

**THE NEW
MACARONI
JOURNAL**

Vol. 2, No. 11

**March 15,
1921**

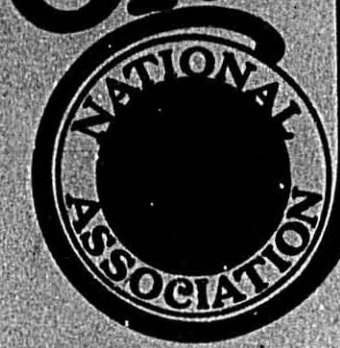
The New
Macaroni Journal

Minneapolis, Minn.

March 15, 1921

Volume II

Number 11



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

ADVERTISE

Advertising is like breathing.

It is the element in business that supplies the vital force necessary to its life, its vigor and success.

The right purpose and true mission of advertising is to tell the consumer about your products in simple, convincing language, conveying to readers the true merits of goods offered for sale.

All advertisements should be unquestionably honest and to the point.

State facts as plainly and clearly as your best skill will permit.

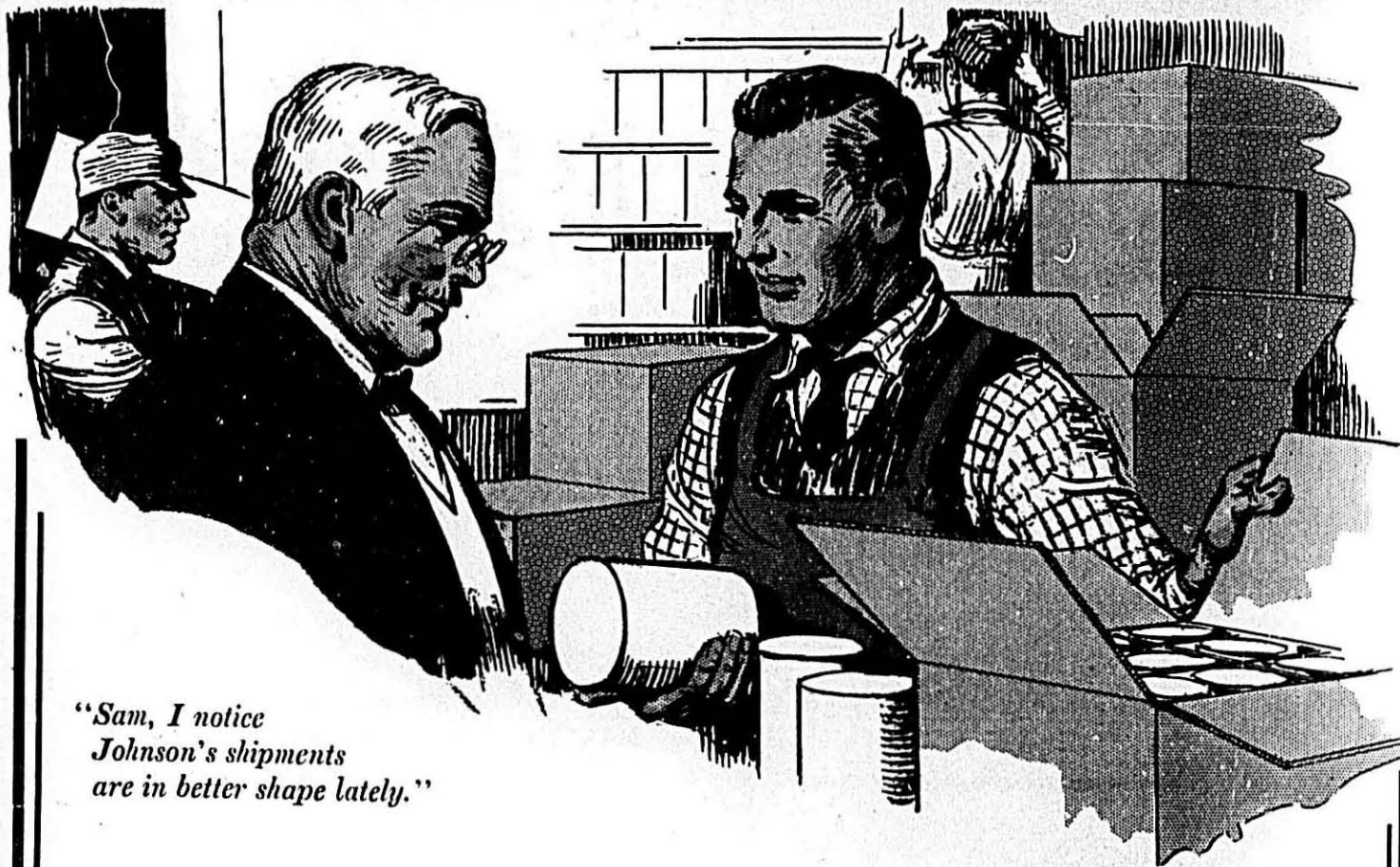
Avoid big words and high sounding phrases that serve no other purpose than to attract the attention of the curious without compelling them to seriously consider purchasing your products.

Aim to have your ads read and understood by the greatest number of people.

Use words in common everyday use to make ads clear, interesting, convincing and profitable.

Make your ads snappy and possessed of the proper punch.

But above a'l, ADVERTISE.



"Sam, I notice
Johnson's shipments
are in better shape lately."

Cut Down Shipping Losses

Pack your goods in better containers—your trade will notice it—and appreciate it. Pack your goods in light, sturdy, durable Andrews Containers—insure the safe arrival of your outgoing shipments—and cut shipping losses to the absolute minimum.

Andrews Corrugated Fibre Containers are built to stand the bumps. They are made of a tough, resilient material that absorbs the shocks and defies rough handling. Andrews Containers guard against damage to merchandise, reduce damage claims to

the lowest possible level, and eliminate tampering with shipments. When properly sealed, it is impossible to open them without mutilating the box beyond repair. Cheaper than wooden cases. The ideal container for your shipments.

Deliveries on Time

When you place an order with Andrews you can be sure of delivery being made on schedule. We own our own paper mill, timber lands, saw-mills and factories—every order is Andrews handled from the manufacture of the raw material to the production of the finished containers—which, aside from insuring prompt delivery, means a uniform product.

Andrews Service

The manufacture of containers is a highly specialized business. The more expert advice you can get in deciding upon the proper size and style, the more satisfactory the final result will be. We maintain a staff of trained artists and designers who are at your service. Let them help you solve your container problem—at no extra cost to you.

O. B. ANDREWS CO., Box 303M, Chattanooga, Tenn.



Cartons and Shipping Containers for the Macaroni Trade

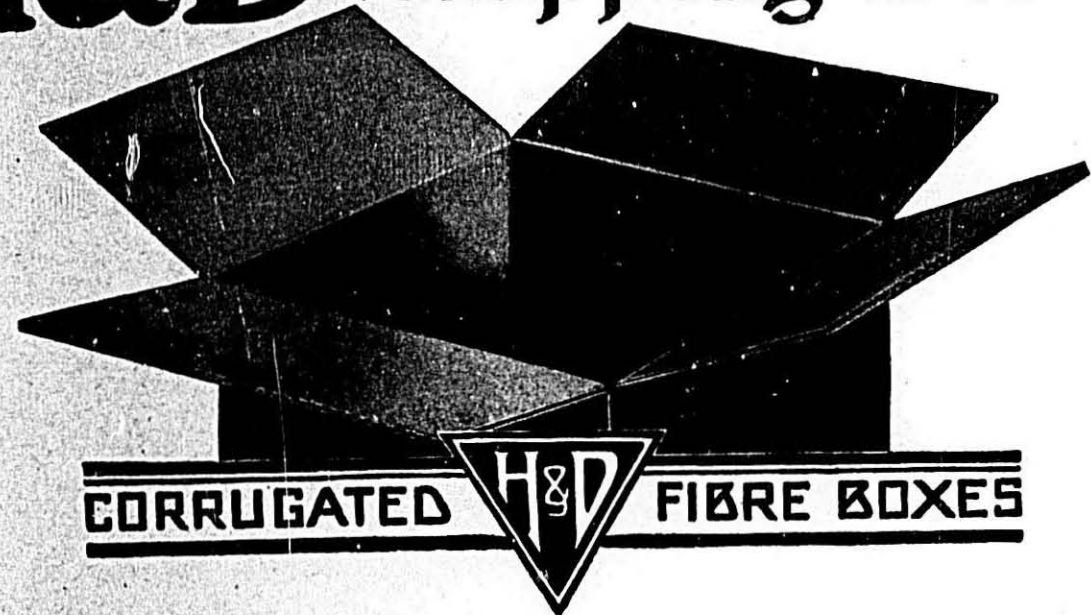
The only concern in the world manufacturing wooden, wirebound, corrugated fibre, solid fibre and folding cartons and containers and owning its own paper mill and sawmills.

Division Sales Offices in the principal cities of the United States.

March 15, 1921

THE NEW MACARONI JOURNAL

H&D Corrugated Fibre Board Shipping Boxes



ON crowded loading platforms or in swaying freight cars, in hustling terminals or on teeming wharves—in fact wherever shipping is handled, you will find these sturdy, strong containers safeguarding a thousand different products. Foodstuffs in glass or tins, fabrics, shoes, fixtures, instruments, soaps and fragile glassware are all more economically and safely packed in these better boxes.

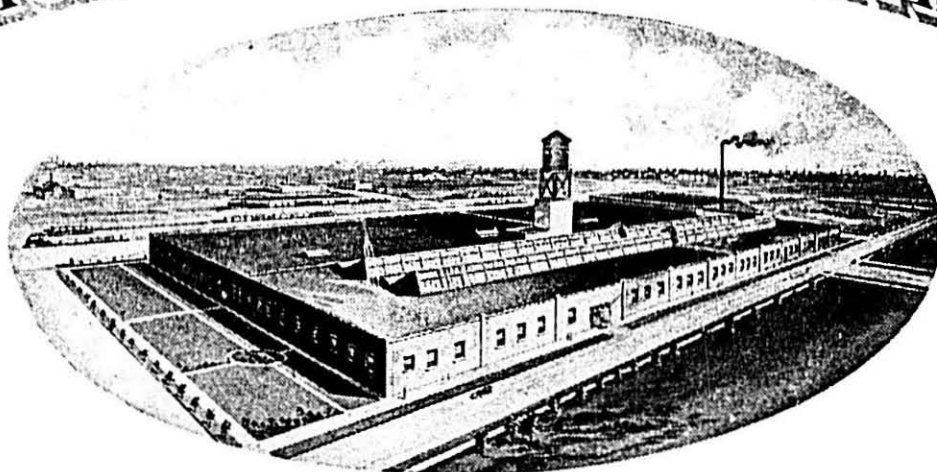
Let us show you how satisfactorily your packing needs can be served with *Hinde and Dauch Corrugated Fibre Board Boxes and Auxiliary Materials*. Send us collect, a typical sample shipment of your products, and our special service department will return them to you prepaid, packed in snug-fitting H & D Corrugated Fibre Board. This is absolutely free as a means of demonstration and places you under no obligation. Our well illustrated 40 page booklet, "How to Pack It," full of information of value to all shippers, will be mailed you on request.



CHICAGO CARTON COMPANY

HOME OFFICE
AND FACTORY
4433 Ogden Avenue
CHICAGO

TELEPHONE
Lawndale 906



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

DESIGNERS - PRINTERS
MAKERS FOLDING PAPER BOXES



FIBRE SHIPPING CASES
SPECIALTY PAPER PACKAGES

Manufacturers of

MACARONI, SPAGHETTI AND NOODLE CARTONS

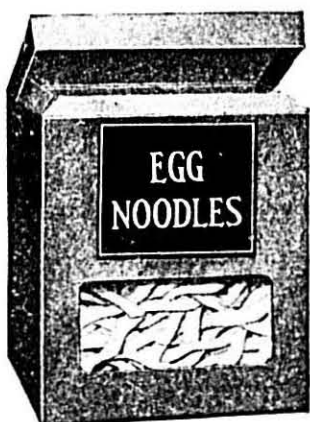
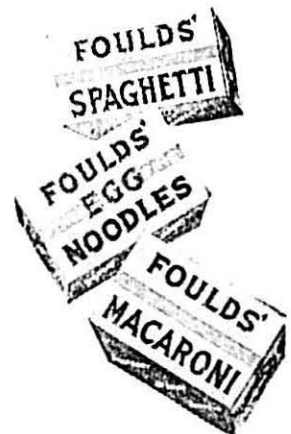
*Of Superior Quality, Artistically Designed to
Sell Your Product*

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

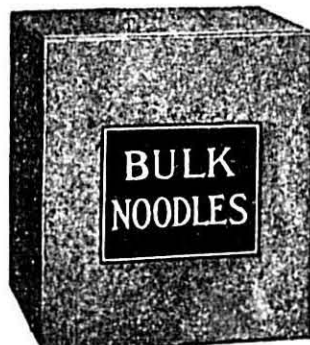
Excel-all and Perfection Caddies are carried in both the blind and display styles

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

Write for Samples and Prices



EXCEL-ALL
DISPLAY CADDY



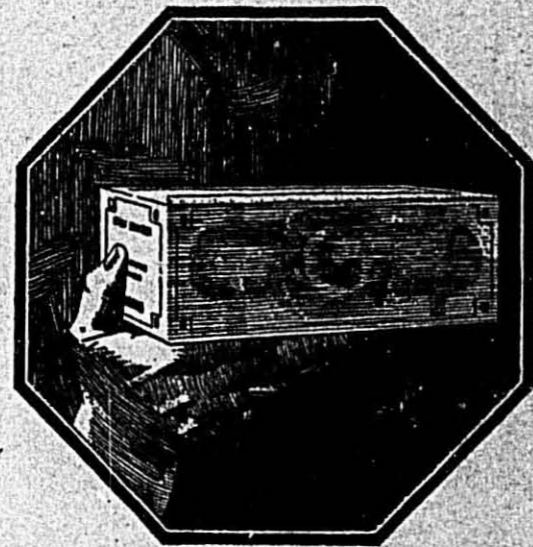
PERFECTION BLIND CADDY

WASHBURN'S BILL DURUM SEMOLINA

*Fine
Medium
Coarse*

Eventually Why Not Now?

WASHBURN CROSBY CO.
MINNEAPOLIS, MINN.



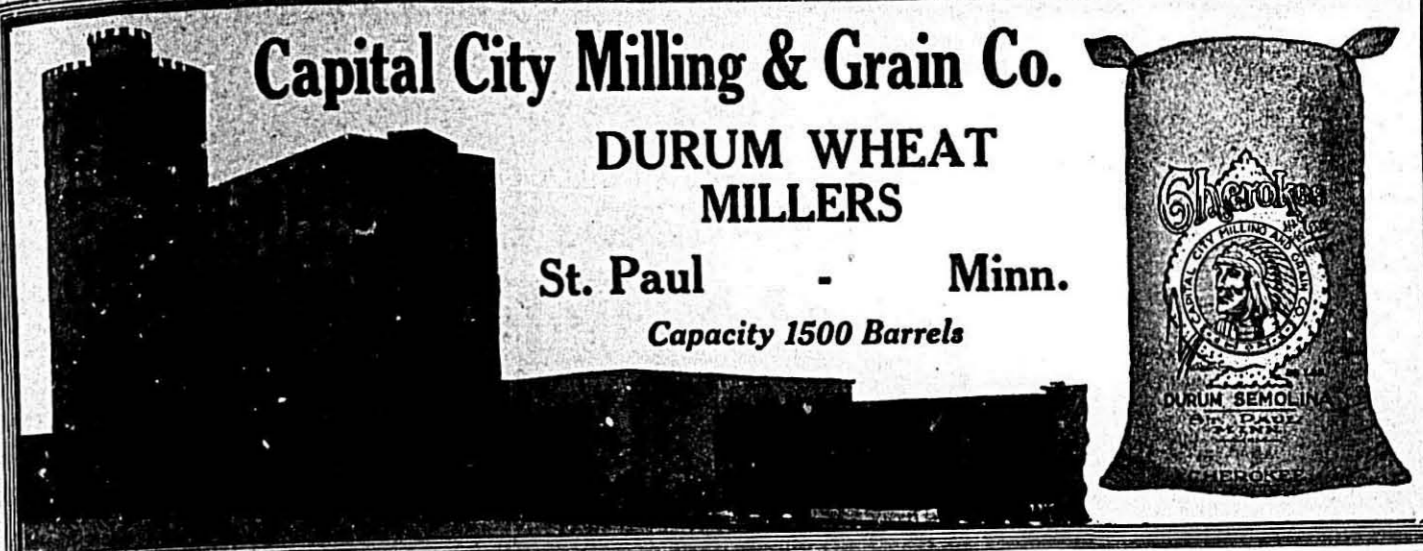
**A First Class Package Stands Out
in the Buyer's Mind**

That's true indeed! Take the best selling piece of goods on earth and change the package to plain black and white—and down drop its sales. The stronger the individuality of a package, the quicker the eye travels to it—and the better the mind remembers it. Mental action is picture action. This is the place to get

**CARTONS, LABELS
WINDOW DISPLAYS
POSTERS**

The right package—right in design, right in color, first class in looks—that is our kind of folding boxes and our kind of labels; the sort that people remember. This is Color Printing Headquarters where the better quality of that sort of work is done at reasonable prices, in large runs or small. Will you try these products of ours?

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



Capital City Milling & Grain Co.

**DURUM WHEAT
MILLERS**

St. Paul - Minn.

Capacity 1500 Barrels

SEMOLINA

from

DURUM WHEAT

Quality

Guaranteed

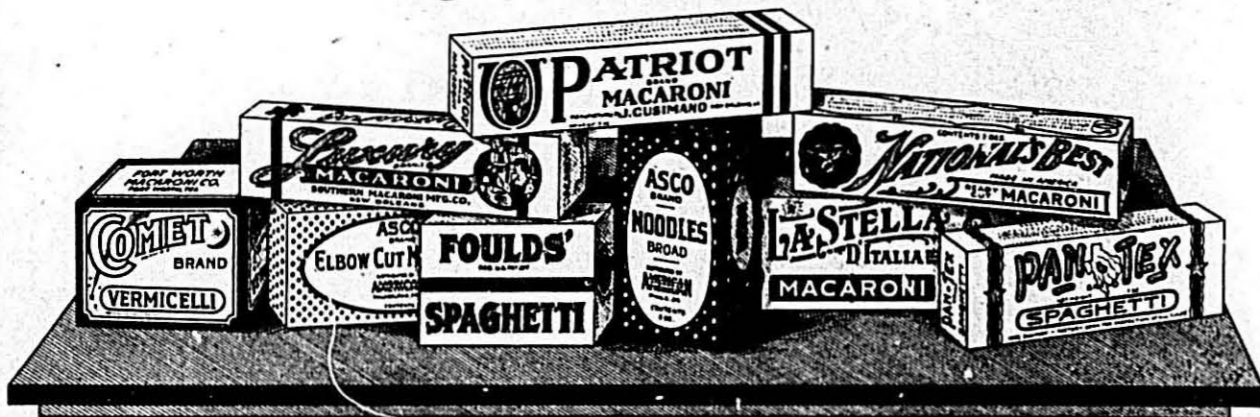
*Ask for Samples
and Delivered Prices*

Capital City Milling & Grain Company
ST. PAUL, MINNESOTA

TITELUX BRAND
FOLDING PAPER BOXES

ARE KNOWN AND RECOGNIZED THROUGHOUT
 THE TRADE FOR

QUALITY



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.

