

**THE NEW
MACARONI
JOURNAL**

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**January 15,
1921**

The New
Macaroni Journal

Minneapolis, Minn.

January 15, 1921

Volume II

Number 9



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

TARIFF

- ❶ Adequate tariff on imported alimentary Paste Products will be provided by Congress at its next session, provided the manufacturers in this country cooperate fully with the United States Tariff Commission and the Ways and Means Committee.
- ❷ Fill out questionnaire in full detail and mail it immediately. Remember the services of the Association, the National Laboratory, and the Macaroni Journal are at your disposal, if help or information is needed.
- ❸ Protect your future by prompt action.
- ❹ Cooperation wins.



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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.

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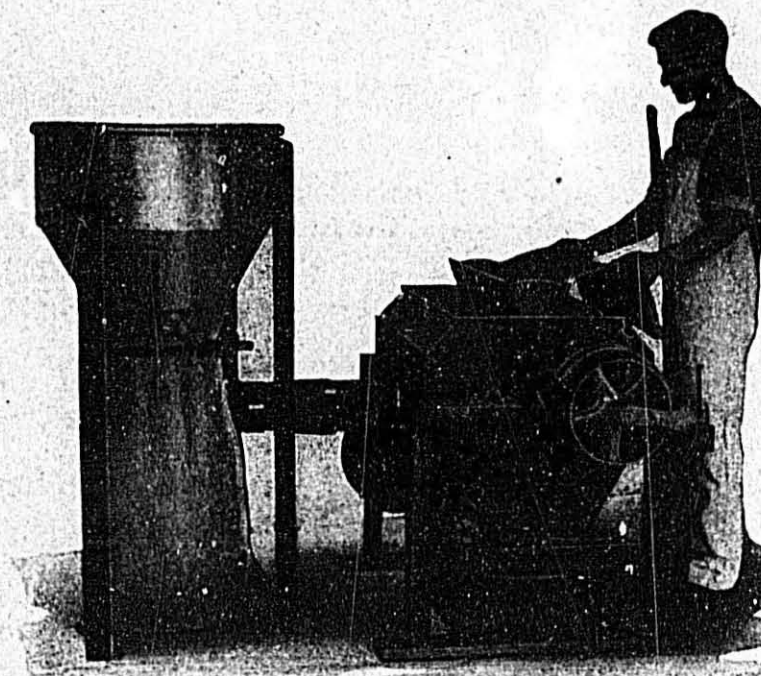
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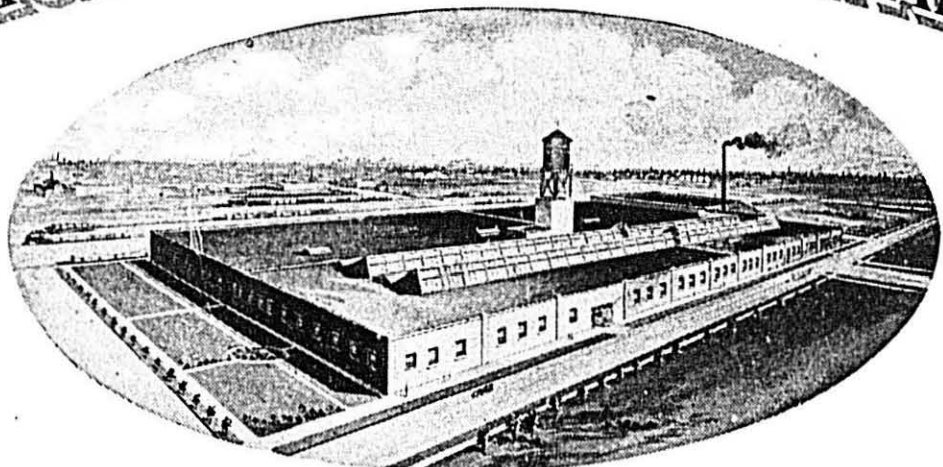
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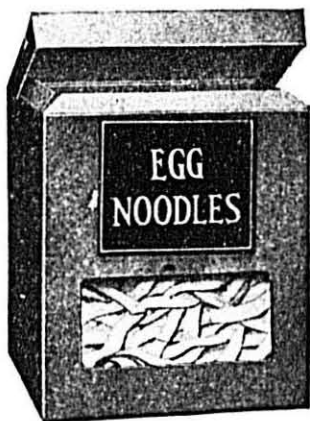
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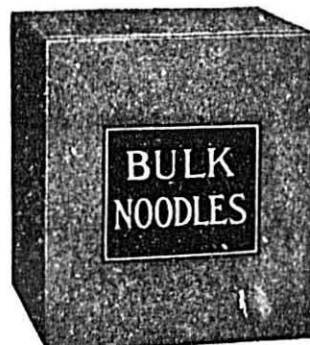
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*They Save Time, Labor,
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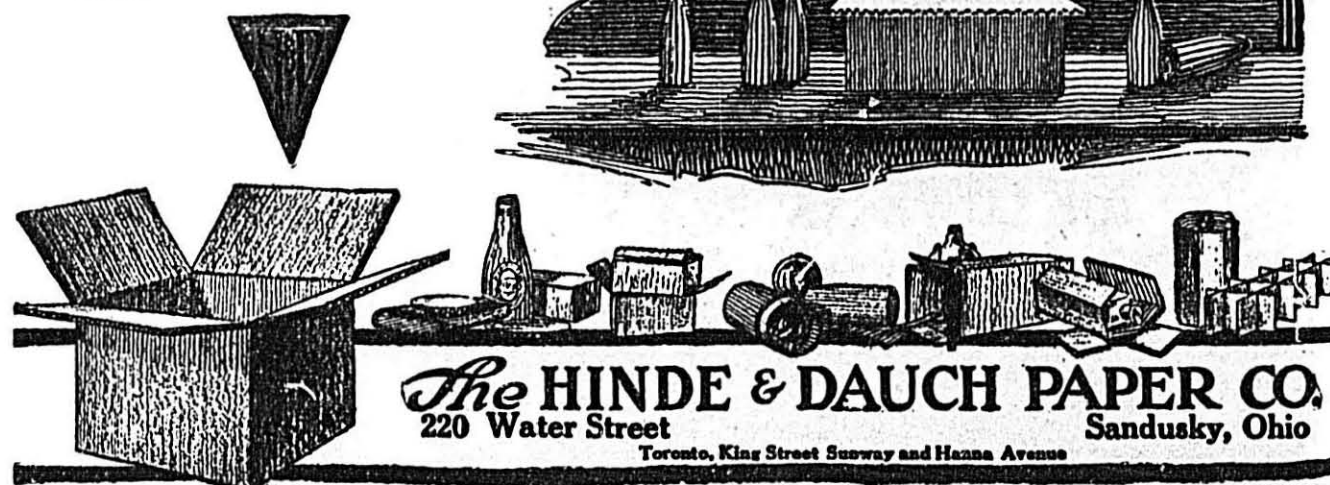
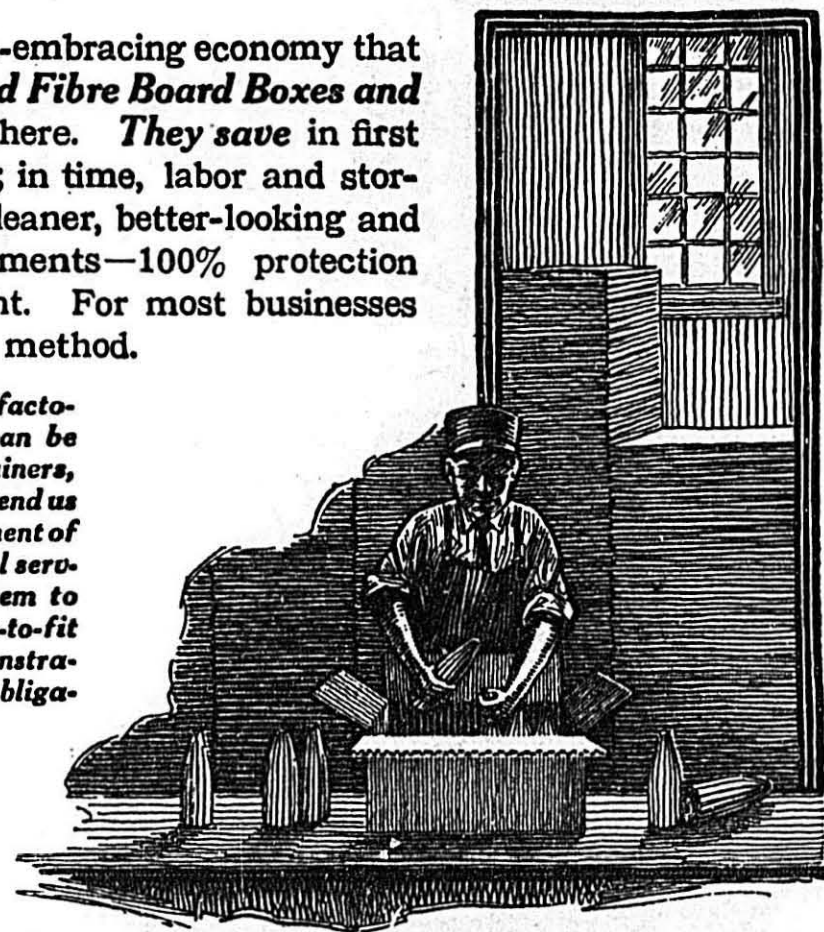
ECONOMY, as the shipper reckons it, lies not alone in a lesser first cost of containers. *Breakage*, a constant bugaboo—*time*—*labor*—the *space* required for box storage—the *general efficiency* of the department—must *each* be reckoned into packing costs. Upon such a basis only can economy be rightly rated.

