

**THE NEW
MACARONI
JOURNAL**

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**March 15,
1920**

The New
Macaroni Journal



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

Minneapolis, Minn.
March 15, 1920

Volume I Number 11

Our Nationality

NOT eastern but of the East, not western but of the West, not northern but of the North, not southern but of the South—The New Macaroni Journal is **NATIONAL** in the truest sense because it is **OF THE ENTIRE COUNTRY**, not of any section.

Published in the central part of our great country it tends to centralize the growing macaroni industry by working out its many problems, inspiring confidence and preaching progress. It is this spirit that gives its appeal to our trade paper and explains why advertisers and subscribers come to The New Macaroni Journal so easily and in such ever-increasing numbers.

Our appeal is national and truly American.

Our circulation is practically 100% of the Industry.

Our advertisers are reliable and firmly established.

Our columns are open to all interested in macaroni manufacture.

To advertisers and manufacturers it should be and is mutually beneficial.

Boost for us as we boost for you.

*National Macaroni Manufacturers Association,
Owner and Publisher of
The New Macaroni Journal.*



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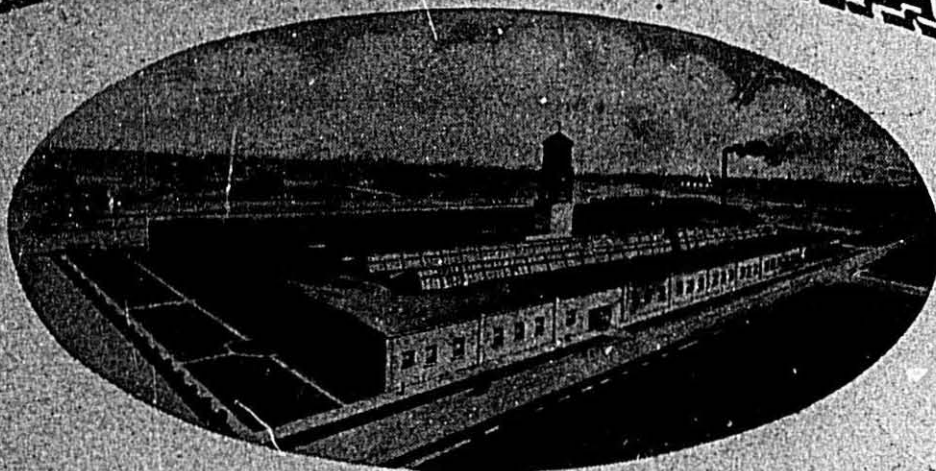
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MACARONI JOURNAL

Quality First

While we regretfully admit that there are a few macaroni manufacturers who have not yet learned and perhaps never will learn that quality is the first essential in the manufacturing of this popular-growing foodstuff, the greater number have appreciated the fact that this must apply to macaroni as it does to all other kinds of food. But while the majority of manufacturers of macaroni and other alimentary paste products have continuously striven to produce only the highest grade goods, the attitude of the "low grade" producers who continue to subordinate quality to price is merely indefinitely delaying the day when better satisfied consumers with a corresponding betterment in profits to the producers will be the rule rather than the exception.

The question is often asked, "Has there been any great progress made in American macaroni manufacture as compared with that produced in foreign countries?" Our answer is YES, but there are many doubting Thomases who maintain that if there has been any progress it's been very slow in development and slower still in making its effects felt on the "knowing" consumers. Both classes are right. Counterbalancing a wonderful improvement in macaroni and alimentary paste products manufacture in this country is the equally wonderful increase in the number of manufacturers who are forced to fight for business and have obtained some through either thoughtlessly or carelessly subordinating quality to price, with the expected result that while production of the high class plants shows big quality improvements the entry of so many less progressive ones into the business has served to hold down the upward tendency in quality production.

Practically every experienced macaroni manufacturer must admit that alimentary paste products made from the semolina of durum wheat grown in the semi-arid regions of the northwest are not only richer in gluten and other food elements, but that they will keep better and longer, and cook easier and be more palatable than the so-called macaroni made from ordinary flour. The mineral salts and other ingredients lacking in bolted flour are retained in the "mealy" semolina with the result that practically all the food elements needed in properly nourishing the body are found in the high quality macaroni products. Numerous authorities can be quoted to this effect but none are more to the point than the statement made by Gordon Skelley in an article written for "Physical Culture Magazine" on the deficiencies of white flour in which he says:

"Wheat, that is whole wheat as nature has provided it, is the most perfectly balanced all around human food that is grown beneath our golden sun and upon the soil of our beautiful earth. Upon this point, according to repeated chemical analysis, there seems to be no serious dispute. Whole wheat should furnish and actually does furnish the substance that provides for every need of the body. But in making our modern white flour we eliminate practically all that is most

vital and valuable in the grain of the wheat. How, indeed, can we presume to cut away all but the softest, whitest, and most starchy part of the wheat and then claim that we have improved upon the best food that nature has provided for us?"

In the mealy granulation of semolina, we retain some of the starch but also all of the minerals and other elements that give macaroni produced from this flour its many recognized advantages as a properly balanced food for young and old, sick and robust.

With this point conceded, let us delve into some of the reasons for producing inferior grades of macaroni now too often found on our markets when quality goods manufactured in this country would guarantee the retention of the big business enjoyed during the war in the face of the expected renewal of foreign competition. Most of the blame for low grade production can be either directly or indirectly attributed to the large distributors, jobbers and wholesalers who are continuously seeking to sell goods "at a price"; to some of the charitable and state institutions, limited as to means, who are compelled to purchase goods at figures that will permit their keeping within their appropriations; and to some of the large mail order houses who, in bidding for macaroni products, do not stipulate quality but rather price as the basis for awarding their long term contracts on their big business, on the assumption that most any kind of goods can be sold through their big selling force, and that "the lower the price paid, the bigger the profits made." In addition to the factors mentioned above are the few manufacturers who know not the value of quality as a business factor and who reach out blindly here and there, grabbing off an occasional contract with little care about the future.

Inferior quality macaroni products will always be sold, and may even be disposed of to reliable firms that are known to handle only high grade products. By subterfuge and wind; by insinuations and imitations; by hook and by crook, this low grade stuff may be sold to a customer, but it is only a question of time till he realizes the fact that quality alone will stand the test, and he goes back to the producer of that grade. This fact has been demonstrated so often that it is now considered the rule.

There is one particularly big difference recognized as always existing between manufacturers of low grade and high quality macaroni, and this is; that the producer of low grade material is always seeking new accounts, new markets to keep his business afloat, while the manufacturer of quality products always enjoys a steady business, a long list of regular, satisfied customers who seldom change their source of supply and who take practically all the output of his plant.

Well, that is worth more than excess profits expected by those who make only occasional sales; it is worth considerably

more than the quick "flash up" that will dwindle down as rapidly as it flashed up. Producers of macaroni products that have stood the test of time and earnest competition, from home and abroad, know and appreciate this fact.

IT IS EASY TO IMITATE, BUT IMITATIONS WILL NOT STAND ANY OF THE SIMPLE TESTS REQUIRED.

The grades that make you and your retailers an honest profit, the grades that mean continuous and thoroughly satisfied consumers, the grades that speak for themselves and for their manufacturer, are the right grades to manufacture if

you are in the business for all that is really worth while.

If you are one of those manufacturers whose policy is not QUALITY FIRST, if you are one of those who have so far failed to notice the way in which the wind is blowing; if you are one of the business cogs that has been retarding progress in the macaroni industry we say, NOW IS THE TIME TO START, HERE IS YOUR CHANCE, USE JUST PLAIN COMMON HOSS SENSE AND GET BUSY FOR THE BIG BUSINESS THAT IS IN STORE FOR ALL WHO WILL MANUFACTURE QUALITY GOODS.

CHEESE GOOD— GOOD MACARONI

Natural Combination Appeals to Taste—
Proper Grades of Cheese Should Be
Utilized—History of Industry in
America—Some Popular
Foreign Makes.

With the average American housewife the mere mention of macaroni as a food brings into her mind that delicious combination of "macaroni with cheese" which is the most popular and natural preparation of this great foodstuff. That cheese should accompany macaroni and spaghetti dishes appeals to the connoisseur as just as necessary a combination as it is to have apple sauce with cold pork, cranberries with turkey and bread with butter.

Knowing that cheese "goes well" with macaroni dishes, it is essential that those who prepare spaghetti and macaroni for the table should know something about the quality that is best suited to accompany this foodstuff in its various forms. Many of the uninitiated make the serious mistake of thinking that any cheese will do and as a result fail to obtain dishes that have that appetizing appearance and delicious flavor that is so natural with this foodstuff when good sound judgment is used in selecting, not only a high grade macaroni product, but also good quality and properly adapted cheese. A properly aged and well hardened cheese that will grate properly and diffuse itself evenly through the whole food mass should be chosen in preference to the "green" cheese.

Cheese is usually made from cow's milk though in some of the European countries, particularly Italy and Switzerland, the milk of goats and sheep is utilized for this purpose, while in Iceland, Lapland and Norway the milk of the reindeer is employed. Quality of the product is dependent on two elements; the grade of the milk used as a basis of manufacture and the proper care and aging given the product.

Manner of manufacturing differs slightly in the various countries though there is a certain amount of secrecy in the process of aging on which the quality greatly depends. Most high grade cheese is made from the whole milk while some of the cheaper and perhaps more popular ones are made from skimmed milk.

In this country cheese manufacture increased rapidly from the early history of the country till about 1890, when we enjoyed an export business in excess of a hundred million pounds a year. During the next decade this important export business was almost entirely lost through the introduction of the "infamous filled cheese" developed by our Yankee ingenuity. Thus was a big cheese exporting business sacrificed through an attempt to substitute cheaper ingredients into our cheese. A "filled cheese" is made from milk from which every trace of butter fat has been extracted, the fats essential in the manufactured cheese being introduced by substituting oleo oils and fats instead, which not only cheapened its manufacture but also greatly reduced its food value and altered the delicious flavors. After practically killing our cheese exporting business laws were passed prohibiting manufacture of "filled cheese" unless a heavy tax was paid under a federal law passed in 1896.

Since 1914 American cheese manufacture has greatly increased and many of the popular European varieties are now nicely imitated and in some instances surpassed. With the signing of the armistice in November, 1918, cheese importation started anew with every indication that prewar standards will soon be reached.

Commercial cheese comprises upwards of 100 distinct types and varieties, each with their particular flavor and consistency due to mode of manufacture. Italy is recognized as the world's greatest cheese store house and that country manufactures over 30

different varieties ranging from the mild home made product to the high grade stuff that has a world-wide repute. During the last prewar year Italy is estimated as having produced more than half billion pounds, over half of which was exported and the United States a big buyer. Among the popular varieties that reaches this country from Italy are Grogonzola, Parmesan or Reggiano, Tomano or Pecorino, and Caciocavalli. Of these the first three are best suited for macaroni dishes.

From France comes some of the finest cheese made, including in the long list such favorites as Roquefort, Camembert, Neuchatel and Gruyere, the last named being manufactured in excess of 50,000,000 pounds annually. None of these is as well adapted to grating for macaroni dishes as are the Italian cheeses named above.

From Switzerland comes the famous Schweitzer or Swiss cheese and the Emmenthaler. The former is frequently used in macaroni dishes by those who do not care for the more tart or piquant cheese of Italian manufacture and by those who seek cheese more moderate in price. This cheese is especially adapted when permitted to harden materially.

The Edam cheese from the Netherlands known for centuries for its high grade cheese manufacture and the Cheddar cheese from England are also greatly imported. These are known as table cheeses and do not enter properly as a macaroni or spaghetti accompaniment.

With the gradual resumption of normal business conditions between this country and Europe and the replenishing of the depleted herds in the cheese producing countries, high grade cheese should become plentiful and connoisseurs will be at liberty to choose just the particular flavor that best suits their tastes. Housewives should study this side of macaroni preparation, making use of only such grades as they find best adapted to the varied tastes. Good macaroni needs good cheese.

Expert Views on Durum Situation

Market Unsettled—Heavy or Light Foreign Buying Brings Rapid Changes—Advise Carrying Only Conservative Stocks—Durum Flour Now Drug—Blending Will Be Necessary to Even Up Prices on High and Low Grades—Macaroni Manufacturers Could Help.

"In the northwest the wheat problem differs radically from that of any other section of the country," says an expert of the research department of the Bay State Milling company. "The 1919 yield of spring wheat was much below the average. At Minneapolis and Duluth the combined stocks of wheat were only 10,000,000 bushels March 1 as compared with 49,000,000 bushels a year ago. Reserves still in the farmers hands and in country elevators are much smaller. Highly nervous and erratic markets for spring wheat are therefore inevitable, and even a moderate demand will affect the prices sharply.

"Demands for spring wheat have been light, yet the Minneapolis market shows an advance of 30 cents per bushel within a week.

"The southwestern and middlewestern situation is entirely different. There is an abundance of hard and soft winter wheat for domestic requirements, and any possibly export demand up to next harvest. Kansas City has more wheat than Minneapolis and Duluth combined.

Trade Well Supplied

"Export trade is flat and cannot improve in the near future. Foodstuffs and a limited quantity of raw materials, Europe must have,—cost what it may—but purchases will be cut down to the absolute minimum.

"Barter has replaced money in international transactions in Europe. Commodities are bought and paid for with commodities, not with money; the latter has ceased to have any value in international trade.

"Stocks of flour in hands of, or contracted for by, distributors and users average to be liberal—in some cases quite large, and actual requirements will not require extensive purchases for many weeks. It is no time for speculation.

"Commodity prices have gone mad, owing to a delirium of extravagance. This and the cost of labor, measured not merely by its wage but by its unproductiveness, have set 'storm-signals' which are bound to call a halt. Sufficient stock must be carried for the safe and convenient conduct of business, but purely speculative buying made in the

hope of realizing speculative profit, should scrupulously be avoided."

Jim Andrew's View

"There is very little to report in connection with the durum wheat market, except a vindication of our views expressed at the beginning of the crop that prices would be higher than the government price on wheat," says James C. Andrews of Yerxa, Andrews & Thurston, Inc., Minneapolis.

"The market has had two or three setbacks since the harvest which forced the price on durums very close to the government guarantee, and of which buyers have taken very good advantage of.

"The situation in spring wheat has been much more in line with our ideas of price than in durum, and even in the face of every effort made by the government agencies to bring the price of wheat down, very little reduction has resulted and, when it came about, the lower prices have been of short duration and the demand for wheat and the shortage thereof in the northwest has had the immediate effect of putting prices up again. Notwithstanding the shortage of wheat in the northwest the flour production throughout the country has been very much heavier than a year ago, which indicates that consumption of flour has been very largely increased in all directions where flour can be used.

Unknown Factors Feared

"It is impossible to predict just what part of the present wheat crop will be exported during the crop year, but in all probability the total will hardly equal that of last year. This would indicate that we should have a good stock of wheat to carry over into the new crop, beginning July 1, and, if we should figure entirely on statistics, the indications would be altogether in favor of lower prices on the new crop, but there are many factors which may enter into the wheat situation between now and July 1st that would make the carryover of necessity in order to supply the foreign and domestic demand for wheat for another year; so we may see prices hold at present or even higher levels even after government control ceases.

"There is one thing in the milling situation that is worthy of note, and that is the very high prices for the high

grades of flour and semolina. This is due very largely to the tendency of all flour buyers to demand the very highest quality, thus placing the lower qualities in a position of distress, which has forced prices down on the lower grades of flour to such a differential under the high grades as were never heard of before, and every 10 cents drop in the lower grades goes to increase the price of the high grades, and we will get cheaper prices on the high grades only when buyers realize that some lower qualities must be taken and worked out in their products.

Blending Recommended

"If all bakers and macaroni manufacturers would, in their efforts to supply the consumers with a good quality of product at a reasonable price, do so by proper admixtures and blending of lower grades with the high grades, the result could only be for the best of all. It seems to us that the time is coming when the consumers will also balk at paying the extreme prices which they are forced to pay for these high grade mill products, which will seriously affect production and in that way, if no other, reduce the demand for the high grades to a point where necessity would bring about the use of low grades, thus getting lower prices for everybody. We think that all macaroni factories should consider this situation and give much thought to the extent to which they could blend with the semolinas the higher grades of durum flour which can be purchased at so much lower prices."

A Pleasant Change

"How would you like to hear your children crying for bread?" asked the presiding elder, who was endeavoring to raise funds for the impecunious Armenians.

"I reckon it would be a pleasant change," replied Gap Johnson of Rumpus Ridge, Ark. "They are always bellerin' fer terbacker now."

