

**THE NEW
MACARONI
JOURNAL**

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May 15, 1920

The New
Macaroni Journal

Minneapolis, Minn.

May 15, 1920

Volume II

Number 1



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

Meet Us at Niagara Falls

June 22 - 23 - 24 at our

Seventeenth Annual Convention

- ☐ Combine business with pleasure.
- ☐ Meet your competitors, all honorable men.
- ☐ Enjoy an instructive and entertaining program.
- ☐ Attend every session; boost the macaroni industry.
- ☐ While this is a convention of the National Association, it is open to EVERY macaroni and noodle manufacturer and EVERY allied manufacturer anywhere in the world.
- ☐ While firms enjoying membership in our Association have only one vote each, there is no limit to number of representatives they may send; one, two or a dozen—the more, the merrier.

Meet Us at Our National Convention

National Macaroni Manufacturers Association.

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



Andrews Containers are Light—Sturdy—Durable

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

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

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

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

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

O. B. ANDREWS COMPANY - Chattanooga, Tenn.
Cartons and Shipping Containers for the Macaroni Trade



ANDREWS

The only concern in the world manufacturing every kind and style of wooden, wirebound, corrugated fibre, solid fibre and pasteboard cartons and containers.

Capital City Milling & Grain Co.

DURUM WHEAT MILLERS

St. Paul - Minn.

Capacity 1500 Barrels



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

We offer

SEMOLINA

Made from

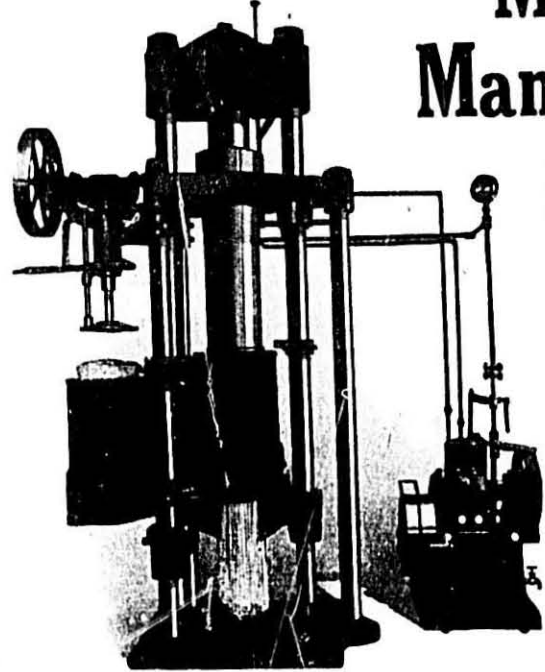
DURUM WHEAT

We want your business. Ask for Samples and Prices.

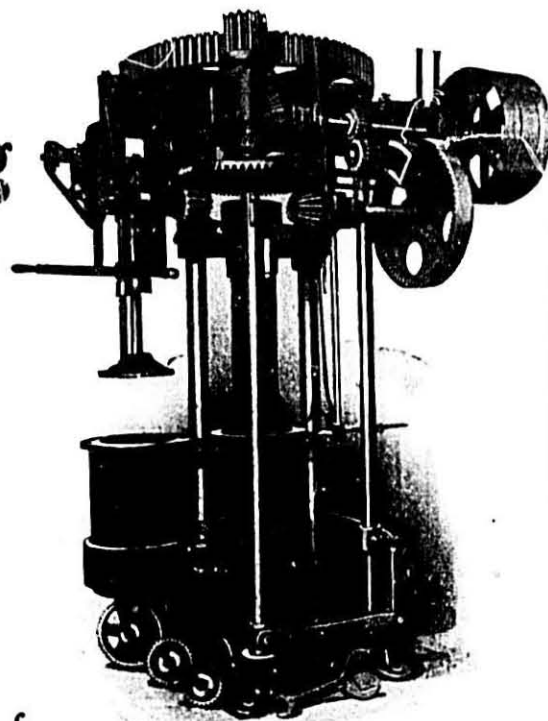
Capital City Milling & Grain Company
ST. PAUL, MINNESOTA

Walton Macaroni Machinery

Minimizes Manufacturing Expense



STYLE K HYDRAULIC PRESS



STYLE F SCREW PRESS

Our line of
Presses,
Kneaders
and
Mixers

is the result of
years of speciali-

zation in this class of machinery. Every model is built to insure long life and efficiency.

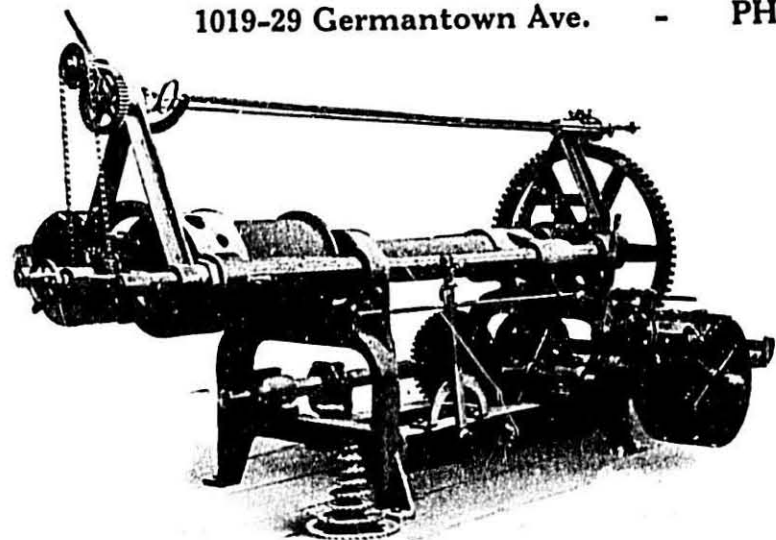
We make both Screw and Hydraulic Macaroni, Vermicelli and Paste Presses in sizes to meet all requirements. Complete machines or parts furnished promptly.

We also build paint manufacturing equipment and saws for stone quarries

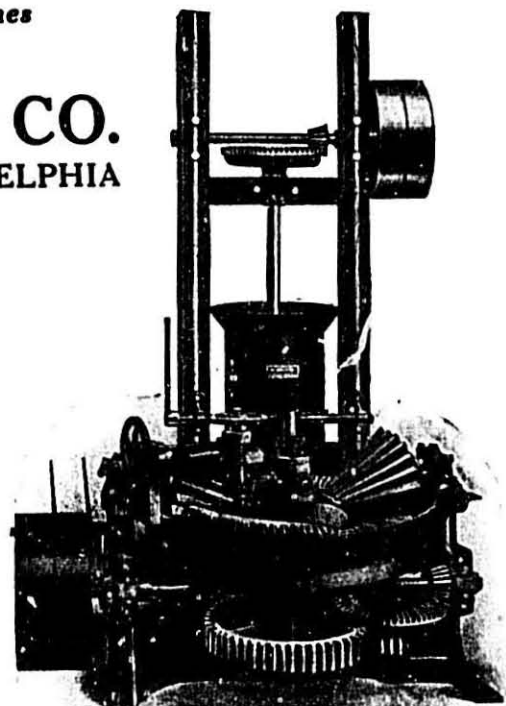
Write for catalog, stating the line of machines in which you are interested.

P. M. WALTON MFG. CO.

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STYLE H HORIZONTAL CUTTING PRESS



IMPROVED KNEADER WITH PLOW

JoLo PRODUCTS SERVICE Best

For Noodle Manufacturers!



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



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

SAMPLES AT YOUR COMMAND

JOE LOWE CO., Inc., New York City, N.Y.

ALSO AT

LOS ANGELES BOSTON CHICAGO TORONTO

COMMANDER

SEMOLINAS DURUM PATENT and FIRST CLEAR FLOUR

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

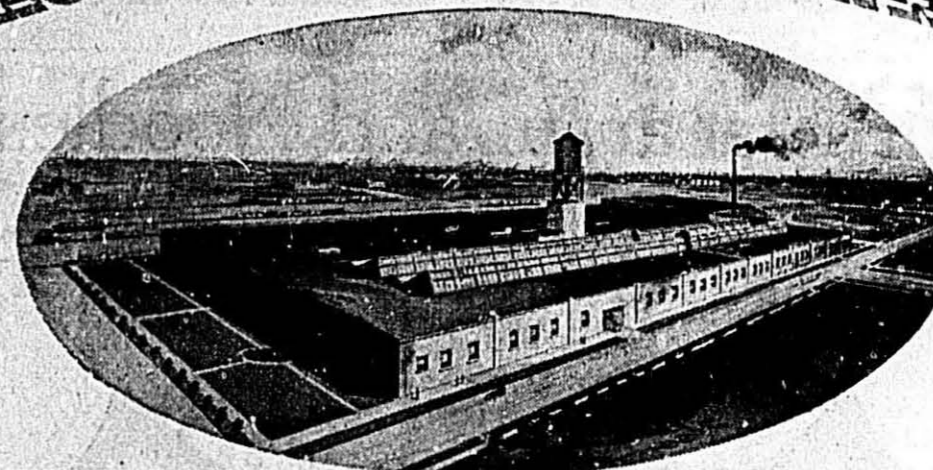
Ask For Samples

Commander Mill Company
MINNEAPOLIS, MINNESOTA

CHICAGO CARTON COMPANY

HOME OFFICE
AND FACTORY
4433 Ogden Avenue
CHICAGO

TELEPHONE
Lawndale 906



BRANCHES
NEW YORK CITY
516 Fifth Avenue
DENVER, COLORADO
1526 Blake Street
SALT LAKE CITY
312 Felt Building
DALLAS, TEXAS
601 Elm Street

DESIGNERS - PRINTERS
MAKERS FOLDING PAPER BOXES

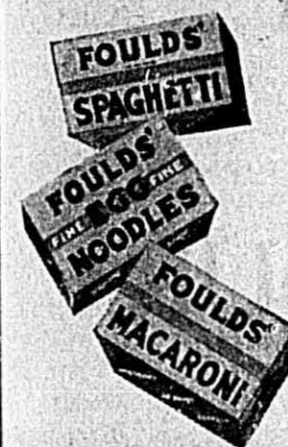


FIBRE SHIPPING CASES
SPECIALTY PAPER PACKAGES

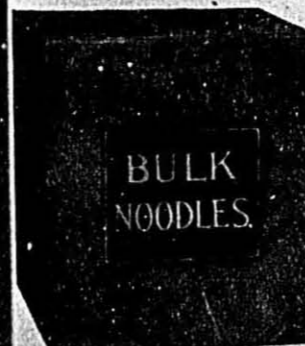
Manufacturers of

MACARONI, SPAGHETTI AND NOODLE CARTONS

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



EXCEL-ALL
DISPLAY CADDY



PERFECTION BLIND CADDY

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

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

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

Write for Samples and Prices

USE DURUM SEMOLINAS MACARONI JOURNAL

For Macaroni and Noodles Unequaled in Color and Strength



YERXA, ANDREWS & THURSTON MINNEAPOLIS, MINN.

President Williams Invites All

"Any who are engaged in macaroni manufacturing or correlated business together with those who supply us with our machinery and raw materials, as well as all interested government officials and trade bodies, are eligible to attend our National Convention and they are assured of every courtesy possible to be shown these whom we consider our friends and coworkers. Come and visit with us, be our guests and partake of our interesting and entertaining program as well as the usual convention festivities."

James T. Williams, President.

The National Macaroni Manufacturers association of the United States and Canada, through its worthy President, James T. Williams of the Creamette company, Minneapolis, extends this brief invitation, but strictly to the point and full of sincerity and good will, to all who are interested in this growing industry a hearty welcome to this organization's Seventeenth Annual Convention to be held on June 22-23-24, 1920, at The Clifton Niagara Falls, N. Y.

Frankly, the invitation extended by the head officer of this Association makes it difficult for us to see how any one engaged in this business or interested in either its future or its past can afford to stay away from this 1920 session. It has every indication of being the largest and best convention ever held by the Macaroni Industry.

With a membership that has attained its highest number since the organization of the National Association nearly seventeen years ago and one that ramifies practically every state in our Union and most of the important adjacent Canadian provinces:

With a year of prosperous business that is known only a few equals and no superiors at all: With the publicity given the National Association and its work by the New Macaroni Journal, which made its first appearance just a year ago, and which has evidently succeeded in stirring up the latent interests of many of the manufacturers who in the past appeared content to think only of their own particular welfare and thoughtlessly ignored that of the Industry as a whole:

With a program covering practically every phase of the problems confronting our business (production, distribution and consumption), to be handled by successful men of experience whose views are really worth while:

With the even more general support and good will of the leading "macaroni allied trades" whose welfare is in some degree commensurate with the welfare and success of the industry and whose future expansion is dependable to a great extent on the development of macaroni manufacturing and consumption, both domestic and foreign:

With a growing realization of the great need for annual discussions of matters particularly affecting the alimentary paste business and the demands for a strongly organized, all embracing association of the manufacturers that will give strength and weight to the decisions arrived at and put the "punch" into the demands to be made for beneficial rulings and legislation:

With all these and many more motives to stir us up to the appreciation of the great good that can come from friendly and harmonious meetings, there appears no valid reason why the 1920 convention at Niagara Falls in June should not be one of the biggest events in the history of macaroni manufacture on this continent or in the whole world. Viewed from the inside the attendance will be remarkable, and easily surpassing by far the records formerly established.

Membership in the National Macaroni Manufacturers association while greatly desired and highly appreciated is not an essential from the viewpoint of convention attendance. You will receive just as warm and cordial a welcome whether you belong

or not. You will be admitted to all the sessions and will get just as much benefit from the business transacted as if you were a member. Your eligibility card is your interest in the Industry.

What is particularly desired is a large attendance, an enthusiastic convention voicing the ideas of the big majority of the large and small producers and a gathering representing every angle of the Industry.

The small manufacturer in point of capacity will be just as welcome as the owner or representative of a million dollar concern. The freedom of the convention will be his, whether his plant's capacity be two barrels or two hundred barrels a day. Matters of interest to both will be under consideration and the viewpoints of the large and small producer are equally desirable.

Some conventions are planned purely from a pleasure standpoint while others become dry business affairs, replete with routine matters of which most people easily tire. In



James T. Williams.

Add a Hundred

The Big Booster Campaign for new members in the National Macaroni Manufacturers association has struck its stride and the machinery of education and organization is working in just as fine an order as any of its officials demand. A 100 New Members is the quota set for the drive to close with the 1920 convention to be held June 22-24, 1920, at Niagara Falls. The short time that has elapsed is too short to have produced great results, but suffice it to say that the movement has enlisted the cooperation of the leading macaroni manufacturers and a few of the progressive durum millers who are desirous of seeing the National association grow and prosper.

The members of the National association, the durum millers through their efficient salesforce and the National association through its officers, will solicit every macaroni manufacturer in this country and Canada during the period preceding the National convention and urge upon them the need of a stronger more compact and thoroughly representative organization that will be more effective in attaining the ends for which it was organized and incorporated.

Association Means Education

Membership in an organization of this character is as essential to the large manufacturer as it is to the small one. No one can afford to ignore it—all must be enrolled in it—for it is an old truism that when a man wants to learn something about music he must associate himself with musicians; if he seeks knowledge of farming he must "hob-nob" with these tillers of the soil. This is equally true of those who wish to learn new and necessary things about macaroni manufacture, for they too must look to the men who have had the necessary experience and training along this line. The ultimate rule follows: That one who wants to be a successful macaroni manufacturer, a progressive spaghetti and noodle maker, an efficient producer of this popular foodstuff, always abreast of the time and in touch with the popular pulse, he must associate himself with the leading manufacturers and distributors of this product; he must attend the annual conventions of his trade, learn from others that which is new to him but old

to them and in turn teach his new ideas to any who are willing to be shown.

Aims of Association

The two big and really worth-while objects of the National Macaroni Manufacturers association are **STRENGTH AND SERVICE**. Even to the dullest it is apparent that these two attributes can be attained only through the solid support of all who are interested or in any way connected with the macaroni industry, small manufacturers and large producers alike. It is and rightfully should be a great boon to the small firms and a source of great pride and power to the large ones.

Time and again legislation inimical to the industry in a general way has been staved off; evil laws that the smaller manufacturers would have permitted to pass without protest because of the small effect they would have on their small business have been bitterly opposed and decisively defeated by the larger producer whose interests were infinitely greater but not one iota more vital. They were encouraged to fight with all their might all such attempts because they realized that they had the solid backing and good will of an army of small manufacturers. So be you large or small, all of you need the protection and the backing of the National Macaroni Manufacturers association that is the tool of no clique or combine, but an organization made up of producers whose only interest in this national body is cooperation and productive advancement of the industry in which they have staked their worldly goods and business reputations.

Proposers Receive Credit

To foster an intensive organizing spirit and the needed activity to insure success as well as to encourage a competitive interest in this Booster Campaign, Secretary Donna has announced that a list of the new members will be published during the convention in which proper credit will be given to the firms or individuals obtaining the new member's application. Members and nonmembers alike are eligible to enter this contest. A sufficient quantity of application cards are at your disposal. Get a supply now and urge your friends to fill them out.