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LET us show you how satisfactorily your packing needs can be served with *H&D boxes, containers, tubes, pads, and partitions*. Send us collect, a typical sample shipment of your products, and our special service department will return them to you prepaid, packed in a made-to-fit *H&D Box*. This is a free demonstration and places you under no obligation.



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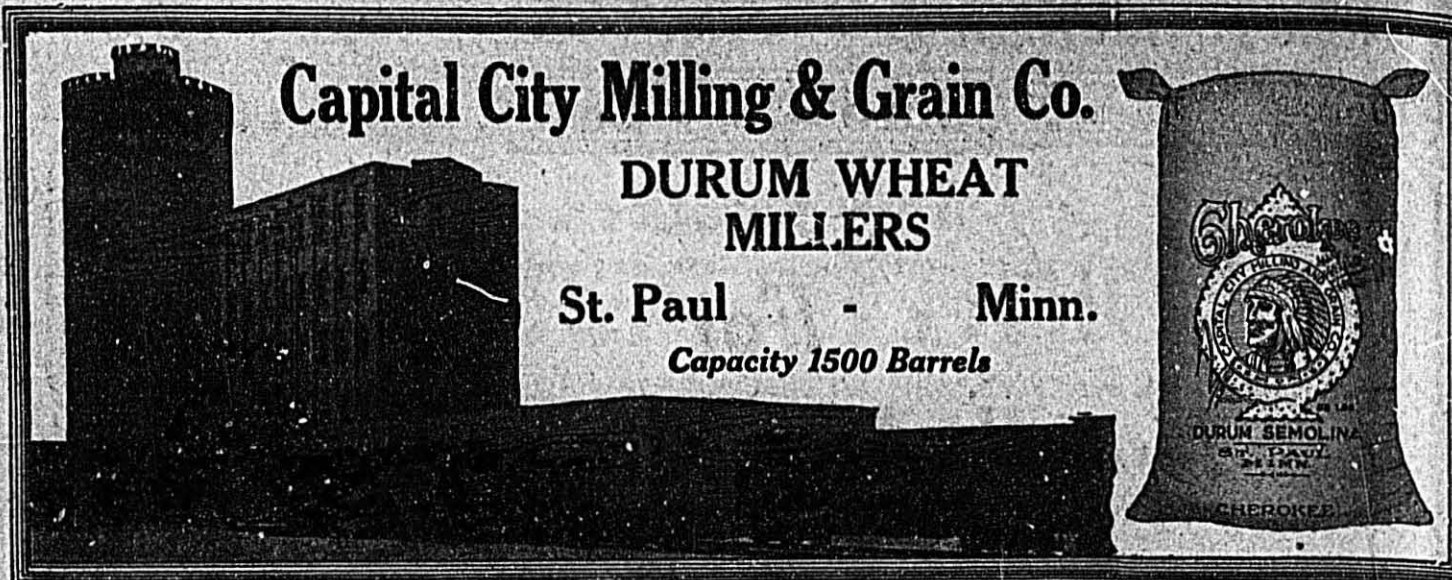
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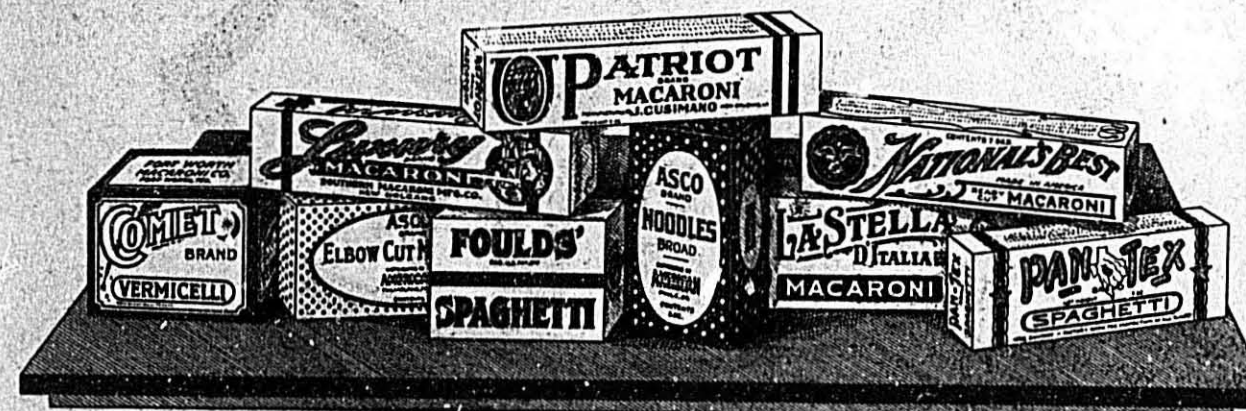
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Quality like blood tells in the long run.