To those who have spent the whole year closely watching their business, a trip to our national convention and the mingling with friends, old and new, will serve as a balm for what ails them. Remember it's in June at Niagara Falls.

Who's Who in the Macaroni Trade

Herbert E. Gooch is a real young man in the macaroni business, young in years and young in this particular industry.

He is president of the Gooch Elevator and Milling company of Lincoln, Neb., and of the Gooch Food Products company of the same city.

Mr. Gooch was born in 1878 in Chicago and did his first work after the completion of his school studies by serving

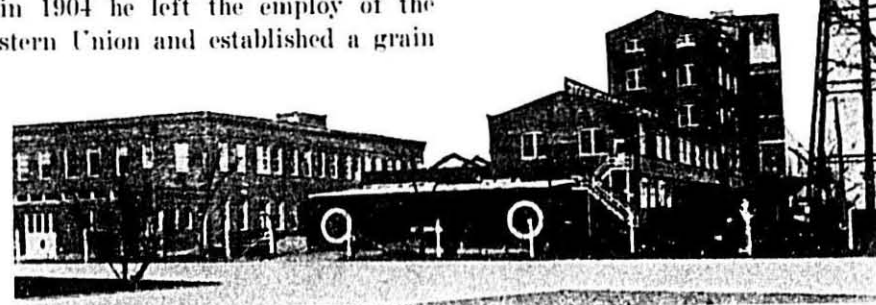


Herbert E. Gooch

as messenger boy for the Western Union Telegraph company at St. Paul, Minn.

Being studious, attentive and aggressive he advanced by rapid stages from one responsible position in that institution to another until after 14 years of service when he severed his connection with the Western Union to go into business for himself. He had attained the position of traveling auditor and inspector of offices.

Situated in the great northwest where "GRAIN TALKS" Mr. Gooch lost no opportunity to learn the grain business, so in 1904 he left the employ of the Western Union and established a grain



Plants of Gooch Food Products Co., Lincoln, Nebraska.

brokerage business for himself in Lincoln. Four years sufficed to bring him to a full realization of the possibilities of the milling business; so in the year 1908 he organized the Gooch Milling and Elevator company in that city, which business has grown steadily, and the demand for Gooch products has become so great that, be-

fore the close of the present year, the mill capacity will more than be doubled.

Not until 1917 did Mr. Gooch realize the opportunity opened to him in the macaroni business, and in that year he organized the Gooch Food Products company and erected a large modern plant. In spite of the handicaps imposed by war conditions the business of this new concern has shown consistent growth and today the products are distributed very generally throughout the central states.

Mr. Gooch has a hobby which in no small measure is responsible for the great success he has attained. It is quality. He takes a great deal of pride in seeing that all the products manufactured under his direction are of the very highest quality.

Macaroni products manufactured by Mr. Gooch are unique in this respect—they are produced from raw wheat to finished product under the one management.

The Lincoln Mills, which are controlled by Mr. Gooch, produce a large amount of durum wheat annually much of which is consumed by the macaroni plant.

As a member of the National Macaroni Manufacturers association, the subject of

this sketch has shown himself progressive and ever solicitous for the advancement of the industry as a whole, two things which mark him as a coming leader in the macaroni industry.

His particular hobby is advertising, which in all business he figures is the basis of guaranteed success. He pre- sents this for some of the ills that the

macaroni industry is continuously afflicted with.

Mr. Gooch's one aim now is to induce his fellow manufacturers to agree on the establishment of a "MACARONI WEEK" during which extensive, nation-wide advertising of macaroni products will bring about a general use of this food at practically all the meals during that week, and ultimately create an appetite that will result in largely increased consumption.

Journal Mailed Regularly

The New Macaroni Journal is mailed regularly to every subscriber and advertiser and to all macaroni and noodle manufacturers in the United States and Canada every month.

Occasionally we get complaints of non-delivery and investigations have usually proved that fault was not with our mailing department which is always careful in this work, checking up the list several times before Journal is put into the mails.

It has also been discovered that complaints come in from concerns which are regularly receiving the Journal where it is usually "grabbed-off" by some interested employe before it reaches the salesman or head of the concern who makes the complaint.

Copies do not often go astray in the mails, but frequently are "lost" after they reach their destination.

In cases where particular men are to receive this publication we would be pleased to address our New Macaroni Journal in care of that particular person, if so requested.

We want our Journal read and read by the party subscribing for same. There is nothing to prevent employes who are interested to get copies of their own as cost is exceedingly small. If more than one copy is needed to satisfy the wants in any plant, we will be glad to supply a sufficient number.

Watch the coming of this Journal monthly and report to us all irregularities or failures in delivery.

Time spent at conventions is never wasted. We learn from those around us. There will be many macaroni manufacturers around at Niagara Falls on June 22, 23, 24. Come and learn.



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

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

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

Shane Bros & Wilson Company

Minneapolis - - Minnesota

No. 2 Semoleon
Imperial Rome



No. 3 Semoleon
Amberole

MIDDLEMAN IMPORTANT FACTOR

Timely Views of Large Macaroni Manufacturer—Broker Necessary in Triangle of Production, Distribution and Sales—Action Necessary to Reduce Costs—Supply and Demand Invalidates Man Made Laws.

Frank M. Gregg, president of the Cleveland Macaroni company of Cleveland, one of the largest alimentary paste concerns in the country, covering almost every part of the continent, made an interesting address at the National Cannery association convention in Cleveland the last week in January. Believing that his talk will be of interest to fellow manufacturers, it is reproduced here in full, as follows:

The Address

There are three great fundamentals that control the activities of people. They are production, distribution and exchange. The Indian who kills the beaver for his hide is a producer; sending it down the river to a trading post, is a distributor. Bartering the hide for flour and chuck, he functions as a seller.

People cannot live without producing, without distributing, without bartering. These three functions are as fixed and unchangeable as the ten commandments. It is possible for one man in a small community to incorporate these three functions within himself, but he cannot eliminate any one.

Having developed the permanence of production, distribution and sales, let us apply these three fundamentals. There is the manufacturer who produces. There is the jobber who distributes. There is the retailer who sells. This organization was ample when the community was small and the manufacturer and jobber could personally see their own customers.

When the railroads came into use, neither the manufacturer nor the jobber could personally see his trade. Then two accessories were called into being. The representatives of the manufacturer sold the jobber. The representatives of the jobber sold the retailer. These additions were not made to increase profit to the producer nor to increase the cost to the consumer. They were based upon the growth and necessities of the community.

Broker Not a Parasite

Today, with 100,000,000 people to take care of, we find the following conditions:

1st—The manufacturer who makes

and his salesmen or brokers who represent him.

2nd—The jobber who distributes and his salesmen who represent him.

3rd—The retailer who sells and his salesmen who represent him.

There is great denunciation at the present time of this system by unthinking people. I challenge anyone to feed and serve this country with any less machinery.

The broker is the logical representative of the manufacturer. He is not a parasite nor is he a middle man. He belongs as much to the machinery of production, distribution and sales as the engine in the engine room of the manufacturer. As a matter of fact, I do not see how it is possible for any manufacturer to enter into national distribution without the aid of the broker. He is a master merchandiser in his community. He is building his own business and he is directly increasing the production of the manufacturer. His whole time and enterprise are devoted to the distribution and the establishing of friendly relations between the jobber and manufacturer. His position is one of sale of service and he does not directly or indirectly cause an increase in the cost of any article he sells. As a matter of fact, he reduces the cost through his active service. He enables the manufacturer to produce and distribute in great volume. His function cannot be dispensed with in the present machinery of merchandising.

Volume Production Lessens Cost

The high cost of living is not based on necessities but upon luxuries. The annual statement of a Chicago meat packer shows sales of \$1,200,000,000, and net earnings of \$13,600,000. An automobile manufacturer shows a sale for 1919 of \$1,000,000,000, with a net profit of \$141,000,000. This illustrates my point that all necessities are made in such volume that the actual cost of making, distributing and selling is so small that the profits of these three functions could be eliminated and it would not materially change present costs.

Let us assume that these costs were on a higher plane. In a democracy it is the law of the order that men must serve

each other. To break down this machinery would disturb the living of great groups of people. Inasmuch as each group is based on increased production, the lack of its presence would throw men out of employment. The present machinery is required not only to serve the people but it gives employment to great numbers at the same time. To break down any element would bring far-reaching disturbance without compensating results. Theories and politicians may work out imaginary machinery with imaginary benefits to certain groups but in doing so they break down and injure many other groups.

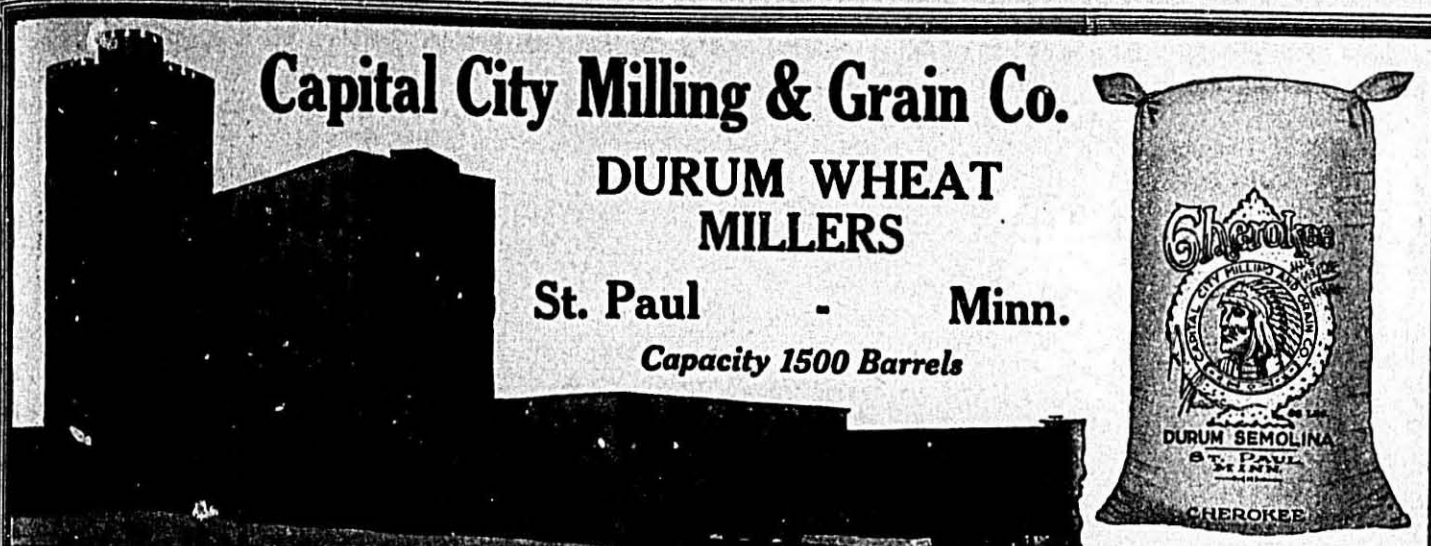
In other words, we are working through a system which not only was created by supply and demand but which compels everyone in the community to sustain it, even though it is done at a personal cost. Throwing verbal monkey wrenches into the existing machinery will not lessen prices but will advance them.

Luxury Demands Make Prices High

The cheapness of production, distribution and exchange is based upon volume, and volume is based upon cheap transportation. The menace of volume today is the advance in freight rates. The last advance was 25%. Director Walker Hines stated that 97% of this advance went to labor and 3% to the railroads.

If this be true then another 25%, or even more, increase in freight rates must be made to take care of the upkeep and purchase of rolling stock for the railroads. In addition to this there is now a demand being made by labor that necessitates a further increase. The result of all these increases will prevent national volume of production, national volume of distribution. We will then return to zone production, zone distribution, zone sales. There will no longer be freight trains carrying interstate commerce. There will be fewer railroad men required. The standard of production and distribution of the United States will be zone volume instead of national volume. We will have changed from a maximum to a minimum basis. Economic laws are not based on violence but upon conditions of production, distribution and exchange. Break down this fabric quickly and the whole order is chaos. The fabric of society is torn asunder and a new group formed to go back to the unchangeable functions of producer, distributor and seller.

H. O. L. Based on Luxury Demand
It is time to think that ideals of



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

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men can change economic laws. The high cost of living is not based upon cost of production, distribution and selling but upon the luxury demand of the people.

PAPER SHORTAGE RELIEF

Expert Suggests to Overcome Shortage by Stopping Waste—Idea Supply Is Inexhaustible Is Erroneous—Time to Act—Unity of Action Is Requisite.

Two million tons of paper could be made from lumber wasted in packing cases, an amount equaling all the newsprint paper produced in the United States and Canada for 1919.

"The shortage of newsprint paper has precipitated the Anthony-Capper bill. This bill, which is one of the most radically restrictive laws ever contemplated, will we believe arouse the people to a realization not only of the seriousness of the print paper situation, but also has brought a realization of the national waste of our natural resources, and of the serious consequences which have followed this waste," is the opinion of Robert Seaver of Boston, editor of "The Printing Art" and close student of business conditions affecting the printing industry.

"The Anthony-Capper bill, briefly, provides for arbitrarily limiting the number of pages of newspapers and magazines. Inflicting a heavy penalty in increased postage rates on the publication containing more pages than the law specifies.

"We are short of paper. The whole world is short of paper. We have been running short of paper for some time past. Not because of any curtailed mill output, though this was a factor during the war, rather because of the increased difficulty in supplying the mills with raw materials. In short, whereas the consumption of paper is on the increase, and increasing mightily, the supplies of raw materials are on the decrease, and decreasing alarmingly."

"It is common knowledge that we are stripping our timber lands at an appalling rate; we are told by forestry experts that there is but a 25 years supply of pulp wood in sight; yet we are not keeping abreast of the paper industry demand for wood.

Economy Necessary

"It has become a habit with us to regard America's resources as inexhaustible, and not until some calamity shakes us from our stupidity, such as the break-

ing down of a key industry, are we confronted with the facts. Then, of course, the facts are startling. Then we proceed to lock the stable door. Then, as in the Anthony-Capper bill, we attempt to remedy by legislation, which is no remedy at all, not even a lock on the empty stable door, merely a prop leaned against the door.

"Admitting that the paper situation is acute and that something must be done to insure a more equal distribution, why not take action at the source of the trouble—at the producing end; not at the consuming end by curtailing the use of paper? That is the stand taken by broad visioned men who are capable of looking beyond their own particular interests. They say, if we must economize, the need for which is no longer in doubt, let's economize in a way that will impose the least hardship, if any at all.

"If the paper industry must have additional supplies of wood, and it has been shown that no other material can be economically substituted for wood, let's arrange our affairs to provide these supplies. Why drain our timber lands for other purposes, in themselves admitted to be notoriously wasteful, for which there are substitutes which would not be wasteful.

"Setting aside generalities, let us examine a specific instance of how we could provide an enormous supply of raw material for the paper industry; it is a well known fact, that the lumber which goes into boxes, crates and other wooden containers, which are destroyed after one time use, represents one of the most wasteful practices in connection with our timber supply, not to mention the added cost of getting merchandise to market. The bill for this waste exceeds a quarter of a billion dollars annually.

Urges Out in Wood Containers

"It would be serious enough if this practice were merely wasteful in dollars and cents; for that adds to the high cost of living which is already intolerable, but it is more than that. It is wasting a natural resource the effects of which are visited in countless ways. It is exhausting our timber supply. It is reducing our forests faster than we can replace them. It is forcing higher and higher the prices on building lumber, which prices are now reflected in the scarcity of dwelling houses and high rentals. It is depriving the paper mills of vast supplies of materials for pulp. It is monstrous waste from every standpoint, yet little is done to curb it in any way.

"A better idea of this waste can be gained from the fact that the lumber required to turn out a year supply of wooden containers amounts to six billion feet. If this figure does not convey anything to the unfamiliar mind, let it be understood that this quantity of lumber represents one-sixth of the timber cut for all purposes.

"When we consider that the government is appropriating millions of dollars annually in creating forest reservations, conserving the standing timber and protecting it against fires, is it not a travesty to overlook the billions of feet of lumber which are being wasted on boxes? We regard our forest fires as a calamity, yet such losses amount to about three per cent of the waste on packing cases.

"Not all the lumber which enters into packing cases would be available for paper pulp wood, and not all the wooden containers could be replaced by other means of packing, such as metal containers. But it has been conservatively estimated that fully one-half of the six billion feet of packing case lumber could be diverted to other purposes, such as the paper industry.

Legislation Unnecessary

"Three billion feet of lumber, one-half the amount wasted annually in one-trip wooden containers would make two million tons of paper. Practically an amount equaling all of the newsprint paper (2,100,000 tons) produced in the United States and Canada in the year 1919. The figures are staggering indeed because, as previously pointed out, we are not accustomed to taking stock of our affairs until the damage is done.

