

**THE NEW
MACARONI
JOURNAL**

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**August 15,
1920**

The New
Macaroni Journal

Minneapolis, Minn.

August 15, 1920

Volume II

Number 4



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

AN OPPORTUNITY

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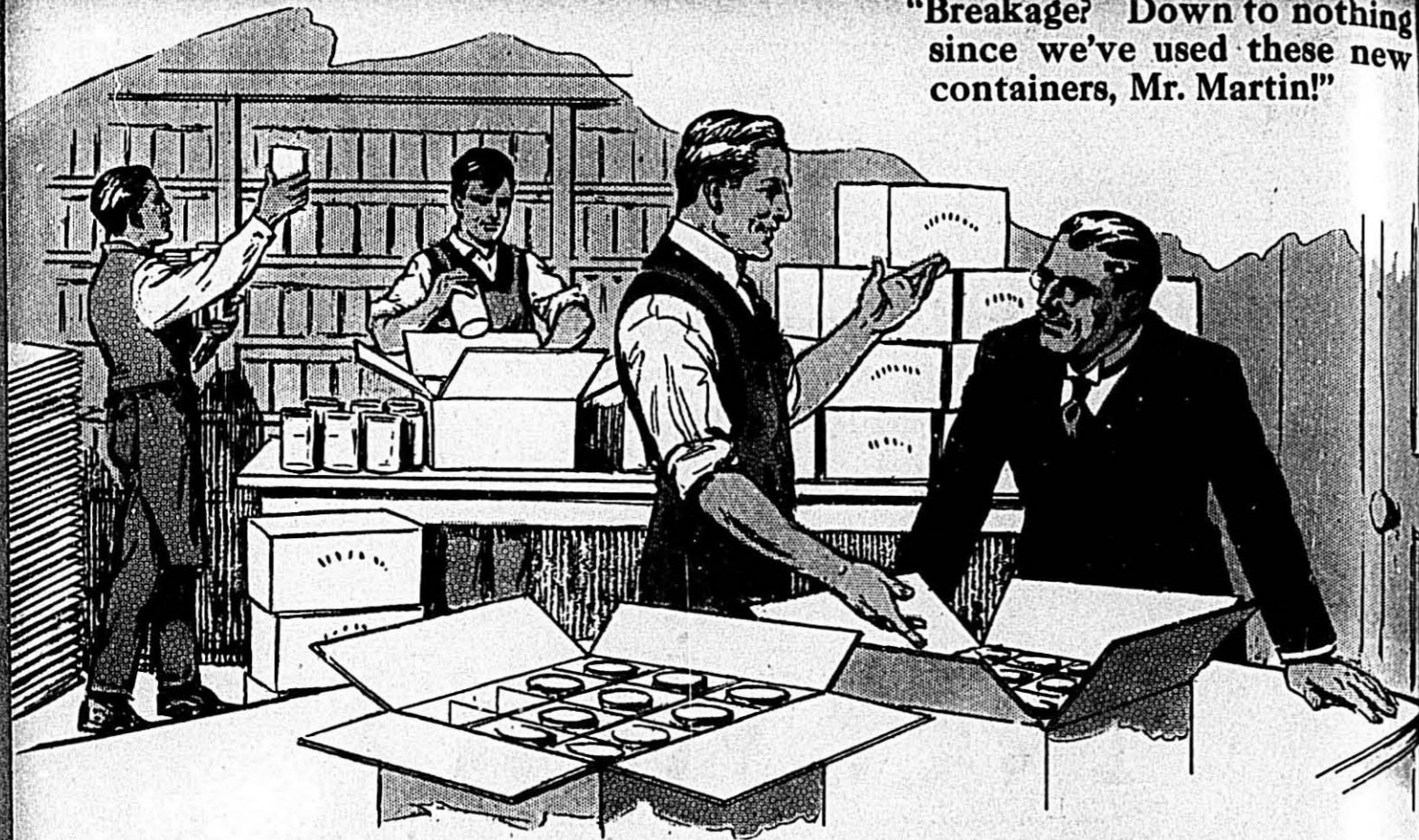
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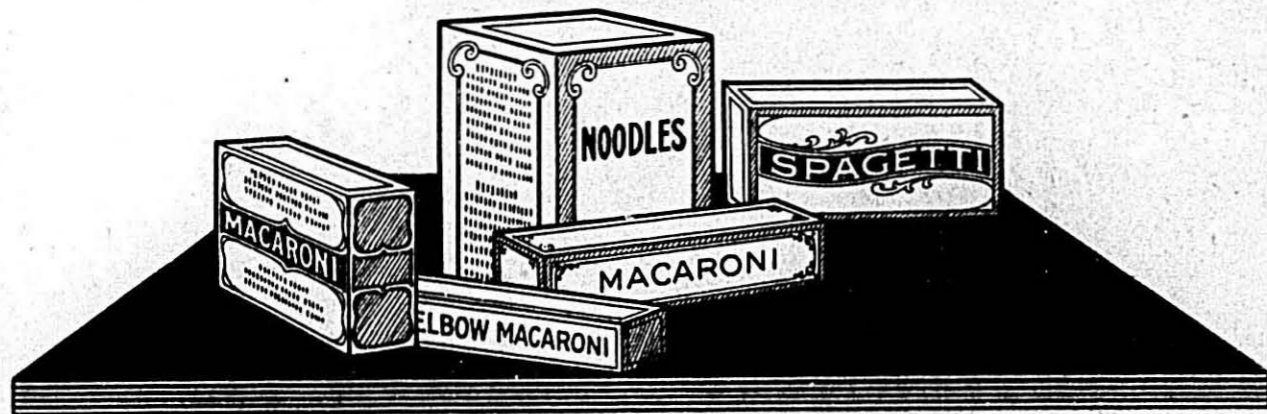


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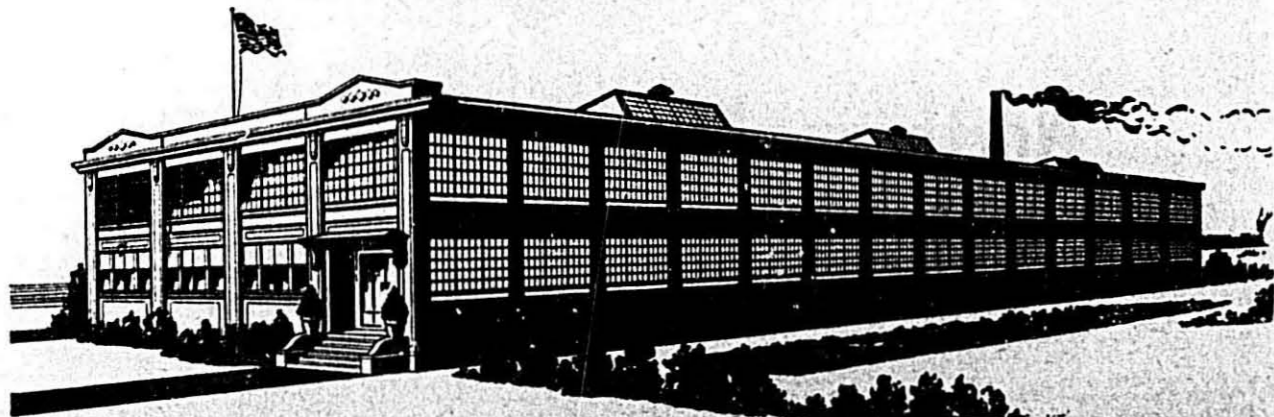
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MACARONI JOURNAL

Macaroni Versus Paper

Heeding the almost too frequent complaint lodged by housewives that the content of macaroni and spaghetti packages has gradually dwindled till they are now asked to pay nearly as much for the wrapper as for the food contained therein, practically all the leading manufacturers have decided to follow the advice of the representative body that appeared before the Federal Trade Commission in June, where after considerable discussion it was agreed that 8 ounces should constitute the minimum weight of packages of macaroni products.

It is pleasing to note that the "writing on the wall" has been seen by most of those engaged in marketing macaroni in package form by adopting the standard agreed upon at the 1920 convention of the industry and reaffirmed before the government body whose prime purpose is to cooperate with these producers in guaranteeing to the consumers fair treatment. That most of these companies made this radical change in policy within so short a time after the conference is wonderful. It is even more amazing because among these were several firms which were always strong in their conviction that they must pack a carton "to meet the price." That old policy is now as obsolete as is the ancient custom of drying macaroni along the roadsides.

These recruits to the minimum weight standard have openly confessed the impracticability of their former policy and in a complete about-face have arranged to place an agreed weight of standard quality goods in their packages to be sold at prices to be determined on the prevailing values of the raw materials entering therein at the time of manufacture. This sounds the death knell of the former 10 cent seller, for in the opinion of the wise ones in the business to try and pack a 10 cent package even with Semolina at from \$9.00 to \$10.00 a barrel would be suicidal. They base their judgment on increased cost of production that has affected every plant in the country, without any exception, due to high wage demands, high taxes, increased paper costs, high and increasing freight rates, that cause a general and liberal increase in the cost of doing business. In consideration of all of these facts the macaroni manufacturer should at least demand the same price for his products that other cereal food manufacturers are getting whose cost of production is far less than that of making and marketing macaroni products.

That the complaints of the consumers are justified is proven by a case just reported of a large macaroni firm that has either failed or refused to note the way the wind blows and has within the past few weeks reduced the package content of its macaroni cartons, till in Michigan there have been distributed several cases of goods netting only 4 ounces. The package sent to this office by a consumer who enjoys macaroni as a meal is intended to sell at 10 cents retail and

contains so small an amount of food that the sender states that "it could be eaten by me without even exciting my salivary glands to action."

Imagine, if you please, the perplexity of the cook who plans to prepare a meal, gets hold of one of these pigmy packages, starts it a-boiling, only to find at the end of the process that, instead of a meal, a fair start toward it has hardly been made. It does not require much reasoning to conclude that macaroni will not soon again be depended upon by this housewife as a basis for a meal, because she was so badly fooled by a carton supposedly large enough in contents to supply an ordinary family, yet really netting her only enough for her cat.

If the injury were confined to the firm packing this mere excuse for a carton of macaroni, the practice could be ignored and the firm alone be permitted to shoulder the wrath of the consumers. But unfortunately the honest manufacturer is equally as hard hit and, in justice to him, the trade should deprecate this practice that will not only tend greatly to reduce the general consumption of macaroni but to bring about the ruin of those who are trying to do legitimate business along recognized honest business lines. In the words of an eastern manufacturer in his complaint to the Federal Trade Commission, "this firm is sinking and it is endeavoring to take down with it the entire industry."

Comparisons are at most times odious, but in this case they are resorted to in order to show the unreasonableness of a 4 ounce package of macaroni. Sold in this size package to the consumer at 10 cents establishes the unheard of price of 40 cents a pound. Comparing this with various brands of excellent qualities of macaroni retail at from 15 to 20 cents a pound in bulk, the purchaser of a pound of macaroni in 4 ounce packages is paying out half the money for the container and the other charges incidental to its handling. This 50-50 split with the carton makers justifies the title given this editorial, "Macaroni vs. Paper".

It is conceded that macaroni packed in handy and convenient sized, clean and sanitary cartons is more costly than selling it in bulk, but why this great discrepancy in price? Are you selling macaroni or merely distributing paper? It is true that paper is very high, but this should be one of the very best reasons to advance for larger packages that would unquestionably result in bigger distribution and larger consumption. A very good policy to adopt would be "the higher the cost of cartons and containers, the greater the contents they should be made to carry".

The determination of the leading package goods manufacturers to favor the minimum 8 ounce package and the elimination of the other trade abuses agreed upon at the conference with the Federal Trade Commission, and the re-

sultant submittal of its findings to the will of those interested, deserves as much attention for the principle involved as for the immediate bearing it will have on the particular subject under consideration. With copies of the procedure and arguments in the hands of all manufacturers for deliberative perusal, they will have a chance to arrive at a calm and deliberate conclusion that will commit the industry to a policy only after it has been definitely and completely understood by all. By calm thinking, concentrated on the question and uninfluenced by the personalities of its advocates, which are often depended upon to sway opinion in most cases, it is more than likely to result in de-

isions that will stand the test of time. It's now up to the package goods manufacturer to decide definitely for his own and the industry's best interests. Neglecting to act on your convictions is almost as bad as having none. To fail to do so is shirking a responsibility.

The exponents of this policy have made use of their common sense and it is now up to the individuals to take every opportunity of building up their own business and of establishing the macaroni industry on the high plane that the value of the foodstuff produced by them demands in the markets of the world.

Let us sell macaroni.

SHOW MACARONI SUPERIOR FOOD

Comparisons Reveal Proper Balance in Pastes—What Other Foods Contain Worthy of Study—Ingredients of Macaroni, Etc.

"It is probable that we hear more today about the balance of food and pocketbook than we do about the protein, carbohydrate and calorie balanced diet. The real problem of the housewife is along the lines of bringing home from market the most food for her money because she is incapable of differentiating foods and foods intelligently," says Charles Chistadoro.

"The wish is expressed only too often to be able to discard meat and use something cheaper as a substitute in more than name, but a vegetable diet does not meet the situation," he continued.

Cabbage

"A friend out of the east wrote me for my opinion as to cabbage, he was getting an exaggerated idea of the nourishing and stimulating value of cabbage, because the Germans were winning all their great victories on sauerkraut, which is simply cabbage pickled with brine.

"So I had to write to my friend to forget all about cabbage as a sustaining and highly energizing diet. That cabbage had about the same amount of water as lean beef, 77.07 per cent. Of protein, the reconstructive value in all foods, animal and vegetable, cabbage had but 1.4 per cent, as against 20 per cent in the lean of meat (beef). The calories in cabbage, the elements that go to impart heat and 'go' to the system, amounted only to 115 units. The calories in beef figured 950 units.

"Potatoes? The white potato contains nearly 35 per cent of carbohydrates and fibre, over 62 per cent of water and but 1.8 per cent of protein. The heat units, energizers, figured 295.

"I could proceed to give the various

food values of a score of foods that might interest many would be economic housewives, but just at this minute I am accentuating on spaghetti, macaroni, vermicelli, noodles and other Italian pastes.

What Spaghetti is Made Of

"A brief explanatory description of what Italian paste is might be in order. To begin with the kind worth while, and which returns to the housewife the most for her money, is that made from the true durum flour, richer in protein and vegetable sugar than any other flour. There are flours, of the softer kind, and grown under sub-humid conditions, that contain as low as 7 per cent protein. The durum flour contains from 13 to 14 per cent of protein, sometimes more. This durum wheat is a very hard wheat and the best is grown under dry farming conditions. In fact, durum wheat is regarded exclusively as a dry farmed wheat. When it is grown under quite moist conditions or excessive irrigation it proves to be no better than other wheats.

"So when we start with durum wheat in the manufacture it is nearly the whole battle won. Macaroni, spaghetti, vermicelli and, except for the egg put in, even noodles, are all the same—just a difference in shape or form in the shaping of the dough by the press.

"No simpler and more unsophisticated food exists when made within the proper environment than macaroni. Just flour and water and, when mixed and formed by the press, air or steam dried in a cleanly manner.

Ingredients of Mixture

"A given quantity of durum flour and water is put in a mixer, say 80 per

cent of flour and 20 per cent of water. It is mixed until it forms hard lumps the size of a large cake of soap. This dough is very hard and heavy. From the mixer it goes to the kneading table, where corrugated rollers of steel knead the mass until it is perfectly homogeneous. Finished on this kneader, it looks like marble and is almost as hard.

"The secret of good spaghetti is the perfect admixture of the flour and the water into a smooth, stable mass. The dough kneaded, it is rolled out in a sort of mangle, formed into convenient rolls and dropped into a hydraulic press and there forced through heavy copper dies, and thus does it get its form and by these dies is the opening through the stems perfected. Pat held that 'them Talians were surely smart people to bore their spaghetti full of holes and never to break a single one.'

"Formed in the press, the spaghetti is taken to the drying room to dry to brittleness. The Italian paste is now ready for the packing box to be sent to market.

"The trouble with macaroni in our country is that instead of a consumption of but 3 pounds per capita we should consume 50 pounds per capita.

What Sauce Means

"We do not seem to know any other way than to bake the macaroni with a little American cheese, and then to serve it out in canary bird bath tubs as a side dish. The secret of the foreign served macaroni is the sauce. To make a sauce, such as spaghetti is served with in a high class French or Italian restaurant, is beyond the ken of the average American housewife. But that is no excuse for holding down to the inevitable baked article. An up-to-date cook book will give several ways of serving the dish. But one very quick and appetizing way is to first boil the spaghetti, and then pour over same the heated contents of a can of Campbell's tomato soup, which really is a condensed tomato

(Continued on page 11)

MACARONI LABORATORY

National Association Prepares for Research Work — Cooperation Basis Success With Canners and Bakers—Dr. B. R. Jacobs in Charge.

The decision of the leaders in the macaroni business to aid in the establishment of a laboratory at Washington, D. C., to look after many of the essential problems of the industry is considered by close students of business cooperation as one of the most advanced moves ever undertaken by this group of four producers.

The industry should consider itself most fortunate indeed to obtain the services of so able a chemist as Dr. B. R. Jacobs, whose years of training in the United States bureau of chemistry having direct charge of matters pertaining to macaroni standards, marks him as one of the real experts along this line in the country. Having the confidence of practically every one in the macaroni manufacturing business, added to his qualifications as an unbiased and well-trained chemist, makes him the undisputed choice for this position that has in store for the industry just the things that it has been lacking to make it the success it should have become.

All Makers Should Support

Dr. Jacobs has the solid backing of the National Macaroni Manufacturers association in this extensive work and several of the interested manufacturers (interested more in the uplifting of the industry rather than for selfish reasons) have contributed freely and willingly to this move. It's something that every macaroni manufacturer in the country should laud to the skies and finance as liberally as the need of the establishment of such a laboratory justifies.

As proof of his fairness to the industry, Dr. Jacobs has refused to handle the contributions and C. F. Mueller, Jr., of Jersey City, has been appointed as trustee of the fund to be established to finance this affair. Checks for contributions should be made out to Mr. Mueller and sent to his office at 180 Baldwin avenue, Jersey City. Dr. Jacobs thus explains the proposition:

Many American industries have established cooperative laboratories where problems of interest to the entire industry are worked on and results are distributed among the individuals within the industry to enable them to better carry on their business.