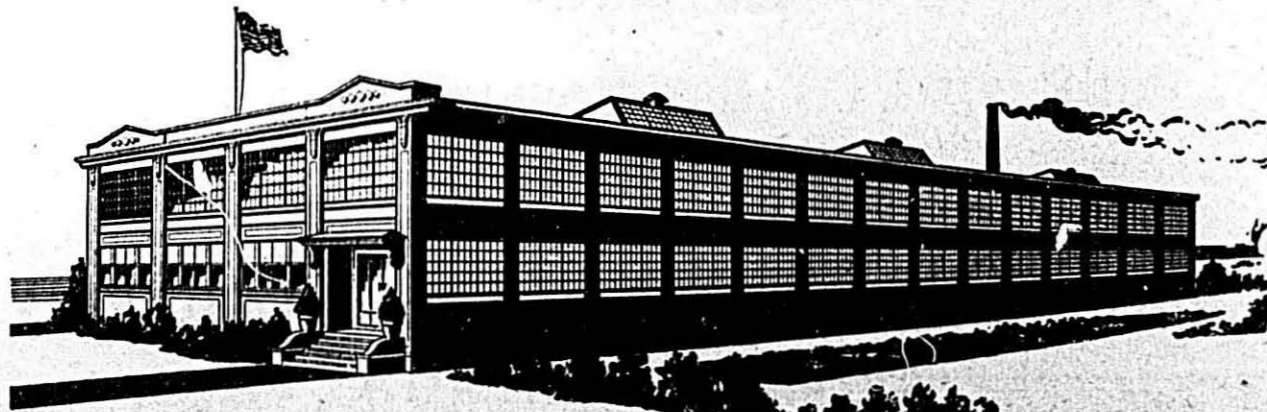
While price is an essential factor, it is *Quality* that makes the lasting Customer—the biggest asset in any business.

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.

THE GLOBE FOLDING BOX COMPANY
 CINCINNATI, OHIO



JoLo PRODUCTS SERVICE Best

For
Noodle Manufacturers!

JO-LO
 CERTIFIED
YOLK

JO-LO
 CERTIFIED
EGGS

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

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

SAMPLES AT YOUR COMMAND

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

ALSO AT

LOS ANGELES BOSTON CHICAGO TORONTO

USE DURUM SEMOLINAS

For Macaroni and Noodles

Unequaled in Color and Strength



YERXA, ANDREWS & THURSTON

MINNEAPOLIS, MINN.

MACARONI JOURNAL

Macaroni Publicity

Living and industrial conditions in this country, in keeping with the entire world, have lately reached a stage that calls for the practice of economy in money and economy in food values. Reckless buying of dainties has given away to careful selection of foods that possess the necessary body building materials at prices that will bring to the purchaser the greatest food values for a given amount of money. Realizing this condition, the manufacturers of so nutritious and economical a food as macaroni, spaghetti and noodles should not overlook the opportunity now with us for increasing the per capita consumption of these products. This can readily be done through proper publicity.

During the war tremendous publicity was given to foods of all kinds by the Food Administration in its campaign to teach economy in foods. You will remember the "Save Meat" cards that appeared everywhere and the economy-in-food advertising that filled our papers and other publications. As a result, the consumption of alimentary paste products was given an impetus that brought cheer to the hearts of manufacturers and distributors and dollars into their pockets. Wise men in the industry took advantage of the opportunity and in a short national advertising campaign of about two months accomplished much in the way of popularizing this food, both from a patriotic as well as from an economical standpoint. A few progressive and farseeing firms took up this work where the industry left off and through individual advertising realized some good business and welcomed profits.

Publicity is a peculiar thing. Many argue that all the publicity possible has already been given macaroni and kindred products; that the American public has been told all about it as a food and that a repetition would merely be waste of space and money. Facts do not bear them out in this line of reasoning. Experience has proven that there is no basis whatever for this argument. Successful advertisers agree that about the time they become tired of a subject of copy, the ultimate consumer is just beginning to appreciate the message they intend to convey.

Macaroni is a nutritious food. Its team mate, spaghetti, is an economical food. Likewise, noodles are appetizing and satisfying. Suppose that only one manufacturer or distributor were to state these things as facts. What weight would it have with the consumer? A few might be convinced but the big number at whom the advertising is aimed would remain doubtful. But should two or three or fifty make these same truthful statements, they will assuredly become facts in the minds of the masses. A message of this kind will bear repetition in a changed and attractive form. It need not be in the same words, though the thought is unchanged. Confirmation of statements of this kind by a number or a group of producers is usually most convincing to consumers. Individual or concerted advertising will increase con-

sumption only if made to appeal forcibly to the consumer. Manufacturers who do not know their products from its raw material to table stage are in no position to present convincing arguments. Know your product before attempting to tell of its merits. Study its food values and then tell them convincingly. All macaroni and related products are made from flour or semolina and water. Most consumers know this. But what they do not know is: what muscle building, heat producing value has it? What nourishing ingredients are found therein? What is gluten and to what extent is this essential element found in macaroni products? These and kindred points are facts that proper advertising should bring to the attention to the discriminating ultimate consumer, if the publicity that counts is to be had. In preparing your copy, it would be well to enlist the services of your chemist as well as the advertising agency to the end that the food values in your particular product be brought to the attention of the public in a way easily understood and convincing.

An agency frequently overlooked by macaroni manufacturers is the publicity obtainable through the editors in charge of the women's page in the daily papers that enter millions of homes, morning and evening. Editors in charge of this department are ever on the watch for facts, recipes, true stories of foods and general information that will tend to make that page interesting to its readers, particularly the women. This service can be obtained by individual advertisers who make frequent use of that particular paper as an advertising medium. When contracting for space insist on a certain amount of cooperation along the lines above suggested.

Americans as a general rule eat too much meat and other rich foods. As a result old age diseases are on the increase in this country. A more liberal use of foods of vegetable origin will eradicate this evil. Make liberal use of this point in your advertising. People as a general rule are most interested in their health and, when you have a health giving and an economical food combined in one, you have a talking point that should prove effectual.

Macaroni consumption in this country is considerably below normal. It should be the aim of all manufacturers to increase the daily use of this food through education of the consumer rather than to acquaint him with the superiority of his own particular brand over that of his competitor. It is a grievous mistake to pay out valuable dollars in trying to interest the public in competitive advertising—that is one brand against the other. There are other and broader reasons to advance. Make use of them. Repeat them often. Let publicity be carried on in the line of comparison with other foods rather than of particular brands and the public will appreciate its food value and use it in ever increasing quantities.

GENERAL WHEAT CONDITIONS

The winter wheat crop is reported looking well everywhere, and the price of wheat is so much better than that of nearly every other farm product that it begins to look like the farmer's best hope, says the National City Bank of New York in its review of conditions on March 1.

The total value of wheat and flour exports from United States from July to December 1920, inclusive, was \$561,741,910 against \$287,415,862 in the corresponding months of 1919. This is a remarkable showing in view of the decline of the price but was due to the large amount exported, the total being the equivalent of 206,400,121 bushels in the six months of 1920, against 118,765,704 bushels in the like period of 1919. These figures confirm the talk of the trade last fall that Europe had bought heavily of the crop during the summer months, for future delivery and of course at the high prices. The total exports of wheat and flour reckoned as wheat from the United States and Canada from July 1 to Feb. 17 are reported by Bradstreet at 298,716,885 bushels.

Only four months remain of the crop year. The price of wheat at Chicago has been ranging from about \$1.60 to \$1.70 per bushel for March delivery, with premiums for spot and a discount of about 10 cents per bushel for May. The discount on futures has prevailed throughout the crop year showing the skepticism of buyers toward the theory that a shortage would develop before the next harvest season.

Argentina and Australia are now the chief sources of supply for the importing countries, and last fall's forecasts as to the size of their crops have been borne out by the official reports of actual results. This country is thought to have sold about all that it has to spare, and the movement to put an import duty on wheat has stimulated the movement from Canada to this country, to provide against possible needs.

The world's carryover will not be large, and as it is now quite improbable that Russia will contribute anything to next year's supply for western Europe, and as Argentinian and Australian crops this year were much above the average of these countries, the outlook for the price of wheat from the 1921 crop would seem to be very good. It may be higher

rather than lower, and it will be produced at lower cost.

Weed Out "Weak Sisters"

Every business man, every line of endeavor, has a problem these days—you have—we have and the other fellow has. The alimentary paste industry has its worries and so has its spokesman, the National Macaroni Manufacturer's association. We've been busy plugging the holes, stopping the leaks, fighting adverse conditions, weeding out the "weak sisters." We've found them in our makeup and if you'll look for them you'll find them in yours. Conditions in general are improving but are still serious. These days, we need loyal, sane, steady men, square inside as well as outside and the "weak sisters" don't come in that class—they make a weak link in the chain and the chain is only as strong as its weakest link. Business is on the uptrend, people are settling down to real work, more service is given for a stated wage, restlessness is disappearing, orders are coming in with a pleasing persistency, and the only thing in the way of normal and healthy business is the "weak sister."

Let him go, get him out, it's better for you, for your business, for the industry, and for the "weak sister" himself.

Tariff Information Surveys Series

On Articles in Paragraph 191 of 1913 Tariff Act—Prepared by Federal Commission for Use of Committee on Ways and Means in Congress—Covering Herewith Macaroni, Vermicelli, Noodles and All Similar Preparations.

After months of study and extensive research into the conditions affecting the manufacture and distribution of alimentary pastes in this country, the United States tariff commission has prepared a summary for use of the committee on ways and means which will recommend a new tariff for action at the coming session of congress, as follows:

Surveys Summary

Macaroni, spaghetti, vermicelli, noodles and similar alimentary pastes are made from hard glutinous wheat. Durum or macaroni wheat, which is extensively produced in the Dakotas, Minnesota, and Montana, is preferred. In 1900 imports supplied nearly all of the domestic needs. Since that time, coinciding with the increase in the production of durum wheat, the manufacture of alimentary pastes has greatly expanded. The production in 1920 approximated 450,000,000 pounds, which is the amount of domestic consumption. The increase was especially pronounced during the war, when foreign supplies were not available. In 1914 (latest data) there were 373 factories, with an aggregate capital of \$8,674,000, engaged in the manufacture of macaroni and other alimentary pastes.

Alimentary pastes afford the chief domestic outlet for the crop of durum wheat, which has increased from 60,000 bushels in 1901 to 40,000,000 bushels in 1920. This wheat is a drought and rust resistant class grown in regions where other classes of wheat are less profitable. A large part of the crop is exported, chiefly to Italy and southern Europe, and some quantities are used for blending purposes. The demand from domestic manufacturers has provided a more steady market for durum.

In the distribution of the domestic finished product there is a distinct trade in "package goods" and "bulk goods." The package goods represent approximately two-thirds of the total amount which is consumed by Americans, while the bulk goods are almost entirely consumed by the Italian population. Foreign competition is confined solely to the goods made in bulk goods.

Italy is the chief manufacturer of alimentary pastes, which constitute a considerable part of her food supply.

Italy's consumption of these has been roughly estimated at 50 pounds per annum per capita. Before the war her exports of alimentary pastes reached 150,000,000 pounds, most of which was sent to the United States. While France, China, and Japan produce considerable quantities, these countries export relatively little. Comparatively small shipments of oriental pastes, especially of noodles and vermicelli, are imported, chiefly for the use of our oriental population.

During the world war the imports rapidly declined. In 1918 imports for consumption amounted to only 661,681 pounds, most of which came from the

chine processes predominate in the manufacture of the exported Italian product just as they do in this country; hence differences in labor cost are not of decisive importance. As much of the production is manufactured by wheat millers, the Italian producers are able to operate on a closer margin than American manufacturers who manufacture only macaroni. Besides the Italian industry is nationally organized and buys and sells collectively.

Nearly a fourth of the Italian wheat requirements are ordinarily imported. The present food shortage limits both the quality and quantity of edible pastes for export.

MACARONI, VERMICELLI, AND ALL SIMILAR PREPARATIONS—SUMMARY TABLE.

Year.	Domestic production. Pounds.	Imports for consumption. Pounds.	Value (imports for consumption).	Amount of duty.	Value per unit of quantity.	Equivalent ad valorem rate. Per cent
1910.....	200,000,000	118,817,376	\$4,898,771	\$1,782,260	\$0.041	36.38
1911.....	200,000,000	114,687,449	4,859,804	1,720,312	.042	35.40
1912.....	200,000,000	108,348,166	4,745,109	1,625,222	.044	34.25
1913.....	200,000,000	105,828,632	4,859,854	1,587,429	.046	32.46
1914.....	300,000,000	129,876,900	5,724,708	1,380,605	.044	24.12
1915.....	300,000,000	229,876,900	3,053,937	565,698	.054	18.53
1916.....	300,000,000	229,876,900	2,220,034	220,034	.070	14.30
1917.....	300,000,000	22,003,400	265,849	35,008	.076	13.17
1918.....	300,000,000	3,500,813	61,681	54,048	.082	12.24
1919.....	300,000,000	661,681	693,754	59,707	.099	10.11
1920.....	450,000,000	827,450	104,236	8,274	.126	7.94

¹ Estimated.
² Alimentary pastes were dutiable at 1½ cents per pound from July 1 to Oct. 3, 1913; the balance of the year the rate was 1 cent.

GENERAL INFORMATION

Par. 191. Macaroni, vermicelli, and all similar preparations, 1 cent per pound.

Description

Macaroni, a preparation of hard glutinous wheat, in different forms, is also known as vermicelli, spaghetti, Italian pastes, and, when eggs are used, as noodles. The entire group is commonly designated as "alimentary pastes," macaroni being the most important.

Alimentary pastes are generally made from durum semolina—the milled product of durum wheat. (One bushel of durum wheat yields about 32 pounds of No. 2 semolina.) The flour of durum wheat and sometimes of ordinary wheat is also used as raw material, especially for blending purposes. Too large a proportion of flour results in a poorer grade of the finished product. Semolina or "purified middlings" may be defined as a white granular product freed from flour and obtained by the "gradual reduction" process of milling. Durum flour,

orient. In 1920 they were 827,450 pounds, valued at \$104,236. Our imports for consumption in 1910 were 118,876,000 pounds, valued at \$5,724,708. Of these imports over 90 per cent came from Italy.

Differences in quality, in the cost of raw material, and in the cost of manufacture are the chief factors affecting competition of Italians with domestic producers. The Italian producer enjoys the advantage of superior raw material, more experience in manufacture, and an established reputation. While only a relatively small part of the imported Italian macaroni is of superior quality, it brings generally a better price than does the domestic product, because of reputation and because of the preference for the Italian product particularly among Italians. In the cost of raw material, which constitutes approximately one-half the cost, American producers enjoy a considerable advantage. Against this may be set off lower labor costs abroad. But it should be noted that ma-



a by-product obtained in the manufacture of semolina, is largely exported, since there is only a small domestic demand for this flour.

Domestic Production

Production of durum wheat in the United States.—The very large increase in our manufacture of macaroni during the past two decades has been largely due to the successful culture of durum, a hard spring wheat, in the northwest prairie region. It was introduced from Russia, its largest producer, and is also grown in the Mediterranean regions, principally in southern Italy, France and Algeria.

Durum wheat is particularly adapted to the semiarid northern great plains and the subhumid prairies. Because of its drought and rust resistance characteristics durum wheat outyields, in parts of the Dakotas, Montana, and Minnesota, the leading varieties of common spring wheat, by at least 2 bushels per acre. (J. Allen Clark: Durum Wheat in the United States.) Its production has rapidly increased from 60,000 bushels in 1901 to about 7,000,000 bushels in 1903, and to about 40,000,000 bushels in 1906. Since that date production has fluctuated, falling as low as 16,000,000 bushels in 1911 and rising to more than 50,000,000 bushels in 1918. Early production increased so rapidly that the development of a milling market did not keep pace, as mills were not equipped for grinding it profitably. At first, therefore, the price was always below that of common wheat. Since 1912, however, the average price for equal grades of durum and northern has been nearly the same. (Ibid.) In more recent years because of the increased demand for American durum the best grades of durum wheat have occasionally been at a small premium. Approximately one-half of the crop is exported chiefly to Italy and other European countries. Of the balance, part is used for the manufacture of macaroni, and the rest by American mills for mixing with other wheats for bread flours.

Durum wheat contains a larger percentage of nitrogen, or crude protein, than any other class of American wheat. This is one reason why durum wheat is so desirable for the manufacture of alimentary pastes (Ibid.) To produce the best quality of macaroni it is essential to have a semolina, or meal, produced from a hard glutinous wheat. The lessening of the starch proportion is particularly desirable. Macaroni made from starchy wheats tends to break upon

boiling or to stick together in a pasty mass.

The method of manufacturing macaroni.—For the best quality of macaroni it is essential to have a fresh semolina or meal produced from a hard glutinous wheat. Semolina gradually deteriorates after milling. Soft wheats and mixed wheats yield less semolina and a poorer grade. In Italy the best macaroni is made from blending grades of semolina obtained from "taganrog," a Russian wheat. Russian wheats have a better and stronger gluten than the American wheats.

The processes involved in the manufacture of macaroni and other alimentary pastes are comparatively simple. In brief the operations consist of mixing the semolina, meal, or flour thoroughly with water and working it into a stiff dough by means of a kneading machine. The dough is then pressed through dies, which give the desired form of paste. The long cylindrical tubes are dried by hanging on spikes and rods and placed in drying rooms or in Italy out of doors. One of the tests for high grade macaroni in the early days of the industry was the ability of the paste to hang together while drying.

When macaroni is made out of the better grades of semolina, produced from amber durum, the finished product is elastic and hard, possesses a soft, yellow color, and is rough in texture. It breaks with a smooth glassy fracture. The macaroni can be kept almost indefinitely without deterioration, which makes it a convenient article of food.

Alimentary pastes in general are sold under two general classifications—"package goods" and "bulk goods." ("package goods" refer to products inclosed in small 6, 8, 10, 12 or 16 ounce packages. "Bulk goods" refer to products inclosed in wooden or fiber containers holding from 2 to 22 pounds.) Package goods are usually lighter in color, softer, and are consumed almost entirely by Americans. But "bulk goods" are yellow (usually artificially colored, when attempting to imitate Italian varieties), tougher and are consumed by the Italian population. A large proportion of the "bulk macaroni" is artificially colored. Where much color is used it is for decorative purposes, and when little is used it is supposed to conceal inferiority. In Italy—the most important producer of alimentary pastes—mostly "bulk goods" are produced.

Organization of the macaroni industry.—In 1914 the establishments manufacturing alimentary pastes numbered 373, with an aggregate capital of \$8,674,000. The value of raw materials used in that year was \$7,938,000, and the value of the finished product was \$12,884,000. While census figures for 1919 are not yet available, it is quite certain that the industry has expanded greatly in the last few years. It is estimated that there are now at least 550 separate manufacturing establishments. (Report of National Association of Macaroni Manufacturers.)

Geographical distribution.—The macaroni industry is centered in four districts about as follows: First, the middle Atlantic coast area reaching from Baltimore to Boston; second, the triangle included by Buffalo, Pittsburgh and Cleveland; third, the central west, mainly Chicago and St. Louis; and fourth, California.

The middle Atlantic coast area is by far the more important; it contributes approximately two-thirds of the total production. It is in this area that foreign competition is most severe. In normal times the intermittent arrival of large amounts of foreign pastes at Boston, New York and Philadelphia is a serious factor in the domestic market.

