

**THE NEW
MACARONI
JOURNAL**

Vol. 3, No. 11

**March 15,
1922**

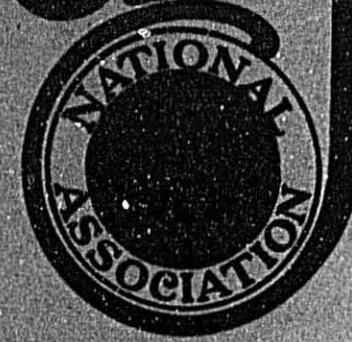
The New
Macaroni Journal

Minneapolis, Minn.

March 15, 1922

Volume III

Number 11



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

Sound Advice to Supply Firms

The ADVERTISING VALUE of any publication DEPENDS upon the PURCHASING POWER of its readers.

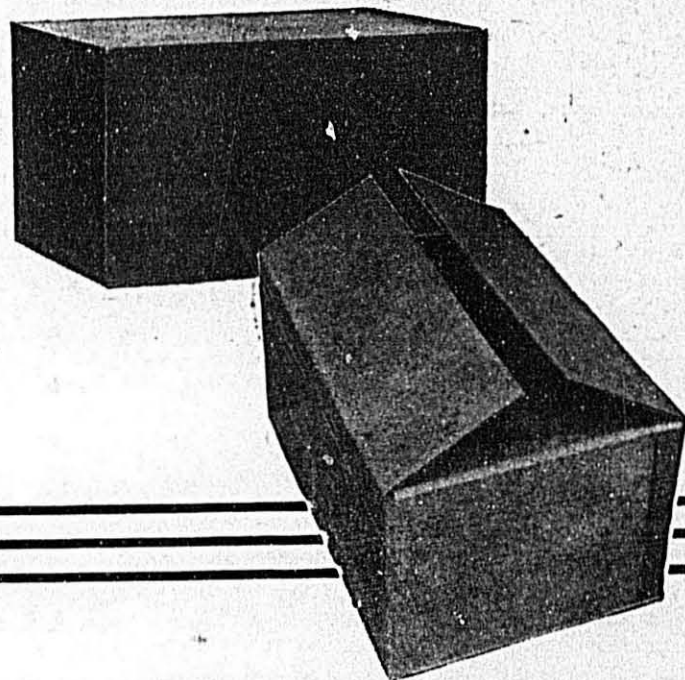
The *New Macaroni Journal* reaches practically EVERY manufacturer of ALIMENTARY PASTES in UNITED STATES and CANADA and EVERY ONE of its readers has a real PURCHASING POWER.

These spend MILLIONS in buying RAW MATERIALS, MACHINERY EQUIPMENT and SUPPLIES and PRODUCE all the macaroni and noodles made on this continent.

This statement of FACTS will merit your careful consideration in selecting an advertising medium to cover this field otherwise hard to reach.

Let the *New Macaroni Journal* help put you in touch with this REAL BIG PURCHASING POWER.

Red Gum
Shooks



Corrugated and
Solid Fibre Boxes

“CHICAGO MILL”

Macaroni Boxes

Red Gum
Shooks

Corrugated and Solid
Fibre Boxes

Odorless, Clean and Bright
One Piece Sides and Top

Built to Tested Strength
especially for Macaroni

Prompt Delivery

Interesting Prices

CHICAGO MILL AND LUMBER COMPANY

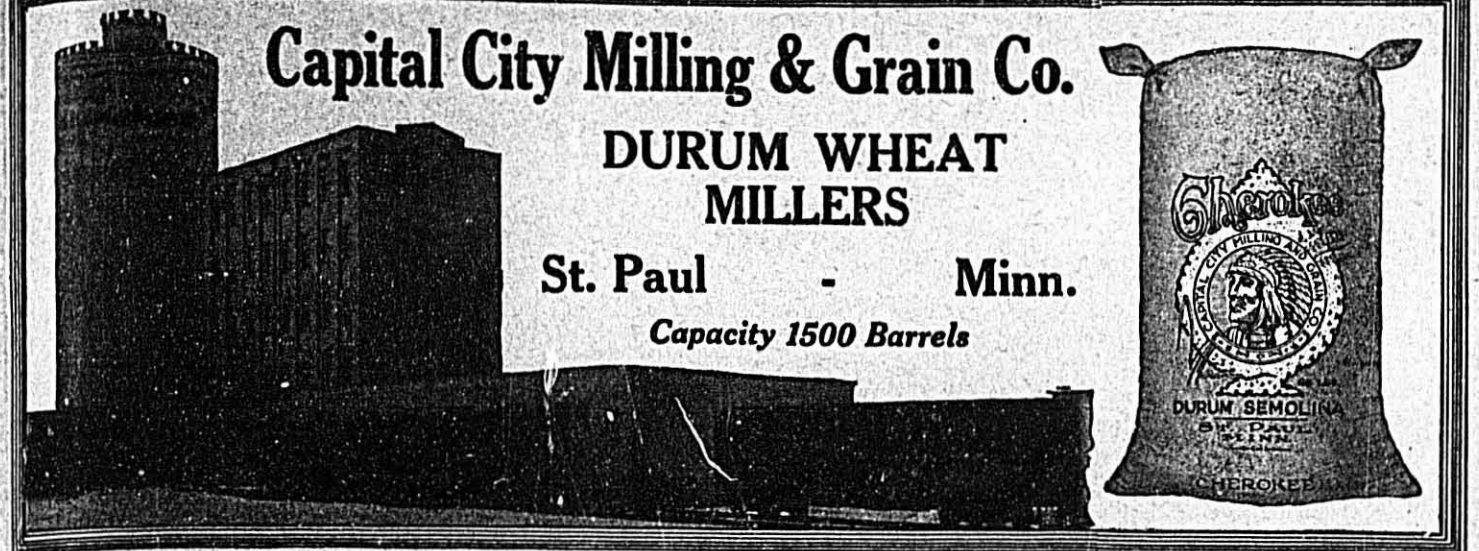
Executive Offices: Conway Building
CHICAGO

“CHICAGO MILL”

Every Type of Box



in General Use



Capital City Milling & Grain Co.

DURUM WHEAT MILLERS

St. Paul - Minn.

Capacity 1500 Barrels

SEMOLINA and FANCY PATENT FLOUR

from

DURUM WHEAT

Quality

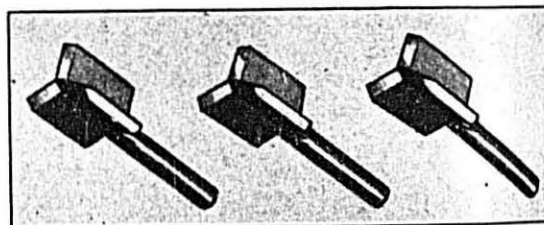
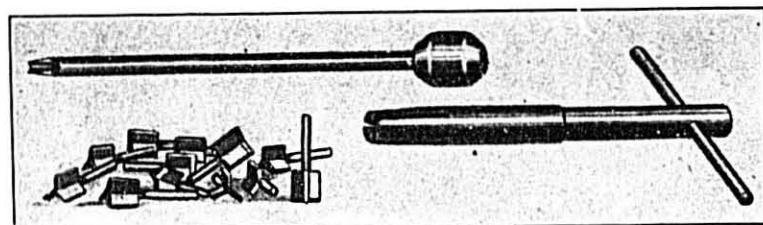
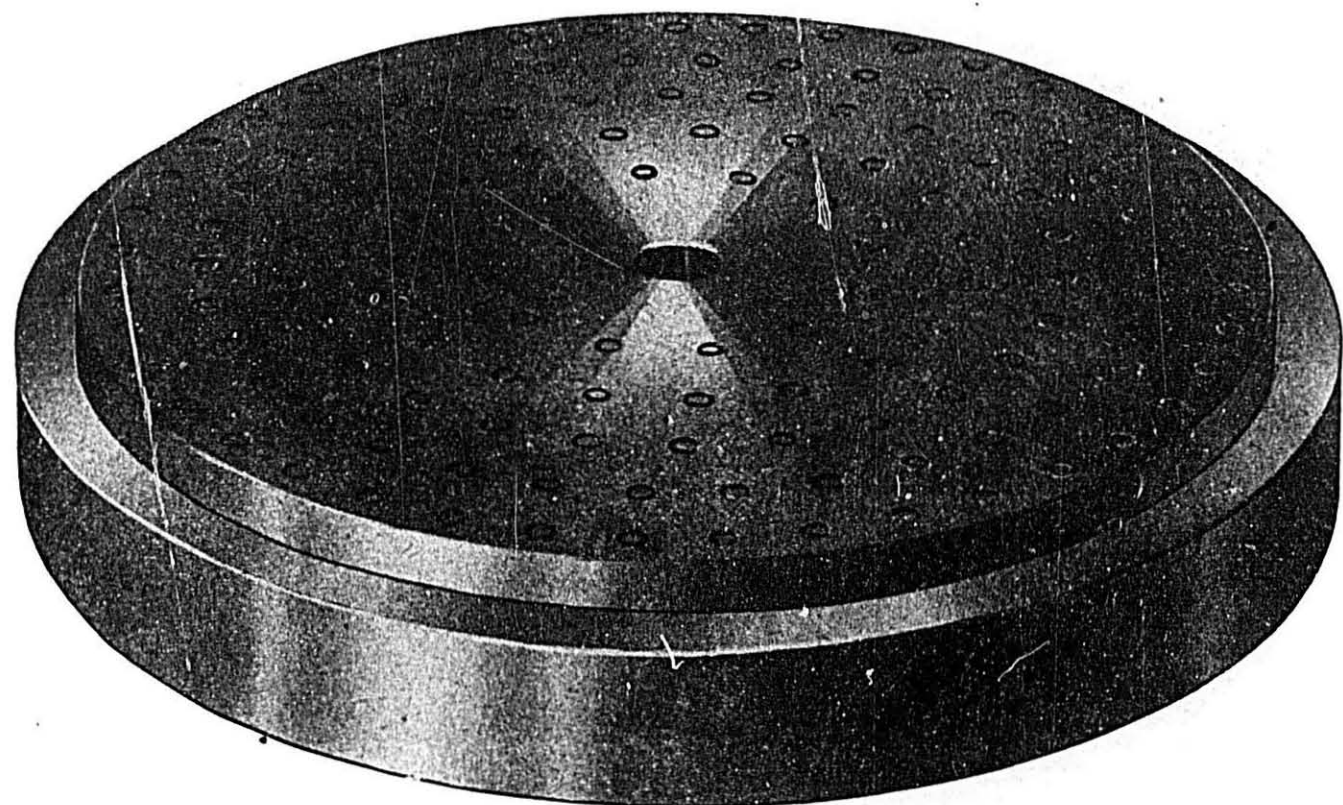
Guaranteed

*Ask for Samples
and Delivered Prices*

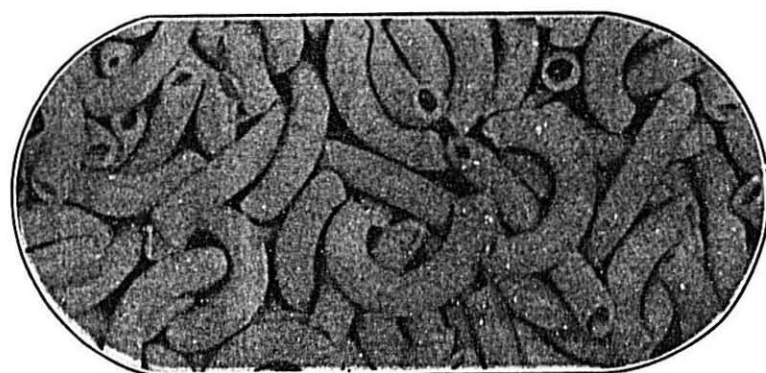
Capital City Milling & Grain Company

ST. PAUL, MINNESOTA

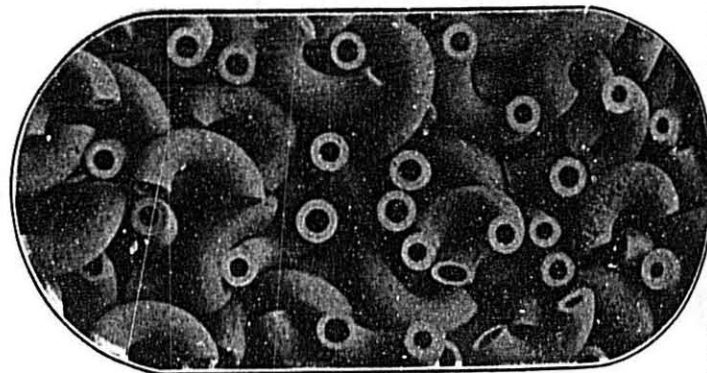
A Modern Elbow Bronze Die WITH REMOVABLE PINS



10% Extra Pins are furnished with each die and keys to remove them in a very simple manner.



THE OLD AND INCORRECT WAY



AND OUR MODERN AND CORRECT WAY

Compare these prices with other manufacturers and see if it will pay you to make Modern Elbows.

Diameter of Press	8 in.	9 in.	10 in.	13 1/2 in.	14 in.	Size of Elbow from 1/2 to 1 1/2 of an inch
Regular Prices	\$40.00	55.00	72.00	145.00	150.00	
Present Prices	34.00	46.75	61.20	123.25	127.50	

Modern Macaroni Moulds Manufacturing Company, Inc.
Factory—77-79 East Avenue LONG ISLAND CITY, N. Y. Office—60 Jackson Avenue

Hummel & Downing Co.



Shipping Containers, Caddies and Folding Cartons.



May we have your inquiry when interested in Containers, Caddies or Cartons?

We serve many of the country's foremost users.

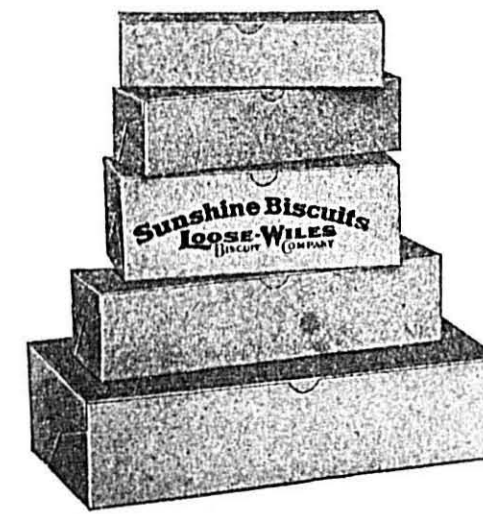
We control our raw material supplies from tree to finished product.

Capacity 200 Tons Daily

Hummel & Downing Co.
MILWAUKEE, WIS.



Service Offices—
CHICAGO
DETROIT
KANSAS CITY
DENVER
MINNEAPOLIS



CARTONS

— with selling value



WE design and print cartons that give goods as strong an identity as marks men and women. We give them selling force through the right handling of color. And we make them fit your product as a glove fits the hand. This, at small cost and with fifty years of experience that insures the best of workmanship. Write us your needs. We will be glad to figure on large or small runs.

**The United States Printing
and Lithograph Company**

Color Printing Headquarters

8 BEECH STREET, CINCINNATI

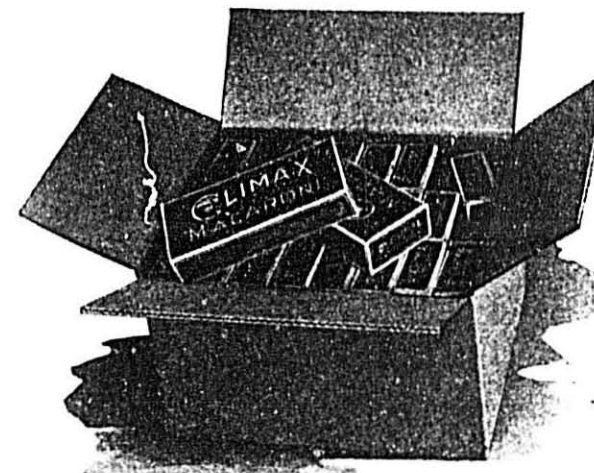
Greater Economy—Better Service

H & D Boxes for Macaroni Shipments

YOU can save money by packing your goods in *H & D Corrugated Fibre Boxes*. Their cost is small. They are lightweight and reduce transportation expense. They come folded flat, requiring far less storage space. They are air, damp and dust tight and keep your goods in perfect condition. They are clean, easily and instantly assembled and are made strong enough to carry your heaviest shipments with safety. Considered from any angle *H & D Boxes* are the most economical and serviceable shipping containers you can buy.

Tell us your requirements and specifications and let us quote you prices. A trial order will convince you of our ability to save you money and to serve you best.

A&D Corrugated Fibre Shipping Boxes



**The Hinde & Dauch
Paper Co.**

220 Water Street

Sandusky, Ohio

Canadian Address

King St. Subway and Hanna Ave.

TORONTO, ONTARIO

WE have completed purchase and are now operating the *Yerxa, Andrews & Thurston* Mill. We will continue the identical high milling standards and offer the same high quality Durum Wheat Products under the same brands that have made this mill famous and its products most popular with the Macaroni Industry.

The Brands will be sold through the same representatives as formerly.

Wire for Prices:

Minneapolis Durum Products Co.

B. B. Sheffield, *President*
W. H. Sudduth, *Vice President*
W. D. Gregory, *Secretary*
W. J. Russell, *Treasurer*

**Address: Flour Exchange,
MINNEAPOLIS, MINN.**

MACARONI JOURNAL

Specialization Versus Generalization

In business of every class, either production, distribution, or consumption, specialization is the order of the day. This applies equally as much to trade journals as it does to manufacturing, and, in the same ratio that it applies to the above, it also applies to advertising. Special advertising to special groups is now uppermost in the minds of national advertisers and of going advertising agencies. Successful business men and progressive advertisers are discarding "generalization" for the more generally accepted theory of special attention to special cases.

Recognizing this growing tendency, this irresistible trend toward specialization, the leading minds in the alimentary paste manufacturing industry conceived and later brought into being this publication, The New Macaroni Journal, that specializes in all matters of particular interest to an industry that remained neglected for so many years. It was launched in May 1919 for the sole purpose of promoting the interests of those engaged in this peculiar work and to enhance the welfare of the various trades allied with it.