Our quota for the two months, set at

a HUNDRED can easily be obtained all would "do their bit." With 8 members in good standing on April and with each one getting only ONE new applicant, how easily will this apparently unsurmountable task be accomplished, how handily will the tri be turned. The mark set, really a modest one, and the keen interest already manifested augurs well for its attainment. Let our actions prove to a that we are not indifferent to the future which has many problems in store for us; that we are not in the least selfish but really public spirited, ready and willing to carry our share of the burden and do our mite towards making the macaroni industry and its representative body, the National Macaroni Manufacturers association, a factor in the industrial and commercial life of the country.

How Millers Are Helping

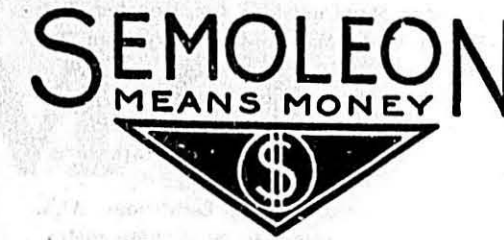
Most of the durum millers, themselves associate members of this organization, have entered whole heartedly into the campaign and to them go the credit of enlisting the first applicants obtained during the drive. Here is the way some of them responded to our call for help in this drive:

Dwight K. Yerxa of Yerxa, Andre & Thurston, Inc., Minneapolis: "We are absolutely for this campaign and we are going to do everything we can to contribute to its success. Have written our representatives asking them 'get into the game' to help you lay the biggest number of new members between now and our convention which we are looking forward with much pleasure."

H. W. Files of Pillsbury Flour Mill Co., Minneapolis: "Assure you it will be a pleasure to do everything possible to assist and promote your campaign for new members in your already rapidly growing association. The writer has never overlooked an opportunity to talk this wherever he went and salesmen are already enthused. A letter will be sent them asking them to cooperate in this big drive and later may put on a little stunt of our own."

P. M. Marshall of Shane Bros. & Wilson Co., Minneapolis: "Give us information about the association details, etc., and supply us with application cards and then watch us dig for some new ones."

G. Meyers of Duluth-Superior Milling company, Duluth: "We are going to do all we can to help in this campaign. Send along some cards and



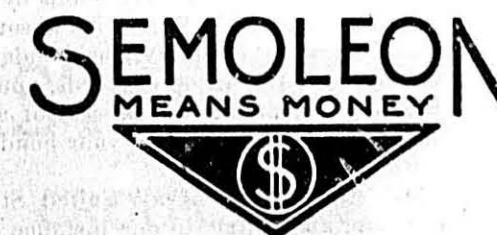
It MEANS MONEY to you, because it produces delicious Macaroni and Spaghetti with that rich, golden color you want.

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

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

Shane Bros & Wilson Company
Minneapolis - - Minnesota

No. 2 Semoleon
Imperial Rome



No. 3 Semoleon
Amberole

suggestions you think will be useful in this important work."

With all these forces pulling at our side, some very gratifying results are assured. Several applications already have been received, and more are coming, according to promise.

MEMBERSHIP LIST

To give those contemplating joining the National Macaroni Manufacturers association some idea of the class of firms composing this organization, we publish the names of those listed as members on May 1, 1920.

Regular Members

- Birmingham Macaroni Co., Birmingham.
- California Macaroni Co., San Francisco.
- Denver Macaroni & Noodle Co., Denver.
- Peter Rossi & Sons, Braidwood, Ill.
- John B. Canepa & Co., Chicago.
- Foulds Milling Co., Libertyville, Ill.
- Illinois Macaroni Co., Chicago.
- Viviano Bros. Macaroni Co., Chicago.
- Antonio Morici Co., Chicago.
- Chinese Noodle Mfg. Co., Chicago.
- Wisconsin Macaroni Co., Chicago.
- Naples Macaroni Co., Chicago.
- Fortuno Products Co., Chicago.
- Schulze Baking Co., Chicago.
- Crescent Macaroni & Cracker Co., Davenport, Iowa.
- Southern Macaroni Mfg. Co., New Orleans.
- Savarese Macaroni Co., Baltimore.
- Prince Macaroni Mfg. Co., Boston.
- Aeolian Macaroni Co., East Boston.
- Huron Milling Co., Harbor Beach, Mich.
- The Creamette Co., Minneapolis.
- Minnesota Macaroni Co., St. Paul.
- Mercurio Bros. Spaghetti Mfg. Co., St. Louis.
- Randazzo Macaroni Mfg. Co., St. Louis.
- Ravarino & Freschi Imp. & Mfg. Co., St. Louis.
- V. Viviano & Bro. Macaroni Mfg. Co., St. Louis.
- Kansas City Macaroni Co., Kansas City.
- Skinner Mfg. Co., Omaha.
- Gooch Food Products Co., Lincoln, Neb.
- C. F. Mueller Co., Jersey City.
- Campanella & Favaro Macaroni Co., Jersey City.
- American Macaroni Co., Camden, N. J.
- A. Zerega's Sons, Consol., Brooklyn.
- Warner Macaroni Co., Syracuse, N. Y.
- A Goodman & Sons, New York.
- P. Daussa & Co., Brooklyn.
- Woodcock Macaroni Co., (J. G. Elbs) Rochester, N. Y.
- Beech-Nut Packing Co., Canajoharie, N. Y.
- Pfaffmann Egg Noodle Co., Cleveland.
- Cleveland Macaroni Co., Cleveland.
- Briggs Cereal Products Co., Cincinnati.
- Guano & Raggio, Philadelphia.
- West Philadelphia Macaroni Mfg. Co., Philadelphia.
- A. C. Krumm & Son, Philadelphia.
- Friehofer Baking Co., Philadelphia.
- Philadelphia Macaroni Mfg. Co., Philadelphia.
- Lazzari Macaroni Factory, Monongahela.
- Jefferson Macaroni Co., Reynoldsville, Pa.
- W. Boehm & Co., Pittsburgh.

- National Macaroni Co., Dallas.
- Sharp-Elliott Mfg. Co., El Paso.
- Pablo B. Ponce, El Paso.
- Houston Macaroni Mfg. Co., Houston, Tex.
- San Antonio Macaroni Factory, San Antonio.
- A. F. Ghiglione & Sons, Seattle.
- Tharlinger Macaroni Co., Milwaukee.
- West Virginia Macaroni Co., Clarksburg.
- C. H. Catelli, Ltd., Montreal.
- Columbia Macaroni Co., Lethbridge, Alta.
- Excelsior Macaroni Co., St. Boniface, Man.

Associate Members

- Pillsbury Flour Mills Co., Minneapolis.
- Yerxa, Andrews & Thurston, Inc., Minneapolis.
- Shane Bros. & Wilson Co., Minneapolis.
- Capital City Milling & Grain Co., St. Paul.
- Crookston Milling Co., Crookston, Minn.
- Duluth-Superior Milling Co., Duluth.
- Bay State Milling Co., Winona, Minn.
- Corbin Flour Co., Chicago.
- John J. Cavagnaro, Harrison, N. J.
- P. M. Walton Mfg. Co., Philadelphia.
- Johnson Automatic Sealer Co., Battle Creek, Mich.
- Peters Machinery Co., Chicago.
- A Rossi & Co., San Francisco.
- O. B. Andrews Co., Chattanooga.
- Joe Lowe Co., Chicago.

Manufacturers Purchasing Corporation
New York.

If YOU are not on this list, you should be. By YOU we mean macaroni and noodle manufacturers and all such concerns as supply them with raw materials, the allied trades.

We ask little of you. The little asked can be given easily. Are you willing to help? Will the macaroni and noodle manufacturers arise to the occasion and prove to the world that they are made of that stern stuff that makes for successful manufacturers? We justly hope you will. **WE KNOW YOU WILL!**

WHAT HE HAD LOST

During a marriage ceremony in Scotland recently the bridegroom looked extremely wretched and he got so fidgety, standing first on one foot, and then on the other, that the "best man" decided he would find out what the trouble was.

"What's up Jack?" he whispered. "Have you lost the ring?"

"No," answered the unhappy one with a woeful look. "The ring's safe enough; but man I've lost my enthusiasm."

YOU AND YOUR BONDS

If you are a good American you bought during the war more Liberty Bonds than you could probably afford. No doubt, you pinched and sacrificed and worried, but you bought them. Now they are below par. In other words, you can not get what you paid for them if you take them to a bank or broker. Your first reaction, no doubt, when you found this out was disappointment or despair.

Perhaps, after all, it is a good thing that Liberty Bonds are temporarily below par. That will deter the wise man from selling them. Wise men never sell goods below their real value unless forced to as a matter of life or death.

But wise men buy good goods below their real value from foolish men. This is why you see costly advertisements captioned "Liberty Bonds and War Savings Stamps bought here." It must be profitable to buy Liberty Bonds below par if some persons can afford paying the cost of such advertising, rent of office, clerical hire, etc. Think of that when you are tempted to let go of your bond, either for cash or for other securities. The fact that the other fellow wants your bond is pretty good proof that your bond is worth much more than he will give for it.

The fact of the matter is Liberty Bonds are worth considerably more than the market price. You cannot get what you paid for your bond at the present moment because a great many foolish people have thrown their bonds upon the market, while many other persons, through necessity perhaps, have been forced to sell their bonds. The law of supply and demand is operating to force down present prices of bonds because at this particular time there are more bonds for sale than there are buyers at par prices.

Absorption of the Liberty Bonds by farsseeing buyers is going on quietly and continuously. When this absorption reaches the point where the demand equals the supply, the bonds will in the natural order of economics go to par. In other words, you will be able to get what you paid for your bond and if the process of absorption goes further, where the demand exceeds the supply, your bond will be worth more than you paid for it.

It is the history of all United States government bonds that they have gone above par, in one instance as much as \$30. Do not sell your bond at a loss. What you lose the other fellow makes. Be a maker, not a loser. Hold your bond.

SEMOLINA

FROM PURE DURUM WHEAT

Coarse Medium Fine

Ask For Samples

Our Location Enables Us to Quote
Attractive Prices

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

Get in touch with

PHILETUS SMITH
O. F. HARTMAN
CORBIN FLOUR CO.
CORBIN FLOUR CO.
CORBIN FLOUR CO.
CORBIN FLOUR CO.
BREY & SHARPLESS

Produce Exchange
Board of Trade
Lytton Bldg.
Union Arcade
Williamson Bldg.
Pierce Bldg.
Bourse

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

CROOKSTON MILLING CO.

CROOKSTON, MINN.

WAR MACARONI IN NAPLES

Process and Content of Manufacture—Scarto di Grano and Other By-Products—Seven Grinding Mills—Machinery Description—Sack Cleaners—Is Under Government Supervision.

An interesting article was written just after the close of the world war by B. Harvey Carroll, American consul at Naples, Italy, which will bear repetition at this time because of the interesting facts that it gives about the manufacture of Italy's national dish under war conditions. Comparisons with American regulations and production are favorable to American producers, who apparently more easily adapted themselves to the conditions imposed.

Macaroni Export Banned

Macaroni, which prior to the war was one of the chief articles of export from the Naples consular district to the United States, was on the entry of Italy into the war placed on the list of prohibited exports and shortly thereafter its manufacture was put under government control. The government supplies the wheat, fixes the "calmiere" or price limit for sales (wholesale and retail), and supervises the distribution.

One of the largest manufacturers of macaroni in the district has wholesale offices in Naples and factories at Foggia and Castellamare di Stabina. The plant at Castellamare covers a surface area of 10,000 meters, of which 5,000 meters are occupied by two large 4-story brick buildings, connected at the rear by a covered drying shed. The company is incorporated for 3,000,000 lire (at normal exchange the Italian lira is worth \$0.193 U. S. gold) and the plant cost to build about 2,000,000 lire. The company had just installed new, expensive oil-burning power machinery when the war began. To duplicate the plant would today cost at least 5,000,000 lire. The building nearest the bay is devoted to the milling of flour for the making of macaroni, and contains also modern drying rooms for curing the macaroni in wet weather, while the second building is devoted to the making of macaroni paste and cutting into the many forms and patterns in which it is marketed. This plant is said to be among the most modern and best equipped in Italy.

Eliminate "Scarto di Grano"

Macaroni is composed of ground wheat and water and nothing else. In the plant at Castellamare the entire process of manufacturing the ground wheat is done automatically. I say

"ground wheat" and not "flour," because in normal times macaroni was not made of soft, or rolled, flour, but of wheat cut very fine by rollers so as to resemble a very high quality of corn meal or grits. This is called "semolina."

Wheat arrives at the plant in jute sacks containing 100 kilos (220.46 pounds) each. It is emptied into hoppers from which it is conveyed by suction into winnowing bins, where all dust, chaff and light weight grain are sifted out. The light weight grain becomes the first byproduct. It is known as "scarto di grano," and is sold for chicken feed at 0.50 lira per kilo (kilo=2.2046 pounds). The quantity of scarto di grano varies with the quality of the wheat furnished. The best California hard wheat, used before the war, was free from scarto. From the winnowing bins the fat, heavy grains are carried into cylinders, where they are thoroughly washed by a churning process, and pass into other cylinders where they are dried by air currents slightly heated and, still by suction, begin to make their passage of the grinding rollers.

There are seven of the grinding mills through which the grain passes. The first breaks it; with the second the coarser glazed envelope of the grain, known as bran, begins to be separated. This bran becomes whiter and finer with each milling process and the grain is cut finer and more regularly each time, until the perfect semolina is produced. At the same time there is a fine, light, powdery, nonnutritious, flour dust that is fanned away, which is afterwards collected and sold added to the bran and used as food for animals. This powdery flour may be said to be the second byproduct and the bran the third and last, if they are considered separately.

Production of Semolina

A quintal (100 kilos, or 220.46 pounds) of washed milling wheat will yield 55 kilos of semolina or cut wheat, 20 kilos of flour or pulverized wheat and 23 kilos of "crusca" or bran and nonnutritious flour, and 2 kilos will have disappeared or been fanned away in the milling process.

Prior to the war only the true semolina was used for making macaroni, and

the 20 kilos of good flour per quintal was a byproduct sold for breadmaking. The difference in the quality of wheat macaroni is that this 20 kilos of flour which has been separated from the semolina by milling is by government order again mixed with the semolina to constitute the raw material for the "tip Unico" or fixed standard of macaroni paste. This addition of a flour which would be excellent for bread tends to make an inferior grade of macaroni. The macaroni so made dissolves more readily in cooking, but the addition gives about one-third more available macaroni as food supply, though it correspondingly diminishes the material available for bread. However, macaroni can be sold at a lower price than bread and in southern Italy macaroni, and not bread, is the staff of life.

Before the war the semolina was shipped in 100-kilo sacks for the whole sale trade, and now the war mixture semolina is so shipped. The wholesale price is 75 lire per quintal for the war mixture. The bran used as food for animals now sells for 45 lire per quintal, government calmiere or maximum price. This price, formerly lower for bran, was raised out of proportion to prevent the necessity of advancing the price of the semolina and at the same time to enable the government to meet the increased cost of wheat.

Machinery at Castellamare Plant

The milling machinery installed at Castellamare factory for making semolina is very elaborate. It was purchased from a firm in Switzerland which has branches or offices in Barcelona, Budapest, Paris, Prague, Milan, and Naples.

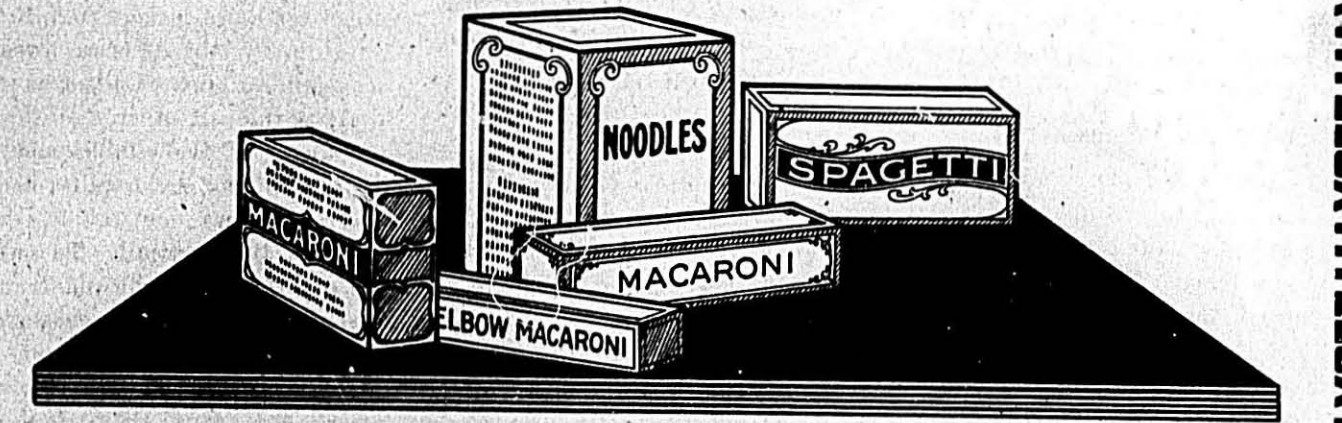
Power at the Castellamare mill is supplied by 300-horse-power engines of the Diesel type, made by a firm in Switzerland and sold through its branch house at Milan and Rome. These engines are in perfect condition and were installed in 1913. They have a fuel consumption of 350 grams of heavy oil per horsepower per hour. The average cost of fuel per day is about 1,000 lire at present, as the fuel oil, furnished by the government but coming from America now costs about 100 lire per quintal. Before the war the cost of the fuel was only about 200 lire per day to operate, as the oil then cost only from 6.50 to 7 lire per quintal. Most of it came from America, but a part was Roumanian oil. Before the war the was purchased from a firm in Genoa.