History of the industry.—Macaroni production in the United States started on a small scale nearly 50 years ago as a "home industry". It was not until 1900 that the industry assumed commercial importance. Since then it has grown rapidly and, during the six-year period 1914-1920, has enjoyed sole possession of the domestic market, the European war having eliminated practically all foreign competition.

Production and consumption of macaroni.—In 1914 production was estimated at 300,000,000 pounds. In 1920 it was roughly estimated at 450,000,000. (Report of National Association of Macaroni Manufacturers.) Of the last amount about two-thirds is consumed by Americans and one-third by Italians in whose diet these pastes are very important. The Italian is a natural connoisseur of the product in its many different forms.

Domestic exports.—Until recently no domestic macaroni has been exported. But the European war gave the industry such a stimulus that appreciable exports have been made to the West Indies, South America and even to Europe. (Information submitted by domestic manufacturers.) The reports do not segregate



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

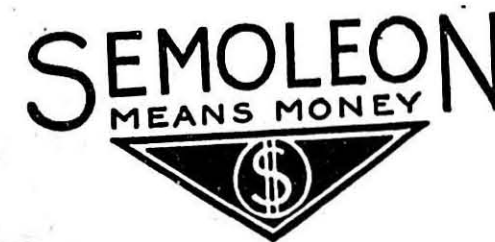
It MEANS MONEY to the dealer, because Macaroni and Spaghetti, made from SEMOLEON satisfies, strengthens, and builds up his trade.

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

gate macaroni exports, so that definite statistics can not be given.

Foreign Production

Macaroni is most extensively produced and exported by Italy, whose per capita consumption is about 50 pounds per annum, exceeding that of any other country. Production is also important in France, though little is exported. Alimentary pastes to a much less degree are manufactured in China and Japan.

Italy's macaroni industry has outgrown its domestic supply of the raw material, durum wheat, which is extensively imported from Russia and the United States. The most important centers of the Italian industry are Naples in the south, and Genoa in the north. The Naples district exports approximately 60 per cent of the Italian exports. Before the war it contained about 130 factories, operating 365 presses. The Genoa product is rated as superior in quality. The Italian industry is divided into two groups, those manufacturing for export trade and those manufacturing for home consumption. Generally the export manufacturers are also wheat millers.

The drying process is one of the most vital operations connected with the successful production of macaroni, as well as of other alimentary pastes. When designed for export the product must be very carefully dried to stand a longer carriage. In Italy, especially in the southern part, most of the drying is done in the open air. Natural drying, which is preferred, requires about 10 days, and artificial drying about five days. Sun dried macaroni is said to be of better strength and better appearance.

The manufacture of vermicelli and macaroni in China is an enormous industry and is carried on almost entirely by hand. Wheat, beans and rice provide the principal flours used. Chefoo is the center of the industry in China, and there the vermicelli is principally a green bean product. Hankow, Amoy, and Swatow are also important producing centers. In 1918 China exported 24,317,000 pounds of vermicelli and macaroni, valued at \$1,816,419.

Imports Into the United States

In 1910 this country imported 118,817,376 pounds of macaroni and alimentary pastes. Imports until 1914 varied somewhat, but never fell below about 106,000,000 pounds. In 1914 129,876,000 pounds were imported, the maximum receipts, coincident with the reduc-

tion in duty from 1½ cents to 1 cent per pound, effective Oct. 3, 1913.

The world war practically eliminated imports except from the orient. In 1920 total imports were but 827,450 pounds, valued at \$104,236.

Of our imports from 90 to 95 per cent come from Italy, 2 to 4 per cent from France, and the remainder from Spain, China and Japan. The trade from the orient differs from the European trade, in that a large proportion is noodles, containing eggs. The bulk of the imports enter at New York—Boston, Philadelphia and Chicago ranking next in importance.

Prices

The wholesale price of package macaroni (16 ounces) in the northeastern part of the United States increased from 9.5 cents per pound in January 1913 to 16.6 cents per pound in December 1918. Since 1918 prices have gradually declined to the present price of 11 cents per pound.

Adequate information to discuss the relative difference between Italian and domestic prices is not available. However in 1913 the price of bulk macaroni f. o. b. Naples averaged from 4.5 to 5 cents per pound. In the same period prices in the northeastern part of the United States averaged about 7 cents per pound.

Tariff History

In 1897 the duty was 1½ cents per pound. This duty was effective until 1913, when it was reduced to 1 cent per pound. During the period of 1897 to 1913 imports continually increased. In the fiscal year 1914 imports reached the highest figure. During about nine months of this year the lower duty obtained. With so short a period it has not been possible to determine whether the large importation of 1914 resulted solely from the reduction in duty.

Competitive Conditions

While macaroni has been made in the United States some 50 years, not until 1900 can it be said to have attained the status of a national industry. Since 1900 the industry has rapidly expanded. In 1914 approximately two-thirds of domestic requirements were of home manufacture. During the last six years the industry has completely filled domestic needs.

Competitive conditions roughly relate to: Difference in quality between domestic and foreign macaroni, difference in cost of raw material, difference in costs of manufacture.

First in the field, the Italian manufacturer possesses a prestige and good will which is a formidable barrier to competitors. So great has been the preference for the Italian made product the domestic manufacturer, has found it almost necessary to have his bulk macaroni packed in cases resembling the Italian cases, and the box "dressing", wrapper and label conform to the Italian in the most minute detail. The prestige of the Italian product seems to have been well founded because of the very careful supervision which has been given to the exported product, although not all imported Italian macaroni is of the first quality, while nearly one-half is artificially colored.

Part of the superior quality of the Italian product is due to the use of semolina milled from Russian or northern African wheat, which is superior to American made semolina. The color is more intense, and the gluten content is higher. Having more severe conditions to meet, i. e., ocean transportation and handling, the Italian manufacturer also exercises greater care in preparation.

Raw material represents approximately one-half of the total cost. This gives our producer a decided advantage, since the larger part of durum wheat used in Italy must be imported, partly from the United States. When, however, Italy obtains the bulk of her raw material from southern Russia and northern Africa, this advantage is greatly reduced.

Generally speaking the Italian manufacturer employs more hand labor. But the Italian export manufacturers rely less and less on hand methods and are using machines on a much larger scale. The export manufacturers correspond quite closely to a cross section of our entire industry, as they have many small mills as well as large ones. Then, as in most cases, the Italian manufacturer for export is also a miller; the American manufacturer, not a miller, is unable to operate on as small a margin of profit. The Italian miller conducts two operations—milling wheat in the preparation of semolina and its byproducts and making alimentary pastes. Moreover, he is situated at the seaboard. The raw material, wheat, is imported to and the finished product, macaroni, is exported from the same plant, thus greatly promoting economy of operation. Aside from raw materials the most important cost items are labor and drying. In the drying operation the Italian operator

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especially in the southern part, where more than 60 per cent of the exports originate, has favorable conditions in out-of-doors natural drying. Then again, the Italian industry is organized to buy and sell collectively.

"Trust methods, insofar as they control trade by avoiding unprofitable competition, do not seem to meet with disfavor in Italy as regards milling business. Public sentiment seems to sanction such restraint of trade as will produce an adequate profit to a manufacturer even of foodstuffs. Likewise, the purchase of supplies is controlled. Wheat imported, varying from 30,000,000 to 50,000,000 bushels annually, is largely supplied by one house, which more than any other one concern may be said to control the exports of wheat from Russia, with a similar dominating influence in Argentina. Millers do not have to pay for wheat on arrival or in advance * * * but are given what time and credit they require by the house supplying the imports. Competition in the purchase of imported wheat does not exist. It is profitably regulated." Commerce Reports, April 7, 1909.)

The Italian import duty on wheat is 0.66 of 1 cent per pound. If the product is used in manufacturing macaroni according to government standards, this duty is refunded. In addition, the miller gets the by-products from manufac-

turing semolina duty free. Thus the macaroni manufacturer is encouraged to use foreign wheats for export.

Tariff Considerations

Our development of macaroni making has been closely allied with our successful production of durum wheat. Although a large part of the durum wheat is exported, the domestic macaroni industry has been instrumental in stabilizing its price. This has had a very pronounced effect upon agriculture in certain sections of the dry northwest. In more recent years approximately 3,000,000 acres have been devoted to durum wheat. Part of this area represents new land which can not produce other grains, and the balance has replaced other spring wheats which do not yield so well as durum.

The preference of the Italian population for Italian made macaroni is quite firmly established. The American product is used by them as a substitute. Therefore, a duty on the imported product will likely have but little effect upon the amount imported.

Italian Wheat Inadequate

Italy grows wheat extensively throughout all the regions of the mainland and the two large islands, Sicily and Sardinia. Enough of this cereal, however, is not obtained from the domestic harvest to meet the needs of the country's consumers. It must be kept in mind that wheat goes not only to make bread in Italy, but is also used on an extensive scale to make the macaroni pastes. In general, the wheat crop of recent years has varied from 3,800,000 to 5,800,000 tons. The latter figure was attained only in the year 1913. There is a tendency for the crop of each year to diminish as compared with the quantity harvested in the previous year (see Commerce Reports for Sept. 20, 1920). For the 12 years 1909 to 1920, inclusive, the average crop obtained in Italy has been found to be 4,690,000 tons.

The government undertakes to supply that portion of the population not directly engaged in wheat growing with bread and macaroni pastes at relatively low prices. To do this it is estimated that 4,000,000 tons of wheat will be necessary for the fiscal year that ends June 30, 1921. This does not mean that the 3,800,000 tons or a little more constituting the harvest for the year 1920 will almost suffice to meet the Italian consumers' needs, leaving only about 200,000 tons to be imported. Of the 3,800,000 tons grown in 1920 the government requisitioned only 1,200,000 tons for the general needs of consumers, leaving 2,600,000 tons in the hands of the growers to supply their own wants. With the 1,200,000 tons of domestic wheat available for general distribution by the government, the remaining 2,800,000 required to make up the total needs of 4,000,000 tons must be imported.

On the basis of the most recent official returns and estimates the case may be stated briefly: The grain growing population of Italy retains 2,600,000 tons of the annual harvest for its own use and consumption. The remainder is requisitioned by the government for distribution among those of the population who are not engaged in growing wheat. The total requirements for consumption by the non-growers amount to 4,000,000 tons. Consequently, a crop amounting to 6,600,000 tons would be necessary in order to make Italy independent in any one year of imported wheat. This is far beyond the demonstrated capacity of the country to furnish, as is indicated by the statistics published by the minis-

MACARONI, VERMICELLI, AND ALL SIMILAR PREPARATIONS—IMPORTS BY COUNTRIES (FISCAL YEARS)

Imported from	1910		1911		1912	
	Pounds	\$	Pounds	\$	Pounds	\$
Italy	109,650,421	\$4,684,198	109,767,352	\$4,630,546	102,905,965	\$4,481,109
France	4,211,732	201,335	3,908,957	183,404	4,301,902	209,933
Spain	148,793	8,349	216,384	12,304	238,459	17,646
Japan	472,276	18,930	516,740	19,991	466,169	16,784
Hongkong	82,800	3,235	89,540	3,383	82,856	4,503
China	82,405	3,110	74,320	2,388	62,874	2,048
Canada	2,083	313	1,504	95	5,228	352
All other	109,291	7,392	206,220	11,719	107,572	6,712
Total	113,772,801	4,926,812	114,779,116	4,864,816	108,231,028	4,738,937

Imported from	1913		1914		1915	
	Pounds	\$	Pounds	\$	Pounds	\$
Italy	102,050,089	\$4,692,468	121,692,468	\$5,481,187	54,591,991	\$2,944,398
France	3,448,915	167,418	3,982,172	154,820	848,052	57,054
Spain	343,179	21,526	375,368	23,689	373,379	18,135
Japan	396,740	16,037	386,303	16,527	413,523	18,514
Hongkong	89,274	6,212	88,789	5,672	75,724	5,087
China	69,653	2,773	62,542	2,659	56,725	3,254
Canada	1,425	91	104,442	6,574	238,741	11,395
All other	201,477	7,099	104,633	7,655	44,345	3,400
Total	106,500,752	4,913,624	126,128,621	5,698,783	56,542,480	3,061,337

Imported from	1916		1917		1918	
	Pounds	\$	Pounds	\$	Pounds	\$
Italy	20,221,908	\$1,426,730	2,481,910	191,845	484	\$40
France	679,192	51,539	179,912	16,832
Spain	187,957	12,307	166,185	12,453	24,592	2,561
Japan	376,243	20,911	435,046	20,076	452,451	28,702
Hongkong	141,056	8,999	115,881	10,742	100,144	18,352
China	50,007	3,406	78,571	6,651	78,814	9,772
Canada	2,950	195	64,973	4,299	2,709	259
All other	21,289	1,608	25	11	300	45
Total	21,789,602	1,525,095	3,472,603	262,909	669,524	54,718

Imported from	1919		1920		1921	
	Pounds	\$	Pounds	\$	Pounds	\$
Italy
France
Spain
Japan
Hongkong
China
Canada
All other
Total	591,804	\$58,899	800,210	\$104,189	399,607	\$49,002

July to November, inclusive.

(Continued on page 20.)

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try of agriculture for 1910 to 1920, inclusive. The largest harvest ever gathered in Italy was that of 1913—5,845,000 tons—and, as stated above, the average crop of the past 12 years is computed as around 4,690,000 tons.

The 1920 harvest was greatly deficient with a definitely ascertained production of 3,846,600 tons—the lowest in any year for the period from 1910 to 1920, except in the most unfavorable year,

1917, when a crop of only 3,810,000 tons was gathered. As a result, the comparatively small harvest of 1920 throws upon Italy the necessity of importing the 2,800,000 tons needed from wheat producing and exporting countries like the United States, Canada and Argentina, where the exchange value of the lira has fallen far below par, thus serving to aggravate Italy's unfavorable position with respect to international exchange.

Tariff Information Surveys Series

(Continued from page 18.)

MACARONI, VERMICELLI, AND ALL SIMILAR PREPARATIONS—IMPORTS FOR CONSUMPTION—REVENUE

Fiscal year	Rate of duty.	Quantity, Pounds.	Value.	Duty collected.	Value per unit of quantity.	Actual and computed ad valorem rate.
1908.....	1½ cents per pound	96,674,217	\$3,999,936	\$1,450,113	\$0.041	36.25
1909.....	do.....	85,143,510	3,675,015	1,277,152	.043	34.76
1910.....	do.....	118,817,376	4,898,771	1,782,260	.041	35.98
1911.....	do.....	114,687,449	4,859,804	1,720,312	.042	35.40
1912.....	do.....	108,348,166	4,745,109	1,625,222	.044	34.25
1913.....	do.....	105,828,632	4,889,874	1,587,429	.046	32.48
1914.....	do.....	21,767,265	981,867	325,509	.045	33.25
1914 ¹	1 cent per pound	105,407,635	4,742,736	1,054,076	.045	32.23
1914 ²	1 cent per pound, less 20 per cent.	2,712	105	21	.039	20.66
1915.....	1 cent per pound	56,569,882	3,053,937	565,698	.054	18.53
1916.....	do.....	22,003,400	1,539,223	220,034	.070	14.30
1917.....	do.....	3,500,813	265,849	35,008	.076	13.17
1918.....	do.....	661,681	54,048	6,616	.082	12.24
1919.....	do.....	603,754	59,707	6,038	.099	10.11
1920.....	do.....	827,450	104,236	8,274	.126	7.94

¹ From Cuba (reciprocity treaty, Dec. 27, 1903).

MACARONI—PRICES, WHOLESALE, NORTHEASTERN UNITED STATES, PER 16-OUNCE PACKAGE

(From War Industries Price Bulletin No. 9)

Month.	1913 Cents	1914 Cents	1915 Cents	1916 Cents	1917 Cents	1918 Cents
January.....	9.5	9.5	9.5	11.4	13.2	16.0
February.....	9.5	9.5	9.5	11.4	11.7	16.0
March.....	9.5	9.5	9.5	11.4	11.7	16.0
April.....	9.5	9.5	9.5	11.4	13.5	16.0
May.....	9.5	9.5	9.5	11.4	16.8	16.0
June.....	9.5	9.5	9.5	11.4	15.6	16.0
July.....	9.5	9.5	9.5	11.4	16.0	16.0
August.....	9.5	9.5	9.5	11.4	16.0	16.6
September.....	9.5	9.5	11.4	11.4	16.0	16.6
October.....	9.5	9.5	11.4	13.3	16.0	16.6
November.....	9.5	9.5	11.4	13.3	16.0	16.6
December.....	9.5	9.5	11.4	13.3	16.0	16.6

MACARONI, VERMICELLI, AND OTHER PREPARATIONS—RATES OF DUTY

Act of—	Par	Tariff classification or description	Rate of duty, specific and ad valorem.
1883	735	Macaroni and vermicelli.....	Free.
1890	258	Macaroni, vermicelli, and all similar preparations.....	2 cents per pound.
1894	192	do.....	20 per cent ad valorem.
1897	229	do.....	1½ cents per pound.
1909	237	do.....	Do.
1913	191	do.....	1 cent per pound.

MISCELLANEOUS

UNITED STATES DURUM-WHEAT PRODUCTION—RECEIPTS AT PRIMARY MARKETS AND EXPORTS.

Year	Production ¹ Bushels.	Receipts at primary markets ² Bushels.	Exports, year beginning July 1 Bushels.
1905.....	7,015,225
1906.....	22,638,565
1907.....	31,600,604	27,053,478
1908.....	32,800,569	20,777,485
1909.....	38,115,000	34,762,000	18,844,972
1910 ³	24,131,000	19,764,000	3,273,703
1911 ⁴	16,024,000	5,830,000	1,851,988
1912 ⁵	34,551,000	22,539,000	15,461,129
1913.....	21,529,000	20,625,000	11,785,000
1914.....	18,103,000	21,356,800	15,229,401
1915.....	40,365,000	43,867,120	24,780,189
1916 ⁶	10,887,000	22,503,511	17,385,073
1917 ⁶	25,945,000	16,087,974	6,887,795
1918 ⁶	49,414,000	33,311,793	15,829,387

¹ Includes chief durum-wheat States—Minnesota, North Dakota, South Dakota, and Montana.

² Markets are Chicago, Duluth, Kansas City, Milwaukee, Minneapolis, Omaha, St. Louis.

³ Does not include Montana.

⁴ No more recent figures available Dec. 23, 1920.

Fight for American Market

Steps are being taken by the Italian government to reestablish the macaroni trade with the United States, which was permitted to lapse during the world war, says a bulletin by the Italian Discount and Trust company. An evidence of the government's interest in this trade renewal is found in a recent order which permits of the exportation of whole semola macaroni against the importation of an equal amount of wheat. The bulletin further says:

Bulletin's Review

Since 1914 the scarcity of Italian macaroni in the United States has afforded American manufacturers an opportunity which they have eagerly seized. The building of large factories, the naturally increased production and the betterment of the quality of American made macaroni have all contributed to make more difficult the reentry of the Italian product, but the distinctive quality of Italian macaroni should work in favor of the product again becoming a factor to reckon with in the American market.

Prior to the war Naples exported 60 per cent of the macaroni shipped from Italy, with Genoa and Catania furnishing the greater part of the remainder.

In the Naples district, which takes in the city of Naples, Torre Annunziata, Gragnano, and Castellammare di Stabia, there are about 130 factories, operating 365 presses. These factories may be divided into two classes—those which manufacture for the export trade and those whose production goes for local consumption. The products of the factories at Gragnano and Torre Annunziata are of the highest grade and make up the bulk of the shipments for export, the macaroni for export requiring more care in manufacture and drying because of the ocean voyage.