On Cooperative Basis

Some of these laboratories have as-

sumed such large proportions that no individual in an industry would be able or willing to finance it alone. However, even if an individual concern in an industry financed its own laboratory it would certainly be unwilling to distribute the results it obtains among the other members of the industry, so, to insure advancement along scientific lines, these industries have found it more advantageous to do technical and scientific work, which is for the benefit of all, on a cooperative basis.

Conspicuous among those who have succeeded in cooperative research work is the National Canners association. Its members established a laboratory in Washington some years ago and are studying and solving problems that have been of material benefit to the canning industry.

Saved in Tin Plate

A most voluminous and comprehensive report has been made by the National Canners-association on the "Relative Value of Different Weights of Tin Coating on Canned Food Containers." The purpose of the investigation was to determine from thoroughly comprehensive and practical tests the relative value of different weights of tin coating on commercial tin plate used for canned food containers. Many base steel plates of different heats were used and each one of these was coated with a variety of different weights of coating of tin and made into containers. In these containers a large variety of foods was packed. The experimental packs were put up as nearly as possible according to the regular practices of the plants and these were shipped within one or two days after packing to the various localities where the inspection of the packs was to be held. The experiment exploded a long established theory concerning the necessity of heavy tin coating on food containers as it was shown that there is no relation between the acidity of juices of canned foods and amount of iron and tin dissolved by them. This work resulted in the saving of excessive outlays for heavy tin plate and the conservation of very large amounts of tin.

Thermal Death Point

Another of the problems which is now under investigation is a study of the kinds of microorganisms in canned foods and their so called thermal death-point, or in other words the temperature at which these organisms die. This is a problem of fundamental importance to the canning industry as many of the in-

dividual canners have found that canned foods lose a good deal of individual flavor and deteriorate in appearance and quality through long processes of sterilization. The object of this study is to sterilize canned foods at such a temperature and for such a length of time as will destroy the particular organisms present, but not to sterilize any longer than is necessary to retain as much as possible of the natural flavor in the finished product.

Another problem that is being investigated by the National Canners association laboratories is the blackening effect of corn on tin plate. This is supposed to be caused by the formation of black rust or black spots on the can and these in turn scale off of the surface of the tin plate and settle on the corn in the can giving it the appearance of not having been put up under the best sanitary conditions.

Also Glassmakers

Another industry that has established a cooperative laboratory is the Glass Manufacturers association. The main object of this laboratory is to study the uses to which glass containers may be put in the canning industry and to cooperate in increasing the use of glass containers for food products. This laboratory proposes to investigate the kinds and sizes of glass containers best suited for canning purposes, the effect of transportation on breakage, the best method of sterilization of contents and other similar problems which will increase the use of glass containers.

The American Baking Institute was recently established in Minneapolis under direction of the American Association of the Baking Industry. This laboratory is operated in cooperation with the Dunwoody Institute. Its purpose is to conduct research work along every line of interest to the baker which will ultimately be conducive to the production of better bread. Its aim is to substitute definite knowledge on the processes and methods that enter into the manufacture of bread for the "rule of thumb" which has been in practice in this pioneer industry for centuries. It will also furnish an opportunity to young men who wish to enter the baking business to obtain a scientific and technical training in a place where uniform methods and the best practices in the industry are carried on.

Members Participate

Members will be allowed to place their own men in the laboratories of the Institute where they will be allowed to

work on special problems which will be of benefit to the member to whose staff these men belong. All members will have full benefit of the information and the use of any patents or secret processes which are worked out by the Institute on such terms as are prescribed by the advisory board. The information obtained in the Institute is to be issued in a series of bulletins.

The Institute has a technical and service department which will endeavor to assist the bakers in solving the monetary difficulties and supply them with information on technical and chemical questions. For example, it will test the raw material which is offered to the bakers trade, especially where claims of superior quality are made. This will be for the purpose of detecting fraud in the sale of raw material to bakers. It will endeavor to standardize specifications for the purchasing of raw material and to obtain information on the composition of each grade of raw material so that the baker may be advised in advance of the character of his product and in order that he may make a more scientific use of it.

Macaronias Next

The more advanced thought in the macaroni industry has realized for some years that there have been certain problems which have been staring it in the face. No individual manufacturer alone desires to assume the responsibility of solving any one of these problems and, as in the case of other industries, even if any individual manufacturer should carry on research work which would enable him to solve any of these problems, there is no reason why he should be philanthropic enough to give the results of his investigation to his competitors. Realizing the value and even the necessity of an early solution of these problems a group of manufacturers entered in contracts with me to assist them in this work. To these contracts were added subscriptions from the Macaroni Manufacturers association and the Alimentary Paste Manufacturers association and from individual manufacturers. The result was the establishment of the National Cereal Products Laboratories. These laboratories propose to carry on the research work to establish standards for semolina, macaroni, egg noodles and minimum limits on the weight of packages and to collect the necessary data to obtain a census of the macaroni industry. Now that the federal trade commission has determined that the slack filling of packages is an

unfair merchandising practice contrary to the best interests of the industry and of the public, it will be necessary to determine when a package of macaroni is slack filled. These are the problems that require immediate attention. The functions of the Washington laboratories will grow with the development of the industry and the increased demand for better products, better service and a better understanding among the manufacturers.

Proper Labeling

Besides the above work which is to be carried on through subscriptions these laboratories will endeavor to supply information and to do analytical and technical work for individual manufacturers for a nominal charge. Analyses of flour, semolina, eggs, alimentary pastes and other products will be made. Advice will be given, so far as possible, on the proper labeling of packages and on interpretations of the federal food and drugs act.

At a recent meeting C. F. Mueller, Jr., of 180 Baldwin avenue, Jersey City, was made chairman of the manufacturers advisory board and trustee of all the funds collected through subscriptions to carry on the work of the laboratory. The board consists of C. F. Mueller, Jr., Jersey City; Frank L. Zerega, Brooklyn; J. T. Williams, Minneapolis; Wm. A. Tharinger, Milwaukee, and J. S. Bellanca, Buffalo. This board will determine the extent to which any problem shall be investigated and will handle the expenditure of the subscriptions.

New Freight Classification

According to Supplement No. 7 issued last month by the Consolidated Freight Classification Committee and which is to go into effect August 15, 1920, a rate has been established "Macaroni in bags, in quantities of less than carload lots." This class of shipment is now considered fourth class.

This is the only change reported in the classification concerning macaroni products as a result of the hearings held in Chicago, May 24 to 28. Through the traffic expert, B. L. Benfer of the National association, it was attempted to get a modification of the classification under Cereals to affect the whole class of macaroni products, but the commission has not as yet seen fit to reclassify this product into the class into which it really belongs.

Our petition called for a change in

the following classification, which still stands:

"FOOD PREPARATIONS; Cereal, NOIBN. (cracked, ground, granulated, hulled or rolled cereals.)"

The change desired would word the classification, as follows:

"(cracked, ground, granulated, hulled or rolled Cereals, partially prepared for human consumption but requiring cooking.)"

For reference would state that the new item appearing in the classification reads:

"Macaroni, Noodles, Spaghetti or Vermicelli:

In double bags, L. C. L.

In barrels or boxes, L. C. L.

In packages, named, C. L. min. weight 30,000 pounds."

This will be found on page 54 of supplement 7, item 7, by those interested enough to obtain a copy.

Show Macaroni Superior Food

(Continued from page 10.)

to sauce. This done, serve with a little grated Gruyere (Swiss) cheese and you approximate closely the very best an Italian chef can do."

(A specially prepared macaroni sauce is now being marketed by the Workman Packing corporation of San Francisco known as the I. X. L. brand, that is proving a boon to American housewives desiring to properly prepare macaroni and spaghetti with the true Italian flavor. Ed.)


Analysis of Macaroni

"Protein 13 to 14 per cent and calorie units 1665 as against 950 for lean beef. Lean beef per se is not a balanced diet by any means unless potatoes or some starchy addendum is eaten with it. But a dinner made from spaghetti alone, with which cheese is used, a dinner so satisfying that a foreigner will make his whole meal from it, becomes one of the most perfectly balanced meals that can be eaten. As to the economy of macaroni over a score of other foods, let the housewife do a little checking up on her own account and she will soon appreciate the economic side of macaroni. In these days of dietary economies macaroni should get into the gastronomic limelight."

Be a live wire and then you won't get stepped on. It's the dead one they use for a doormat.

Get the right price for your goods—they are worth it.

SEMOLEON
MEANS MONEY



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.

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SEMOLEON
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TRADE SUBMITTAL

Matter of Practice in Macaroni Industry
—Brief From Federal Trade Commission Covering Important Innovation in Industry.

To the Members of the Package Macaroni Industry:

This memorandum is prepared for distribution in the package macaroni industry of the United States with the request that criticism and suggestion be freely offered by any member of the industry if any believe that the conclusions reached by the representatives of the industry and communicated by them to the Federal Trade Commission are not well founded in any particular, or if there are other and further abuses of sufficient importance that they should be suggested by the commission to the industry as proper subjects for examination at a meeting to be called for that purpose.

In the absence of any substantial negative criticism the commission will incline to accept the judgments of the representatives of the industry as expressed to the commission on June 25, 1920, as being acceptable to the industry as a whole. While at that time it was sought only to select the most important and outstanding unfair practices, it is generally understood that there are other and minor things, the propriety of which might properly be questioned. But it seemed to be the judgment of the representatives of the industry that proposed improvements would not be facilitated if it went too much into detail at this time.

A considerable number of complaints reached the Federal Trade Commission both from the members of the package macaroni industry itself and from other sources, with respect to certain practices which had grown up in the industry. These were followed by a request on the part of a group in the industry for a trade practice submittal.

The commission submitted the question as to the advisability of a trade practice submittal to the officers of the National Association of Macaroni Manufacturers and was advised that such a proceeding would be most desirable according to the view of the industry.

The association held its annual meeting at Niagara Falls, Ont., early in the week of June 25 and, later, representatives of the National association, together with representatives of manufacturers not members of the association, met with the commission at Washington on June 25 for the purpose of freely discussing and advising the commission of the best judgment of the industry as represented at the meeting, with respect to certain practices which had been complained of to the commission, and were apparently the subject of general complaint in the industry itself.

The commission sought to give notice of the proposed meeting at Washington to as many manufacturers as possible, but it had at hand only inadequate lists and for that reason the notice was not as general as the commission would have desired. However, the actions taken by the representatives of the industry on June 25 were understood to be tentative and were to be submitted to the industry at large for suggestion and criticism. This is the purpose of the present memorandum which is addressed to the industry.

It may be well to explain somewhat in detail the nature of the proceeding which is called a trade practice submittal in order that the men in the industry may understand exactly what was done on June 25, by whom it was done and its effect.

Nature of Submittal

When complaints come to the commission alleging unfair methods of competition in commerce, the ordinary proceeding is for the commission to receive such an application for complaint, make a preliminary *ex parte* examination and if such preliminary examination seems to establish a *prima facie* case of unfair practices, to issue a formal written complaint. PROVIDED, of course, it is found that the public interest is involved.

It should be understood that a formal complaint issued by the commission is not a judgment by the commission but simply a declaration that a further and formal proceeding is deemed to be in the public interest.

In certain circumstances, as for example when an unusually large number of complaints relating to a single industry are received within a short space of time, or when an industry itself seems to be perturbed over practices which are going on and which if eliminated would leave the industry more free to discharge its duty of service to the public, a trade practice submittal may be used by the commission as a means for solution instead of the more formal proceedings.

This trade practice submittal consists of an invitation, which is in no sense a summons, for the whole industry or its representatives, to meet together in the presence of the commission and discuss the merits and demerits of practices which have been complained of to the commission and any other practices which may be brought to the attention of the meeting.

At the end of the discussion each of the practices which have been examined are taken up separately, are submitted to the industry for an expression of opinion as to their fairness or unfairness, their usefulness or harmfulness. The commission does not participate in the meeting except to ask questions which will tend to bring the whole matter clearly into the record.

If the practically unanimous opinion of the representatives of the industry

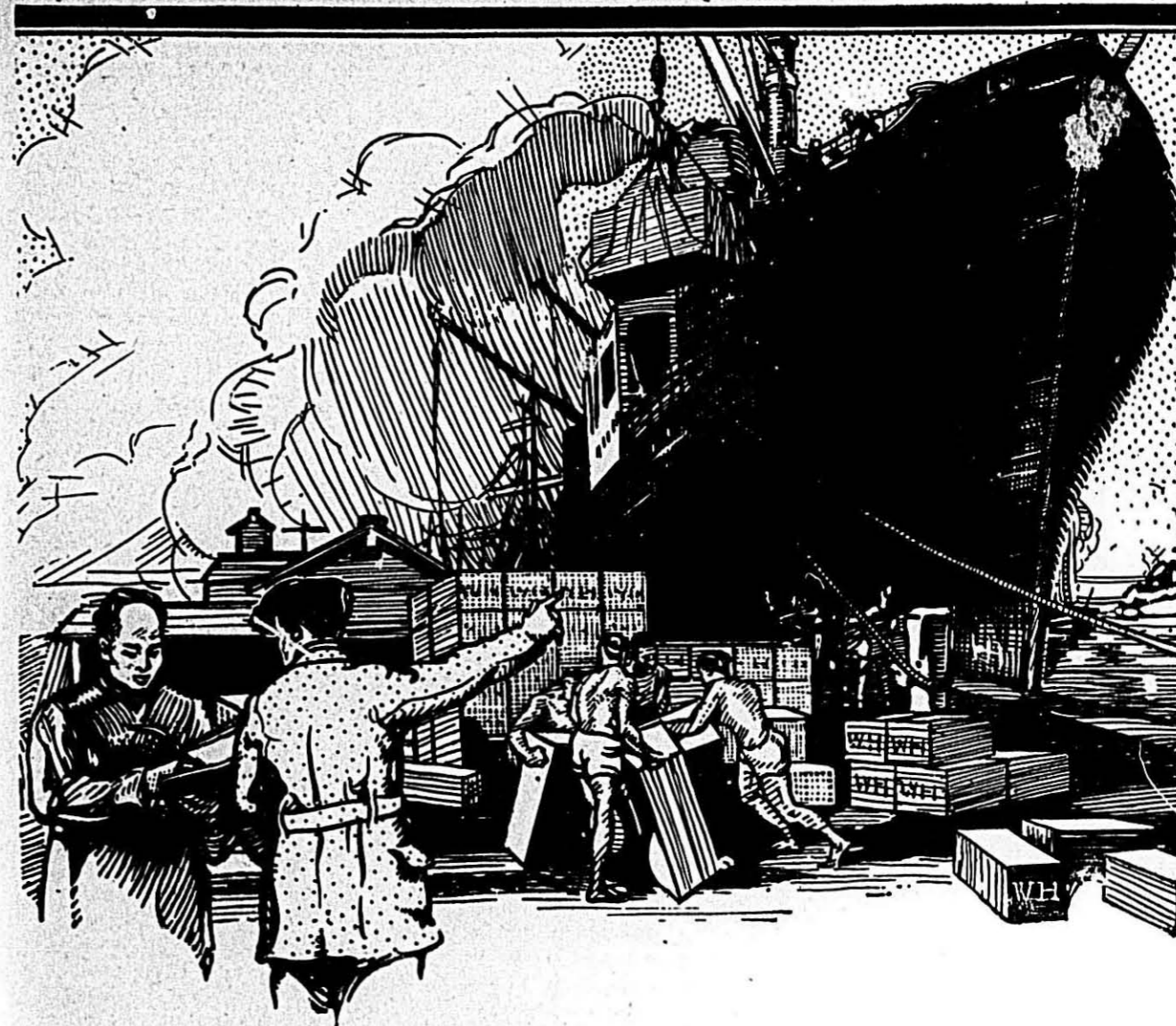
condemns a given practice the commission receives that expression of the industry as being founded on expert knowledge, business experience and peculiar familiarity with the industry, with respect to the condemned practices, and likewise the sanctioning of a practice by the industry, even though the propriety of that practice has been questioned by application for the issuance of a complaint, is similarly regarded as being the expression, based upon the experience of the industry and its business judgment.

Such a practically unanimous expression on the part of a representative body of an industry is given great weight by the commission in considering such practices. It should be understood that it represents no decision or judgment on the part of the commission and is in no sense binding upon any one not present at the meeting. Nor indeed is it binding upon any one who is present at the meeting but who dissents from the majority opinion. The effect is that the weight of opinion of the industry has been communicated to the commission and that thereafter the commission will feel it to be its duty in case complaints are made to it of a continuance of the condemned practices on the part of any member of the industry to issue its formal complaint after inquiry and the public interest determined in order that by means of a formal and orderly proceeding with an opportunity for subsequent court review, the judgment of the industry may be subjected to the final test of the courts. Also in case of a division of opinion on any given practice, the commission considers the question to be so much in doubt that it should be left entirely open to be challenged, if any one desires to challenge it, and made the subject of a more formal proceeding.

To sum up then the trade practice submittal amounts to a request on the part of the commission to a given industry that it give its opinion with respect to the fairness or unfairness of any trade practices which have grown up or are growing up and that this opinion is received by the commission as the best and most authoritative judgment then obtainable, but that this judgment may be challenged by any member of the industry and thereafter be made the subject of a more minute examination in a proceeding around which are thrown all the safeguards of a proceeding in court.

In a trade practice submittal it is deemed to be proper for the members of the industry to discuss any and all subjects pertaining to the conduct and management of business and to any and all trade practices. A subject which is not deemed to be proper to be discussed is any question which bears on prices or price fixing.

When the meeting assembled at the offices of the Federal Trade Commission



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

WEEKS-HAND CORPORATION

385-387 Washington Street,
New York, N.Y.

127 North Dearborn Street,
Chicago, Illinois

sion at 10:15 a. m., Friday, June 25, 1920, there were present: Chairman Murdock of the Commission, Commissioner Colver and Commissioner Pollard. Commissioner Gaskill was engaged on another matter but took his place in the meeting soon after it opened.

