the United Kingdom and 308,886 to other countries.

TRAGEDIES

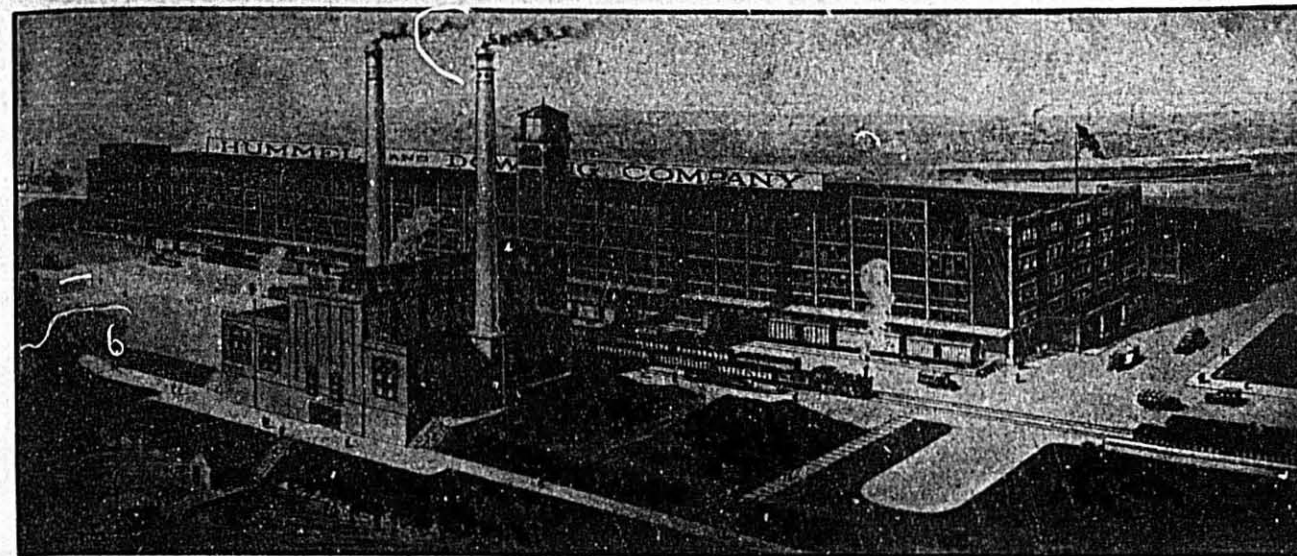
A man struck a match to see if the gasoline tank on his automobile was empty. It wasn't.

A man patted a strange bull dog on the head to see if the critter was affectionate. It wasn't.

A man speeded up to see if he could beat the train to the crossing. He couldn't.

A man touched a trolley wire to see if it was charged. It was.

A man stopped advertising to try to save money. He didn't.—The A. S. Journal.



Cartons, Caddies or Containers for the Macaroni Manufacturers

Our organization and modern mills offer you the best available facilities for your packing requirements. We make our own board, control extensive sources of supply and specialize in high grade cartons and containers.

Give us an opportunity to submit our samples and quotations the next time you are buying in our line. Our service is excellent. Our product is better than the average.



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

There are three requisites to be considered in buying

CARTONS

- 1st Quality—Cartons which will help sell your goods.
- 2nd Service—Cartons when you want them.
- 3rd Price—Cartons at the lowest price consistent with first class work.

Our cartons are made to comply with these requisites. Macaroni and Noodle Cartons are our specialty. Send us your specifications, we will be glad to quote you on your requirements.

The Richardson-Taylor Ptg. Co.
CINCINNATI, OHIO

Notes of the Industry

Bankruptcy Sale

The entire property and equipment of the S. R. Smith Co. of Grantham, Cumberland county, Pa., was offered for sale by M. S. Smith of Harrisburg, trustee in bankruptcy. Not only the macaroni plant fully equipped with presses, kneaders, mixers, cutters, driers and everything necessary for the manufacture of macaroni and noodles went to the block, but also the buildings and the real estate on which they are situated. This company had been in financial straits for some time and went into voluntary bankruptcy early in the year.