This new oil burning machinery however, to be speedily replaced



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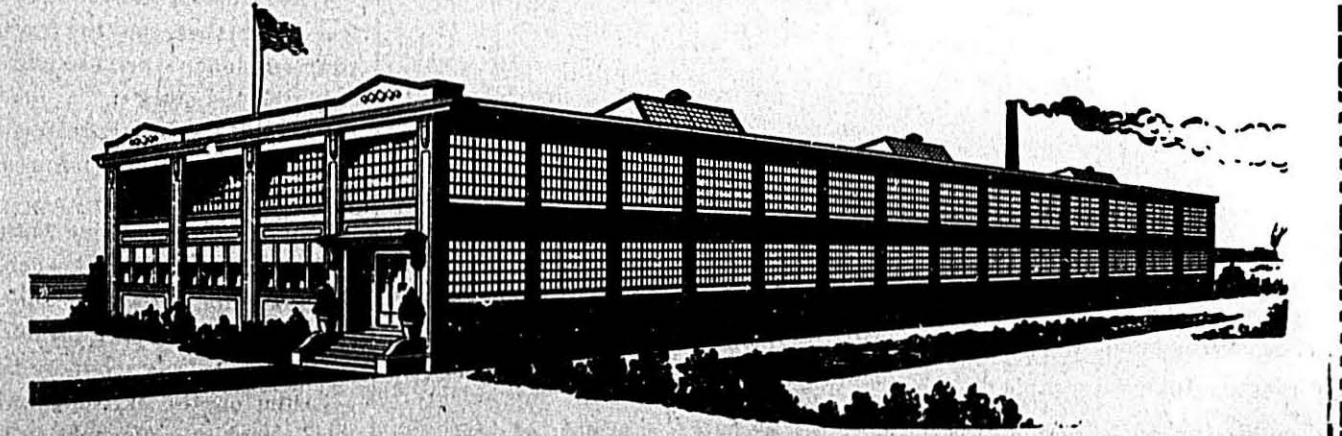
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THE GLOBE FOLDING BOX COMPANY

CINCINNATI, OHIO



electric motor machinery already purchased although not yet installed. Electric power will run the plant at a cost about one-fifth that now paid for oil, but at a price slightly higher than was paid for oil before the war. All new semolina mills will probably use electric engines and motor power.

The capacity of the semolina mill is 60 metric tons per day. The macaroni is made in the adjacent building, and the production capacity of macaroni paste is 20 metric tons per day and 10 metric tons of cut paste. The macaroni plant can therefore use only one-half of the output of semolina milled. The paste making machinery is mostly manufactured by a firm in Salerno. The motive power is the same as that of the milling plant.

Names of the Various Forms

Macaroni paste is made by adding, in a large mortar or mixer, about 25 kilos of water for every 100 kilos of semolina (or war semolina). This is mixed into a stiff paste of the consistency of putty. It will not stick to the fingers. It is then taken to a kneading machine, where fluted rollers work it thoroughly. The paste is then loaded into a cylinder, at the base of which is a perforated metal plate about 2 inches thick.

The plate is the form or die which determines the shape of the macaroni. The plant at Castellamare has more than 200 different dies or forms for shaping the paste. Some of the forms have names according to their shape and some have names more or less fantastic. The very smallest forms of "pastine" or cut paste have names such as "pepper," "big pepper seed," "chicory seed," "Rosmarino," "oats," "melon seed," "little stars," "ring stars," "rings," "triglie" (species of small goldfish), "tubelets," and "alphabet letters." A colored advertisement shows on an inside page these forms as well as the larger forms in fantastic designs, such as conch shells, snails, and other shell forms, playing-card emblems (hearts, clubs, spades, and diamonds), and also the fluted forms of flat pastes, variations on the tube forms, flat tubes, corrugated tubes, fluted tubes, compound tubes, square tubes known as elephant teeth, and knotted tresses or locks of the very finest macaroni threads, called capelli d'angelo, or angel's hair.

Plates are Interchangeable

Another catalog gives colored illustrations of 368 different shapes and forms in which macaroni and cut paste

may appear. Three pages of the catalog give illustrations showing forms and dies in beaten copper for molding different varieties of paste.

The plates or dies are interchangeable. The cylinder, which is of steel, is like a huge churn in which the dasher presses the paste against the bottom, whence the paste issues in a form corresponding to the orifices in the plate. The cylinders are in pairs revolving around a central steel shaft, so that while the great dasher is pressing the paste out of one cylinder the other is being charged. About 120 kilos of paste are taken into each cylinder at a time.

Some of the cylinders are placed horizontally instead of vertically, and revolving knife blades clip the tubes of soft paste as they issue from the plate. In this way the short length macaronis are made. The macaroni most in use now is a simple tube about one-fourth inch in diameter cut in this way. These pieces are known as "ditali," or fingers.

Drying and Packing Methods

The simple vermicelli form, which is a string and not a tube, is also in much favor. This and the ordinary long macaroni tube forms are prepared in the same way. The paste is pressed out through the orifices and allowed to dangle beneath the cylinder until it looks like a fringe 1 or 2 yards in length. A boy then takes these paste strings by the armful and throws them over a bamboo pole held up between two supports and rapidly, by touch, sorts them out until they are spread in a single layer on the pole.

The bamboo poles are placed close together, and the paste is dried in good weather in the open air and in bad weather in a drying room. In the artificial drying room air, slightly heated, is kept in swift circulation by revolving fans. The short length macaronis are placed in trays with woven wire bottoms. At some stages the short pieces are spread out like drying seed on tarpaulins in covered rooms. In good weather all macaroni is dried in the open air, the air cured macaroni being superior in quality to that cured in drying rooms.

The shorter lengths and standard shapes are sold in bulk, packed in 100-kilo jute sacks, which sacks, empty, cost before the war about 0.50 lire apiece and now cost 8 lire. Among the patented machinery is a machine for quickly cleaning sacks by a system of beating and suction operating simultaneously. The finer qualities and unusual shapes

of paste are packed in colored cartons or boxes in normal times.

California Wheat Preferred

At Bologna there are certain variations of the paste itself made which are seldom shipped to America as they do not keep well. There macaroni is also found in colors of yellow, green, and red. The yellow is made by the addition of eggs for flat cut pastes known as "Bologna tagliatelli." An admixture of spinach gives the green paste, and the blood of the beet furnishes the red color.

Wheat for macaroni making is of special quality of hard grain, rich in gluten. Most of it is imported into Italy in normal times, largely from Roumania, although North America furnishes a considerable part. California wheat is preferred to all other qualities by the proprietor of the establishment visited as being of the best quality, hard, large and very clean.

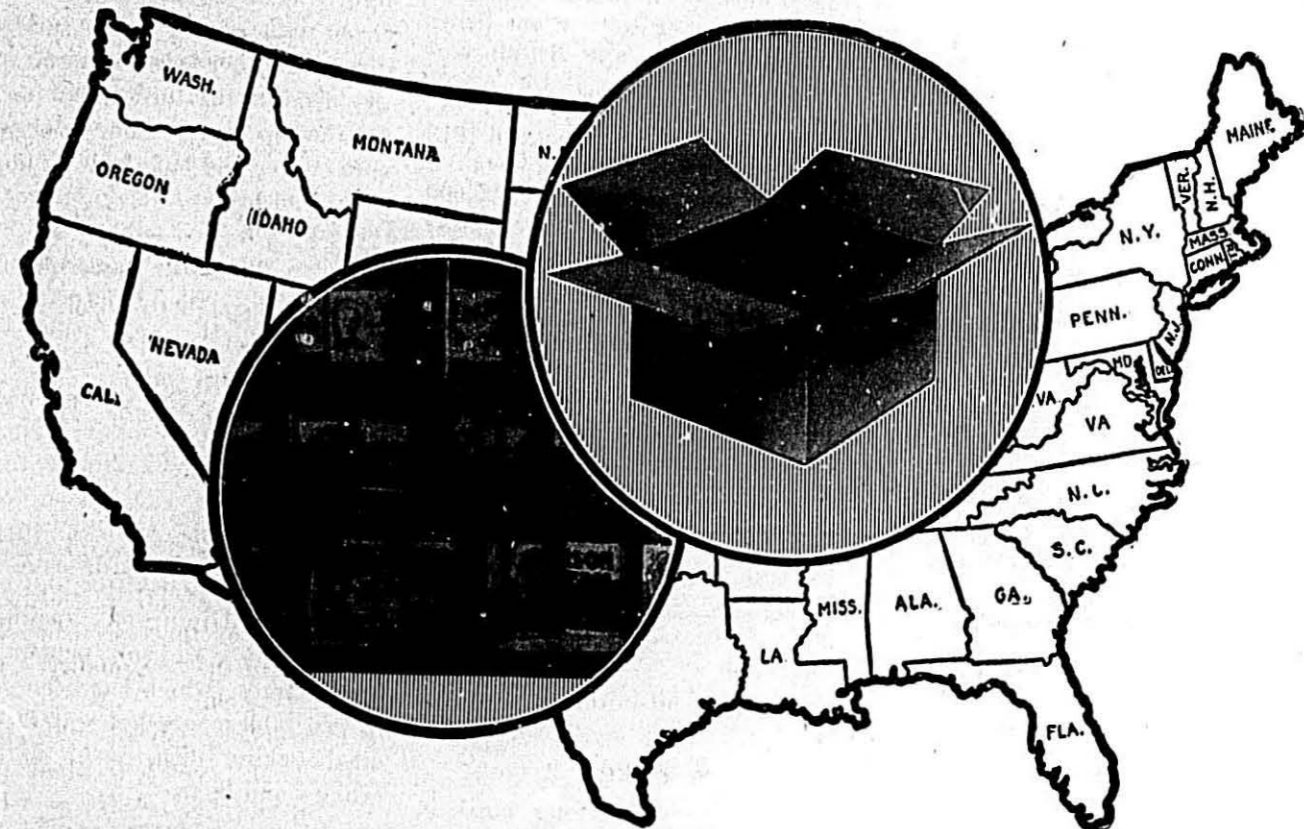
Formerly practically the entire output of the macaroni plant described herein and most of the semolina was marketed in the United States. During the war it has all been marketed in Italy.

That there is not a better "bunch of fellows" that the macaroni manufacturer will be proven to those who attend the annual convention of the National Macaroni Manufacturers association at Niagara Falls June 22-23-24, 1920.

It's like butting your head against a stone wall to try and do business like your father did.

HINTS TO STENOGRAPHERS

Get down late mornings.
Powder your nose when taking dictation.
Ask for your salary in advance.
Have your beau telephone at least every half hour.
Wash your white gloves out daily and hang them on the radiator in your employer's private office.
Watch the clock.
Fake up those paragraphs of business letters you can not read from your shorthand.
Ask for a raise every Saturday.
Fight with the bookkeeper.
Chew gum.
Forget—never take memoranda.
Do your filing cross-eyed.
Listen on the extension when the boss telephones his wife.
—Saturday Evening Post



The Product, The Market, H & D Boxes

Babson Brothers, with half a million customers, use 180,000 H & D boxes a year, at a saving of 65%

36,000 phonograph records a day!— a small part of what Babson Brothers ship daily from Chicago during their busy seasons. **This is but one item of fragile merchandise that leaves their shipping rooms packed in H & D Corrugated Fibre Boxes.**

Read the statement of these mammoth jobbers and see how they list their savings. **Space, Labor, Time, Breakage and**

Expense are all cut to the minimum, putting the annual dollar savings of the packing room into the thousands.

"For ten years we have been shipping all our fragile goods in Hinde & Dauch Corrugated Fibre Boxes. We ship as many as 36,000 phonograph records per day in the busy seasons, all over the United States, using about 180,000 boxes a year. Their advantages are sixfold:
1. The saving in space: 25 H & D boxes are stored in the place of one wooden box.
2. Saving in time: they take only 1/10 as long to pack.
3. Cost price is only about 60% of wooden boxes.
4. Shipping cost is 35% lower.
5. Breakage is practically nothing, and costly replacements and complaints are avoided.
6. They are so neat that they can be opened in the parlor.
"We have tried to use cheaper plain paper boxes, but found it poor economy, and have come back to Hinde & Dauch to stay."
F. K. Babson, Vice Pres., Babson Brothers, Chicago, Ill.

The story of Babson Brothers is only typical of the service that **H & D Fibre Boxes are rendering to big industries everywhere.** Hundreds of the nation's biggest manufacturers and shippers have substituted these better boxes for the hammer, nails, excelsior and dirt of old fashioned packing methods.

CORRUGATED H & D FIBRE BOXES

The Hinde & Dauch Paper Company
220 Water Street
Sandusky, Ohio
Canadian Trade Address: Toronto

MILLION KILOS PER DAY

Production of Alimentary Pastes in France Slightly Above That Figure—Data as to French Consumption Upset by War—Industry's August Future.

It is surprising sometimes to find that to get information on such subjects as are treated herewith, an amount of time and effort may be required which is out of all proportion to the extent of the information requested. In this particular case we were obliged to run down various sources of information, since there apparently exists no up-to-date official or unofficial statistics regarding the exact production and consumption of macaroni and spaghetti products in France, writes H. W. Adams acting commercial attache at Paris, on Feb. 5, 1920.

Each of our correspondents took his own good time in answering, and it is only now that we are advised by the Syndicat General des Pates Alimentaires de France, 9, rue Lanterne, Lyon, to whom, by the way, we were referred and first wrote on Dec. 20, that the production of alimentary pastes in France may be estimated as slightly more than a million kilos per day.

The President of the Syndicate further states that there is no way of ascertaining in a precise way the French consumption, due to the disturbance in the industry caused by the war. Incidentally you will not be surprised to learn that our experience here is that when it is a question of furnishing late statistical information along lines such as the present inquiry, war causes are frequently invoked. According to the Syndicat General the production of alimentary pastes is, in general, superior to the national consumption, and this country exports a large quantity of such products, none being imported.

War Effected Production

The Indicateur de la Production Francaise for 1919, published by the semi-official Association Nationale d'Expansion Economique, estimates the 1919 production at about 150,000 tons, or one-third lower than the production before the war. I quote the following abstract from that publication:

The industry in alimentary pastes is assured of an august future. It is not surprising to learn that this industry has assumed an importance in France which cannot but increase in extent in the future. The manufacture of these products is concentrated in Marseilles,

Lyon, Paris and Clermont-Ferrand. French exportations in 1913 amounted to 18,600 metric quintals (1,860,000 kilos), the principal destinations being the French colonies, Great Britain and Switzerland. The value of the wheat imported into France to be later exported in alimentary pastes was in 1913 19,000,000 francs. The exports of these pastes were valued at 95,000,000 francs. The production of our factories increases each year, largely sufficing for French needs. It is interesting to note that the introduction of a new raw material in the preparation of alimentary pastes, namely American hard wheat, has given surprising results, increasing the nutritive value of the pastes, and lowering somewhat cost prices.

Tested Macaroni Recipes

For use by manufacturers and retailers to popularize macaroni and spaghetti consumption.

Chili-mac

A popular and satisfying meal is made by combining macaroni or spaghetti with chili con carne.

Ingredients: Two pounds round steak; 2 dried chile peppers; 3 slices salt pork; 3 tablespoonfuls chile powder; 3 tablespoonfuls flour; 1 clove garlic, chopped fine; salt to season, and one pound of good macaroni or spaghetti.

Directions: The fat should be fried out from the salt pork, the steak cut into small pieces and browned in the fat, and the flour and garlic added. Take the seeds from the peppers and soak them until soft in a pint of warm water, scrape the pulp into the water and throw away the skins. Pour the mixture over the meat and let it simmer—not boil—for two hours, or until the meat falls to pieces. Add hot water as needed, if the mixture gets too thick it will be too rich. Place macaroni or spaghetti in boiling water and boil rapidly for about 15 minutes or until cooked, but avoid overdoing the cooking as it tends to make mixture pasty. Strain and place in shallow dish. Spread the chili con carne evenly over the macaroni or spaghetti and season with paprika and finely grated cheese.

Macaroni with Cheese

Break half a pound of macaroni into short lengths; cook until tender in boiling salted water. It must be clear and soft, but not mushy. Drain and put a

layer in the bottom of a buttered pudding dish. Dot with butter; sprinkle lightly with cayenne and salt to taste cover with grated cheese, and on this dispose another layer of macaroni. Fill the dish in this order, having cheese for the top layer. Pour in a cupful of milk; cover and bake half an hour. Uncover and brown.

Spaghetti Casserole

1½ cups spaghetti (broken).
½ tsp. beef extract.
1 cup tomato pulp.
½ cup bread crumbs.
2 tbsps. fat.
1 tsp. salt.
1/8 tsp. pepper.

Wash spaghetti in cold water, drain into boiling salted water and cook until tender. Drain; mix spaghetti and tomato pulp. Add salt, pepper, fat and beef extract (which has been dissolved in two tablespoons hot water) put in oiled baking dish, cover with bread crumbs and bake.