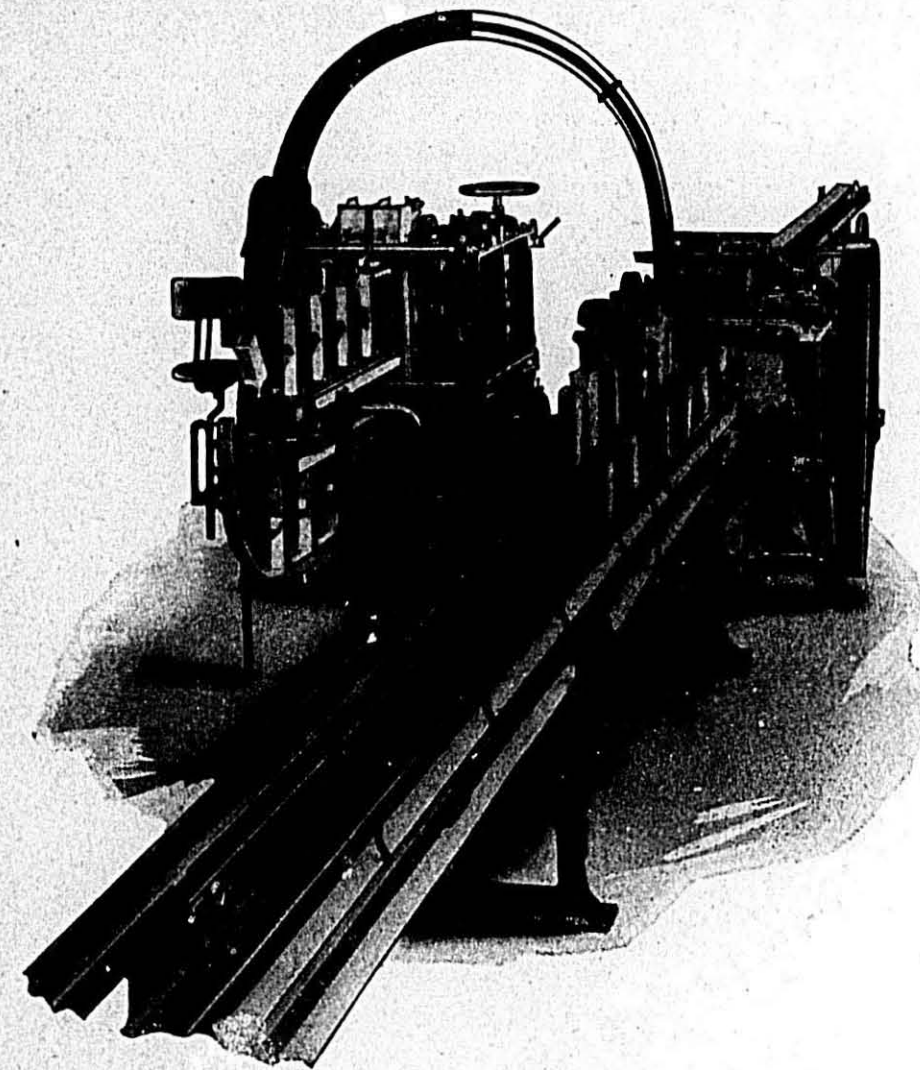
"No one wants to see the production of paper curtailed. Paper is one of the greatest conveniences and utilities. Yet curtail it we must, in ways even more drastic than the Anthony-Capper measure, unless we make up our minds to conserve by other means those materials which are required in the manufacture of paper.

"If two million tons of paper can be made from the timber which now goes into wooden boxes that are discarded after one time use, no other argument seems necessary to submit that here is one place at least where restrictive and economic measures are needed, and needed immediately.

"And the interesting part about the wooden box is that no particular legislation is required to bring about economy; it will adjust itself by the simple expedient of altering railroad freight tar-

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

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iffs, which will place a metal container on the same footing as the wooden container. In other words a metal container, which could be used over and over again thereby saving hundreds of millions of dollars to railroads, shippers and consumers, is made prohibitive because transportation charges are based on the gross weight of a package, instead of on the net weight of its contents.

"Notwithstanding thousands of shippers everywhere are anxious to use metal packing cases, notwithstanding the R. R. classification committees have been appealed to time and again for an adjustment in railroad tariff regulations which will make the metal case practicable, no action has been taken. Meanwhile the waste of timber lands goes on. Meanwhile we are short of wood for our paper mills. Meanwhile we are threatened with the restricted use of paper."

PRODUCTION AND MORE PRODUCTION

Unrest Not Confined to One Class—Expert Aims Views at Canner Convention—Fault Finding Makes Matters Worse—Increased Output, With Efficiency, Needed.

There may be unrest among labor classes, but the unrest is not confined to the so-called laborer, according to H. R. Strasbaugh of Aberdeen as voiced at the National Canners association convention at Cleveland. The business man, the manufacturer, the bookkeeper, the clerk—they are all experiencing the atmosphere of unrest which seems to pervade all nations at this time. The cause of all this has been war, mismanagement, extravagance and waste, followed by the aftermath of selfishness, personal greed and the rough house game of "grab everything in sight", just as though this was the windup of the whole thing, and as though sanity and reason should never again assert themselves.

The whole country has gone awry and everything is awash. Does the laboring man really think that if there are fewer hours of labor, there is more production? Does the politician really think that fewer hours and higher pay will increase production? Does the distributor of the army and navy surplus think that he is benefiting industry when he sells canned tomatoes at \$1.30 per dozen immediately after a season when the cost of packing is \$2.15 a dozen? Can hip boots be sold at \$5.25 per pair when it costs actually \$7.50 to

manufacture them? Can a farmer pay \$10 per day for husking corn, or a cotton grower \$10 a day for picking cotton, or a lumberman \$10 a day for dragging cypress logs from the swamp, without decreasing production or increasing the selling price?

Will the constant nation-wide criticism of the manufacturer and business man fan or smother the flame of social unrest? Will the hurling by rapid fire guns of epithets such as "profiteers, robbers, tax dodgers, crooks, grabbers", etc, result in Production, still Greater Production?

Hard Knocks Count

The law of ages has said, "what a man makes belongs to him." Individually, no class in the country will dispute this fundamental fact. To increase production, ambition and efficiency must be unhampered. Men of all classes are human and, as individuals, believe this to be the true doctrine; at the present time, collectively, this law seems to be disputed. Men are born and not made either by law or design and seldom by influence. Hard knocks and steady blows have counted in the past and they will continue to count in the future. Anything to the contrary is camouflage. The need of the world today is Production, still Greater Production.

Production is desirable for two purposes: First, a livelihood to the producer; second, a product for the consumer. When our industry does not fulfill both these functions, sooner or later something is going to stop. The producer will soon seek new fields of employment and investment if liabilities are not met at the end of the year. A hampered industry will not enrich a nation. Production, Greater Production is needed. Work, and not slothfulness, will make the nation Great, Happy and Prosperous. Every man is destined to serve some business in some capacity. Those who think themselves capable of managing all kinds of business are like the saying of old, "masters of none." The coal man can best serve us with coal; the sugar man with sugar and the canner with canned foods.

There is another old saying, tried and true, "too many cooks spoil the broth." Was this ever more practical than at present? In all sincerity and sanity, is it possible to expect the industry to prosper or production to be the result of concerted action among all canners who are willing to eradicate the disease that is consuming the very

vitals of the industry on which we have built our hopes and expectations of success and future welfare?

The only answer is Production, still Greater and Greater Production.

Food Drafts

A new plan making it possible for those in this country to help supply foods to relatives or friends they may have in the section of Europe most affected by the food shortage, has been announced by the American relief administration of which Herbert Hoover is chairman. The plan, which comprehends the purchase of "Food Drafts" in this country, which will be honored, not by cash but by actual food when presented in certain European cities, seems eminently sound in view of conditions generally. Mr. Hoover, in a letter outlines the plan as follows:

American relief warehouses, established in Warsaw, Hamburg, Vienna, Budapest and Prague, are now being stocked with the following commodities: Flour, bacon, beans, canned milk, corned beef, lard and cotton seed oil. We have arranged with the American Bankers association to circularize immediately their twenty-two thousand banks in America, requesting the assistance of each bank in selling food drafts in denominations of ten and fifty dollars to customers desiring to help individuals and friends in Poland, Germany, Austria, Hungary, and Czecho Slovakia. The purchaser receives a food draft to be mailed to the person he desires to assist in one of the above named countries, who will be entitled to receive upon presentation of this food draft at nearest central warehouse the food designated on the draft of an equivalent value to the cost of the food drafts. There are two ten and two fifty dollar food drafts, designated to meet Christian requirements and Jewish requirements. This plan has been presented to and approved by the state department, federal reserve board and the United States treasury, and also by each of the European countries concerned. The European governments will hold all contents of American relief warehouses free of requisition and will assist in transportation and entry of all foods. Should any profit accrue from the operations, it will be turned over to the Children's fund.

Members and non-members alike will be welcome at our national convention at Niagara Falls next June. Come meet your competitors and you'll meet a dandy lot of men.

U.S.

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'INTERNATIONAL' GIVES FIGURES

Smaller Acreage in Leading Countries—
Large Surpluses in Argentina and Australia From Previous Harvest to the Rescue—Prices Firm in All Markets.

Much light is thrown on the wheat situation of the world by the statistics of the Bulletin of Commercial Statistics for January published by the International Institute of Rome, Italy, especially in view of the uncertainty as to the amount available for seed and consumption. Though a decreased production is almost universal, the conditions will be relieved by the large surplus from former harvests in some of the countries which were prevented from exporting or otherwise disposing of excess crops during the war.

Large Quantities for Export

Information is to hand from Australia stating the yield of the new wheat crop at 12,000,000 quintals, as compared with 22,000,000 last year and 31,000,000 on an average, which is normally 35 per cent of the production of wheat in the southern hemisphere.

In alleviation of the unsatisfactory results of the crop just reaped, it should be mentioned that stocks of wheat from previous harvests amounting to 18,000,000 quintals were still in existence in Australia on Dec. 31, 1919.

As the normal Australian consumption is 10,000,000 quintals, the exportable surplus for 1920 should be 20,000,000 quintals, a quantity considerably above the annual average prewar export.

The area under wheat in Argentina indicates a decrease of 12 per cent, as compared with that of the previous year, and of 9 per cent on the average from 1913 to 1917.

The normal yield of wheat in Argentina provides 50 per cent of the aggregate for the southern hemisphere. There is in Argentina also a considerable remainder from the previous wheat crop in stock and in process of shipment. Very active tonnage engagements have taken place for grain loading from Argentina during the next few months.

Winter Sowing Smaller

As regards autumn sowings for the 1920 wheat crop in the northern hemisphere the most notable feature is the large decrease in areas under winter wheat and rye in the United States amounting to 23 per cent, as compared

with those sown for the crop of 1919. For wheat the comparison with the average area sown from 1913 to 1917 shows a decrease of 3.5 per cent. The condition of the wheat and rye crops on December 1, 1919, was about an average one. Amended returns of the United States wheat crop of 1919 show an increase of about 2 per cent, as compared with earlier estimates.

Autumn sowings of wheat are reported as in favorable condition in Italy, Japan and Morocco, while in Great Britain and Belgium the outlook is about average.

Owing to severe drought in early autumn, not more than 25 per cent of the usual wheat area had been sown in Roumania at the end of 1919.

The prices for wheat are still mainly those officially fixed; those for Canada have been considerably advanced in the current month, subsequent to the completion of large purchases by the Allied governments.

Time spent at conventions is never wasted. We learn from those around us. There will be many macaroni manufacturers around at Niagara Falls on June 22, 23, 24. Come and learn.

Decimal System

Manufacturers associations and all classes of business organizations are being appealed to during and between conventions by the advocates of the new decimal system that is intended to replace the present intricate method of figuring weights and quantities. Sound argument is advanced why the present obsolete system should be relegated to the "used-to-be" class.

Under existing conditions, for instance in the macaroni business, flour is bought at so much a barrel of 196 pounds or in sacks containing half or a quarter of that amount. Sacks or bags are usually bought at so much per dozen or gross. On the other hand, when sales are made they are usually in containers that hold so many dozen or gross of cartons, each containing a certain fraction of a pound of 16 ounces up to any number of pounds from 10 pounds to 300 pounds in bulk. Each manufacturer has his own ideas of what is the right weight and each buyer has his own views on what he or his trade wants, and these frequently clash.

Guess Work Not Satisfactory

The artificial standard for flour weight is the barrel fixed by some ancient law or custom at 196 pounds, an un-

usually difficult figure to calculate from, and it is but natural when arriving at the cost of flour entering into a pound of macaroni products that the manufacturer invariably figures the barrel at 200 pounds, thus robbing himself of four pounds out of every two hundred. To figure cost per carton, it is again necessary to calculate in twelfths or twentieths with the result that only approximate figures are arrived at instead of actual ones.

Advocates of the new system argue that these are to be some of the evils to be eliminated if this country and the other nations come to their way of thinking. It is proposed that all weights and measures be based on a decimal system, each unit with a definite relation to the other, so as to make calculations less difficult. They assert that their plan would not only serve to save considerable time, but that it is the most scientific and natural one. All the prices, whether selling or buying, would be placed on the ten or hundred basis.

Some confusion and a little difficulty would be experienced at the time of introduction, as in the case of cartons and containers manufactured to hold a certain quantity or units as at present demanded, but changes could be made only when they will prove the least inconvenient. This can best be done when the time arrives to replenish your supply.

New System Has Many Advocates

We have a decimal system of money that we feel is unexcelled. If we could add to this a decimal system of weights and measures, those behind this movement feel that one-half of the trouble now experienced by business people would be done away with. All that they now ask is that their proposition be given a fair hearing. They plead that those who will give this even a moment's thought will be converted, so strong are the arguments in its favor.

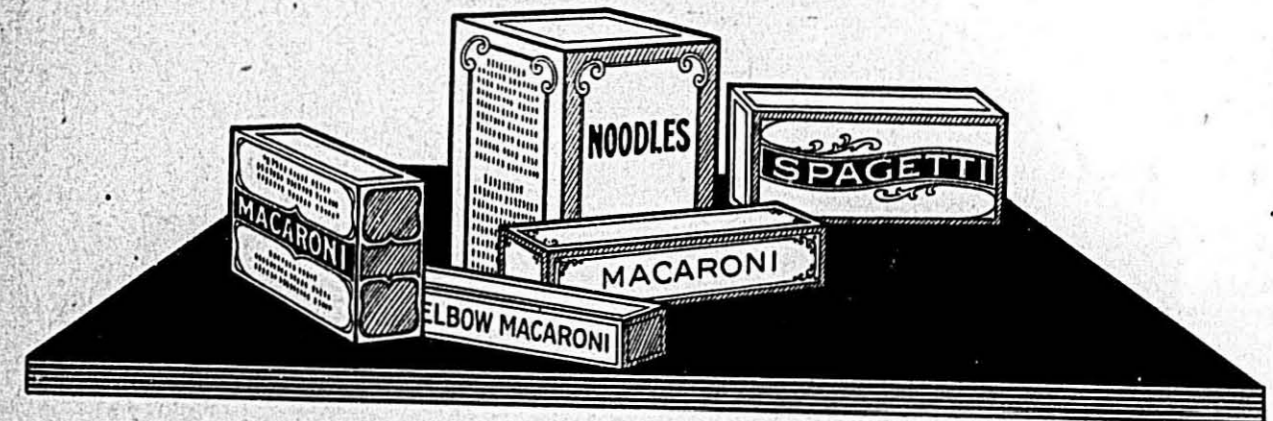
Convention after convention has passed resolutions in favor of this change and should be given every consideration by the macaroni manufacturers as to how it affects buying and selling, and if it effects any saving of time or trouble the change should be recommended as one of the steps forward that our industry is always anxious and ready to take.

Combine business and pleasure by attending our National Macaroni Manufacturers convention at Niagara Falls, June 22-23-24, 1920.

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Quality like blood tells in the long run.

You can advertise all you want, send out all the salesmen you can employ, but unless the quality is there to back up those efforts, you eventually will lose out.