A Noodle Demonstration

David F. Jue & Co. of Chicago, manufacturers of "Chinese Maid" brand Chinese noodles, occupied a prominent booth at the St. Paul pure food show, Oct. 4 to 8. The oriental scheme of decoration carried out on the booth, with its attractive hangings of lanterns and umbrellas and oriental vases and dishes, added to the unique beauty of the display. Chow mein and numerous other Chinese dishes prepared with Chinese noodles were served to the visitors daily by three efficient demonstrators. Various food shows throughout the country are being attended by Mr. Jue's demonstrators in a similar manner, while booths are being placed in stores in the larger cities with attractive demonstrations, and in every instance the demand for the product has been enormously increased.

Canned Ravioli Made in California

Several years ago a few firms in the Italian quarter of San Francisco began to make ravioli on a commercial scale

for general distribution. But there was one drawback; ravioli so prepared would not keep more than a few days. People hesitated to buy something that would so easily spoil.

A few years ago a process was perfected for canning ravioli, so that it could be kept indefinitely like any other canned product and used whenever needed at a few minutes notice. This discovery at once solved the problem of the general use of this Italian culinary masterpiece.

One of the pioneers in canning ravioli was the R. J. Workman company, which has probably made the greatest success at this business of any packing house in California. This firm has control of the largest market because it has specialized in canning ravioli. R. J. Workman has been engaged in one way or another for some 18 years in the preparation and packing of food products such as tamales, chili con carne and sauces. Two of the sealing can machines turn out 50 cans a minute, or some 36,000 a day. All the machinery is operated by steam power and the product passes automatically from one operation to another without being touched by human hands.

Of all the known dishes ravioli is the most complicated in its ingredients and takes the longest time to make. When made in the home on a small scale almost the entire day is spent in the process. It is made under the most sanitary conditions, with a rigid United States government inspection of every operation, so that inferior materials cannot be used.

First is made the dough, composed of the finest grade of flour. If any but the best grade of flour be used the dough will not hold together when

rolled out, and the ravioli will be spoiled, leaking through its covering. Next is made the filling, consisting of chicken, meats, spinach and other ingredients. The filler is then placed on the dough and covered with another layer of dough. This is submitted to a slight pressure and then gently rolled and cut by the millions into those small squares making the main body of the ravioli. Finally the sauce is made. Everything depends upon the sauce which gives the distinctive flavors to the ravioli. The R. J. Workman sauce is made in 200 gallon copper kettles, according to an original formula, with tomatoes and mushrooms, spices, and is cooked for 2 hours in a way that it is impossible to do in the home. The ravioli is then placed in the cans, the sauce is poured over the ravioli, and the cans hermetically sealed by machinery. These cans are then placed in huge retorts and submitted for half an hour to heat at 240 degrees Fahrenheit. After this they are taken out, labeled, when they are ready for shipment all over the world.—American Food Journal.

New Cleveland Company

Papers of incorporations of the National Macaroni Co. at Cleveland were granted by the state last month. This concern is to be capitalized for \$100,000. Among the incorporators named as owners of stock are Alfred Safran, J. Nuccio, P. DeLorenzo and Mercedes Glora.

A New Britain Partnership

Partnership papers filed at the capitol at Hartford, Conn., Nov. 10 show that Sebastiano Urso and Pauline Cardella are copartners in a business es-