The United States and the British colonies were the most important markets for the Naples product. In 1913, the export trade in Italian macaroni reached a total of 154,000,000 pounds, about 7,000,000 boxes, of which the American market absorbed about 5,000,000 boxes.

Opposes Tariff Increase

The Italian Chamber of Commerce of New York city is of the opinion that the present tariff on macaroni and other alimentary paste products is sufficient and should be retained for the best interests of all concerned, saying: "We are firmly convinced that any addition to the present tariff of one cent per pound would be an added burden which imported macaroni, already greatly handicapped, could not endure and which is entirely unnecessary for the purpose of protection and inadvisable for revenue."

For the present, it is said, American producers need not fear Italian competi-

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DURUM WHEAT

Coarse Medium Fine

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Williamson Bldg.
Pierce Bldg.

Bourse

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Cleveland, Ohio
St. Louis, Mo.
Pittsburgh, Pa.
Philadelphia, Pa.

CROOKSTON MILLING CO.

CROOKSTON, MINN.

tion as it is impossible under present conditions for Italy again to become an important factor in the American market which is being well supplied by well equipped plants in this country which produce pastes that compare most favorably in intrinsic value with grade of goods formerly imported.

Fish Day, March 9

Wednesday, March 9, was Fish Day throughout the United States. Unquestionably consumption of fish on that day surpassed all former figures because of the publicity given this national day not only by the fish interests but by the United States department of commerce, which took a prominent part in promoting the idea.

In its efforts to popularize fish as a national food the department called attention through the press to the relatively small consumption of this class of food in America. It is insignificant compared with other countries. While in America the annual consumption is only 16 pounds per capita, that of the United Kingdom is 65 pounds; of Greece 52 pounds; of Norway 44 pounds and our northern neighbor, Canada, 30 pounds.

In the campaign of publicity launched by the government and fishing interests it was pointed out that fish is not a substitute for meat but rather its equivalent. It advised that we draw at least a fair share of our food from the bountiful waters of the country to relieve the demands made on the land crops.

If the government agencies can be induced to aid a campaign of this nature with the sole purpose of "evening up the load" what is there to prevent enlisting the department of commerce's aid in urging increased consumption of alimentary pastes, a highly nutritious food whose values is not yet fully appreciated by Americans?

Branch Manager Dies

Orval C. Moore, well known Pillsbury Flour Mills company representative and manager of that company's branch office at Buffalo, N. Y., died Feb. 8 at the age of 44 years. His 10 years of consecutive service in western New York gained him an enviable reputation for fairness in business especially among the many macaroni manufacturers with whom he frequently came in contact.

A wallop in each hand is good, but a wallet in each hand is better.

WHAT "COST SYSTEM" DOES

By E. W. McCollough, director Fabricated Production department, Chamber of Commerce of U. S.

Individual memories are limited in the number of accurate records which they can retain. Business consists of transpiring events, all of which must be properly attended to. The solution of the problem of obtaining reliable records of many transactions without depending upon the fallibility of memory has been through systematic methods for conducting the operations of business. One of the very important matters relating to business operations, and one in which a number of records are involved, is cost accounting.

As Insurer of Profits

Primarily a business to exist must make money. This means that something must be disposed of for more than it has cost. Every manufacturer, therefore, is vitally concerned with the two items—cost and profit. The problems presented in labor, materials, production costs and keen competition have made it necessary for a manufacturer to determine and constantly to know the cost of his product in order that his business may continue to be a profitable one, and earn the margin of profit desired. There is a definite dividing line between profit and loss, and the location of this dividing line can be and should be accurately determined.

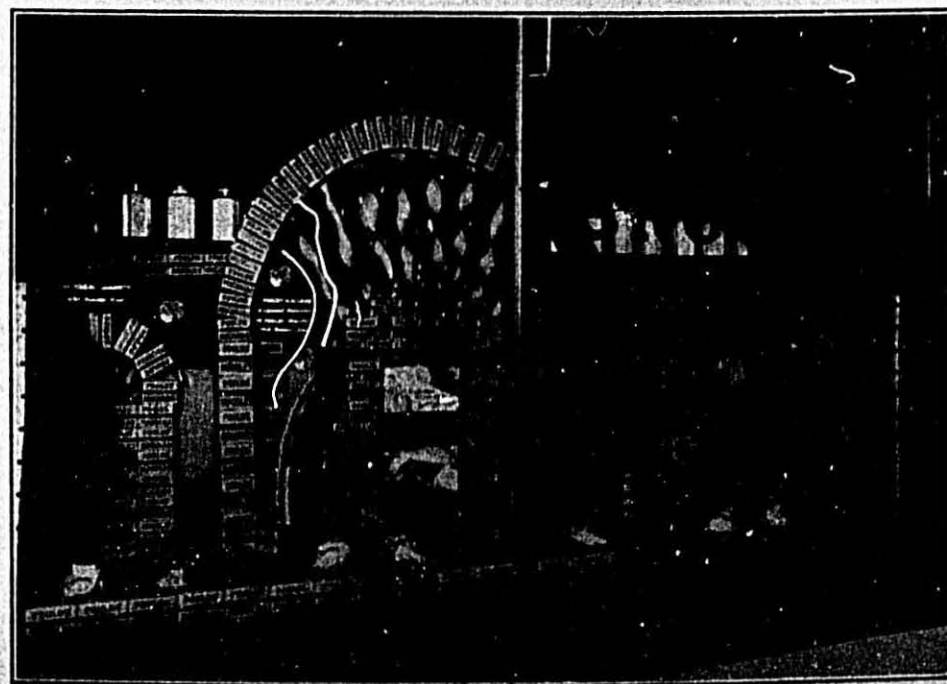
For Business Control

Cost accounting is an accurate method for arriving at the cost of producing a

complete and salable commodity and delivering it to the carrier for transportation, reporting in usable records all of the various elements which go to make up these costs. Records of costs are valuable in themselves, yet it is the detailed information which they contain, available for ready reference, that is of utmost value. Accurate information regarding the various elements which go to make up costs, as contained in cost records, automatically eliminates arbitrary, empirical or guess costs which prevail to a surprising degree among many manufacturers. The cost system, like an X-ray picture, brings to light imperfect internal conditions and suggests correction.

Increases Production

Among the many ways in which cost keeping is an aid to production are the following: It brings to light inefficiencies in system by calling to attention the cost of its operation and points out equipment that has become inadequate by showing an excessive cost of product coming therefrom; it points out employes who are below the standard required, and permits of performances being kept within certain limits by watching the accumulation of costs. Increased production depends largely on the intimate knowledge the management has of all elements in its manufacturing operations which can be supplied only



Attractive window display made during National Macaroni Week

A Message to the Macaroni Manufacturers from Barozzi Drying Machine Co. of San Francisco, Cal.

March 4th 1921

Gentlemen,

The time for protection of your industry is arrived, and it will be your duty to do all in your power to make remonstrations to the Government for the changing of the existing tariff on DUTY on Macaroni to the amount that will be fair to your industry. Your Macaroni Association will represent you personally well at the CAPITAL CITY, and also if you will decide to adopt the BAROZZI SYSTEM of DRIERS, that will work for you without WASTE, lowering the high priced labor's cost, taking less space in your factory, and preventing ACIDITY and MOULDING, you will be put in a PERFECT position to compete against the FOREIGN importation, and make money for your investments.-- Remember that you can DRY your MACARONI with our complete System in 18 to 60 hours.

The Barozzi System of Driers, do not cost any money, because it makes money for the Manufacturer.

Barozzi Drying Machine Co.

400 Columbus Ave.

San Francisco, Cal.

through an adequate cost system. It enables it to establish proper control and increase output as warranted by the cost record.

Responsibility Fixed

In many plants considerable sums of money are spent to establish a standard practice of operation. From time to time certain variations from the established standard practice occur, affecting costs in an adverse way. Timely cost reports showing what is happening, rather than what has happened, suggest immediate correction of such inefficiencies. It is not sufficient that executives simply know that expenditures are excessive; they should be supplied with information to determine exactly where these excessive expenditures occur and take action. Definite responsibility for expenditures as well as the authority to make the expenditures should be fixed by an adequate system of cost accounting.

Overhead, or burden, consists of expense items which cannot be directly attributed to some particular product. It is composed of indirect labor and material, rent, etc. Overhead being variable, as related to output, and forming a material portion of a plant's expense, it is necessary that control over these accounts be rigidly kept.

Overhead and Sales Price

Control is possible only when accurate knowledge of the amounts entering into each item composing overhead are known. Guessing or estimating amounts of overhead, as well as arbitrary distribution without a sound basis for the allocation, is uncertain and leads to unexpected results. Sales price does not affect overhead, but the amount of overhead definitely and absolutely affects sales price.

A factory manager should have before him detailed cost reports showing the expenditures necessary to produce articles. With this information at hand he is in a position to note the variables and put into operation the movements necessary for their satisfactory control. In this respect the cost system is similar to the nerve system of the body, its function being to transmit information regarding conditions in the entire plant to some central individual or body.

Promotes Intelligent Competition

No one enters business to fail, but the majority who lose out do so from various causes, but principally because they disregard the question of costs. Your worst competition is largely from those who do not know what it costs

them to produce and do business. When normal production returns, competition will force closer margins and costs must then be known. Why not now?

The manufacturer who bases the sales price of his product on competition without regard to real cost stands to sell his product at a closer margin than he desires and possibly at a loss. Whether the margin of the profit is ample or not the existing conditions are not known until the date when damage done is beyond repair.

Determines Profitable Lines

It is generally conceded that unprofitable lines should be discontinued. Where a variety of articles are manufactured in a single plant a cost system offers the only opportunity for determining positively those lines which are not profitable. Where a single article is manufactured timely information regarding costs can forestall a calamity.

The raw and semi-finished materials and finished stock are an important part of the assets of a company. Officials who do not properly account for them with respect to price, quality and quantity may arrive at a cost lower than is real. This means that profits will be shown as greater than they are. It is obvious that if dividends are paid on the basis of such profits the capital of the company will be depleted.

Shows Commercial Accuracy

A practical, usable cost system should not be complex, but lean toward simplicity. Neither should it require an investment out of proportion to the benefits to be acquired. It should be considered a piece of necessary equipment and treated accordingly; it will return its proportion of dividends on the money paid for it.

The adoption of a cost system by a number in any industry, made uniform as to fundamentals, will be found of the greatest benefit in promoting more intelligent trade practices.

Technical accuracy in costs, especially in lines involving minute operations, is not altogether desirable or necessary, but costs commercially accurate can always be obtained.

Makes Budget Accurate

Cost systems, both as to manufacturing and selling, should tie in with the general accounting records so that financial statements drawn will reflect all conditions of the business accurately.

In the making of a budget, the greatest possible accuracy is desirable, and here, too, the cost records of the past years afford dependable information.

When a business operates without a cost system, it is in the same position as a boat without a rudder, tossed about by the winds and directed by sources outside of those supposed to be in control, and driven towards an end which is not definite and perhaps not desired.

As we catch up in production a new era of competition will ensue, and war time margins will disappear. In their place will come percentages of profit earned by efficiency and determined by accurate cost reckoning.

WHAT COST SYSTEM CAN DO FOR YOUR BUSINESS

W. R. Bassett The American Machinist

A certain way to better methods in manufacturing is through correctly designed and accurate cost systems, which present at frequent intervals all elements of the costs in comparison with the same costs for previous months and periods.

There is a definite connection between cost figures and the skill of workmen. One instance showed that with two workmen performing the same operation, one turned out twice as much work as the other—which led to the discovery that the faster man had skillfully combined two of his operations into one, thus increasing his own production.

Man or Machine

A machine cannot always do better work than a man under certain conditions. A cost system will disclose whether or not it is good judgment or economy to install a machine or put a man in its place.

It may seem that if the cost methods needed by every plant are different, the problem of choosing the right one is exceedingly difficult. This is not necessarily true. It is, however, much better for the executive to go slowly in choosing new methods, and to finally adopt the one which appeals to his common sense. It is easily possible, in a passion for exact costs, to carry cost accounting to a ridiculous extreme, tracing down every fraction of a cent to its lair.

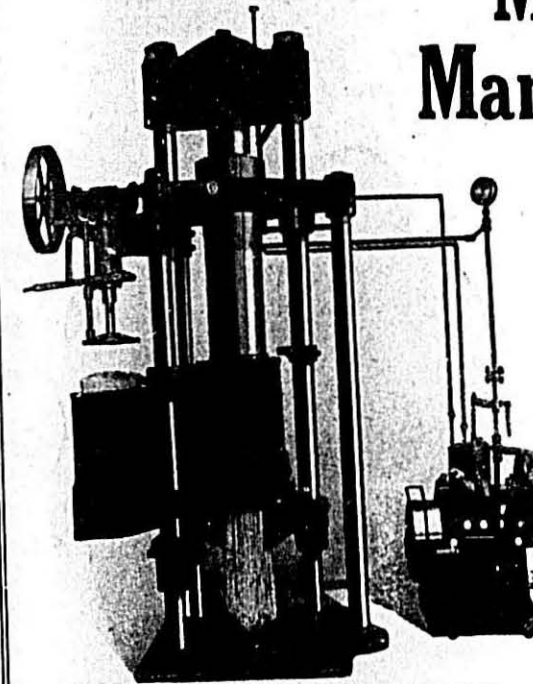
Two Warnings

There are two points, or rather warnings, which are to be borne in mind. First, cost accounting is not an end in itself. The aim of business is profits. Cost accounting is of value only as it aids the manufacturer to make profits. The second warning is that no cost accounting system will of itself give big profits. The reports are inanimate things which can't of themselves bring about industrial betterments. They must

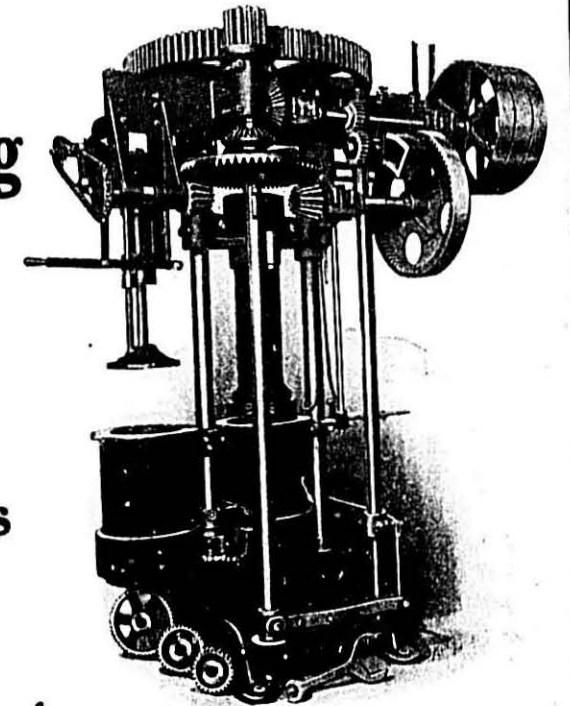
Walton Macaroni Machinery

Minimizes Manufacturing Expense

Our line of Presses, Kneaders and Mixers



STYLE K HYDRAULIC PRESS



STYLE F SCREW PRESS

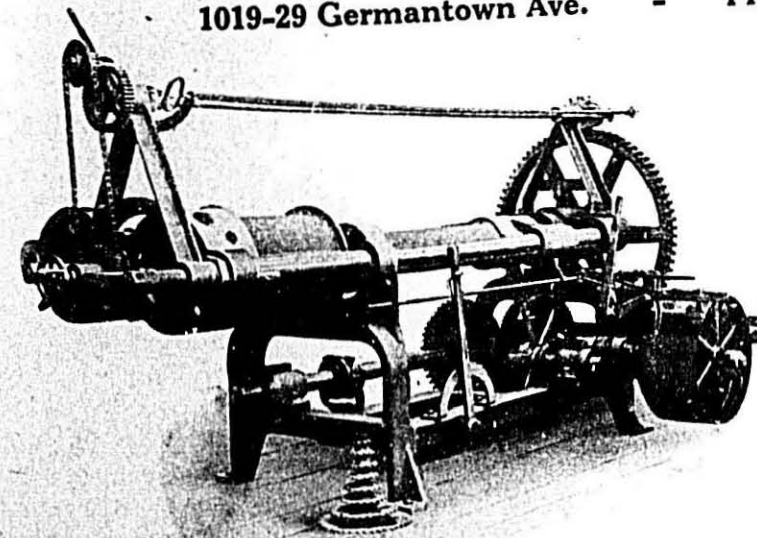
is the result of years of specialization in this class of machinery. Every model is built to insure long life and efficiency.

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

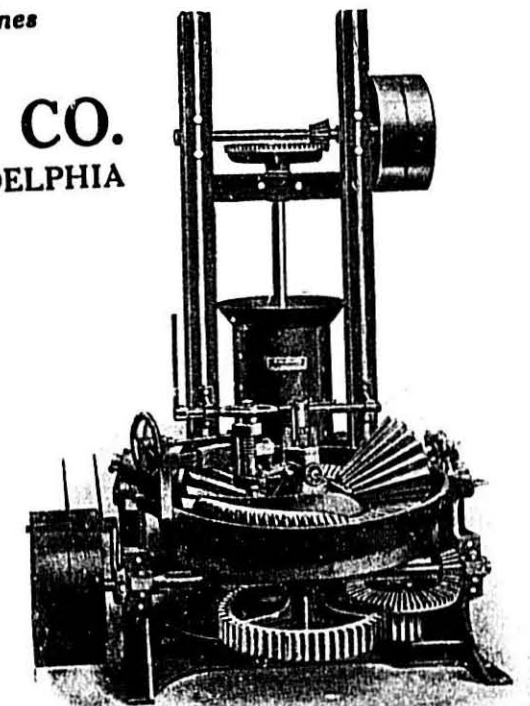
We also build paint manufacturing equipment and saws for stone quarries

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

be intelligently studied by an executive who has the intelligence to translate their figures into needed changes and the authority to see that these changes are made.

Your Exclusive Property

By L. W. Mida, President of Mida's Trade Mark Bureau, Chicago

Copyright, 1921
Mida's Trade Mark Bureau
Chicago

Goods sold in bulk create no prestige for the manufacturer.

The purchasers do not link the merchandise thus bought with the name of the maker.

Therefore they fail to form the habit of asking for the product of a particular shop or factory.

Whatever satisfaction they derive from the use or service of the articles is barren of results.

That is to say, it does not develop into good will. It causes no increase of volume of sales in favor of any one of the manufacturers whose output is marketed in the same anonymous way.

The thing to do, then, is to pack or mark your goods in such a manner that it is easy to distinguish them from others.

The label, carton, or container which you adopt for this purpose must particularize your product beyond all probability of confusion.

First, of course, the design of the label or container must be in agreement with the character of your goods.

It would not do, for example, to have a pickle for your emblem and a coffin-shaped container, if you are selling a line of chocolates and bon bons.

For commodities of that sort a symbol is needed which carries the suggestion of daintiness and relish.

Furthermore your label, token, or package must be pleasing to the eye. But it must put no burden of details upon the memory.

Ugliness of design, lack of proportion, excess of ornament, clumsiness, and words without meaning—or anything which puzzles or works a strain upon the attention—are flaws which weaken the clearness and attraction of your device.

Consequently, it must have neatness and simplicity; and it must possess distinctness enough to be remembered without effort.

Besides, it must not resemble others so much that it might be mistaken for them, thereby leaving a gate open

through which customers might wander away.