The following representatives of the package macaroni industry were present: Dr. Benjamin R. Jacobs, Washington, D. C., representing the Bureau of Chemistry Department of Agriculture; James F. Williams, Minneapolis, representing the Creamette company and president of the National Association of Macaroni Manufacturers. William A. Tharinger, Milwaukee, representing The Tharinger Macaroni company; F. W. Foulds, Chicago, representing the Foulds Milling company; H. H. Robinson, Cleveland, appearing on behalf of the Cleveland Macaroni company; H. E. Gooch, Lincoln, appearing on behalf of the Gooch Food Products company; L. A. Speiss, Southern building, Washington, D. C., representing the Armstrong Bureau of Related Industries; Julien Armstrong and Montague Ferry, Chicago, appearing on behalf of the Armstrong Bureau of Related Industries; R. B. Brown, Cincinnati, representing the Beggs Cereal Products company; H. D. Graham, Philadelphia, representing the American Macaroni company; Edward Vermyllen, Brooklyn, representing A. Zerega's Sons. Other gentlemen were present but they did not leave names and addresses to be included in the list of formal appearances.

After explaining the nature of the proceeding, the meeting was turned over to the representatives of the industry. The meeting continued in continuous session until 2:40 p. m. and the following judgments were recorded as expressing the majority opinion of the representatives of the industry present.

SLACK FILLED PACKAGES

It was declared to be the unanimous sense of those of the industry at the meeting that the slack filled package constitutes an unfair method of competition, is wasteful, is an unfair trade practice and is harmful to the public.

It was generally agreed that "slack filled" may be applied to the package whose cubic contents for the bulkiest product is so great as to enable it to contain from one and a half to two ounces more, net weight, than is actually placed in it.

SUBSIDIZING JOBBERS' SALESMEN

It was the sense of the meeting, as expressed, that the subsidizing of jobbers salesmen by the giving of commissions and bonuses, premiums or in any way, is an unfair trade practice, is unfair method of competition and is contrary to the public interest.

All representatives of the industry

present voted affirmatively except one who voted in the negative.

MINIMUM WEIGHT PACKAGE

It was declared to be the sense of the representatives of the industry that a package of macaroni or spaghetti containing less than 8 ounces was uneconomical, contrary to the public interest and an instrument of unfair competition and an unfair trade practice.

There was one vote in the negative. All the rest were in the affirmative.

FALSE AND MISLEADING LABELS

It was declared to be the sense of the meeting that false and misleading labels as to the quantity of the product, is an unfair trade practice, an instrument of unfair competition and contrary to the public interest.

The vote was unanimous.

PREMIUM TO THE TRADE

It was declared that the giving of premiums or so-called free goods to the trade which in any way tends to influence the sale or constitute a reduction in the list price of such seller to all such class of buyers, be declared to be an artificial practice of selling, an unfair method of competition, an unfair trade practice, undesirable merchandising practice, and contrary to the public interest.

The vote was affirmative except for one in the negative.

The exception was suggested that this practice might be justified if the seller is compelled to adopt it in order to meet a similar act in competition. If, however, the judgment of the industry is correct and this is an unfair method of competition, a competitor need not himself adopt it in self defense but may protect himself against it by invoking the aid of the Federal Trade Commission to prevent his competitor from using it.

In connection with this practice the meeting directed that there be incorporated in the minutes that part of Sec. 2 of the Clayton law which reads as follows:

Section 2. That it shall be unlawful for any person engaged in commerce in the course of such commerce either directly or indirectly to discriminate in price between different purchases of commodities, which commodities are sold for use, consumption or resale within the United States or any territory thereof, or the District of Columbia, or any insular possession or other place under the jurisdiction of the United States, where the effect of such discrimination may be to substantially lessen competition or tend to create a monopoly in any line of commerce.

Provided, that nothing herein contained shall prevent discrimination in price between purchases of commodities on account of differences in the grade, quality or quantity of the commodity sold, or that makes only due allowance for the difference in the cost of selling or transportation, or discrimination in prices in the same or different communities made in good faith and to meet competition.

The representatives of the industry declared that the principles laid down

in the law constitute good business principles.

SUBMITTAL TO INDUSTRY

With the foregoing actions the representatives of the industry requested the commission to summarize what had been done and to furnish a copy to each member of the package macaroni industry.

It is the understanding that each concern receiving a copy hereof, shall be invited to address the commission with any suggestions or criticisms with respect to the decisions of the representatives of the meeting of June 25 and to suggest any further practices which it may think can properly be examined at this time.

It is understood that such comment from the industry shall be in the hands of the commission on or before July 25, 1920, and that thereafter the commission will again address the industry with the results of the referendum.

It is understood that the rights of no one are foreclosed by any action that has been taken. The action amounts to this:

The industry, through its representatives, has discussed certain practices and has advised the commission that in its judgment these practices are unfair trade practices, constitute methods of unfair competition and are contrary to the public interest.

Any member of the industry who does not agree with this and continues to make use of the condemned practices may be complained against by a competitor. If such application is made to the commission for the issuance of a formal complaint against any one who continues to use these practices, the commission will treat such application wholly without prejudice and as it considers any other application.

The expression of the industry as here given is advisory to the commission with respect to the issuance of a complaint but upon a trial of the complaint the respondent will come in entirely without prejudice on the part of the commission and any practice which is challenged will be examined from the beginning.

THE ONLY WAY

If you toot your little tooter
And then lay away your horn,
Within a week there's not a soul
Will know that you were born.

The man who tries to advertise
By short and sudden jerks,
Is the man who's always kicking
Because it never works.

The fellow who is on the job
A-humpin' every day,
And keeps forever at it,
He's the one who makes it pay

—More Pep.

WASHBURN'S
BILL
DURUM
SEMOLINA

*Fine
Medium
Coarse*

Eventually Why Not Now?
WASHBURN CROSBY CO.
MINNEAPOLIS, MINN.

Minutes Executive Committee

Meeting at La Salle Hotel, Chicago,
July 28, 1920

The first meeting of the 1920-1921 executive committee was called to order Wednesday, July 28, 1920, in the Old Colony club at Hotel LaSalle, Chicago.

The following were in attendance: James T. Williams, President N. M. M. Association.

F. W. Foulds, Chairman Executive Committee.

C. F. Mueller, Jr., Member Executive Committee.

H. D. Rossi, Member Executive Committee.

Wm. A. Tharinger, Chairman Traffic Committee.

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

The early part of the meeting was given over to a discussion of the various matters referred to it by the 1920 convention in the following order:

(1). The appointment of a special committee to study the question of proper containers for macaroni products to insure minimum losses in freight shipments as suggested by J. T. Smith of the Official Freight Classification Committee in his address before the convention which appears in full in the New Macaroni Journal for July, 1920.

Moved by Mr. Foulds that chairman appoint a committee of four bulk goods manufacturers to study this important matter and report its recommendations to the National Association either at or before the 1921 convention. Carried.

(2). Moved by Mr. Rossi that the matter of serious consideration of proper tariff on macaroni products as suggested by W. T. Leonard of Brooklyn in his address on "Import Duties in Relation to Macaroni Manufacture in this Country" at the 1920 convention and appearing in full in the New Macaroni Journal for July, 1920, also be referred to the same committee and that it reports its findings to the National Association. Carried.

The committee appointed by President Williams consists of:
Edward Vermyllen, A. Zerega's Sons, Consol., Brooklyn.

Joseph Freschi, Ravarino & Freschi, Imp. & Mfg. Co., St. Louis.

Joseph Bellanca, Bellanca Macaroni Company, Buffalo.

Ugo Sarli, Kansas City Macaroni Co., Kansas City.

(3). The proposal of the National

Research Council that macaroni manufacturers contribute the sum of \$1,000 a year for five years towards a fund that will help finance an extensive research for betterment of durum wheat quality in this country.

Moved by Mr. Foulds that this matter be passed up at this time; that since it's more of a milling problem, it be recommended that the National Research Council take up this matter with the durum millers. Carried.

(4). The resolution adopted by the 1920 convention favoring the reopening of the question of Standards of Macaroni, Noodles and Semolina by the Bureau of Chemistry was discussed.

Moved by Mr. Mueller that the secretary send a copy of the resolutions to the Bureau of Chemistry and that the association stand for the adoption of standards that will be for the best interests of the entire industry. Carried.

(5). A certified audit of the books of the National Association made by Wolf & Company, accountants of Chicago, as per recommendation of 1920 convention was read by the secretary.

Moved by Mr. Mueller that the report be adopted as satisfactory and that it be printed in full in our official organ. Carried.

(6). Matter of handling the convention registration fees was considered at the suggestion of Secretary Donna who made a report of the 1920 collections and expenditures and asked that in the future a committee be appointed to handle this money.

Moved by Mr. Rossi that hereafter a committee of three, (of which the secretary will be one), will handle registration fees and supervise their expenditure, reporting to this committee as soon after the convention as is convenient. Carried.

NEW BUSINESS

New members. The following applications for membership in the National Macaroni Manufacturers association were read:

New England Macaroni Co., New Haven, Proposed by M. J. Donna.

David Kerr, Baltimore, Proposed by S. Savarese.

Moved by Mr. Rossi that applications be received favorably and that they be voted membership in this association. Carried.

Newspaper Stories on Macaroni Manufacture

Moved by Mr. Foulds that secretary prepare a series of stories on macaroni

manufacture and consumption for distribution to the press after approval by the executive committee. Carried.

Mr. Ball of the National Crop Improvement Service appeared before the committee with a proposition that more publicity be given durum products by means of a monthly article and appropriate cut placed in 250 leading cities of average size in the country.

Moved by Mr. Mueller that matter be taken under advisement, that Mr. Ball go into this matter more fully with Mr. Williams and that it be taken up with the durum millers who should be particularly interested in this subject. Carried.

Cooperation Among Manufacturers

Moved by Mr. Foulds that in view of the extensive plans laid by the recent convention of the industry and the need of more funds with which to finance these various plans, that the secretary be instructed to get out a strong letter to all the macaroni manufacturers in the association asking their help in getting new advertisers for the New Macaroni Journal with the idea of increasing our income. Carried.

Federal Trade Commission Trade Practice Submittal

Moved by Mr. Rossi, after an explanatory talk by Dr. B. R. Jacobs of the National Cereal Products Laboratories of Washington, D. C., that we go on record as favoring the action taken by the Federal Trade Commission relative to the trade abuses as far as we understood the recommendations. Carried.

Donation to National Cereal Products Laboratory

Moved by Mr. Rossi that the sum of \$2,000 out of the balance in the traffic fund created by turning over to the National Association of the balance in the advertising fund, be paid by check to C. F. Mueller, Jr., trustee of the fund being created for the maintenance of the National Cereal Products Laboratories at Washington, D. C., in charge of Dr. B. R. Jacobs. Carried.

Meeting adjourned at 3:30 p. m., subject to call of the president.

Respectfully submitted,

—M. J. Donna,
Secretary.

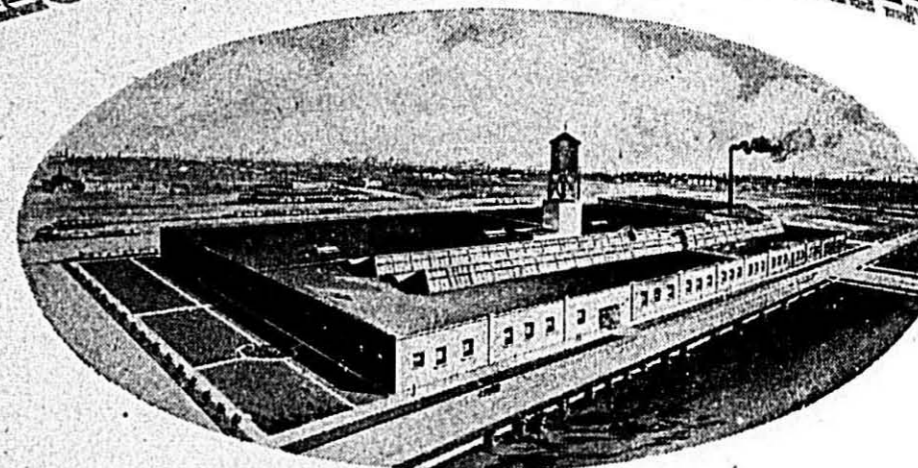
Benjamin Franklin said: "All things are cheap to the saving, dear to the wasteful." Save the Thrift Stamps and W. S. S.

As a rule lazy people lie the most.

CHICAGO CARTON COMPANY

HOME OFFICE
AND FACTORY
4433 Ogden Avenue
CHICAGO

TELEPHONE
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BRANCHES
NEW YORK CITY
516 Fifth Avenue
DENVER, COLORADO
1526 Blake Street
SALT LAKE CITY
312 Felt Building
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FIBRE SHIPPING CASES
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Manufacturers of

MACARONI, SPAGHETTI AND NOODLE CARTONS

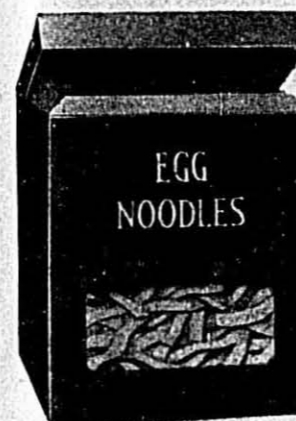
*Of Superior Quality, Artistically Designed to
Sell Your Product*

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

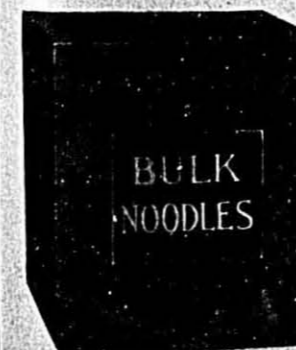
Excel-all and Perfection Caddies are carried in both the blind and display styles

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

Write for Samples and Prices



EXCEL-ALL
DISPLAY CADDY



PERFECTION BLIND CADDY

LABELING BLEACH FLOUR

Department of Agriculture Announces Ruling on Bleached Flour Under Food and Drugs Act.

Bleached flour coming within the jurisdiction of the federal food and drugs act is adulterated if the bleaching has reduced the quality and strength of the flour or concealed damage or inferiority, according to the bureau of chemistry, United States Department of Agriculture, in answer to inquiries regarding the attitude of the department on the bleaching of flour. Bleached flour may be shipped within the jurisdiction of the law only under the condition that the bleaching has not concealed inferiority or impaired the quality or strength of the article, and then only on condition that it is branded plainly to indicate that it has undergone a process of bleaching. Failure to label the containers to show that such flour has been bleached will subject it to a charge of misbranding.

The United States supreme court has ruled with reference to the section of the law relating to the addition of a poisonous or deleterious ingredient that to constitute an offense an article of food sold must, by addition of an ingredient, be rendered injurious to health, and furthermore, that all the circumstances must be examined to determine whether the article of food has been rendered injurious. No action will be taken at the present time on the ground that bleaching introduces into the flour a substance which may be injurious to health, say the officials, provided as a result of bleaching there is not introduced into the flour such a quantity of the bleaching agent as may render it injurious as indicated in the decision of the supreme court. Should evidence later become available that the bleaching of flour introduces an ingredient in minute quantities which has the effect of rendering the article injurious to health, announcement of the fact will be made and appropriate action taken to prevent thereafter the shipment of bleached flour within the jurisdiction of the food and drugs act.

Whether bleaching in any given shipment reduces the quality and strength of the flour or conceals damage or inferiority must be decided on the basis of the facts in each particular case.

A Female Henry VIII—"Be careful in dusting those portraits, Mary," said the mistress to her new help, "they are all old masters."

A look of amazement came into the girl's

face. "Gracious, ma'am!" she gasped, "who'd ever thought you'd been married all them times."

—Boston Transcript.

SEMOLINA GRANULATION

Preliminary Study by B. R. Jacobs and Max Ruderman—Samples Collected in Open Market—Discussion of Results.

The samples of semolina shown below were collected in the open market from millers and macaroni manufacturers. Some were collected at the source of manufacture and others after reaching their destination on the Atlantic coast. All of the samples were

manufactured in the Minneapolis milling district; therefore those that were collected on the Atlantic coast had been subjected to any changes which may take place in transit. The results obtained from sifting tests are tabulated in tables 1 to 4. It will be noted that Table 1, semolina No. 1 shows the largest percentage of product remains on a 40XX sieve. In only one case, BF No. 2289, is there a relatively large percentage of the product that goes through a 40XX and stays on a 70XX. All of these samples show very small percentages of material remaining on a 10XX and they show only a fraction of 1 per cent going through a 10XX.

The results of Table 2, semolina No.

TABLE #1.

DURUM SEMOLINA #1.

B. F. #	Inv.	% on 40 XX	% on 70 XX	% on 10 XX	% thru 10 XX
/ 2283		96.8	2.6	0.2	0.4
o 2284		85.4	12.7	0.7	0.8
* 2285		81.0	16.4	1.0	0.6
2289		42.8	54.5	2.1	0.6
2321	19663	85.0	14.0	0.5	0.5
Minimum		42.8	2.6	0.2	0.4
Maximum		96.8	54.5	2.1	0.8
Average		78.2	20.04	0.90	0.58


/ Called # 4 by manufacturer.
 * Called Farina by manufacturer.
 o Called coarse by manufacturer.

TABLE #2.

DURUM SEMOLINA # 2.

B. F. No.	Inv.	% on 40 XX	% on 70 XX	% on 10 XX	% Thru 10 XX
2281		17.8	68.6	12.0	0.4
/2285		8.7	72.1	17.1	1.1
2290		12.3	84.4	2.1	0.6
2292		11.4	84.4	3.0	0.5
2293		7.3	81.0	27.0	3.6
2294		13.2	66.0	19.7	0.9
2296		17.0	54.6	25.7	2.2
2297		15.7	65.3	17.5	1.2
2298		9.5	74.0	15.75	0.75
2299		14.75	82.25	2.5	0.5
*2303		8.6	81.0	7.8	2.0
2304		7.7	48.4	37.3	6.5
2305		19.7	56.2	21.8	1.9
2306		16.8	67.4	13.0	2.8
2308		15.7	81.0	1.6	1.5
2314	19656	13.6	56.8	26.8	2.8
2316	19657	7.8	82.0	9.2	1.0
2317	19659	10.8	78.4	9.6	1.2
2318	19660	5.5	57.75	32.75	4.0
2320	19662	5.7	81.5	11.1	1.5
2322	19664	4.8	82.0	11.4	1.8
2329		17.6	55.6	23.2	3.2
Minimum		4.8	48.4	1.6	0.4
Maximum		19.7	84.4	37.3	6.5
Average		11.90	70.03	15.81	1.91

* Called Farina by macaroni manufacturers.
 / Called medium by manufacturer.



FOLDING BOXES

HELP
SELL GOODS

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

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

TABLE #3.

DURUM SEMOLINA # 3.