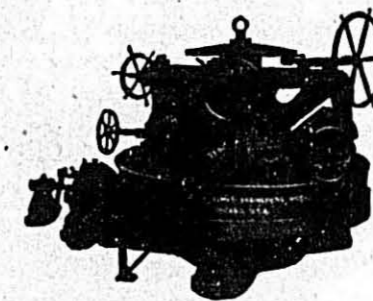
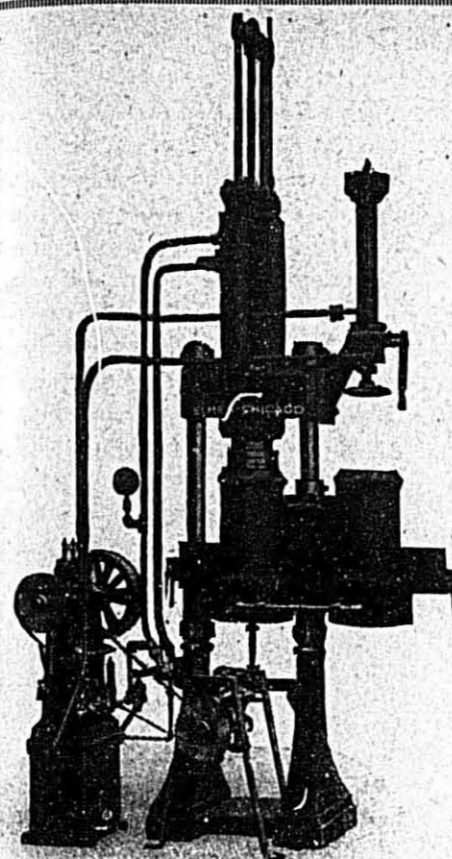
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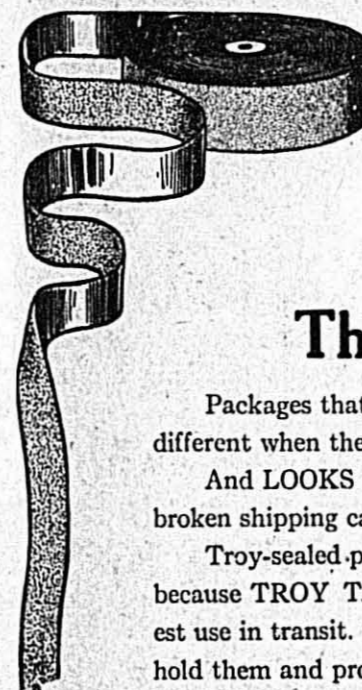
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The shock absorbing cushion in the corrugated fibre box protects the contents of the box.

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WE OPERATE OUR OWN BOXBOARD AND STRAWBOARD MILLS

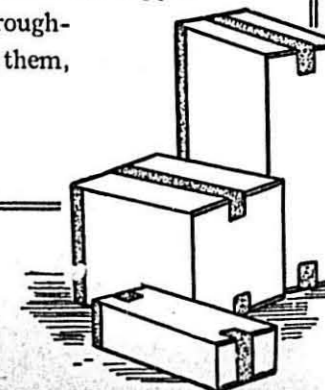


They Get There — But How?

Packages that look right when they leave your shipping department may look very different when they reach your customer.

And LOOKS COUNT. Even though the contents may be whole, a damaged or broken shipping case or package makes a poor impression.

Troy-sealed packages reach consignees in as good condition as they leave the shipper because TROY TAPE is tough enough and strong enough to stand the roughest use in transit. Troy Tapes not only seal the packages but strengthen them, hold them and protect the shipper against breakage, loss and theft.



Write for sample roll and let an actual test convince you. We supply them in 1 inch to 4 inch widths—30 lb. to 90 lb. Special Troy Kraft paper.

The Gummed Products Company
TROY, OHIO

tablished at 277 Myrtle st., New Britain, for manufacturing alimentary paste products. This will be the third concern manufacturing this food in that city, though none is of very large daily capacity.

Sued On Sugar Contract

The American Sugar Refining Co. has entered suit against the Youngstown Macaroni Co. of Youngstown, Ohio, for \$22,063.57, which the former company claims is due it through breach of contract. The Sugar Refining Co. charges that sugar was sold to the Macaroni Co. at 22½¢ per pound, and upon the refusal of the macaroni firm to accept this sugar, suit against the company was begun.

Meat Prices Low

As an indication of the gradual decline in food prices the packers call attention to the amounts demanded by them for different kinds of meats. During November pork sold at the lowest figure for many years. Choice pork loins wholesaled part of that month at from 15 to 20 cents a pound which is about one half as much as they sold for a year ago. The beef market was stag-

nated through the inrush of beeves in anticipation of the railroad strike threatened early in October, and the pressure on this market has not yet been completely relieved. In addition to the reduced buying on the part of the American public the export trade has not been normal and as in fact business in meats has been below normal.

New Seyfang Firm

When the Seyfang Baking company sold its plant to F. Bissel and Company of Toledo, the employes of the old firm organized the Seyfang Biscuit and Macaroni company with a capital stock of \$25,000. Their special training in the practical work of manufacturing these products is considered by them as a valuable asset and one thing sure to make their new venture a success. The new company has obtained suitable quarters at 1155 Grand av., Toledo, and has gone into operation with a force of 25 men and women, to be added to as business increases. The new plant will take over the cracker, biscuit and macaroni business of the Seyfang company, while the Bissel company will devote its energies to the

baking business. Among those interested in the new firm are Calvin B. McKnight, Joseph Drilla, R. L. Bullinski, Frank Holsberger and Leonard Korte. The latter was for years head baker of the former Seyfang Baking company.