Fish and Spaghetti Pie

Boil ten minutes one pound of fish and drain and flake. Boil enough spaghetti to make two cups. Blend two teaspoonfuls of butter with three cups flour, add two cups of milk, boil until thick and season. Place a layer of spaghetti in a baking dish, then a layer of fish, then a layer of white sauce and a few slices of hard boiled eggs. Continue until the dish is full. Cover all with bread crumbs, a tablespoonful of melted butter and bake until brown.

HORSE SENSE

Senator Lodge was talking in Boston about certain investigating committees.

"They are like the brook," he said. "They flow on forever. Some of them, in fact, mind me strongly of Si Hoskins."

"Si Hoskins got a job last spring at shooting muskrats, for muskrats overran the mill-owner's dam."

"There, in the lovely spring weather, sat on the grassy bank, his gun on his knee and, finding him thus one morning, I said:

"What are you doing, Si?"

"I'm paid to shoot the muskrats, sir," answered. "They're undermining the dam."

"There goes one now," said I. "Sho man! Why don't you shoot?"

"Si puffed a tranquil cloud from his pipe and said:

"Do you think I want to lose my job?"

STILL THERE

First Crony—I mind the day you was tried, William; what a fright you had?

Second Crony—Aye, aye, George; and I a still got 'er.

When You Want Quality
and Service

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NOMCO

Durum Products

Farina
Semolina
Flour

Write or wire for samples and quotations.

Northern Milling Company
Wausau, Wisconsin

MACARONI IN ITALY

Nearly 7,000,000 Quintals of Hard Wheat Used Annually in "Pasta" Manufacture—Government Supervises Distribution—Southern Peoples Heavier Macaroni Eaters.

Macaroni, spaghetti and a score of other flour paste products are generically known in Italy as "pasta." More than one-seventh of the wheat flour consumed in Italy is in the form of pasta. High grade wheat is required for the manufacture of pasta, and practically the entire amount of imported hard wheat, together with all native hard wheat, is reserved for the manufacture of macaroni and its cognates. Before the war the best hard wheat for pasta was obtained from the Russian province of Ukraine. That source of supply has long since dried up and Italian manufacturers look to Manitoba and certain sections of our western wheat belt for their best pasta grain. The amount of wheat suitable for pasta that is produced in the Argentine is negligible. With the raw material at hand and the lapse of Italian exportation the question arises as to whether the United States will ever turn to Italy again for high grade pasta. Certainly not to the extent of the days before the war; but unquestionably high grade Italian pasta possesses superiorities that are sui generis and that will always give it a favored position among American consumers, particularly if they happen to be of Italian origin. Advantages of sun, water and traditional technique in manufacture are some of the elements that give Italian pasta its high position, says Alfred P. Dennis, American commercial attache, at Rome.

Wheat is distributed at present throughout Italy by means of a system of consortiums. The Italian government is the great central consortium which receives and distributes wheat among the provincial consortiums. The government takes into consideration the peculiar needs of each province in distributing soft wheat for bread and hard wheat for pasta. The northern provinces, for example, receive relatively less hard wheat for macaroni, because their diet is supplemented by the rice and maize produced locally. Domestic producers of wheat are allowed to retain enough for their own families, dependents and laborers. The balance must be turned over to the state. Bread is relatively much more

plentiful in Italy than pasta, inasmuch as only a certain percentage of either foreign or domestic wheat grades up to pasta requirements. Bread may be freely purchased but pasta may be had only by tessera or allotment ticket.

Average 30 Pounds Per Capita

With the demobilization of the army, purchases of pasta on government account are declining with a tendency to ease the situation of shortage. Pasta production is still far below the demands of home consumption and no one can look far enough ahead to predict when there will be any surplus for export. It is asked why the government does not increase its wheat importations and resell the surplus in the form of exported pasta. In the first place, the procedure as far as the United States is concerned would mean a double transatlantic trip at the current abnormally high freight rates. In the second place, the government is buying and distributing wheat to its people at a loss. It has pegged the price of domestic wheat and every bushel of wheat imported is sold for less than its cost.

Italy consumed yearly before the war, all qualities, around 60,000,000 quintals of wheat. Consumption this year (1919) based on figures for 10 months, will amount to 45,000,000 quintals, of which 30,000,000 quintals are imported.

The consumption of hard wheat for pasta during the current year will amount to 6,801,480 quintals, yielding 5,101,110 quintals of high-grade pasta. To this must be added 1,729,560 quintals of inferior pasta produced from semi-hard wheat.

The total yearly consumption of pasta for 1919 is estimated at 6,830,670 quintals.

It is of interest to note that 149,925 quintals of hard wheat are allotted monthly to the liberated provinces for conversion into pasta. This quota is included in the total national consumption as given above.

Present Wheat and Crop Conditions

"The switchmen's strike, the almost daily advance of export bids, unfavorable crop prospects and an active domestic demand for cash wheat are some of the salient market features worth considering", says H. W. Files,

manager of the durum department of the Pillsbury Flour Mills company, in commenting on the wheat and crop conditions towards the end of April the strike had no material effect at Minneapolis but resulted in embargoes in the southwest which caused lighter receipts there.

"On account of the high cost of labor and the tendency of the farmer to sow crops other than wheat, there will undoubtedly be a decrease in wheat acreage in the three northwestern states—Minnesota, North and South Dakota—of from 10% to 20%. On top of this seeding has been delayed in the northwest, owing to cold weather, and this may have the tendency to further curtail the acreage, the farmers feeling that late sown wheat has so many obstacles to overcome will not take many chances. Weather conditions continue unfavorable in the southwest for the growing winter wheat crop.

Higher Prices to Prevail

"Continued demand for export has resulted in the highest prices on the crop for durum and rye. Durum wheat has advanced materially and rapidly during the last few weeks and reached \$2.88 per bushel of No. 1 Amber Durum by the middle of April.

"The present United States visible supply, (figures as of April 19, 1920) shows 42,416,000 bushels against 70,745,000 bushels last year.

"Receipts in Minneapolis continue fair with a good brisk demand for a milling qualities, while the lower grades are well absorbed by elevators for export. As soon as field work is well under way we will unquestionably experience a falling off in receipts. This together with the fact that exporters are bidding for wheat as late as May and June delivery lends a very strong undertone to present cash markets that should not be overlooked.

"It has been our opinion during the past 30 or 60 days that prices would noticeably high during the next two or three months, owing to the decided shortage of good milling wheat and the heavy increase in stocks on hand against a year ago. The unusual and continued active demand among the exporters for durum wheat has held the price very firm, all things considered, indicating that the fortunate buyer was the one who contracted his supplies 30 or 60 days ago."

"Some Convention" is the prediction for our June session. Be on hand early.

U.S.

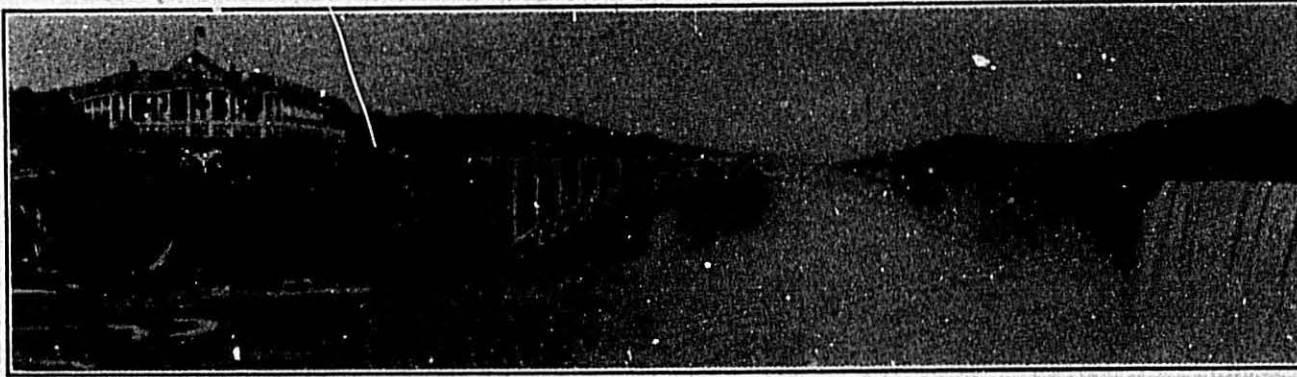
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Program for National Convention



The Clifton, headquarters of National Association during convention.

Seventeenth annual convention of the National Macaroni Manufacturers Association will be held June 22, 23, 24, 1920, at Clifton hotel, Niagara Falls, N. Y.

PROGRAM

Tuesday, June 22

9:00 a. m.

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

10:00 a. m.

Convention called to order by President James T. Williams.

Address of Welcome—Mayor Harry P. Stevens.

Response—Frank L. Zerega, Brooklyn.

President's Annual Address—James T. Williams, Minneapolis.

Report of Treasurer—Fred Becker, Cleveland.

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

Appointment of Committees.

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

Discussion.

Announcements.

2:00 p. m.

Trolley ride down gorge to Niagara Beach in chartered cars.

3:30 p. m.

Group photograph.

4:00 p. m.

Baseball game. Millers vs. Macaroni manufacturers.

5:30 p. m.

Return ride along American side of Gorge over International bridge to hotel.

7:30 p. m.

Luncheon at The Clifton.

Wednesday, June 23

10:00 a. m.

Reports of Committees.

Address—"Durum seed and its effect on production," James C. Andrews, Minneapolis.

Address—"Financial and business conditions"—Col. Geo. P. Shepherd, President Chamber of Commerce, Niagara Falls.

Address—"Food value of durum products compared with other foods," R. L. Groff, Minneapolis.

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

Discussion of papers.

Announcements.

2:00 p. m.

Reports of Committees.

Address—"Milling of Durum," W. E. Coles, Jr., St. Paul.

Address—"Elimination of weevils and other macaroni pests," Prof. R. N. Chapman, Entomologist, University of Minnesota.

Address—"Government Regulations,"—Dr. B. R. Jacobson, Bureau of Chemistry, Washington, D. C.

Address—"Durum Wheat Situation," H. W. Files, Minneapolis.

Discussion of papers.

Announcements.

7:30 p. m.

Banquet in the ball room of The Clifton as guests of National Macaroni Manufacturers Association.

Impromptu program to follow, and dancing to close evening's entertainment.

Thursday, June 24.

10:00 a. m.

Reports of Committees.

Address—"Import duties in relation to macaroni manufacture in this country," W. A. McDonald, Brooklyn.

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

Address—"Present and Future Prices," P. M. Marshall, Minneapolis.

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

Discussion of Papers.

2:00 p. m.

Reports of Committees.

Address—"Paper Manufacture," H. A. Dickie, Secretary Folding Box Manufacturers National Association.

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

Discussion of Papers.

Question Box.

Election of Officers.

Selection of time and place of 1921 convention.

Adjournment.

Niagara Falls as Convention City

That the National Macaroni Manufacturers association chose wisely when it voted to hold its 1920 convention at Niagara Falls is the almost unanimous opinion of the members of the association and of the industry, both from the viewpoint of points of interest for the sightseers and for accessibility to the greatest number of manufacturers.

The interests of the manufacturers who usually plan to attend these annual love feasts as well as those who do so only occasionally are always being given consideration when selection of next place of meeting is the business before the convention. With the 1918 convention held at Minneapolis, the heart of the durum wheat country; with the 1919 convention held in the heart of the great Mississippi valley affording convenience particularly to manufacturers of the south and west; being east this year was the most logical choice, giving the macaroni men in that section and in Canada easy access to the convention city.

The Big Scenic Attraction

Pamphlets sent out by the Niagara Falls Chamber of Commerce thus beautifully describe the falls or cataract which is the chief scenic attraction, though there are many others that cast a spell over lovers of all that is grand in nature: "Of all the scenic wonders with which nature has endowed this favored land of ours, none there is so all the gorgeous panorama of geographic grandeur that is comparable to Niagara. Such a blending of the beautiful with the awe inspiring is seen nowhere else in all the world. By common consent of travelers from all lands

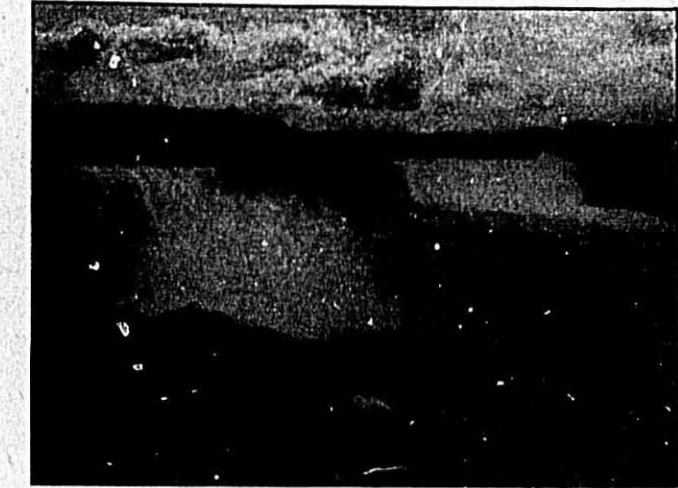
it is the one spectacle that must be viewed before one can say that he has seen America. It is the one spectacle whose sublimity typifies the wild and rugged grandeur and the resistless tireless, on rushing energy of the western world.

"The waters of the four Great Lakes flowing through the narrowed Niagara river go tumbling over the cataract of

miles below is really unbelievable as it is unexpected in so short a distance."

Hotels and Headquarters

There are many hotels and boarding houses in Niagara Falls that care for the endless stream of visitors that visit this region yearly, though really high class hotels are not as plentiful as the demand in the rush season would require. Those seeking accommoda-



Favorite view of Niagara Falls, Maid of Mist in foreground.

Niagara forming what is easily the world's greatest scenic wonder. From this point the water goes rushing down with torrential fury through a deep canyon, dashing against giant rocks and beating itself into foamy billows against the base of towering cliffs until it reaches the village of Lewiston, where, having been released from the narrow walls of the gorge, it flows calmly in a wider channel to Lake Ontario. The transformation of this surging tumult of rushing water into the peaceful and majestic stream a few

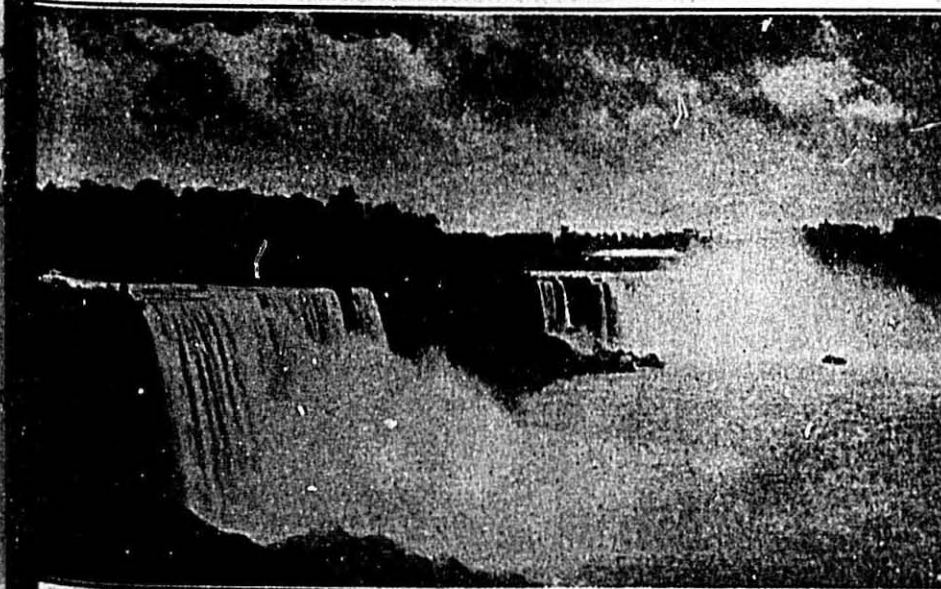
tions should make reservations early.

The Clifton on the Canadian side of the river has been selected as the headquarters of the National Macaroni Manufacturers association and is one of the leading hotels in the city. Situated on the brink of the falls, adjoining the renowned Queen Victoria national park, it commands one unobstructed view of the Canadian and American falls and affords every modern convenience and varied amusements for its guests.

It is within easy walking distance from the falls, Goat island and the gorge, as well as the state and provincial parkways of surpassing beauty embellished with horticultural richness that represent the highest achievement of the landscape artist.

Other Attractions

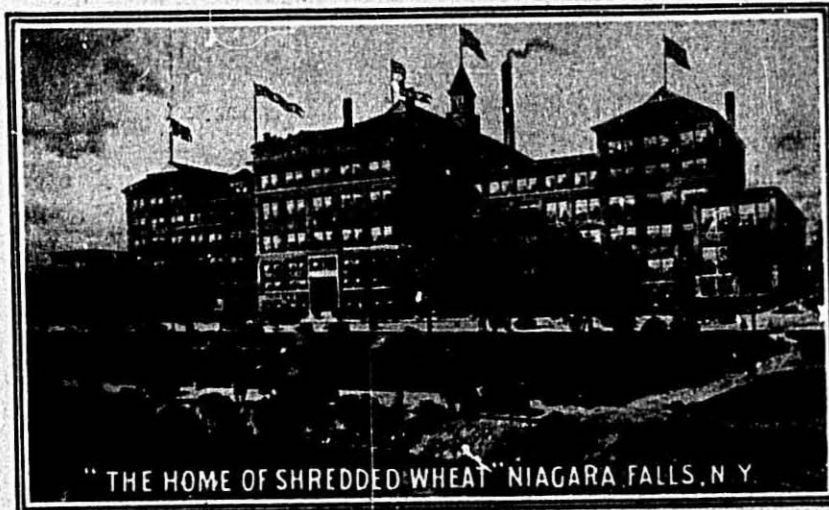
Besides the unsurpassed American and Canadian falls and their beautiful approach among the Goat islands, scenic points of interest already mentioned, the following none the less beautiful and equally attractive places draw thousands of visitors annually: The Cave of the Winds, The Bridal Veil, The Rock of Ages, The Terrapin Rocks, The Three Sister Islands, Hermit's Cascade, The Maid of the Mist, The Whirlpool Rapids, The Devil's



General view of American and Canadian Falls.