Any manufacturer could attend to these matters for himself, just as he could study law and become his own attorney or learn architecture and brick-laying and build his own shops.

Plainly, however, the time which he would have to spend in doing so would be as much wasted as if he were to serve an apprenticeship at watchmaking in order to fashion a watch for his own use.

In practice, therefore, he finds it to his advantage to outline his ideas to the architect and craftsman and to rely upon them to give effect to his idea.

This is as true of trade marks and labels as it is of shops and watches, although the comparison may not be perceived at the first glance.

Apparently it is merely a question of telling an artist what you want embodied in your emblem and instructing your attorney to have it registered at Washington.

In reality it entails a complex of knowledge and equipment which is the result of years of specializing in this kind of work.

Familiarity with the multitude of designs already in vogue; experience in copyright and trade mark affairs; skill in devising commercially suitable labels, cartons, and containers; and the coordination of these factors in a system of service require more time and training than the average manufacturer, artist, and lawyer can afford to divert from the necessities of their business.

After your ideas of a design—which has individuality and the power of simplicity—have been worked out to your satisfaction, much remains to be done.

The first thing to be determined is whether or not it conflicts with any design now legally in use as the exclusive property of some other manufacturer.

Manifestly, this calls for comparison with all other designs which may have priority of right in law.

How can the comparison be made within a reasonable length of time, seeing that there are thousands upon thousands of registered designs?

The answer is, through a system of service which has a full equipment of scientifically classified records and workers trained to use them with accuracy and speed.

Having found that your emblem does not encroach upon any of the thousands already established, the next step is to

make it your exclusive property and to safeguard it against trespass of any sort.

You can get a notion of what has to be done in this regard from a synopsis of the conditions to be fulfilled in obtaining legal protection for labels, prints, cartons, slogans, trade marks and designs.

COPYRIGHT

The purpose of label copyright is to give a manufacturer exclusive ownership of the label or print designs which he uses as the decorative feature of a label or package.

It should not be confused with trademark registration, which does not come within the scope of the copyright law.

The prints which are entered under the label copyright statute include calendars, posters, hangers, cutouts, and similar things employed in the advertisement of a commodity.

Although copyright of labels and print designs is distinct from registration of trade marks, both are done in the same department of the United States patent office.

There is another class of copyrights which are done in library of congress. But this class is limited to manuscripts, music, books, pamphlets and other material of a literary and artistic nature not characterized as labels and prints.

Therefore, in order to obtain copyright of labels and prints, the applications should be filed in the patent office—preferably through a registered attorney.

Separate application has to be made for each label or design.

Usually, however, copyright granted on one design or label may be spread over a group of products, provided that no change is made in the label or design other than the designation of the particular product.

SLOGANS AND PHRASES

The label copyright law does not apply to slogans or phrases. These are open to registration under the trademark law.

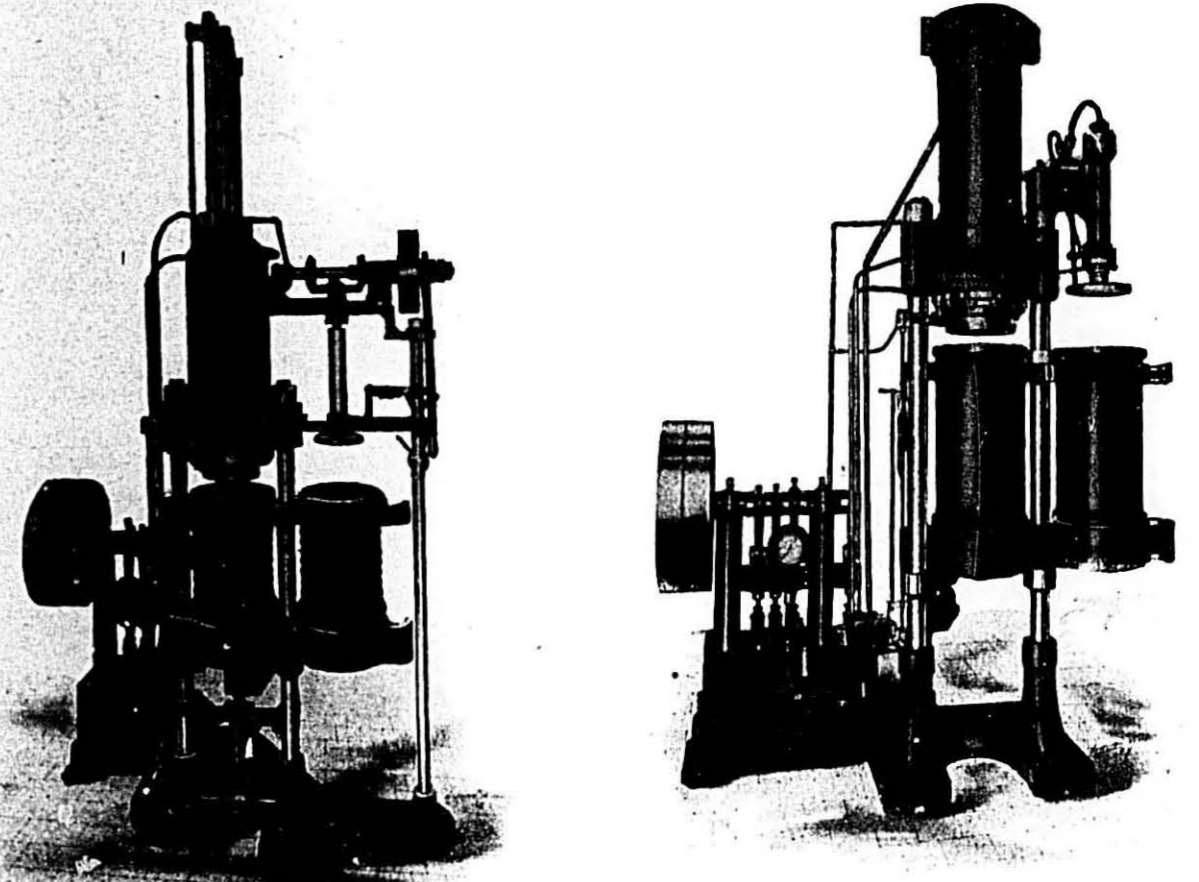
Generally speaking registration is refused to a slogan or phrase which is lavish in praise of the goods which it advertises.

Moreover the slogan or phrase must not be a word or combination of words which others, engaged in the same line of trade, would have an equal right to use in recommending and marketing their wares.

It is an essential of registration that the slogan or phrase be placed on the

SPEED—SAFETY—CLEANLINESS

Guaranteed to Users of
De Francisci Macaroni Machinery



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

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

Macaroni Machinery of all kinds

Made by

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

Manufacturers of Hydraulic and Screw Presses, Kneaders and Mixers.

goods or containers in the sense of a trade mark.

Therefore, it is advisable to join it with the trade mark and to display it in such a way as to give it a trade mark appearance.

TRADE MARK REGISTRATION

A trade mark is the trade name, firm name, symbol, design, emblem, or other token by which goods are known and asked for in the markets.

It must be affixed to the goods or their containers by label, stencil, or other means, in order to be entitled to the protection of registration.

The mere use of the trade mark on letter heads, advertising material, or any other manner apart from the goods—as in the case of bank trade marks and others representing a service instead of tangible merchandise—falls outside the federal registration statute.

A trade mark may consist of one or several marks used either conjointly or separately. Its component parts may be registered as a unit or as individual marks at the discretion of the applicant.

Even firm names—where used as trade marks and not as purely indications of the source of origin of the goods—are within the scope of registration.

Sometimes the trade mark is the entire design of the label. This is permissible if the entire design is of such a character that it answers the purpose of a trade mark or a distinguishing emblem of the goods and is not merely a supplementary decoration or design.

A composite trade mark may be made up of a word or words together with a fanciful design or picture. An example of this sort is "Aunt Jemima Pancake Flour." In this case the words and the picture constitute the whole front of the package and are of equal importance as the identifying mark of the goods.

Occasionally it happens that the picture or decorative effects of a label distract attention from the brand name. Thus, when the breakfast food "Force" was placed on the market, the advertising of the word was joined with the trade mark character of "Sunny Jim." There was no association of ideas with "Force" in the whimsical drawings of the "Sunny Jim." The brand name, being a more or less abstract term, was soon forgotten, but "Sunny Jim" became popular on his own account. Soon the brand name lost its selling power; and the manufacturers were obliged to pocket a heavy loss on the enterprise.

We think in pictures. Hence words which do not immediately stir up an

image in the mind and form an association of ideas are unsuitable for trade marks.

It is true that a coined word, by dint of repetition through advertisements, can be made to stick in the memory of the public as the emblem of a particular product. But the slowness and expense of this process are a drag upon the wheels of business.

EXPORT TRADE MARKS

When it comes to using a trade mark in foreign markets, many things must be considered.

Words which have strength of meaning in English may be wholly without significance in the language of Mexico or China. Thus, the term "Sapolio" would be as much a mystery to buyers in Manchuria as a Chinese ideograph would be to the customers of a grocery store in Alabama.

In choosing a pictorial mark it should be remembered that the mind turns naturally toward familiar things, such as animals, the moon, stars, ships, and the like. Hence, these objects, in all probability, have been incorporated already in trade marks. Therefore it is well to avoid them.

Animal designs may run counter to creeds or prejudices. In China the dog

is despised. The bear is the totem of the Ojibwe Indians. The elephant is sacred in Siam. Some of the native tribes of central Australia express their group consciousness through the kangaroo or the opossum.

Variations of religion and custom are also to be taken into account. For example among the Brahmans of India, who number about two hundred millions of the population, there are nearly 2,000 castes based on differences of occupation, trade, or profession. A tailor may not eat with a shoemaker, nor the son of a shoemaker marry the daughter of a barber.

Flags and other insignia of government are not allowed to be used as trade marks in foreign countries. Such trade marks are also refused registration in the United States patent office.

TRADE MARK CHARACTERS

Of the manufacturers who have tried to supplement their trade mark with a figure or character of some sort, only a few have achieved success.

Such trade mark characters as the "Gold Dust" twins, the women in wooden shoes of "Old Dutch Cleanser," and the smiling chef of "Cream of Wheat" are known from one end of America to the other.

Alimentary Paste Manufacture in Italy



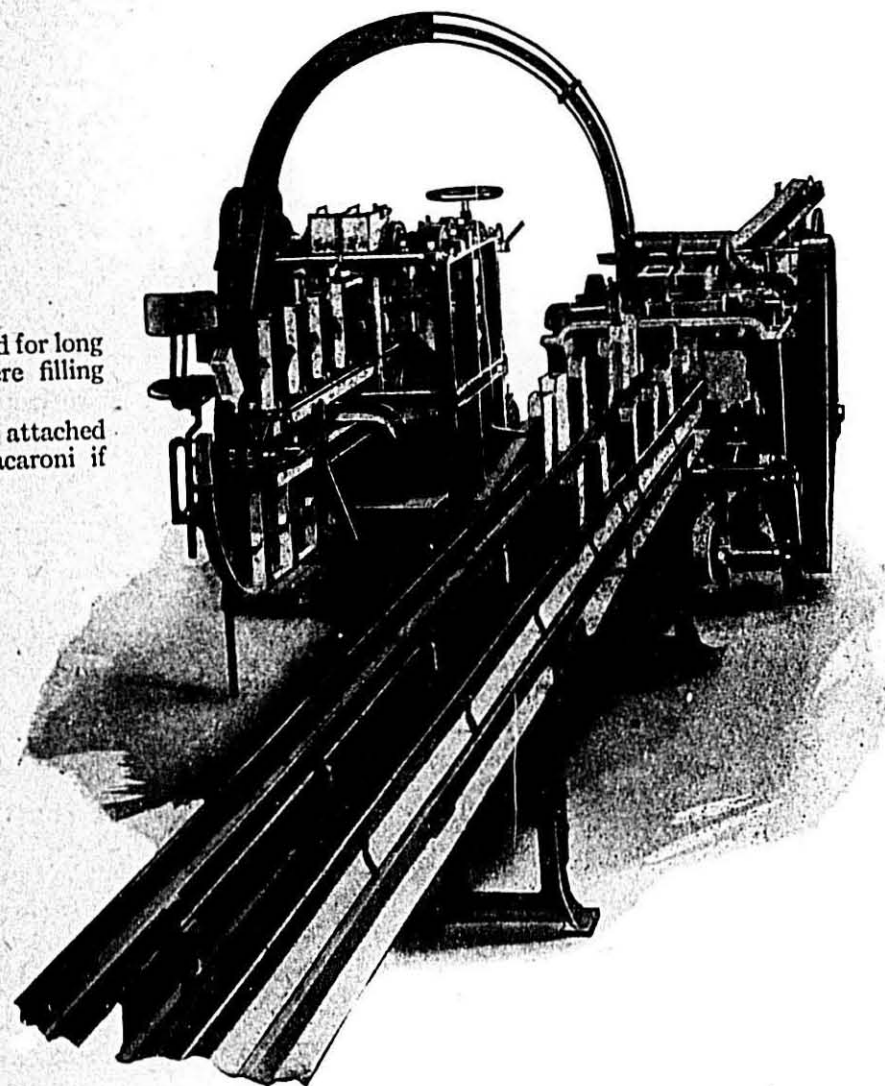
This is supposedly a "scene in Italy" but it has all the earmarks of a modern American macaroni factory and may have been made in this country. The fact is undisputed that Italian alimentary paste manufacturers pack their goods with exceedingly good care to insure their withstanding the rigors of ocean shipping, unavoidable in their big export trade. The barrel on which the carefully packed box is placed serves two purposes; as a stand for the box and as a receptacle into which are thrown all the broken pieces or sticks of macaroni. The barrel goods are consumed mostly at home while the high grade box goods are shipped to all parts of the world.

This Motor Driven PACKAGING MACHINE Will Give You

PRODUCTION and EFFICIENCY

and

Increase Your Sales and Profits



This type is used for long cut macaroni where filling is done by hand.

A scale can be attached for short cut macaroni if desired.

It seals and delivers 60 to 80 complete neat, clean packages of macaroni per minute.

Reduces operative costs and uses minimum floor space.

Our Combination Sealers and Wax Wrapping Machines will help you to solve your packaging problems.

— Consult Us —

Johnson Automatic Sealer Co.

P. O. Box No. 482

BATTLE CREEK, MICHIGAN

As a rule, however, trade mark characters do not survive the period of their novelty. Indeed it is a question whether or not they defeat their aim by drawing attention away from the actual trade mark name.

HOUSE MARKS

The house mark may be described as institutional. It concentrates all the good will of the firm in a single mark, irrespective of the variety of articles or number of grades sold. It serves to fix the manufacturing company in the public mind as an institution.

The house mark of the National Biscuit company, with a red background on the end of the packages containing its various products, is a noteworthy example. Its value is attested by the many attempts at infringement. The company has successfully defended its house mark because much care was taken to create a design of unmistakable identity. The appearance of the label may be such as to give the effect of a house mark without the addition of a special symbol. Thus the yellow oval label of Armour and Company is instantly recognized in all the branches of their packing business as the sign of an Armour product.

DESIGN PATENTS

A special and separate law apart from the label and copyright statute governs the granting of design patents.

This kind of patent gives exclusive right to the use, for a stated period, of an original invention in the configuration of the package display, stand, or other device not within the scope of what is termed a mechanical patent.

Mechanical patents relate to inventions in working machines, implements, or devices affixed thereto for the improvement of such machines, in which a monopoly is granted for 17 years. At the expiration of that time the invention becomes public property.

Design patents are issued for 3 1/2, 7, and 14 years, the cost of the 14-year period being little more than that of the other terms. Design patents expire on termination and, unlike trade mark and copyright grants, are not renewable.

Whether a design patent will be allowed by the department of patents depends on whether or not others have anticipated the application by obtaining a patent on a design of like nature. A search is necessary to determine this.

OLD AND NEW TRADE MARK ACTS

Trade marks which gave a description of the goods or which contained geographical or personal names were denied registration by the federal trade

mark law of 1905.

An exception was made in case of a reproduction of the applicant's signature—preferably in connection with his portrait.

In the course of time descriptive words, in some instances, were admitted on condition that they be displayed in a style of lettering which would impart to them the effect of a trade mark rather than of a statement of the quality of the goods.

A lessening of the restriction as to geographical names also came to pass. The patent office approved for registration geographical words, provided they did not indicate the place of origin of the goods nor denote some locality where the goods had acquired a special reputation.

Moreover many of the restrictions were set aside when the applicant could show exclusive and continuous use of a trade mark for 10 years next preceding the year of the enactment of the federal trade mark law of 1905.

But the "ten-year proviso" did not apply to trade marks reproducing or imitating the national insignia of this or foreign countries.

Also the law excluded from registration trade marks which used the emblem of any denomination, college, association, or public institution without the written consent of such bodies.

Of course no trade mark having any suggestion of scandal or immorality has ever been or ever will be scanted by the United States patent office.

THE AMENDED LAW

An amendatory federal trade mark law went into effect March 19, 1920.

Chiefly its purpose is to open the way for registration of descriptive terms, geographical words, and personal names, without reference to the manner in which they are displayed, provided that they have been in use for one year prior to the signing of the application for their registration.

The 1920 trade mark law establishes a separate register for this class of trade marks, known as "Register B."

Many valid trade marks, to which there were only technical objections under the old law, may be admitted to registration under the 1920 statute.

Manufacturers may now employ such trade marks in export business, whereas before the passage of the 1920 law they were refused registration in some of the foreign countries which require a certified copy of federal registration before granting similar protection to American trade marks under their laws.

Aunt Jemima Wins

The Aunt Jemima Pancake Flour company won its infringement suit against the Blair Milling company of Atchison, Kan., in a decision voicing the majority opinion of the members of the United States supreme court recently handed down. The Aunt Jemima company in its suit charged that the Kansas concern had infringed on its rights when it adopted as a trade mark, the picture of a male Negro cook, Sambo, because through its use the latter company would rob the Jemima company of the good will which this picture had gained for the company through years of advertising and selling effort, with Sambo as the central figure.



The wise buyer insists upon Liberty Tape

Both Plain and Printed

Liberty Tape is the best binder for fibre containers. Shippers are proving this every day. Liberty Tape sticks fast—no dry spots. It adds strength to the package. It is extremely tough.

Put a Liberty Moistener in your shipping room. Nothing like it. \$5.00.

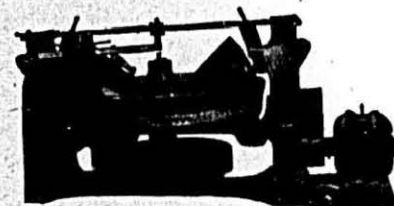
LIBERTY PAPER COMPANY 52 Vanderbilt Avenue, New York City Mills - Ballou Falls, Vt.

Established 1861

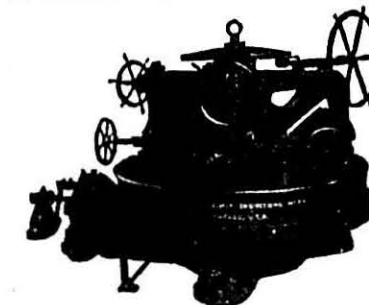
ELMES CHICAGO

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

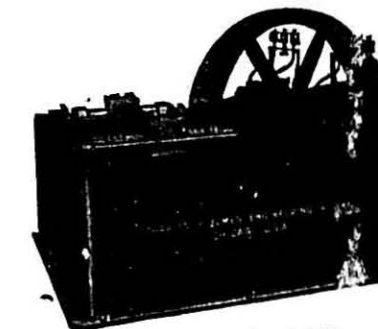


Inverted Tank Weighted Acc. No. 1232



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.