Increase Capital Stock

Articles of incorporation were filed last month with the secretary of state at Columbus by the Ohio Macaroni Co. of Cleveland, showing a capital stock of \$150,000. Action was taken through E. B. Freed, representing the incorporators. The company has been established some years, occupying a plant at 2808 Scovill av.

Recognizes Wholesalers

The Armour Grain Co., manufacturer of alimentary pastes, rolled oat corn flakes and pancake flour, in a letter issued Nov. 8 to its sales manager announces to the trade that hereafter all its products will be distributed through the wholesale grocers. The statement further advises that the Armour Grain Co. is a separate institution and makes its own merchandising policy, independent of Armour and Company, and even should there be

Discriminating Manufacturers

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RUNS BRIGHT, SHARP AND UNIFORM**

Quality and Service Guaranteed

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Papers for the
Macaroni trade.

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

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Manufacturers

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MOULDS SPECIALISTS

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

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

Specialists in Copper Moulds

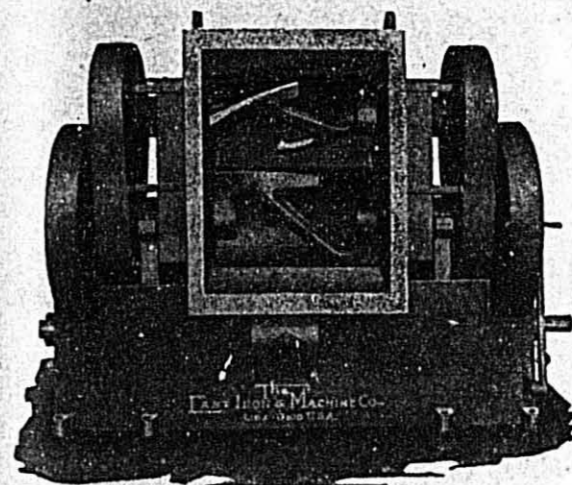
Make any kind desired. Stell supports
for long or short macaroni. Bronze Leaf Moulds
extensively used for Spaghetti, Vermicelli,
Noodles, etc. manufactured to suit.

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

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"EIMCO"

Mixers and Kneaders

Insure Uniformity, Color and Finish

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

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

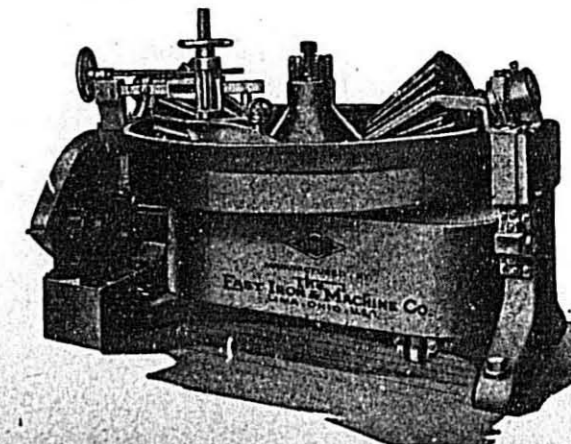
Save time, labor, power, and make better doughs at less
cost. "Eimco" mixers and kneaders will do it for you.

Ask us for bulletin and photos.

The East Iron & Machine Co.,

Main Office and Factory, Lima, Ohio.

New York Office, 45 W. 18th St.



change in the government ruling on what is now the famous "Consent Decree," the cereal line will not again be restored to the branch houses of Armour and Company.

Grain Appeal Fee Reduced

An amendment to the regulations under the U. S. Grain standards act, effective Oct. 29 this year, was signed by the secretary of agriculture. This amendment reduces the minimum fee in an appeal or dispute on bulk or sacked grain in carload lots from \$3 to \$2 per car, and establishes a flat rate of 50c per 1000 bushels on bulk or sacked grain other than in carload lots. The latter rate is applicable to grain loaded into vessels.

Machinery for New Mill

The U. S. Cereal Co., which has under construction a large flour mill to be known as the "Paramount Mill," is rapidly assembling machinery with the hope that the new \$450,000 plant will be ready for operation about May 1 of the coming year.

According to plans now drawn a capacity of 2400 barrels a day is the aim.

Officials contemplate setting the minimum at about 3600 barrels as the new company's business increases.