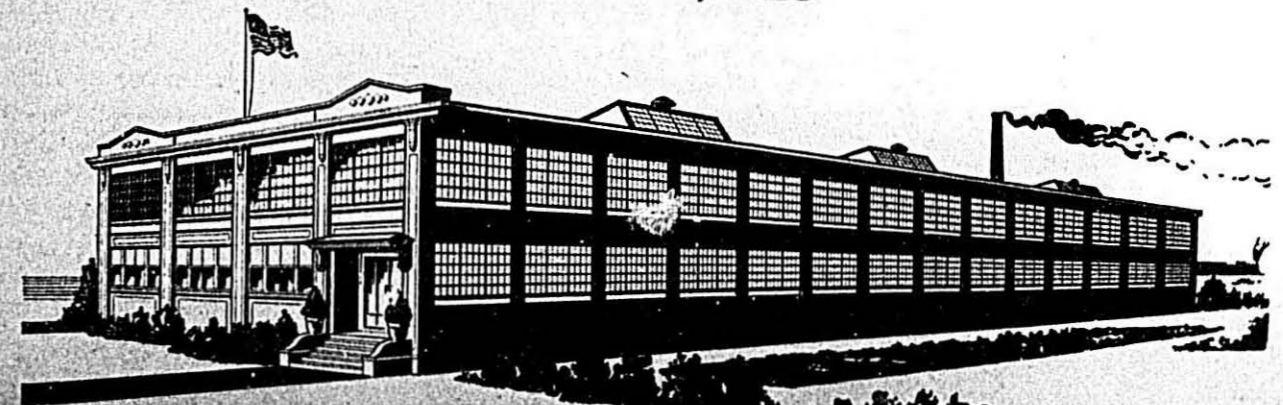
While price is an essential factor, it is *Quality* that makes the lasting Customer—the biggest asset in any business.

That's why we are always trying to make each order a little better than the previous one.

Your inquiries solicited.

If you are not regularly getting our color suggestion cards write us at once.

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CINCINNATI, OHIO



COOPERATION VS. COMPETITION

Terms Defined as Necessary to One Another
—Danger Exists When Carried Too Far
—Individual Freedom Beneficial,
But Unity of Action Often
Necessary.

The terms "cooperation" and "competition" are bandied about in the discussionary field in an especially confusing way by speakers and writers, some contending that they are essentially antagonistic one to the other, while others think there can be even such a thing as "cooperative competition." Here is an interesting analysis in "The Trade Letter," issued by Secretary R. H. Bennett, of the California State Wholesale Grocers association, in his seventh anniversary number:

"Cooperation in trade, if it be the true and righteous kind, must be between and among competitors. If cooperation eliminates competition it overreaches its true bounds. If it create, by over assurance, a power which compels, in any sense, it becomes combination. We must understand these points to appreciate where cooperation ceases and where combination begins.

Extremes To Be Avoided

"The true functions of a cooperative body are (1) to eliminate, not competition itself but the ignorance from competition by which is occasioned waste through its vicious strife and (2) to become by trade opinion alone a power which impels, through mental conviction, the voluntary obedience of its individuals.

"Cooperation is purely democratic and operates along lines identical with the federal government in its relations with the states. The federal represents the community interest and the states the equity of the unit—the individual.

"The dangers to cooperation are identical with those confronting democracy—from socialism, of which cooperative buying is an illustration—from paternalism, of which chain stores are an example and—from the tendency toward centralized power, either personal or bureaucratic.

"Perfect freedom of the individual to act as his own judgment dictates, recognition of his private rights; undefined except where such intrude upon the community right as determined by the community opinion. This is the prime fundamental, from which all co-

operative effort should proceed, and the essence of true and righteous cooperation, which to attain, all effort should be directed."

Combine business and pleasure by attending our National Macaroni Manufacturers convention at Niagara Falls, June 22-23-24, 1920.

World Crops

According to statistics recently published by the department of agriculture and obtained from reports sent out by the International Institute at Rome and by various governments, the total world production of corn for 1919 from the countries reported was 3,074,856,000 bushels of which the United States produced 2,917,450,000 bus.; Argentina, in the crop harvested for the year 1918, 170,660,000 bus.; Italy 79,000,000 bus.; Roumania 24,553,000 bus.; and the Union of South Africa 41,289,000 bus. The 1918 world crop was given as 2,654,902,000 bus.

The rye crop totalled 169,063,000 bus. for the world against 178,850,000 bus. the previous year, with Russia not included, and 88,487,000 bus. for the United States, 27,833,000 bus. for France, 24,635,000 bus. for Spain, 11,003,000 bus. for Canada and 13,681,000 bus. for Belgium. Germany's 1919 crop was not given, but the 1918 production amounted to 315,301,000 bus. and is not included in the total as given above.

North America Produced Half

Wheat total from 17 countries amounted to 2,267,074,000 bus. against 2,500,074,000 bus. in 1918. Of this 940,987,000 bus. were produced in the United States, 189,075,000 bus. in Canada, 184,268,000 bus. in Argentina, 75,138,000 bus. in Australia, 280,075,000 bus. in British India, 177,978,000 bus. in France, 169,563,000 bus. in Italy, 133,939,000 bus. in Spain, 29,800,000 bus. in Japan, 25,559,000 bus. in Algeria, 10,150,000 bus. in the Union of South Africa, and 21,591,000 bus. in Chili.

Oats produced in 13 countries amounted to 1,995,720,000 bus. Of this, 1,248,310,000 bus. were produced in the United States, 411,136,000 bus. in Canada, 44,120,000 bus. in Argentina, 168,303,000 bus. in France, and 11,219,000 bus. in Algeria.

Barley production of the world, which includes comparable totals for 12 countries, was given as 487,936,000 bus. for 1919 and 629,261,000 bus. for 1918. Crops from different countries included

165,710,000 bus. from the United States, 58,336,000 bus. for Canada, 23,626,000 bus. for France, 91,500,000 bus. for Japan, 26,480,000 bus. for Korea, 33,667,000 bus. for Algeria, 79,432,000 bus. for Spain, and 6,110,000 bus. for Tunisia.

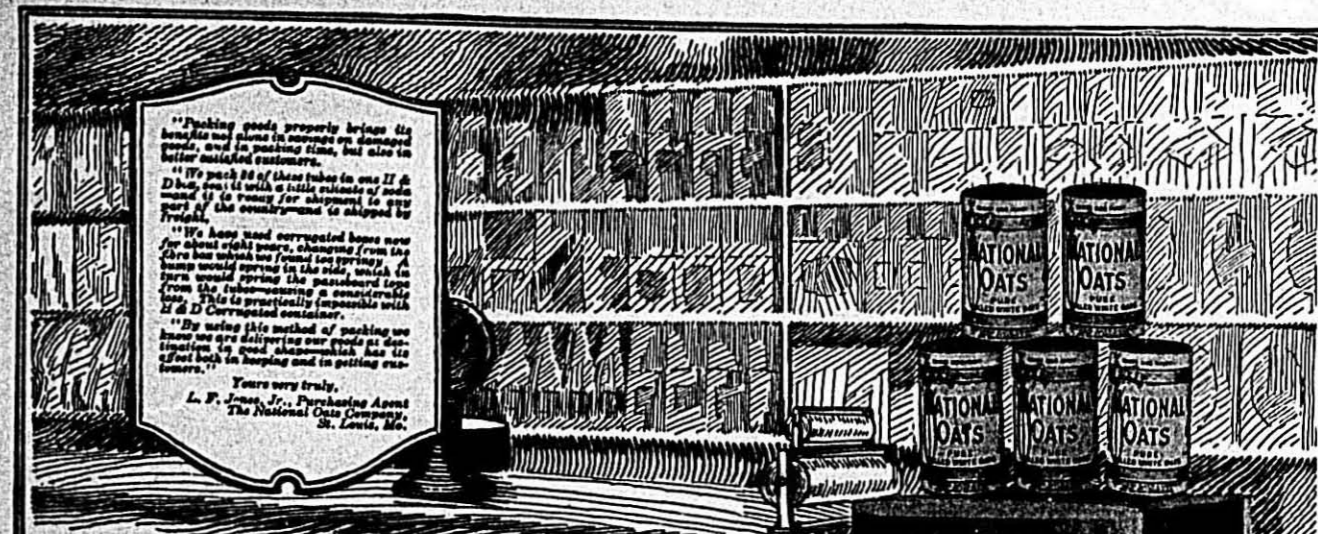
In all these estimates, the production for 1919 for the United Kingdom, Germany, Russia, and other countries from which the data was not complete, is omitted.

All aboard for Niagara Falls next June 22, 23, 24. Our national convention will be a dandy.

Wages and Prices

A state of under production exists all around the industrial circle, due largely to labor discontent, and the effect is to make the cost of living higher and cause more discontent. There is much complaint from employers that higher per diem wages and a shorter day are accompanied by reduced production per hour, says the National City Bank of New York. A widespread, persistent, well financed campaign of propaganda is being carried on to instill suspicion and discontent among the workers. Wage increases of course accomplish nothing in the face of diminishing production. An actual scarcity of necessary goods exists the world over today, which means that the average consumption per individual must be less. It follows that the person who insists at this time upon having as much for consumption as in normal times is insisting upon more than his share of the existing supply. It is something more than a question between employers and employed; it is a question of fair distribution of the consumable goods. The whole argument that wages must be advanced to cover the rising costs of living, although plausible, is fallacious, because it assumes that each individual is entitled to have as much as though there was a full supply. The effect of raising wages under such conditions is to increase the demands upon the limited supply of goods and raise prices. There are two remedies for the situation, and only two, viz.: (1) personal economy: let every person reduce his purchases as much as possible; (2) increased production: let every person do his part in his own way to relieve the existing shortage and get the world back into easy conditions again.

Our 1920 national convention at Niagara Falls in June will be a hummer. Arrange to attend.



H & D Shipping Boxes Deliver National Oats In Perfect Condition

UNTIL eight years ago, the National Oats Company of St. Louis, were not satisfied with their shipping packages. The containers they were using reached the grocer unbroken,—but it was found that the top of the tubes in which National Rolled Oats are packed, would often spring open in transit. This resulted in losses—and complaints from dealers.

Today the situation is entirely changed. Working with the H & D packing experts, they found a better way to pack their product.

CORRUGATED H & D FIBRE BOXES

Now, thirty-six tubes of National Oats are packed in one H & D Corrugated Container—and shipped by freight to every corner of the country. The staunch, cushioned walls of these sturdy, strong containers absorb the smashing bumps and bruises that formerly caused excessive loss and dissatisfaction. Complaints have been practically eliminated.

These better containers not only prevent loss, keep old customers and aid in getting new ones, but they more than pay for themselves in time and labor saved.

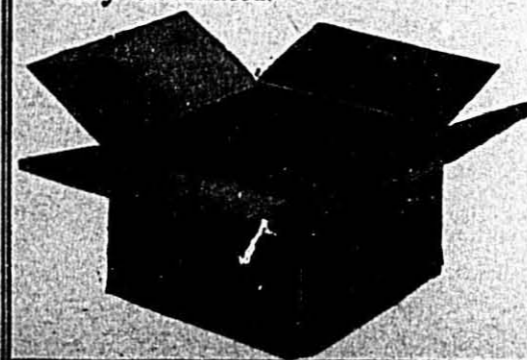
The services of the H & D packing experts are at your disposal—and they are Free. If you have a packing problem, more than likely, we can help you find "a better way to pack it."

The Hinde & Dauch Paper Company

220 Water Street

Sandusky, Ohio

Canadian Trade Address: Toronto



ASSOCIATIONS PRAISED

New York Food Commissioner Believes in Organizations of Food Producers—Public Opinion and Trade Sentiment Stronger Than Law—Work With Food Officials.

State Food Commissioner James Foust hands out the following bouquet in his latest official bulletin of the Pennsylvania food, drug and dairy department:

"Food control officials, both state and national, as well as the people of this country, are under many obligations to the National Canners association, the Specialty Manufacturers association, the National Confectioners association, the National Ice Cream Manufacturers association and the National Wholesale Grocers association for their splendid work in improving the products manufactured or prepared and placed on the market for sale.

"Years ago there was considerable prejudice against canned foods. It has all been eliminated due to the National Canners association, which is made up of high class representative business men, who use the best materials, the most sanitary methods, the best tin obtainable for canning.

Chemists Aid In Work

"The National Canners association has some of the best chemists in the country, and watch every phase of production. Even the tin used is analyzed at its laboratories, and with the assistance of the joint committee on definitions and standards, together with the cooperation of the United States bureau of chemistry of the department of agriculture, canned products are more free from danger of contamination and impurities than canned foods put up in the homes years ago. This is also true of the National Specialty Manufacturers association. Its members use the best raw materials obtainable: the most modern equipment in their plants, and products are labeled conveying their true character. Most of their products are in package form—some bulk goods. The same condition exists with the National Confectioners association. Raw materials are carefully safeguarded and great care exercised in the preparation of candies usually consumed by children.

"The National Wholesale Grocers association has given valuable assistance to food control officials in compelling manufacturers to prepare their products in accordance with the laws of the vari-

ous states, as well as the national food and drug act.

"The Wholesale Grocers association protects not only the consuming public but the retail merchants, who are not as well informed as to the requirements of the various laws as are the wholesale grocers.

"With these kindred organizations, and the public press, more has been accomplished than with the enforcement of the laws."

All aboard for Niagara Falls next June 22, 23, 24. Our national convention will be a dandy.

Exchange Rates Affect Prices

The reason for the sharp advance in sterling exchange in the week ending Feb. 21 was also the principal reason for the decline in grain prices. That is, Great Britain practically stopped buying wheat and other grain in the United States. This was done because of the enormous discount to which sterling exchange had gone, and still is. The low point was touched early this month at \$3.19, at which basis we were selling Great Britain \$3.19 worth of grain for \$4.84, in trade. Grain in Canada, Argentina, and Australia can be bought cheaper. To bring about a partial readjustment, Great Britain stopped buying grain, cotton, and some other commodities of us, with the result that exchange reacted, and on Friday, the 20th, touched \$3.46½. This was partly due to speculative buying, however, according to New York financial advices.

Dollar Drop from High Point

Contrariwise, while some speculators bought sterling exchange because Great Britain stopped buying grain, other speculators sold grain futures for the same reason, believing that the domestic demand for cash grain will not take care of the movement to market. Also, the offerings of cash grain, particularly wheat, had to be made at concessions to find a ready market. On Friday, the 20th, Kansas City reported the Grain corporation offering wheat at 13 cents over the government minimum price. This was 10 cents lower than the previous day. Omaha prices were as weak as Kansas City. Minneapolis also reported a sharp break in wheat prices, particularly for the low grades, and very little else has been offering. Wheat prices are now down approximately \$1 a bushel from the high point of the season.

It is estimated in the grain trade that there will be a large carry over of wheat

on July 1 into the new crop season; and unless Great Britain buys largely again in the near future the surplus on July 1 will be excessive. Millers, particularly those of the southwest, are already trying to get out from under.

Carry Over Large

It has been estimated that from February 1 to June 30 there must be exported 200,000,000 bushels of wheat in order to prevent enormous accumulations at the beginning of the new crop season. Even should that amount be exported, there will remain, in all positions in the United States, 55,000,000 bushels.

As Great Britain is temporarily out of the market and the buying by other European countries is unimportant, the only buyer for the day-to-day offerings in excess of moderate mill buying is the Grain corporation. Therefore, in the event that Europe does not buy largely this spring the Grain corporation will have large stocks of wheat on hand that will have to be liquidated before June 1, when the corporation passes out of existence. This situation accounts for the extensive flour advertising campaign being conducted by the Grain corporation.

The flour situation has been described as dull and unsettled, but with some indications of improvement. Stocks in buyers' hands are unquestionably larger than usual, and flour exports are temporarily very small, but domestic flour consumption is clearly heavier than ever before.

Our 1920 national convention at Niagara Falls in June will be a hummer. Arrange to attend.

New Pure Food Ordinance

Pure food ordinances have been prepared by the St. Paul health bureau to provide rigid inspection of flour and milk products made in the city. Others cover manufacture of soft drinks and foods.

Sanitary requirements of bakeries, ice cream and cheese factories are set. Persons engaged in making these foods must have a certificate and must be free from tuberculosis, venereal and similar contagious diseases. Special out clothing must be worn by those making such food-stuffs. Light, ventilation, floors and walls which are rat and vermin proof are called for in all places where such foods are prepared.

Penalties of \$100 fine or 90 days in the workhouse are provided.—N. W. Commercial Bulletin.

WHY THEY COME TO WALDORF


Many manufacturers who use immense quantities of cartons and shipping containers get them from Waldorf Co. Why? Because they must deal with a firm who not only can make good containers, but is big enough to fill large orders promptly.

The Waldorf plant is the largest of its kind in the U. S. The entire process of manufacture from raw pulp to finished product is all carried out in one plant, under one management, our own Manufacturing Plant and our own boxboard mill with a capacity of 135 tons daily. Switch tracks right in our plant eliminate delays in shipping. There's no order too big for Waldorf.