That its promoters acted wisely may best be judged by the success this publication has already attained in the short time of its existence. Regularly it carries a wonderful array of large size advertisements by firms closely allied and directly interested in this trade. Advertisements therein have grown steadily in importance and messages of great value have been carried from advertiser to reader, until today the publication is looked upon by the trade as one of the most dependable and reliable buying guides.

It is filling a long felt want in the industry and its advertising pages afford durum millers, macaroni machinery builders, carton and box manufacturers, eggs and molds supply houses, and many others dealing in materials essential to the industry, the welcomed opportunity of direct contact with a large buying group that is difficult to interest through general publications.

General advertising is important and in a few isolated cases is of interest to our manufacturers; but special advertising is the foundation on which a successful business relationship is built. Naturally it benefits most those who have a special product used in a particular group.

Advertising such as is usually found in trade journals of all classes has been termed "selective advertising" as these mediums enable the advertiser to choose his own readers in any given class or occupation and make it possible for him to talk to this market in its own language and about things in which it is directly interested. Years of experience have convinced students of advertising that practically every live, progressive and worth while man in the industry reads and is often influenced by advertisements carried in the periodical especially devoted to his trade.

There is some complaint from short sighted advertisers that the multiplication in number of special trade journals, though each does attend strictly to its own particular business, greatly increases the number of publications one must enter in order to cover fields that advertisers usually aim to interest. While this may be true to a slight extent, on the other hand it gives him pointed advertising aimed at a special group, and serves to concentrate his fire where it will bring the best results.

Take this Journal for instance. It is the only medium through which the macaroni industry can be directly interested, having for its sole aim the doing of things that will help its readers and the promotion of most beneficial business relationships between manufacturers and advertisers. Every month it goes to practically 100% of the industry, carrying editorial of direct interest to its readers and arousing interest in the advertisements carried therein.

As an indication of what is meant by "selective advertising"—a miller for instance might decide to advertise to macaroni manufacturers in some flour magazine. A few manufacturers may be readers thereof, but since that special magazine is directly interested in flour and not in semolina very little interesting editorial would be carried by it. Lacking the attraction of good, interesting editorial, that particular publication fails to enthuse the reader to a thorough perusal of that publication and the advertiser naturally loses the object aimed at. Macaroni machinery builders find at their service some very good mechanical and engineering journals that serve well for advertisements of a general character, but how many macaroni manufacturers, the real users of machinery of this kind, are sufficiently interested in machinery in general to give very much attention to these all-embracing publications?

The same is true of the macaroni molds manufacturers. Where would they advertise their wares were it not for the opportunity our trade journal offers? Then we have the shoo makers, the carton manufacturers, the container people, the dried and whole egg dealers, the truck builders, and many similar trades especially interested in supplying our industry. Happily through the New Macaroni Journal, through specialization, they are enabled to reach this industry completely and at a cost even much less than in general trade papers that unintentionally "Scatter the Shot."

The trade journal has been given a fair trial and that there is room for it in most industries is no longer a cause for debate. It rests solely with those who have the goods or service to sell and those who are in the market to be brought together for their mutual welfare. This the New Macaroni Journal tends to do so far as the macaroni manufacturing industry is concerned, and it places in the hands

of those supplying the industry a selected advertising service that is considered by many as almost invaluable.

Manufacturers who are not fully sold on this specialization theory should study it thoroughly and, through cooperation that is always essential in making a business paper successful, bring into the fold many advertisers that are either unaware of the existence of this particular publication or,

not knowing its advantages, have as yet failed to tie up with a movement that would spell success to them and bring benefit to those they serve.

The New Macaroni Journal is the spokesman of this industry and through it the large buying power, which annually reaches millions of dollars, may be reached convincingly.

Scores Hit at Exposition

The American Beauty Macaroni company of Denver scored a decided hit at the annual event of the Colorado Manufacturers Industrial Exposition the last week in February in Denver according to press reports. Miss Joy Lutz, representing this macaroni manufacturing concern, was declared one of the three most beautiful and representative figures in the exposition. She was made up to represent a leading American stage beauty and in the final exhibit carried a large bouquet of American Beauty roses truly emblematic of the firm she represented.

The 1922 show was the most pretentious and comprehensive exposition of the kind ever presented in the west and spoke well for the aggressive character and true ability of Colorado's commercial and industrial enterprises. Though it was the only macaroni manufacturer entered, the American Beauty Macaroni company upheld the honor of the industry in every respect.

At the exposition building, the American Beauty Macaroni company had erected an imposing booth bedecked with American beauties. In this booth were exhibited all the various forms of alimentary pastes manufactured by the company, and beautiful and entrancing demonstrators taught thousands how best to prepare this most economical and nutritious food and its accompanying sauce. Between 28,000 and 31,000 persons were served with macaroni, noodles and spaghetti prepared with the American Beauty macaroni sauce. In addition about 50,000 blotters and recipe books were distributed to the exposition visitors.

To stimulate the interest of the consumers in the different firms exhibiting, each industry was represented by a Princess, introduced nightly on a large stage by the Goddess of Industry. Some two dozen Princesses, splendidly attired and typifying the industry each represented, were thus introduced to the gathered thousands, a publicity worth thousands of dollars to each exhibitor.

The officials of the company are elated over the success of their entry and with the whole exposition as it placed them and their goods before prospective consumers as each performance was held under the auspices of either the Denver Women's Organization or the Denver Housewives League.

Macaroni in Schools

Macaroni or spaghetti with cheese is frequently served by the Parent-Teachers association that has assumed the duty of providing nutritious foods to the students of the high schools in Providence, R. I. The lunch room is in charge of the trained dietitian, Miss Ruth Cummings, and so popular have the luncheons become that it has more than justified the hopes of the backers, whose only aim is to provide nutritious and satisfying meals at cost. "More nutriment for less money" is the slogan under the new regime. These properly cooked and daintily prepared meals give the students the exact number of vitamins and calories best suited for student life. So popular have they become that home luncheons have practically been discarded.

In addition these school lunch rooms provide to domestic science classes the practical work and the proper preparation and serving of the various dishes and as a result the attendance to these classes has greatly increased. In most cases it is manifested that the proper amount of protein necessary for body building may be obtained from other foods than meats; macaroni and cheese, or rice and milk, being particularly recommended for this purpose.

The movement for hot school lunches is gaining popularity in many sections of the country and macaroni manufacturers should not overlook the opportunity offered for the education of the younger generation in the more frequent use and better preparation of macaroni products on the ordinary American home menus.

The assistance of the dietitian in charge, which is not difficult to obtain, because of her knowledge of the high

food value of macaroni products, should be enlisted whenever possible in the different schools throughout the district covered by any particular firm.

Misbranding

9878. Adulteration and misbranding of noodles. U. S. v. Lee Lan, Lee Ching Hong, Lee Tung, Lung Pon, Leong Kong, Fong Jung, Lee Kow, Lee Pong, Lee Fook, Lee Dat Chow, Lee Wing, Mark Chung Mong, (One Wah, Lee Leong, and Lee Young Lew (Yat Gaw Min Co.). Pleas of guilty. Fine, \$25. (F. & D. No. 14534. I. S. No. 19711-r.)

On May 21, 1921, the United States attorney for the Southern District of New York, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district an information against Lee Lan, Lee Ching Hong, Lee Tung, Lung Pon, Leong Kong, Fong Jung, Lee Kow, Lee Pong, Lee Fook, Lee Dat Chow, Lee Wing, Mark Chung Mong, One Wah, Lee Leong, and Lee Young Lew, trading as the Yat Gaw Min Co., New York, N. Y., alleging shipment by said defendants, on or about February 2, 1920, in violation of the Food and Drugs Act, as amended, from the State of New York into the State of Virginia, of a quantity of noodles which were adulterated and misbranded.

Analysis of a sample of the article by the Bureau of Chemistry of this department showed that it was plain noodles containing little, if any, egg, colored artificially with tartrazine, a yellow coal-tar dye.

Adulteration of the article was alleged in the information for the reason that it had been artificially colored by having mixed and added thereto an artificial coloring matter in a manner whereby its damage and inferiority to egg noodles, the article it simulated and purported to be, was concealed; and for the further reason that a substance, to wit, plain water noodles, had been substituted wholly or in part for egg noodle, which it purported to be.

Misbranding was alleged for the reason that the article was food in package form, and the quantity of the contents was not plainly and conspicuously marked on the outside of the package, and for the further reason that it was composed wholly or in part of plain or water noodles containing added artificial yellow coloring matter, prepared in imitation of another article, to wit, egg noodles.

On May 23, 1921, the defendants entered pleas of guilty to the information and the court imposed a fine of \$25.

—C. W. Pugaley,
Acting Secretary of Agriculture.

Defines Association Activities

The status of trade associations and just what limitations may be placed on their activities as far as the government authorities are concerned has been tentatively decided through an exchange of letters between Herbert Hoover, secretary of commerce, and H. M. Daugherty, attorney general. For some time there has been a difference of opinion as to just what work could be carried on through trade associations or craft organizations and recent decisions in the federal court and in the supreme court serve only to becloud the issue.

The National Association of Trade Executives, consisting of secretaries and other officers of the leading trade associations of the country, since its organization in 1920 has been most active in an effort to obtain the definite views of the government authorities on the activities of the "open price" trade associations. The opinion of the government officials was expected to be given at the annual convention of this group in Chicago last fall, but not until early in February could the departments of commerce and of justice agree on the points at issue.

After an extended review of what trade associations are and which of their many activities have been open for criticism, Secretary Hoover, in his letter of Feb. 3, 1922, addressed to the attorney general, propounded 11 pointed questions to get from the department of justice an informal expression of its views on the activities of trade associations and of their component members. The questions propounded are as follows:

Eleven Questions

(1) May a trade association provide for its members a standard or uniform system of cost accounting and recommend its use, provided that the costs so arrived at by the uniform method are not furnished by the members to each other or by the members to the association and by the latter to the individual members?

(2) May a trade association advocate and provide for uniformity in the use of trade phrases and trade names by its respective members for the purpose of ending confusion in trade expressions and for harmony of construction as to the meaning of trade phrases, names, and terms?

(3) May a trade association, in cooperation with its members, advocate

and provide for the standardization of quality and grades of product of such members, to the end that the buying public may know what it is to receive when a particular grade or quality is specified; and may such association, after standardizing quality and grade, provide standard form of contract for the purpose of correctly designating the standards of quality and grades of

words, can the members of an industry, through the agency of a trade association, arrange for or place all of the insurance of the members?

(6) May a trade association, in cooperation with its members, engage in cooperative advertising for the promotion of trade of the members of that association engaged in the particular industry; and may the association engage in such form of promotion by furnishing trade labels, designs, trade marks for the use of its individual members?

(7) May a trade association, for and in behalf of its members, engage in the promotion of welfare work in the plants or organizations of its members, which welfare work includes sick benefits and unemployment insurance for employes, uniform arrangements for apprenticeship in trade education, the prevention of accidents and the establishment of an employment department or bureau for cooperation with employes?

(8) May a trade association, in cooperation with its members and acting for and in behalf of its members, handle all legislative questions that may affect the particular industry, regarding factories, trades, tariff, taxes, transportation, employers' liability and workmen's compensation, as well as the handling of rate litigation and railroad transportation questions?

(9) May a trade association, in cooperation with its members and acting for and in their behalf, undertake the promotion of closer relations between the particular industry and the federal and state departments of government which may have administration of laws affecting the particular industry in any form?

(10)-A. May a trade association collect statistics from each member showing his volume of production, his capacity to produce, the wages paid, the consumption of his product in domestic or foreign trade, and his distribution thereof, specifying the volume of distribution by districts, together with his stock, wholesale, or retail?

B. And may such trade association, on receipt of the individual reports of each member, compile the information in each report into a consolidated statement which shows the total volume of production of the membership, its capacity to produce by districts of production, which, in some instances, in-

1922 CONVENTION

WHEN?—JUNE 19-20-21.
WHERE?—NIAGARA FALLS.
PLACE?—HOTEL CLIFTON.

WHO'S WELCOME?
EVERY Macaroni and Noodle manufacturer in the World; Representatives of the Allied Trades; in short, any person interested in the ALIMENTARY PASTE INDUSTRY.

PREPARE NOW

to arrange your business affairs to enable you to attend this annual gathering of your fellow manufacturers.

WHY NOT plan your annual vacation for convention week?

ALL ABOARD FOR NIAGARA FALLS.

product; and may it standardize technical and scientific terms, its processes in production, and its machinery; and may the association cooperate with its members in determining means for the elimination of wasteful processes in production and distribution and for the raising of ethical standards in trade for the prevention of dishonest practices?

(4) May a trade association collect credit information as to the financial responsibility, business reputation, and standing of those using the products of the industry; and may the association furnish such information to individual members upon request therefore, provided such information is not used by the association or the members for the purpose of unlawfully establishing so-called "blacklists"?

(5) May a trade association arrange for the handling of the insurance of its members, including fire, industrial, in-

districts of production, the consumption in foreign or domestic trade by districts, the volume of distribution by districts, and the stocks on hand, wholesale and retail, by districts?

C. And if, after compiling the information as aforesaid, the information received from the members as well as the combined information is not given by the association to any other person, may it then file the combined statement with the secretary of commerce for distribution by him to the members of the association through the public press or otherwise and to the public generally and to all persons who may be in any way interested in the product of the industry, it being understood that the individual reports for the members should cover either weekly, monthly, quarterly or longer periods as may be deemed desirable by the members and, when a period is adopted, the report for each member shall cover that period, and the combined report shall be for that period?

(11)-A. May a trade association, at the time it collects the production and distribution statistics above outlined, at the same time have its members report the prices they have received for the products they have sold during the period taken, specifying the volume of each grade, brand, size, style or quality, as the case may be, and the price received for the volume so sold in each of the respective districts where the product is sold?

B. And may the association, without making known to any person the individual price reports of any member, consolidate all the reports into one, and show the average price received for the total volume of each grade, brand, size, style or quality, as the case may be, distributed in each district covered by the distribution statistics for the period covered by each individual report?

C. And may the association, after making such compilation, send the compiled report as to average price, as aforesaid, to the secretary of commerce, to be by him distributed to the public and to any or all persons who may be interested in the particular industry making the reports?

In order to avoid repeating this question in connection with each one of the activities outlined in the 11 preceding questions, may trade associations engage in any or all of the activities named without violating the law, provided the organization and the activity

engaged in are not for the purpose of hiding or concealing some agreement, contract, etc., to actually restrain trade or otherwise violate the antitrust laws?

Attorney General Replied

In reply the Attorney General wrote: "With reference to the first paragraph, there is no apparent objection to a standard system of cost accounting, but I think associations should be warned to guard against uniform cost as to any item of expense. For illustration, a strong effort has been made by some lumber associations to take as a basis for estimating costs of production a uniform charge for stumpage. Of course the cost of the timber in the tree to the different manufacturers who own their timber in the woods greatly varies; and as to each it should be charged at its actual cost. It is as clearly a violation of the law to agree upon the cost of an item that constitutes a substantial part of the total cost price when its cost actually varies, as to agree upon the sales price, because the sales price is substantially affected by such agreement. It has been ascertained that the members of one association go so far as to fix a uniform cost price, leaving to each member to determine what per cent profit he will add, thus eliminating entirely competition in so far as affected by the cost of production.

"Furthermore, I have serious doubts about the advisability of the latter part of the sixth paragraph. I can see no objection to cooperative advertising designed to extend the markets of the particular article produced or handled by the members of an association, but when the several producers or dealers use uniform trade labels, designs and trade marks it seems to me the inevitable result would be a uniformity of price. Where two competing articles are advertised in precisely the same way and bear exactly the same label or trade mark, it certainly would be difficult for one to be sold at a higher price than the other, although its quality may be superior. In a way this is illustrated in the cement industry. There a standard of quality has been adopted. That is, it is necessary for all cement to comply with a certain standard, but in practice no manufacturer undertakes to make, or at least no one advertises that he does make, a grade of cement superior to that standard. The result is that there is no competition in the sale of cement so far as quality is concerned. It seems to me

therefore that it would be well to eliminate the latter clause in paragraph 6, to wit, 'and may the association engage in such form of promotion by furnishing trade labels, designs and trade marks for the use of its individual members?'

"I can now see nothing illegal in the exercise of the other activities mentioned, provided always that whatever is done is not used as a scheme or device to curtail production or enhance prices, and does not have the effect of suppressing competition. It is impossible to determine in advance just what the effect of a plan when put into actual operation may be. This is especially true with reference to trade associations, whose members are vitally interested in advancing or, as they term it, stabilizing prices, and who through the medium of the association are brought into personal contact with each other. Therefore the expression of the view that the things enumerated by you, with the exceptions stated, may be done lawfully is only tentative; and if in the actual practice of any of them it shall develop that competition is suppressed or prices are materially enhanced, this department must treat such a practice as it treats any other one which is violative of the antitrust act."

Tentative Opinion Only

While this does not give to associations a final opinion as to just what they can or cannot do under the present law, the correspondence does point out some activities which the present department of justice will not look upon with suspicion. It is noticeable that the attorney general practically refuses to pass upon the desirability or legality of any of the activities referred to, simply remarking that he "can see nothing illegal" in them, provided always that in carrying on these activities nothing will be done that will curtail production, increase prices, or stifle competition. His "tentative" opinion leaves an uncertainty that will deter many of the associations from activities they had contemplated or had in force, as each activity will be held strictly on the effects it may have when put into actual operation and brought before the department of justice through legal channels. The opinion, however, points out that the attorney general is not disposed to prosecute associations which show themselves willing to keep within the confines of the law.

Washburn-Crosby's Gold Medal Semolina

MILLED BY EXPERTS

OUR MILLERS know from long experience just how to mill Durum wheat to secure exactly the right degree of granulation.

Growing demand and ever greater sales of Gold Medal Semolina have been the means of providing the finest milling equipment anywhere available to support these men who have made milling their life work. Everything is provided them that can possibly be used to make a high grade product.