In spite of the fact that the word "Cereal" appears in the name of the company constructing this mill the new concern will manufacture flour exclusively, according to arrangements so far made. There has as yet been no definite decision as to whether or not durum wheats will be ground for the macaroni trade.

Chicago Mill Notes

The Chicago Mill & Lumber Co., which is well known to the macaroni manufacturing industry because of its manufacture of essential wood, fibre and corrugated containers, has placed on the market an issue of \$2,500,000 in 7% 10-year gold notes through its financial agent, the First Trust & Savings Bank of Chicago. The notes offered are a direct obligation of the company, fully protected by a trust agreement and with a promise that its properties will remain unincumbered unless provisions is simultaneously made for the retirement of the bonds issued. The notes or bonds are offered at a price of 99½ and interest to yield

slightly more than 7 per cent. According to a statement by Hermann Paepke, president of the company, the concern was established in 1881 and is considered the largest manufacturer of fibre and corrugated containers, wood boxes and box shooks in the United States with timber holdings exceeding 75,000 acres of southern hardwood alone valued at \$4,800,000.

Beech-Nuts Fight

Officials of the Beech-Nut Packing company of Canajoharie, N. Y., are seeking to restrain the Lorillard company from the use of the name Beech-Nut on its cigarets. The objection was raised on the grounds that the word is a trade mark of the packer. The company at one time applied to the United States patent office for registration of Beech-Nut as applied to cigarets but registration was refused. The question as to the right of Lorillard to use the word on cigarets or chewing tobacco now before the federal district court in New Jersey in the suit brought by the Beech-Nut Packing company against the Lorillard company for infringement on trade marks, trade names and unfair competition.

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WRITE TODAY FOR SAMPLES AND PRICES.

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DAILY CAPACITY 1000 BARRELS

WINONA, MINNESOTA

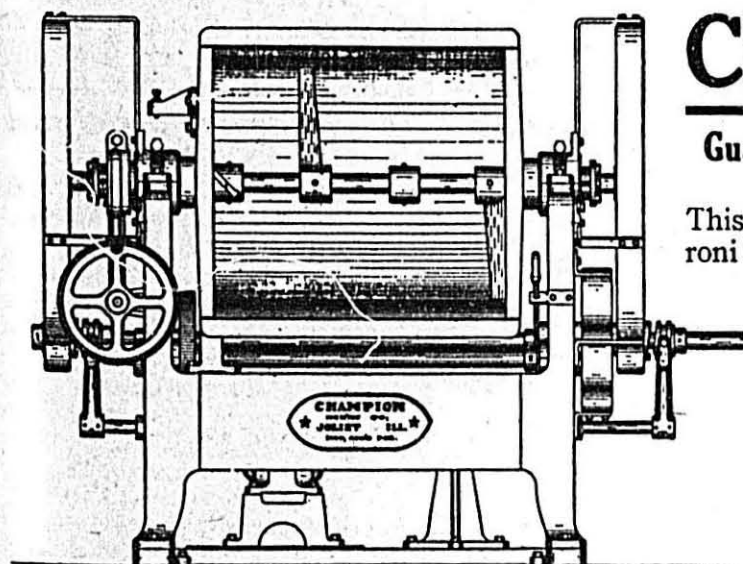
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**Semolinas
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Are milled from selected
Durum wheat. We have
a granulation that will
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Commander Mill Company
MINNEAPOLIS, MINNESOTA



Champion Mixer

Guarantees Dependable Service at Small Cost

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

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Motor safely attached directly beneath Mixer.

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

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(Successor of the Old Journal—founded by Fred Becker of Cleveland, O., in 1902)
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

C. F. MUELLER, JR., President
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SUBSCRIPTION RATES

United States and Canada - - \$1.50 per year
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Foreign Countries - \$3.00 per year, in advance
Single Copies - - - - - 15 Cents
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The NEW MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

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

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Vol. III December 15, 1921 No. 8

Something Nice

It is rather encouraging to have macaroni manufacturers appreciate our publication as does a reader in the industry situated in the central section who writes as follows:

Copy of November Journal arrived yesterday. Took it home last night and read it from cover to cover. I am really surprised that you are able to get so much interesting news every month. It makes me feel that I have not been doing my duty toward our official organ and will agree to write you at least two letters a month on the thought that it may give you some ideas on which you can build some interesting stories. If this could be done by 8 or 10 other manufacturers it would give you an insight into the general conditions affecting the business and enable you to present in a general way just how our macaroni industry is standing in a business way.