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

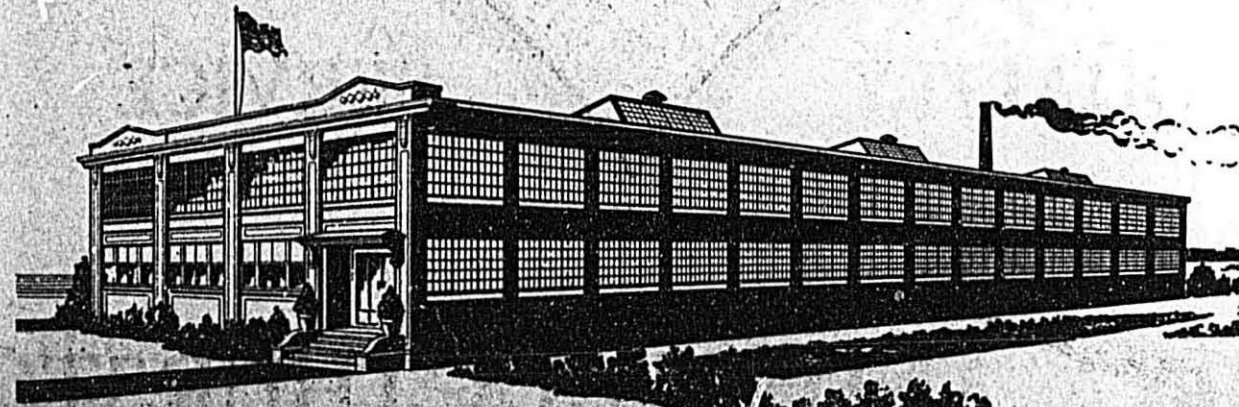
While price is an essential factor, it is *Quality* that makes the lasting Customer—the biggest asset in any business.

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MACARONI JOURNAL

Looking Forward

A sigh of relief from the entire Alimentary Paste Industry in this country mingled with similar manifestations from practically every line of business in greeting the passing of the disastrous year of 1920, the last part of which marked what experts considered the low ebb of the period of depression that brought ruin to several and financial worries to many. History will record it as an erratic year and an abnormal one. It opened with a rush and closed with stagnation. The predictions made by the business prophets proved correct and the wise ones covered up well by judicious buying and selling.

A unanimous cry of welcome greets the new year of 1921. Optimism prevails that speaks well for all lines of business. It is expected that from now on there will be a gradual climb to normalcy. Naturally it will bring its own problems but these are overshadowed by the improvements possible. The success of each manufacturer will be commensurate with the supervision and thought given his individual business.

Looking forward from the "top of the year" it will be seen that the problems that the Industry must solve are:

1. Obtaining proper credits.
2. Meeting foreign competition.

In a small way, but with promise of a gradual augmented movement, the importation of alimentary pastes from Europe, particularly Italy, is beginning to get under way and promises to become the most important factor affecting the welfare of the Industry during the year. Several small shipments have already reached our eastern ports and eastern manufacturers have been the first to feel the effects.

From the same viewpoint it appears that the trouble confronting the Industry can be overcome by strict attention to the following necessary activities:

1. Direct advertising to consumers.
2. Manufacturing quality goods.
3. Watching costs.
4. Avoiding destructive competition.