PAPER STOCK DIVISION - BOX DIVISION - MILL DIVISION

WALDORF PAPER PRODUCTS CO.

SAINT PAUL MINNESOTA

THE WALDORF DAILY PLAN  PRODUCE the BEST that MORTALS CAN

Excellent Example

The entire macaroni manufacturing industry should profit from the small national advertising campaign recently inaugurated by the Macaroni Manufacturers Industrial Council of the Armstrong Bureau of Related Industries, not only from the increased business that will unquestionably result but because of the good example set to the entire industry.

Attractive and most appropriate ads are appearing during the Lenten season in the leading newspapers in selected market centers, calling special attention to macaroni in packages as a handy and suitable foodstuff for Lenten use. The spirit of unselfishness shown by the interested concerns whose advertising campaign will bring business to members and non-members alike, is indicative of the spirit that usually prevails in our industry whose motto is and rightfully should be "Live and let live."

Among the ads so far noticed in the press are some attractive and interesting ones under the headings—"A Feast for Fasters," "Know the Real Goodness of Macaroni," "Satisfying, Sustaining Lenten Meals," "Tempting, Tasteful Meals for Lent," "You'll Never Miss Meat."

Each ad told of the value of macaroni as a food, of its many adaptations with other kinds of foods displacing meat as the meal basis, and favorably comparing its food qualities with those contained in other foodstuffs. Tasty receipts were suggested and complete directions given for best ways of preparation for the table. It was only natural that special attention was called to macaroni products in packaging lauded for its cleanliness, its handy form, etc., because this Council is made up of package goods manufacturers only. Two of the ads are so good that they are reproduced herewith in full.

KNOW THE REAL GOODNESS OF MACARONI

Perhaps you do not know how really good macaroni is—how dainty, how tempting, how appetizing, when properly prepared. It can be served in many tasteful ways, ranging from simple combinations to the most elaborately garnished epicurean delights.

There are actually more than a hundred ways of combining macaroni in delicious and appetizing dishes—with almost any fresh or canned vegetables, salmon or other fish, with oysters, with cheese, with mushrooms.

Write to the household editor of your favorite newspaper or magazine and ask her to publish recipes for some of the many new delicacies and new macaroni ways to vary the monotony of the menu. Macaroni can be eaten any time, at any meal, in any season.

Macaroni is a well-balanced food, neither too heavy nor too light. Because macaroni is more rich in nutriment than bread or meat or potatoes, it is good for everybody all the year around—and is just fine and particularly good for children.

Wheat supplies all the system needs to sustain life. Wheat foods are rich in gluten, the body building element. Of all wheat foods, macaroni contains most gluten. It provides the elements for blood, bone, brawn and sinew.

Macaroni is an ideal food for Lent. Macaroni as now made in modern, sanitary, American kitchens is a pure, clean and wholesome product. Remember that there is absolutely no waste to macaroni. It costs less than half as much per pound as meat. There is twice as much waste and moisture in meat. You cook the water out of meat. Your cook water into macaroni. Always buy macaroni in packages.

A sealed carton is dirt proof, moisture proof, sanitary. It assures you absolutely clean food, uncontaminated by flies or bugs. The package bears the maker's name. You know who is preparing the food for your table and where it comes from. The maker is bound to protect his reputation and will put into the package bearing his name only the very best that can be produced.

YOU'LL NEVER MISS MEAT

Planning meatless meals with macaroni as the main dish is a task of interest, pleasure and profit to the average housewife. To illustrate, a can of tomatoes by itself offers limited possibilities for luncheon or dinner. But combined with macaroni it provides an inviting, nutritious, satisfying dish that answers fully the craving for substantial food.

Think of the almost endless variety of meatless menus that can be made in combination with macaroni. Macaroni goes well with canned salmon, creamed codfish, oysters, mushrooms, olives, green peppers, asparagus, celery, boiled onions, eggs, and cheese.

Watch the household department of your favorite newspaper or magazine for new recipes for preparing macaroni. There are always new ways, new charms,

new delicacies, to vary the monotony of three meals a day for 365 days. Ask the editor to publish the latest seasonable recipes.

Macaroni is a nourishing and economical food for Lent. It is a well-balanced food, neither too heavy nor too light. It is good for everybody all the year around, because macaroni is more rich in nutriment than bread, meat or potatoes. It supplies all the system needs to sustain life.

Wheat foods are rich in gluten—the body-building element. Of all wheat foods, macaroni contains most gluten. Eat macaroni—for blood, bone, brawn—and sinew.

(NOTE—Why not divide the load? All profit and all should equally shoulder the obligation. More general advertising like this and less petty quibbling and price slashing would bring better results.—Editor.)

A Knock Boosts

A little story comes from a successful merchant in one of the large cities of the southwest that carries with it a very good lesson that should be passed along the line by all macaroni manufacturers to their salesmen and by them to the retailers. A young lady entered a store and from her actions gave undeniable proof to the thought that she had only very recently completed a delightful honeymoon. She was entirely unknown to any of the clerks or to the merchant who boasted acquaintance with all the trade in that locality. She ordered a ten pound box of a well-known brand of macaroni and six packages of spaghetti and noodles. Out of curiosity, the merchant asked her what prompted her to come to his particular store.

The customer replied: "I started down town this morning to buy this particular brand of macaroni to serve at a little dinner this evening in honor of my husband's office friends because it was the kind that my mother had used for so many years. I knew the name of the brand but did not know where it was sold. I went into the neighborhood store and asked for it. That man said that he did not carry it because it was no good. He said that I could probably get it at stores like yours—mentioning your name. I thanked him for saving me from running around any more and came here and bought what I wanted." Moral—Don't knock at hearts—you

SEMOLINA

FROM PURE

DURUM WHEAT

Coarse Medium Fine

Ask For Samples

Our Location Enables Us to Quote
Attractive Prices

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

Get in touch with

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

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

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

CROOKSTON MILLING CO.

CROOKSTON, MINN.

Notes of the Industry

Skinner Co. Has New Officers

Lloyd M. Skinner, who has served as president of the Skinner Manufacturing Company of Omaha since the organization of that company, has resigned and that position is now filled by R. C. Howe, formerly connected with Armour and Company. To Mr. Skinner's credit it may be said that the company was brought to its present high state of development during his presidency, and that he personally supervised the construction of practically the entire big plant with its numerous spacious buildings.

Both Lloyd and his brother, Paul F. Skinner, are retaining all their interests in this company and were given most responsible positions on the official staff at the reorganization meeting early in the month. The new officers of the concern are:

President and General Manager, Robert C. Howe.

Chairman of Board of Directors, Paul F. Skinner.

Vice President, Lloyd M. Skinner.

Secretary and Treasurer, D. C. Robertson.

These officers and G. W. Mcgeath, director, will constitute the new board. Mr. Mcgeath is president of the Sheridan Coal company, with extensive coal rights in Wyoming, Montana and Kansas.

Macaroni Exportation Allowed

The government of Italy that has for some time been in complete control of the export and distribution of macaroni products in that country has issued a royal decree permitting the exportation of not to exceed 125,000 quintals of macaroni, spaghetti, etc., per month. To take advantage of this decree the manufacturer or exporter must obtain a permit from the Under Secretary of Food Supply and Consumption which will be granted only on presentation of evidence of the purchase of the goods abroad. Thus will all shipments of a speculative nature be foiled. Goods actually sold at time permit is asked for are the only ones allowed to be exported.

A special export tax to be established from time to time by the Under Secretary of Food Supply and Consumption on the basis of the selling price of the

macaroni products abroad. It is collectible on each quintal of alimentary paste exported and must be paid by the exporter before the permit is granted. A peculiar feature of the new ruling is that the payment for all alimentary paste products exported must be made either in pounds sterling, in dollars or in Swiss francs.

Owing to the high cost of raw materials out of which this product is manufactured, very little of this Italian product is expected to reach this country. The lifting of the embargo will permit the shipment of macaroni to the Balkan countries and to other stricken parts of Europe where there is a heavy demand for this kind of food.

January Durum Wheat

Inspection records of carload arrivals at the various cities where inspectors licensed under the United States grain standards act are located disclose the known fact that Minneapolis handles practically all the amber durum wheat in the country (this includes wheat destined for St. Paul also), while Kansas City ranks a close second in durum. The northwest also handles the greater portion of red durum.

Of the grand total of 398 cars of amber durum inspected during January, 1920, the three leading cities ranged as follows:

	No. 1	No. 2	No. 3	Lower	Total
Minneapolis	29	151	86	63	335
Duluth	0	6	5	7	18
Chicago	1	4	0	2	7

The Kansas City region outstrips Duluth in the handling of durum wheat as shown by the following figures compared with the total of 161 cars inspected during the same month:

	No. 1	No. 2	No. 3	Lower	Total
Minneapolis	3	30	10	10	53
Chicago	4	4	9	9	26
Kansas City	2	6	7	5	20

The two cities leading in the inspection of the higher grades also handle biggest quantities of red durum, with Milwaukee displacing Duluth.

	No. 1	No. 2	No. 3	Lower	Total
Minneapolis	14	16	3	7	40
Chicago	17	1	0	0	20
Milwaukee	0	2	0	0	2

Arrivals during January as compared with those of the previous months are as follows:

Amber durum, January, 398; December, 704; durum, January, 161; December, 153; red durum, January, 66; December, 91.

Macaroni Market

The high rate of foreign exchange that has been seriously affecting foreign trade has made itself felt in the export macaroni trade that was very brisk up to the beginning of the year. Eastern exporters report a big falling off in this profitable business with a slight increase in the number of orders for some of lower grade products, demand for which exists only because of the price. With the decision by the European powers to limit imports to actual necessities, little business is to be expected from that quarter until exchange reaches near par.

The domestic demand continues brisk with practically every plant in the country working almost full time. Some trouble is being experienced by the larger firms to secure cars for shipping their products to distant markets and the tendency has been to sell nearer the production base.

With durum flours exceedingly high and with labor costs on the increase, there is an upward tendency in the market. Extra quality Italian style macaroni products are selling from \$2.35 to \$2.50 a box of 22 pounds in bulk while extra quality domestic averages 11 cents a pound and the ordinary quality about 10½ cents.

The whole situation may be sized up in the following telegram received from an eastern representative: "The domestic movement for the season is normal but the export market is dull."

Durum Mill Ready May 1

The new durum mill in the process of construction by the Commander Milling company of Minneapolis will be ready about the first of May this year according to an announcement made by officers of that company. All the modern equipment necessary to mill the highest quality durum products will be installed. W. E. Gooding is president of this concern, assisted by Messrs. B. B. Sheffield and W. H. Sudduth as vice-presidents.

Bay State Sells Stock

The Bay State Milling company of Winona, Minn., manufacturer of semolina and other flours, has offered for sale \$500,000 of 7 per cent cumulative first

When You Want Quality and Service

Buy

NOMCO

Durum Products

Farina
Semolina
Flour

Write or wire for samples and quotations.

Northern Milling Company
Wausau, Wisconsin

preferred stock through the Minneapolis Trust company, according to an announcement made by the officials. This company was organized in 1889, producing, high grade hard spring wheat products, and owns mills having a daily capacity of 5,000 barrels of patent and 1,000 barrels of durum flour and elevators with a storage capacity exceeding 775,000 bushels. The company guarantees to redeem at least \$25,000 of the preferred stock yearly after Feb. 1, 1921, either at the open market price or by call at 103.

Sun to Make Macaroni

The Sun Manufacturing company of Council Bluffs, Iowa, is planning erection of a large macaroni and spaghetti plant in that city, according to specifications given out recently. It has acquired what is regarded as one of the most desirable locations for a factory in that city with abundant trackage facilities. Plans call for a large one-story plant, with footings capable of carrying three or four more stories in case business should demand this additional space. The two sides fronting on Thirty-first street and First avenue will have numerous large windows admitting much light

into the plant. Machinery has been ordered and the new building is expected to be ready for occupancy about the first of May, according to the Daily Nonpareil of that city, which carries a large cut of the contemplated plant.

Macaroni and Cheese

"Eat more cheese and cut down the cost of living" says a bulletin by Armour and Company to 4,000 salesmen of the organization, calling on them to make an extra effort in convincing consumers of the food value of cheese.

"The wholesale price of cheese now places it among the list of foods which dealers can profitably carry during these days of bargain hunting household purchasing agents."

The bulletin calls attention to cheese in dishes of spaghetti, macaroni, cauliflower, cheese au gratin, potatoes au gratin, melted cheese sandwiches, cheese crackers, eggs au gratin, and cheese croquettes. It continues:

"Cheese promotes health because it contains fat and protein. It builds tissue and creates heat and energy. It satisfactorily replaces meat as the main food for a meal and adds zest when used in salads and other table specialties."

Dr. W. A. Evans in a recent article in the Chicago Tribune writes of the greatly increased use of cheese in Europe as a result of the great war and the large exportations of cheese from this country.

"Weight for weight," says Dr. Evans, "cheese contains more proteid and 50 per cent more fat than does cooked fat. An ounce of cheese is equivalent to one egg, a glass of milk or two ounces of meat. Being a concentrated food and poor in sugar and starch, cheese should be eaten instead of meat and with bread and vegetables.

"When we went to the crossroads store and bought cheese and crackers, we knew what we were about. Likewise the woman who makes a salad with cheese, oils and green vegetables knows what she is about. Curries are physiologically right. The Italian who eats cheese and macaroni or spaghetti in place of meat knows what he is about."

FATAL

Hewitt—A man fell dead in a restaurant today.

Jewett—Heart failure caused by acute indigestion?

Hewitt—No; shock caused by finding that the price of some articles of food had been reduced.—Washington Star.

MACARONI DRYING MACHINES

ROSSI MACHINES "Fool" the Weather

Do not require experience, any one can operate.

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

Write or Call for Particulars—
IT WILL PAY YOU

A. Rossi & Company

Macaroni Machinery Manufacturers

322 Broadway

SAN FRANCISCO, CAL.

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

Canadian Wheat Board Orders

Only recently the Canadian wheat board ordered that the price of Manitoba wheat to mills in Canada be raised from \$2.30 per bushel to \$2.80 per bushel, in store at public terminal elevator at Fort William or Port Arthur; another regulation increases the maximum wholesale price of government standard spring wheat flour from \$10.90 per barrel to \$13.15 per barrel f. o. b. cars, Montreal.

In connection with these advances in the price of wheat and flour the chairman of the Canadian wheat board states that, in order that the consuming public may have advantage of the supply of cheaper flour in the United States, permits will be issued for the importation of the American product. The text of these two orders reads:

PRICE TO THE MILLS

That until further notice, the price of wheat to mills in Canada is fixed on the following basis:

\$2.80 per bushel, including \$0.05 per bushel carrying charges, basis No. 1 Northern Manitoba and No. 1 Alberta red winter, in store at public terminal elevators, Fort William or Port Arthur.

\$2.70 per bushel, including \$0.05 per bushel carrying charges, basis No. 1 durum in

store public terminal elevators, Fort William or Port Arthur.

\$2.33 per bushel, including \$0.05 per bushel carrying charges, basis No. 1 spring, No. 1 white winter, and No. 1 red winter wheat, in store Montreal.

\$2.31 per bushel, including \$0.05 per bushel carrying charges, basis No. 1 mixed Ontario and Quebec wheat, in store Montreal.

\$2.27 per bushel, including \$0.05 per bushel carrying charges, basis No. 1 goose wheat, in store Montreal.

\$2.24 per bushel, including \$0.05 per bushel carrying charges, basis No. 1 commercial grade wheat, in store Montreal.

\$2.25½ per bushel, including \$0.05 per bushel carrying charge, basis No. 1 British Columbia grade wheat, in store Canadian government elevator, Vancouver.

THE STANDARDS OF FLOUR

1. That the standard of flour manufactured in Canada, for sale in Canada, be the standard set by the Canadian wheat board and designated as:

(A) Government standard spring wheat flour; (B) Government standard winter wheat flour.

2. That the maximum wholesale price of flour from midnight, Dec. 27, 1919, until further notice shall be: (A) Government standard spring wheat flour, \$13.15 per barrel, basis 98 pounds net, jute bags; (B) Government standard winter wheat flour, \$10.10 per barrel, basis 98 pounds net, jute bags.

These prices are basis f. o. b. cars, Montreal.

That effective from midnight, Dec. 27, 1919, the above maximum wholesale prices have legal authority, and any sales or purchases made in excess of them will be regarded and treated as violations of the regulations of the Canadian wheat board.