Notes of the Industry

Vermicelli in China

The manufacture of vermicelli, a form of alimentary paste most popular in China, has developed by leaps and bounds the past 10 years so that it is now numbered as one of the leading foodstuff industries of that country. China claims to be the original home of alimentary paste manufacture, antedating Italian production by hundreds of years. In fact history agrees that its manufacture and use in Europe is of Asiatic origin, though its development in Italy and France has been greater in the past century than with the Chinese since the opening of the Christain era.

CANTON

The manufacture of vermicelli in China gives employment to thousands, and millions of dollars exchange hands annually in the production, distribution and consumption of this foodstuff that is second only to rice as the nation's diet. A study of the commerce reports covering only a few of the principal cities of China gives one an idea of the

extent of this industry. Take Canton for instance, while in 1913 the imports of macaroni and vermicelli reached the enormous figures of 4,119,867 pounds, there has been a slight decrease annually due to the development of the home plants. In 1918 it imported 3,673,067 pounds and in 1919 the amount of foreign made macaroni and vermicelli was 1,452,200 pounds, most of which came from other Chinese ports and from Japan. The amount shipped from this country was very small. In the matter of export of this food 1919 was the banner year for Canton, when 697,600 pounds left the port by the shipping routes, as compared with 236,267 pounds in 1913 and 639,333 pounds in 1918, indicating a steady increase in exportation.

AMOY

The port of Amoy is another center of macaroni and vermicelli production and trading. Commerce reports show that in 1913 1,544 tons of this food was exported from that port alone as compared with 643 tons in 1918 and 746

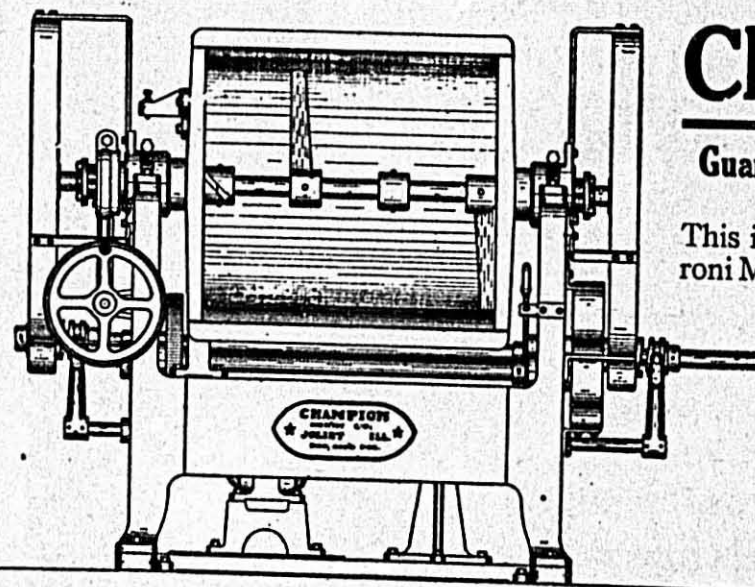
tons in 1919. It is interesting to note that while the exportation in the last named year amount to only half of the amount exported in 1913 the value has increased almost three fold. Thus while the 1,544 tons exported in 1913 brought only \$86,059, the 746 tons in 1919 sold for \$113,364.

The Philippines form the principal market for vermicelli exported from Amoy, this article ranking first in value of products sent to our oriental islands. In 1919 the vermicelli sent to these islands amounted to 427,686 pounds valued at \$26,918.

SWATOW

The port of Swatow ranks next to Canton in the amount of vermicelli and macaroni imported and exported. These same reports show that 40,000 pounds were imported in 1913, compared with 116,000 pounds in 1918 and only 12,533 pounds in 1919; while the amounts exported were 2,244,993 pounds in 1913, 1,668,933 pounds in 1918 and 1,530,533 pounds in 1919.

A greater portion of the vermicelli



Champion Mixer

Guarantees Dependable Service at Small Cost

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

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

The Agitator is made of steel and will last indefinitely.

Motor safely attached directly beneath Mixer.

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

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

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

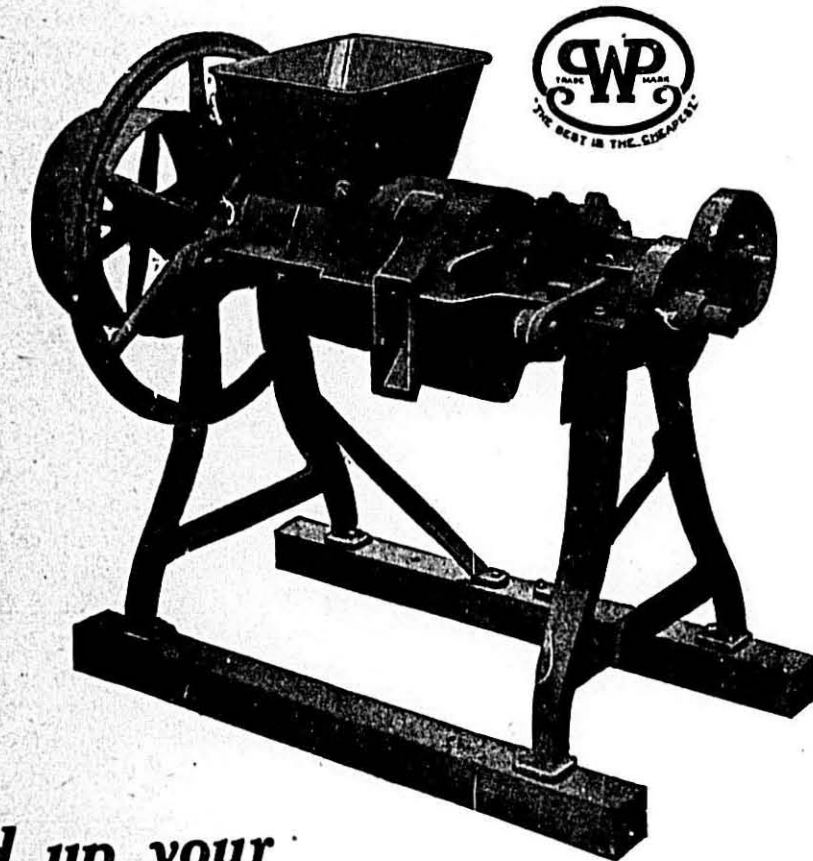
Ask for our literature and our price.

CHAMPION MACHINERY CO.

JOLIET, ILL.

"Baker-Perkins"

Sole Sales Agents:
WERNER & PFLEIDERER Machinery



Grind up your Broken Macaroni

and use them over again in your mixing machine. Can't you just see the savings?

Our W & P Waste Grinding Machine is the very machine for the task. It is but one of the many items in the Werner & Pfleiderer line of machinery for the macaroni and noodle trade.

Write us for details—we'll be more than glad to give them to you.

Joseph Baker Sons & Perkins Co., Inc.
Baker-Perkins Building
NEW YORK PHILADELPHIA CLEVELAND CHICAGO SAN FRANCISCO
White Plains, N. Y.

exported from these ports was destined to other parts of China where vermicelli consumption has made a noticeable increase. While the values of the exports of 1919 are so much larger than those of 1913 the great advance is due to the difference in exchange rates and comparisons should be made in quantities rather than in values.

Argentina Paste Factories

Macaroni machinery is enumerated as among the requirements needed for the unhampered development of the manufacture of food pastes in Argentina according to Trade Commissioner Smith as published in The Commerce Reports of Feb. 12. Concerning the market for this class of machinery the report reads: "The large consumption of food pastes, such as spaghetti, ravioli, vermicelli, and gnocchi, in Argentina necessitates the continuous operation of factories in all parts of the country. A typical macaroni factory has one horizontal and two vertical presses, a collection of dies for forming the numerous shapes into which the pastes are made, and a capacity for elaborating approximately 20 barrels of flour per day. Recently several shops have been remodeled and equipped with

white tile walls and enameled machinery, but in most cases there are no such modern appointments. The raw materials are all produced within the country, the only opening for imported goods being for machines, which, according to the trade commissioner, are now brought in from Italy, and for accessories, such as knives, forming plates, and improved drying racks.

Rumania Paste Business

Rumania imports large quantities of alimentary paste products according to the Bulletin Semestriel de la Statistique Commerciale of Romania. In 1919, for instance, 16,101 tons of these products were imported valued at 246,588,667 lei of which 142 tons valued at 1,231,735 lei were reexported. The par value of a Rumanian lei is 19.3 cents, though its purchase value has greatly decreased so that its exchange value was only slightly in excess of 3.1 cents in December, 1919.

New Omaha Firm

The Macaroni Foods corporation was recently organized at Omaha with office and plant at 1315 Howard st. According to the records it was incorporated

in February 1921 with officers, all of whom have had considerable business and alimentary paste manufacturing experience, as follows: President, Emery O. Peterson; first vice president, Carmelo Mangiameli; second vice president, Joseph Mangiameli; secretary and treasurer, H. C. Read. The corporation has a capital stock of \$50,000 and is successor to the Omaha Macaroni Co., the T. Mangiameli & Bros. Co., and the Omaha Maid Macaroni Co., which operated in that city the past 10 years. A modern plant is being equipped. It is planned to start on a rather small scale and develop as the business demands.

Egyptian Paste Importation

There has been decided decrease in the amount of macaroni and similar edible pastes imported by Egypt according to the commerce reports of that country covering 1913, 1918 and 1919. This is probably due to cutting off of its source of supply during the war when Italy had sufficient home demands to make exportation impractical. In 1913 Egypt imported about 22 tons of these products at a declared value of \$88,019. This had fallen to 6 tons in 1918, valued at \$2,740. In 1919 the

AH-DA-WA-GAM

"Say it as it's spelled"

Shipping Containers
Solid Fibre Corrugated

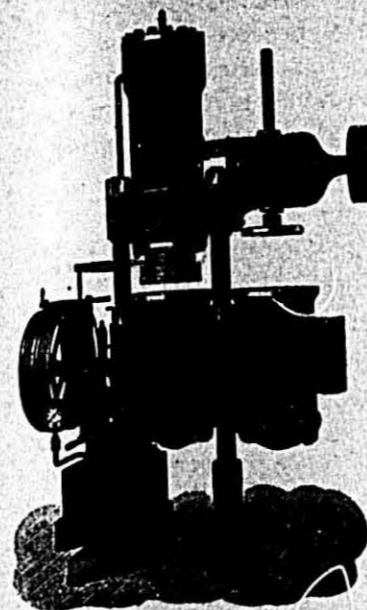
Lower Packing Costs, Save Freight and Prevent Damage Claims

Waxed Papers
Either Printed or Plain

These are the essentials of your packing and shipping department. Why not buy them from one source?

Samples are yours for the asking.

AHDAWAGAM PAPER PRODUCTS COMPANY
603 Eighth Avenue Wisconsin Rapids, Wis.



Presses
Screw and Hydraulic

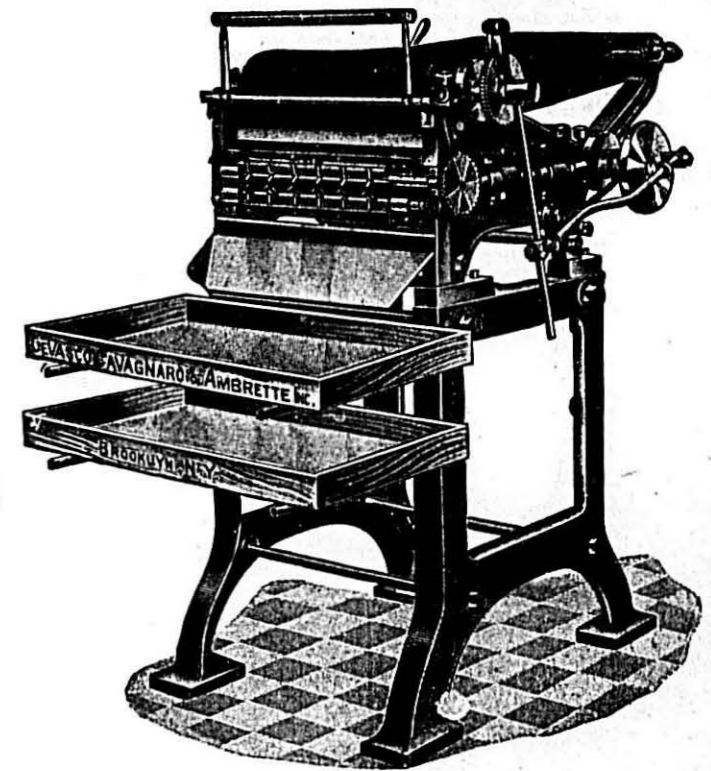
Kneaders

Mixers

Dough Brakes

Mostaccioli and Noodle Cutters

Fancy Paste Machines



Bologna Paste Machine

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

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

Send for our illustrated circular, containing full information.

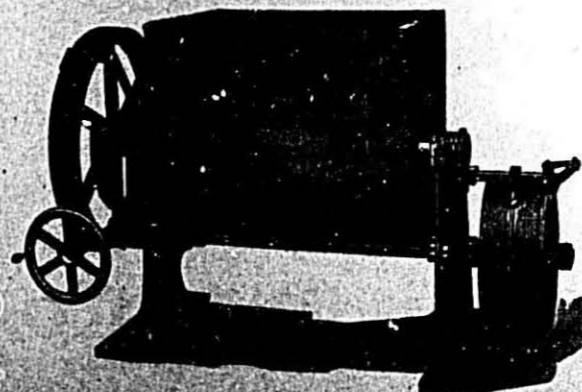
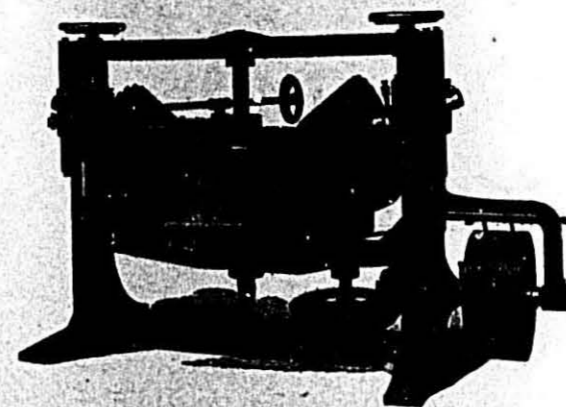
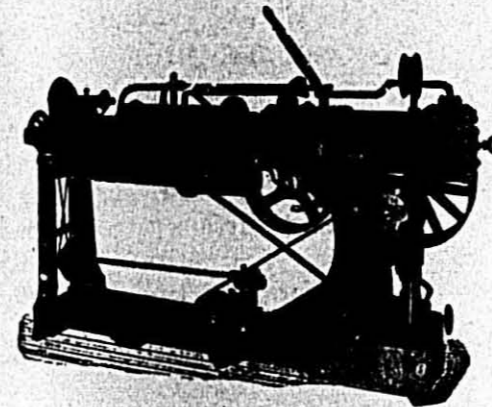
Cevasco, Cavagnaro & Ambrette
INCORPORATED

Builders of High Grade Macaroni Machinery

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

Office and Works
156-166 Sixth Street

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



amount imported was almost double, with 10 tons valued at \$3,460.

Plant Sold at Auction

The machinery, office equipment and stock on hand of the International Macaroni Co. of Joliet, Ill., was sold at public auction on Feb. 24 to Daniel Harrington of Joliet for \$4,625. A goodly number of macaroni manufacturers bid on the various articles offered for sale, but the trustee in bankruptcy sold it en bloc when the piecemeal sales failed to equal the bid on the whole outfit. It is understood that the plant will be taken over by some of those formerly interested and new machinery installed.

Macaroni Imports and Exports

The movement of alimentary paste products to and from the United States shores continues to show an increase in the amount imported and a corresponding decrease in exports, according to the official records for December 1920 just made public by the department of commerce. In the last month of 1920 128,238 pounds of these goods valued at \$16,510 were imported as compared with

about half that quantity bought in December 1919. The price per pound of the imported goods shows a slight decrease over the prices prevailing the previous year. As an indication of the steady increase of alimentary paste importation note these figures: 402,010 pounds valued at \$40,925 were imported in 1918; in two years it jumped to 805,308 pounds invoiced at \$107,150. Macaroni, vermicelli and similar paste products to the amount of only 1,603 pounds invoiced at \$244 were the declared exports for December 1920 as compared with 2,676 pounds valued at \$382 in 1919. There has been a decrease of about one-fourth comparing 1920 exports with those of 1919. 100,366 pounds valued at \$14,000 were exported in 1919. This was slightly less than 14 cents a pound. In 1920 this had decreased to 75,963 pounds valued at \$10,359 with only a very slight decrease in the per pound value.

License Required for Export

Alimentary paste products were named as some of the many articles which may not be exported from Italy without a license in the decree issued Dec. 30, 1920, and published in the Gazzetta

Ufficiale on Jan. 11, 1921, effective the day after publication. Permits to export this commodity are granted only to manufacturers who agree to import an equal amount of wheat to correspond with the amount of semolina paste they plan to export.

Exchange Evil

Frequent demands made on alimentary paste manufacturers to give fresh goods for old and spoiled stocks have made this one of the worst evils that the industry has to contend with and one which many manufacturers have striven for years to eliminate. The Mercury Bros. Spaghetti Manufacturing company of St. Louis in a circular issued to jobbers and retailers has taken a decisive step against this practice and will no longer agree to exchange good for spoiled products unless demands or claims are made at the time goods are received. The company says that it has been called to the fact that many retail grocers and jobbers are making a business of this exchange practice, pawning off fire and salvage goods for which fresh goods are demanded. While it is a recognized fact that the big majority of these distributors are

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

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.

honest and seldom demand an exchange, the action of the unscrupulous ones referred to prompts that concern to take this definite stand on this exchange proposition. The notice, says, in part: "Take notice that we guarantee no prices nor do we exchange for spoiled goods. Claims for spoilage must be made on receipt of goods. We deliver our goods in first class condition and when same are received for by you our responsibility ceases. Govern yourselves accordingly."

Macaroni, Principal Dish

The plan suggested by President J. T. Williams at a meeting of the executive committee of the National Macaroni Manufacturers association last month in Chicago and later presented to the Minnesota retail grocers at their state convention has been accepted by the leading macaroni manufacturers as one certain to bring about a much desired increase in consumption of these products through proper cooperation with the retailers.

A big concern with a large national distribution has passed the word along to its salesmen in a way that should materially aid to the sales, if practiced.

For the benefit of others who may make use of this suggestion, the circular is quoted in full.

Did you ever stop to think that in practically all cases it is the butcher shop that sells the principal part of a meal, and that in most cases the only groceries sold are the trimmings for a meal? Macaroni products can be made the principal portion of a meal, and this point should be brought to the attention of retail grocers. Macaroni products offer the retail grocer practically the only opportunity to sell the main food for a whole meal and if for no other reason, retail grocers should be especially interested in educating the public to use macaroni products.

Today macaroni is one of the cheapest foods that can be eaten. There are many ways in which it can be used besides the more common and stereotyped methods of preparing it as, "Macaroni and Cheese" or "Spaghetti and Tomatoes." If the American people have one fault greater than any other, it is the fact that they get into a rut and run along by force of habit. We are trying to lift them out of this habit. Macaroni is highly nutritious and an economical food—Impress this on every grocer.