Hole, General Brock's Monument, and the wonderful "Home of Shredded Wheat."

After seeing the falls and its attendant beauties, two trips are essential; one by trolley around the gorge afford-



ing a constantly changing view of this wonderful canyon; and the other through the power plants above the falls where millions of horse power of electrical current is produced through a scientific harnessing of the great waters of the cataract.

As food manufacturers, the macaroni men should not fail to see the wonderful "Home of Shredded Wheat" situated on one of the most beautiful spots on the American shore of this

ITALY'S NATIONAL DISH

Will It Bear American Trade Mark?—That Country May Turn to Spaghetti of United States to Fill Evident Lack—War's Effect.

"And now, children, what is Italy famous for?" asked the young teacher who believed it was never too early to inculcate admiration for the fine arts, or to thrill the juvenile imagination with stories of historic grandeur.

"Yes, Antonio, you may tell us if you know."

"Italy is the place where the macaroni comes from!" declared the triumphant Antonio eagerly,—and not one of the motley group in the miniature melting pot of a cosmopolitan public schoolroom dreamed of smiling. Of course Italy was famous for its macaroni, how could they have been so stupid!

But little Antonio's association of ideas will shortly be sundered, if the signs as interpreted by Red Cross workers engaged in relief work in Italy are read aright. Italy today is

scenic spot. Cleanliness and beauty are so blended as to constitute the most attractive feature of this wonderful plant that makes it unique among the food manufacturing concerns of the world. It is without doubt one of the cleanest,

finest and most hygienic food factories in the world and one always open to inspection by anyone who cares to see this wonderful plant.

With so wonderful scenic attractions added to the interesting, entertaining and instructive program prepared by the officers of the National Macaroni Manufacturers association, the Macaroni Convention there on June 22-24, 1920, should be one best attended affairs ever attempted by the industry.

not only almost wholly deprived of what for years she has regarded as the staff of life, but the continued wheat famine makes it more than a passing fancy to wonder if she will eventually turn to American-made spaghetti to supply the lack.

War, to the Italian manufacturers of these staples, was like a monkey wrench thrown into their machinery, for in that country the enormous losses sustained in the fighting in the mountains necessitated the wholesale commandeering by the government of both macaroni and ice cream factories, as best suited to conversion into emergency hospitals. Even then, but for the liberality of the American Red Cross, the needs of physicians and nurses for hospital and medical supplies, blankets and bandages would never have been adequately met.

Today, though Italians are getting on their feet, it will be a long time before the factories can resume business on a prewar scale. Meantime the people are debarred by the wheat shortage even from making their own

spaghetti, as used to be the custom the tender strings of macaroni, drying on the balconies of every home, being a commonplace sight along the Italian streets. There is also a meat shortage which puts a ban on making the popular broths with which the Italian usually eats his national dish. But with characteristic cheerfulness the natives are struggling along on a diet of coarse bread and waiting patiently for the day to come when macaroni and spaghetti will once more be plentiful and cheap as in the good old days.

Would it be an ambition, at one insane and presumptuous, to seek market in the ancient stronghold of macaroni and spaghetti, for the American made commodity?

Dollar Free for Dollar Saved

Among the important profit sharing ideas that are being worked into American industry is the scheme of the General Motors company. The idea in the fewest words is, "For every dollar you save we will add a dollar to it and make you a stockholder in the corporation."

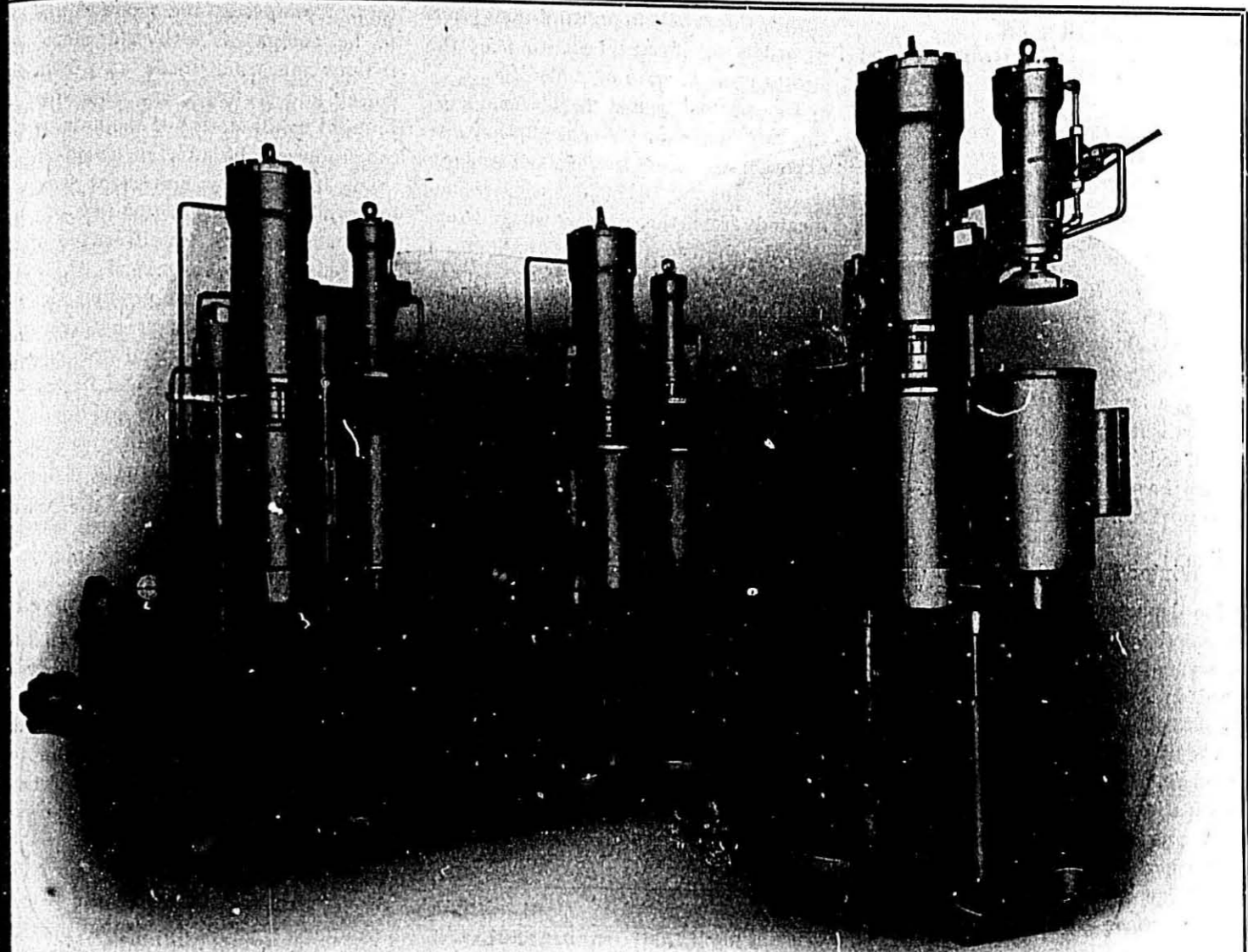
All employees who have been in the saving fund one-tenth of their time of employment with the company, in excess of three months are invited to share in the plan. The basic features are an employees saving fund and an employees investment fund.

Employees are allowed to place in this fund such part of their annual income as they see fit, not to exceed \$30. The corporation then places in the investment fund a dollar for each dollar saved in the saving fund and pays interest on amounts in both funds amounting to 6 per cent.

Arrangements have been made in the event of the employee's death, discharge and voluntary leaving the corporation. In the first event, the heirs get the equivalent in cash from both funds. In the other contingencies they can get the full amount in cash in both funds by giving 15 days notice. The unique feature of this plan is that one cent of the employee's money is used to buy stock.

You need not be a member to attend convention of National Macaroni Manufacturers association at Niagara Falls on June 22-24. Come and be one of the Boys!

Behind every business that keeps up in the times, there is an individual who keeps ahead of them.



Three Modern 13½ inch Macaroni Presses

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

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

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

We will be pleased to furnish further particulars upon request.

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

Presses, Kneaders, Mixers, Noodle Machinery, Etc.

Cevasco, Cavagnaro & Ambrette, Inc.

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

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

SOME FACTORS IN WHEAT SITUATION

Lower Production—Abandonment of Winter Killed Fields—Hessian Fly Infestation—Low Carryover—Reduction of Spring Acreage, Are All to Figure in Totals.

To give farmers in the spring wheat states the benefit of information on the general wheat situation, so they may be better able to decide whether to increase plantings of spring wheat because of a low production of the winter crop indicated by conditions April 1, the United States Department of Agriculture has issued a statement calculated to throw some light on the situation.

Winter Kill and Hessian Fly

The department points out that the estimated production of 483,617,000 bushels of winter wheat this year, based on April 1 conditions as against 731,636,000 bushels last year, may be still further reduced by a further abandonment of winter killed fields. Information gathered by the department also indicates that Hessian fly infestation will be unusually severe over large areas and that the grasshopper menace is serious in a large part of the Great Plains.

The department further explains that apparently a large carryover of 150,000,000 bushels from last year's crop is principally winter wheat of low milling quality and therefore figures in the equation as a much lower amount. Stocks on hand in the three principal spring wheat states are only about half as large as a year ago. The carryover during the war ranged from 163,000,000 in 1916, the highest on record, to 28,000,000 in 1918, the lowest recorded. Prior to the war, the normal carryover was around 75,000,000.

Late Spring Decreases Acreage

Reports from the spring wheat region indicate that many farmers are likely to reduce their acreage of this crop. Weather conditions have not favored spring work, and the serious shortage of farm labor has also affected planting. The supply of hired farm labor in the country is only about 72 per cent of the normal supply, compared with approximately 84 per cent of the normal supply a year ago.

The poor condition of the winter wheat crop, together with the apparently continuing world demand for wheat, may justify farmers in the

spring wheat belt in revising their plans in order to increase planting of the spring crop in spite of difficulties.

The normal wheat requirements of the United States for consumption and export are about 800,000,000 bushels. Of this only 483,617,000 bushels is indicated from the winter wheat crop. World conditions do not indicate a falling off in demand, although southern Russia is reported to have 55,000,000 bushels for export this year. There is some question, however, as to whether Russia can export because of the disorganized condition of transportation facilities. Australia has a short crop and probably will have no wheat for export during the next two years. Owners of old wheat in storage are not now permitted to ship it out of Australia. The Argentine crop appears to be fair.

Continued Active Demand

While there are many factors yet undetermined which are likely to affect the production this year, the existing shortage of spring wheat of satisfactory milling quality indicates probability of continued active demand for high grade spring wheat from the new crop.

The Macaroni Market

With several important factors affecting production and distribution, the macaroni market for April was dull. This dullness is probably a prolongation of the usual dull period that this industry annually experiences in February and March. While the bulk goods business showed some activity the package business was considerably below normal.

One promising feature in last month's trading was the strong stand taken by most producers for higher prices for their output, made necessary because of the advancing costs of labor and of raw materials. Manufacturers are becoming more and more impressed with the thought that their share of the profits on goods sold is by far the smallest enjoyed by any of the various agencies that handle this foodstuff from manufacturer to consumer, and are seeking a readjustment.

Navy Surplus Depresses Market

The expected increase in macaroni consumption due to the high potato prices failed to crystallize during April but most students of the alimentary paste market look forward to a better demand for these goods owing to this

fact. Potatoes at 10c a pound are not to be compared with the more nutritious macaroni foods at prevailing prices and as soon as this fact is brought to the notice of the housewife the trade will be affected beneficially.

One reactionary movement was the loosening of a large quantity of surplus macaroni by the Brooklyn navy yard commissary on April 27, when 172,000 pounds of this product was offered for sale to lowest bidders. Its purchase tended to flood the eastern market that heretofore had enjoyed brisk trade. Most of the goods offered for sale was first quality macaroni though some war goods were included.

The freight and express strikes in the central and eastern states seriously affected shipments of raw material and finished products. Many plants with sufficient bookings to run them quite steadily have been forced to slow down production owing to inability to get flour and containers to their factories and their macaroni to the markets. With the outlook favorable for an early return to normal conditions distributors and manufacturers are busily booking orders for future deliveries.

Semolina Prices Aviate

Semolina prices continue to soar. One peculiarity in this market is the general complaint by durum millers that there is no demand for their product in this country and that they have to depend on exports to consume the output; yet in the face of this dullness in the domestic market, semolina prices continue to aviate ranging from \$13.00 to \$13.65 for No. 2 and with the end not yet in sight. The prices on all grades of flour are unquestionably affected by the report emanating from European sources that the world will be short of wheat during the present crop year. Lucky are the firms that have contracted for their flour for the present crop.

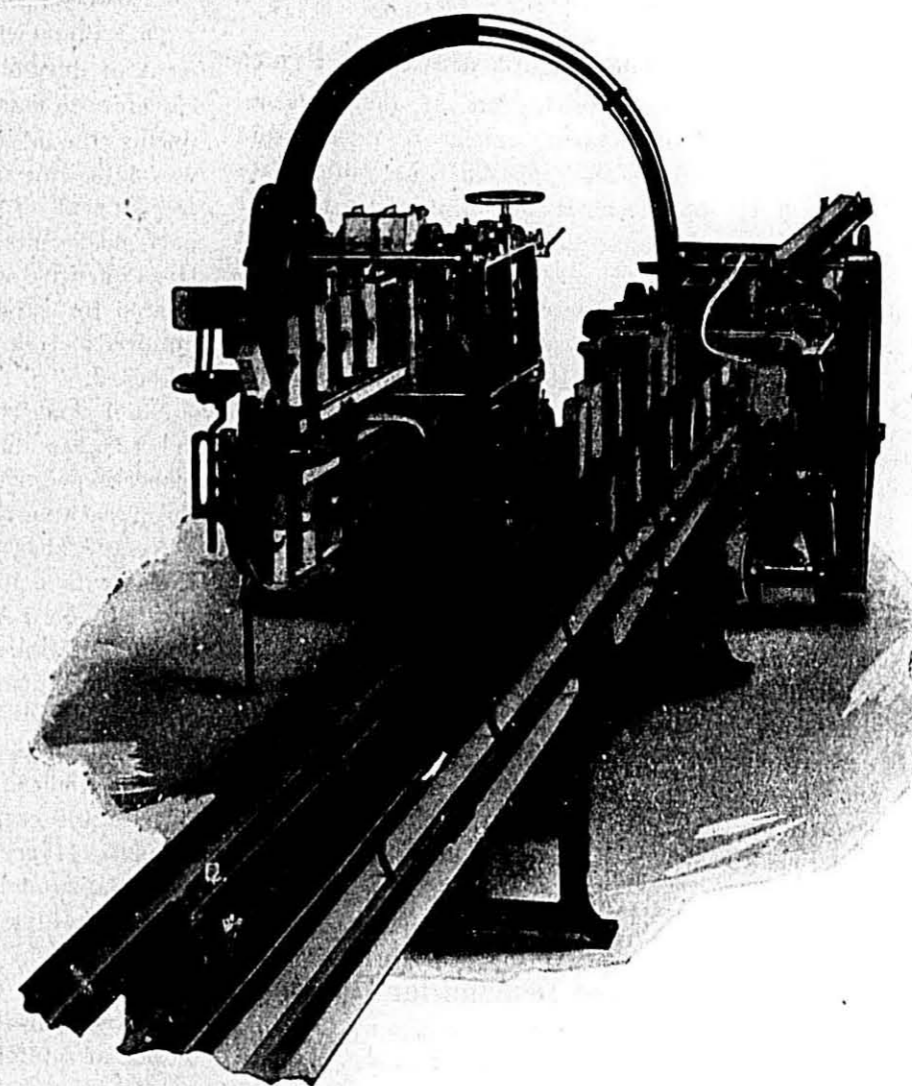
According to market reports the average prices prevailing for April the big markets ranged from 10½¢ per pound for the average quality macaroni to 11¢ a pound for the high grade goods in packages. Bulk goods range from \$2.35 to \$2.50 per box of 50 pounds according to the quality offered.

A CHANCE FOR AN INVENTOR

A fortune of fabulous proportions awaits the inventor of an efficient non-skid wax.—Newark News.

PRODUCTION and EFFICIENCY GOVERN YOUR PROFITS

60 Complete Packages Per Minute.



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

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

All machines made adjustable for handling different sizes.

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

Catalog Upon Request

Johnson Automatic Sealer Co.