This manufacturer apparently appreciates the difficulty one encounters in preparing issue after issue of this trade journal. His suggestion relative to letters from different sections of the country is timely and it is hoped that it will be given consideration by our readers, and that occasional news items and articles of interest will be forwarded to

this office as a means of lending a helping hand.

Studying Distribution

In its investigation of the varied problems affecting distribution of goods, the committee of the domestic distribution department of the Chamber of Commerce of the United States will hold a series of open hearings in different sections, arranged geographically, so that every section will have an opportunity to be heard. In this way the committee hopes to learn by intimate contact with distributors what their problems are.

More effective distribution methods are the ultimate goal of the committee.

The first of the hearings has just been held by the committee at Kansas City.

As outlined by Theodore Whitmarsh of New York, chairman of the committee, three important distribution questions were dealt with:

"Problem of keeping up sales.

"Reestablishment of confidence in prices.

"Elimination of waste in distributive processes."

More than 100 representatives of trade, commercial and agricultural organizations from the middle west, together with several business men from Kansas City were in attendance. The hearing developed helpful information as to distribution problems of the middle west, which the committee will be able to utilize in its study of the whole question of distribution.

Sauerkraut Scarce

Leaders in the annual convention of the National Sauerkraut Packers association which met Nov. 11 in Chicago predicted a shortage in the sauerkraut production in this country this fall and winter due to the failure of the cabbage crop in practically the entire country. The report of the bureau of crop estimates as of Nov. 1 shows that the commercial cabbage crop of this country was about 655,180 tons this year as compared with 982,170 tons last year. The per acre reduction this year was about 6.9 tons as compared with 9.1 tons per acre last year. The season was most unfavorable to the proper growing of this crop, the cabbage becoming affected with a fungus disease known as the "yellows." Wisconsin is luckily one of the exceptions, having harvested one of the best crops in years.

Cabbage in and around Milwaukee is selling for 2 or 3c a head and a considerable quantity is being made into kraut with prospects of having sufficient to supply the winter demands at a rather moderate price.

FOR SALE Walton Screw Presses.

Two Style F 13½ inch double cylinder, Walton Screw Presses.

One Style H, 10 inch double cylinder Walton horizontal Press.

One Style K, double cylinder, Vertical Hydraulic Press.

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

Two (2) Style H, single cylinder, Walton screw Cutting Presses. Good working condition.

Will Sell all or singly at a sacrifice.

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

Wanted For Cash

One 10-inch Hydraulic Press. Machine made by Cevasco, Cava-gnaro and Ambrette preferred. Must be ready for immediate shipment. Cash will be paid with acceptance of Machine.

Address, P. M. M. care New Macaroni Journal, Braidwood, Illinois, giving full particulars.

FOR SALE

One 6 track Doig Bed Drop Box Mailing Machine, excellent working condition.

Illinois Macaroni Co.
1306 Belmont Ave., Chicago

WANTED TO BUY AT ONCE

Horizontal Cutting Press, Screw or Hydraulic. Must be in A No. 1 condition.

Illinois Macaroni Co.
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Five cents per word each insertion.

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POSITION WANTED—Superintendent of highest caliber wants position in large factory. Apply R. W. 27, Macaroni Journal.

PARTNER WANTED—Mechanical engineer, thoroughly experienced in manufacturing alimentary pastes wants to get in partnership with established business. Apply T. M. 15, Macaroni Journal.