B.F. No.	Inv.	% on 40 XX	% on 70 XX	% on 10 XX	% thru 10 XX
2282		0.1	8.9	82.5	8.5
* 2286		0.0	27.6	67.7	3.6
2291		0.0	31.7	64.0	3.8
2295		0.1	27.5	67.0	5.3
2307		0.0	23.12	66.75	10.13
2313	19655	0.0	23.2	68.0	8.80
2316	19658	0.0	21.8	69.0	9.2
2319	19661	0.0	23.4	69.2	7.4
2330		0.0	24.6	65.2	9.8

Minimum	0.0	8.9	64.0	3.6
Maximum	0.1	31.7	82.5	10.13

Average	0.02	23.54	68.82	7.39
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Durum semolina a mixture of: 66-2/3% #2 and 33-1/3% #3

2309	4.9	60.0	32.5	2.4
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* Called fine by manufacturer.

SUMMARY OF TABLES #1, #2, #3.

5 Samples Semolina # 1:

	% min.	% max.	% Ave
Portion staying on # 40 XX (approximately 39 meshes)	42.8	96.8	78.2
" " " # 70 XX (" " 68 ")	2.6	54.5	20.04
" " " # 10 XX (" " 109 ")	0.2	2.1	.90
Going through #10XX(" " 109 ")	0.4	0.8	.58

22 Samples Semolina #2:

Portion staying on # 40 XX (approximately 39 meshes)	4.8	19.7	11.90
" " " # 70 XX (" " 69 ")	48.4	84.4	70.03
" " " # 10 XX (" " 109 ")	1.6	37.3	15.81
Going through #10XX(" " 109 ")	0.4	6.5	1.91

9 Samples Semolina #3:

Portion staying on # 40 XX (approximately 39 meshes)	0.	0.1	.02
" " " # 70 XX (" " 68 ")	8.9	31.7	23.54
" " " # 10 XX (" " 109 ")	64.0	82.5	68.82
Going through #10XX(" " 109 ")	2.6	10.13	7.39

2, show that the largest percentage of the product goes through a 40XX and stays on a 70XX while smaller percentages either remain and go through a 10XX. The average amount going through a 10XX of semolina No. 2 is greater, however, than the average amount of material going through a 10XX in the semolina No. 1.

Table 3, semolina No. 3, on the other hand, shows a very small percentage of material staying on a 40XX, the largest percentage remaining on a 10XX is, in this case, higher than the amount of product found going through the same size bolting cloth in Tables 1 and 2.

The summary of these results shows that a semolina No. 1 contains the largest percentage of product remaining on a 40XX bolting cloth; only a small fraction of a per cent going through

a 10XX. Semolinas No. 2 have the largest percentage remaining on a 70XX and only an average of 1.9 per cent going through a 10XX while semolinas No. 3 show that the largest percentage remains on a 10XX and an average of 7.39 per cent goes through the 10XX. It is probable that had we used 50XX, 80XX and 11XX sieves there would have been a cleaner cut line of demarcation between the various semolinas. An 11XX bolting cloth is not too fine to sift flour as it is a size which is normally used in the mills for this purpose.

These results show that in formulating definitions or standards it may be possible to define a semolina No. 1 as the product of wheat remaining on a 50XX cloth after having standardized the time and method of sifting; a semolina No. 2 the product remaining on an

80XX cloth, and a semolina No. 3 the product remaining on an 11XX cloth. Allowances and tolerances must be made of course for a certain maximum percentage of flour in each grade which in no case will be higher than what is found to be contained in semolinas milled under good commercial practice.

Durum Wheat Propects Good

Reports from all sections of the durum country are most optimistic and the 1920 yield is expected to be quite large. Some rust has been reported but as this rarely affects durum the crop now on the point of being harvested should yield about the average of the 10-year yield.

Yerxa, Andrews & Thurston, Inc., of Minneapolis, thus review the conditions in their letter to the trade: "Everyone knows that durum wheat is much more rust and drouth resistant than other varieties of wheat, and from all reports we have been able to obtain it seems to be weathering the rust situation beautifully, and as the acreage is very large, we cannot but feel that we may harvest a much larger crop of durum than last year.

"There is no definite value placed upon the new crop of durum wheat and it is impossible for anyone to quote new crop prices unless they are simply speculating, and we cannot but feel that until something more definite is known of the cash prices to be paid for wheat, buyers cannot make any mistake in awaiting definite markets before taking on any large quantities for future delivery.

"We are rather inclined to the opinion that new crop prices for September, and perhaps for October, will be higher than for later shipment when new wheat is moving more freely."

The prevailing market on the old crop shows a gradual decline influenced by the good prospects of the new harvest. On nearly all the markets the small amount of Amber durum still "on trade" holds nearly equal in price to that of No. 1 Northern. Practically all of the 1919 durum crop is now either in the hands of the millers or elevators and no great decline in price is expected.

A great many people fail because there're so dead sure they are going to. It would be a dead shame to disappoint them.

Capital City Milling & Grain Co.

DURUM WHEAT
MILLERS

St. Paul - Minn.

Capacity 1500 Barrels



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

We offer

SEMOLINA and DURUM
PATENT FLOUR

Made from

DURUM WHEAT

We want your business. Ask for
Samples and Prices.

Capital City Milling & Grain Company
ST. PAUL, MINNESOTA

EXPORTS OF FOOD DOUBLE

In Last Five Years War Demand Revives Gradually Declining Trade—Early Return to Normal Expected—Future Promising.

A downward trend of American export trade in foodstuffs and an upward trend in domestic consumption marked the decade from 1900 to 1909. This trend was pointed out by economists as indicating that the United States would become less self supporting as the increase in population outstripped the production of the principal foodstuffs; in other words that this country would be an importer of food rather than an exporter.

A halt to this downward tendency was brought about by the abnormal demands of war, though an upward trend in the exports of breadstuffs began in the five-year, immediate prewar period. During the war the export trade in some cases reached new high points. The exportation of foodstuffs is still being made in large quantities. Producers are now asking the questions: Does the trade which developed during the war indicate a new era in American foreign agricultural trade? Or is the condition merely temporary—simply a halting of the downward tide evident before the war?

Exports on Quantity Basis

As a correct perspective can be obtained only by comparing the trend of the food exports before and during the war, a brief analysis of the exports of breadstuffs, meats and dairy products, which constitute the bulk of the total exports, is given, together with a brief discussion of the outlook in foreign countries. Owing to the great changes in the value of money comparisons of the trade of two different periods can be properly made only by quantity; in this article the unit used is the pound.

During the decade from 1900 to 1909 the exports of breadstuffs, meats, and dairy products showed a general downward trend. Exports of the principal breadstuffs declined steadily from a high of 25,800,000,000 pounds during the fiscal year ending June 30, 1900, to 8,600,000,000 pounds in 1905. With a large carryover from the bumper crops of the preceding year, shipments to foreign countries in 1906 nearly doubled those of 1905. During the subsequent three years the exports continued the downward tendency. As shown by the diagram wheat formed

about half the trade in 1900 and 1901. With the exception of 1905 and 1906 wheat formed the greater part of the export of breadstuffs.

Breadstuffs Exports Increase

Both meat and dairy products showed a similar trend, downward from 1900 to 1905, followed by a sharp rise in 1906, and another steady decline to 1909.

The five-year immediate prewar period 1910-14 shows a decided change in the foreign trade in breadstuffs. Wheat, corn, oats, rye, barley, and their products were exported in increasingly large quantities, a reaction that can not be attributed to war demands. This is generally explained as due to the increased industrialization of Europe, and her increasing dependence on the Americas for agricultural products.

During this period exports of condensed milk began to be a large factor in the trade in dairy products. The exportation of meats continued to decline slightly.

War Boosts Exportations

The outstanding feature during this immediate prewar period is the steady advance in the exports of breadstuffs, although no new high levels were reached. In the last two years of this period, 1913 and 1914, wheat exports amounted to nearly 20 per cent of our total production.

During the war an enormous export trade in foodstuffs was built up. As shown by the accompanying table the average yearly exports of principal foodstuffs from the United States during the five years 1915 to 1919 were approximately double the average for the prewar period 1909-14.

The exports of breadstuffs rose steadily, reaching in 1915 the high point of 24,981,000,000 pounds, or approximately as great an amount as was exported during the best prewar years 1900 and 1901. The submarine menace and low wheat yields in 1916 and 1917 caused a sudden decline to 21,712,000,000 and 18,823,000,000 pounds, respectively. The upward trend came again in 1918 and continued through 1919.

Early Return to Normal Expected

The story for the principal breadstuffs is practically the story for wheat, as indicated by the diagram. Barley was the only breadstuff exported that declined during the war period. With the exception of a slight falling off during 1916 and 1917 the exportation of

meats, principally pork, increased steadily throughout the war period. The war developed an immense trade in condensed and evaporated milk, which carried with it the abnormal increase in the exports of dairy products.

The first indications of a return to normal conditions have been noticed during the first half of 1920. The trend has not yet set in; only the first glimmerings are visible. Among these factors are:

- (1) Definite efforts of foreign governments to stimulate home production and to limit imports.
- (2) Inability of foreign nations to finance the purchase of foodstuffs.
- (3) Imports of foodstuffs from foreign countries.
- (4) Recovery of agriculture in foreign countries.

Americans to Hold Their Markets

Under the first two heads may be noted the action of the British ministry of food in holding cold storage meats at high prices. The Board of Trade expected that the normal consumption of meat would be reached in spite of the high prices. Nevertheless, the action had the effect of reducing the consumption and stimulating home production. Efforts were also made to increase the domestic production of wheat.

Both France and Italy have restricted the imports of wheat, another indication that normal conditions are expected. The exportation of foreign foodstuffs to the United States during recent months, though small, indicates that Europe is beginning to pass its maximum demand.

There need be no alarm as to the ability of the United States to hold its own in foreign trade in agricultural products. Even before the Great War the exports of breadstuffs were increasing each year. The progress of American agriculture during the war is but an indication of what can be done in the future, if prices of agricultural products are high enough to enable the American farmer to compete with other industries for labor.

LIGHTS OUT!

A young couple was occupying the porch swing later than usual one moonlight night. From a nearby window her mother inquired: "Mary, what are you doing up so late?"

"Looking at the beautiful moon, mother."

"Well, it's 12 o'clock. You had better send the moon home."

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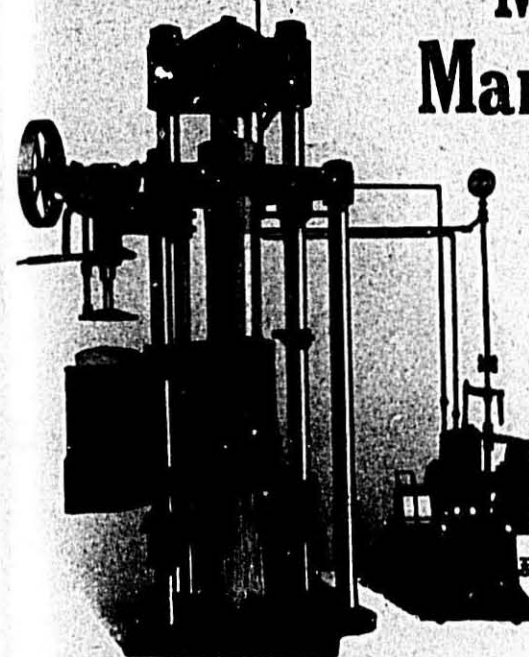
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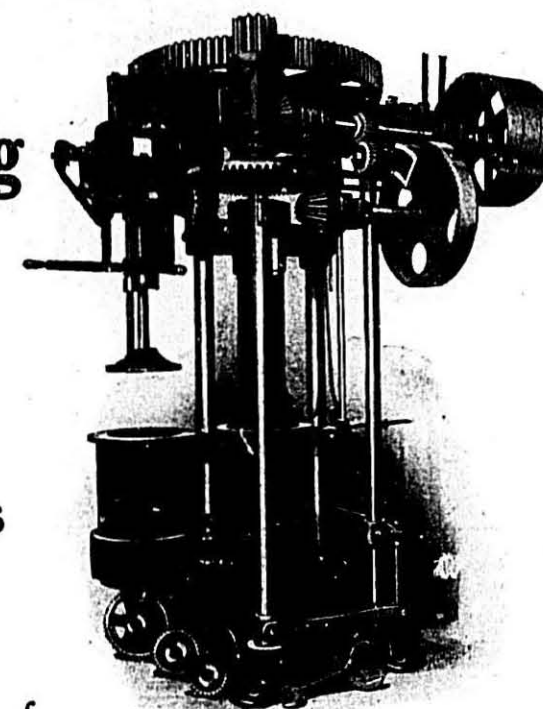
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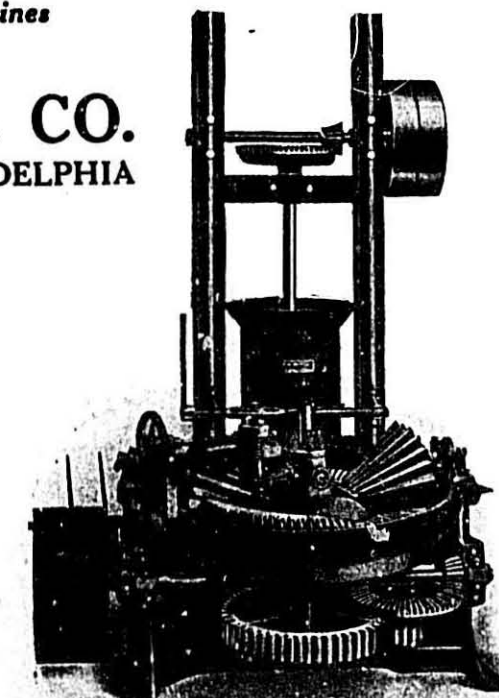
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Macaroni Manufacturers and Allied Trade Representatives
June 22-24, 1941

PAPER MANUFACTURE

Sulphite Shortage Acute—Neglect of Common Waste Preservation Prodigious—Kraft Scarcity—Package Designs.

The situation in the paper industry is profoundly interesting from whatever point it is viewed. It is stirring the administration circles in Washington. Manufacturers whose merchandising plans largely depend upon it, observing its scarcity, are buying ahead prudently and the general public, noting with surprise and curiosity that paper, which has always been looked upon as a product of overwhelming abundance, is really exhaustible, has become interested in its history and properties, says E. E. Seaver of Brooklyn. It is not exhaustible in the sense of anthracite, of which there is enough in the earth for four or five centuries, nor steel, which we will command still longer; nor oil, which in its overflowing wastefulness is recklessly imitating the early stages of paper making, but enough for only 25 years unless the conservation of our northern spruce, which is the base of sulphite, an important ingredient that gives fibre and strength to paper, is accelerated and pushed forward by the government.

We cannot consider the situation in which the manufacture of cracker cartons, folding boxes, label wrappers, fibre caddies and fibre shipping cases

is involved in the light of a single problem. There are a multitude of circumstances that contribute to the high cost of paper and paper products, and many of these have no connection whatsoever, with increases due to the war. I emphasize this because we ascribe all market disturbances to the war's upheaval of values too readily when in fact the paper industry, which to be sure was affected equally with others, nevertheless stands apart as one in which higher prices were inevitable. They were coming because other forces were at work and were due to arrive irrespective of the war.

Sulphite Shortage Acute

Among these forces and influences is the extravagance with which northern spruce was cut since the day when the first inventors of the chemical process of reducing wood to the soft, fluffy sulphite which reinforces paper and board with fibre and provides its strength built their mill in Massachusetts 50 years ago. Another effect upon the price is the prodigious neglect of our common paper waste, such as newspapers, magazines and the wrappings from articles delivered, all of which should return to the beaters of the paper mill for conversion into new stock.

A great deal of thought has been given to the important matter of conserving and collecting waste. The

process is fairly well systematized and much waste goes through the mill's beaters many times. These repeated beatings, of course, diminish the length of the fibre and consequently the paper's strength. Egg beater fashion the submerged paper waste is reduced to about the consistency of milk, and into this a good percentage of strength giving sulphite is thrown. This sulphite is the precious ingredient of paper and the quantity used determines the quality and price of the stock.

Demand for Package Papers

Also the demand for all manner of printed and lithographed paper packages, labels, booklets, advertising matter and cracker shells have been increasing enormously due to the popularity of present day methods of merchandising, and the consumption of paper has outpaced the reserve of raw material and the means of converting it. The article offered is a hopeless quantity on the market unless it is given character and identity. And when character and identity are provided by the printed carton or label its value is enhanced by carrying through the theme of color and design to the shipping case, the cracker caddy, the advertising material and all that pertains to the product's promotion through the enhancement of its appearance.

And finally the diversion of an enormous

tonnage of paper stock to the manufacture of fibre containers and corrugated shipping cases, which have become standard freight carriers, placed a crucial load on the capacity of the industry. To this further tension was added when the war department took over the output, but this pertained more to service than to price, and in the customer's behalf service called for an incessant study and replanning of the manufacturer's schedules during that period.

"Kraft" Must Be Imported

This condition is improving in the paper industry as in most others, but a new and more serious one is ever-threatening in the prevailing shortage of kraft, an ingredient which gives the liners of corrugated shipping cases and fibre containers their tremendous strength. This is a chemically treated fibre of Swedish and Norwegian spruce and "Kraft" is a significant name, since in the language of Sweden it means strength. England lies upon the route of its exportation and this appreciably influences the distribution of the product, with a resultant shortage and high price. Consequently the finished product, that is shipping cases of either style, is today ordered from five to seven months in advance and at an open price, there being no other way in fairness to either buyer or seller in view of the problematical cost of

kraft and the booked-up condition of the industry. A manufacturer of fibre containers or corrugated cases working on any other basis would simply be speculating recklessly.

The instinct of salesmanship strongly prompts me to tell you when to buy and in what quantity, but in the absence of an authentic basis for such advice my suggestion is to cooperate with the manufacturer and, where the bond of confidence between you justifies such an arrangement, contract for your supplies, leaving the price to be determined at the time the goods are produced. I am not dealing with the paper situation as it obtains this month or next nor for six months, but in a broader sense because the little indications of the next half year are really unimportant. We are dwelling in the Paper Age. The tremendous importance of paper in the affairs of the day—in small business or in large commerce—became realized only when we had to use sparingly of its abundance and pay more for it. If in my place here there were assembled by invitation a scientist to tell you how soon the nation's average growth of spruce can be renewed, an economist to give you some reliable forecast of the future demand and contrast this with the industry's present capacity to supply, and a legislator to reveal to you if Canada will soon give up the raw

spruce which covers her Crown lands, and not withhold it with an eye to the development of a sulphite producing industry in the Dominion, you would, after listening to their oracles, decide that one man's guess is as good as another's—you would certainly better understand my reference to open price contracts and the inability of the paper maker to define prices for you.