P. O. Box No. 482

BATTLE CREEK, MICHIGAN

Notes of the Industry

Helps Macaroni Sales

The extensive advertising of the I. X. L. macaroni sauce being carried on by the producer of this tasty condiment, the Workman Packing company of San Francisco, in its own publication and in several of the grocer trade papers of the west should be helpful to macaroni distribution, particularly along the Pacific coast. The company is trying to teach housewives how much superior macaroni and spaghetti products may be made by the addition of a sauce similar to that used by the Italian consumers, who know best how to prepare tasty meals from this product.

Official Commendation

Conditions in the flour mills of Minneapolis are superior to those in the mills of any other part of the country, Max Ruderman, special representative of the Department of Agriculture at Washington, declared May 5, after an exhaustive investigation of conditions. Mr. Ruderman was sent to Minneapolis to investigate the special grade of flours commonly used in making macaroni and spaghetti, some of which has been found faulty by the department. Nothing of the sort was discovered in Minneapolis, he reported. After inspecting mills in Illinois and Wisconsin, Mr. Ruderman will return to Washington to make a comparative report in milling conditions.

Friendship Helps Business

In the experience of the few American macaroni firms that have been supplying the Central and South American markets with their products, they early discovered that business in that part of the world is carried on largely on the basis of friendship and personal knowledge of the buyers with whom deals are made.

Carrying out this practice of friendliness makes the connection more lasting and much closer than is the case with our so-called cold business methods in favor in this country. A satisfied customer in one of these southern countries is more valuable than a satisfied customer in the United States because of his influence and the fact that he will be slow to change his business

connections so long as he is satisfied with the goods sent him and the treatment received.

Any concern contemplating entering this field should learn this first and essential lesson, that friendliness pays.

To Investigate Macaroni Prices

An investigation of the macaroni manufacturing concerns in California will be made by W. G. McMillin, state purchasing agent, to ascertain whether there is collusion among them to boost the price of Italian pastes. Mr. McMillin declared that only one bid was received for supplying the state institutions with Italian pastes for the next three months, while in the past there has been lively competition to land the state contract. Furthermore, stated Mr. McMillin, the state purchased macaroni for the three months just ended for 6½¢ a pound, whereas the only bid received this time was 9½¢ a pound. According to Mr. McMillin, the State needs 26 tons of Italian pastes to supply the needs of the institutions for the coming three months. The institutions, upon the recommendation of Professor M. E. Jaffa, nutrition expert of the State Board of Health, plan to use the pastes as a substitute for potatoes.

Foreign Demand for Durums

There is a strong demand for durum products by European countries, with the bulk being bought by Italy and Greece. This is surprising in view of the prevailing exchange rates which should have a tendency to discourage buying. It probably reflects the great need for products of this kind in southern Europe which has expected to fill its needs from the reported surplus of Russian wheat which to date has failed to materialize. Duluth and Minneapolis both report large sales to these two countries.

New Macaroni Firm Organized

The Commercial Macaroni company of Boston was recently organized with a capital stock of \$200,000. A modern plant equipped with up-to-date machinery throughout has been erected and planned to permit of a regular increase of capacity commensurate with ex-

pected increase in business. Angelo Paghera, an experienced macaroni manufacturer, is the president and general manager of the new concern.

March Durum Receipts

That there was a much freer movement of durum wheat from farm and elevators to market during March than during the several preceding months was noticeable in official figures by the Department of Agriculture in its report made public April 24. That a large quantity of the durum moved was offered for export is evident from the hundreds of carloads inspected at the seaboard.

No. 1 Amber Durum is still scarce, only 33 cars having been offered for inspection during March, and 30 of these reaching the Minneapolis market.

No. 2 Amber Durum led this class of wheat with a total of 489 carloads inspected. New York led with 212 carloads and Minneapolis was second with 197. The Philadelphia inspectors graded 25 carloads, Duluth 19 and Baltimore 17 of the total.

No. 3 Amber Durum also moved freely with 108 carloads reported at Minneapolis, 44 at New York, 39 at Philadelphia, 29 at Duluth and 23 at Baltimore out of a total of 257 cars inspected.

Of the lower grades Minneapolis graded 103 cars, Duluth 27 and Philadelphia 19 out of a total of 162 carloads.

Durums

The receipt of the various grades of ordinary durum wheat was normal with inspections along the seaboard slightly in excess of the number of carloads graded at the interior market.

Minneapolis lead with a total of carloads of the different grades out of a total of 241 cars inspected during the month. Philadelphia followed closely with 45 carloads, then come Galveston with 28, Duluth with 21, New York with 20, Kansas City with 17, St. Louis with 16.

Durum Mill Increases Capacity

The Durum mill owned and operated by the Commander Mill company, Stillwater, Minn., has been enlarged and remodeled so that it now has a daily capacity of 700 barrels.

MACARONI DRYING MACHINES

ROSSI MACHINES
"Fool" the Weather

Do not require experience, any one can operate.

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

Write or Call for Particulars—
IT WILL PAY YOU

A. Rossi & Company

Macaroni Machinery Manufacturers

322 Broadway

SAN FRANCISCO, CAL.

Data Shows Macaroni Nearly Normal

A slight increase in the cost of macaroni products is shown by investigations underway by various government bodies, the general average of prices being slightly less than 2% increase over those of the previous year. It is found that the increase is not at all in proportion to the increase registered by the raw materials and labor entering into its manufacture. A study of the report will prove most interesting to those taking part in the price cutting practice for which there is no good reason under present conditions and in the face of the expected strong demand for macaroni products with which manufacturers will be deluged within the next few weeks. We summarize the report:

Official Data

Startling increases in prices of some foodstuffs from January, 1919, to January, 1920—an increase of 120 per cent in onions, for instance—are recorded in a chart prepared by Royal Meeker, commissioner of the bureau of labor statistics of the United States department of labor, which is published in the March Monthly Labor Review, the official publication of the department.

The chart, which appears upon casual observation to be an illustration of the sun's rays or an optical vision, is found upon close inspection to be hardly so harmless an apparition. Forty-one articles of every day food were kept track of for the year, retail prices for various cities in the country being recorded. It was found that 25 of those 44 articles had increased in price; the others in the main showed decreases, only one article, package corn flakes, holding firm for a year.

Onion a Strong Climber

The humble onion—which, despite its humbleness is the base of many foods prepared by the poorer of the foreign families—sold for 4.1 cents on Jan. 15, 1919; a year later the price recorded is 9 cents, an increase of 120 per cent.

Cabbage was next in line with a 98% ascent, while the other foods which showed an upward trend, with their percentage of increases, were: Potatoes, 69; granulated sugar, 65; raisins, 53; prunes, 47; coffee, 41; rice, 31; flour (wheat), 23; rolled oats, 18; canned salmon, 16; bananas, 11; oleomargarine and strictly fresh eggs, 10; bread, 8; fresh milk and corn meal, 6; hens, but-

ter, 5; evaporated milk, storage eggs, 4; lard, macaroni, 2; lamb, tea 1.

Hurrah! Beans Are Cheaper

The articles which showed a decrease and the percentage of decreases recorded, were: Navy beans, 18; plate beef, 16; bacon, 14; canned tomatoes, 11; chuck roast, baked beans, 10; pork chops, 8; ham, canned corn, 6; round steak, 5; rib roast, 4; cheese, canned peas, 2; sirloin steak, oranges, 1.

Misbranding Macaroni

The Lorentz Company

The Lorentz company of Mansfield, Ohio, was one of the macaroni manufacturers fined under the food and drugs act according to Supplement No. 65 issued April 9, 1920 by the bureau of chemistry of the Department of Agriculture. Decision No. 6711, given by J. R. Riggs, acting secretary of agriculture, is quoted in full:

On Oct. 16, 1918, the United States attorney for the northern district of Ohio, acting upon a report by the secretary of agriculture, filed in the district court of the United States for said district an information against John F. Lorentz, Walter C. Lorentz, and Ralph G. Lorentz, copartners, trading as Lorentz Co., Mansfield, Ohio, alleging shipment by said defendants, in violation of the food and drugs act, as amended, on or about Nov. 8, 1917, and Nov. 10, 1917, from the state of Ohio into the state of Indiana, of quantities of macaroni and spaghetti which were misbranded. The articles were labeled in part, respectively, "Lorentz Macaroni Net Weight 12 ozs." and "Lorentz Spaghetti Net Weight 10 ozs."

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

MACARONI	
	5 4
	pkgs. pkgs.
Average net weight (oz.)...	9.09 9.0
Highest net weight (oz.)....	9.31 9.1
Lowest net weight (oz.)....	8.81 8.5
Average shortage (oz.)....	2.91 2.9

SPAGHETTI	
	9.15 8.7
	9.42 9.0
	8.82 8.4
	.85 1.2
Average net weight (oz.)....	9.15 8.7
Highest net weight (oz.)....	9.42 9.0
Lowest net weight (oz.)....	8.82 8.4
Average shortage (oz.)....	.85 1.2

Misbranding of the macaroni was alleged in the information for the reason that the statement, to wit, "Net Weight 12 Ozs.," borne on the package containing the article regarding it, was false and misleading, in that it represented that the contents of the said package weighed 12 ounces net, and for the further reason that it was labeled as aforesaid so as to deceive and mislead the purchaser into the belief that the contents of each package weighed 12 ounces net, whereas, truth and in fact, the contents of each package did not weigh 12 ounces net but weighed a less amount.

Misbranding of the spaghetti was alleged for the reason that the statement, to wit, "Net Weight 10 Ozs.," borne on the package containing the article, regarding it, was false and misleading, in that it represented that the contents of the package weighed 10 ounces net, and for the further reason that it was labeled as aforesaid so as to deceive and mislead the purchaser into the belief that the contents of each package weighed 10 ounces net, whereas, truth and in fact, the contents of each package did not weigh 10 ounces net but weighed a less amount. Misbranding

Special Opportunity

Complete

MACARONI FACTORY FOR SALE

60 Barrel Capacity

For Price and Terms Inquire From

S. CATANZARO & SONS, Inc.

22nd. St. & Penn Ave.,
Pittsburg, Pa.

Signed, Sealed and Delivered

SIGNED by a manufacturer who obviously takes pride in the goodness of his merchandise, and brands it with his own name.

SEALED in sanitary, protective packages which are moisture, dust and odor-proof — which keep their contents wholesome and sanitary.

DELIVERED to the housewife with all of the appetizing flavor and goodness which characterized the product when it was first made.

Foremost manufacturers have signed, sealed and delivered their products for years in "Peters Packages."

By preserving for the housewives of America the first-made goodness of their products, they have gained increasing confidence and business.

Peters Package Machinery opens the way for more business to you. The investment is moderate. It merits your investigation.

PETERS MACHINERY COMPANY

209 South La Salle Street
CHICAGO

Peters Package Machinery

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



TRADE-MARK

ing of both the macaroni and spaghetti was alleged for the further reason that it was food in package form, and the quantity of the contents was not plainly and conspicuously marked on the outside of the package.

On Oct. 30, 1918, the defendants entered a plea of nolo contendere to the information, and the court imposed a fine of \$1.60 and costs.

No More Price Control

Wheat Director Julius H. Barnes has come out strongly against guarantee of wheat prices after the expiration of the present guarantee on July 1 next. In this Mr. Barnes as usual takes an absolutely sound position. By many economists the continuance of the guarantee for the present year was considered a mistake, although as matters turned out the actual price was at most times above the minimum guaranteed, says the Buffalo Commercial.

It is time to remove all artificial props or restrictions from business of every kind. The government guarantee of a wheat price or of any other price for that matter can be regarded only as a war measure, and for one definite purpose, namely, to stimulate production. In the case of wheat this is no longer necessary as the present supplies forecast a carryover which will be sufficient to supplement a normal crop for ordinary domestic and export purposes. The only other reason for guaranteeing the price would be to benefit the farmers financially. If this were done then every other producer would be justified in hastening to congress and demanding a minimum guarantee for his product whatever it might be.

Consumers Have Rights

If congress is justified in guaranteeing farmers \$2.26 for wheat as against a prewar price of say \$1, then the cotton farmers would have an equal right to ask a minimum guarantee of 46 cents a pound for cotton as against a prewar price of say 16 cents. If congress were to start in with minimum guarantees just to benefit certain classes of the community there is no knowing where it would stop. The lumber people would have an equal right, as would the fruit growers, to say nothing of the potato farmers, tomato growers and, as has been said, every other kind of producer.

From the economic viewpoint, it is better to let water find its own level. The grain exchanges should be re-

opened to wheat trading, and normal influences allowed to set the price. The great consuming public has just as much right to consideration as the farmers, and if wheat naturally is to be cheaper no action by the government should prevent it. The reduction of the high cost of living must begin somewhere at some time, and certain elements of the community must naturally be the first to feel it, although they will benefit ultimately in reduced costs to themselves.

It does not appear from the present outlook that even with open trading we can look for materially lower prices than have recently prevailed, nor is it likely that previous high records will be exceeded. Speculation only temporarily affects prices, for one speculator has to lose for another to win, and ultimately prices equalize themselves. The main point to be considered is that restrictions of every kind that would limit legitimate trading should be removed.

U. S. Shares Latin America Trade

The foreign commerce of our Latin American neighbors aggregated nearly or quite \$5,000,000,000 in 1919 against slightly less than \$3,000,000,000 in 1913. Their aggregate population is nearly 100,000,000, and the area of the Latin American countries 8,287,000 square miles.

Latin American trade during and since the war period has shown greater fluctuations, says The National City

Bank of New York, than that of most other parts of the neutral world. Prior to the war the chief exports of the countries so designated were coffee, cocoa, fruits, india rubber, tin, copper nitrates, wheat, meats, wool and sugar. The war cut off much of the European markets for the coffee and cacao and fruits and rubber and tin, while on the other hand it increased European as well as American demands for the other products, meats, wool, sugar, copper nitrates. As a consequence the grand total of exports of Latin America made but very slow growth during the first half of the war period, and the imports during that period actually declined. The total exports of the 20 countries classed as Latin America were in 1913 \$1,503,000,000; in 1914 \$1,552,000,000; in 1915 \$1,671,000,000, and in 1917 \$1,838,000,000. Then in 1918, when the ability of Argentina, Uruguay, southern Brazil, and Chile to supply meats, wools and nitrates became fully recognized, the exports jumped to \$2,378,000,000, and the first year of peace, 1919, the continued demand for meats and wools coupled with the great advance in price of coffee and sugar and cocoa, brought the grand total of Latin American exports up to nearly or quite \$3,000,000,000, as against \$1,500,000,000 in the year preceding the war.

Thus, reads the bank's statement, the exports of Latin America in the first year following the war, 1919, are about double, in stated value, those of the year immediately preceding the war, 1913, in other words, will apparently ag-

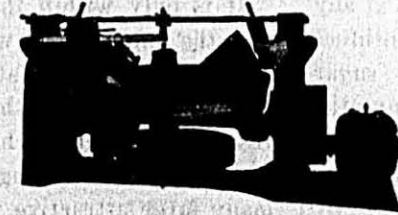
WALDORF PAPER PRODUCTS CO.
ST. PAUL, MINN.
 CORRUGATED AND SOLID FIBRE
 SHIPPING CONTAINERS,
 FOLDING CARTONS.

Established 1861

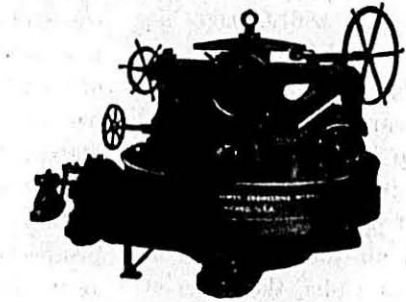
ELMES
CHICAGO

Incorporated 1895

Builders of Macaroni, Spaghetti and Paste Goods Machinery



Motor Driven Dough Kneader
 No. 1486



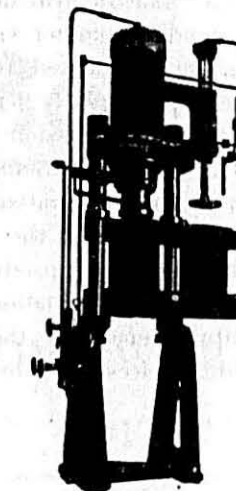
Motor Driven Dough Kneader
 No. 1382

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



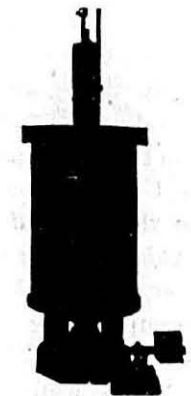
Three Plunger Vertical Pump
 No. 549

**High
 Grade
 Machinery
 Only**



Hydraulic Macaroni
 Press No. 1110

**Greater
 Output
 With
 Less
 Maintenance**

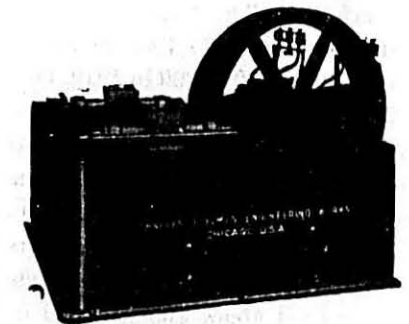


Inverted Tank
 Weighted Acc.
 No. 1232



Horizontal Dough Mixer
 No. 1487

**Horizontal Short
 Cut Presses**



Four Plunger Horizontal Pump
 No. 9

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

Charles F. Elmes Engineering Works

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

gate about \$3,000,000,000 in the calendar year 1919 against \$1,500,000,000 in the calendar year 1913.