National Secretary Dies

Secretary Leon M. Hattenbach of the National Association of Retail Grocers died suddenly, near Denver, his home town, while motoring with his wife and son. Death was due to aortal hemorrhage.

Deceased was elected National Secretary at the Salt Lake City national convention of the Association and was considered one of the leading men among the retail grocers of the country. During his few months service he had shown great ability and the outline of work prepared by him would, if carried out, make that organization one of the best in the country.

He is survived by his wife and son, his mother and brother.

Meet us at Niagara. The leading macaroni makers will be there on June 22, 23, 24. Also our friends, the allied manufacturers.

INVESTIGATION

of the merits of the

PURE AMBER DURUM WHEAT FLOUR

Manufactured by

LINCOLN MILLS

Lincoln, Neb.

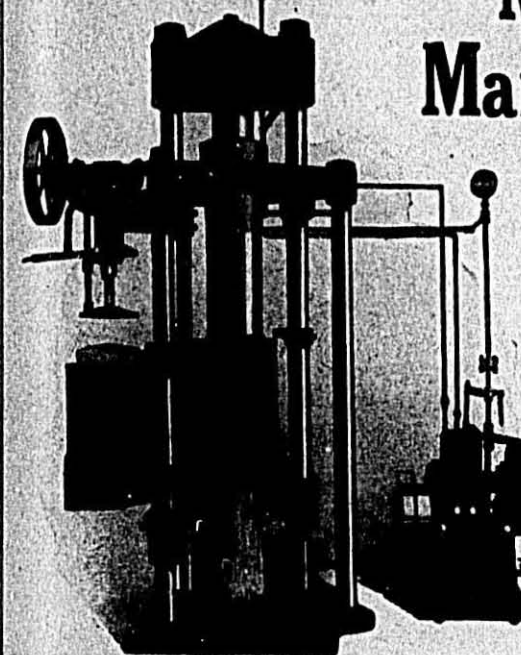
May result in an improvement of the Quality, Color and Flavor of your product.

Samples of Wheat and Flour cheerfully furnished.

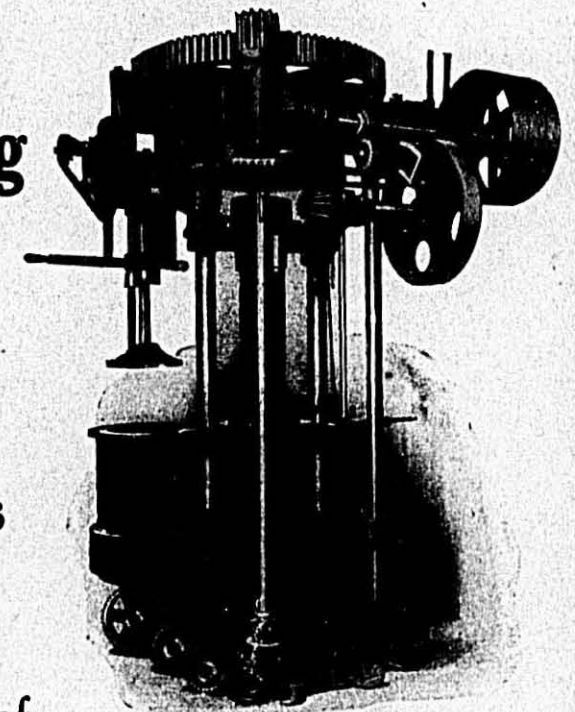
Walton Macaroni Machinery

Minimizes Manufacturing Expense

Our line of
Presses,
Kneaders
and
Mixers



STYLE K HYDRAULIC PRESS



STYLE F SCREW PRESS

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

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

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

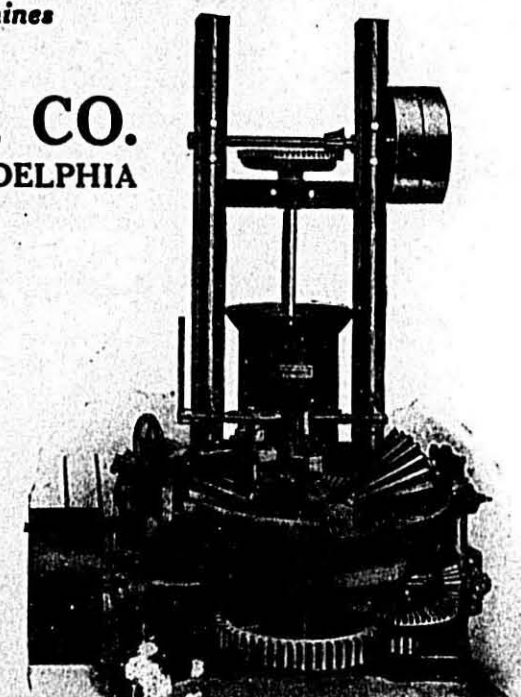
Write for catalog, stating the line of machines in which you are interested.

P. M. WALTON MFG. CO.

1019-29 Germantown Ave. - PHILADELPHIA



STYLE H HORIZONTAL CUTTING PRESS



IMPROVED KNEADER WITH PLOW

From Farm to City

The unchecked movement of laborers from the country to the cities, from the farms to the industries, will unquestionably tend towards higher prices and lower production of the necessities of life according to the warning issued by the department of agriculture, which has been making a survey of this condition in many sections of the country. Investigations disclose that in the past year in one section of the country the number of people on the farms has decreased nearly 3 per cent, an alarming proportion in the eyes of the students of this condition. Should the same ratio be maintained throughout the country it would mean a shortage of several hundred thousand farm hands and a corresponding decrease in farm production which will bring in its wake higher prices. The warning reads in part:

Numerous letters to the department of agriculture from its field workers or from farmers indicate a widespread disposition to cut down plantings so that the work of cultivating can be attended to by the farmer himself or by members of his family. The assertion that farmers cannot pay the high wages demanded in competition with other industries and make a profit on their

products is frequently made. Many farmers also declare it is unfair to them to be under the necessity of working ten, twelve or more hours a day when the tendency in other industries is toward a shorter working day and a decreased output.

Rainy Day Episode

One morning recently as I was about to start from my home I noticed that it was raining very hard outside, and as I turned to the rack to get an umbrella I was surprised to find that out of five umbrellas there was not one in the lot I could use. On the impulse of the moment I decided to take the whole five down town to the umbrella hospital and have them all repaired at once.

Just as I started from the door my wife asked me to be sure and bring her umbrella back as she wanted to use it that evening. This impressed the subject of umbrellas very vividly on my mind, so I did not fail to leave the five umbrellas to be repaired, stating I would call for them on my way home in the evening.

When I went to lunch at noon it was still raining very hard, but as I had no umbrella this simply impressed the subject on my mind. I went to a nearby

restaurant, sat down at a table, and had been there only a few minutes when a young lady came in and sat down at the same table with me. I was first to finish, however, and getting up I absentmindedly picked up her umbrella and started for the door. She called out to me and reminded me that I had her umbrella, whereupon I returned it to her with much embarrassment and many apologies.

This incident served to impress the subject more deeply on my mind, so on my way home in the evening I called for my umbrellas, bought a newspaper, and boarded a street car. I was deeply engrossed in my newspaper, having placed the five umbrellas alongside of me in the car, but all at once I had a peculiar feeling of someone staring at me. Suddenly I looked up from my paper, and was surprised to see sitting directly opposite me the same young woman I had met in the restaurant! She had a broad smile on her face, and looking straight into my eyes she said knowingly: "You've had a successful day, today, haven't you?"—Life.

Did you ever notice the weaker the argument, the stronger the language?—Seattle Post Intelligencer.



The Mechanical Weather Man Says:

"When a New York country bumpkin saw his first aeroplane, he looked at it hard for a few minutes and said,

'I don't believe it!'

Have you been reading about the Carrier System of Drying Macaroni and Paste Goods, with the same lack of conviction?

Today that country bumpkin hardly looks aloft when an aeroplane flies over,—because he has been convinced by *actual performance*. Perhaps he is receiving his groceries by aeroplane!

If you'll give us an opportunity we'll tell you about the *actual performance* of the Carrier System, in some of the principal plants of the United States and Canada."

Write Right Now

Carrier Engineering Corporation

39 Cortlandt St.
NEW YORK, N. Y.

BOSTON
BUFFALO

CHICAGO, ILL.
PHILADELPHIA

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

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

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

The Interstate Printing Co.

ST. LOUIS.

"PRODUCERS OF HIGH GRADE LABELS"



Federal Wheat Grades to Stay

Federal grades for wheat will not cease to be enforced under the United States grain standards act when the United States Grain corporation ceases to function. Reports have been received by the bureau of markets that farmers and grain dealers in some parts of the country are under the impression that the federal grades and the Grain corporation will "go out" together. This rumor may be due to the fact that the grades went into effect at the beginning of the 1917 crop movement, at approximately the same time that the food administration Grain corporation began its control of wheat marketing.

The Grain corporation was created under a war emergency law. The law which empowers the secretary of agriculture to fix grades was approved Aug. 11, 1916, and is a permanent measure. Federal grades for wheat had been contemplated by the department of agriculture for several years prior to the entry of the United States into the war, and a large amount of investigational work had been done toward establishing national wheat standards. The wheat grades would have been established at the time they were even if there had

been no war and therefore no Grain corporation. The grades were promulgated by the secretary of agriculture on March 31, 1917, to become effective on July 1, 1917, for winter wheat and on Aug. 1, 1917, for spring wheat, and were revised in their present form effective July 15, 1918.

American Food Stuffs Popular

Viewed as a whole, the past year has been a successful one for American produce in Great Britain. Legitimate trade has in some instances suffered from the incursions of speculators bent on a quick profit and uninterested in the establishment of a regular trade. On the other hand, many well established American institutions are gradually forming contracts that are resulting in steady trade and the establishment of the popularity of well known American brands. This American trade has frankly had many difficulties to overcome in the way of bad impressions made by forcing out-of-condition goods on the market at times when nothing else was available, but with the gradual resumption of shipping and the improvement of railway facilities products are coming over in better condition and our goods

are becoming more popular and our trade is becoming more firmly established.

WHY CERTAIN MEN MARRY

An editor sent out circular letters to a large number of married men, and asked them why they married. Here are some of the answers:

Because I did not have the experience I have now.

That's what I've been trying for eleven years to find out.

I married to get even with her mother, but never have.

I have yearned for company. Now we have it all the time.

I thought it would be cheaper than a breach of promise suit.

Because Sarah told me five other men had proposed to her.

That's the same fool question my friends ask me.

I wanted a companion of the opposite sex. She is still opposite.

The old man was going to give me his foot, so I took his daughter's hand.

Because I asked her to have me and she said she would; I think she got me.

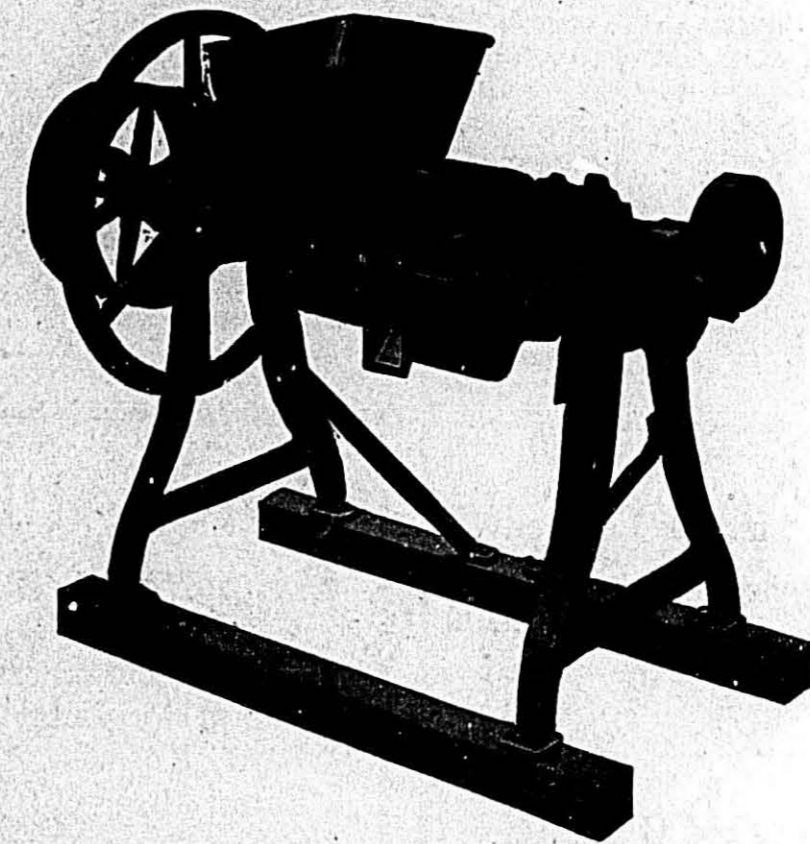
Because I thought she was one among a thousand; now I think she is a thousand among one.

I was lonely and melancholy and wanted some one to make me lively. She makes me very lively.—Ex.

Grind up your

Broken Macaroni

and use them over again in your Mixing Machine. We need not tell you that this means a *saving of money* for you, you are fully aware of that fact. The question in your mind was only *how to do it*. The solution of this problem is the *efficient and moderately priced*



W. & P. Macaroni Waste Grinder

Write for a copy of the W. & P. Grinder Leaflet and our 1918 Catalog illustrating and describing our complete line of up-to-the-minute Macaroni and Noodle Machinery

WERNER & PFLEIDERER COMPANY

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New York
Woolworth Bldg.

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Pacific Bldg.

In Making the

BOXES

EVERY INSPECTION
is aimed to give each customer

"A BOX-FULL OF REAL SERVICE"

You, too, should write the

DOWNING BOX COMPANY

Manufacturers of
FIBRE and
CORRUGATED **BOXES**

MILWAUKEE

WISCONSIN

Why Beef Supply Is Low

Considerable interest in live stock circles has been aroused by the assertion of M. F. Horine of Chicago that the country is right now facing a beef famine and that at least several years will be required to bring the country's supply of beef cattle back to a normal basis. Mr. Horine is the live stock statistician of the Chicago Stock Yards company and he takes issue with the department of agriculture on the proposition.

That the present and prospective cattle supply situation may be properly understood it is necessary to go back to the near panic at the close of 1907 and rapidly sketch forward the main developments by years as they occurred, leading up to the present outcome. The preceding causes and conditions, which have determined what now exists, will continue their operation into the future, and any intelligent forecast must first consider them, which he named as follows:

1907—Near panic.

1908—Liquidation—low prices.

1909—Continued liquidations. Sectional drouths. Depletion of cows and heifers.

1910—Severe drouth west. Continued liquidation. Great corn crop east. Fine winter.

1911—Fat stock at discount, followed by rising prices.

1912—Scarcity and high prices of all livestock.

1913—Corn crop failure. Scarcity and high prices of feed. Shortage of breeding stock.

1914—Foot and mouth disease. War in Europe. Scarcity and high prices for cattle.

1915—Continued foot and mouth disease. War, general financial uncertainty. Much frosted corn.

1916—Eradication of foot and mouth disease. Financial and industrial recovery. Great slaughter of live stock. Terrible winter. Small corn crop.

1917—Highest prices for feed cattle. Severe drouth on southwest ranges. Continued heavy slaughter. Great frost damage to corn. Greatest sacrifice dairy, farm and range cows since 1910. Record prices for feed and live stock; general disposition to market both, separately.

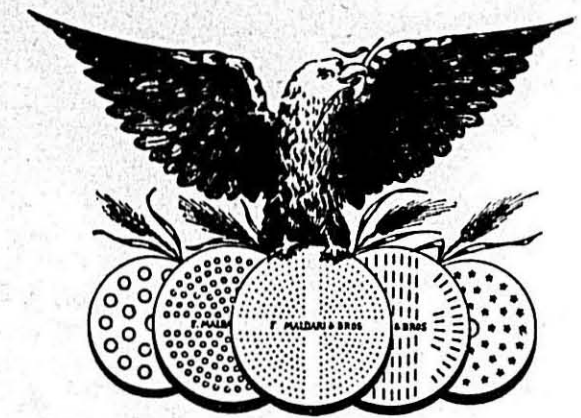
1918—Severe spring storms and cattle losses. Big war demand for beef. Heavy marketing, tremendous cattle slaughter. Record prices. Cows and heifers in enormous supply for big money. Transportation demoralized and congested. Meatless days end. Armistice signed. Hay and grain values soar. Third and worst drouth year in Texas. Heavy shipments from all ranges and pastures.