Every sack must equal an established standard. There is no question about the high quality of every sack of semolina on which is printed our registered trade mark—GOLD MEDAL SEMOLINA.

This mark signifies that the product is pure.

We guarantee

That only choice select amber durum wheat is milled;
That the granulation is uniform;
That each grade, either No. 1, No. 2 or No. 3, is standard.

If you have not yet begun using Gold Medal Semolina you owe it to your business to make a trial purchase.

WASHBURN-CROSBY Co.
MINNEAPOLIS BUFFALO NEW YORK
U. S. A.



Dehydrated Eggs

A Visit to the Orient and Through the Egg Drying Industry With E. C. Baum of the Joe Lowe Company.

Since the first importation of dehydrated egg products some years ago, remarkable progress has been made in their introduction to the baking industry. This product has found its place among the staples in the shop of the cake baker, the cracker baker, the noodle and ice cream industries; and, in fact, in every industry where egg products are required. The consumers of dehydrated eggs will no doubt be interested in becoming better acquainted with the actual conditions in the Orient, where most all of the eggs are dehydrated, and in the study of the methods of dehydration conditions surrounding these methods, as explained in this article.

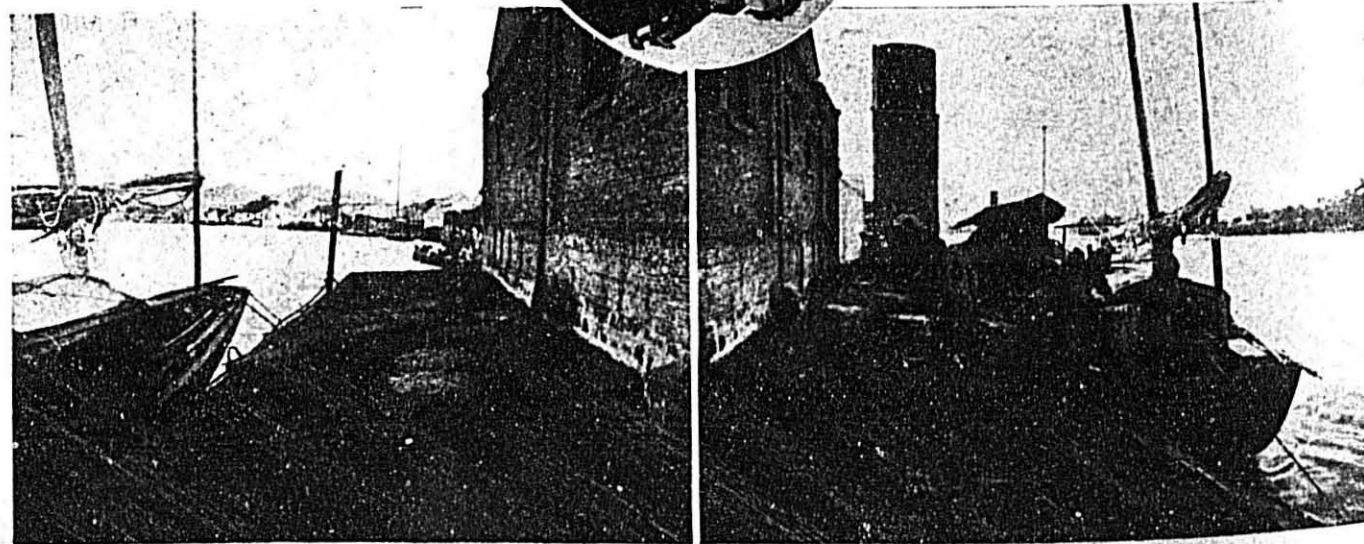
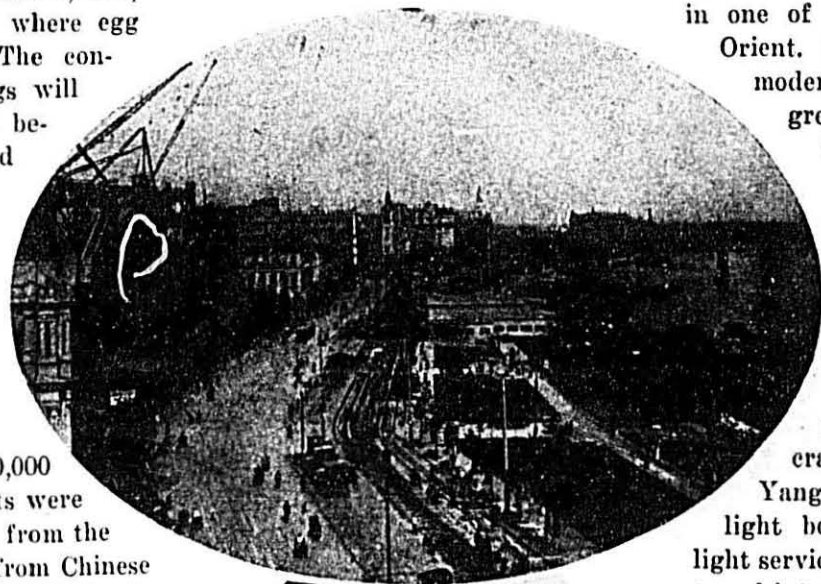
In 1920 more than 12,000,000 of dehydrated egg products were imported into this country from the Far East, almost entirely from Chinese provinces. In China, particularly in the northern countries, the chief industry of the natives seems to be poultry farming. Through the entire north country, particularly where water transportation is possible, the Chinese natives have made a very careful study of poultry breeding for egg production. Their livelihood is almost entirely dependent upon their egg sales.

The Chinamen in their crude studies of poultry raising seem to be very adept and before the recent serious floods devastated a great portion of the north country they enjoyed a very fair livelihood and were noted for an amazingly minimum loss in fowl. The northern

provinces of China seem to be peculiarly fertile in their own resources for feedstuffs particularly advantageous to good poultry breeding and the eggs produced in that section greatly outnumber any other proportionate territory in the world. Traveling across the waters to Shanghai we find ourselves in one of the greatest ports of the Orient. Shanghai is one of the most modern cities boasting of the greatest proportion of exportations of any port in the Orient, and in this city we find some of the largest egg drying factories. Before entering these factories we obtain the necessary passports for passage into the interior, and take passage on the small sailing crafts that ply on the River Yangtze. These sailing crafts are light boats, built particularly for light service, and carry us after a day's travel into the heart of the north country and the egg producing region.

Comprador Appears

Here we find the native farmers busy at their cultivation of the soil, and poultry breeding. These native farmers are more or less an ignorant class of Chinese who, as mentioned before, depend upon the sale of their eggs to the egg drying plants in Shanghai and



Top—Shanghai, China's leading seaport. Small oval—Egg buyers and compradors. Bottom—Unloading eggs at dehydrating plant.

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MINNEAPOLIS, MINNESOTA

other shipping ports, and we find them on the banks of the river with their eggs carefully counted and conveyed in large grain baskets. As the little craft starts its return trip to Shanghai it picks up these eggs and settlement is made



Separating eggs for candling.

with the farmer on basis of the present day value of the eggs, which generally averages from 3c to 5c per dozen. The craft carries a representative of the comprador. The comprador is a person who represents the buying egg factories, and who is thoroughly trusted by all of these natives as one who acts in their behalf and takes care of their interests, so that they get full value for all of the goods delivered. The comprador is always a highly educated Chinese, speaking the languages of various countries, and is appointed by the egg drying institutions and their foreign financial interests in consideration of his capability. Being a native he can naturally treat with the natives a great deal better than any foreigner. The comprador is always absolutely reliable, and his financial stability is guaranteed by the banks which have American connections, so that we find that the Americans who are interested in the importation of egg products are protected.

Delivering Eggs at Factory

These baskets of eggs are carefully marked with the farmer's name upon delivery on the banks of the river, covered with damp grass and carefully loaded into the bottom of the little craft. We then take sail down the river to the next farmer who waits with his shipment of eggs. The same procedure goes on until we are loaded to capacity, and we proceed to Shanghai. The eggs that we have gathered have just been laid by the hens the day

previous, so that we arrive in Shanghai just a day and a half after the eggs have actually been laid. Landing at the dock of one of the large egg drying plants the comprador's representative in charge of the boat immediately has his men carefully unload the baskets in the presence of a representative, who checks the baskets delivered. The eggs are then carried into the sorting and candling room of the plant, where they are counted carefully and transferred into large, wide cane baskets that are very popular in the Orient, being carried on the heads of the natives, which seems to be the most popular mode of transportation. These wide baskets are

brought to the candlers, who are equipped with clean, dry cloths, with which they carefully wipe every egg and go through the regular process of candling. Here too the comprador's representatives are watchful so that as soon as any egg is found to be a "speck" or "spot" and is destroyed as worthless, an account can be kept, so that the farmer who supplied the eggs may replace, as settlement is made to the farmer only for the perfectly good, fresh eggs.

The modern Chinese factories take most particular pains in this candling process, and here we find a force of Chinese who seem most clever at this candling work. Their watchful eyes sort out any eggs that are not perfect in every respect, and after the eggs are



Packing finished product for shipment.

candled they are carried in these large baskets to the egg breaking room where we find a large force of Chinese women. There are no young girls employed in these egg factories. While we find some unmarried women the great majority are married. In the illustration it is interesting to note that all of the women who have their hair in braid are unmarried, while those with the hair a la American are the more fortunate married ones.

Sunlit Breakery

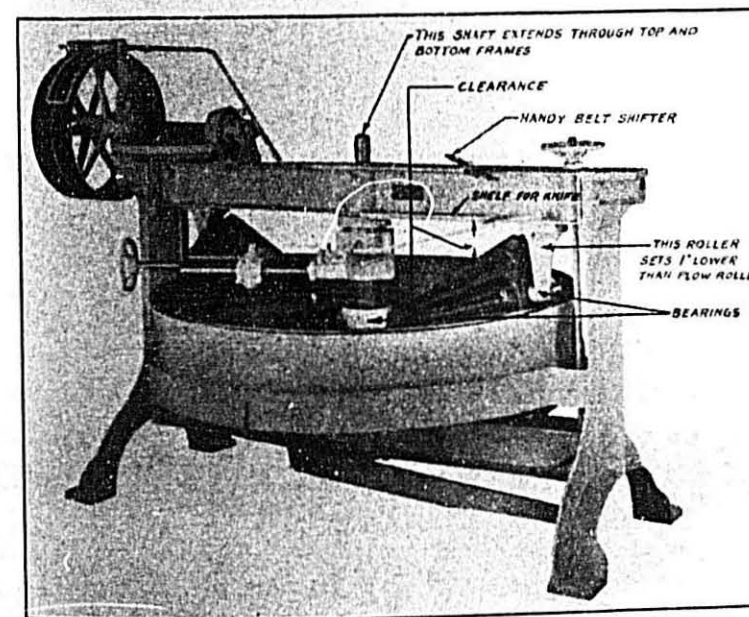
A fair sized egg plant employs about 500 women in these egg breaking rooms and, when we realize that a small factory breaks approximately 100,000 eggs daily, we must admit their dexterity. The average pay of these egg breakers is approximately 4c per day, figured American funds. On entering the egg breaking room we find that the ceiling is quite open; in fact, merely lattice work covered with crude matting, so that the sunlight finds its way to the tables where the workers are carefully breaking and sorting the eggs. Each of the workers wears an immaculate white apron coat, and the hands are encased in rubber gloves, so that when the egg is broken the contents of the shell do not touch the human hand. This is done as a sanitary measure, although every employe is compelled to wash her hands and face upon entrance to the plant every morning and afternoon. All of these women, as well as all employes of the plant, we learn are provided with a dressing and washing room, with a special foreman in charge of these rooms whose duty it is to enforce these sanitary restrictions. The white apron coats are cleaned every morning, and they are obligatory. Watching the women work we notice

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Double Action Kneader

The plow roller will first squeeze, the other roller being 1 inch lower; then the plow roller will give second squeeze. Rollers held on both ends will prevent giving.

Main pan shaft held at both ends will prevent giving.

Tooth of rollers partly omitted will prevent the dough clinging.

Clearance in top part of the rollers will prevent accident.

Belt shifter accessible from any part of the machine will prevent accidents.

Knife shelf will prevent accidents.

Pulley placed in the top. Belt will be out of the way.

A. Rossi & Company

Macaroni Machinery Manufacturers

322 Broadway

SAN FRANCISCO, CAL.

each has before her a white enamel pan, similar to a large sauce pan, with a white enamel cup, on the edge of which



Egg breaking room.

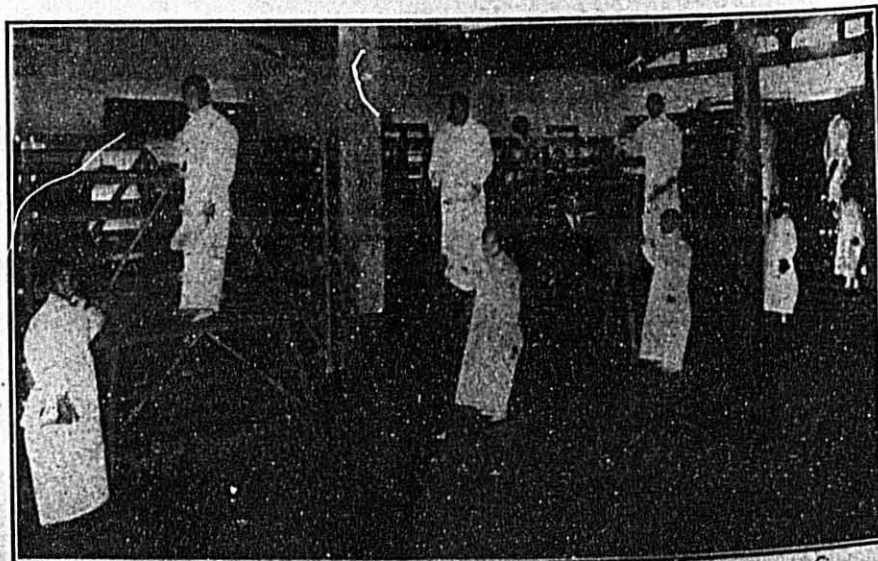
the egg is broken and into which its contents are dropped. With an enamel spoon the egg breaker then turns over the egg to make certain there are no spots or specks, and if satisfied by this rigid examination she empties the cup into a large porcelain container directly before her on the table.

Should an egg be broken that shows a speck or proves to be poor, its contents are immediately thrown into a small container placed convenient for women working on both sides of the table, and the cup into which that egg has been broken is immediately taken away by the man in charge of the sterilization room and carefully sterilized, a clean cup taking its place. This prevents any possibility of a bad egg being included in the porcelain bowl with the eggs already broken and examined. In some parts of the egg breaking room, we find the women at work on the table where, upon breaking the egg, the yolk is separated from the albumen. This is done by the use of two cups. The albumen and yolk are thus separated and then put in separate pans and here, too, rigid examination is given each yolk and white, and where an egg seems to be off in any manner the cups are im-

mediately sterilized and replaced. Walking around these tables we find the foreman in charge of the egg breaking room constantly watching the women in the procedure of egg breaking making certain that proper care is taken in that department. Complimented on the sanitary conditions, the foreman invites us to the sterilization room, where we find two natives dressed in the white apron coats and caps industriously engaged in the sterilization of the rubber gloves, pans, porcelain containers, cups and ladles; and another busy delivering the gloves and utensils to the various tables as fast as they are made sterile.

Ku Klux Krew

Returning to the egg breaking room, we follow the porcelain containers into which the eggs have been deposited from the breaking cups into the egg drying department. Here we find a series of racks, similar to the average baker's cake racks, except that the racks are made of wooden frames into which are inserted portable long glass trays, approximately six feet in length by three feet in width. Here, too, the employees, of whom there are approximately 24, have the "Klu Klux" appearance in their white garb. These men use white enamel dippers with which they deposit the egg on these long glass trays while in the frames, and when a complete rack of glass frames is filled that rack



Preparing eggs for final dehydration.

is immediately conveyed by tracks into the vacuum room, where the procedure of drying is accomplished.

We notice that the floors in all of these rooms are clean concrete, and particularly notice the drainage system every 6 to 8 feet—a series of gutters. The floors are washed daily, which is another sanitary compulsion. According to the product being dehydrated—that is, whether yolk or albumen or whole egg, the egg then goes through its process of dehydration, either by the vacuum pan method or the spray process. The great majority of whole egg and yolk is dehydrated by the modern improved spray process—a process which forces the whole egg or yolk through spraying apparatus under a pressure of about 1200 lbs., in a temperature of approximately 130 to 140 degrees Fahrenheit. Here too the sterility of a dehydrated egg is assured, in view of the fact that this temperature is great enough to destroy any bacteria that might possibly be present. The vacuum and temperature are controlled by modern scientific apparatus, which we find today in almost every egg drying plant. In this spraying process almost all of the moisture content of the egg is extracted, so that the solids fall to the bottom of the containers provided as powder. Thus only the water of a natural egg is extracted, leaving the entire solids of the fresh selected egg intact in its raw form. The temperature under which the egg is sprayed positively cannot cook these solids so that when the dehydrated powder is eventually used by the consumer, and the water extracted again added to it, it immediately takes its fresh liquid form, carrying the same flavor, bearing the same analysis and

You can't afford to Gamble in the purchase of a Macaroni Screw Press

YOUR MACARONI SCREW PRESS, to perform its task efficiently, must be of good, solid construction. The ram of the press must move uniformly, *without jerks*. The speed of the ram, on the stroke that forces the dough thru the die, must not be too fast—otherwise the drying of the paste will be almost impossibility and the macaroni will be liable to split lengthwise and crosswise.

The W & P 16½-inch Vertical Screw Press illustrated meets your search for a satisfactory screw press for large production. It is the best that money can buy.

It is jacketed for the circulation of hot water to heat the cylinders—so necessary to the proper manufacture of your product.

The press is equipped with a 2-speed arrangement: *fast*, to bring the plunger from its highest position to the dough-filled cylinder; whereupon the speed changes to *slow* for the actual pressing operation and for the return stroke so far as is necessary to bring the plunger away from the dough; then *fast* again, until the plunger is back to its original position.