United States Gets a Generous Share

Imports have shown a similar fluctuation, a decline in the opening years of the war, a slow recovery in the second half of the war and a sharp advance in the first year of peace, 1919. The total imports of the 20 countries were \$1,403,000,000 in 1913, then dropping to \$978,000,000 in 1914 and \$367,000,000 in 1915, advancing to \$1,510,000,000 in 1918, with a probability that the 1919 totals will show nearly or quite \$2,000,000,000, this sharp increase in 1919 being due to the increased purchasing power resulting from the high prices and popular demand for the coffee of Brazil, the sugar of Cuba, the cocoa of Ecuador, Santo Domingo and Brazil, and the wool and meats of Argentina, Uruguay and Chile.

The grand total of international trade of the 20 Latin American republics, reads the statement, thus advanced from about \$3,000,000,000 in 1913 to nearly or quite \$5,000,000,000 in 1919, the exports showing an increase of nearly 100 per cent in stated value, and the imports an increase of about 50 per cent; though it is proper to add that these increases in the grand total of values are due in a considerable degree to the higher prices in 1919.

"The United States has fared generously at the hands of her Latin American neighbors during this period. Prior to the war the Latin Americans were, as a great group, taking only about 23 per cent of their total imports from the United States, while in 1919 they took from us, as nearly as can now be estimated, 46 per cent of their greatly increased imports. Their aggregate imports advanced from \$1,400,000,000 in 1913 to about \$2,000,000,000 in 1919. Our total exports to Latin America in the fiscal year 1914, all of which preceded the war, were \$282,000,000, and in the calendar year 1919 approximately \$930,000,000. They increased their imports about \$600,000,000, while our exports to them increased about \$650,000,000 in the same year."

Food Control in Spain

Commercial Attache Chester Lloyd Jones, Madrid reports the demands of the war on Spain for foodstuffs resulted in a law of Nov. 11, 1916, under which a very extensive system of control over foodstuffs exports was established and official prices were fixed for the more important articles of common consump-

tion of which a scarcity threatened. The original decree was to last for 12 months subject to continuance for similar periods on vote of the council of state. Subsequent developments in the war period necessitated renewal of the legislation previously adopted by royal decrees of Nov. 10, 1917, and Nov. 6, 1918.

Although it is a year since the nominal termination of the war the Spanish food market is still in unsatisfactory condition; in some lines circumstances now surrounding supply and retail sale of foodstuffs are more acute than at any previous period. Wheat still continues scarce; there is a threatened sugar famine; olive oil regulations are unsatisfactory; potatoes are high. In fact prospects for the winter in Spain, so far as the food supply is concerned, are by no means satisfactory. It has proven impossible to maintain official prices established in many lines and the cost of living which during the war was kept lower than in many other countries of Europe now tends to approach the general level.

Confronted by these circumstances the government issued a royal decree Nov. 11, 1919, extending another year extraordinary measures adopted for control of the food supply. It is generally recognized in public discussion that the food control in Spain, as in most countries, has not given entire satisfaction. It is insisted by some that the official prices result in hoarding by producers and discourage further production because the expenditures necessary therefor exceed the selling prices fixed by the govern-

ment. It is urged that though the reasons for which this legislation was undertaken during the war may have been its justification it now tends to defeat the end it was sought to foster. The government, however, is of the opinion that in the present crisis it can not forego the power to regulate the food market which has been exercised in the past three years.

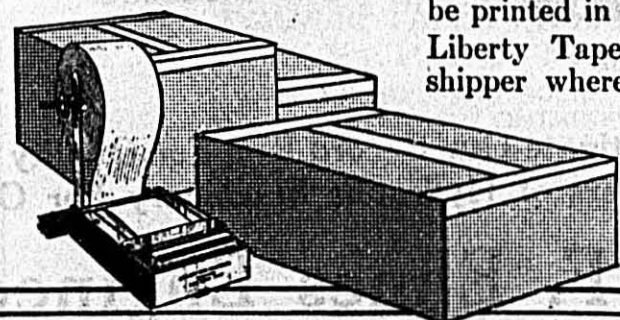
Window Salesmanship

It is only within the past few years that the value of the window as a salesman has been appreciated by the retailer and wholesaler and this knowledge has resulted in a radical change in the architecture of the buildings to permit of many large attractive windows as possible. That there is hardly any limit to the sales ability of a well set up window display is according to the experience of leaders in business. A well known architect employed to design a large business block in one of the leading commercial centers once made a cryptic remark: "Big window space, big rents. Small window space, small rents."

Large, roomy windows without proper settings are unattractive. The little window card, neat, trim and explanatory, is a much needed adjunct to trade drawing display. This little window salesman is disposing of millions of dollars worth of merchandise every week that would otherwise move ever so slowly if at all. To what extent the little "salesman" is being employed in selling macaroni products can hardly

Could You Identify Your Own Shipping Cases

—if you saw them among hundreds of others? You can—easily—if your boxes and fibre cartons are sealed with Liberty gummed tape printed in colors with your name or trade-mark. The tape—plain or colored—can be printed in any language.



Liberty Tape printed advertises the shipper wherever his cases are seen.

It protects him against petty theft and claims for shortage. Let us send you our big list of users. Estimates free.

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

Another Revolution

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

Monitor Box Stitchers

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

LATHAM MACHINERY COMPANY

Ann and Fulton Streets

Boston

CHICAGO, ILL.

New York

determined but its use should be recommended by all manufacturers and wholesalers to the retailers selling a certain brand of these products; in fact, manufacturers should provide various assortments of these "window salesmen" so as to provide frequent changes that will result in their attractive ability and in the end, to their selling force.

Nothing that we could say would add to or even equal the clipping reproduced below, taken from the Association of National Advertisers' Bulletin:

"Position Wanted"

"I will work for you every day in the week quietly, effectively.

"I will do what you ask me to do—without complaining.

"I will begin work early in the morning. I will take no time off for lunch or dinner and I will work far into the night hours.

"I will never ask for an increase in wages. All I ask is a fair chance to show what I'm worth; my compensation lies in the knowledge that I do my job well.

"I will never sulk or be grouchy, and if you show me my place I shall be there till you have me moved. I'll be on the job.

"I am honest, industrious, never drink or swear—don't even smoke—I have no bad or half-bad habits.

"I will not take up the time of your other employes in idle conversation. My words are for your customers only; I speak to them politely, insistently, effectively.

"I want to go to work for you today; if you treat me right, I'll be with you for years."

"I Am the Window Card"

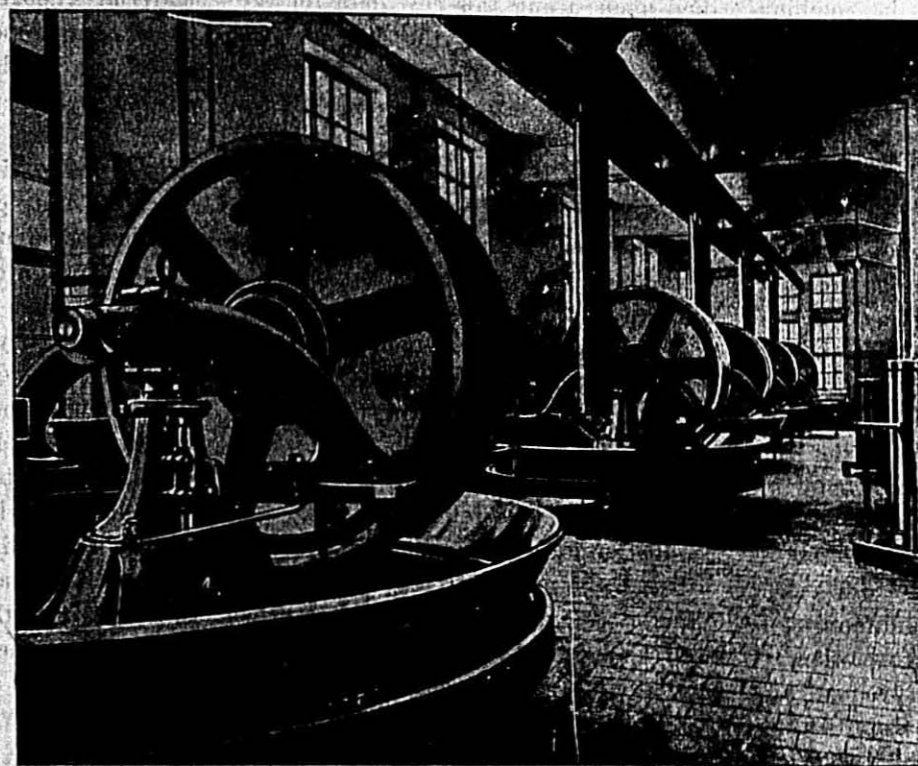
Macaroni Recipes Sell Other Foods

The idea presented in a circular to the grocery trade by the Gooch Food Products company of Lincoln, Neb., is well worthy of consideration and emulation by the macaroni manufacturing trade in general, which does considerable "direct to the trade" advertising through the liberal use of recipe books that are up-to-date in every respect. That grocers may be made to realize their sales can be greatly augmented by pushing macaroni is proven by the experience of a successful grocer quoted as saying that macaroni sales have brought about frequent turnovers in many other articles of foods that "go with it." The circular in part reads as follows:

Here is the way to make your stock of macaroni a Dollar Catcher instead of

a dust catcher. Show the ladies more ways to use macaroni and they will use more of it. They will use other things too. A successful grocer gives us the hint which we pass along to you. I looked over your recipes and noticed that every recipe calls for something besides macaroni and noodles that have for sale. So when I sell a package of macaroni or spaghetti, I usually recommend and sell something to go with it such as cheese, tomatoes, salmon sauce, etc. I don't know of any better way to gain a customer's friendship and confidence than by showing her how to save, so I have made it my policy to tell them that they can cut down their meat bills by serving macaroni and spaghetti cooked with meat. It will hardly sell as a substitute for meat, but the suggestion that less meat is needed if cooked with macaroni usually has the proper appeal to the thoughtful housewives. I had my wife try several of your recipes out of me so, I know just what to recommend. I am now selling three times as much macaroni as I ever did before as a result of this plan."

The idea is excellent and a sound one. With the meat eating habit firmly established, particularly among the American trade, to urge its total elimination will hardly have the effect desired, but to recommend its use with



BUHLER'S DOUGH KNEADER

Due to the enormous weight of the runner and by continuous cutting and turning a better and more thoroughly kneaded dough is obtained in shorter time than by any other kneader.

Buhler Brothers
UZWIL, Switzerland

SOLE AGENT

A.W. Buhlmann
200 Fifth Avenue NEW YORK

EVERY SHIPMENT AN ADVERTISEMENT

Make Your "Ads" Talk
By Packing Your Product in

FIBRE and CORRUGATED BOXES

Manufactured by

DOWNING BOX COMPANY
MILWAUKEE WISCONSIN

PURE DURUM SEMOLINAS
and
FLOUR

Milled In Three Granulations

COARSE, MEDIUM and FINE

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

Write Or Wire For Samples And Prices

DULUTH-SUPERIOR MILLING CO.
DULUTH, MINN.

macaroni and spaghetti in combinations that are unlimited in number appears to be the logical way to advertise this foodstuff.

Value of Cost System

Cost accounting is one of the most valuable and fundamental propositions to all manufacturers in the opinion of J. Lee Nicholson, president of the National Cost Accountants association. He said:

"No manufacturer who has the least degree of common sense would attempt to market his product without having some knowledge of the cost of the same. We must, therefore accept it as a fact that every manufacturer is endeavoring to obtain information relating to the cost of his product, and furthermore, that every manufacturer has some method or kind of a system in figuring his costs. In other words, everyone is striving more or less to obtain cost data.

"The value of any cost system will depend upon how clearly it functions along the following three lines. The ascertaining of actual costs or the recording of cost data that can be re-

lied upon; using this cost data for the purpose of reducing the cost of production, and using the costs as a means of increasing the profit on the product sold.

"Now, unless the system functions along these three lines no matter how perfect it may seem to be or how much revamping has been done to perfect it, the value of the cost system will be lost and the money expended on its operation will be thrown away.

Inaccuracy Promotes Failures

"The success of any cost system will depend upon the following: The introduction of a system that is properly fitted to the needs of the business; the prompt compilation of these returns into final cost figures; the getting of absolutely accurate returns from the factory, and making use of these final results.

"Perhaps inaccurate reports are responsible for the failure of the majority of cost systems and for that reason there should be provided, wherever it is possible, means of proving the information from the factory when it is delivered to the cost department. This applies particularly to time reports,

material reports, defective work reports, scrap reports and production reports. It is absolutely essential that cost data is kept up to date so that when the story as told by the figures tells of leaks of various kinds, such as excessive time on jobs, waste of materials through defective work or other means, all such matters may be acted upon while they are still fresh in the minds of all concerned. Too much stress cannot be laid upon the great importance of having the cost worked right up to date.

"Unless the three functions of a cost system are utilized—that is the ascertaining of actual costs—from the data thus obtained the reduction of subsequent costs, the relation between individual cost and the selling department, its full value can never be obtained."

THIS IS A GOOD ONE

When we change old, worn out methods for better plans, we introduce—System.

When we introduce new ideas that do not work, we introduce—Business.

When we learn the lesson that cooperation is the only way, we learn—Common Sense.

INVESTIGATION

of the merits of the

PURE AMBER DURUM WHEAT FLOUR

Manufactured by

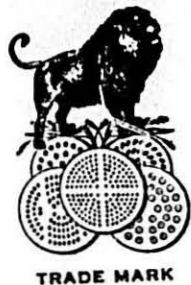
LINCOLN MILLS

Lincoln, Neb.

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

Samples of Wheat and Flour cheerfully furnished.

Frederick Penza & Co.



Special Constructors of **COPPER and BRONZE MOULDS**

For Macaroni and Fancy Pastes

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

REPAIRING OF ALL KINDS OF MOULDS

We Guarantee the Best Material and Workmanship.

YOU MUST HAVE IT

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

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

PATENTED PINS

OFFICE AND FACTORY

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

Macaroni Drying Sticks

Get our prices on any quantity desired.

Established 1869

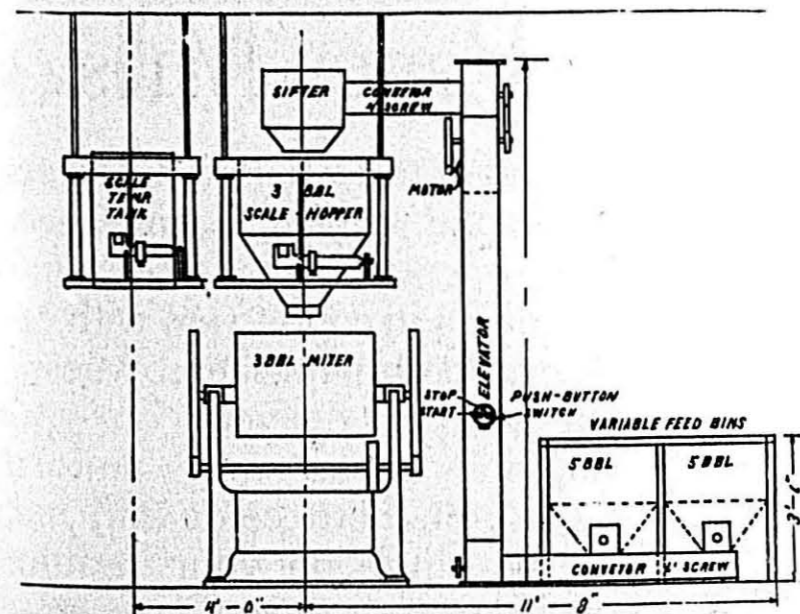
ADOLPH STURM CO.

542-544 W. WASHINGTON ST.

CHICAGO, ILL., U. S. A.

Champion Automatic Flour Sifting & Weighing Machine

EFFICIENCY—ECONOMY—DURABILITY



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

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

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

Equipped throughout with Noiseless Automobile Roller Chains.

Tempers and weighs water.

Eliminates all guess-work.

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

CHAMPION MACHINERY COMPANY,

JOLIET ILLINOIS

Food Requirements of New York City

The statistician is well aware that mere figures ordinarily make a dry and uninteresting subject. There are exceptions however. Take figures pertaining to our appetite—the things we eat—they are both interesting and important. The high cost of living is hard to combat principally because we can, none of us, depart from the demand for food.

In this connection it is interesting to note that government investigations concerning the cost of food consumed in New York city is based on an average family income of \$1,300, while the same investigators estimate that the lowest "safe" annual income to provide food for the average family in New York city is something over \$2,000! In Greater New York there are about 1,240,000 families whose average expenditure for food alone is approximately \$600. This makes the handsome total of \$744,000,000, spent annually for things to eat.

Meat Consumption Small

Compared with a dozen other large cities situated in different parts of the

United States the average New Yorker consumes considerably more milk and dairy products of all kinds than any of the others. While in the matter of meat he gives place not only to Chicago but to San Francisco, St. Louis, Denver and Providence, even then New Yorkers consume more than 750 tons of meat daily! In other words, the people of that city consume an amount of meat equal to a herd of 1,000 full grown steers every day in the year! Something more than 2,500,000 quarts of milk are consumed daily in the city and nearly 1,000,000 pounds of sugar.