Gradual Decline Hoped for

During April and May the peak of high prices on many commodities had been attained. The extreme cost of labor and material, and particularly the frightful effects of underproduction, had brought prices up to a point which was no longer tenable and no one was surprised when public retrenchment set in and influenced a tightening of credit. This caused a mild reaction and a lowering of some prices. They will continue to lower gradually and in our general interest it is hoped that their decline will not be over hasty. The situation in the paper industry differs entirely. There have been no cancellations due to retrenchment but, to the contrary, an influx of business continues which will keep some mills humming for a full year and others from four to eight months if not another order is received. Shortage of coal, the perpetual nightmare of the paper maker, is feared far more than a dearth of business, and nothing but that will



Convention of National Macaroni Manufacturers Association
Niagara Falls

stay their mills day and night operations. This coal anxiety, as you may know, is prompted by the fact that it requires exactly one ton of coal to produce a ton of paper and full bunkers are a necessary provision against shut-downs, which are always attended by enormous loss.

The various influences to which I have referred have been at work sending up the cost of paper material for the past 25 years. The demands of the war merely accelerated the coming of the time for a general readjustment of conditions. Compared with your industry ours is a young one. I mean in the sense that paper is an essential product needful for commercial purposes, not in its original form as a luxury. You have had many reactions before you arrived at a point where you could calculate on natural resources with fair accuracy and development systems for their conservation. That is the normal point at which the paper industry is about to arrive, but arriving there does not signify that there will be a return to old prices, although there will be a decline and some fluctuation when normal conditions again prevail. If your vacation holidays lead you to the northern regions of Maine, up by the headwaters of its rivers, you will find a saddening desolation of stumps stretching beyond the eye's reach. These stumps of spruce were cut to the convenient height of the woodman's waist—and not to the lower inches which economy might indicate. This natural wealth has got to be replaced at a cost and will have to be maintained under reservation. Conservation must be practiced elsewhere. This touches us intimately and engages our attention in the very newspaper at our breakfast table, which costs more, has fewer sheets, permits less advertising and charges more for it. Here is a great problem for the chemists, the engineers and the mill superintendents of the paper industry, and in their hands its solution is proceeding optimistically. We can no longer help ourselves to nature's store—we must cultivate and pay for that which she gave up with careless generosity.

Cooperate to Reduce Paper Costs

Now, bringing the question closer to the moment, what is being done to offset the higher cost wrought by the conditions which I have described? Every manufacturer of paper cartons, label wrappers, corrugated cases and fibre containers must answer

this question for himself. Each must exercise his own ingenuity and grapple with the problem. It is a problem to be dealt with by efficiency and right organization. The paper goods manufacturer in his practical sphere, as well as in his role as an adviser on package merchandising, has wide functions. This brings him close to his customer, whose cooperation is valuable to him in determining economies and in arriving at the package or unit of packages that are most likely to popularize the customer's product. As far as lies in his ability, in the scope of his resources and in the powers of his invention, he must excise—cut off—every needless intermediate expense and work from the bottom, that is from the conversion of waste and pulp into paper and paper into the products you use. He should make his color pulp, his inks, his dyes and all the accessory materials, such as ink rollers, engravings and electroplates, to conserve outside profits in his customer's interest and in his own.

The paper carton, label wrapper, display box and shipping container are things quite recent in the practice of business. Their origination dates from 1864 and they have just arrived at the point where their full value as merchandising vehicles is correctly understood and their manufacture has become a system of service. It is not always polite to our ancestors to dig up the customs of the past and compare them with the brilliant achievements of the present, but the matter in the end rounds out all right, for the same fate is due us. We are only at the threshold of the Paper Age and there is an alluring outlook for all connected with the industry. The business of paper carton making, of printing labels and of constructing the needful things of paper which make attractive merchandising possible, has real art as its basis and affords abundant opportunity to the spirits of invention, design and color. Package coverings must honestly and engagingly bespeak the contents and work their psychological effect to influence sales and sustain demand.

Individual Package Preferred

What a place the retail shop was 30 years ago! Your product was not then offered in standard weight, packed according to count or labeled and wrapped. There was no insurance against substitution, nor was there any mark of quality to justify business pride. Biscuits came in barrels or small boxes. The observant customer made

his or her calculations as to when the fresh barrel, box or crate would be opened and when the biscuits or crackers became fragmentary and stale near the bottom there was waste—a waste which the price of the carton and the label has fully repaid, and in addition has given the consumer an intimacy of service and a privacy to your goods so desirable in things made to eat.

The flourishing condition and popularity of many businesses got their start in the ornamental package, the color, design and attractive construction of which proclaimed its merits to a larger audience than was possible through salesmanship or advertising as they were understood in that day. The retail shop of the period was a go-as-you-please proposition with its musty herbs and dried fruits suspended from the ceiling and its molasses jets in close proximity to the floor. This picture reacts in strong contrast upon the merchandising methods of today, which enliven the shelves with glasses and tins labeled in multicolor or folding cartons which distinguish each packer's goods and permit free choice of the purchaser's favorite flavor, quality or brand.

The problems of the paper maker and the predicament which the depleted spruce forests and the uncertain importation of raw materials creates for him are his own personal worry. You may rest assured that he will find a remedy or many remedies, but while the cost of paper products continues as it is you may, in your own interest, do much to decrease the difference between the old and the new price. Of course it is always desirable to have the coloring of your package rich and dignified, but this does not imply that a multitude of colors need be employed. Under skillful art direction, much can be done with one, two or three colors, and this applies not only to label wrappers, but folding cartons, some of which indeed have been overburdened with ornament and color by the artists of the old school.

Harmonious Designs

The preparation of a package design for any purpose is of inestimable importance to the manufacturer who is financing the marketing of the contents. It is never a temporary undertaking. The package is expected to stand with a multitude of others in the open market, engage attention and invite examination. It has got to endure this test for years. It must cope with

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competing packages and anticipate those that may be forthcoming in its line. It is entirely possible for the art director to give your package or package units these strong qualities. The goods which attain the highest success under a plan of merchandising are those which have received study and scientific treatment at the art director's hands. It is not the wealth of color that brings distinction to our package, nor does its bizarre effect push it to the forefront. The art director seeks to accomplish something more than to attract attention—his aim is to create an impression favorable to the article by good taste.

One of the worst conditions that can exist in any merchandising plan is to have a family of conflicting members—indeed, where harmony ceases there is no plan. The outsider cannot even be expected to notice a possible relationship if it happens that a blue and yellow carton is packed in a display box of green and gray, and the whole is put in a shipping case of black and brown. It rarely occurs that this is done deliberately. This giddy rainbow unit of merchandise is usually made up of contributions from the rich paint pots of various artists widely apart and out of harmony with the manufacturer's sales department—the department which is required to successfully market this polychromatic combination. No thought was here given of what appeals to the public, yet all around us there is abundant evidence of an increasing insistence on harmony and an intelligent understanding of common refinements.

First Paper Made Was Accidental

The purchaser is drawn to them, the artist knows why he is and the art director at long range comprehends through his own study and the package salesman's report what is necessary to blend all the elements of the unit. This unit may consist of the carton, either wrapped or printed, the display container, the cracker caddy, the corrugated or fibre shipping case, and finally the advertising matter or window displays, in a way that indelibly registers the external appearance of the brand on the mind of the public. I am describing the ideal way and the method which gives memory value to the appearance of your goods, the way which will repay all the analytical thought you give your merchandising undertakings.

The first sheet of paper was formed

6,000 years ago upon a slab of granite on the banks of an inlet of the Nile. This ancient craftsman sliced some reed into thin strips. These he arranged in parallel rows close together. When he reached the end of the slab, whether through playful indolence or the light of inspiration, no one knows, he arranged another row horizontally upon the first, whereupon he beat them with a stone until the fibres of the reeds were intermeshed and, drying quickly in the Egyptian sun, formed the first sheet of papyrus or serviceable paper. The simplicity of the operation and the effectiveness of the result popularized this new material and an industry flourished, which later enjoyed an export trade over the Mediterranean.

Chinese Improved Manufacture

Considerably later, but still in the dusk of civilization, the Chinese produced a paper that was made from beaten vegetable pulp. Their theory of paper making with, of course many elaborations, holds today. The saturated pulp was spread on cloth of fine mesh and was formed into sheets by hand, the water sustaining the fibres of the pulp passing through the sieve of fabric, permitting the paper on the surface to dry. So the process of manufacturing paper went on for ages; but in place of vegetable substances, linen rags and waste fabrics were macerated, bleached and deposited upon screens until the water flowed from the substance or evaporated, and the remaining layer, being rolled out upon the screen, resulted in a pure white sheet, which in strength and durability has been unmatched in paper making during the 400 hundred years which have followed the introduction of the art of printing. The majority of the books we print today will last less than 70 years and the greater number will not withstand the ravages of time more than 10 years, but the paper in these old volumes, which was made with loving care in the fifteenth century, will hold its quality and peculiar whiteness for indefinite centuries to come.

Improvement in the manufacture of paper continued with consequent increase in production, and with the advent of the newspaper in the eighteenth century and the spread of popular education in the nineteenth century the publishing business made tremendous demands on the mills, such as then were. The public's craving for literature was an imperative driver of pro-

duction. But the rags gave out and the paper makers of the time were confronted with the same problem of shortage which our diminishing spruce presents to our mills today. It then actually paid to import rags from distant foreign lands, where paper was not made, to keep the mills of western Europe and the United States supplied, and rag pulp was mixed with paper waste as sulphite and boiled wood are now. The shortage of rags was met by returning the waste paper, which it was soon found profitable to collect, to the beaters of the mill, always, however, with a diminishing percentage of rag. But the relief was temporary and it soon proved insufficient for the large production which the development of the folding carton, the label wrapper and finally the fibre and corrugated shipping case demanded.

Wasp's Nest Suggestion

It was in the early nineteenth century, when on an autumn day an aged and irascible professor was indulging himself a morning walk, when for want of a better object upon which to vent his belligerence he soundly whacked an uninhabited wasp's nest with his cane and brought it down. It was this professor's lifelong habit to meddle with secret things and discover their composition. The wasp's nest did not escape his instinct for investigation and long and patient experimentation followed. It was evident to the professor that this structure, the work of the creatures of the air, was largely macerated wood. The substance was tough. It was applied in layers of considerable tensile strength and its pliability was excellent. The upshot of it was that two brothers of the name of "Pragenberg" came to the United States with a formula for making sheets of cardboard of considerable width upon fast machines, and in the process wood boiled in soda replaced expensive rag.

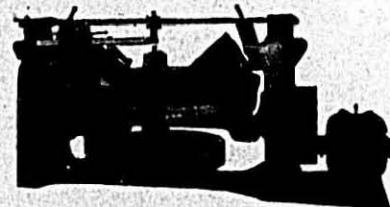
The history of paper making from this point is a story of rapid evolution. Plain chip sheets, newsboard and board with a smooth white or manila liner, also colored liners, were perfected apace with the advances made in the folding carton business. There is one organization of carton manufacturers that produces all forms of package products, designed and otherwise, which commands an output of 500 tons of board of various thicknesses and qualities per day. Paper and the conversion of it, as well as its ornamenta-

Established 1861

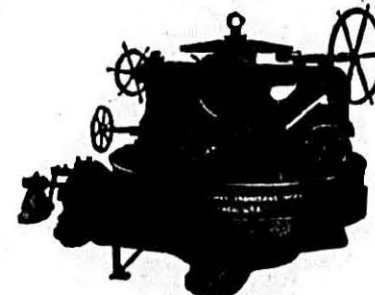
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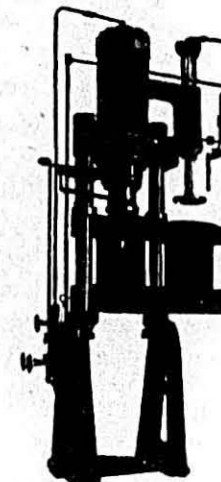
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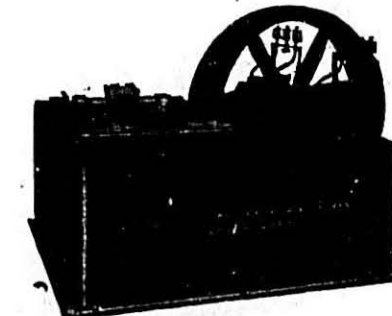


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tion and its service as a container for the thing to be sold, is fundamental to the success of the product to be sold. Shakespeare never fails to furnish an appropriate grain of wisdom for whatever occasion, and when he put into the mouth of Laertes the caution that "The apparel oft proclaims the man" the suggestion was significant of what is needful to enhance the success of your goods. No matter what their properties or excellence, their worth can be obscured by an inappropriate or faulty introduction, or they can be sent far on the road to popularity by a little painstaking thought upon their dressing and appearance.

WORLD WHEAT OUTLOOK

Condition for Winter Crop Generally Good—Decline in Area Is Evident—Spring Sowing Well Advanced in Europe—Ocean Rates Decline.

Prospects for the world winter wheat crop are favorable, although the reports of this crop comprise about one-half of the usual extent sown in the northern hemisphere and indicate declines in the area of 7.7 per cent as compared with last year and of 9 per cent from the average area for the five-year period, 1914-1919, the April bulletin of agricultural and commercial statistics, as published by the International Institute of Agriculture, stated.

Winter crops are making good progress in Austria, Belgium, Denmark, Great Britain and Ireland. Although parts of Italy and Algeria have suffered from drouth, their reports are otherwise good. Recent rains in Mesopotamia have improved the outlook there, continued the bulletin.

The winter wheat crop in the United States will be smaller than usual, ac-

ording to reports based on appearances April 1 and on the expectation of average conditions until harvest. Prospects for the winter wheat crop of 1920 are estimated at 75.6, as compared with 99.8 a year ago, and with an average of 81 for the five-year period, 1914-1919. On July 1 (harvest time), 1919, the condition was 99, and the five years average was 82.

Spring sowing was carried out favorably in Morocco and is well advanced in Austria, Belgium, France, England and Ireland. A favorable commencement is reported in Denmark, Scotland and Italy, said the report.

The United States Grain corporation has been authorized by congress to sell on long credit about 400,000 tons from the corporation's stocks of flour to Austria, Poland and Armenia.

The British government has decided that so long as wheat is still controlled in the United Kingdom the controlled price of home grown wheat shall be based on the average price of imported wheat, with a maximum of 95 shillings per quarter for the 1920 crop and of 100 shillings per quarter for the 1921 crop. The present price for the 1919 crop is 76 shillings 6 pence per quarter.

Fluctuations in rates of exchange affecting the import cost of cereals have been very considerable during the month under review. An improvement of about 10 per cent has been realized in certain countries, while in others an adverse movement of 20 to 30 per cent has taken place.

Rates of ocean freight from Argentina, at present the most important exporting country, have declined sharply in the open market, and are now not much higher than those paid by government control.

Record Fiscal Trade Totals

The total value of export shipments from the United States for the year ended June 30, 1920, was \$8,111,000,000, the greatest value in the history of the country's foreign trade. This is an increase of \$879,000,000 over the exports of \$7,232,000,000 for the fiscal year 1919, according to the bureau of foreign and domestic commerce. The imports of \$5,239,000,000 in the fiscal year ended with June exceeded by \$2,143,000,000 the imports of \$3,096,000,000 in the fiscal year 1919.

Imports in June totaled \$553,000,000, an increase of \$122,000,000 over the May figures of \$431,000,000 and \$260,000,000 more than the imports of \$293,000,000 in June of last year. One-half of the June imports consists of dutiable articles, the highest proportion of dutiable imports in any month since July, 1911. Preliminary advices indicate that this is due to unusually large imports of sugar.

June exports amounted to \$631,000,000, a decrease of \$115,000,000 from May exports of \$746,000,000 and \$297,000,000 less than the exports of \$925,000,000 in June of last year.

Gold imports amounted to \$151,000,000 and gold exports to \$467,000,000 in the fiscal year 1920, while silver imports totaled \$103,000,000 in value, against silver exports of \$179,000,000.

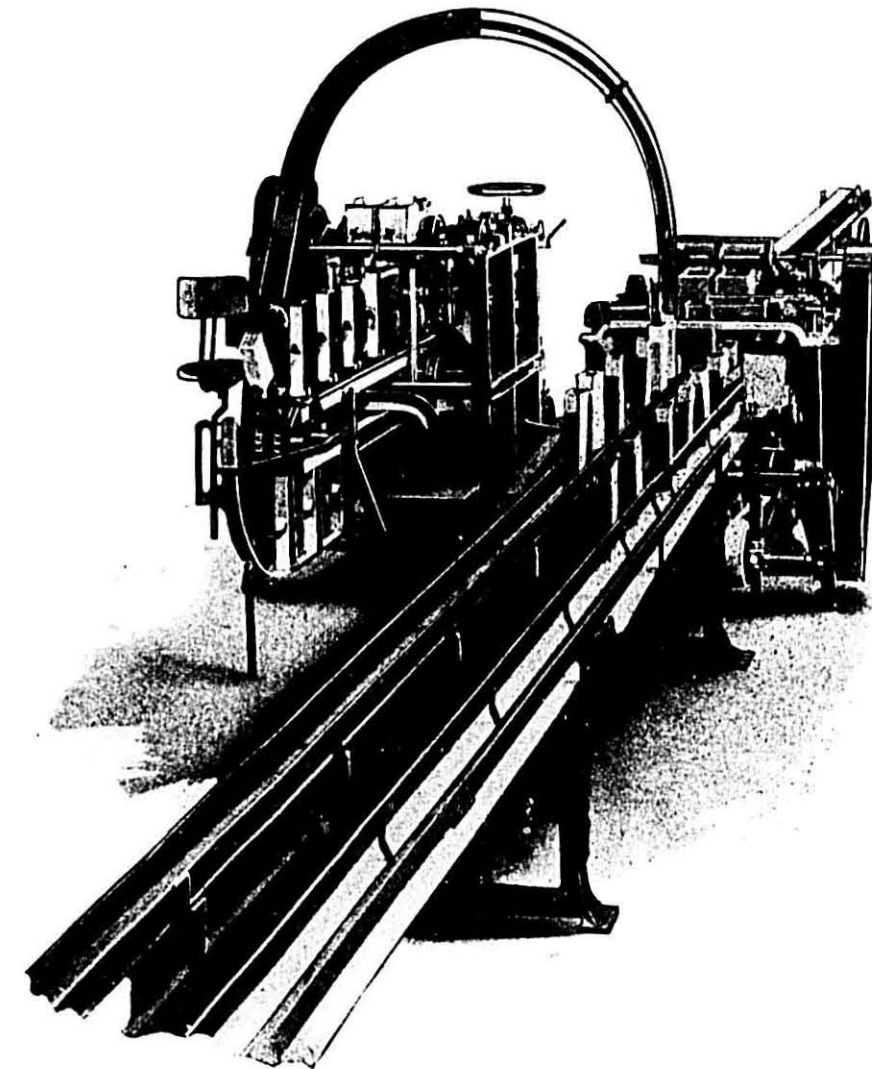
A WOMAN'S ANSWER

"Do you know why money is so scarce, brothers?" the soap box orator demanded, and a fair-sized section of the backbone of the nation waited in leisurely patience for the answer. A tired looking woman had paused for a moment on the edge of the crowd. She spoke shortly.