The base of the press is raised so that the die is high enough from the floor to make it convenient for the operator to take away the macaroni.

All-in-all, The W & P is a wonderfully well-made machine for the production of Quality macaroni at a minimum operating expense.



This mark appears on up-to-the-minute machinery for the making of Macaroni, Spaghetti, Noodles and all alimentary paste goods. Write us today for your copy of our latest catalog.

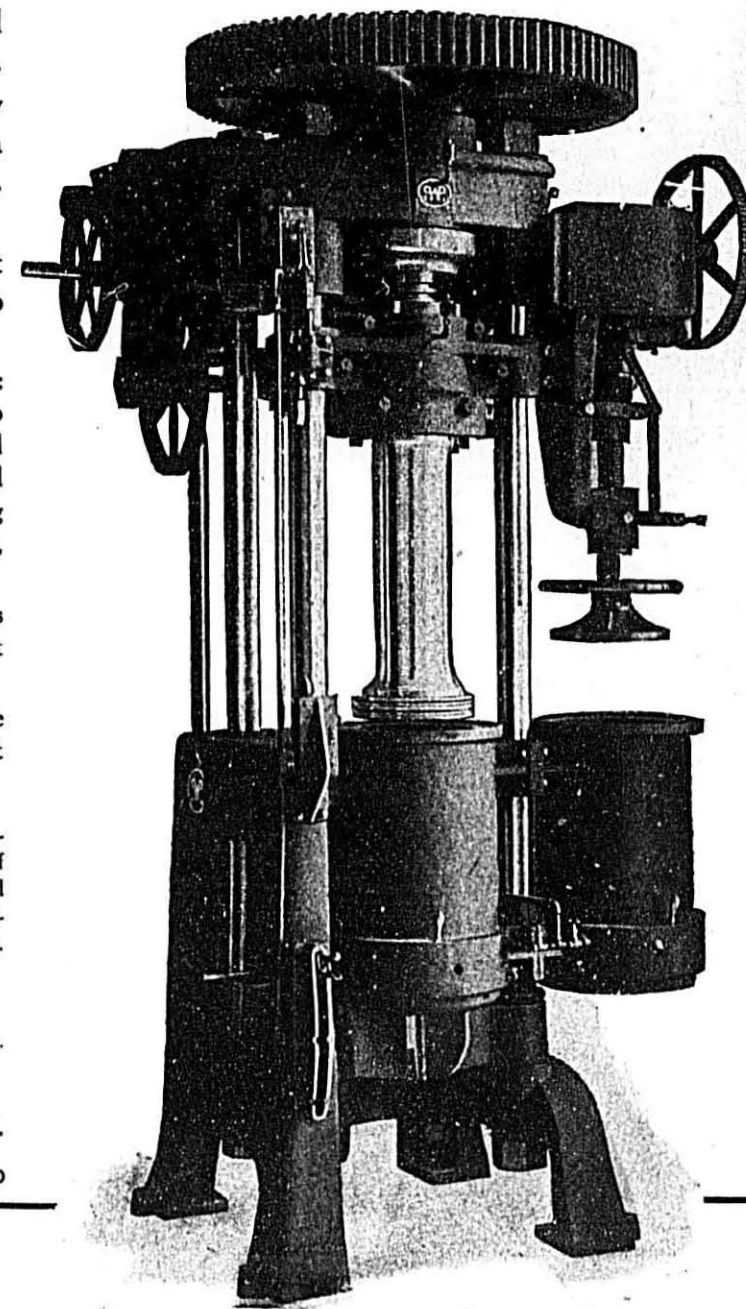
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just One item of
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 for the MACARONI Trade

retaining all of the fresh egg properties.

Average Analysis

A small quantity is taken from this finished product at intervals during the operation and tested carefully for solubility. Chemical analyses are also made and records in the egg factories compared with analyses made here show the following as a good average analysis for the average dehydrated whole egg:

Water (H ₂ O)	8.99 %
Organic matter	87.43 %
Soluble ash (P ₂ O ₅ abundant)	1.55 %
Insoluble ash (P ₂ O ₅ & C & O abundant)	2.03 %
Total nitrogen	7.83 %
P ₂ O ₅ of lecithins	1.8123 %
Oil of egg (fact, lecithins & luteln)	45.878 %
Distearic lecithin	20.56 %
(C ₄₄ H ₈₈ PNO ₂)	
Protein by difference	41.55 %
Protein (N-X 6.25)	47.36 %

Employees of the packing room use large wooden shovels and wooden trays conveying the finished powder from the drying machine to the packing room, where the powder is distributed on large tables so constructed that one end is funnel shape. The entire table is hinged and as soon as that table is filled with the powdered egg it is lifted so that the funnel end of the table is directly over the sterile, tin lined cases awaiting their contents. These tin lined cases, which have been made sterile, are also lined thoroughly with a dry waxed paper, and in some factories, when the egg powder is packed, hydraulic presses are utilized to better pack the required contents, generally averaging 150 or 200 lbs., into the cases, and the sealing process is started. The case is thoroughly covered with a layer of dried wax paper and a tin sheet hermetically seals the contents. The case is then conveyed to the coopers, who finish the packing for export. At the present time the albumen and yolk are packed in this fashion separately, although there is a good quantity of whole egg dried in its entirety and exported in these containers.

Mixing in the U. S.

The yolk and albumen imported in the United States separately is received by the larger egg handlers here and mixed in proper proportions for distribution to the consumers on the market. A determination of the proper amount of yolk and albumen to be mixed to bring the egg solids back to their original form has been made in various departments and in the labora-

tories of the larger egg handlers by the careful separation and determination of quantity of yolk and albumen in the shell egg as gathered from the farmers. In China a recent experimental test was made with 100 eggs gathered from various farms; 14 eggs showed an albumen content of 29% and varying fractions, averaging 28.4%; 11 of the eggs showed an albumen content of 36% and fractions averaging 36.2%, the balance varied between 30 and 35%. A similar test was made recently in the United States which showed almost identically the same variance, so that the standard proper mixture is today considered between 32 and 34% albumen. In the separation of the yolk from the albumen in preparation for dehydration a small percentage of albumen always adheres to the yolk and analysis of the dried yolk has shown an approximate average of 6½ to 7% albumen present.

Exports

In an average sized egg drying plant we find that approximately 3500 lbs. of egg are hydrated per hour. The comprador, or his representative, is always on hand as the egg is being packed in the cases, having the privilege of making his own tests, thus acting for his American or other foreign interests. The cases of eggs are then transported to the steamers awaiting their cargo for their respective American, British and French ports. Upon investigation of Chinese exportation records, we find that the egg products are exported approximately as follows:

- 50% to United States.
- 20% to England.
- 10% to France.
- 20% to Germany.

The latter country importing mostly albumen.

Brief Buying Season

China is geographically situated the same as the United States, so that the seasons are about the same as we have here. During April, May and June almost all of the eggs are gathered and dried; in fact most of the Chinese plants are closed the rest of the year. The foreign purchases are all made during this season and generally all purchases are made about a year in advance. New crops arrive in the states starting late June and early July, so that under normal conditions the best season for egg purchases in the United States starts in early February and continues through the egg drying season.

Careful experiments have proven that the dehydrated egg may be kept in covered containers for almost a year without deterioration, making the dehydrated egg most practical for commercial usage.

The wonderful advantageous economic conditions in the Orient, considering the low wage scale, the low cost of the fresh egg, makes it possible for the manufacturers of egg products to market dehydrated egg at prices to the consumers which are greatly lower than shell egg prices in this country. The fact that the production of eggs in the United States is so greatly less than the consumption of eggs brings shell eggs during the winter seasons to almost prohibitive prices for the commercial bakers and manufacturers.

The replacement of shell eggs with dehydrated eggs has been accomplished by means of educational work conducted by leading authorities and approved by dietitians; in fact indorsed by all the eminent authorities on the subject. It was not many years ago that the average user of egg products through lack of comparison was unable to recognize the utility of the dehydrated product. In the last few years, however, dehydrated eggs have gained this recognition and today are recognized as not only practical in commercial production, but really essential to the progress of many industries.

Food Prices Drop 5%

Basing the estimates on reports made to the department of labor from different communities throughout the United States, the trend of retail prices on foods decreased approximately 5% during January as compared to prices prevailing in December. A study is made monthly of the prices on 44 articles of food considered as necessary to fill the culinary requirements of an average family. During the period under consideration reports on 26 of the articles of food showed a decrease in price ranging from 1 to 29%, the greatest price range being in the selling price of fresh eggs.

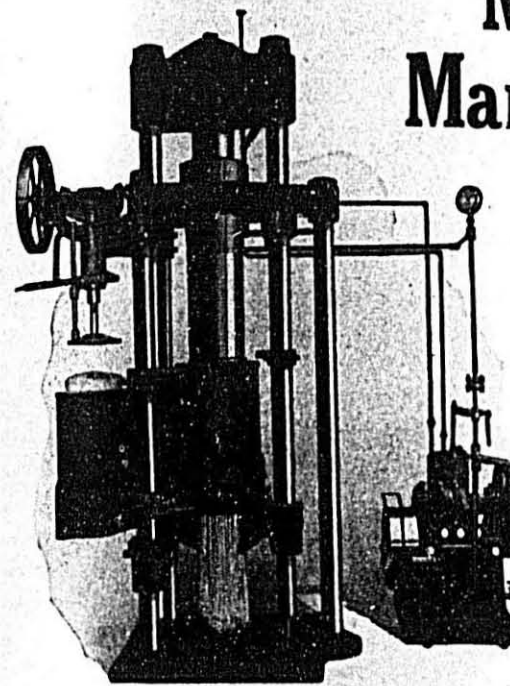
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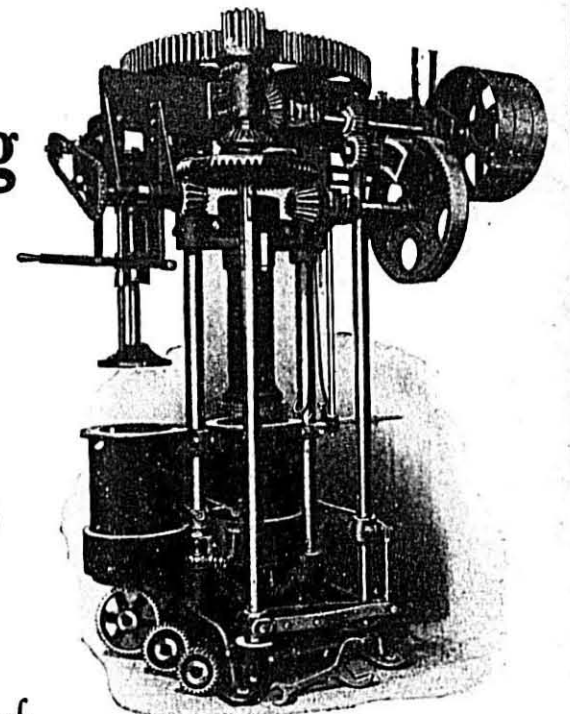
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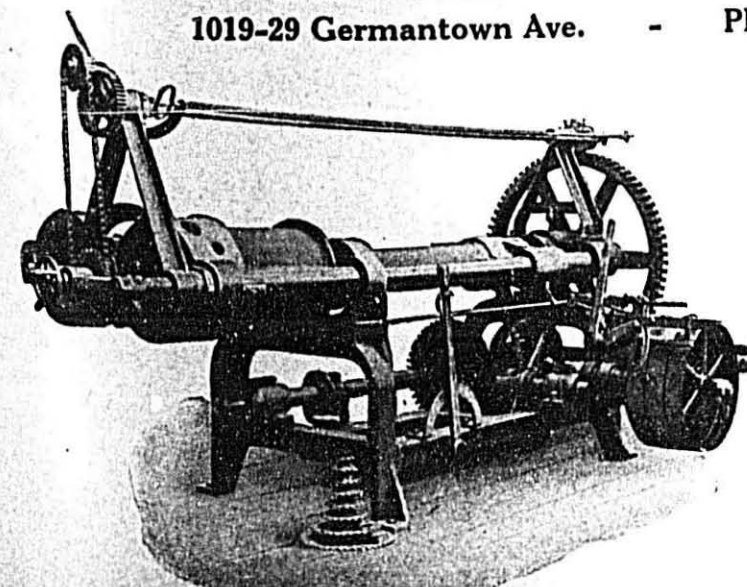
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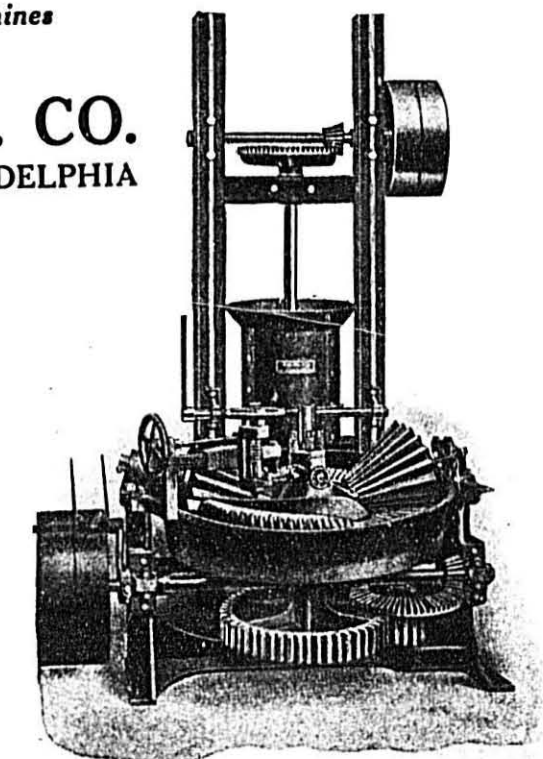
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IMPROVED KNEADER WITH PLOW

Egg Requirements Under Law

The government regulations stipulating the egg requirements in noodles and similar alimentary paste foods have often been misinterpreted and, in order to obtain the official view of the bureau of chemistry, some correspondence has been carried on between W. G. Campbell, acting chief of the bureau of chemistry, U. S. Department of Agriculture; the national association, the National Cereal Products Laboratory, and many individual firms. As a result there has been some clarifications of the regulatory requirements under present ruling. A letter written by Secretary M. J. Donna of the National Macaroni Manufacturers association on Jan. 12 elicited information that proves of considerable interest to users of eggs in the manufacture of alimentary pastes. As requested by the bureau of chemistry the complete correspondence is presented herewith in order that no misinterpretations may occur.

Secretary's Letter

"Frequent complaints are made by macaroni and noodle manufacturers that products sold them as dried whole egg are not composed of the proper proportion of dried yolks and dried albumen. These complaints come mostly from manufacturers who maintain no technical or chemical department and are put to an expense if continual tests are to be made for them. Thus innocently they use an inferior product and unknowingly leave themselves liable to prosecution under the food and drugs act.

"As a matter of information will you kindly advise on the following:

1. What is the proportionate percentage of albumen and yolk in dried whole eggs?

2. Is this product known as dried whole egg entitled to be sold in interstate commerce?

3. Would the use of this product give noodles and egg noodles the proportion of eggs required by your ruling?

"Would appreciate getting an expression of your opinion for the information of manufacturers in our industry who are confronted with this problem."

Reply—Bureau of Chemistry

"The bureau acknowledges receipt of your letter of Jan. 12, 1922, in regard to the proper proportion of dried yolks and dried albumen in whole eggs.

"According to the experience the bureau has had with such mixtures,

mixing processes are not carefully enough controlled to produce a uniform mixture in which the ratio between yolk and albumen is the same as that in whole eggs. This is no doubt due, in part, to the varying amounts of albumen found in the commercial egg yolk, which in turn is caused by the varying degrees of care and efficiency exercised in separating the yolk from the albumen before drying. It has also been the bureau's experience that in such mixtures there is commonly used a type of albumen imported from China which we suspect has undergone slight changes in the process of manufacture and which as a result of those changes does not have exactly the same physical or chemical characteristics as the albumen of whole dried eggs. It is our understanding that a very large proportion of the Chinese albumen has been subjected to such manufacturing processes.

"For these reasons the bureau has been disposed to object to the sale of mixtures of commercial egg yolk and commercial albumen as whole eggs. The person who purchases a product as whole eggs undoubtedly has the right to expect that the relative proportions of yolk and white will be just what it is in whole eggs and that both the yolk and the albumen are of a quality equal to that in whole eggs dried by good commercial processes. There can, of course, be no objection save possibly an academic one to the sale as whole dried eggs of a mixture of dried egg yolk and dried egg albumen provided the ratio between yolk and albumen in the finished product is the same as that existing in whole dried eggs and provided further both yolk and albumen are of a quality equal to or better than that ordinarily found in whole dried eggs. The bureau would not object to the shipment of such a product in interstate commerce and would not object to its use in the manufacture of egg noodles.

"The bureau has made no announce-

Salute the Buyers

"Advertising says 'How d'ye do' to new buyers." Salute them cheerfully and frequently through advertisements and mediums sure to attract them.

ment as to the relative proportions of yolk and albumen in whole eggs. You can appreciate that such an announcement would no doubt be accepted as approving such mixtures and probably would result in haphazard methods of mixing as well as the employment of low grade ingredients."

Mill and Good Will Sold

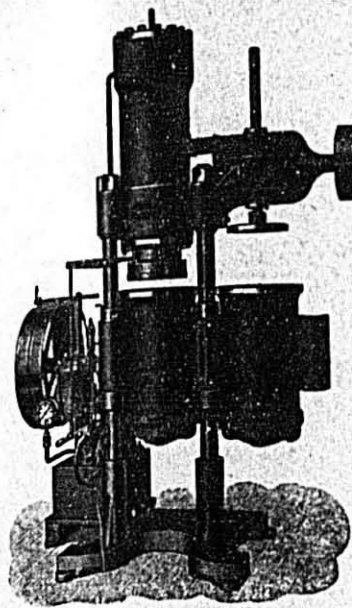
In a letter to the trade dated March 3, President James C. Andrews, Vice President Dwight K. Yerxa and Secretary-Treasurer James S. Thurston of Yerxa, Andrews & Thurston, leading durum millers of the country, announced sale of their milling and elevator plant and properties, including brands, trade marks and good will, to the Minneapolis Durum Products company of Minneapolis. The sale was consummated March 1 and the new owner took immediate possession. As announced, the new owner will continue operating the large and modern plant, aiming to maintain the same high standard of milling and giving the same efficient service and high quality products as did the former owners.