In keeping with all classes of business, this Industry enjoyed its fair share of the Big Business during the prosperous war years. Prices were rising and profits were reasonably certain. With the advent of a declining market profits disappeared, unemployment increased and natural economic tendencies prompted the public to buy sparingly. Macaroni manufacturers console themselves with the thought that their product, being an economical and nutritious food, will naturally be consumed in increased amounts during these "panicky" times. Granting this to be technically true, do the people appreciate this fact? If not, you must tell it to them convincingly in direct advertisements that will appeal to those to whom economy means much. In a period of depression many make the unpardonable mistake of cutting their advertising appropriations and, what is still worse,

lowering the quality of their goods to meet a price, whereas the exact opposite should be the proper course to pursue. Advertise as individuals and join with your fellow manufacturers in general advertising with the object of increasing the per capita consumption.

One of the lessons brought home very vividly during the recent disturbed trade conditions; one that is and should be foremost in the minds of the thoughtful men in the Industry; one which has been known from the very beginning but which has been too often ignored; one that you must learn, practice and emphasize if you are to win the confidence and trade of the "real consumers", if you want to grow and enlarge, and that is—you must produce quality goods. Emphasize it strongly—not ordinary but superior goods. The manufacturers of alimentary pastes in this country have made some wonderful strides during the past few years of freedom from the keen European competition. Just how extensive this progress has been will be measured by comparisons with Italian made products that will flood our markets when importation on the prewar scale is resumed. That will be a good rule to measure our advancement by—the quality rule used by the big class of consumers of our products.

Watch your costs. Now, more than ever, should this end of the business be given attention. Eliminate everything that is non-essential. Minor improvements made here and there in your plant will result in materially decreasing your cost of manufacture. Find these weak points and strengthen them immediately. Sell at a fair price that guarantees you a reasonable profit. Changing dollars is not a paying business. Deal fairly with your employes, your distributors and your consumers. Cooperate with your fellow manufacturer in any movement that will tend to uplift the Industry and broaden the market for your goods.

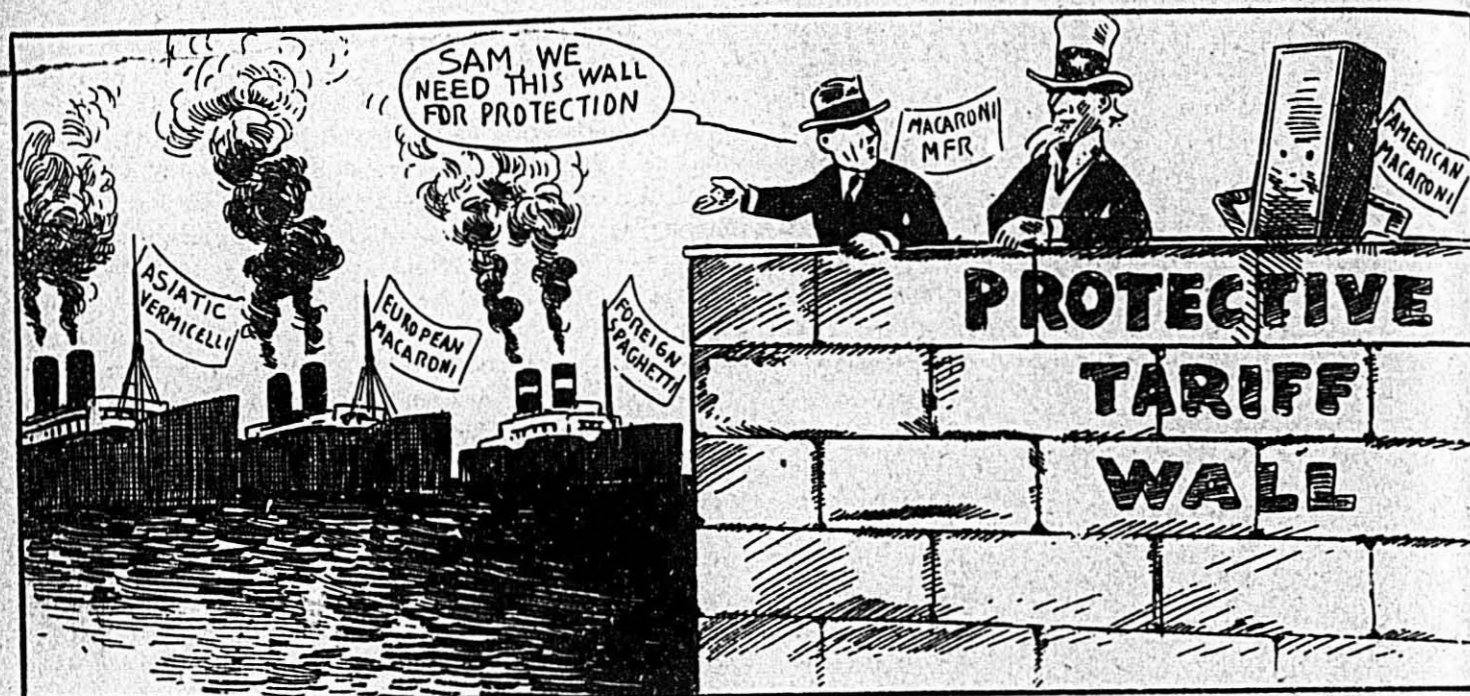
Plan and foster honest competition. Avoid the harmful cutthroat policy. It will be ruinous, not only to your competitors but to yourself. It benefits no one except those who have private and sinister reasons for encouraging this unbusinesslike policy. Stability of prices combined with high quality of products and real service to consumers will build up a business as solid and as dependable as the most optimistic could expect. Exercise care and good judgment in buying as well as in efforts to dispose of your goods. Remember that better business and, what is immeasurably to be preferred, greater peace of mind, will result from pleasing the consumer rather than fighting your competitors.