Why Cash Discounts

President Arjay Davis of the National Wholesale Grocers association takes issue with the coterie of eastern bankers who have started a propaganda against allowance of cash discounts on goods. The banking interests argue that the practice of giving discounts for cash is really an

obsolete one that has long ago outlived its usefulness and that it has no place in the present economic conditions or system.

Five good reasons are advanced by the wholesalers in favor of the policy so long in use. They are as follows:

First—It is not contended that the mere use of the money is worth the entire discount for cash, when that discount is 2 per cent, but it is undoubtedly true that a large part of the discount for cash is for the use of the money and when interest rates are as high as they are today that portion of the discount for cash is considerable.

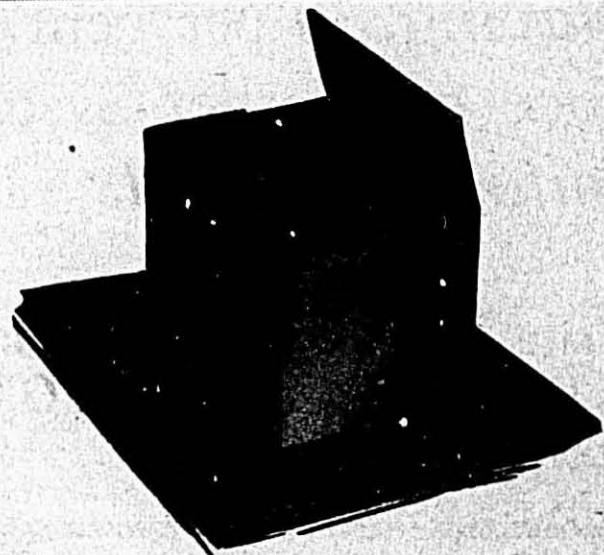
Second—The discount for cash eliminates the credit risk and the moral risk, not to mention the development and maintenance of a spirit of good will between buyer and seller. It further furnishes the seller an excellent means of judging the credit responsibility of his customers.

Third—It immediately gives use of the money; the advantage from the elimination of the credit and moral risks, perhaps, the most evident considerations involved, obviating as they do the cost of a considerable amount of expensive credit machinery, which cost increases whenever credit terms are lengthened and whenever the proportion of the entire business done upon a credit basis increases.

Fourth—The discount for cash practice strengthens the entire financial structure, since it tends to bring all the business more nearly to a cash basis. It can hardly be

From Raw Materials
To
Finished Boxes
Under
One Roof
390,000 Square Feet

Corrugated Paper
and
Solid Fibre
Shipping Boxes



Let Us Figure On Your Next Order

Samples on Request

In addition to lowest market prices our quality is far superior to that required by transportation companies.

MONROE BINDER BOARD COMPANY

Container Division

1200 Elm Avenue

MONROE, MICHIGAN

SALES OFFICES

Grand Central Palace, New York

923 Stock Exchange Bldg., Chicago

514 Moffatt Bldg., Detroit, Mich.

340 Leader News Bldg., Cleveland, Ohio

Put your Product in The Peters Package —it will put your business on a steadier basis



With all the good flavor protected by the Peters Package until it reaches the consumer's table, your product is sure to meet with the appreciation which it deserves.

The Peters Package gives it this protection. It guards the merit of your goods and thus creates a steady consumer-demand which brings greater volume of sales, making your product popular also with the dealer.

Peters Package machinery has been used for years by the foremost manufacturers of crackers, butter and macaroni as well as other food products and has helped these manufacturers to build up an increasing business.

These efficient machines will form, line, fold, close, wrap, label and seal your product in the best and most modern method. In operation they are more economical, uniform and sanitary than is possible by human labor. Complete and interesting facts will be furnished on request.



PETERS MACHINERY COMPANY
209 SOUTH LA SALLE STREET · CHICAGO

dened that the tendency to come to a cash basis and to shorten credits, thus keeping capital more liquid and making it do more work, is greatly promoted by offering to buyers some substantial inducement; and this naturally takes the form of a discount for cash. The more work capital does, the oftener it is turned, the greater are the economies and incentive resulting in benefits to consumers as well as to manufacturers and merchants.

Fifth—It is not true that manufacturers and merchants add the discount to the price of the goods. This might perhaps be done in some cases, or, under some conditions. It might perhaps be done during long periods of constantly rising prices, or so-called "sellers' markets," but ordinarily competition is a paramount influence that makes it impossible for any seller arbitrarily to add in the discount for cash when naming his price, and in this connection it is to be noted that all customers do not pay cash.

Rice Advertising Campaign Suggests Need to Follow Up

Macaroni manufacturers have been deeply interested in the national advertising campaign being staged by the Associated Rice Millers of America to increase the per capita consumption of rice. For several months newspapers and periodicals have carried the message

of rice to readers, but that the expected increase has been slow in its manifestation is stated in an editorial in the February issue of The Rice Journal, the exclusive organ of the world's rice industry, thus:

NO IMMEDIATE BENEFIT

The Associated Rice Millers of America are spending \$283,000 in an advertising campaign of four months to increase the consumption of rice. Outside the reports sent out by the agency handling this campaign no increase in consumption is apparent.

The campaign as conducted might have a beneficial effect if continued for a long enough time, providing conditions were normal. There are many, however, who believe the merits of rice should be put before the housewives of the country in publications which they read and in such a manner that it will attract their attention and be read. Supplementing this with advertising in trade journals and keeping the interest of the wholesaler and retailer focused on the possibilities of profits in pushing rice would, in the opinion of others engaged in the industry, have proved a wiser expenditure of the money.

But no advertising can have an immediate effect unless followed up with distribution and sales methods. During the past six weeks rice has retailed in certain communities at 25 cents per pound. In others it was unobtainable at any price. The wholesalers and jobbers have simply cut down their purchases until many of them ran out of rice

before buying more. They had not been "sold" on the idea of rice.

The retailers of the country ordinarily have little interest in rice. That is the important link between the consumer and the distributor. A Galveston miller spent \$50,000 advertising package rice with the wrong methods. The manager of this mill stated they might better have thrown the money away. This mill recently closed a contract for \$115,000 of space—but not on the hit and miss or circulation basis. They are putting their advertising in "quality" mediums and they have a force of salesmen in the field to accompany the wholesaler salesmen and assist in selling the retail trade. They are not scattering their ammunition over the country. They are concentrating in certain markets, taking a state at a time. They have secured the distribution and increased the consumption. It is said they are "cleaning up" on the proposition. There is a lesson in this. Advertising without follow-up distribution and salesmanship is a mighty slow way to get results.

THAT'S WHAT WE'ER DOIN'

There ain't no use in kickin' friend,
When things don't come your way;
It does no good to holler round,
And grumble night an' day.
The thing to do is curb your grief,
Cut out your little whine;
And when they ask you how you are,
Jest say, "I'm feelin' fine!"

Nothing Speaks Louder than Facts

De Martini Drying System

Improves the Quality and Eliminates Waste and Reduces the Cost of Production, because it is NO longer necessary to operate with the Wasteful Preliminary drying and Unsanitary Damp Room process.

The System of Efficiency, Simplicity and Economy for the Practical Macaroni Doctor to operate and create conditions required, Regulate and Control the Cure (drying) as he desires, Regardless of Atmospheric Conditions.

More than 75 Macaroni Factories, ranging from the smallest to the largest in the United States operate De Martini System.

If interested, state your daily production of long macaroni and drying floor space, or no attention given.

No Catalogues issued.

No Agents.

Genuine only through direct communication.

Paul De Martini - Jamaica, New York
Sole owner of Sicignano Patent and DeMartini Patents.

WARNING

The De Martini drying system is fully protected by United States Letters Patent Sicignano Patent March 7, 1916, De Martini Patents August 21, 1917, Aug. 20, 1918, Sept. 10, 1918, June 24, 1919. Other Patents Pending. All infringements of said Patents will be vigorously prosecuted.

Better Boxes Help Sell Macaroni

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

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

CHICAGO MILL AND LUMBER COMPANY

Executive Offices
Conway Building, 111 West Washington Street
Chicago



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

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

Every Type of
Box in General Use



We print your advertisement on your box if you desire.

THE VALUE

You place on your product is best evidenced by the manner in which you pack and prepare it for shipment.

INCREASED

Efficiency and greater economy can be obtained by packing your product in

Fibre and Corrugated Boxes

Manufactured by

DOWNING BOX COMPANY
MILWAUKEE WISCONSIN

Guarantee Against Decline

The federal trade commission after many months of study of the matter of guaranteeing against decline of prices, has just announced that no stated policy has been decided upon, but that each case will be decided upon the facts presented. In the opinion of a leader in the macaroni industry, "it pleases all while satisfying none."

This was one of the trade abuses condemned by the industry at its 1920 convention and again at the hearing before the federal trade commission last June. Its decision to treat each case separately should lead to some very interesting situations.

The official announcement made Feb. 15, 1921, by the commission follows:

"The commission received so many complaints about the practice of manufacturers in guaranteeing commodities in the hands of wholesalers, against decline in price, that an extensive inquiry was made, resulting in expressions from more than 350 manufacturing and selling concerns including trade associations whose represented membership must be more than double the number of individual statements. From the scope of the inquiry and the number and variety of replies, the result shown must be taken to be fairly representative of the difference in business opinion on this subject.

"The federal trade commission, therefore, will consider each case of complaint of this character upon the facts shown in the specific case, applying the legal tests thereto. This action involves neither approval nor disapproval of the economic soundness of the arguments advanced before the commission for and against this practice."

Lever Act Unconstitutional

The United States supreme court on Feb. 28 handed down a unanimous opinion that the anti-profiteering section of the Lever act is unconstitutional and declared that congress had no authority to legislate along the line taken in Sec. 4 of this act.

Vague and inadequate language was used so that its interpretation was left to judges and juries. As congress alone has the power to define crimes against the United States, nothing in the constitution permits that body to delegate this power to individuals or juries. It was also implied that by exempting farmers from the application of this act, it became discriminatory in character and therefore, illegal.

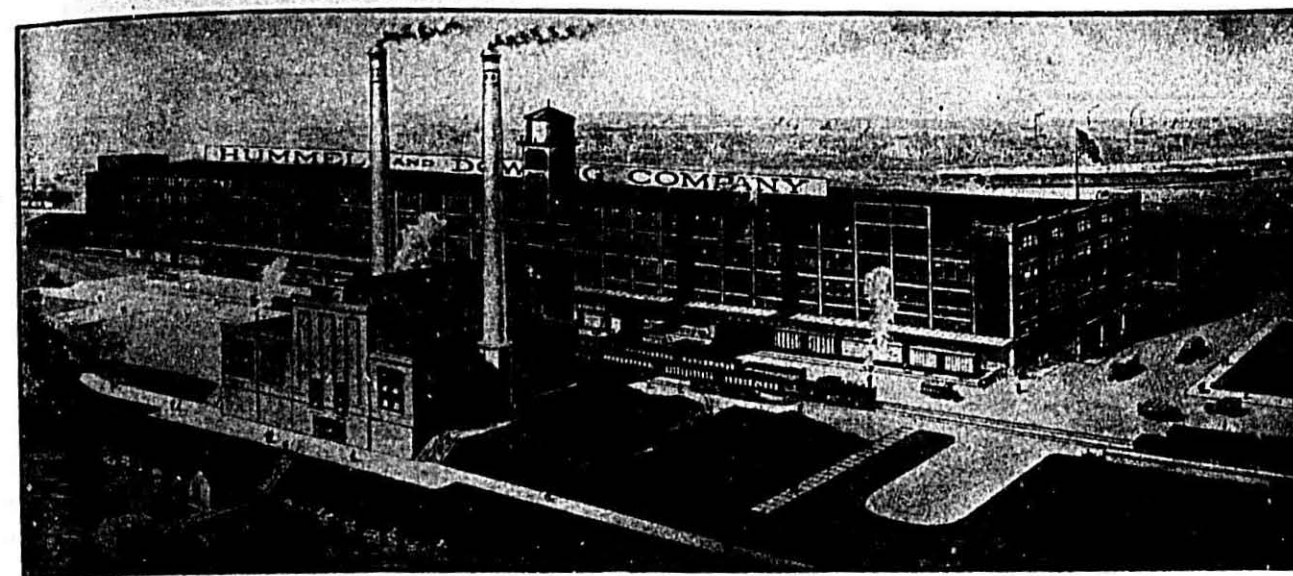
The Lever act was first passed Aug. 10, 1917, as a war measure and was modified and amended on Oct. 22, 1919, to include wearing apparel and other

articles termed "necessities." Many firms and individuals were charged with violations of Sec. 4 which deals with profiteering and many convictions were obtained through the department of justice. Just what effect this decision will have on those already found guilty and whose fines were paid, is something for the courts to work out. The decision seems to meet with favor among manufacturers and retailers who claimed that their initiative was curbed by its provisions.

Giant Blackberry

A new species of blackberry, nearly four times as large as the domestic garden variety, has been discovered in Colombia by American scientists and is being experimented on by the Department of Agriculture. The giant berry was discovered by Dr. Frank M. Chapman of the American Museum of Natural History in a remote forest region of the South American republic. It was brought here by Wilson Popenoe, agricultural explorer for the department.

An optimist spreads optimism; a pessimist, bah!



Cartons, Caddies or Containers for the Macaroni Manufacturers

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

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



HUMMEL & DOWNING CO.
Milwaukee, U. S. A.

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



MOULDS SPECIALISTS

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

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

Specialists in Copper Moulds

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

Work done in American, Italian or French style.

Repairing done at reasonable prices.

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

Standard Paper Boxes

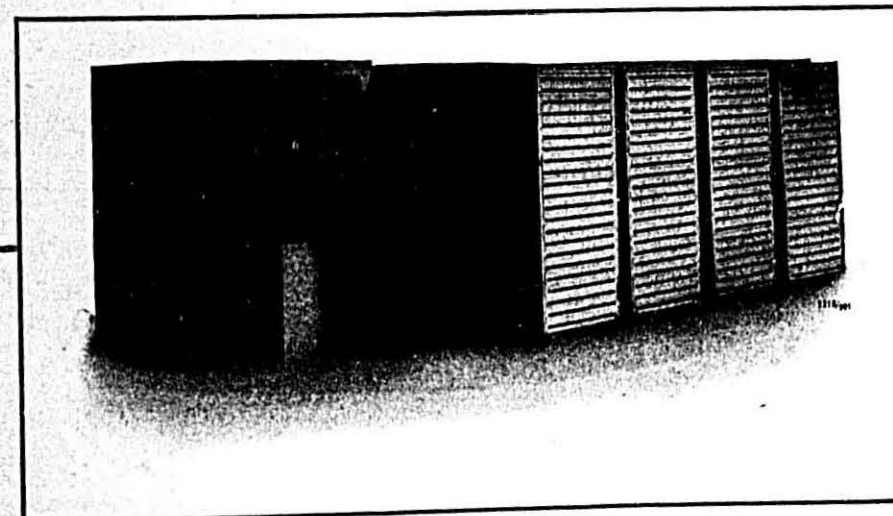
FOR
FOOD PRODUCTS

We specialize in High-Grade Cartons made from Patent Coated Board. Just the package for Macaroni, Spaghetti and Noodles.

If you require Quality and Dependable Service, send your specifications to

Standard Paper Company

Kalamazoo, Mich.
Board Mill Capacity, 100 tons per day—
Box Factory, 50 tons per day



Buhler Dryer for Noodles

Altho we are in business for 60 years and the oldest and largest builders of machinery for Alimentary Paste products, we have not yet succeeded to build a dryer, that "any one without experience can operate."

We have installed dryers in the leading plants of the world and never made a failure of a drying installation, but we must insist upon our clients to put an intelligent man in charge of the Drying room.

No need of a mechanical engineer, but a man who knows something about the Macaroni business. Usually the foreman starts these Dryers by following our instructions and using his judgment. Very soon "Jimmy" his helper will know all about it and become boss and he will never want any other dryer once he is used to "BUHLER'S".

BUHLER BROTHERS
Uzwil, Switzerland

Sole Agent

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

Grain, Trade and Food Notes

January Durum Receipts

The first month of the year showed a decrease of almost 50 per cent in the amount of durum wheat reaching the principal markets of the country according to the car inspection reports of the United States grain standards. Though this is usually a light month it was probably made more so because of the road conditions which were anything but favorable in many sections.

AMBER DURUM—A total of 528 car loads of Amber Durum reached the primary markets in January as compared with 939 the previous month. Grade No. 2 predominated and exceeded in quantity all the other grades inspected. Only 53 carloads of No. 1 Amber Durum reached the warehouses and mills during the month, all except 10 of which went to Minneapolis. Of the 364 carloads inspected, 180 went to Minneapolis, 55 to Duluth and 54 to Philadelphia. 54 carloads of No. 3 grade were received, 35 going to Minneapolis and 10 to Duluth.

DURUM—A total of 403 carloads of durum wheat were the January receipts as compared with 546 the previous months. Of this number 27 graded No. 1, scattered throughout the country in one or two carload lots. There were 140 carloads of Grande No. 2 of which 42 went to Minneapolis, 29 to Duluth and 26 to Galveston. 117 carloads graded No. 3, Minneapolis receiving 45, Duluth 27 and Philadelphia 19. A considerable portion of the durum wheat received for January was intended for foreign export.

CROP TOTALS COMPARED—Almost twice as much durum of all grades was inspected during the new crop season, July 1920-Jan. 1921, as compared with receipts for a similar period July 1919-Jan. 1920 according to these same government reports. Figuring only the Amber Durum and the durum wheats, this crop's inspection shows 13,710 carloads as against only 8,004 a year ago. The increase is due to the larger amount of durum grown though Amber Durum

receipts were also greatly in excess of those of a year ago.

Semola Co. Plant Sold

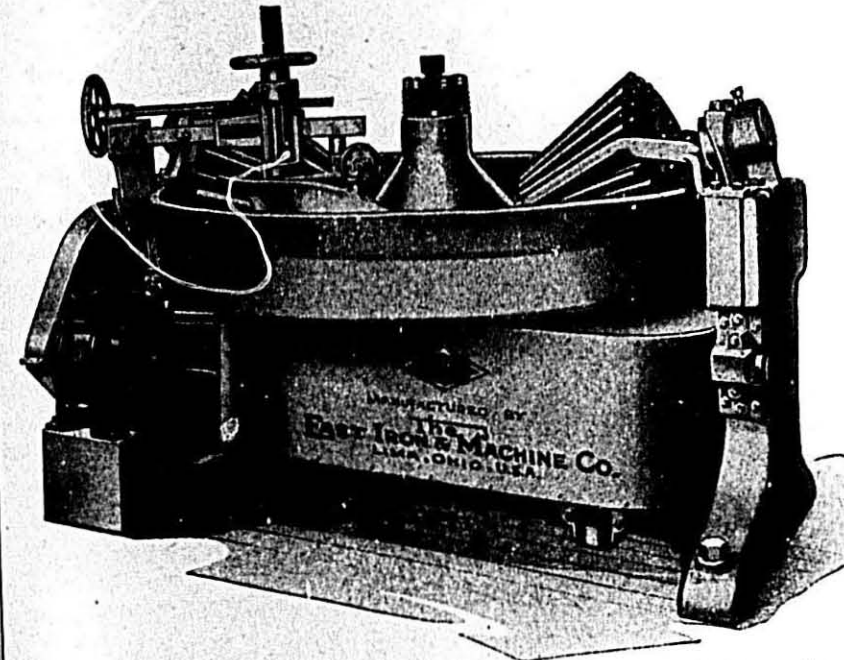
The assets of the Semola Milling Co. of St. Paul were sold at public auction on Feb. 19, Judge H. R. Brill acting as auctioneer. The successful bidder was Attorney Kay Todd who bid \$9,500 for the property. According to the court's order claims against the company amounting to approximately \$100,000 must be settled within 90 days.