All unfilled contracts will be cared for by the new company and every effort will be made to build up a business based on the good will acquired, augmented by more efficient service to durum users, if that is possible.

Yerxa, Andrews & Thurston enjoyed an enviable position as leading durum millers in the country, having erected a large plant devoted exclusively to milling of durum and had bent every energy toward gaining and holding the good will of the alimentary paste manufacturers of this country, the principal users of their products. That they succeeded in doing so stands to the credit of these comparatively young men who studied the wants of the macaroni industry from every angle and then strove arduously to supply those wants. The officers speak highly of their pleasant business relationship with macaroni manufacturers during the 8 years in which they entered to this trade and they are united in their hopes that this pleasant relationship may be extended to their successors in business.

When a man is measured for his head size, no particular reference is made to his brains.

March 15, 1922



Presses
Screw and Hydraulic

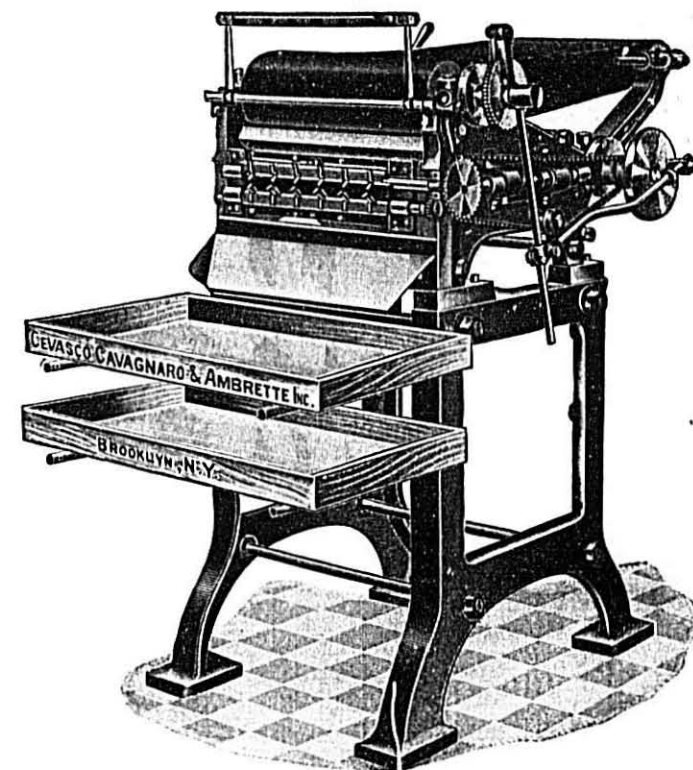
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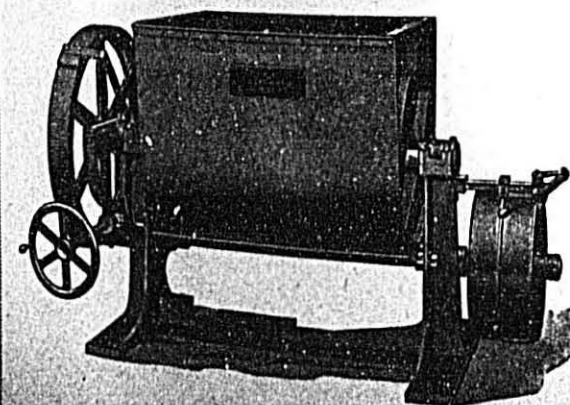
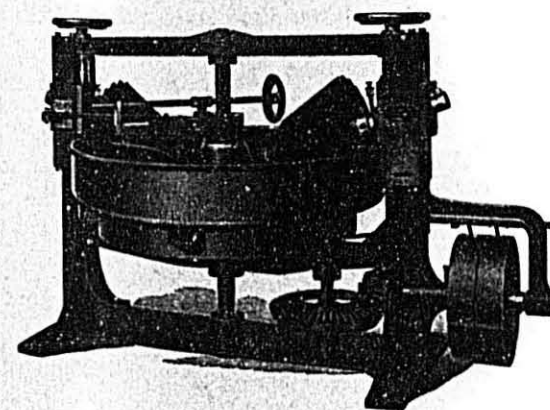
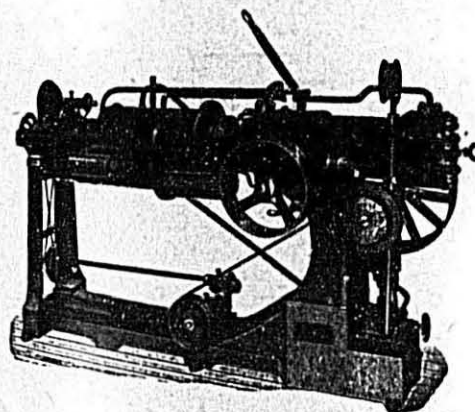
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WE CANNOT BUILD ALL THE MACARONI MACHINERY BUT WE BUILD THE BEST.

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



BUSINESS PICKS UP

**Rise of Farm Products Prices Heartening—
First Burst of Real Sunshine—Wheat
Shows Rapid Gain on 3 Changes—
Improvement Where Business
Was Formerly Weak.**

The business situation has been brightened decidedly by the rise of farm products which has taken place in the last month says the National City bank of New York. This advance is of greater significance than any other development that has occurred since the prices of farm products broke in the fall of 1920. It is the first burst of real sunshine, and as such in marked contrast with the artificial variety which has been rather laboriously disseminated by cheerful people who have thought nothing was required but that everybody should smile at each other. A deadlock has existed as a result of farm products having fallen much faster and farther than other products, and prosperity has been waiting on a correction of this uneconomic and unjust situation. Another demonstration has been afforded of the profound truth that the economic law and the moral law are always in harmony, and that it is wise management to bring business affairs into line with them.

As is usually the case when a great fall of prices occurs under conditions which unsettle confidence, farm products fell below the normal level, in some instances below even the prewar level. European conditions were immediately responsible for the fall and they have been so clouded as to involve the whole situation in uncertainty. The rise which has now occurred has given prompt vindication to the report recently made by Professor George F. Warren of the Department of Agriculture, that Europe would have to buy heavily of foodstuffs before the crop of 1922.

Price of Wheat

It has been known since last summer that the world's supply and consumption of wheat would be closely balanced for this crop year, much depending upon the crops in the southern hemisphere. The early reports as to the crops of Argentina and Australia were of large yields and the Canadian crop was estimated to be considerably above that of 1920. Confidence in wheat among both producers and speculators had been weakened by the great decline of the previous year, with the result that the farmers marketed the crop

rapidly and as stocks in sight increased there was not courage enough in the markets to take the offerings without price declines. The farmers suffered from a lack of speculative buying. More buyers were needed who had faith in wheat. It will be remembered that about that time the so-called farmers' bloc in congress was hot on the trail of the speculator, and has been claiming credit for enacting a law to curtail his operations. Of course it cannot be positively said that wheat would have been higher but for this act, but if it interfered with the freedom of the markets it was bound to be detrimental, and it is certain that wheat suffered last fall from a lack of speculative buying. The low price on the crop was made Nov. 1, when December wheat sold in Chicago at \$1.01 and the May delivery at \$1.02½.

Production Below Estimates

As the harvest and threshing proceeded in Argentina and Australia it developed that in neither country would the yield come up to the early reports, and the final official report on the Canadian crop placed it 30,000,000 bushels below the estimates current in the fall. The reduction in Canada, however, was more than offset by an increase in the official estimate for the United States. By the middle of January the May price had risen to about \$1.12, and by the end of the month to about \$1.18. Unfavorable reports on the condition of the fall sown crop in the southwest had become a factor, and so also the Warren report on probable European needs, which was quickly verified by increased European purchases. Under the influence of these developments the market became very active in February and advanced rapidly the May delivery in Chicago reaching \$1.47, from which it reacted a few cents on rains over the southwest, where drought had prevailed.

From this time on the market will be much influenced by the crop prospects in this country. Kansas is the biggest producer of winter wheat, and in that state and the adjoining southwest the crop failed to get moisture enough in the fall to give a good start, and has had very little of either snow or rain since. Crop experts have been predicting a heavy abandonment of acreage.

This situation supports the view that so long as Russia is not an exporter the world's supply and demand will be

closely balanced when the wheat crop is generally good, and that a short crop with any important producer is likely to send prices skyward.

Business Outlook

It will be seen from the foregoing survey that a pronounced improvement has taken place in the position of the farming population, which is precisely where the business situation has been weak. It would not be safe to predict that this improvement will continue or even that it will be in all respects maintained, but it probably is safe to say that the worst has been passed, and that on the whole the farmer will not lose the ground that has been gained.

For one thing a rise such as has occurred does much to restore confidence in values. It has shown how easily the situation may right itself with a slight change in conditions, and that there never was ground for the extreme pessimism that prevailed. Pessimism, like optimism, is infectious, and when everybody is thinking the same way either state of mind will run to the extreme. When times were booming common opinion was ready to insist they would go on that way for a long time, and when they turned bad it was just as positive that they were going to stay bad for a very long time unless something was done forthwith.

Population Increase Results

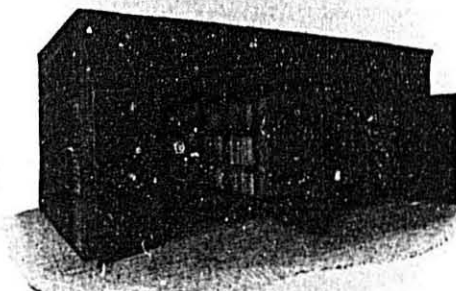
It would be a mistake to think that prices are going back to war figures. In Europe, outside of Russia, agriculture will be back in 1922 almost to normal productivity, and it will buy no more outside of Europe than it is obliged to. A return to completely normal conditions is not to be expected until the finances of Europe are in better shape. In the long run the farmer has one permanent influence on his side. The population is constantly increasing and the area of land in farms increases now only by a considerable expenditure of capital for irrigation, drainage or the improvement of cut over lands.

Already a more cheerful feeling is evident throughout the agricultural territory, but it must be considered that much of the 1921 crop has passed from farmer hands, and also that the sales made from the remainder will be needed to meet taxes and pressing indebtedness, and for necessary expenses until this season's crop is grown. There will be no free spending.

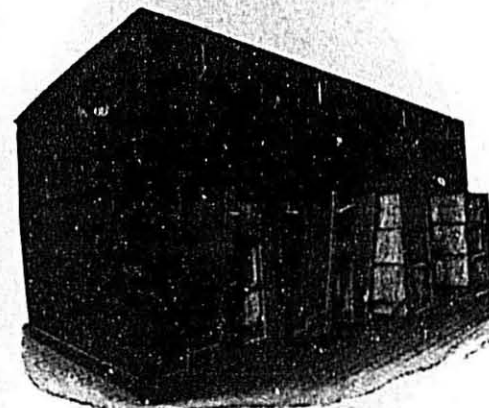
Barozzi Drying Machine Co.

400 Columbus Ave.

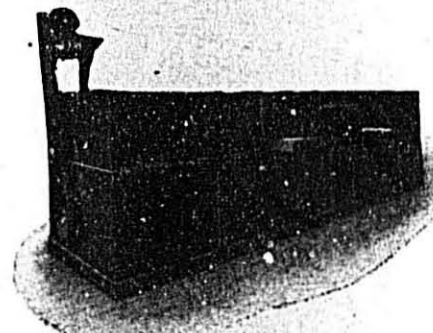
San Francisco, Calif.



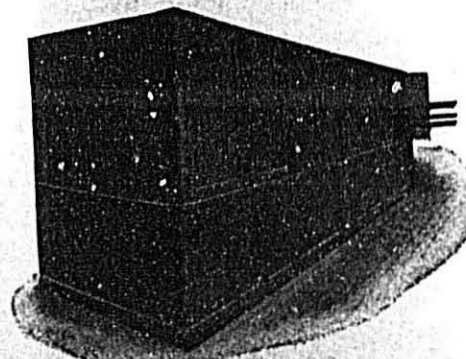
BAROZZI Preliminary Drier for Long Paste



BAROZZI Finishing Drier for Long Paste



BAROZZI Drier for Cut Goods



BAROZZI Drier for Curly Paste

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

We Dry your Paste long or short in 60 hours

No Acidity—Mould or Waste

We install—operate and guarantee results

Catalogue and Information

New Branch Office
498 West Broadway
New York City

YOUR PACKAGE PERFECT?

Various Conditions on Which Macaroni Manufacturer May Base His Reply
—Thorough Consideration of Subject From All Angles by Boxing Expert.

A perfect package is one specially adapted to properly carry its contents with safety. Many shipping firms give the matter of a proper package very little if any study and as a consequence claims for damages with the resultant loss of business occur altogether too frequently. Harry K. Knowlton, packing expert of the General Electric Co., in an interesting article in a recent issue of *The Express Gazette Journal* tersely states that a package to be considered perfect must be of sufficient strength to insure delivery of contents in perfect condition, that it be as light as possible consistent with safe delivery, and that its cost be not excessive. In addition to these requirements the shape, the general appearance and intelligible labeling are other virtues that tend to stamp a package as "perfect." The article follows:

Index Determination

"In any discussion of the matter of whether or not a package is capable of withstanding the hazards of shipment, the question naturally arises as to what these hazards are and when are they necessary and when unnecessary. It is a difficult matter to draw a hard and fast line between unnecessary rough handling and the more or less rough treatment which a package often receives in congested freight yards and terminals where freight or express packages must be handled quickly and where individual attention cannot be given to each shipment. A proper index of the sufficiency of any type of package can be obtained only from a large number of shipments to various destinations. By basing conclusions on a large number of shipments the importance of the unusual or out of the ordinary damage is eliminated. As a rule, when there is repeated damage to a package during shipment it is reasonable to conclude it is not properly designed in some respect to resist ordinary handling.

Damage Claims Causes

"The cost of the package is very important to the manufacturer especially in the shipment of merchandise on which there is close competition. A few cents saved on a package means that the goods can be placed in the consum-

er's hands just that much cheaper. However the desire of many concerns to reduce the cost of their packages to the absolute minimum without recognizing the more important factor of the ability of the package to withstand shipment, is undoubtedly the cause of a considerable portion of the enormous damage claims paid by the carriers annually.

"In this connection it is interesting to note that progressive industries by a careful study of the problem have very often found it possible to decrease the cost of the package without in any way lessening its ability to withstand the hazards of shipment. This has been accomplished in several ways, possibly by changing the type of package entirely, possibly by a rearrangement of the interior packing enabling the shipping of more material in the container; or by changing the sizes of some of its parts making it of balanced construction, so that the strength of each part just balances the strength of every other part.

Saving Weight Poor Economy

"The weight of the package is a vital factor with all shippers and with each increase in freight and express rates it becomes of still more importance. As in the case of the desire to cut down the cost of the package the desire to save freight and express charges has very often resulted in the use of packages too light to safely carry the contents. In the case of solid fiber and corrugated packages the carriers have laid down definite rules with respect to the thickness and strength of the material to be used in them and the weights which they shall carry, but in the case of wooden and other types of packages there are no such rules, except for a few special commodities, the matter being left to the judgment of the shipper.

"Proper judgment in this respect can be exercised only with a complete and careful study of a number of important factors, some of which follow: The content of some packages is such that it supports the walls of the container, adding strength, and in such cases thinner material may be used than where the contents offer no such support, and the container must rely solely on itself for its ability to resist breakage.

Difference In Woods

"The method of interior packing in some instances determines to a considerable degree the proper thickness of

the parts of a container as often inside braces and supports contribute greatly to its strength and make it possible to use thinner material. Hard woods, such as birch, beach, maple, elm, oak and gum, have greater inherent strength and greater holding power for nail than soft woods such as pine, hemlock, fir and spruce, and the thinner material may consequently be used with the hard woods than with the soft woods.

"The method of construction used in the container determines to a considerable extent the proper thickness of its parts. For instance an improperly nailed box of thick material very often is not as strong as a properly nailed box of thinner material. The use of cleated ends, especially on large boxes carrying loads, often makes it possible with proper nailing to cut down the thickness of the material in the sides top and bottom. The proper use of box strapping greatly increases the strength of a box and considerable saving can be made in lumber and in the weight of the package with its use.

Arbitrary Schedule Impractical

"Several attempts have been made to work up an arbitrary schedule of the proper thickness of lumber to be used in boxes, based upon their gross weight and upon their size, but such a schedule is not thought practical for general use as the character of the contents and the method of construction of the container have an equally important bearing on the problem. The proper thickness of the material must be determined for each package after a careful study of the factors that have been mentioned.