The year 1921 can be made a most profitable one by fostering a better understanding among manufacturers with a view of cooperating along legitimate lines for mutual benefit. Become personally acquainted with your fellow manufacturer and you will discover some real men in the macaroni industry—men who are sacrificing, unselfish, and ready to

back any and every movement that will uplift a business that has been hampered in its upward trend by the actions of a few selfish, thoughtless and unyielding individuals whose policy has ever been "Down the other fellow" rather than "Help him." For the help he may in turn give me". You can best get this acquaintance and inspiration for this mutual desire to help each other through frequent meetings and hobnobbing with your competitors, and there is no better place for doing this than through the macaroni manufactur-

ers association which has the welfare of the industry always foremost in mind.

With the lessons of the past before us, let us resolve that we will serve as guides to avoid the many pitfalls that are waiting the unwary; that you will manufacture the highest quality goods possible, advertise freely and pay more attention to the consumer and less to fighting your competitor. If these resolutions are carried out to you will get more pleasure and more profit from your business.



FOODS OF ITALY TODAY

Popular Viands of Historic Nation Include Much Cheese Artfully Concealed With Other Ingredients—Tomato Paste and Polenta—Secret of Macaroni and Spaghetti.

"Today's simplified menu in Italy is a far cry from the gorgeous banquets of Nero's day," said Lady Archibald Hamilton, of Mrs. Allen's School of Good Cookery, in a lecture before the members of the school, at the Waldorf.

"In those good old days, perfumed snow water was poured over the hands and the feet of the guests before they began to eat, and during the meal perfume was burned, suggesting a religious rite rather than a medieval banquet.

Cheese Dishes Popular

"Modern Italy contents itself with fruit always beautifully served and arranged, salad with a dressing of fresh olive oil which far surpasses any salad dressing I have eaten in any other country, the main dish, and cream cheese and coffee.

"Italy, as we know, uses more cheese than any other nation. Cheese forms a part of every menu, and because it is so carefully prepared we are not aware of its predominance in any menu but

rather think of it as a delightful accompaniment to the remainder of the meal.

Tomato Paste Has Many Uses

"No cheese in Italy is made from cream. The cream is always carefully extracted from the milk used in cheese making. Hence we have that very dry quality in the Italian Parmesan cheese which makes it such a delicious dressing for Italian dishes.

"One of the commonest and most popular dishes which one finds in the country homes of Italian peasantry is called tomato paste. It is made from canned tomatoes seasoned with salt and a bit of bay leaf added. It is cooked slowly to a thick cream paste over a charcoal fire and then served.

The Famous "Polenta"

"The national dish of Italy is called 'polenta.' It is made from Indian corn thickened with milk and seasoned with salt, then baked until firm, put on a board and cut into slices with string.

"It is considered bad form to cut polenta with a knife—why, I do not know and never have been able to find out.

"Christmas in Italy always means special dishes, and one of the favorites is called 'Hats-in-the-Soup.' Take equal parts of cream cheese, add one egg,

grated lemon peel, a dash of spice, salt, and combine all.