1919—Severe drouth in western range regions; greatest exodus on record. Disastrous April storm in southwest plains country—heavy cattle mortality. Three years' Texas drouth ends, splendid crops and grass follow. Over a million decline in cattle slaughter at six markets. Big increase of calf slaughter. Extreme and rapid fluctuations in cattle receipts and prices. Fall campaign against H. C. of L. causes enormous drop in cattle values, but not in retail beef prices. Demand for cheap beef continues, but supply dwindling. Impending shortage of beef cattle, with probable new record prices for choice steers.

The Charles Boldt Paper Mills

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

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"Mr. MACARONI MANUFACTURER"

When you buy dies for your presses, why GAMBLE with the "JUST AS GOOD" qualities, when Maldari's dies can be had?

Our dies are made by the most skilled mechanics who understand the industry thoroughly, this combined with the highest quality of Bronze and Copper material made to our own specifications, makes our Molds the best and cheapest in the long run.

Therefore to produce PERFECT MACARONI, try Maldari's Special Bronze, Movable Pin Dies,—NONE EQUAL.

WHY NOT NOW?

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Specialists in the manufacture of Bronze and Copper dies, also Steel Supports with Copper Leaves, for Vermicelli, etc.

Fred K. Higbie Lumber Company

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Box Shooks and Crates

Three Large Wisconsin Mills to Supply You With Sound, Accurately Cut Stock. Quick Shipments.

FOR SALE—Cheap Complete Factory Equipment

2 Walton Screw Presses (13½ inches)
1 Walton Horizontal Press (10½ inches)
1 Barrel Kneader
1 Barrel Mixer
1 Sifter
1 Elevator
1 20-Horsepower Motor
26 Copper Dies.

Also Fans, together with all necessary pulleys and shafting for above machinery.

Machines and other equipment is in Brooklyn, N. Y.

Everything in perfectly usable condition at very reasonable prices.

Address **L. MEYERS**

92 Spencer St.
BROOKLYN, N. Y.

High Grade Durum Semolina and Flour

"GRANITO"

Coarse Ground Semolina

"2 SEMOLINA"

Medium Ground Semolina

"ORIENTAL"

Fine Ground Semolina

"DURO PATENT"

A Fancy Macaroni Flour

Made exclusively from Pure Durum Wheat in our New Mill Equipped with the Latest Improved Machinery for Scientific Durum Milling.

Write for SAMPLES and PRICES.

Duluth-Superior Milling Co.
DULUTH, MINN.

Production Center Moves

The fact that Saskatchewan in 1919 produced 35 per cent of all the grain grown in Canada emphasizes the gradual shifting of the wheat growing center of the Dominion from east to west in the last fifty years. Within that comparatively short period the raw prairie country has become "the bread basket of the British empire."

Census figures show that in 1870 Ontario produced 85 per cent of the nation's grain; Quebec, 12 per cent; the Maritime provinces, 3 per cent; the prairies practically nothing. Not until 1880 did the prairies become even a small factor. In that year Manitoba produced 3 per cent of Canada's grain.

Expect Influx of Immigrants

In 1870, the first year of the crop census, the Hudson Bay company surrendered its authority over its once vast territories of Canada. It has now thrown open to settlement the 3,000,000 acres remaining to it. This new acreage with the heavy immigration expected this year will increase materially grain production on the prairies and give added preponderance to the supremacy of the west.

In 1890 Ontario produced 50 per

cent, Manitoba 36 per cent and the prairie west of Manitoba 4 per cent. Between 1890 and 1900 the area of grain production moved steadily westward. In 1900 Ontario still produced 51 per cent, Manitoba 33 per cent and the region further west 8 per cent. In 1910 Ontario produced 15 per cent, Manitoba 26 per cent, Saskatchewan 51 per cent and Alberta 7 per cent.

In 1917 Saskatchewan produced 56 per cent, Alberta 20 per cent, Manitoba 16 per cent and Ontario 5 per cent. In 1919 Saskatchewan yielded within 5,000,000 bushels of the total crop of Manitoba and Alberta combined.

Fight Corn Borer

Broom corn for manufacturing purposes may be imported hereafter only under permit and when its condition is such that it can be satisfactorily disinfected at port of entry, under a quarantine placed by the secretary of agriculture, effective Feb. 21, 1920. Indian corn and certain related plants from all foreign countries are denied entry into the United States in the raw or unmanufactured state, except sorghum hay from Canada and the shelled or thrashed grain, from any country, of the plants

included in the quarantine. The quarantine applies, in addition to broom corn and Indian corn, to such related plants as sweet sorghums, grain sorghums, sugar cane, Sudan grass, Johnson grass, pearl millet, Napier grass, Teosinte, and Job's tears.

The necessity for such a quarantine was demonstrated a week or so ago by the discovery of living larvae of the corn borer in some 97 bales of broom corn shipped from Italy to New York, the first considerable shipment of foreign broom corn since the war period. It has been definitely determined that the European corn borer, now known to exist in Massachusetts, New Hampshire, New York, and Pennsylvania, originally reached this country through the medium of imported broom corn.

OBTAIN OIL FROM EGGS

The turtle living in the Orinoco lays eggs which are extraordinarily rich in oil. The Indians in British Guiana collect 25,000,000 yearly for making oil. The eggs of many sea birds are excellent eating. The best of the lot is said to be that of the "murre," a bird which is very common on the Labrador coast.

Do your work cheerfully, heartily and effectually, and then be prepared for the place further up.

Another Revolution

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

Monitor Box Stitchers

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

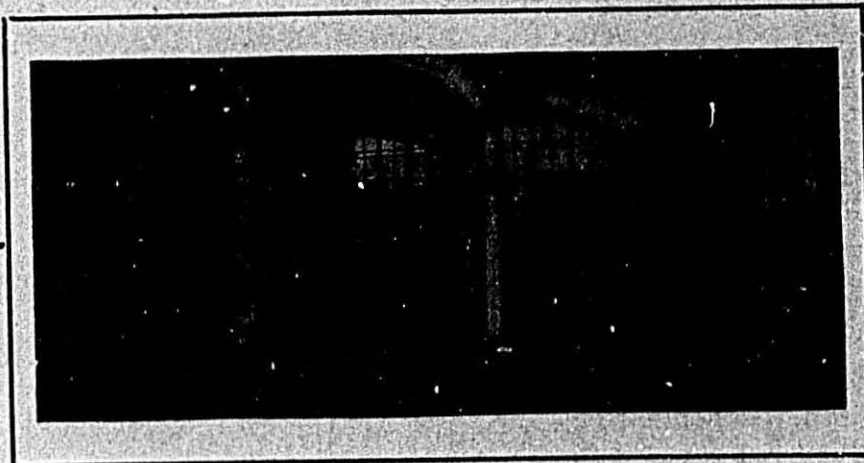
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Modern Installation of Buhler short Goods Dryers

Note the absence of Fans, piping and steam heat.

- ☐ If you install BUHLER DRYERS, you have cleanliness, hygienic conditions, low operating cost and scientific Drying.
- ☐ It is the only method whereby a product of highest quality is insured.

Buhler Brothers

UZWIL, Switzerland

A.W. Buhlmann

SOLE AGENT

ENGINEER

200 Fifth Avenue NEW YORK

Proper Solution

Hundreds of articles have been written on the conditions now existing in this country in particular and in the whole world as well, and thousands of experts have been heard from, each with his own particular panacea or "sure-cure," but the real facts of the case have been tersely put by the Providence Journal under the heading "Produce or Perish," which is here quoted:

"Produce or Perish"

There is no more to be divided up among the people of the earth than the people of the earth produce. If we want more we must produce more and if we produce less we must be satisfied with less. That is the natural law of the world and it cannot be opposed over any extended period of time nor can it be evaded by the introduction of any artificial substitutes. If the world would eat the world must produce, and if the world would produce the world must work.

These are such simple laws that any argument as to their truth would seem impossible, and yet we are confronted daily with new theories which completely ignore them, theories based on the idea that the world can live without

work and that it is possible for every one to get something for nothing. There has been a growing tendency to accept these theories, and an increasing number of people has been endeavoring to put them into practice, with the result that production has been gradually decreasing and the world faces a shortage of commodities, accompanied by an inevitable increase in prices. Inflation and speculation have played their part in the extent to which this increase has been carried, but decreased production and extravagance have been the main factors.

Supply and Demand

Human ingenuity can no more oppose the law of supply and demand than it can change the natural law that the sun rises in the east and sets in the west. Human beings must recognize and accept these laws and no human undertaking which opposes them can be permanently successful. Our natural inclination is to want more than we have, but no theory which proposes doing away with or decreasing human effort can produce that result. Some individuals, honestly or dishonestly, may be able to secure more than others, but that in no way changes the basic truth that if

there is no work done there will be nothing for anybody.

Natural laws are working at the present time and many people in the world are dying of cold and starvation. There is not enough food and clothing for all. In our own country, the most prosperous on earth, we have had little actual suffering as yet, but increasing demand and decreasing supply have been sharply reflected in the tremendous rise in the cost of living. A voluntary movement on the part of every one for economy and increased production would be an infallible remedy, but our knowledge of human nature would hardly lead us to expect that. The lesson will have to be taught by old Mother Nature. Her laws are ruthless for those who break them but they must be served, and through hunger and privation she will once more teach us that industry and thrift are virtues, laziness and waste are sins, and that the world must work or die.

To those who have spent the whole year closely watching their business, a trip to our national convention and the mingling with friends, old and new, will serve as a balm for what ails them. Remember it's in June at Niagara Falls.



SPECIAL CONSTRUCTORS OF DIES FOR MACARONI, SPAGHETTI AND FANCY PASTES

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

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

**Our Repairing Service Is Unexcelled
Both Material and Workmanship Guaranteed**

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

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

SELECTED AMBER DURUM

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

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

Write or wire for samples and prices.

Sheffield-King Milling Co.
Minneapolis, Minn.

Peters Package Machinery?

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

Both Retailer and Consumer Prefer Packaged Goods



THEY have learned the moisture-proof, odor-proof, dust-proof goodness of packaged foods. They have learned that the "Peters Package" preserves all of the appetizing flavor and goodness which the maker puts into them. Retailers find them easy to handle, that they eliminate waste and increase their business.

Leading food manufacturers have used Peters Packages for years. Identified on the retailer's shelves by a distinctive label, their products have earned repeat business.

Because of this rapidly growing demand for packaged goods Peters Package Machinery opens the way to you for increased business. Easily installed, economical in operation, high in productive capacity, it will solve manufacturing problems as it increases your sales.

Our terms are unusually reasonable. We counsel your investigation!

PETERS MACHINERY COMPANY

208 South La Salle Street
Chicago



TRADE-MARK

Tested Macaroni Recipes

For use by manufacturers, jobbers and retailers in advertising macaroni products.

Macaroni with Cheese Sauce

- 1½ cupfuls macaroni.
- 4 cupfuls boiling water.
- 2 teaspoonfuls salt.
- 1½ tablespoonfuls butter.
- 2 tablespoonfuls flour.
- ½ teaspoonful salt.
- ¼ teaspoonful paprika.
- 1-3 cupful milk.
- ½ cupful grated cheese.

Break macaroni into inch pieces. Cook in boiling salted water until tender. Melt butter. Add flour, salt and paprika. Stir until thoroughly blended. Add milk slowly stirring constantly. Add cheese and cook a few minutes longer. Pour over macaroni and serve hot.

Baked Macaroni

When six-eighths of a cupful of macaroni has been cooked until tender in salted water, drain, and add to a cupful of scalded milk, mixed with three beaten eggs, a little less than a cupful of chopped, cooked meat, a cupful of bread-

crumbs, a teaspoonful of salt, a teaspoonful of onion juice, a tablespoonful of sweet green pepper, and a tablespoonful of chopped parsley. Bake the mixture three-quarters of an hour in a buttered baking dish, resting in a pan of hot water.

Queries and Answers

SOME STICKERS

A Michigan enthusiast writes as follows:

"I have been reading with interest every issue of the Journal. Believing you to be exceptionally well informed concerning various angles of the macaroni business I am taking the liberty to ask you the following questions:

- 1.—What is Semolina?
- 2.—What is Flour?
- 3.—Where, in the scale of fineness, does Semolina leave off and Flour begin?
- 4.—Over what screen or bolt cloth should No. 1 Semolina pass?
- 5.—Same with Nos. 2, 3, 4 Semolinas?
- 6.—What amount of attrition should occur in carlot shipments of No. 2 Semolina from Minneapolis to Detroit?

Should it exceed ½% of material finer than 100 mesh standard square brass wire screen?

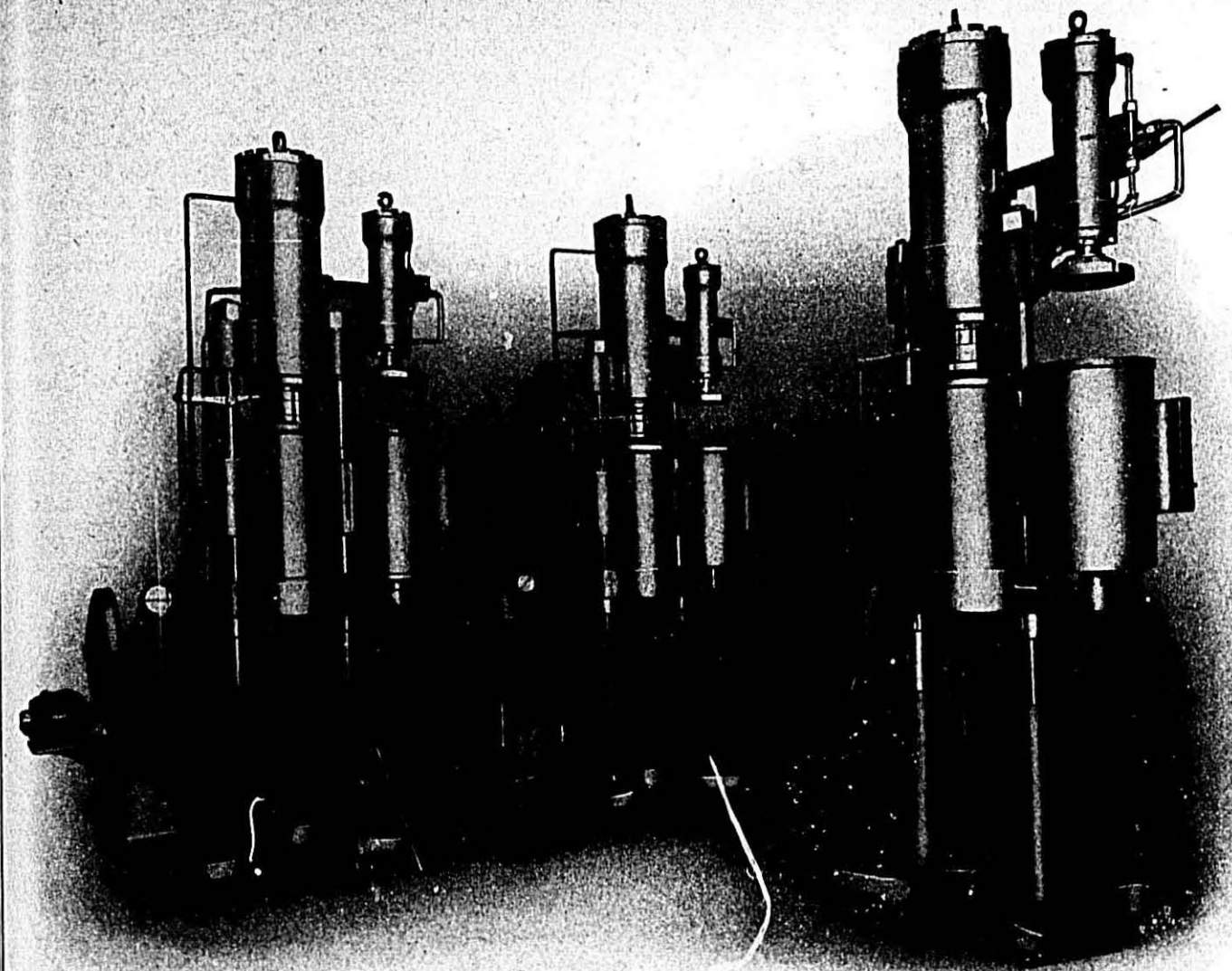
7.—Does moisture have an increase or a decrease more than ½% during a similar shipment?

These questions may seem all simple and elementary to you, but they have been stickers to me. Aside from your Journal I have found no means of answering any questions concerning paste goods which have arisen in my mind.

Answer:—We appreciate compliments paid us by asking us above questions, but we will have to frankly admit that they are beyond us. For instance, your "What is Semolina?" government officials have not as yet decided and we will make no pretense at doing so, as a dozen millers and a dozen macaroni manufacturers would give two dozen different answers. Your other questions should be submitted to millers as they concern purely milling matters.