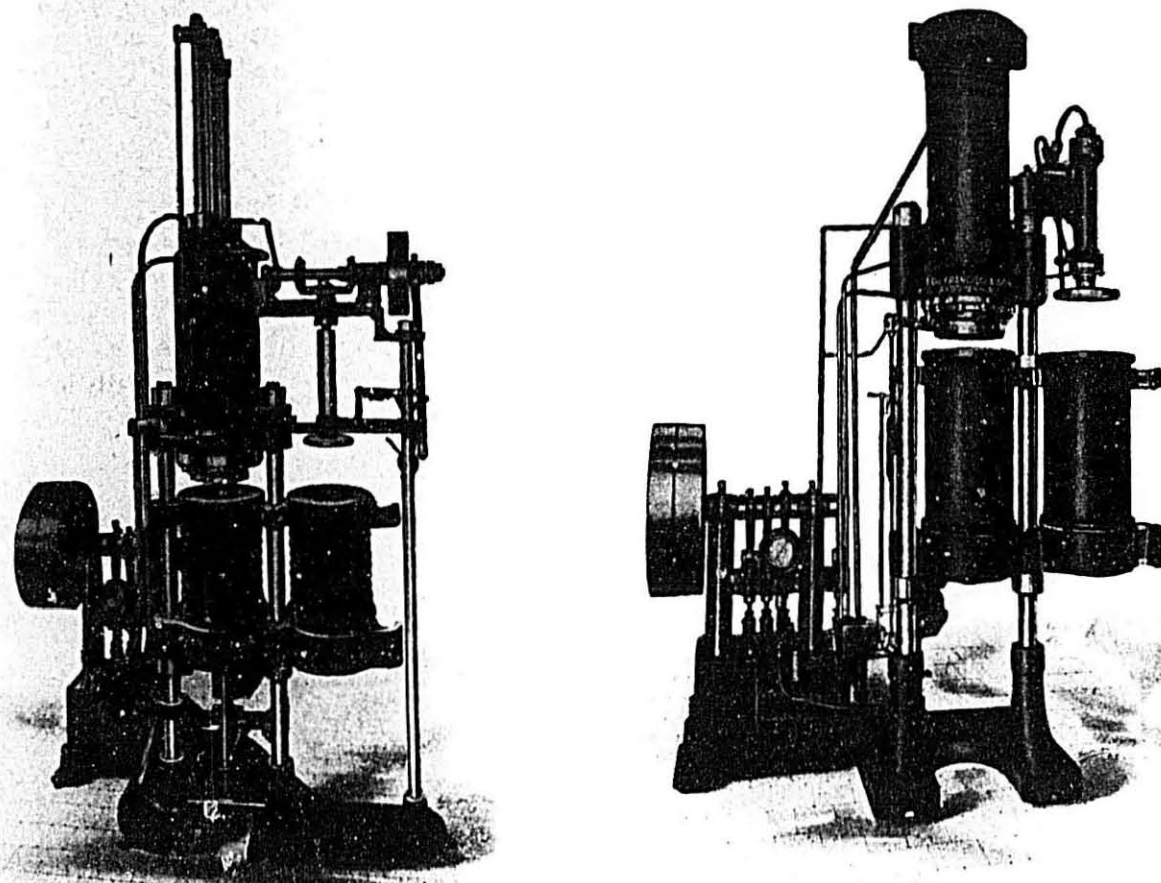
"The shape of the package is of much importance both in relation to its cost and also in relation to its ability to carry safely. A package approaching a cube in shape is generally the most economical to make and to handle in packing. Also the cubical package will ride equally well on any face during transportation and, if it is turned over in handling, the falls which it gets are much less severe and cause less damage than if one dimension is considerably in excess of the other two.

Appearance of Shelf Packages

"One of the controlling factors in the selection of any type of package is whether or not it satisfies the customer and sometimes also the middlemen through whose hands it passes. Many commodities are handled through middlemen and in this event it is often

SPEED—SAFETY—CLEANLINESS

Guaranteed to Users of
De Francisci Macaroni Machinery



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

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

Macaroni Machinery of all kinds

Made by

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

Manufacturers of Hydraulic and Screw Presses, Kneaders and Mixers.

necessary that the package be capable of standing reshipment to the ultimate consumer or seller. Also it often happens that the middlemen may desire to open the package, remove part of the contents, and pack other material in it before reshipment, in which event the package must be of a type capable of being opened and closed again without such injury as to prevent shipping a second time.

"Certain types of packages are objected to by middlemen and customers because metal bindings and fastenings or outside cleats interfere with proper stacking in the warehouse. Appearance is also an important consideration in the case of many commodities, and it is necessary that the outer package, or often the inner carton, be neat and attractive, so as to present a pleasing appearance on the customers' shelves."

Patents and Trade Marks

PATENTS

Macaroni Trimming Machine

Frank I. Rutledge of Pittsburgh was granted a patent on a macaroni trimming machine perfected and thorough-

ly tested by him in 1920. According to official notice from the patent office the patent right, No. 1,406,497, was granted Feb. 14, 1922. Application for a patent was filed on July 12, 1920.

The macaroni trimming machine comprises a hanger on which is suspended the macaroni and a power-operated cutter arranged to travel back and forth beneath the hanger so as to neatly trim off the ends of the macaroni suspended therefrom. The machine is apparently so arranged as to permit the raising or lowering of the cutting surface so that macaroni may be trimmed to varying lengths.

Macaroni Drier

Frank I. Rutledge of Pittsburgh is a patentee of a drier adapted for the drying of macaroni and similar products according to official notice from the patent office on Feb. 14, 1922. Application for patent right was filed May 17, 1920.

The apparatus is officially described as follows: A drier of the character described comprising a drying room and means for supporting the material to be dried therein, two chambers, a reversible air circulating means for taking the air from one of the chambers of

the drying room to the other chamber and vice versa. Air valves opening from both of the chambers to the outside atmosphere and an air valve between said chambers. The new patent was given No. 1,406,496.

TRADE MARKS APPLIED FOR

Diplomat

A. Silz Inc. of New York city has applied for registration of its trade mark "Diplomat" for use on cheese and cheese products, including prepared spaghetti. Application was filed with the patent office July 26, 1921, and published Feb. 14, 1922. The trade mark consists of the word "Diplomat" in large, heavy type capital letters.

Applicant claims use in the business since Sept. 12, 1917, and since July 1920, in connection with the cheese specified in the particular description of the goods and since Feb. 1, 1921, in connection with other products like spaghetti, etc. Objections thereto must be filed within thirty days of publication.

TRADE MARKS GRANTED

Red Top

The Macaroni Foods Corporation of Omaha has registered with the patent office its trade mark "RED TOP" for

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

Your Package Problems

Can Be Solved Effectively
and Permanently by

Peters Package Machinery

The benefits of the Peters Package are not limited to the large Nationally Known Manufacturers who use our automatic Package Machinery. Many smaller macaroni manufacturers can and do use Peters Machinery very profitably.

Have you secured the figures for your Business? It may surprise you to know how small an output of packages a day can be handled more economically with Peters Machinery than by hand.

Peters Machinery Company

Factory: 231 West Illinois Street
CHICAGO, ILLINOIS



which application was filed June 8, 1921, published Sept. 20, 1921, and registered Feb. 14, 1922, under No. 151,858. The applicant desires to use the trade mark on macaroni and spaghetti sealed in paper cartons, also on egg noodles put up in paper packages.

The trade mark consists of a common top in red, with the partly unwound string of the top forming the name "RED TOP." The firm claims that it has been using this trade mark since April 18, 1921.

Elmcity

The Jenkinson-Bode Co. of Jacksonville, Ill., has registered with the patent office its trade mark "ELMCITY" for use on its line of groceries which include alimentary paste products. Registered mark is given No. 152,315. Application was filed July 19, 1920, and registration made Feb. 21, 1922. The company claims use of this trade mark since 1912. The trade mark consists of the word Elmcity in heavy capital letters.

TITLES

Chinese Maid

The Tri-Star Noodle factory of Chicago has been granted the title rights on "CHINESE MAID" for use in con-

nection with noodle products manufactured by that concern. The title granted is given title No. 24,109. Application was filed Dec. 27, 1921, and the title rights were granted by the patent office Feb. 14, 1922.

Old Ferris Wheel Schichau Now Runs Biggest Flour Mill

The giant engine that ran the famous Ferris Wheel at the Columbian exposition in 1893 in Chicago and which afforded thousands of exposition visitors their first aerial ride has for many years been employed in a much more worthy work, that of grinding grain into flour.

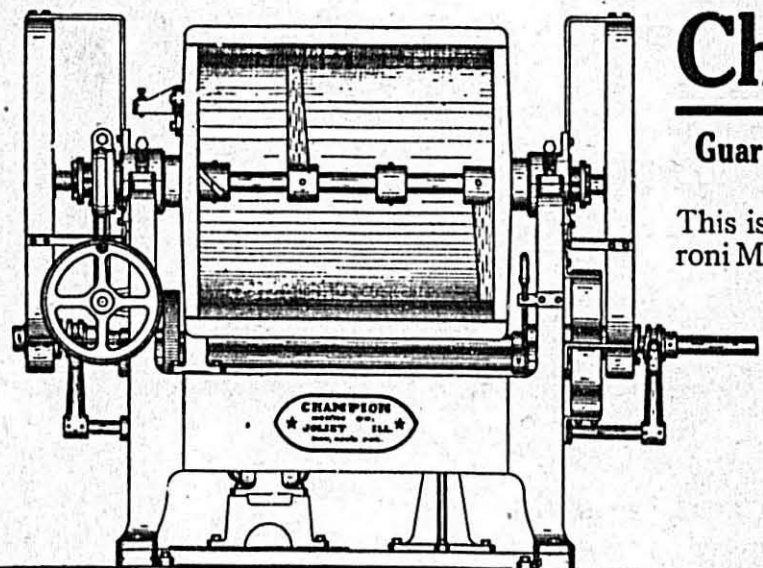
Years ago when the giant attraction at the Chicago World's Fair was to be dismantled the question of what disposition was to be made of the wonderful engine, a "Schichau," caused the owners much worry. Built and owned by a German concern and imported for exhibition purposes it was permitted to enter duty free, a saving of about \$20,000. To handle and crate the engine for shipment back to Germany would be an expensive matter. Therefore it

was offered for sale. The successful bidder, The Washburn-Crosby Co. of Minneapolis, obtained control of this wonderful engine at the reasonable cost of \$35,000. It was dismantled and re-erected in the East "A" Mill by A. H. Brockman, the company's chief engineer, and since that time it has been employed in grinding grain products that have furnished food to people in all countries of the globe. H. F. Mueller, who had charge of the engine when it provided pleasure for thousands in the Columbian Exposition was employed by the Washburn-Crosby Co. as an assistant to Mr. Brockman, and at the latter's death succeeded to his position.

The engine was installed in the fall of 1894 and for 45 days it ran without a stop. For 27 years it has given efficient service and in the opinion of expert engineers it should prove useful for at least 50 years more.

Thus has an instrument of pleasure been converted into usefulness, though the presence of so historic an engine remains unknown to a large percentage of the people of Minneapolis.

A window display should stop the feet but start the mind.



Champion Mixer

Guarantees Dependable Service at Small Cost

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

Its arms insure perfect and efficient mixing and uniformity of product.

The Agitator is made of steel and will last indefinitely.

Motor safely attached directly beneath Mixer.

Just the RIGHT SIZE, the RIGHT KIND of a Mixer for you at the RIGHT PRICE.

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

A CHAMPION MIXER drives away all mixing worries. We also specialize in building automatic flour handling outfits of all sizes.

Ask for our literature and our price.

CHAMPION MACHINERY CO.

JOLIET, ILL.

Discriminating Manufacturers Use

Hourglass



Brand

PURE DURUM SEMOLINA AND FLOUR
RUNS BRIGHT, SHARP AND UNIFORM

Quality and Service Guaranteed

Write or Wire for Samples and Prices

DULUTH-SUPERIOR MILLING CO.

Main Office DULUTH, MINN.

NEW YORK OFFICE:
F7 Produce Exchange

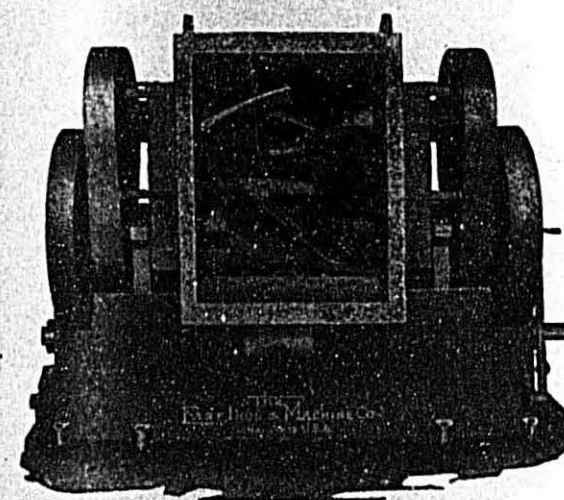
BUFFALO OFFICE:
31 Dun Building

BOSTON OFFICE:
88 Broad Street

PHILADELPHIA OFFICE: 458 Bourse Bldg.

PORT HURON, MICH. OFFICE, 19 White Block

CHICAGO OFFICE: J. P. Crangle, 14 E. Jackson Blvd.



"EIMCO"

Mixers and Kneaders

Insure Uniformity, Color and Finish

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

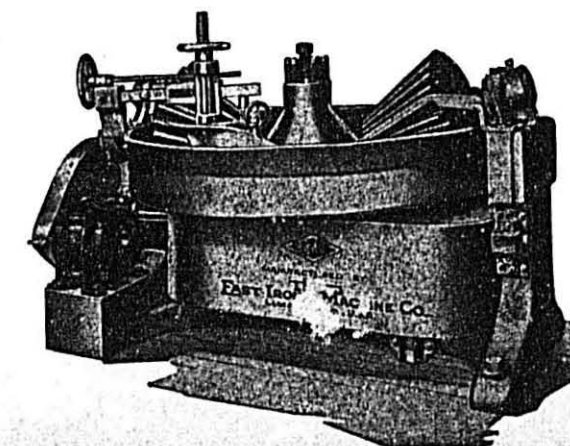
"Eimco" kneaders knead the lumps of dough, as they come from the mixer, into one solid ribbon and give it uniform texture and they do it quicker and better than ordinary kneaders. They are equipped with plow and have scrapers at rolls to prevent dough from clinging. All gears are fully enclosed.

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

Ask us for bulletin and photos.

The East Iron & Machine Co.,

Main Office and Factory, Lima, Ohio.



Grain, Trade and Food Notes

January Durum Receipts

A noticeable peculiarity in the durum receipts for January as reported by inspectors licensed under the United States grain standards act is the predominance of the amber class over the ordinary durums, which speaks well for the high grade of this class offered in the markets of the country. For the crop year beginning July 1, the 1921-1922 crop shows an increase of approximately 60% in the amber durum class over the receipts during a corresponding period in 1920-1921, while the ordinary durum during the same period shows an increase of less than 20%. The report bears out previous predictions of a heavy crop last year and the interesting fact that high grades predominated.

Amber Durum

During January 1922 a total of 1691 carloads of all grades of amber durum underwent inspection at the various primary markets of the country as compared with a total of 1181 carloads in December. No. 2 grade made the best showing for the month, when 1296 cars of that grade were marketed in January as compared with only 694 cars in the previous month. There was a slight falling off in the No. 1 grade, from 114 in December to exactly 100 in January. Minneapolis received the bulk of the No. 1 amber durum variety, getting 63 cars to 13 for Duluth and 10 for New Orleans. Philadelphia distanced all competitors in receipts of the No. 2 grade, getting 628 cars to 286 at Minneapolis, 161 at Baltimore, 100 at New York and 99 at Duluth. A decrease was also shown in the No. 3 grade, January reporting only 192 carloads as compared with 272 in December. Of these 117 went to Minneapolis and 45 to Duluth. 103 carloads graded below grade. A study of the report would indicate that a goodly portion of the January receipts was intended for export, owing to the numerous inspections made at the seaboard.

Durum

A general decrease affecting all grades was recorded in the durum class, the total for January 1922 being only 363 carloads as compared with 714 in December. The No. 1 variety was very scarce only 9 carloads being reported. Four went to Minneapolis and 3 to Duluth. A total of 88 carloads graded No. 2, Minneapolis reporting 33 and

Duluth 10, while the remainder was scattered among a dozen marketing centers. The No. 3 grade recorded a total of 91 carloads, 46 going to Minneapolis and 15 to Duluth. The noticeable decrease in the Duluth receipts may be attributed to the cold and snow that seriously affected movements of freight in that section of the country during January.

Crop Year Totals

For the 7 months beginning July 1, 1921, and ending Jan. 31, 1922, total receipts were 15,131 carloads of amber durum of all grades as compared with 9,593 carloads for the similar period the previous year. Of the durum varieties 5,216 carloads were reported during this period as compared with only 4,117 a year ago.

May Import 20,000,000 Bus. Wheat

Although the 1921 wheat crop in France was large and of fine quality, the total production being estimated at 322,767,000 bus., compared to 236,929,000 bus. in 1920, government officials and others in touch with the situation are of the opinion that at least 15,000,000 or 20,000,000 bus. will have to be imported for domestic consumption before the next harvest, according to information obtained by representatives of the Department of Agriculture in France. Possibly a larger amount will be needed if the new crop outlook continues unfavorable. The dry unfavorable weather during the autumn of 1921 delayed seeding so that sowing was continued well up to Jan. 1. The drought has seriously hindered good germination in the area planted. The unfavorable outlook, according to government officials, is causing French farmers to hold their 1921 wheat crop, thus decreasing the visible supply. The large stocks of grain formerly held by the government are largely disposed of and it is stated that the milling of the new crop began a month earlier than usual. The French mills especially at Marseilles are now doing considerable business in exporting flour to the Mediterranean countries. Wheat that is milled for export is admitted into France free of duty.

Design Box Testing Machine

A new box-testing machine which will give to boxes placed on it the exact movements of a freight train en route

has been designed by engineers of the United States Department of Agriculture, forest service, and recently installed at the forest products laboratory in Madison, Wis. A heavy, low steel table geared to motor-driven eccentrics represents the floor of a freight car. When in action this transmits to the boxes upon it the weaving, trembling, rough riding action of a freight car. Various train speeds may be simulated. A spring bumper attachment adds the damaging effects of the sudden stopping and starting characteristic of freight trains. Heretofore the laboratory has tested boxes in large tumbling drums, by drop tests, by compression between the jaws of testing machines and in similar ways, but it has been realized for some time that box design may also be improved to withstand the serious weaving and banging received in transit in cars. The new machine will aid in the study of this action. It was made from original designs and is said to be the only one of its kind in existence.

Favor Macaroni Tariff

The northwest, which finds the growing of durum wheat most profitable, is at last beginning to realize that proper protection to the American macaroni manufacturer will be of direct benefit to the growers of this grain. Interest in the proposed tariff measure now pending in congress is being manifested in many quarters and should it result in a concerted appeal to the senators and representatives from that section, a much more favorable rate of duty on imported macaroni would unquestionably result.