"It's because so many of you men spend your time telling each other why, instead of hustling to see that it ain't."

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.

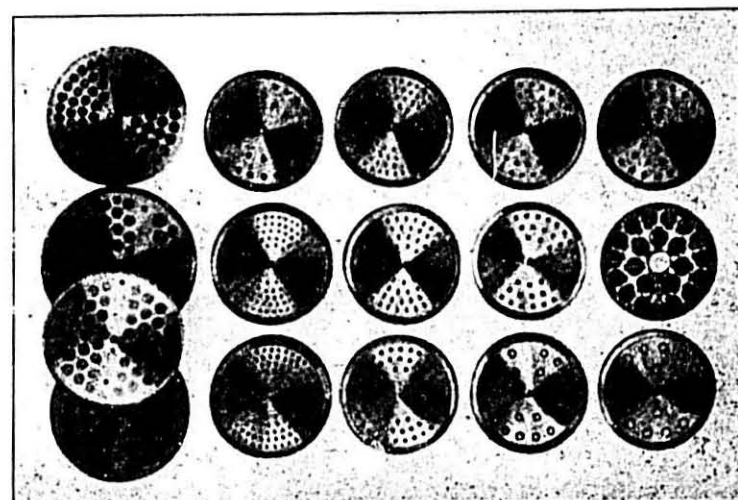
The best of MATERIALS, WORKMANSHIP, and MECHANICAL PRINCIPLES are combined in **JOHNSON AUTOMATIC SEALERS.**

Catalog Upon Request

Johnson Automatic Sealer Co.

P. O. Box No. 482

BATTLE CREEK, MICHIGAN



The Dies of no Regret

BRONZE DIES A SPECIALITY
MACHINES FOR FANCY NOODLES

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

Notes of the Industry

K. C. Plant to Be Enlarged

The Kansas City Macaroni company, Inc., of Kansas City, is planning a large addition to its plant at 556-62 Campbell street, according to word received from its president, Rocco Sarli. An adjacent piece of property has been obtained at a cost of \$31,325 as the site for the new addition which according to a contract let in July is to cost \$60,000. In addition to this amount between \$15,000 and \$25,000 is to be expended for new machinery, part of the contract for the latter having already been let to one of the leading macaroni firms in the country.

"Completion of our new building and the installation of the modern machinery contracted for will give us a daily capacity of about 80 barrels. The new structure completely equipped is figured to cost about \$120,000. It will be a 4-story and basement brick building, 50x100 feet," says Mr. Sarli.

Mr. Sarli was not able to confirm the rumor that another macaroni firm was

forming in his city, though he had heard mention of it about three months ago.

Macaroni Man Recovering

Word from the home at Belle Harbor, Md., of Salvatore Savarese, former second vice president of the national association, tells of his steady recovery from serious illness that prevented his attendance at the recent convention of the association. Mr. Savarese has many friends in the industry whose hearts are gladdened by the news of this recovery.

Macaroni Plant for South Africa

I. Jacobs of the Sweet Cake Flour Packing company, Ltd., of Cape Town, South Africa, is touring this country making an inspection of macaroni plants with the idea of learning all up-to-the-minute methods here in the manufacture of macaroni paste, for introduction into a small plant that his com-

pany intends to erect in that far off country.

Attention is being paid particularly to plants of 25 to 30 barrels capacity as that is apparently the size of the units the company is planning to erect. His brother will have charge of the new foodstuff branch as soon as it is established.

Grocers Urged to Push Macaroni

The high prices of potatoes added greatly to the consumption of macaroni goods which housewives found not only to be much cheaper in price but also more nourishing. Practically all leading grocers trade papers have been urging readers to push macaroni sales because of the reasonable profits assured them. As an example of what these journals are doing, we quote from last month's Grocers Review of Philadelphia which says: "Macaroni not only makes a pleasing substitute for potatoes; it also makes a profitable competitor. Macaroni has about 12 per cent as much

Is your Carton a Salesman?

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

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

Write for samples and prices.

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

WALDORF PAPER PRODUCTS CO.

ST. PAUL, MINN.

CORRUGATED AND SOLID FIBRE
SHIPPING CONTAINERS.
FOLDING CARTONS.



Richard Griesser

Architect and Engineer

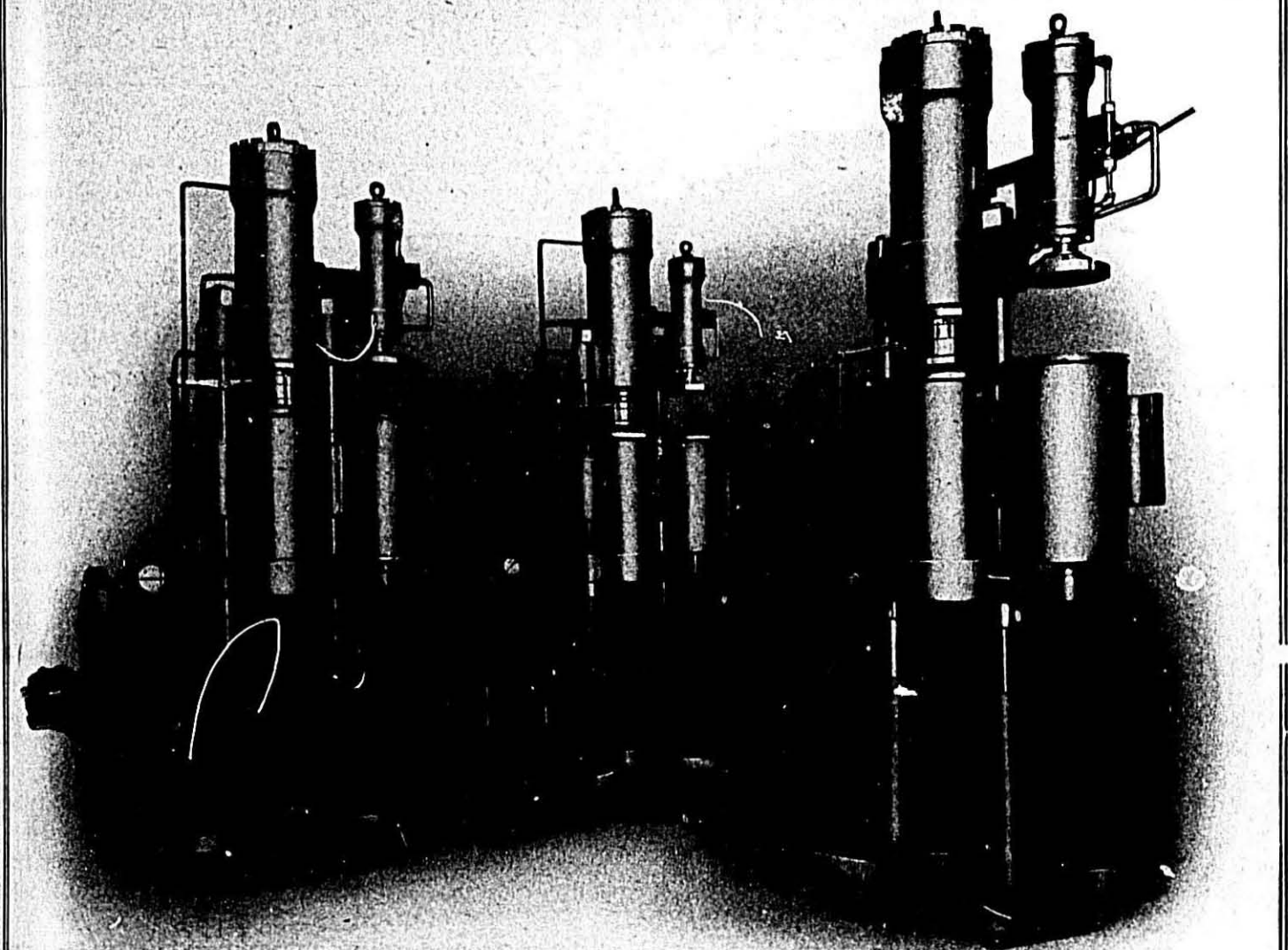
Designing and Equipping
Macaroni and
Noodle Factories

A SPECIALTY

Have designed all
kinds of Food Product
Plants.

Consult me about Factory
Construction or Alteration

64 West Randolph Street
Suite 1605 Schiller Bldg. CHICAGO, ILL.



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.

water as potatoes and 4½ times the food value."

Statistics along this line if brought to the attention of the consumers should have a beneficial effect on the consumption of macaroni that has about reached the prewar average. A more liberal use of figures showing relative nutritive value of macaroni foods as compared with other popular foods should be made by all manufacturers in their fall advertising campaigns.

Trade Papers—Home Macaroni

American made macaroni is given a proper boost in several of the trade journals of last month. The Retail Grocers Advocate of San Francisco under its "Questions and Answers" heading and the Northwest Commercial Bulletin of Minneapolis under the heading of "Mysteries Unveiled" carried the following item of interest to all macaroni manufacturers.

QUESTION.—Why is it that some people consider the imported macaroni as superior to the macaroni produced in this country?

ANSWER.—This feeling prevailed years ago, when practically all of the macaroni produced in this country was

produced from flour made from ordinary wheat. Today all of the high grade macaroni produced in this country is made from durum wheat semolina. It takes the finest quality macaroni made in Europe to come up to the high grade macaroni produced in this country. We are now not only able to grow all the durum wheat we need for making our own macaroni, but we are exporting large quantities to Italy and France where it is used for making macaroni. The imported macaroni is no longer preferred to the domestic macaroni.

"Drier" Rossi on Diet

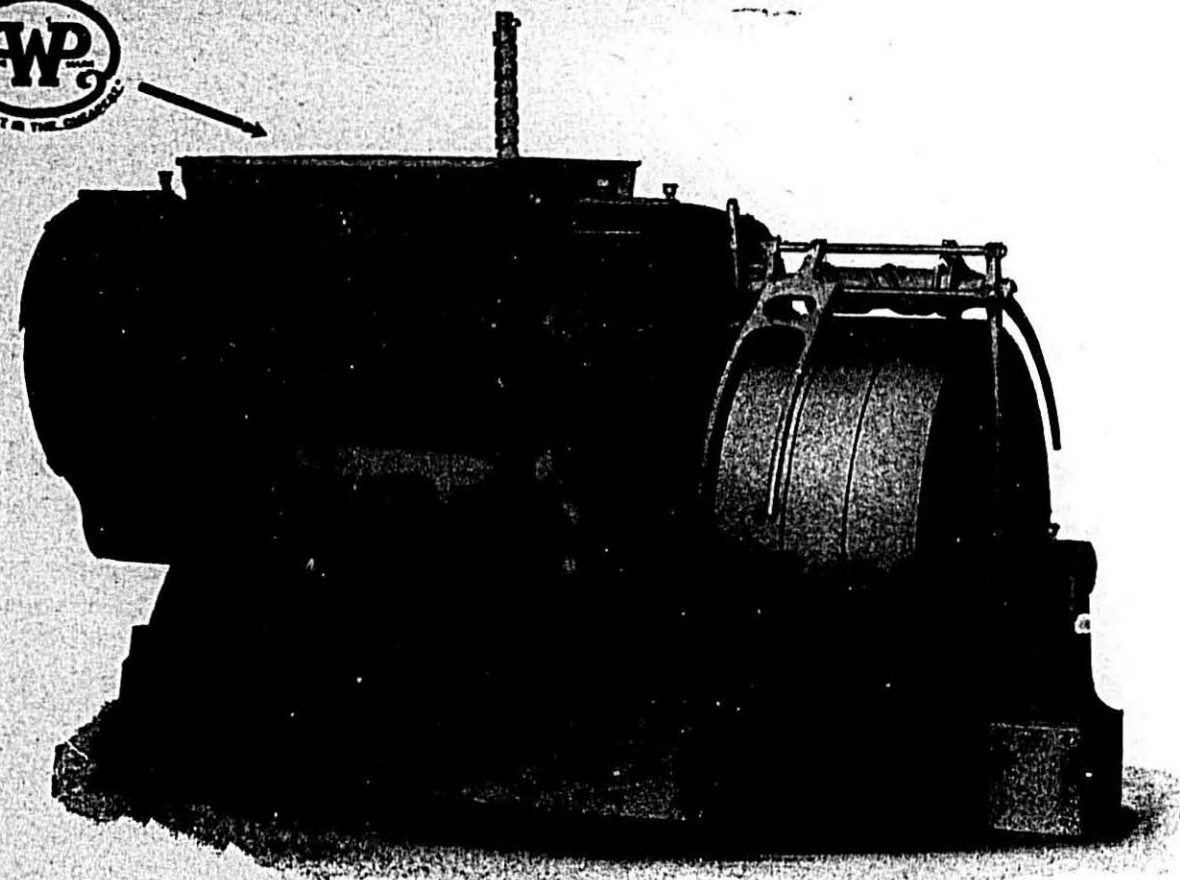
The popular Arthur Rossi of the A. Rossi and Company of San Francisco sends us a news item clipped from a New York paper which he says has caused him to eat his macaroni consumption considerable, relishing this appetizing dish only at the noon and evening repasts and denying himself this luxury at the morning meal. The item referred to is one from London, England, which reads, "Wealthy Italians in London are seeking cures for a newly discovered complaint, described by doctors as 'spaghetti lip'. The con-

stant winding in of long strings of spaghetti causes the lower lip to become elongated and prehensile, like an elephant's trunk. Complete abstinence is advised as the only remedy."

Mr. Rossi, who is a builder of the Rossi drying machines, is always a booster of macaroni as the best balanced food on the market and regrets that he finds it necessary to abstain from eating this food at breakfast because "I have other and better uses for my lips."

Worth Fighting For

Strenuously objecting to the government rules which control the method of distributing macaroni in the province of Catania, Italy, 500 peasants of the little village of Randazzo marched to the municipal offices in an organized demonstration against the system in vogue, and loudly demanded a more liberal share of this necessity. Their demands went unheeded and rioting followed. The authorities immediately took measures to suppress the rioting and as a result seven persons were killed in that little village the last week in July. Many similar "macaroni" riots took place in different sections of that province where the people found



"Uniformity" spurs Demand

YOUR salesmen, your jobbers, your dealers—all look to you for a uniform product: Uniformly excellent, of fine color and even finish.

You can't get uniformity unless your mixing and kneading methods are right.

The "Universal" Kneading and Mixing Machine insures a uniform mix.

Combines the painstaking thoroughness of the skilled hand worker with machine speed. Develops to the full the strength of the flour. Makes a dough of uniformly fine finish and even texture.

Uniformity is the reason why leading macaroni, noodle and spaghetti makers use the "Universal."

Our catalog of machinery for the macaroni trade should be in your file. Write for your copy.

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

Sole Sales Agents for WERNER & PFLEIDERER Machinery

"UNIVERSAL"
Kneading AND Mixing Machines
for the MACARONI trade

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



**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.

themselves in dire needs and in all, except the Randazzo incident, the rioters were dispersed without more serious effect than a few bruises when the carabinieri made their charges. The food situation in Italy is most serious and is engaging the attention of the department of the interior which is seeking means to relieve those in dire distress. Revolution is threatened unless something is done that will insure these Italian peasants at least sufficient food to keep starvation from stalking in.

New Macaroni Corporation

Because macaroni wheat flourishes in the Kansas City trade territory John A. Long, formerly head of a wholesale grocery company, is organizing a \$100,000 corporation to manufacture macaroni products in that city according to Simmons' Spice Mill. Mr. Long, one time president of the City bank, will have several prominent Kansas Citians associated with him in this new manufacturing enterprise. Plans have been laid for the formation of the new company and for erection of the plant as soon as the site can be decided upon and the transfer made.

Italian Chamber Interested

The Italian Chamber of Commerce of New York city was greatly interested in the convention proceedings of the National Macaroni Manufacturers association at Niagara Falls last month. Demands were made by it for copies of the various papers read at the sessions, in which this body showed great interest. Convention matters were handled by Signore Giuseppe Vitelli, vice president of that organization, which includes on its membership roll many of the large macaroni manufacturing concerns in the country's metropolis.

Enlarges Its Durum Unit

The Crookston Milling Co. has about completed construction of a large addition to its durum unit at Crookston, Minn. The building being erected is 72x32 and five stories. Much new machinery is being installed which, with old machinery that is still usable, gives the new mill a capacity of about 800 barrels of semolina daily. In addition the company also operates a wheat flour unit with a daily capacity of 400 barrels. J. J. Padden is manager of the

mill and is supervising the erection which is by the Nordyke & Marmon Co.

New Macaroni Concern

A macaroni manufacturing company recently organized at Memphis has completed erection of a large plant and is now ready to begin production. This new entrant into the macaroni game is the Diamond Macaroni company. J. A. White is president; R. D. Buchanan is vice president and G. L. Vogel is secretary-treasurer of the company. The office and factory is at 507 E. Georgia avenue. The plant is constructed to permit gradual increase in equipment so that its capacity will keep step with the business as it grows.

Canada Gets New Macaroni Plant

A large macaroni manufacturing plant is being erected at St. Catharines Ontario, under the direction of the Dominion Canning company. Machinery has been purchased and a large and spacious building completely equipped with a starting capacity of about 75 barrels a day and capable of an increase to twice that amount with very little change. It is expected that the



The PETERS PACKAGE

for food products and the like

Sanitary and protective, in any size required, produced exclusively by Peters Package Machinery

The success of your product depends upon its flavor, freshness and unimpaired goodness when it reaches the housewife's table.