"Minced cooked chicken or veal finely, season and add butter to make a paste. Cut the cheese into rings three inches in diameter and fill with the meat paste. Cook in turkey or chicken broth and serve with broth. The meat pasties will swell a little and look like little clerical hats bobbing around in the soup.

Secret of Delicious Spaghetti

"The secret of Italian macaroni and spaghetti is to cook them in plenty of water and keep the water boiling rapidly. The same is true of rice.

"In Italy as soon as rice has been cooked thoroughly it is turned out into a tin and cold water poured over it. This makes the grains separate and avoid a sticky glutinous effect."

Lady Hamilton believes simplicity in the menu is one of the best ways to combat modern unrest in the home. Too elaborate a table means a slimmer budget for education and culture and the niceties of life. She says, it is the duty of women all over the world to see that their menu is well balanced without being costly and too elaborate.

Cultivate the habit of reading The New Macaroni Journal monthly.

New Year Views by Leading Manufacturers

Their Observations, Hopes and Ambitions

TAX IMPORTED GOODS

By Geo. J. McGee,
West Philadelphia Macaroni Mfg. Co.,
Philadelphia, Pa.

The demand for macaroni during December was disappointing. Consumption was below normal and buyers preferred to clean up their stocks and hold off as long as possible, expecting lower prices. They are, however, showing more interest and the improvement in the demand this week is noticeable.

We look for better business in all lines in the near future and think that this will increase the demand for macaroni.

It is absolutely necessary that every manufacturer take an active part in getting a sufficient duty on imported goods to protect our own industry. We cannot afford to shift the responsibility to others. All manufacturers, large or small, have the same interest at stake. To get the desired results, we must be united and now is the time to do our part.

NEW PURCHASING LEVEL

By Peter Spira,
Milwaukee Macaroni Co.,
Milwaukee, Wis.

The macaroni industry, similar to practically every line of business, is undergoing some necessary and beneficial readjustment which is sure to bring new order out of the chaos still existing and which has prevailed in this industry for the three years past.

The present price leveling process that has hit all lines of business is creating a new purchasing level. The people today are making conservative purchases in such lines where they are convinced that the decline has gone as far as it is likely to go.

It is not going to be easy to get business, though I feel that there is going to be more business than ever to get. Meet the conservative buying attitude of the public by conservative production and intensive selling.

What we need now is to stabilize prices and not to be too eager to get all the business from the other fellow by selling goods cheaper. In cases where

manufacturers are overstocked, I would suggest a shut down till surplus is disposed of.

Cooperation is what is needed among macaroni manufacturers and the sooner we get together along legitimate lines, the sooner will the macaroni industry bring success to everyone concerned.

LET'S GET TOGETHER

By R. B. Brown,
Briggs Cereal Products Co.,
Cincinnati, O.

Cooperation will spell success for the macaroni industry in America during the trying years before us and, just as certainly, continued "lack of cooperation" will spell failure and ruin. The industry cannot possibly survive much longer the exceedingly unwise and near sighted policy which has characterized it for the last few years.

We should now look the facts squarely in the face. During the war period we had the same opportunity to put our industry on a firm basis as did manufacturers in other lines, and (let us not wince) we made one grand colossal failure of it with the result that today our industry, instead of being sound and ready for the depression which every sane man knew must come sooner or later, is weakened and may be the victim of any passing ill wind.

We had the opportunity to cooperate and we passed it up with disastrous results. In the name of all that is sane and sensible, let us not make the same mistake twice. Let's get together.

TWO GOOD POINTS

By H. D. Rossi,
Peter Rossi & Sons,
Braidwood, Ill.

I wish to emphasize two essential points, one relative to the success of the individual and the other to the welfare of the association.

Individuals are sometimes most likely to overlook the very important fact that the quality of macaroni and kindred products is bounded by the quality of the raw materials. No matter how skillful the manufacturer may be, in spite of the care and attention given this

process, it remains true that the desired high quality of the finished product depends entirely upon the high quality of the raw material. This is the real starting point toward a successful business—and the manufacturer should give closer and more sustained attention to his buying than to his selling department. Selling goods of inferior quality is an expensive and unsatisfactory business.

Thinkers contend that trade associations "actually go asleep between conventions". One is often led to believe that this is true of the macaroni association. We become very enthusiastic once every year about cooperation and progressive business methods and then go home forgetting our good intentions. If some one could suggest a plan that would result in keener interest in and more substantial support of our national Association during the new year, he will have brought a blessing on the industry that every one of us will enjoy.