Better Boxes Help Sell Macaroni

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

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

CHICAGO MILL AND LUMBER COMPANY

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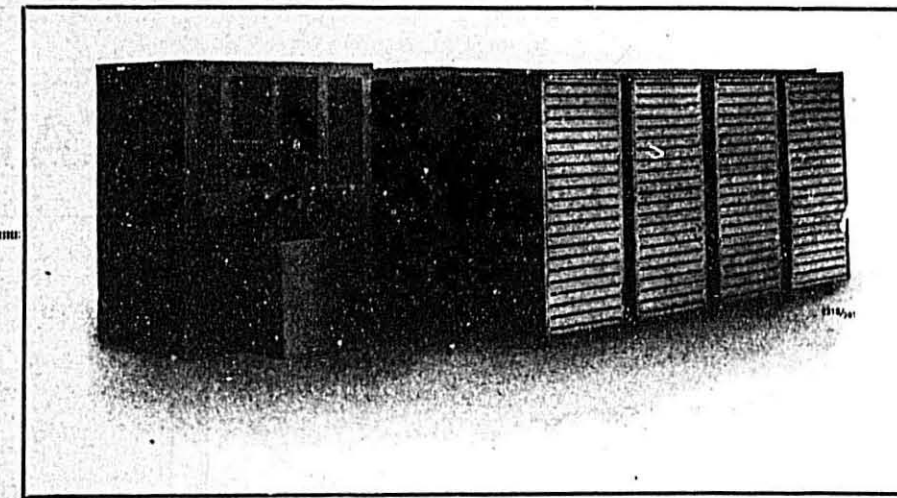


We print your advertisement on your box if you desire.

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

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

Every Type of
Box in General Use



Buhler Dryer for Noodles

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

BUHLER BROTHERS
Uzwil, Switzerland

Sole Agent

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200 Fifth Avenue, NEW YORK

Fancy Macaroni Dishes

MACARONI LOAF

Cook one half pound of macaroni as for zebroll and chop fine. Place in a bowl and chop fine a cup of thick cream sauce, one half cup of finely chopped onions, one quarter cup of finely chopped parsley, one teaspoon of salt, one half teaspoon of paprika, tiny bit of garlic, one half pound of pork sausage. Mix well and turn in loaf shaped pans and sprinkle the top with bread crumbs and a little grated cheese. Bake in moderate oven for 45 minutes. This is delicious, whether served hot or cold.

OLD PENNSYLVANIA DUTCH PIE

Rub a baking dish with shortening and place a layer of finely chopped cold cooked macaroni. Season, and then add a layer of thick canned tomatoes, then a layer of thinly sliced onions. Season with salt and pepper and a light dusting of thyme. Now add a thin layer of diced scrapple and repeat the other layers until the dish is full. Have the top layer of macaroni. Pour over the pie one and one half cups of thick cream sauce. Sprinkle the top with coarse bread crumbs and two tablespoons of grated cheese. Bake in a moderate oven for 40 minutes.

MACARONI PUDDING

Break four ounces of macaroni in small pieces and cook in a quart of boiling water for 20 minutes. Drain. Now rub a baking dish with butter and add the macaroni and one half cup of coconut, one half cup of seeded raisins. Now place in a mixing bowl one and one half cups of milk, one half cup of sugar, one half teaspoon of salt, one half teaspoon of nutmeg, one whole egg, yolk of one egg. Beat to mix thoroughly, and then pour over the pudding and bake in a slow oven for 40 minutes. Cool. Place the left over white of egg in a mixing bowl and add one half glass of apple jelly. Beat with a dover egg beater until the mixture holds its shape, and then use as a meringue on the pudding.

MACARONI NUT PUDDING

Break sufficient macaroni fine to measure one and one half cups. Place three pints water in saucepan, add macaroni, cook until tender, drain, cover with well sweetened apple sauce, using three and one half cups, one cup chopped nuts, one cup brown sugar. Mix. Bake in slow oven 35 minutes. Serve with sweet cream sauce.

MUSHROOMS AND SPAGHETTI

Boil one half pound of spaghetti in enough highly seasoned chicken or veal stock to cover, and yet to be practically absorbed while cooking. Add to this when tender one cupful of mushrooms broken in pieces, salted and stewed in their own juice, and a good lump of butter, or one fourth cupful of cream. Combine lightly, retaining the mushroom juice; put in a shallow glass baking dish, cover with grated cheese, and brown in a good oven.

MACARONI CROQUETTES

Break macaroni into half-inch lengths and cook until very tender in salted water. Drain well and mix with enough very thick tomato sauce to just moisten, adding one

minced hard boiled egg or one tablespoon or two of finely minced ham or sausage. Spread in a one-inch layer on a large plate, let get very cold, form in small croquettes, roll in fine crumbs then in egg extended with cold water, then in crumbs again, and fry in very hot fat, using a frying basket. These croquettes make a delicious main dish, or, with egg or meat flavor omitted, a very delectable accompaniment for cold or hot meat.