All of your care and thoughtful consideration in manufacture goes for naught if moisture, dirt and odors are permitted to affect it while it makes its way from your shipping room to the home.

The Peters Package has been a vital factor in the tremendous success of America's largest food manufactures. It has solved the problem of carrying the goodness of their product to the housewife, just as fresh and sweet and good as it left their factories. And it has made possible the increased, low-cost production which the high quality standard of their goods has demanded.

Let us explain in detail, the economy of installing and operating Peters Package Machinery. There's no obligation. Write today.

PETERS MACHINERY COMPANY

209 South La Salle Street
CHICAGO



TRADE-MARK

Frederick Penza & Co.



TRADE MARK

Special Constructors of
**COPPER and BRONZE
MOULDS**

For Macaroni and Fancy Pastes

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

REPAIRING OF ALL KINDS OF MOULDS
We Guarantee the Best Material and Workmanship.

YOU MUST HAVE IT

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

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

PATENTED PINS

OFFICE AND FACTORY

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

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.

plant will be ready to produce about Sept. 1.

Royal Macaroni in Los Angeles

The California Macaroni Co. of San Francisco has opened a permanent office in Los Angeles from which Royal Macaroni will be handled. The new headquarters will be in the Higgins building. W. A. Lehman, for many years a retail grocer of that city, will be in charge. The company has planned an extensive advertising campaign for Royal Macaroni throughout the southern part of the state.—Retail Grocers Advocate.

Infringement Suit

Gaetano Gentile, an employe of the V. Viviano Bros. Macaroni Manufacturing company of St. Louis, who claims to hold patent rights on a macaroni drying plan has started a suit against that concern and asked an accounting for sales of the machine already made, according to court notices from that city. Suit was filed in the United States district court by Gentile for infringement of what he claims are his patent rights.

Fined for Misbranding

In its efforts to compel all food manufacturers to keep within the rulings of the Department of Agriculture, the bureau of chemistry has consistently prosecuted offenders. Three complaints against macaroni manufacturers were decided recently according to announcements made in the "Service and Regulatory Supplement" of July 1 and July 7, decisions being announced by E. D. Ball, acting secretary of agriculture. They are as follows:

6985. *Misbranding of macaroni. U. S. v. Savarese Macaroni Co., a corporation. Plea of guilty. Fine, \$75 and costs. (F. & D. No. 9505. I. S. No. 1689-p.)*

On Feb. 27, 1919, the United States attorney for the District of Maryland, acting upon a report by the Secretary of Agriculture, filed in the district court of the United States for said district an information against the Savarese Macaroni Co., a corporation, Baltimore, Md., alleging shipment by said company, in violation of the Food and Drugs Act, as amended, on or about December 6, 1917, from the State of Maryland into the State of New York, of a quantity of an article, labeled in part "Savoy Brand Macaroni, Contents 10 ozs.," which was misbranded.

Analysis of a sample of the article by the Bureau of Chemistry of this department showed the average net weight of 24 packages to be 8.83 ounces, and the average net shortage 11.7 per cent.

Misbranding of the article was alleged in the information for the reason that the label bore a statement regarding the article and the ingredients and substances contained

therein, to wit, "Contents 10 ozs.," which said statement was false and misleading in that the packages did not contain 10 ounces of macaroni, but contained a less amount thereof, and for the further reason that it was labeled and branded as aforesaid so as to deceive and mislead the purchaser into the belief that said packages contained 10 ounces of macaroni, whereas, in truth and in fact, they did not contain 10 ounces of macaroni, but contained a less amount thereof. Misbranding of the article was alleged for the further reason that it was food in package form, and the quantity of food contained in said packages was less than 10 ounces, and said quantity of food so contained therein was not plainly and conspicuously marked on the outside of the packages in terms of weight, measure, or numerical count.

On Feb. 27, 1919, the defendant company entered a plea of guilty to the information, and the court imposed a fine of \$75 and costs.

6988. *Misbranding of macaroni and spaghetti. U. S. v. The Savarese Macaroni Co., a corporation. Plea of guilty. Fine, \$225 and costs. (F. & D. No. 9513. I. S. Nos. 4461-p, 4462-p, 4463-p.)*

On Feb. 27, 1919, the United States attorney for the District of Maryland, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district an information against The Savarese Macaroni Co., a corporation, Baltimore, Md., alleging shipment by said company, in violation of the Food and Drugs Act, as amended, on or about March 30, 1918 (3 shipments), from the State of Maryland into the State of New York, of quantities of articles, labeled in part "A. & P. Brand Macaroni," "A. & P. Brand Elbow Macaroni," "A. & P. Brand Spaghetti," and "Net Weight 14 1/2 ounces," which were misbranded.

Examination of samples of the articles by

the Bureau of Chemistry of this department showed the following results:

	Average weight (12 pkgs. (ounces))	Average shortage (ounces)	Average shortage (per cent)
Elbow macaroni	.1354	0.96	6.6
Macaroni	.1352	0.98	6.7
Spaghetti	.1333	1.17	8.0

Misbranding of the articles in each shipment was alleged in the information for the reason that the labels of the packages bore the statement, to wit, "Net Weight 14 1/2 ounces," which said statement was false and misleading in that the packages did not contain 14 1/2 ounces of the article, but contained a less amount thereof; and for the further reason that it was labeled as aforesaid so as to deceive and mislead the purchaser into the belief that the packages contained 14 1/2 ounces, whereas, in fact and in truth, they contained a less amount thereof. Misbranding of the articles was alleged for the further reason that it was food in package form, and the quantity of the food contained in said package was less than 14 1/2 ounces and the quantity of food so contained therein was not plainly and conspicuously marked on the outside of the package in terms of weight, measure, or numerical count.

On Feb. 27, 1919, the defendant company entered a plea of guilty to the information, and the court imposed a fine of \$225 and costs.

7049. *Adulteration and misbranding of egg noodles. U. S. v. United States Macaroni Mfg. Co., a corporation. Plea of guilty. Fine, \$25. (F. & D. No. 9591. I. S. No. 16752-p.)*

On May 3, 1919, the United States attorney for the Eastern District of Washington, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district an information against the United States Macaroni Mfg.

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



MOULDS SPECIALISTS

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

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

Specialists in Copper Moulds

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

Work done in American, Italian or French style.

Repairing done at reasonable prices.

International Macaroni Moulds Co.

J. CIRILLO & P. CANGIANO, Props.
Office and Factory, 252 Hoyt St.
BROOKLYN, N. Y.

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.

Co., a corporation, Spokane, Wash., alleging shipment by said company, in violation of the Food and Drugs Act, on or about April 9, 1918, from the State of Washington into the State of Montana, of a quantity of an article, labeled in part "Superior Quality Macaroni * * * Egg Noodles," which was adulterated and misbranded.

Analysis of a sample of the article by the Bureau of Chemistry of this department showed the following results:

	Per cent
Ether extract.....	0.50
Lecithin as P ₂ O ₅	0.022
Color: Tartrazine (S. & J. 94).	

Analysis shows product to contain very little egg solids (less than 1/2 per cent), and also to be artificially colored.

Adulteration of the article was alleged in the information for the reason that a substance, to wit, an alimentary paste containing little or no egg, was substituted in whole for egg noodles, which the article purported to be, and for the further reason that it was a product inferior to egg noodles, to wit, a product composed of an alimentary paste containing little or no egg, prepared in imitation of egg noodles, and was colored with a certain coal tar dye, to wit, tartrazine, S. & J. 94, so as to simulate the appearance of egg noodles, and in a manner whereby its inferiority to egg noodles was concealed.

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

On July 16, 1919, the defendant company

entered a plea of guilty to the information, and the court imposed a fine of \$25.

Tested Macaroni Recipes

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

Macaroni or Spaghetti Loaf

Cook sufficient macaroni to make two cups when done. Drain, add a cup of cut up tomatoes which have been skinned, a cup of chopped English walnuts, two tablespoons of flour, two tablespoons of butter substitute, and toasted whole wheat bread crumbs to make stiff enough to mold into a loaf. Put in greased pan, sprinkle with grated cheese and bake until brown, or for about twenty minutes. Serve with tomato sauce made as for Italian tomatoes.

Tomatoes Stuffed With Spaghetti

Large, ripe firm tomatoes
Cream cheese
Blanched spaghetti
Butter or substitute

Cut a slice off the stem end of tomatoes and scoop out the seeds. Do not peel tomatoes. Sprinkle inside with pepper and salt and fill cavity with

cooked spaghetti. Grate over some cream cheese and top it off with a dice of butter. Arrange tomatoes in baking dish or pan and bake about 30 minutes or until tomatoes are nice and tender.

Green Peppers Stuffed With Macaroni

Large sweet green or red peppers
Tomato sauce
Butter or substitute
Salt and pepper

Blanched macaroni
1 onion
Cheese
Cut stem-end from peppers and remove seeds and ribs. Parboil in slightly salted water for 20 minutes. Drain and fill with blanched macaroni, seasoned with minced onion and little tomato sauce. Grate little cheese over the top and a few buttered crumbs. If like macaroni may be dressed with a little white sauce to which cheese has been added, seasoned with tomato sauce and salt and pepper to taste. Place in baking pan with a little stock and bake till tender, basting frequently.

If you think that the other fellow is getting all the golden opportunities just ask him what he thinks about it.

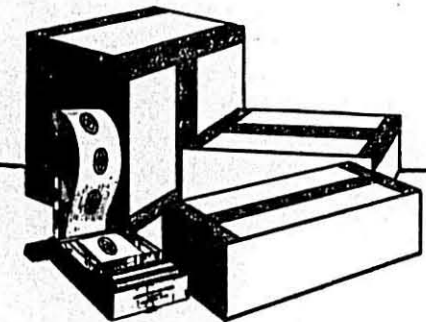
Most men would much rather be shown than laughed at.

Decorative Distinctive and Protective

Liberty Tape, in any desired width or color, and *printed with your trademark*, is a decidedly worth-while decoration for your cartons and cases. It identifies them instantly and makes them traveling advertisements. It also binds them securely and protects them against leakage.

Petty thieves hesitate to break these unreplaceable private seals. May we send you free samples, with full details regarding prices for Liberty Tape—any quantity—plain—or printed in one or two colors? Makers of the Liberty Tape Moisteners.

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



LIBERTY TAPE

Package Macaroni Business FOR SALE

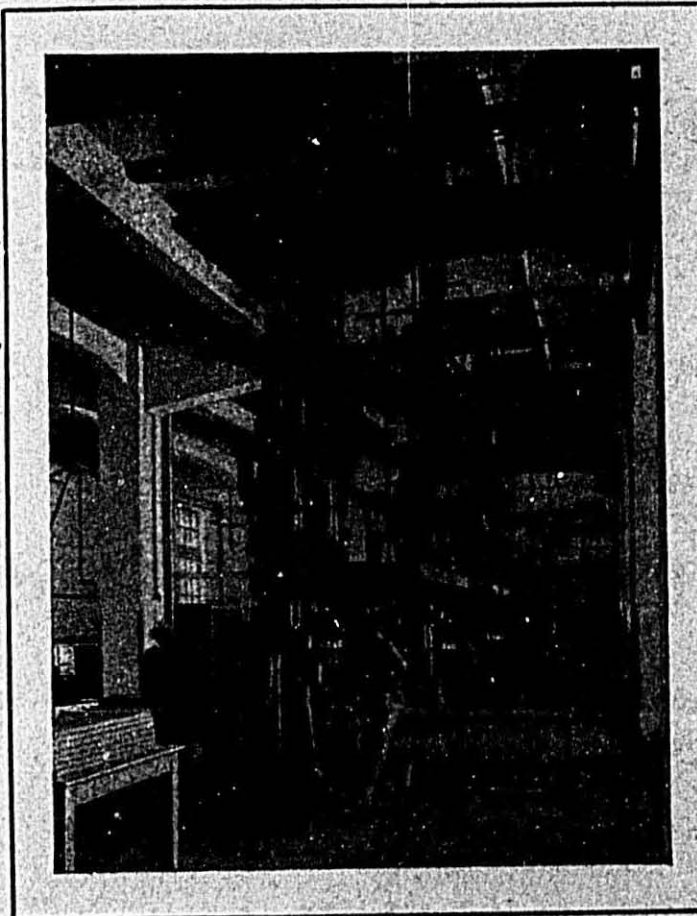
On account of needing the space now occupied by our Macaroni department, for our Bread business, we are closing out this department either as a going concern or in lots to suit the purchaser. The equipment is modern and in perfect condition. Among the principle pieces are the following:

- Johnson Automatic Sealer (Capacity 60 Boxes per minute)
- Alvey Mfg. Company Motor Driven Saw
- Carrier Drying Apparatus
- Walton Hydraulic Press
- Walton Screw Press
- Walton Kneader
- Cevasco, Cavagnaro, Ambrette Horizontal Press

Cable-Draper Baking Company
DETROIT, MICHIGAN

Buhler's Jumbo Vertical Hydraulic Macaroni Press.

The largest press in the world.



We build and equip complete plants for the manufacture of Alimentary Pastes.

Buhler Brothers
UZWIL, Switzerland

SOLE AGENT

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

Grain, Trade and Food Notes

Foreign Wheat Needs

"The general position of wheat indicates that European requirements of this cereal will be liberal—possibly 520,000,000 bushels to about 560,000,000 bushels, and importers will have to rely largely upon North America for these supplies. Crops in Australia and Argentina are now promising better, but the old crops in these respective countries have been about cleared away, and the new crops will not be available until the beginning of next year. With regard to India, the crop in that country will approximate 368,000,000 bushels, but the home consumption will be greater than the prewar average of about 320,000,000 bushels, so that it is not safe to reckon on obtaining more than 30,000,000 to 40,000,000 bushels of wheat from this grower. In addition, the authorities will not permit exports of wheat from India until after October. The food controller of Great Britain has stated that British farmers may obtain fully 140s per quarter for

the coming harvest of wheat. At about the current rate of exchange this approximates about \$3.41 per bushel.

Develop New Rice

Favorable reports have been received by the United States department of agriculture from the south regarding the condition of the extensive plantings made this spring of Acadia and Fortuna rice—new varieties developed by the department at the Crowley rice station in Louisiana, in cooperation with the Louisiana agricultural experiment station. These two rices are among the best selected from a study of more than 2,000 different kinds at the Crowley station. Their importance is demonstrated in part by large yields obtained. Last year under field conditions an average yield of 5,155 pounds of rough rice was obtained from the Acadia on 48 acres and an average of 2,775 pounds of rough rice from the Fortuna on 35 acres of very old land. Both of these records are excellent and

give an indication of the large production which may be expected this year on a much larger acreage, if weather conditions continue favorable. Eventually it is the purpose of the department to make these new varieties of seed available to all growers, through the markets, thereby benefiting them and the industry as a whole.

Subsist Mainly on Dates

East is west so far as the palm is concerned, Hawaii, California, Florida, Cuba, Egypt, Palestine, they all know their palms. Of all varieties none is so dear to the heart as the date palm. We all know its delicious fruit, but few can conceive the desert dweller's love for it for he only can appreciate its grateful shade in the sweltering desert heat. The date palm is always a sure sign of water, for to thrive it must have this. Rising often to a height of 100 feet, it is a haven of refuge to the parched traveler, who knows that to dig near it is to find water. Then there is the d

EVERY SHIPMENT AN ADVERTISEMENT

Make Your "Ads" Talk
By Packing Your Product in

FIBRE and CORRUGATED BOXES

Manufactured by

DOWNING BOX COMPANY

MILWAUKEE WISCONSIN

BAY STATE

DURUM WHEAT

SEMO
LIN
A

AMBER COLOR
GLUTINOUS
CLEAN

OUR MILLING
MAKES EVEN
GRANULATION

WRITE TODAY FOR SAMPLES AND PRICES.

BAY STATE MILLING CO.

MANUFACTURERS OF
DURUM FLOUR
DAILY CAPACITY 1000 BARRELS

WINONA, MINNESOTA

The Charles Boldt Paper Mills

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

CINCINNATI, OHIO

Discriminating Manufacturers

Use Our

PURE DURUM SEMOLINA and FLOUR

Runs Uniform

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

Write Or Wire For Samples And Prices

DULUTH-SUPERIOR MILLING CO.

Main Office DULUTH, MINN.

NEW YORK OFFICE:
Produce Exchange

PHILADELPHIA OFFICE: 485 Bourse Bldg.

BUFFALO OFFICE:
31 Dun Building

PORT HURON, MICH. BRANCH, 19 White Block

BOSTON OFFICE:
88 Broad Street

licious fruit to be considered, too. Many of us know the date as a luxury—sometimes stuffed or otherwise, but a considerable part of the inhabitants of Egypt, of Arabia and Persia, subsist almost entirely on its fruit. They boast also of its medicinal virtues. Then the camels feed upon the date stones.

Durum and Marquis

The popularity of marquis wheat is still gaining in the spring wheat states. This variety contributed 67.8 per cent of the spring wheat crop of 1919 in Minnesota, 47.5 per cent in North Dakota, 63.8 per cent in South Dakota, and 71.4 per cent in Montana. It was hardly in evidence in the sowings of 1914. The yielding quality of the wheat is greater than that of any other variety except durum, a variety that is gaining in popularity, although less than marquis.

Raise Bread Prices in France

According to announcement July 1 in the Chamber of Deputies by Minister of Commerce Isaac, the price of bread in France will be raised to 1 franc, 30 centimes per kilo and that of wheat to

100 francs per hundred weight. Scarcity of grain, high cost of labor and uncertain transportation are given as causes for increase.

Sicily Wheat Crop Fails

The wheat crop of western Sicily is a failure. The severe drought of the past few months has so affected the grain that a yield of no more than 300,000 tons, or a little more than one-third of the normal crop, is expected. This may be in part offset by increased acreage in many parts of the island where the lack of bread has at times approached famine conditions and induced the population to devote more land to wheat than it has done heretofore. Reaping is already underway in the more advanced fields, and although conditions vary according to the irrigation and subsurface water available, the kernels as a rule are poorly filled out. The failure of the wheat crop carries profound economic and political consequences for Sicily, where the population has as its principal article of diet wheat in the form of macaroni and bread. The government has for the past year been importing large

quantities of wheat, chiefly from America, and selling it at a heavy loss to alleviate the prevailing distress. It now seems that this policy will probably have to be continued another year at least on an even more extended scale.