The Tribune of Casper, Wyo., commenting editorially on the "Macaroni and Other Alimentary Pastes" industry, particularly with reference to the exportation of durums, says:

The late democratic administration adopted a tariff law which made a 33% reduction in the duty on these goods, or from 1½¢ to 1¢ a pound. This rate is still in effect today. Owing to the disparity in exchange this duty is but little removed from free trade. The pending tariff bill carries the old rate of 1½¢ per pound.

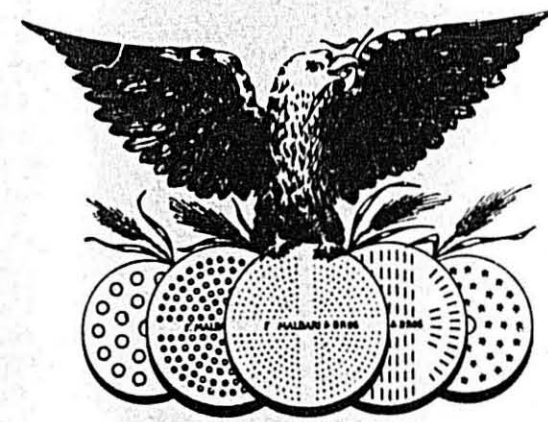
Since the United States produces the right sort of wheat for the manufacture of these alimentary paste products, there seems to be no good reason why that wheat should be sent abroad to be made into macaroni and then shipped back here in competition with Amer-

March 15, 1922

THE NEW MACARONI JOURNAL

33

IT IS FOOLISH



To spend several thousand dollars for a high class macaroni press and find you spoil your product by the use of inferior dies.

The difference between MALDARI'S INSUPERABLE BRONZE (SOLID) DIES with removable pins, and the price of other dies is only a few dollars, but the difference in the quality of the macaroni produced is the difference between success and failure.

F. MALDARI & BROTHERS

Makers of Quality Dies Since 1903

127-29-31 Baxter Street

NEW YORK CITY

ELMES

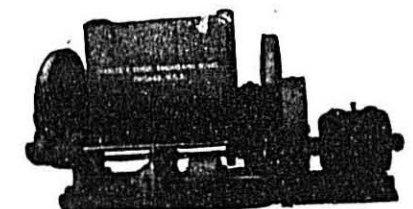
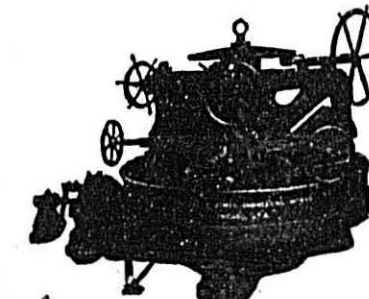
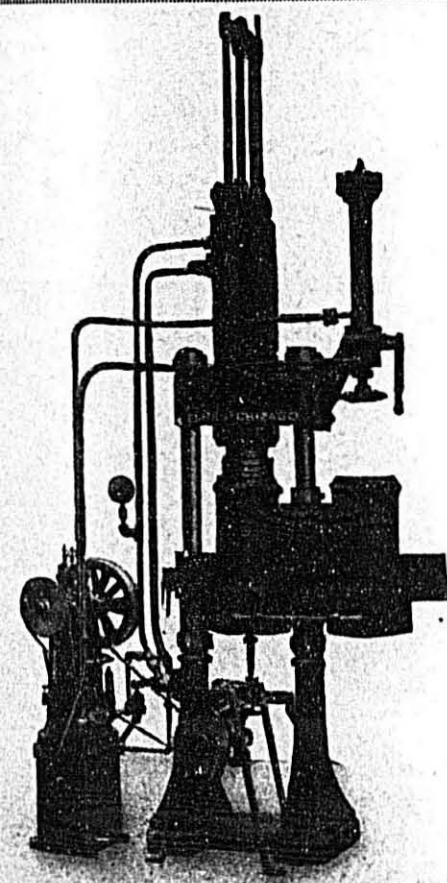
CHICAGO
"SINCE 1861"

COMPLETE PLANTS

FOR THE MANUFACTURE OF
MACARONI, SPAGHETTI, PASTE GOODS

ADVANCED METHODS
MAXIMUM OUTPUT

See for Catalog.



CHARLES F. ELMES ENGINEERING WORKS, Inc.
213 N. Morgan St.
EST. 1861
CHICAGO, U. S. A.
INC. 1895

can production. The growers of the wheat can do much better by disposing of it to American manufacturers of these pastes who will employ American operatives to fabricate them, and whose wages will be spent in part in the purchase of foodstuffs produced by the American farmer.

The principal source of supply formerly was Italy and Italian made macaroni usually commands a premium in price and has a well established demand in this country. During the war the imports were relatively small and have continued so up to the present. Probably the small importation of macaroni products since the war is due to the miserable industrial plight of Italy.

The manufacture of American grains by American industries, for American consumption, is a policy that all farmers should encourage.

New H. & D. Officers

The Hinde & Dauch Paper Co. of Sandusky, Ohio, announces the following changes in its executive personnel, effective Feb. 4:

Chairman of the board, Sidney Frohman; president, Frederick Emmons; vice president, J. W. Harbrecht; treasurer, O. F. Rinderle; secretary, C. N. Keifer; assistant secretary, W. F. Pfeiffer; general counsel, R. K. Ramsey. The Hinde & Dauch Paper Co. is one of the largest and best known fibre and corrugated container manufacturers in the country, owning and operating a string of mills in various sections that enables it to supply most of the big markets.

Slump In Freight Traffic

According to a report made public by the Association of Railway Executives the decline registered in railroad traffic during the year 1921, approximating 23.3% under that of 1920, was the greatest ever recorded in American

transportation history. These figures are based on reports made by the railroads to the interstate commerce commission, which show the number of tons of freight carried 1 mile by all of the railroads in the United States during the past year was only 344,167,000,000. This is approximately 104,390,000,000 less than the ton miles of 1920. The decrease was largest in the eastern district, where railroads are most numerous and where the total tonnage of freight movement is usually the greatest, the decrease in this section being about 24½%, while in the western district it was about 22½%. The southern district came nearest to holding its own during the past year, showing a decrease of 20.6%.

Wheat Condition, February

According to report by the Department of Agriculture, based on opinions of field agriculture statisticians, winter wheat suffered slightly because of adverse weather conditions during February. The report states: "Further deterioration of the wheat crop is reported in the central western counties of Kansas due to the drought and strong winds. The condition of the crop is only fair in Nebraska; rain is needed in the southwestern districts of the southern part of Iowa. The early sown crop of Oklahoma is fair but much of the late crop has not yet sprouted or is showing a poor stand. Some winter killing is reported in the north central states except in the northern sections where the crop has been protected by snow. The condition in the eastern section of the country is generally good and little damage is reported. The condition in the far western states is favorable. General rains and warmer weather have benefited the crop considerably in California."

Abolish Auxiliaries

In order to increase its local influence and to eliminate differences that have often arisen in the activities of the American Specialty Manufacturers association and its various auxiliaries the parent organization has decided to terminate all branches and to substitute therefore independent organizations. This action was taken on the recommendation of the auxiliary committee which has been studying the effects of the present arrangement on the welfare of the association at large. The former provision that auxiliaries were limited in membership to members of the American Specialty Manufacturers association excluded from the activities of the local groups some of the leading manufacturers, who did not belong to the national group. Desiring the cooperation of all active manufacturers and the good will of the nonmembers in any movement that might prove beneficial to the American Specialty Manufacturers association, this decision tends to strengthen the position of this national group. A special committee on "local associations of manufacturers" was recommended and President Fred Mason selected a most representative group of manufacturers on this important committee. James T. Williams of the Creamette Co., Minneapolis, a director of the American Specialty Manufacturers association, was placed on this committee as a representative of the alimentary paste manufacturers of the country.

Dividend Makers

It's the Goods you SELL.—Not the Goods you MAKE.—That bring in the PROFITS to keep the business running.

MID-WEST WATERPROOF CORRUGATED FIBRE BOXES

Ideal for export, for shipping commodities to wet weather districts, all goods which contain or absorb moisture or are shipped with ice.

General Offices:
18th Floor
Conway Building
Chicago

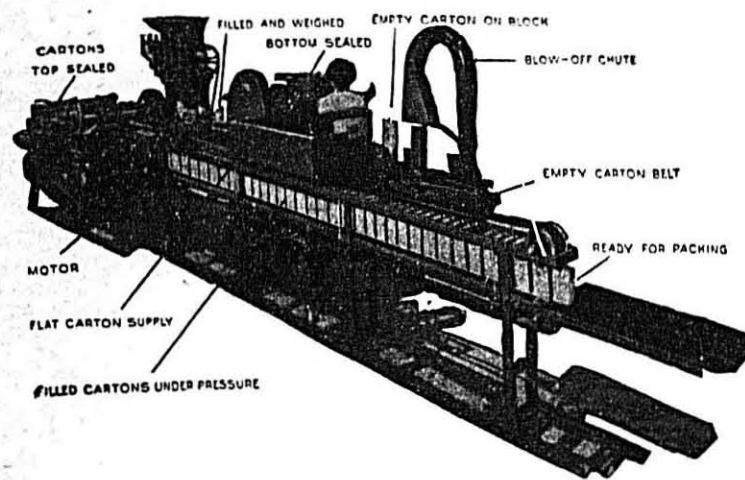
MID-WEST BOX COMPANY

Corrugated Fibre Board Products
Solid Fibre Containers



We Operate Our Own Box
Board and Strawboard Mills

Factories
Anderson, Indiana
Kokomo, Indiana
Cleveland
Fairmont, W. Va.
Chicago



This is our carton sealing machinery with filling and weighing attachments.

Why purchase machines with a guaranteed capacity of 30 packages per minute when you can purchase our machines which will do the work equally as well with a guaranteed capacity of 60 packages per minute?

Johnson Automatic Sealer Co., Ltd.

Battle Creek, Michigan

Send for Catalogue

Send for Catalogue

BAY STATE

QUALITY

DURUM WHEAT

SEMOLINA

WIRE OR WRITE FOR SAMPLES AND PRICES.

BAY STATE MILLING CO.

MANUFACTURERS OF
DURUM FLOUR

DAILY CAPACITY 1000 BARRELS

WINONA, MINNESOTA

Our Specialty

Satisfactory

**WOODEN MACARONI
BOX-SHOOKS**

Cheraw Box Company, Inc.

7th and Byrd Streets
RICHMOND, VIRGINIA.

Notes of the Industry

Portland Presses Hum

The Porter-Scarpelli Macaroni Co. of Portland, Ore., has enjoyed a steady demand for its products in the north-western states and increased daily production has been found necessary to keep up with orders. This is the very cheering news that comes out of the Columbia river basin and should encourage those in other sections that have not been so favored. This company produced approximately 1,750,000 lbs. of different kinds of alimentary pastes during the past year and its maximum output was about 8,400 lbs. per day, though the average was considerably below this figure. Modern equipment has been installed which, responding readily to the handling of experienced workers, has made it possible to obtain the maximum production.

Chester Plant Closes

The Chester Macaroni Manufacturing Co., organized about a year ago, found business so slow that it was decided to quit and this was done early in the year. Plans are under way for disposal of the equipment, which was quite modern.

Little Defective Macaroni

Macaroni holds an enviable position among the items of food condemned by the board of health of New York city during October 1921. This board is carrying on an active campaign to eliminate from the offerings of the retailers all unclean, unsanitary or spoiled foods that some honest distributors thoughtlessly offer for sale and which some unscrupulous dealers purposely try to "palm off" on consumers at a price. In the list of condemned goods only 8 pounds of macaroni was reported as unfit for consumption from the thousands of pounds inspected in the thousands of stores in that city. This is most complimentary to the firms offering their products to the consumers of this metropolis and speaks well of the keeping qualities of well prepared alimentary pastes.

New Carton Machine

The "Paper Container" of London, Eng., reports invention of a machine capable of making a dustproof carton, consisting of a paper container and an extra thin paper lining. The machine

is the invention of Henry Drysdale of England, who claims for his machine a capacity of about 70,000 cartons in a working day. The machine is described as being capable of printing the carton from a roll of folding box-board which, on its passage through the machine, is cut, scored, printed in two rolls and then crosscut. In the process of printing the thin paper lining is also glued to the carton blank. The process permits the use of grease proof or parchment lining which when properly glued at the ends will make practically a waterproof and dustproof carton.

Form New Durum Company

The Minneapolis Durum Products Co. which was recently organized in Minneapolis has filed articles of incorporation showing that it has a capital stock of \$500,000 and indicating in the articles of incorporation that its debt is limited to \$2,000,000. Many of the leading mill men of the northwest metropolis are included in the new concern. The officers of the new company are as follows:

President, B. B. Sheffield.
Vice president, W. H. Sudduth.
Secretary, W. D. Gregory.
Treasurer, W. J. Russell.

Connected with this new concern are many of the Sheffield mill enterprises in Minneapolis, which are also undergoing changes in capital stock, according to amendments filed by President Sheffield and Acting Secretary Russell. The authorized increases are as follows:

Increasing capital stock of the Commander Mill Co. from \$1,250,000 to \$1,335,000.

Increasing capital stock of the Empire Milling Co. from \$500,000 to \$530,000.

Increasing capital stock of the Big Diamond Milling Co. from \$500,000 to \$530,000.

Increasing capital stock of the Commander Elevator Co. from \$150,000 to \$160,000.

Plain "Macaroni with Cheese"

The plan of the Americanization committee of the American Hotel association to Americanize the hotels of the country will meet with popular favor. If the intentions of this committee are finally carried out it will no longer be necessary for the ordinary man to

stumble over foreign names in the menu or, as it is sometimes called "Carte de Jour."

The napkin is to be called plain napkin, and not "serviette". A waiter will be a waiter and will no longer jump at the command "garcon". The "maitre de hotel" will be known by his proper title as the "banquet manager".

Foods bearing outlandish and unfamiliar foreign names will be given their purely English cognomens. For instance, "Macaroni au gratin", will be plainly "Macaroni with Cheese". No longer will the ordinary American be embarrassed, as has often been the case when a certain item on the bill of fare was ordered, only to be told that the orchestra was playing at that time the very thing ordered, or to order what is thought to be a meat dish only to be astonished at receiving something in iced form that is intended purely for a dessert.

The Americanization of the American bill of fare is something that has frequently been urged and its adoption will be accorded a hearty welcome by the large percentage of the ordinary hotel guests.

New Plant for Fresno

The Fresno Macaroni Mfg. Co. recently filed with the commissioner of public works of Fresno, Calif., a petition for permission to erect a new manufacturing plant. According to plans now under consideration a one story brick structure will be constructed with a foundation so arranged as to permit the addition of such additional stories as the future may require. The original expenditure is to be \$12,900. According to the plans of the officers of this concern, building will begin as soon as the weather permits.

New England Macaroni Co. Sold

The New England Macaroni company of New Haven, which went into bankruptcy last year and over which there was considerable controversy when ordered sold last December owing to conflicting interests, was finally disposed of the last week in February to Frank Teitelman. The new owner bid was \$30,205 for all the macaroni company's assets which include the land, building, machinery and raw materials. This amount is in addition to a mortgage of \$7,500 which must also be assumed by the purchaser. A bit

March 15, 1922

NOODLES

If you want to make the best Noodles—you must use the best eggs.

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

Special Noodle Whole Egg—

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

Special Noodle Egg Yolk—

Selected bright fresh yolk—entirely Soluble.

Samples on Request

JOE LOWE CO. INC.

"THE EGG HOUSE"
New York

CHICAGO BOSTON LOS ANGELES TORONTO
Warehouses
Norfolk Atlanta Cincinnati Detroit Pittsburgh

To Noodle Manufacturers:

We understand your requirements of **Whole Egg Powder**, and can give you unexcelled quality.

WHOLE EGG POWDER—

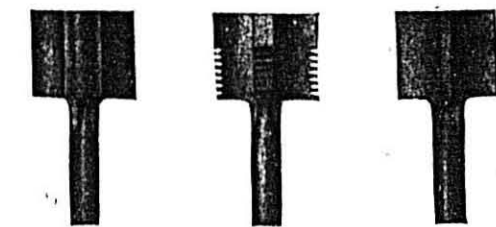
Guaranteed to comply with Government regulations.

Manufactured by spray process, guaranteeing solubility.

Made from Spring laid egg, insuring dark sweet yolks.

TALCOTT, TURNER & CO., INC.

136 Liberty St. New York
29 S. La Salle St. Chicago



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.

Walsh - Paper

Lining and Package Papers for the Macaroni trade.

When in the market ask us for prices and samples, stating sizes and quantities usually ordered.

The Walsh Paper Company

Manufacturers
Cuyahoga Falls, Ohio

occurred when the plant was offered for sale a few weeks ago, several bidders claiming to have purchased the property. Salvatore Trotta of New Haven made a high offer at that time and his offer and check to cover were accepted by the auctioneer but the sale was disapproved by the referee, who ordered a new sale. As a result Teitleman obtains the property, which will be thoroughly remodeled and put into operation.

Fire Causes \$50,000 Loss

Fire of unknown origin caused a loss of approximately \$50,000 in the Naples Macaroni company plant March 2, at 1420 W. Monroe st., Chicago. The fire started in the basement of the plant, probably from an overheated boiler, and soon spread to the floors above where it had made considerable headway among the inflammable materials before the firemen arrived. Besides damaging and destroying raw materials and finished products, much of the machinery and equipment was made useless by fire and water. The building, which was formerly used as a hospital, was purchased by the macaroni company about 4 years ago. Louis Caravetta is president of the firm and principal owner.

Carnegie Firm Fined

According to an item appearing in the Pittsburgh Leader of Feb. 19 the Viviano Macaroni Mfg. Co. of Carnegie, Pa., pleaded guilty to the charge that it had violated the U. S. food and drug act. The case was heard in the federal court presided over by Judge W. S. Thompson, who fined the company \$20 and costs. The charge was that the company failed to stamp the correct weights on the package, which constituted a misbranding.