Perhaps a clearer idea of the amount of food eaten by Father Knickerbocker's large household may be obtained from the statement that one egg out of every dozen consumed in the United States is eaten in New York and more than 1/13 of the amount of all the butcher, baker and grocer bills in the country are paid by Father Knickerbocker.

More Competition?

With the decision by the French ministry of commerce to allow importation of hard wheat into that country

after May 1 without the special authorization heretofore required, more active participation in the export market of this country's limited durum and semolinas is to be expected. This is the opinion prevailing among the leading millers and macaroni manufacturers who feel that this extra competition will have a tendency to raise further the price of the raw materials entering into their foodstuff manufacture. France annually used considerable quantities of semolina, the wheat which came mostly from Russia prior to the war.

SOME EXPERIENCES

An American soldier who had been seriously wounded at the battle of St. Mihiel was sent to a hospital where he remained many weeks and had many interesting experiences.

One morning just as he was getting most rational, the surgeon came to him and said in an encouraging manner: "Cheer up old boy, I think you're going to get a croix de guerre." The soldier appeared most delighted when he asked, "I'm going to get a quart of what?"

The next day two pretty French nurses stood beside his cot and one said: "Come drink this and you will get well." The nurse then remarked: "And you'll get more too." The soldier looked them over and then asked: "Which one of you is Rose?"

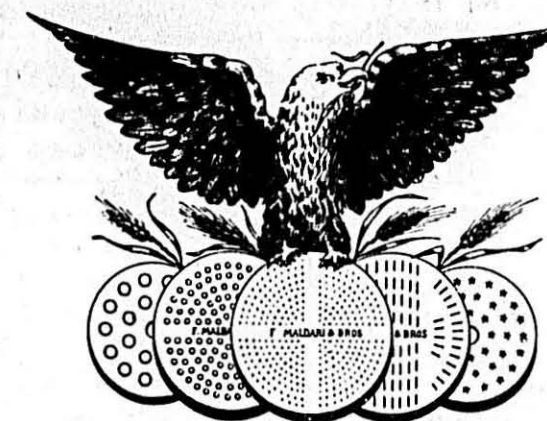
SELECTED AMBER DURUM

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

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

Write or wire for samples and prices.

Sheffield-King Milling Co.
Minneapolis, Minn.



Perfect Macaroni

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

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

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

Begin improving your product to-day.

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

Prices and
Catalogue sent on request.

F. Maldari & Brothers

127-129-131 Baxter St.

NEW YORK CITY

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

BAY STATE DURUM WHEAT SEMOLINA

For Those Who
Want Quality and
Even Granulation

WRITE TODAY FOR SAMPLES AND PRICES.

BAY STATE MILLING Co.

MANUFACTURERS OF
DURUM FLOUR
DAILY CAPACITY 1,000 BARRELS

WINONA, MINNESOTA

The Charles Boldt Paper Mills

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

CINCINNATI, OHIO



SPECIAL CONSTRUCTORS OF DIES FOR MACARONI, SPAGHETTI AND FANCY PASTES

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

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

Our Repairing Service Is Unexcelled
Both Material and Workmanship Guaranteed

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

A. COSTA BROS.
154 N. Sangamon St. near Randolph St.
CHICAGO, ILL.

The New Macaroni Journal

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

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

PUBLICATION COMMITTEE

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

SUBSCRIPTION RATES

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

SPECIAL NOTICE

COMMUNICATIONS:—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.

The NEW MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

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

REMITTANCES:—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES

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

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Vol. II May 15, 1920 No. 1

Minutes Executive Committee Meeting

La Salle Hotel, Chicago, March 29, 1920

Meeting was called to order at 10:30 a. m. by James T. Williams, president.

Roll call showed following in attendance:

James T. Williams, president; F. W. Foulds and Joseph Freschi, members executive committee; M. J. Donna, secretary.

Letter was read from C. F. Mueller, Jr., member of executive committee, telling of inability to attend.

Matter of printing constitution and by-laws of association in booklet form was left to Secretary Donna. Advised that 1000 be printed and that one page therein be devoted to brief history of association.

Treasurer and secretary instructed to make their reports to convention as of June 1, 1920.

President Williams was authorized to go to Niagara Falls and Buffalo to make preliminary arrangements for convention.

Secretary Donna was authorized to

have convention programs printed and that he send same to every member of association with a form letter of invitation.

Secretary Donna was authorized to arrange with a stenographer for reporting our convention proceedings.

The recommendation made by Secretary Donna for the launching of a big Booster Campaign for new members during April, May and June, 1920, met with instant and unanimous favor and the association members were asked to get behind this movement with a vim.

As our laws require that in our incorporated body the membership be in the name of a member rather than in the name of the firm, it was voted that the individual representing each member at the St. Louis 1919 convention be considered the legal representative of that member; that Secretary Donna so notify each member and that he be advised of privilege of changing this representative by writing to Secretary before or during the convention.

Applications for membership from Columbia Macaroni company of Lethbridge, Alta, Canada, and The Beech-Nut Packing company of Canajoharie, N. Y., were received and they were voted as members of the National Macaroni Manufacturers Association.

A program for convention was arranged subject to additions and changes as conditions demand.

Meeting adjourned awaiting call of President.

Respectfully submitted,
M. J. Donna,
Secretary.

Patents and Trade Marks

The following requests have been filed with the patent office at Washington for registration trade marks covering macaroni products; and all objections thereto must be filed within 30 days of publication:—

Cash Habit

On April 30, 1920, was published the application for registered trade mark by Basket Stores company of Omaha, for use on macaroni products. It seeks to register the words "CASH HABIT." Application was filed Feb. 28, 1920, and company claims use of this trade mark on a long list of grocery products since Dec. 23, 1918.

Keystone

The word "Keystone" in heavy type,

beginning with a large K and with letters graduating in size until the final letter is only about half the size of the starting letter, is a trade mark claimed by Paul Francis Skinner of Omaha for use on macaroni, spaghetti and noodles. Claim was filed Jan. 27, 1920, and was published for the first time on April 13, 1920, under serial number 127,664. Owner claims use since Oct. 25, 1919.

Joliet

On April 6, 1920, the patent office published the application of the Walker-Matteson company of Joliet, Ill., for exclusive use of a trade mark for alimentary paste products and other groceries distributed by that company. Application was filed Dec. 29, 1919, and company claims use since Jan. 1, 1919. The trade mark consists of the word "JOLIET" over a medallion carrying the picture of Louis Joliet, famous French explorer of the Illinois region.

Air your views at the national convention and hear others air theirs. Niagara Falls boosters swear by both their air and views.

Machinery For Sale

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

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

FOR SALE

Two used 13½ in. Screw Type Walton Macaroni Presses complete with counter shaft. Support for dies "H" shaped.

Can make immediate shipment.

Address J. G. E.
Care of Macaroni Journal
BRAIDWOOD, ILL.

WANT ADVERTISEMENTS

Five cents per word each insertion.

Wanted—Correct address of EVERY Macaroni and Noodle Manufacturer in the country. Send same to M. J. Donna, Secretary, P. O. Drawer No. 1, Braidwood, Ill.

Wanted—News Notes and contributions for Macaroni Journal. Mail to Editor at Braidwood, Ill.

Wanted—Some member of EVERY Macaroni concern to act as correspondent for New Macaroni Journal and to contribute items of interest to Macaroni men regularly.

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

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

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

The Interstate Printing Co.
ST. LOUIS.

"PRODUCERS OF HIGH GRADE LABELS"



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

Grain, Trade and Food Notes

Uncle Sam Keeping Candy Pure

Candy in interstate commerce, the United States Department of Agriculture tells the manufacturers, must be pure and must carry a label that tells the truth. The box or container that goes to the consumer should bear a conspicuous label showing net weight. When the candy is put up under the name of the wholesaler or jobber the name appearing on the label should be preceded by "manufactured for" or some such words, so that the purchaser may know that the name is not that of the manufacturer. Mixed candies labeled "fruit flavors" are misbranded if any artificial fruit flavors are used. The word "maple" or even the picture of a maple leaf must not appear on the label of confections in which no maple sugar or sirup is used. A false or misleading statement appearing on the label is not cured by a correct statement somewhere else on the label. On the question of purity, harmless colors that do not conceal inferiority are permitted. The use of shellac and other gums for coating is prohibited. The department holds that saccharin is injurious to health and its use in candy is prohibited. Tale, terra alba, barytes, chrome yellow, alcohol, narcotic drugs, and mineral substances of all kinds are specifically forbidden in confectionery by the terms of the law. The use of cocoa dust in the manufacture of chocolate goods is held to be objectionable. A harmless mineral oil may be used as a slab dressing if used in such way that little or none of the oil is incorporated in the finished candy.

Canadian Wheat Board to Disband

The Government of Canada will probably disband the wheat board after the 1919 crop has been sold, according to Sir George Foster, acting premier. The board was appointed two years ago to purchase and sell the entire wheat crop of the Dominion. The net profit on its transactions is distributed among the farmers on a pro rata basis. The board paid a fixed price to all producers and sold the wheat in the world's markets. The assertion was made in the Canadian House of Commons that Canadian farmers are shipping their wheat to points near the

American boundary and hauling it in wagons across the line in order to obtain higher prices.

Avocado the New Fruit

Avocado growing is being placed on a firm foundation in Florida and California. Seedlings brought from Guatemala thrive well in the warmest sections of this country. The avocado long has been the chief food fruit of Guatemala natives. An avocado or two, some maize cakes and a cup of coffee make a meal for them. The cost of the meal (in Guatemala) is about 20 cents. No high cost of living there! The fruit of the avocado tree varies in size. Some are no larger than an ordinary hen egg, while others weigh as much as three pounds each. The better varieties are almost seedless, deep yellow flesh, smooth texture and as rich as custard. Guatemalans prefer them to bananas, exporting the banana crop while keeping the avocados for themselves. The first avocado trees were brought to the United States several years ago. Now there are fruit bearing trees in California and Florida. Within a few years it is predicted Americans will acquire the avocado eating habit.

Institute Data on Cereal Acreage

A cablegram to the bureau of crop estimates, United States Department of Agriculture, from the International Institute of Agriculture, Rome, gives the area of winter cereals as follows: Wheat in Spain is given as 9,511,000 acres for the 1920 harvest, or 91.6 per cent of the 1919 area, and 94.3 per cent of a 5-year average 1914-1918; and the area of barley is given as 4,206,000 acres for the 1920 harvest, or 98.9 per cent of the 1919 area, and 109 per cent of a 5-year average 1914-1918. The area of wheat in France is given as 11,369,000 acres for the 1920 harvest, or 103.5 per cent of the 1919 area, and 89.5 per cent of a 5-year average 1914-1918; and the area of rye is given as 1,959,000 acres for the 1920 harvest, or 108 per cent of the 1919 area, and 90.2 per cent of a 5-year average 1914-1918. The area of wheat in Rumania is given as 1,321,000 acres for the 1920 harvest, or 44.5 per cent of the 1919 area, and 28.1

per cent of a 5-year average 1914-1918. The area of wheat in British India given as 27,429,000 acres for the 1919 harvest, or 115.2 per cent of the 1918 area, and 85.9 per cent of a 5-year average 1914-1918. The condition of cereals is good in Belgium, Great Britain, Ireland, Spain, Italy, and British India and average in Egypt.

Origin of Chewing Gum

It is estimated that 75,000,000 chewers have created an industry in the United States that yields \$45,000,000 annually. Most of the chicle this gum comes from Yucatan and British Honduras, being shipped from Belize. Tropical and South America sent 50,400 cwt. of chicle in 1906, but in 1910 this had increased to 60,000 cwt., and in the same year Canada imported 15,000 cwt. The red Indian given credit for establishing gum chewing, when he taught Europeans how to discern between the pine and spruce gum. The chewers then selected other things, including paraffin and derivations of beeswax until the elastic chicle gum of the naseberry tree in Central and tropical South America was discovered.

MR. DOOLEY ON DOUBLE INDEMNITY

Hogan—"An' where did ye git all the clothes ye be wearin', Dooley?"

Dooley—"Faith, wid me axidint inshoorence money. An' have ye forgotten th' road wreck I wuz in?"

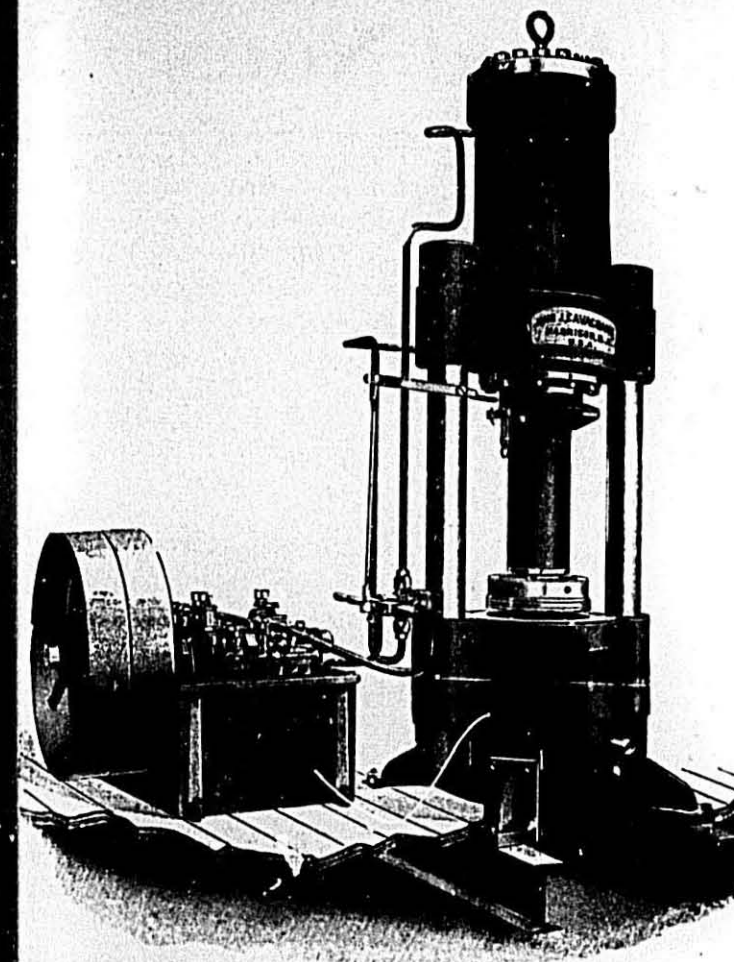
"Shure not, but ye wasn't hurt. Be could ye collect?"

"Whist. Come closer an' I'll enlighten ye. See, me polley inshoored me binedshure who is my wolfe. Will, after th' crash saw naither of us was hurt, but I had a prizince o' mind to kick Mrs. Dooley in the face. Ah, Hogan, it's a foine thing not to git rattled at such a toime. Thin, when I recollected that the polley caled for double indimty for railroad axidints I kicked her again."

"Yis, but couldn't ye have let Mrs. Dooley kick ye instid, and collected indimty?"

"Shure I could, but th' toime was limited to explain th' provisions o' th' polley to her, and besides it didn't matter joo much th' money stayed in the family. Thin I axidint inshoorence policles be foine th' Hogan, f'r ye kin niver till whin an axidint will o'ertake ye."

Business and pleasure will blend nicely if you come to Niagara at convention. Remember the dates.



John J. Cavagnaro

Engineer and Machinist

Harrison, - - - - N. J.

U. S. A.

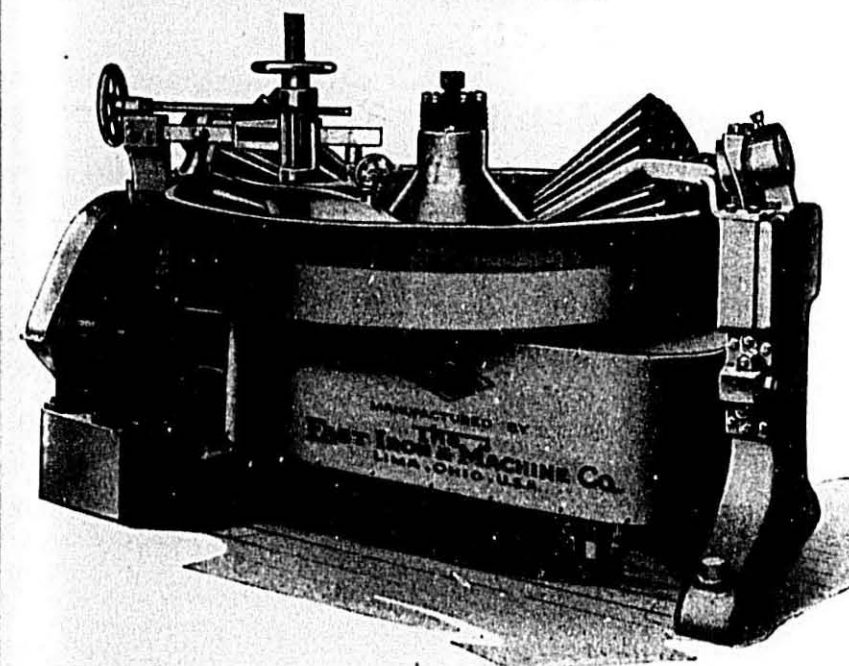
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