DON'T BE LONESOME

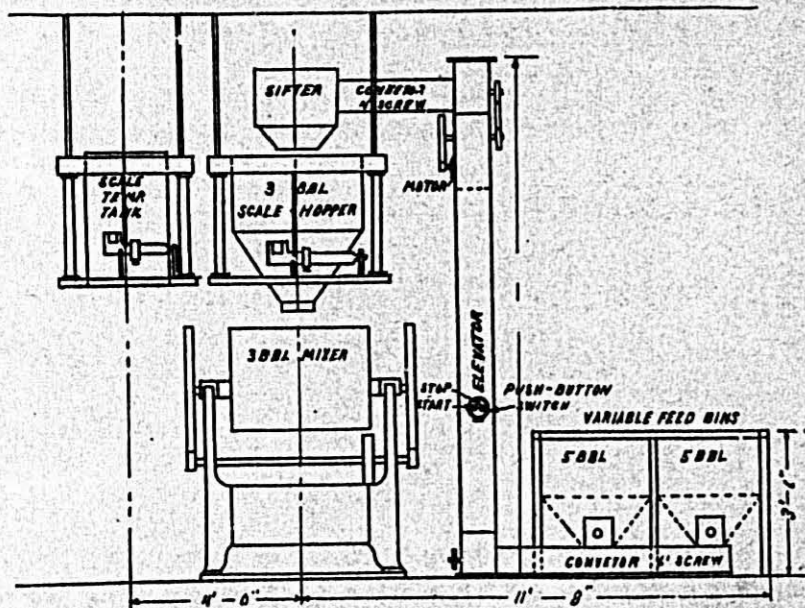
"Smile and the world smiles with you; knock and you go alone; for the cheerful grin will let you in where the knocker is never known. Growl, and the way looks dreary; laugh, and the way looks bright; for a wholesome smile brings sunshine, while a frown shuts out the light; sing, and the world's harmonious; grumble, and things go wrong; and all the time you are out of rhyme with the busy, bustling throng. Kick and there's trouble brewing; whistle and life is gay, and the world's in tune like a day in June, and the clouds all melt away."

Men are valuable just in proportion as they are willing to work in harmony with other men.

Some footprints in the sands of time are pointed the wrong way.

Champion Automatic Flour Sifting & Weighing Machine

EFFICIENCY—ECONOMY—DURABILITY



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

CHAMPION MACHINERY COMPANY,

JOLIET
ILLINOIS

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.

Quality Caddies

for safety in transit, attractive display and ease of access on your Dealers' shelves.

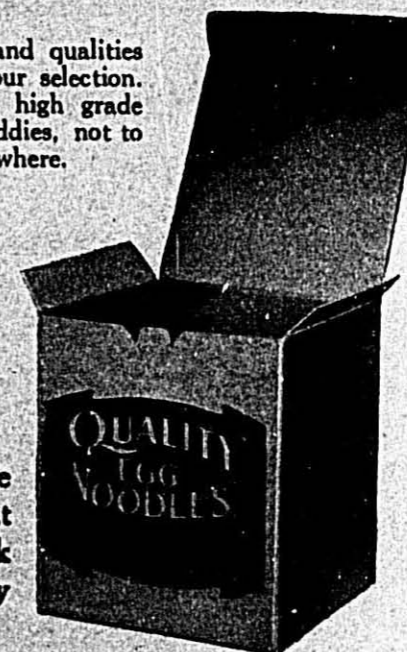


Telescope
Cover Gelatin
Front Display
Caddy

This is the better, cleaner way to pack and sell bulk Macaroni, Noodles, Vermicelli, etc. Your product is kept clean and fresh and presents an attractive appearance when packed in Quality Caddies, which open easily and close securely.

You will require a sample of our Caddies to appreciate their great strength, beautiful printing effects and superiority.

Many kinds and qualities are ready for your selection. We specialize in high grade White Enamel Caddies, not to be duplicated elsewhere.



One-piece
Blind Front
Lock-Tuck
Caddy

For Caddies, Cartons or Corrugated and Fibre Containers—see our samples before you buy.

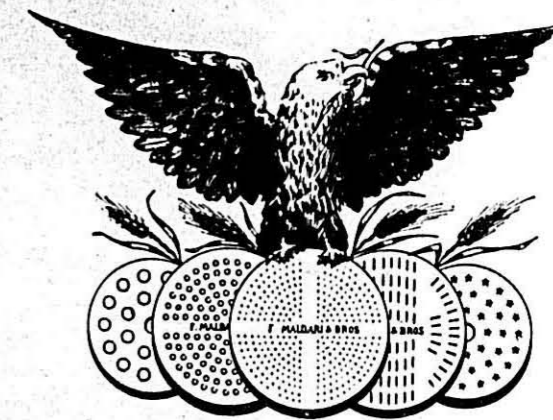
HUMMEL & DOWNING CO.

Paper Mills, Box Plant & General Offices
Milwaukee, Wisconsin, U. S. A.

CHICAGO
ST. LOUIS

Sales Office
DETROIT
MINNEAPOLIS

DENVER
COLUMBUS



**The Dies
That Have
Stood the Test**

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

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

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

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

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

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

F. Maldari & Bros.

(ESTABLISHED 1903)

127-129-131 Baxter Street NEW YORK CITY

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

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

ASSOCIATION OFFICERS

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Minneapolis, Minn.
BEN F. HUESTIS First Vice President
Harbor Beach, Mich.
LEON G. TUJAGUE Second Vice Pres.
New Orleans, La.
M. J. DONNA Secretary
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Cleveland, Ohio

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C. F. MUELLER, JR. Jersey City, N. J.
H. D. ROSSI Braidwood, Ill.

Vol. II August 15, 1920 No. 4

Certified Audit of Association Accounts

In conformity with the recommendation of the auditing committee of the National Macaroni Manufacturers association made at the recent convention of that body and accepted by motion, a complete audit of the accounts of the Association as shown by the records of the Secretary was made by Wolf and Company, certified accountants of Chicago whose report to President James T. Williams is given herewith.

July 23, 1920

Mr. James T. Williams, President,
National Macaroni Mfgs. Assn.
Minneapolis, Minn.

Dear Sir:—

At the request of the Secretary of your Association, Mr. M. J. Donna, we have examined the books and records of the National Macaroni Manufacturers Association, Braidwood, Illinois, and submit herewith our comments thereon together with a statement of funds on Exhibit "A".

A detail check of checks received and cash disbursements was made by us. We were unable to check the cancelled

checks as same are in the possession of your Treasurer at Cleveland, Ohio. We made various test checks of charges to members and subscribers for subscriptions, advertising and Association dues, also test checks of money received from the above sources.

Your accounting procedure was examined by us and we cannot recommend any radical changes therein under existing conditions; all information concerning the affairs of the Association being readily obtainable from the existing records.

Yours truly,
Wolf and Company,
Accountants.

National Macaroni Manufacturers Association, Braidwood, Ill.

Statement of Income and Expenditures
ASOCIATION FUND
May 31, 1920.
Balance on hand May 31, 1919 \$1,184.19
Received for dues 2,165.00
\$3,349.19

EXPENDITURES

Secretary's salary and miscellaneous exp. \$2,227.61
Printing 44.20
James T. Williams, expenses 299.03
Convention expenses. 116.26
Incorporation expense. 219.00
Executive committee expenses 57.54
\$2,963.59
Balance May 31, 1920 \$ 385.60

JOURNAL FUND

Balance on hand May 31, 1919 None
Received for subscriptions \$ 305.05
Received for advertising 8,688.75
\$8,993.80

EXPENDITURES

Editor's salary and miscellaneous exp. \$2,262.03
Publishing 5,246.08
Clippings and paper subscriptions 52.16
\$7,560.27
Balance May 31, 1920 \$1,443.53
Total in general fund, May 31, 1920 . . . \$1,819.13

TRAFFIC FUND

Balance on hand May 31, 1919 None
Received from National Advertising Committee \$2,000.00
\$2,000.00

EXPENDITURES

Services and expenses of traffic expert . . . \$1,834.87
Balance May 31, 1920 \$ 165.13
Total balance in bank May 31, 1920 . . \$1,984.28
Accompanying and forming a part of our report on previous page.

Queries and Answers

Question: 1—"A subscriber of ours residing at Porto Rico, W. I., desires information concerning place where he could learn to make alimentary paste. Do you know where he could receive the instruction he desires or whether there are any books available on the subject," asks the Bakers' Helper of Chicago.

2—"For our own information will you tell us what 'alimentary paste' is and what it consists of?"

Answer: 1—We know of no book or school that teaches alimentary paste manufacture except the school of experience.

The only way your Porto Rican friend could hope to learn this business is to get employment in a plant and get first hand information.

2.—By alimentary pastes is meant practically all macaronic foods, such as macaroni, spaghetti, noodles, etc., composed of highly glutinous wheat ground into semolina or farina, preferably durum wheat.

Patents and Trade Marks

Keystone

The trade mark "Keystone" for use on macaroni, spaghetti and noodles was registered by the patent office according to announcement July 6. Exclusive rights for its use were granted Paul Francis Skinner of Omaha who filed claim on Jan. 27, 1920, and claimed use since Oct. 25, 1919.

Grain Corporation Surplus

The treasury will receive \$350,000,000 as a result of the action of the stockholders and directors of the United States Grain corporation in voting to return this money and reduce the capitalization of the corporation from \$500,000,000 to \$150,000,000. This first step in the liquidation of the corporation returns to the treasury \$350,000,000 in the same fiscal year in which it was withdrawn, and is the total amount drawn from the treasury by the corporation of the one billion dollar appropriated for its use by congress on March 4, 1919. The \$150,000,000 original capital of the corporation will be returned to the treasury in full in the final liquidation of the corporation now in process.

WANT ADVERTISEMENTS

Five cents per word each insertion.

WANTED—Superintendent position by young Italian, 15 years' experience in macaroni plants in Naples district, Italy. Unable to speak English. Expert manufacturer, and willing to please. Address Joseph De Simone, 917 S. Eighth St., Philadelphia.

WANTED—HELP FROM MEMBERS. Secretary's letter of August 9th. Boost Association and Industry.

WANTED

To purchase used macaroni and noodle machinery. Must be cheap and good condition. Chas. Goetzman, 238 Powers, Rochester, N. Y.

FOR SALE

2 Vertical Hydraulic Presses Cevasco Cavagnoli Ambrette dia. 1 1/4" with automatic pack double cylinder with dies; 1 Horizontal Hydraulic Press, same made for short good double cylinder, with dies; 1 Vertical Water Screw Press 17", with dies; 1 Vertical Water Screw Press 13 1/4", with dies; 1 De Franco Knider 1 Bl.; 2 Knider Cevasco Cavagnoli Ambrette 1 Bl.; 1 Knider Cevasco Cavagnoli Ambrette 1 1/2 Bl.; 1 Mill. For particulars inquire to American Macaroni Dies, Inc., Atlantic Ave., Brooklyn, N. Y.

John J. Cavagnaro

Engineer and Machinist

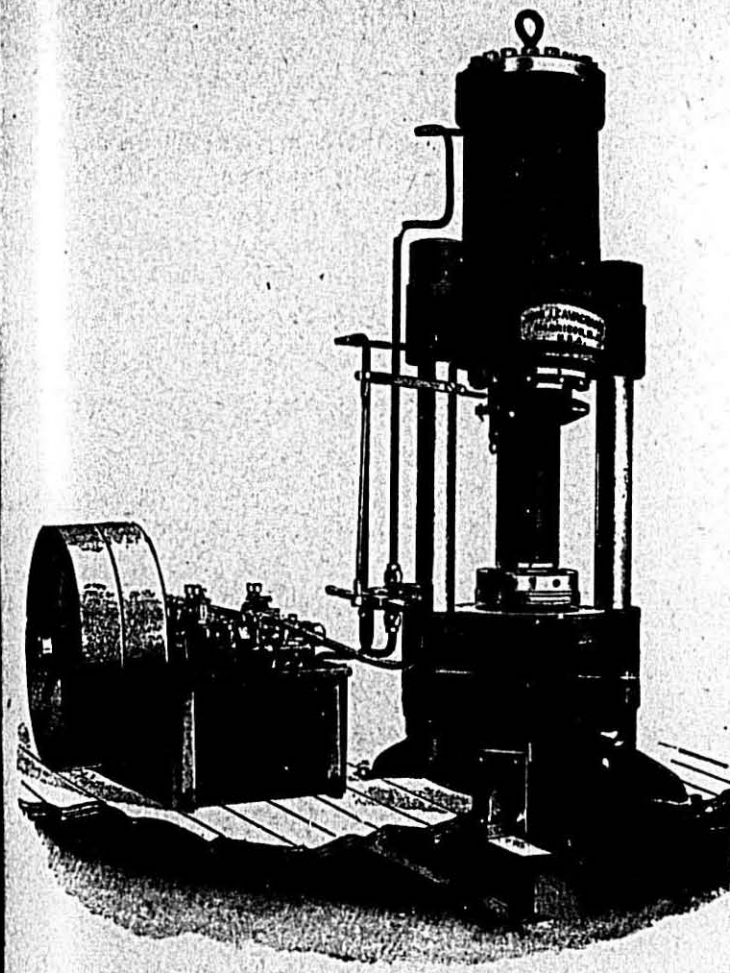
Harrison, - - - - N. J.
U. S. A.

Specialty of

MACARONI MACHINERY

since 1881

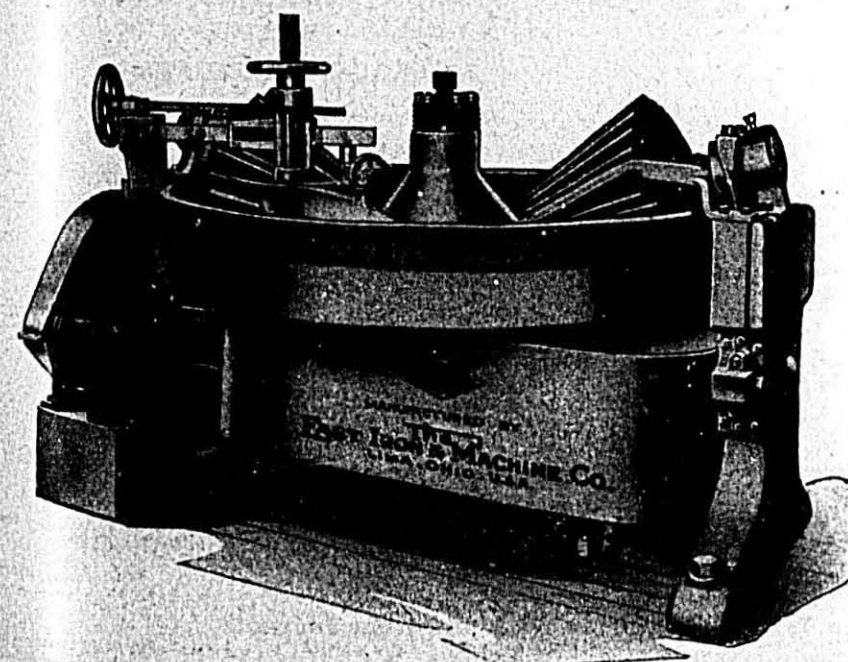
N. Y. OFFICE & SHOP
255-57 CENTRE STREET, N. Y.



The "Eimco" Kneader

The kneader you need to knead the dough.

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



The New "Eimco" Macaroni Dough Mixer

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

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

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

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

WHERE TO BUY

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

SEMOLINA AND FLOUR

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

MACARONI SAUCE

Workman Packing Company, San Francisco.

EGGS AND YOLKS

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

MACARONI MACHINERY

KNEADERS

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

MIXERS

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

DRIERS

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

PRESSES (SCREW & HYDRAULIC)

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

DIES AND MOULDS

American Macaroni Dies, Inc., Brooklyn.
 A. Costa Bros., Chicago, Ill.
 International Macaroni Moulds Co., Brooklyn.
 F. Maldari & Bros., New York, N. Y.
 Frederiek Penza & Co., Brooklyn, N. Y.

FLOUR SIFTERS AND WEIGHERS

Champion Machinery Co., Joliet, Ill.

CARTONS

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

LABELS

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

PACKAGING MACHINES

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

GUMMED TAPE

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

SHOOKS

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

ARCHITECT

Richard Griesser Schiller Bldg., Chicago, Ill.

THE QUICKEST WAY

TO SELL

Your Plant

TO BUY

A New One

TO GET

Efficient Help

TO DISPOSE OF

Idle Machinery

is by placing a **Small Display Ad or a WANT AD in the New Macaroni Journal.**

IT COSTS LITTLE AND BRINGS GOOD RESULTS.

TRY ONE NEXT MONTH.

Adopt for yourself the personal idea of thrift—right saving and thoughtful spending. Include your country's financial welfare by using the National Thrift idea—War-Savings Stamps. Think of yourself and your earning power as a National Asset. There is no finer patriotism than this.

There were 355 autos stolen in Detroit alone last September, and 111 stayed stolen. The Ford will never be a complete success till Henry makes a model that can be folded up and put in the pocket when not in use.

A dime to many a young American does not mean 2 nickles or 10 pennies. Money to American youth has value only in that it immediately buys something. Money spent unwisely is gone forever; money in Thrift Stamps and W. S. S. returns more.

FOUND AT LAST!

A Stimulant For Your Paste Business

If you want to increase your paste business enormously and reduce your selling cost to a minimum, communicate with us at once. We are able to pack for you under your private brand a most delicious and appetizing ready prepared "macaroni sauce" at a cost you a handsome sauce is composed of twelve different ingredients imported perfectly blend-used in the home lifelong friend. This sauce will positively keep and will never or disintegrate.



Distributors wanted in the following states only:

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

Workman Packing Company

428-472 7th Street, San Francisco, Calif.,

U. S. A.



Durum
Semolinas

Durum
Patents

Pillsbury's Durum Products

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

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

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

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

Pillsbury's Durum Fancy Patent
Pillsbury's Durum Flours

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

Pillsbury Flour Mills Company
Minneapolis, Minn.

BRANCH OFFICES:

Albany
Altoona
Atlanta
Baltimore
Boston
Buffalo

Chicago
Cincinnati
Cleveland
Detroit
Indianapolis
Jacksonville

Los Angeles
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