French Wheat Deficit

The total French production of the 1920 wheat crop is estimated at 6,300,000 metric tons, and the total requirements for 1920-21 at 8,300,000 metric tons. Therefore the total deficit for 1920-21 is approximately 2,000,000 metric tons. But it is estimated that the prevailing high price of wheat in France, fixed by the government for 1920-21 at 100 francs as against 73 francs per quin-

March 15, 1921

"EIMCO" Mixers and Kneaders



The Type DC Mixer

is a heavy built double blade mixer, made in one bbl. and two bbl. sizes. It is equipped with our patented blades which give a wonderfully quick mix and provide just the right kneading action to produce perfect doughs of absolute uniformity in color, moisture and temperature. It is used by leading manufacturers.

The Kneader you need to knead the dough.

The "Eimco" is a big step ahead in kneading efficiency. It is a very strong machine, has scientifically designed rolls and plow; scrapers at rolls to prevent the dough from climbing, and an excellent lubricating system. It produces extra fine doughs and runs as smooth as a top.

"Eimco" Mixers and Kneaders mean up-to-the-minute equipment; the kind that improves the quality of the products and reduces production cost.

Ask us for bulletin M-101 and photographs.

The East Iron & Machine Co., Lima, Ohio.

Philadelphia Office
Transportation Bldg.

IN STOCK

Macaroni Drying Sticks

Established in 1869

ADOLPH STRUM CO.

542-544 W. Washington Street

CHICAGO, U. S. A.

TRADE-MARKS

Before using your trade-mark, you should have an examination made through the records of the U. S. Patent Office to ascertain whether it is already registered.

I make these examinations not only through the registered trade-marks but, in addition, consult my own, personal index of published trade-marks. This is better service than the average.

Your trade-mark business is solicited on the guarantee that I will give your matters prompt, efficient and personal attention. Write for "PRACTICAL POINTS" a folder.

EDWARD W. HOLMES

Counsel in Trade-Mark Matters

918 F. Street

Washington, D. C.

In Practice Since 1902

INVESTIGATION

of the merits of the

PURE 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.

tal (1 quintal equals 220.46 pounds) for 1919-20, will decrease the demand materially, and increase the efficiency of milling. Hence the French import requirements for 1920-21 will be reduced to a probable 800,000 metric tons, or even less.

Get Drink From Flowers

The flowers of the "mowra" tree, native to India, are highly valued for food. They are rich in sugar, and an intoxicating drink is distilled from them. A syrup prepared from them is boiled down, yielding a sugar equal in quality to date sugar. In the central provinces of India mowra flowers are regularly used as an article of food by at least 1,000,000 people, each person consuming about 80 pounds per annum. Throughout that country they are looked upon as a valuable reserve in famine years. Their fleshy, juicy, globe-shaped corollas are collected when they have fallen and are spread out to dry on mats in the sun. A single tree will yield 200 to 300 pounds of flowers in a year. They are eaten either fresh or dried and cooked in many different ways with rice, shredded coconut or flour. The bulk of the crop of flowers, however, is used for

the preparation of "daru," or mowra spirit. They are fermented, sometimes with molasses added, and the liquor is then distilled in crude apparatus. With good distilling apparatus 100 pounds of the flowers will yield five and one-half gallons of proof spirit. It is estimated that in the Hyderabad state alone there are enough mowra trees to produce 700,000 gallons of proof spirit per annum. The seeds yield an oil which is largely utilized in the manufacture of soap, candles and imitation butter.

Syrup From Sweet Potatoes

Reports from the south state that government chemists have produced a new syrup from sweet potatoes, which will result in a new sugar industry. It is said that 56 pounds of sweet potatoes will yield about two gallons of syrup of ordinary consistency, in addition to three pounds of dry pulp containing 17 per cent of protein and possessing a high value as dairy food. In producing the new syrup the potatoes are heated in water at 160 degrees for three hours, which causes all the cells to break down, releasing the sugar content. The juice is then pressed out, filtered and evaporated like any other commercial syrup.

The syrup is said to be three times sweeter than corn syrup. No figures concerning the cost of its production are available yet.

Eyeing the New Crop

Interest in the wheat markets throughout the country is rapidly turning from the many problems connected with the old crop to the 100 per cent uncertainty of the new. There is considerable speculation on what the effect of the mild winter may have on the coming growing season. Incentive for radical changes in prices on this commodity is expected to come from the new crop conditions. There may be a surprise or two left in the old crop but the members of the grain trade feel that it is now a fairly open proposition. From now on the new crop will undoubtedly furnish most of the surprises and price changing influences.

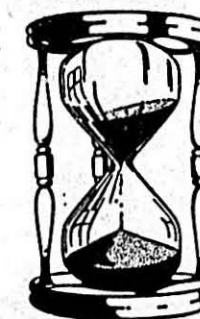
A man without a business is like a busted bank, all buildings and no assets.

Better mend one fault in yourself than a hundred in your neighbor.

Business has turned the corner.

Discriminating Manufacturers

Use



Hourglass

Brand

**PURE DURUM SEMOLINA AND FLOUR
RUNS BRIGHT, SHARP AND UNIFORM**

Quality and Service Guaranteed

Write or Wire for Samples and Prices

DULUTH-SUPERIOR MILLING CO.

Main Office DULUTH, MINN.

NEW YORK OFFICE:
F 7 Produce Exchange

BUFFALO OFFICE:
31 Dun Building

BOSTON OFFICE:
88 Broad Street

PHILADELPHIA OFFICE: 458 Bourse Bldg.

PORT HURON, MICH. OFFICE, 19 White Block

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

WALDORF CONTAINERS
THE PACKERS RIGHT HAND MAN
"ASK THE MEN WHO USE THEM"



WE ARE
**CARTON AND CONTAINER
SPECIALISTS**

MANUFACTURING
CARTONS, CORRUGATED AND SOLID FIBRE SHIPPING CONTAINERS

OUR OWN PAPER STOCK
PLANT - OUR OWN
BOX BOARD MILL
DAILY CAPACITY 135 TONS
OUR OWN MFG. PLANT



THE LARGEST COMPLETE
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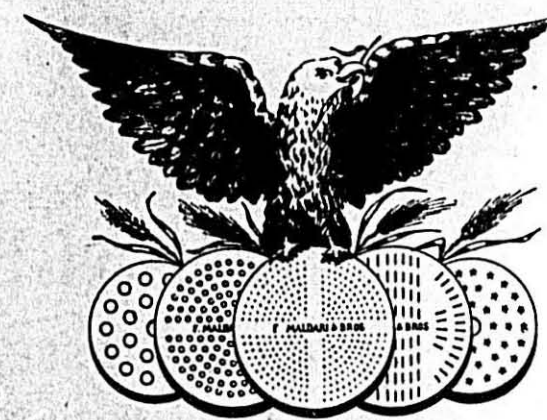
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The moulds are guaranteed for materials, and excellency of workmanship.

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A Word About The Bronze Used In Making MALDARI'S INSUPERABLE BRONZE DIES

Realizing that a Macaroni die, no matter how good the mechanical features might be, could not be entirely satisfactory unless the material of which it was made was exceptionally strong and of unlimited toughness, therefore early in our career, we determined to spare no expense to secure a BRONZE for our dies that should meet the most exacting requirements.

We employed the services of one of the oldest and most experienced metal men, and he, after months of experimenting, produced a Bronze that, although it could be cut with the greatest facility, still had the great tensile strength and elastic limit to withstand any great pressure put on our dies by the Macaroni maker.

This metal we have called MALDARI'S INSUPERABLE BRONZE.

The Maldari Die made of INSUPERABLE BRONZE will outwear two ordinary dies.

A trial will convince you of the extraordinary strength of MALDARI'S INSUPERABLE BRONZE.

Our catalog and price list should be in your file. It is free on request.

F. MALDARI & BROTHERS

(Established 1903)

127-29-31 Baxter Street

NEW YORK CITY

At your service, — Our "Prompt and Efficient" repairing department.

The New Macaroni Journal

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

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

PUBLICATION COMMITTEE

JAMES T. WILLIAMS President
M. J. DONNA Secretary

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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.
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Vol. II March 15, 1921 No. 11

Laboratory Service

The National Cereal Products Laboratories of Washington, D. C., more popularly known as the Macaroni Laboratory, has for its prime purpose the study and research into the many perplexing problems that the industry must solve to produce a better article at the least possible cost. Besides this general work it will also work out problems of interest to individual manufacturers and for this special work there is a nominal charge as will be noted from the following:

Price List for Analysis

Semolina (moisture, gluten, color, and granulation) \$ 3.00*
Flour (moisture, gluten, color, ash) . . . 5.00
Macaroni, spaghetti, etc., test for semolina 10.00
Macaroni, spaghetti, etc., test for added color 10.00
Macaroni, spaghetti, etc., identification of added color 15.00
Percentage of eggs in noodles 10.00
Percentage of yolks in eggs or whites in yolks (frozen or dried) 10.00
Send for mailing tubes and sampling instructions.

B. R. JACOBS, Director.

*This rate is made only when the in-

formation can be used in the semolina standards investigation.

Non-Advertisers Lead Failures

The year 1920 did not see near so many failures as many of the pessimists predicted, and this is especially true of the alimentary paste industry. In this trade disaster visited fewer than a score of concerns, most of which were of the mushroom variety or war babies, not as yet converted to the need of thoroughly advertising their products in order to obtain the business expected. It is a notable fact that among the business failures of 1920 nearly 85 per cent of the firms did not believe in advertising and spent little or nothing announcing to the public that they were ready and able and willing to serve.

This in an age of keen competition and publicity is one of the necessary elements of every successful business. Macaroni manufacturers should profit from the experience of others. Your product may be ever so good and your intentions to serve the public ever so sincere and honest, but failure to place these facts before the consumers will discount every effort made to build up a business. If you make a higher quality spaghetti or a tastier noodle it is downright folly to hide your light under a bushel instead of letting the consumers know this fact. Back up quality goods with honest, consistent advertising and you need never be acquainted with the sheriff.

Macaroni Boxes

The specification committee of the National Association of Box Manufacturers, with the container committee of the National Macaroni Manufacturers association, is engaged in an investigation with the idea of developing standard specifications for macaroni boxes. According to an article in the January issue of the "Wood Box," the official organ of the National Association of Box Manufacturers, this cooperation was brought about at the suggestion of one of the railroad classification committees in the hope that by improving the present container a reduction of loss and damage to macaroni might be brought about.

The national association has for many years urged cooperation of this character as the means by which improvement in containers might be made. Standardization where possible benefits all concerned. It insures satisfactory pro-

tection to contents, thus benefiting shipper and receiver. It greatly reduces the losses sustained by the railroads and it simplifies the manufacturing problem of the box maker.

World's Wheat Situation

While official figures are not yet available the following statistics compiled from various unofficial but reliable sources cover the general situation concerning the surplus production and deficit requirements of wheat in the leading countries of the world.

The exportable surplus 1920-21 is estimated as follows in the countries named:

	Metric tons
United States	900,000
Canada	500,000
Argentina	3,000,000
Australia	2,500,000
India	800,000
Rumania, Serbia, and Bulgaria	300,000

Total 8,000,000

The deficit requirements of wheat for certain countries is estimated to be as follows:

	Metric tons
France	800,000
Germany	1,400,000
Italy	1,500,000
Spain	300,000
Portugal	100,000
Great Britain	2,000,000
Other	1,000,000

Total 7,100,000

From the foregoing figures it is obvious that the world's exportable surplus is in excess of its deficit requirements for 1920-21 by a margin of 9,000,000 metric tons.

FOR SALE Walton Presses

- 2—17 inch Double Screw Presses, value \$1200; price 450.
- 1—13 inch Double Screw Horizontal Press, value \$1000; price \$400.
- 1—6 inch Kneader, value \$850; price \$400.
- 1—4 inch Kneader, value \$600 price \$300.

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FOR SALE, practically new, belt drive, "K. C." Sack Cleaner. \$140.00 cash. Address "CLEANER" c/o New Macaroni Journal.

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.

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Look for the trademark.



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SOLID FIBRE CONTAINERS

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

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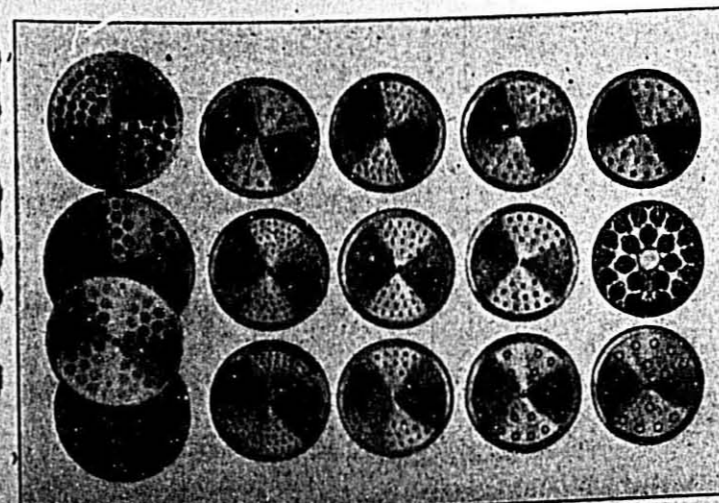
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Tested Macaroni Recipes

For use by manufacturers, wholesalers and retailers in popularizing use of macaroni, spaghetti, etc., as the recognized food for mankind from the viewpoint of nutrition and economy.

Oysters in Birds Nests

Boil one-half pound of spaghetti in salted water until very tender. Drain and arrange in eight small mounds on the bread board; before it is thoroughly cold scoop out the center of each, and when cold fry in smoking hot fat. The irregular form of the spaghetti results in very realistic nests. Set them in ramekins. Prepare the oysters by scalding them in their own liquor, then drain. Place one tablespoonful of butter or substitute in small pan, add a very finely chopped onion and half carrot minced. Stir until butter is absorbed. Pour in one cupful of cream and cook five minutes. Stir in one-half tablespoonful of chopped parsley; a saltspoonful of powdered herbs; seasoning; salt, pepper and paprika. Now add the oysters. Set over boiling water ten minutes and divide carefully into the nests. Garnish with blanched celery tops. Use one-half pint of oysters. This serves four persons. It may be served with a light salad, coffee, bread and butter and lemon pie.

Macaroni and Pimentos

Boil one-half pound of macaroni in boiling salted water until tender, then drain. Put a layer of macaroni into greased, fireproof dish, add a layer of grated cheese, then add three chopped pimentos, then a layer of white sauce and continue until the dish is nearly full, sprinkle over with fine bread crumbs, dot with butter and bake in a hot oven 15 minutes. Since pimentos are a stomachic, and a spur to the appetite, their judicious use is advisable, especially with so nourishing a food as macaroni, spaghetti and noodles.

Patents and Trade Marks

Feb. 1

No. 139,297—Beans and spaghetti in hermetically closed containers—The Franco-American Food company, Jersey City. The representation of the Little French Chef. Filed Feb. 6, 1920. Used since about May, 1911.

No. 139,412—Macaroni, vermicelli, spaghetti, and noodles—Tomatina Alimentary Paste Co., New York. "TOMA-

TINA". Filed Aug. 10, 1920. Used since June 28, 1920.

Feb. 8

No. 139,520—Macaroni, spaghetti, vermicelli, noodles, etc. William J. Dunklau, Chicago. "BYRYT" within a diamond shaped figure, the "R" being the largest letter. Filed April 14, 1920. Used since the latter part of March, 1920.

No. 139,533—Macaroni, noodles, and the like. Fifty-Fifty Corporation, Wilmington, Del., and New York, N. Y. "FIFTY FIFTY" printed over the numerals "50 50". Filed Dec. 23, 1919. Used since Oct. 28, 1919.

No. 139,626—Egg noodles spaghetti and vermicelli, etc.—Serv-Us Grocery Products Corporation, New York. "SERV-US". Filed June 28, 1920. Used since Nov. 5, 1912.

No. 159,631—Spaghetti and macaroni—S. R. Smith Co. Inc., Grantham, Pa. "LA CREME". Filed July 10, 1920. Used since about June 19, 1905.

No. 139,640—Macaroni, etc.—Stroh-meyer & Arpe Co., New York, N. Y. "VERA". Filed Sept. 4, 1919. Used since 1909.

No trade marks were registered for paste foods on Feb. 15, 1921, and The Official Gazette of the U. S. patent office for Feb. 22, 1921, has not been delivered to the office.

Label Registered Feb. 8

No. 22,539—Macaroni—Globe Grain & Milling Co., Los Angeles. Title "RED MARK". Filed Sept. 30, 1920.

Enthusiasm gets results. Make it work for your plant and for the macaroni industry.

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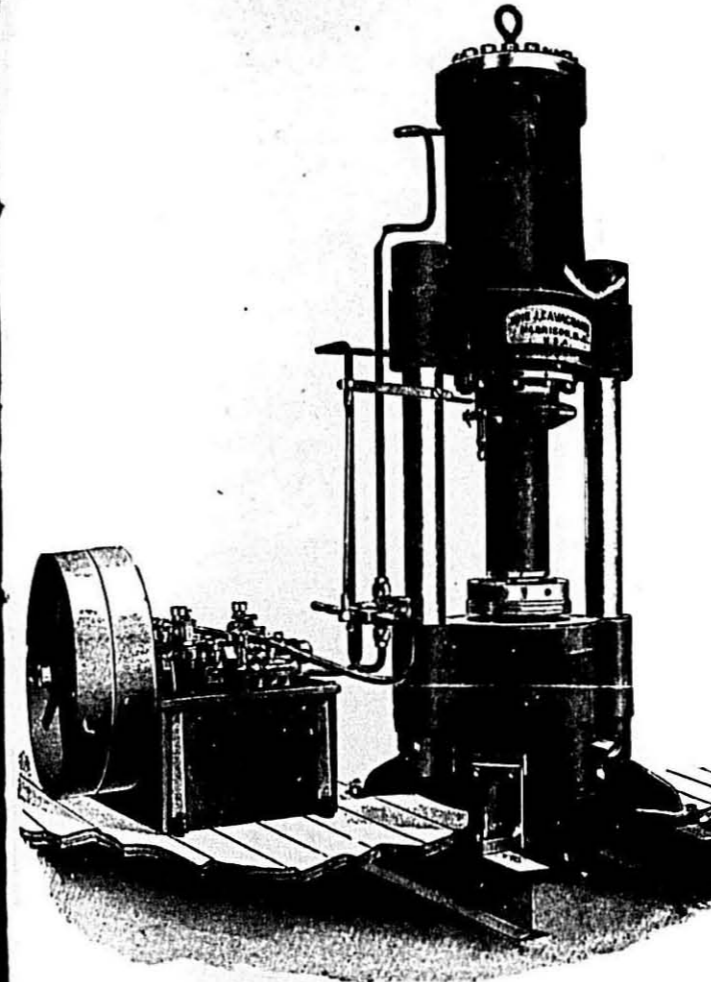
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Scrivete senza ritardo alla nostra Succursale piu' vicina ed avrete tutti quegli schiarimenti ed attenzione che desiderate.

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Minneapolis, Minn.

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