Ever Tasted Pekoe

The mysterious names given to different grades of tea do not as is usually supposed refer to different plants from which they are gathered, but to different leaves which may grow on the same plant. A young shoot on a tea plant has at its tip two tiny leaves, which are naturally the juiciest and contain the least amount of fiber. Of these the smaller is called "flowery" and the other "orange" Pekoe. If the leaves are even smaller still, as in some extra expensive brands, the name of "broken" Pekoe is given. These highest classes of teas never reach our market; the high price puts them out of reach.

Just below this, traveling farther down the stem, come leaves slightly bigger. These are just plain Pekoe. Still coarser are the "Souchong"

leaves, which are often the basis of "household" teas. Lowest of all come the "Congou" leaves, which have but small commercial value.

The tea plant sends out new shoots four times every year. In China only the first to appear are picked for the best beverages, though the custom is not followed in India or Ceylon. To test your tea look at the leaves after infusion. They should be a coppery tint, and all of the same color. At the end of the first five minutes they should have unrolled themselves. It is by this "out turn" test that the professional tea taster forms his judgment, after a sip of the liquid has proved satisfactory.—Pathfinder.

The wheat crop of India for the 1920-21 season totaled about 6,800,000 tons, including the estimated production of those areas from which specific reports were not obtained, according to the final general wheat memorandum of the department of statistics, India, for this period. The corresponding total production of the 1919-20 wheat crop was 10,200,000 tons, and of the 1918-19 crop about 7,600,000 tons.

The handsomest flower is not the sweetest.

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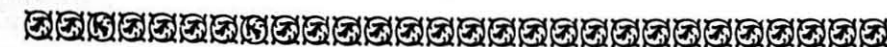
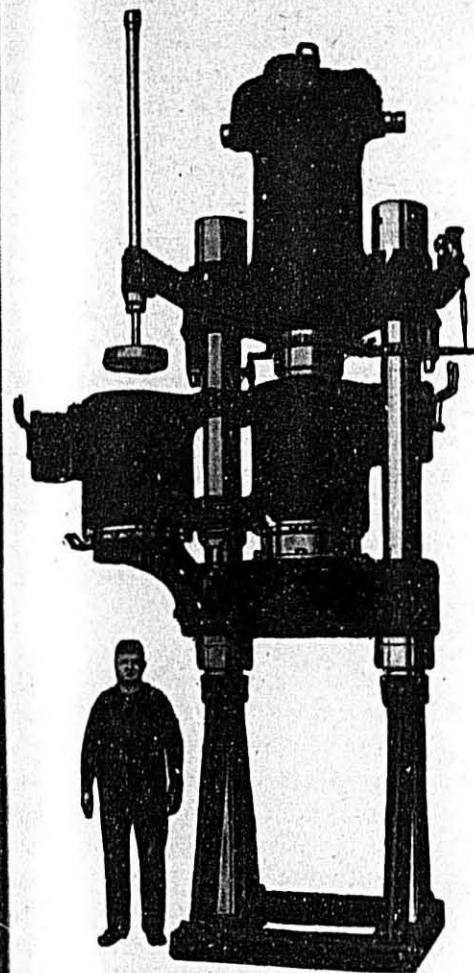
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Have You A Message For The Macaroni Manufacturer? If So, Now Is The Time to Tell It.

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

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



John J. Cavagnaro

Engineer and Machinist

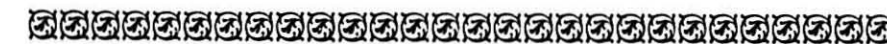
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Pack your products with the idea that you are trying to assist your sales department in retaining and increasing business—

—NOT—

with the idea that packing is simply an unavoidable expense to be done as cheaply as possible, regardless of impression given consumer of your products.

"GOOD WOOD BOXES"

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

Write or wire us for prices—quotations made gladly.

WE SPECIALIZE IN MACARONI SHOOKS

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Pillsbury's Medium Semolina

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

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

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

Pillsbury's Medium Semolina

Pillsbury's Semolina No. 2
Pillsbury's Semolina No. 3

Pillsbury's Durum Fancy Patent
Pillsbury's Durum Flours

La SEMOLINA Medium della Pillsbury e la Farina DURUM FANCY PATENT, ottenute esclusivamente dai migliori grani Durum, hanno tutto lo speciale favore delle piu' importanti Fabbriche Italo-Americane produttrici delle piu' accreditate marche di maccheroni.

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

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Minneapolis, Minn.

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