TRAFFIC OFFICER NO. 1922

STOP

STOP riding last year's Trouble Bus,
STOP feeling sad and blue;
STOP knocking Nineteen-twenty-one,
STOP doubting 'Twenty-two.
STOP wailing of mistakes you've made,
STOP saying gloom endures;
STOP envying your rival's luck,
STOP now lamenting yours.
STOP springing ancient allbbs,
STOP thinking them at all;
STOP crying to each friend you meet,
STOP backing toward the wall.
STOP eating only of the husks,
STOP throwing up your guard;
STOP wearing undertaker looks,
STOP saying times are hard.
STOP worrying about your tires,
STOP driving 'round in low;
STOP saving on the Peppy Gas,
STOP all that stuff and —GO!

GO

GO get your self a Grinmobile,
GO get equipped for speed;
GO after everything in sight,
GO get the joys you need.
GO smiling to your daily task,
GO after business, too;
GO where it never was before,
GO where it waits for you.
GO where the jokers congregate,
GO tell a few, and then
GO home and tell 'em to your wife;
GO pass 'em round again.
GO where you think the blues abide,
GO where the gloomers sit;
GO hear their pessimistic plaint,
GO talk them out of it!
GO make them all stand up and shout;
"GO, 'Twenty-one! adieu";
GO flood the world with but one song;
"GO dig in 'Twenty-two."
—Wm. Herschell in Indianapolis News.

Sealed Package Merchandise by Parcel Post Now

In connection with Order No. 6824, amending paragraph 5, section 469, postal laws and regulations, postmasters are advised that the purpose of this order is to liberalize the conditions under which sealed parcels of fourth class matter may be accepted for mailing at the fourth class rate of postage, as it is recognized that the preparation of parcels in this manner is advantageous to the mailer and the postal service.

It will be noted that it is not required that the quantity of contents be indicated on the labels affixed to parcels sealed and mailed under the amended regulation, although this information may be shown if desired. In stating the character of contents on the label a descriptive term of a general nature will suffice, such for example, as "Cook-

ing utensils," "Confectionery," "Food products," "Hardware," "Wearing apparel," etc. The following is suggested as a suitable form of label:

CONTENTS

Macaroni Products

Pastmaster: This parcel may be opened for postal inspection if necessary.

JOHN DOE & CO.
Smithville, N. Y.

Proprietary articles of merchandise put up in fixed quantities in sealed parcels labeled in printing in the manner indicated in article 56, page 15, of the July, 1921, Postal Guide, shall continue to be accepted for mailing at the fourth class rate of postage.

Requests for information concerning the foregoing should be addressed to the Third Assistant Postmaster General, Division of Classification.

One can generally work off worry.

Nailing and Cleating Machines

We manufacture Nailing Machines in great variety to meet the requirements of Box Makers generally, and Special Nailing Machines for other purposes, also make machines for driving Corrugated Fasteners.

The machine illustrated here is the style most generally used by makers of boxes in which to ship Macaroni. It is not equipped with cleating attachment.

Discriptive circulars and prices can be had for the asking.

WILLIAM S. DOIG, Inc. 47 Franklin St., Brooklyn, N. Y.



WE ARE specialists in the making of Bronze and Copper Moulds, using nothing but the best materials and workmanship.

Our Bronze Moulds with Patented *Kleen-E-Z* removable pins are second to none now on the market. They turn out smooth, uniform, velvety products. Once tried you will use no other.

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

Let us hear from you today.

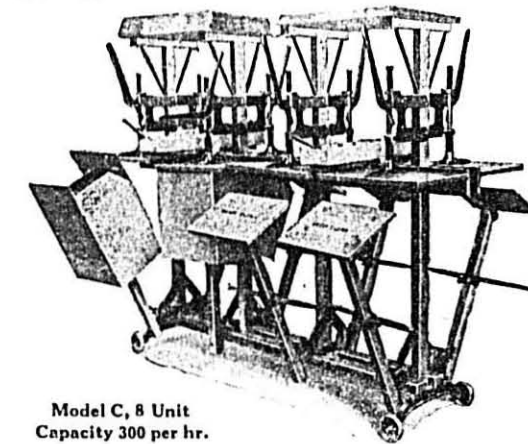
ALL WORK GUARANTEED.

Frederick Penza & Co.
285 Myrtle Ave., BROOKLYN, N. Y.

LIGHTNING BOX SEALER

Patented Nov. 5—1918.

Most Efficient, Simple and Economical
Method of Sealing Corrugated and Solid Fibre
Shipping Containers.



Model C, 8 Unit
Capacity 300 per hr.

Model C, 8 Units

\$180

Model C, 4 Units

\$100

Write us for Descriptive Literature, Etc.

McStay Machine Company

MANUFACTURERS

3040 East 5th. St.

Los Angeles, U. S. A.

Or Ashtabula Corrugated Box Co., Ashtabula, Ohio

Do You Want the Box that Stands the Knocks



Solid Fibre
or
Corrugated Fibre
Shipping Containers

Made by

ATLAS BOX CO.
1385 No. Branch St. CHICAGO

THE STURGES EGG PRODUCTS CO.

Direct Importers

of

Whole Egg, Yolk and Albumen.

We handle Egg Products exclusively and are the largest and only firm importing Egg Products, specializing in this one line for over twenty-five years.

Let us send you samples and prices of High Quality Goods.

THE STURGES EGG PRODUCTS CO.

New York Office
50 E. 42nd St.

Chicago Office
326 W. Madison St.

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.

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The NEW MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
The publishers of the New Macaroni Journal reserve the right to reject any matter furnished either for the advertising or reading columns.
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Vol. III March 15, 1922 No. 11

Queries and Answers

Below are listed a few of the questions submitted from various sources to the secretary of the National Macaroni Manufacturers association, together with excerpts of reply made to each.

Chemistry of Macaroni

Q. A middle western manufacturer inquired the past month for the names of books published on chemistry of macaroni. Writer desired to study macaroni manufacturing in all its phases, depending on books for information.

R. The only known book on alimentary paste manufacture is Renato Rovetta's "Industria del Pastificio," published in Milan, Italy.

Shook Buying Season

Q. A box association in its effort to cooperate with users of boxes desired to know if there is a special box shook buying season in the macaroni manufacturing industry, the object being to have box manufacturers put on an extensive advertising campaign just prior to the buying season.

R. Investigations prove that there is no particular buying season prevail-

ing in the macaroni manufacturing industry, and that prevailing prices are more favorable during the dry than the wet seasons of the year. The buying date depends also on what section of the country shooks are being obtained from. Those buying southern shooks do so at almost any time of the year, while the summer time business is the best for the northern shook manufacturers.

Nondelivery of Journal

Q. A New York firm writes to inquire why Journal failed to reach it for January and February.

R. Subscription having expired in 1921 and no renewal being received, discontinuation was ordered.

Macaroni Saws

Q. A Massachusetts firm writes to ascertain where suitable macaroni saws may be purchased.

R. Names of three leading manufacturers of satisfactory macaroni cutting saws were furnished.

Convention Exhibit

Q. A manufacturing concern in New York desiring to exhibit at 1922 Convention writes to find date and place of meet.

R. 1922 Convention will be held, June 19-20-21, at Hotel Clifton, Niagara Falls. No extensive exhibiting is done at our conventions.

N. D. Grain Law Invalid

The supreme court of the United States the last week in February handed down a decision that the North Dakota grain grading laws are unconstitutional, particularly in conjunction with grains in interstate shipments. The law was passed in 1919 as one of the pet measures of the Nonpartisan League then in complete control of the state machinery.

The law established grades in grain somewhat at variance with the federal grades now recognized throughout the country, and upon which most of the grain buying and grain trading is done. The intention of its exponents was to give the farmer control of his grain even after it had entered the elevators, and to give him the same protection that the federal statutes now extend to the elevator men.

As a result of this decision by the highest court in the land the grading of grain in North Dakota will revert to the federal grades which brings to an end a long period of litigation on a

question of considerable interest to growers and dealers in the grain states. Macaroni manufacturers throughout the country are interested in this decision since North Dakota is known as one of the largest durum wheat states in the union. Naturally the laws, which according to testimony work hardest against the elevator men, added to the expense of handling durums and caused an increase in the value of semolinias. With the federal grades in force durums from all states will come under like grade regulations, which with the natural tendency toward uniformity in quality will do much for uniformity in all sections.

Yerxa's Appreciation

In announcing the sale of their plant that brings about a break in their present relationship with the macaroni manufacturing industry, Dwight K. Yerxa of Yerxa, Andrews & Thurston, Inc., through Secretary M. J. Donna of the National Macaroni Manufacturers association, sends the following farewell message:

It is with regret that the individual officers and stockholders of this company are to discontinue their direct relations with the macaroni industry.

The individual plans of the officers of Yerxa, Andrews & Thurston, Inc. for the immediate future have not as yet been made.

We wish to take this occasion to express our appreciation of the cooperation you have always given us through The New Macaroni Journal and also through the National Macaroni Manufacturers association, and to thank you and all of the officers and members therein for same.

More or Less

Worry less and work more.
Ride less and walk more.
Frown less and laugh more.
Eat less and chew more.
Proach less and practice more.

Bids Wanted

On 3,000 Macaroni Dowels. Nearly New, 7/8 in. by 53 in.
6 DeMartini Drying Fans with motor pulleys.

General Macaroni Company
Erie, Penna.

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

—NOT—

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

“GOOD WOOD BOXES”

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

Write or wire us for prices—quotations made gladly.

WE SPECIALIZE IN MACARONI SHOOKS

ANDERSON-TULLY CO.

MEMPHIS, TENN.

DO YOU LIKE

THE

New Macaroni Journal?

It Costs Only a Dollar and a Half a Year.

It is devoted exclusively to the up-building of the Industry in which you are vitally interested.

If you are not already a *regular paid subscriber*, why not prove that you are a *booster* for anything that will benefit the Industry by filling in the order opposite and have it come to you regularly for One Year?

NEW MACARONI JOURNAL,
Braidwood, Illinois.

Please send The New Macaroni Journal for One Year to the address given below, for which we enclose check for One Dollar and Fifty Cents.

Name
Address
City.....
State.....

PREHISTORIC WHEAT VARIETIES EXHIBIT IN FIELD MUSEUM

The Field Museum of Natural History in Chicago has added an exhibit of cultivated wheats to its economic collections, states Director D. C. Davis of that famous museum. These are prehistoric specimens gathered from all sections of the world through the cooperation of the cereal investigation division of the Department of Agriculture, proving that wheats of various kinds have constituted the chief food of man for time unknown. Scientists and students of agriculture figure that the early varieties, adapted from the wild grasses, constituted the food of man probably 15,000 years ago (in Europe and Asia it has been grown since prehistoric times). Mr. Davis states further:

Mankind has probably always used the seeds of the wild grasses for food. Some of these furnish very fair size grains, and from such our cultivated cereals are unquestionably derived though botanists cannot now always trace them to their wild prototypes. An example of such is the wild emmer of Palestine, a large grained wild grass which has been claimed by some to be the ancestor of our cultivated wheats of today.

Certain primitive wheats are still grown in places in southern Europe. Such are the einkorn, emmer and spelt, each of which probably represents a group of wheats of separate origin. The einkorn still grows wild in Siberia and elsewhere in the south of Europe. Spelt is the oldest of the cultivated wheats. It was probably the wheat of ancient Greece, Rome and Egypt.

Together with these simple forms there are to be seen such unusual forms as Polish wheat which, in spite of its name, does not come from Poland but from the mountainous regions of Spain; Alaska wheat, which is of the type known as Miracle wheat, or seven headed wheat of Egypt, and Club wheat, grown in Chile and in our Rocky mountains.

New Varieties Produced

The collection includes every known variety of modern wheats including even some that are of recent development and not yet generally known to others, except to those closely connected with experiment stations. These experiment stations maintained in dif-

ferent sections of the country by our government are continually producing new breeds of wheats through elimination of the poorer grades and the adaptation of special grades for special uses. New and old varieties of wheat are grown to determine the most suitable ones for various sections of the country, under various climatic conditions.

While little is known of the wheat culture by the antecedents of the Indians, who may have had a knowledge of the cultivation of this crop handed down to them from ancestors in the country of their origin, history teaches that the immediate predecessors of the present civilization devoted most of their energy to the cultivation of corn, this being about the only grain that was produced through domestic culture.

Steps Represented In Exhibits

Wheat was first introduced into this country by the early Spanish explorers, who settled in the southeastern part. From the Spaniards some idea of wheat cultivation may have been dessemi-

nated among the Indians of that section. It was not, however, until the appearance of the English colonists in Massachusetts and Virginia from 1607 to 1620 that modern wheat cultivation was introduced into this continent. Since its introduction a little more than 300 years ago great strides have been made in wheat culture in this country, and the collection in the Field Museum shows the various steps of advancement made since the colonization of the country.

The extensiveness of the collection may be judged from the different grades and kinds of wheat exhibited, among which are the following:

Imported Wheats

Durum wheat from Russia, which furnishes flour for macaroni and pastes, looks much like long bristle barley. The small bristly Turkey wheat has become one of our leading hard winter wheats of the United States. Wilhelmina, a north European soft wheat, may be seen together with the chief American types. The hard spring wheats of the northwestern great plains region of the United States and Canada are represented by Marquis, Red Fife and Kitchener varieties. Particularly remarkable is a huge-eared wheat called Dicklow, grown under irrigation in Idaho.

BUSINESS CARDS

GEO. B. BREON

Specializing in Macaroni Shooks. Prompt Local or Carload Shipments.

314 Liberty Bldg., Philadelphia

Filbert 3899 Telephones Race 4072

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Telephone 6617 Broad

DISTRIBUTER OF

Pillsbury's Durum Products

in Greater New York and vicinity.

RICHARD GRIESSER

Architect & Engineer

Designer and Builder of modern Food Product Plants. Macaroni and Noodle Factories a Specialty.

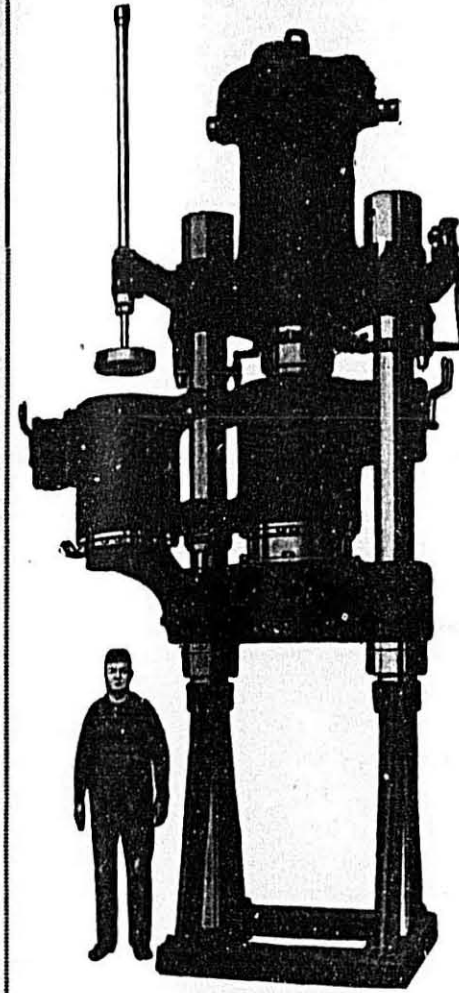
Write for information and estimates before building and save money.

64 West Randolph Street Suite 1702 Garrick Bldg. Chicago, Ill.

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

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

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



John J. Cavagnaro

Engineer and Machinist

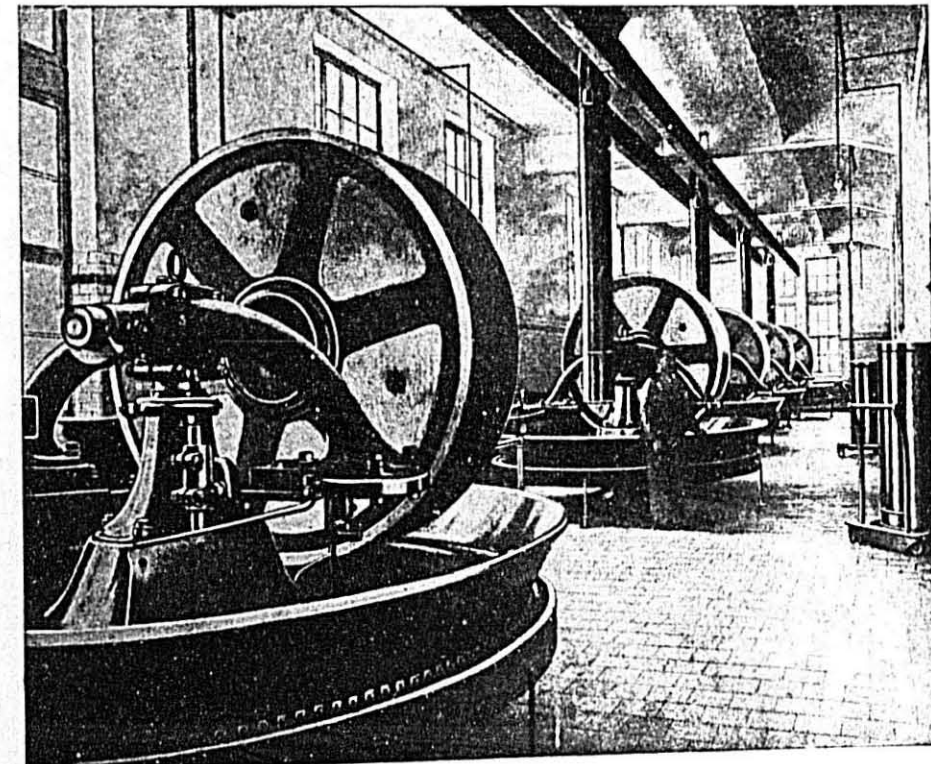
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Specialty of

MACARONI MACHINERY

Since 1881

N. Y. Office & Shop 255-57 Centre Street, N. Y.



BUHLER'S DOUGH KNEADER

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

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

Buhler Brothers
UZWIL, Switzerland

SOLE AGENT

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



and

Pillsbury's Semolinas insure macaroni of exceptional strength, finest amber color and desirable flavor.

Pillsbury Flour Mills Company
Minneapolis, Minn.

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