(NOTE—Millers are invited to give their views on any or all questions given above.—Ed.)

Meet us at Niagara. The leading macaroni makers will be there on June 22, 23, 24. Also our friends, the allied manufacturers.



Three Modern 13½ inch Macaroni Presses

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

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

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

We will be pleased to furnish further particulars upon request.

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

Presses, Kneaders, Mixers, Noodle Machinery, Etc.
Cevasco, Cavagnaro & Ambrette, Inc.

Main Office and Works:
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Branch Shop:
180 Centre Street,
NEW YORK, N. Y., U. S. A.

Frederick Penza & Co.



Special Constructors of
**COPPER and BRONZE
MOULDS**

For Macaroni and Fancy Pastes

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

REPAIRING OF ALL KINDS OF MOULDS

We Guarantee the Best Material and Workmanship.

YOU MUST HAVE IT

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

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

PATENTED PINS

OFFICE AND FACTORY

285 Myrtle Avenue, BROOKLYN, N. Y.

"BAY STATE"

Durum Wheat

SEMOLINA

is superior for
Macaroni, Vermicelli,
and Spaghetti.
Coarse, Medium,
Fine and Standard
Granulations. Wire
for samples and prices.

BAY STATE MILLING CO.

MANUFACTURERS OF

HARD SPRING WHEAT

RYE & DURUM FLOUR

DAILY CAPACITY 6000 BARRELS

WINONA, MINNESOTA

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

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COMMUNICATIONS:—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.
 The NEW MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
 The publishers of the New Macaroni Journal reserve the right to reject any matter furnished either for the advertising or reading columns.
REMITTANCES:—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

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 Display Advertising - Rates on Application
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Vol. 1 March 15, 1920 No. 11

Patents and Trade Marks

Noodle Laying Machine

Patent right on a new noodle laying machine was granted by the U. S. patent office on Feb. 24, 1920, to Karl Gammel of Cleveland, Ohio, and assigned by him to the Cleveland Macaroni company of the same city. Application for patent was filed April 17, 1916, given serial number 91,625, later withdrawn and then renewed on July 9, 1919, with serial number 309,781 (Cl. 107-7).

It is thus officially described: In a device of the class described the combination of a receptacle designed to receive the noodles from the cutting machine, a noodle laying machine designed to deposit the noodles on drying trays, a conveying tube connecting said receptacle and noodle laying machine and means operatively connected with said tube for causing rapidly moving air to act on the noodles during their passage from the receptacle to the noodle laying machine. This patent is numbered 1,331,752.

Noodle Forming Machine

Patent rights were also granted the

same day and date to Karl Gammel and assigned by him to the Cleveland Macaroni company of Cleveland, Ohio, giving it exclusive use of machines known as a noodle forming machine. This application was made, withdrawn and renewed on same date as noodle laying machine described above. Patent No. 1,331,753, granted Feb. 24, covers use of this machine. It is thus officially described: In the art of forming noodles, the process which consists in propelling a plurality of strips of edible paste longitudinally by pneumatic pressure while confining their movements laterally thereby causing the strips to interlace and to form into a nest.

Hand Press

Patent rights were granted Julius Carlson and Pietro Pascucci of Meriden, Conn., on Feb. 17, by the United States patent office at Washington, D. C., on what appears to be a small home macaroni hand press. The papers were filed May 13, 1919, and given serial number 296,860. There are three claims pending. The Official Gazette thus describes the new machine: "A machine for making macaroni comprising a casing, a plate with which said plate is connected, a yoke mounted on the rear face of said plate, a nut having a bearing in said yoke and plate, a feed screw extending through said nut, a worm gear connected with said nut, a worm meshing with said worm gear, and means for fixing the feed screw against rotation with respect to the casing."

In general appearance it resembles a large food chopper generally used in the American kitchens with vise attachment for attaching same to a table or other flat surface. It is operated by a crank handle and on seeing the cut one gets the idea that it is intended for use in the home.

"Aquila Brand Macaroni"

A label was registered by Carmelo Gugino of Buffalo, N. Y., with the title "Aquila Brand Macaroni" on Feb. 3, 1920. It was filed on Oct. 3, 1919, and according to the applicant label was for use on macaroni products.

Grivas Special Sauce

Trade mark No. 129,288 was granted Feb. 10 to John B. Grivas of Chicago who filed claim on March 27, 1919, that was duly published in accordance with law on Nov. 11.

The mark shows a fanciful figure in

an oval cut in the act of serving a plate of spaghetti and near the base of the cut showing a can of "Grivas Sauce." No claim is made for the exclusive use of words "Special" and "Sauce" apart from the mark as shown. Owner claims use since March 1, 1919, claims right of use of the trade mark on his sauce, spaghetti and Creole Gumbo.

A request for a label registration, with the title "I. X. L.," filed June 4, 1919, by the Workman Packing company of San Francisco, Calif., for use on its macaroni sauce preparation was granted by the patent office on Feb. 24, 1920.

Members and non-members alike will be welcome at our national convention at Niagara Falls next June. Come meet your competitors and you'll meet a dandy lot of men.

FOR SALE

1 Vertical Macaroni Screw Press, double cylinder

13 1/2 in. diameter, with automatic packer. Slightly used. \$2,000 f. o. b. car, St. Louis, Mo.

Also 4000 used macaroni dows, 1/4 in. diameter by 54 in. long at 8c each.

WM. ELLISON & SONS MFG. CO., St. Louis, Mo.

FOR SALE

Two used 13 1/2 in. Screw Type Walton Macaroni Presses complete with counter shaft. Support for dies "H" shaped.

Can make immediate shipment.

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

WANT ADVERTISEMENTS

Five cents per word each insertion.

For Sale—Long cut press, Short cut press, kneader, mixer. Address C. & C. c/o Macaroni Journal.

WANTED—Kneader 1 or 1 1/2 bbl. capacity. Give full description and price. Address J. G. E. care Macaroni Journal, Braidwood, Ill.

For Sale—Noodle Cutter and Dough Breaker. Address Mfr. c/o Macaroni Journal.

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

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

Wanted—1 Hydraulic Press for immediate delivery. Address care Macaroni Journal, giving full information and price.

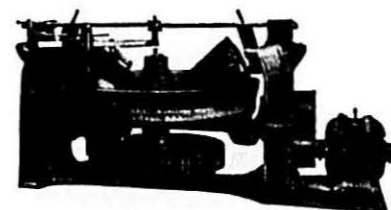
Wanted—Some member of EVERY Macaroni concern to act as correspondent for New Macaroni Journal and to contribute items of interest to Macaroni men regularly.

Established 1861

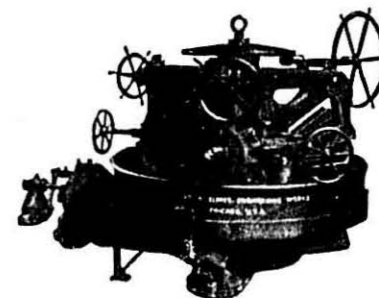
ELMES
CHICAGO

Incorporated 1895

Builders of Macaroni, Spaghetti and Paste Goods Machinery



Motor Driven Dough Kneader No. 1486



Motor Driven Dough Kneader No. 1382

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



Three Plunger Vertical Pump No. 549

High Grade Machinery Only



Hydraulic Macaroni Press No. 1110

Greater Output With Less Maintenance



Inverted Tank Weighted Acc. No. 1232



Horizontal Dough Mixer No. 1487

Horizontal Short Cut Presses



Four Plunger Horizontal Pump No. 9

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

Charles F. Elmes Engineering Works

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

Grain, Trade and Food Notes

Queer Plant

"Tul-Tul," as the natives call it, is the most wonderful vegetable plant in the world. It grows on certain South Pacific islands and in appearance is like a giant turnip, but blood red in color. To the white man, it is a very tough and tasteless vegetable. To the natives, however, it is a main item of their diet. They cook it and mix it with their coconut and breadfruit, for it is supposed to be very nourishing. They cultivate the plant in a rough sort of fashion in large ditches or swamps. Its most peculiar feature is that it has to be fed, and for this purpose the native children go over the island collecting all decayed vegetable matter. This is soaked in plenty of salt water and is then taken in armfuls to the plants and put in the center of the leafstems or on the short, thick stem from which the leaves spread out on every side. Slowly, but surely, the decayed matter disappears, the leaves stiffen and spread out erect—signs, apparently, that the plant has dined heartily, for it really is a case of feeding a plant. There is no opening of the stem or leaves; the food is slowly and gradually absorbed in a silent and wonderful manner.—Boston Post.

Will Save Wine Vineyards

The grafting of raisins, table grapes and currants on to wine grape stock in California will prove the salvation of great acreages of wine vineyards, according to President Wylie M. Giffen of the California Associated Raisin company, of Fresno. Mr. Giffen roughly estimates that there are about 50,000 acres of all varieties of wine grapes in Fresno county. While a considerable portion of the wine grapes will be grafted to table grapes, undoubtedly a greater portion will be grafted to raisin grapes. Should all the vineyards be converted into raisin grapes, the president of the raisin company estimates that the present tonnage of raisins would be increased from 40,000 to 50,000 tons per year. The grafting of table or raisin grapes to wine stock is expensive and it involves the loss of a crop for two years. The method, it is said, is most successful where the vines are young and hardy, and on old vineyards

While there are other varieties, the main wine grape varieties of the San Joaquin valley are Zinfandel, Feherzagos, Mission and Alacante Bouschet. There is a considerable acreage of Palimino and some Reislings. Zinfandels have been most used for grafting purposes, also currants, Thompsons and, in some cases, Malagas.

The Best Wheat

Contrary to the common opinion, seed wheat does not "run out." It is true that its quality will deteriorate and the yield become smaller if left to its enemies which are inherent in the wheat. It is therefore important that concerted action should be taken to establish more profitable farming methods. It is wise to establish the variety best adapted to soil and climate. In almost every county Marquis wheat should be urged. There is nothing the matter with Fife and Blue Stem except that they have not been kept pure and the record will show that they do not yield so well and are not so safe, but taking everything into consideration Marquis is the most desirable wheat. Velvet Chaff lacks bread gluten and is too soft. Durum is a fine wheat for certain purposes, but has a limited market, there being a demand for not more than 10 per cent of the total spring wheat crop. The price of Durum is often 20 to 80 cents per bushel below the price of No. 1 Northern, which in itself is argument enough. This applies to the macaroni durums which should not be confused in any way with the so-called Red Durum, "Rust Proof" or Durum Fife wheat which has been making so much trouble and for which there is practically no market, and should not be seeded under any circumstances.—Department of Agriculture.

Subway Bakery in Verdun

An underground bakery furnishes all the bread used by the refugee population in the ruined city of Verdun. No other building was sufficiently undamaged to house a bread baking establishment for the returning townspeople, so the great "subway" ovens are daily turning out long, crisp loaves which compose the principal food of those toiling among the ruins. Several times each

the black cavern beneath the great walls where lines of people await their rations. The bakeshop is a part of the famous underground city of Verdun, built after the war of 1871 and designed to house 30,000 persons during an attack. During the Great War, thousands of soldiers and a few refugees lived in this subterranean abode while the city was under fire for nearly five years. The bakery was in operation during the whole time. The American Red Cross has a large depot in the heart of the city and has supplied clothes and some articles of food to the distressed civilians.

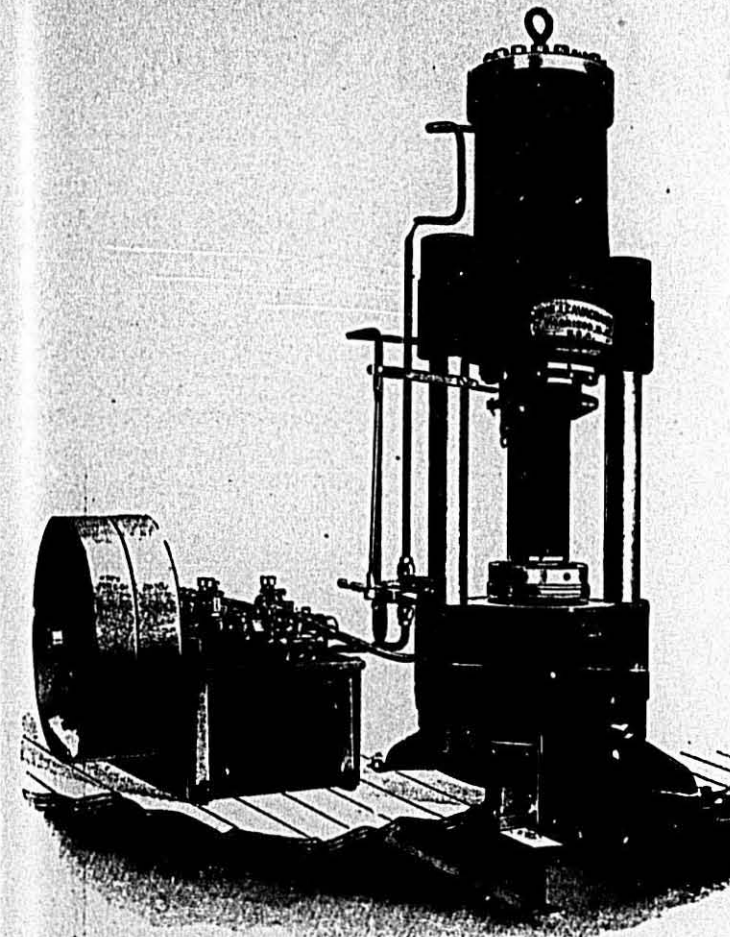
Red Durum Wheat Useless

Leading agricultural experts of colleges and experimental stations through the various grain papers are sending out appeals to farmers throughout the northwest to avoid seeding any red durum wheat sometimes called "D5" whose rustproof qualities have been extolled but whose milling qualities are almost "nil." Tests of various kinds have proved this grade of wheat to be an absolute failure with no market for this grain except that produced the past year through the extensive government buying, and which will cease with the government control. It can be disposed of only for grinding into chicken feed. "Beware of it. It is a positive menace. It is not a durum nor a fife, although crossbred from them both. While it is called red durum, it should not be confused with Kubanka, Arnautka and other amber durums which, while their market is limited, are excellent for macaroni, etc. There is no market for so-called 'rust proof' wheat. Do not seed it under any circumstances. It is no good. It is not only worthless itself, but if it becomes mixed with your other grain, it will ruin it."

What Is Anatomy?

A little negro school girl, down in Florida, in answer to this question wrote the following:

"Anatomy is the human body. It is divided into three parts, the head, the chest, and the stummick. The head holds the skull and the brains if they are any, the chest holds the liver and part of the lites, and the stummick holds the entrails and the vovles which are a e i



John J. Cavagnaro

Engineer and Machinist

Harrison, - - - N. J.

U. S. A.

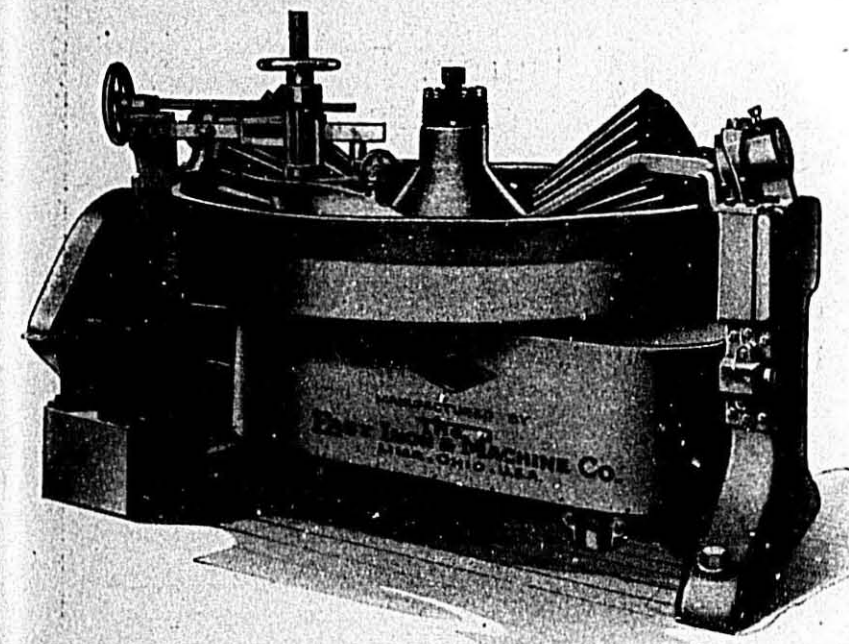
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