A squirt or two of "PEP" into our macaroni manufacturing system will prove just the tonic that our industry needs.

TROUBLES MULTIPLYING

By John Mercurio,
Mercurio Bros. Spaghetti Mfg. Co.,
St. Louis, Mo.

Fellow manufacturers who were wont to complain about conditions in the industry several years ago, will agree that the troubles have multiplied within the past few months. While many of us fear the disastrous effect of the resumption of macaroni importation from Europe still, in my opinion, the real cause of our troubles will be found on this side of the Atlantic.

Summed up in a few words, our troubles are caused by overproduction combined with decreased consumption. Plant after plant was established during the war years until today the capacity is far in excess of the demand, with the result that many factories are forced to operate on a part time basis. Evidently little thought was given this business by the new entrants because conditions have not been and are not now very bright. Many of these new concerns are stock propositions, profits

being expected from that source rather than from the sale of their products.

In 1913 per capita consumption of alimentary paste products was estimated at 6 lbs. This decreased during the war. If statistics were available, they would unquestionably show the present per capita consumption of alimentary paste products nearer 4 lbs. Many of us had figured that the heavy buying by our government for use in our military forces would increase the popularity of this food. Unhappily, this has not been the case. Either the quality purchased was inferior or, what is perhaps nearer the truth, the cooking was not properly done through lack of knowledge or haste in preparation. The result has been that soldiers and sailors did not acquire a taste for our products that most of us hoped for.

Jobbers and their usual private brands are of little help to the industry because price rather than quality is their prime objective. In their effort to obtain goods at a price, they pit one producer against the other, so that he alone benefits. The manufacturers involved not only lose deserving profits but, what is still more important, friendship and respect for one another.

The "dumping" practiced by large concerns, in order to keep their plants running, injures the industry as a whole. How can these firms sell at a profit against local factories? Take St. Louis, for instance. How can an eastern, northern or western concern compete with the large plants situated here and selling direct to the local trade? They must overlook excessive freight costs, brokerage, specialty men's expenses, advertising, sampling costs and other expensive sales features that must be overcome to place them on an even footing with the local manufacturer.

In my opinion the small manufacturer will have all the best of it for the next few years. The large manufacturer with his overproduction, weighty overhead, heavy selling cost and mounting freight rates, will find his troubles multiplying. Add to this the cutting down of government buying and the elimination of practically all the export business and you place a weight on this branch of the industry that is a load indeed.

The average American housewife, including her of Italian birth, has become imbued with new fangled ideas and remains in the kitchen not a minute longer than is absolutely necessary. The

result is that food formerly served daily is now prepared only occasionally, and macaroni has had its share of neglect along this line. The greatest benefit that any one person or group of persons can render to the macaroni industry is to work out a scheme that will increase consumption and will, for the time being, discourage the opening of new plants by publishing what all of know to be the truth, the fact that there is already TOO SMALL CONSUMPTION and AN OVERABUNDANCE OF PRODUCTION.

SOMETHING WRONG SOMEWHERE

By Fred Becker,
Pfaffmann Egg Noodle Co.,
Cleveland, O.

While there is much to be said about the bad conditions now existing in the macaroni industry, my thoughts revert to what has transpired between our Niagara Falls convention and today. At that convention every manufacturer present held and contended that macaroni could not be manufactured to be retailed profitably at 10 cents per package, even if it contained only 5 ounces. Now I want to ask, "Have the raw materials entering into macaroni and the cost in general declined since that meeting to the extent that the manufacturer can now put up an 8-oz. package to retail for 10 cents?" There is a nigger in the woodpile somewhere; either our contention at Niagara Falls was wrong, or the manufacturer who sells 8-oz. packages for \$1.80 per case is wrong.

If we had never met there, I think that macaroni manufacturers would think a whole lot more about the principle for which the association stands.

INCREASE CONSUMPTION
By H. H. Beachly, Adv. Mgr.,
Gooch Food Products Co.,
Lincoln, Neb.

If the macaroni industry of America is to grow the consumption of macaroni must be increased. The best way to accomplish this is to teach Americans more attractive ways of preparing it for the table.

Today, million of Americans know macaroni only as it is served in hotels and restaurants and in private homes by cooks who have never learned to prepare it in appetizing ways. Macaroni and cheese is the most familiar com-

bination and, as usually served, is a most unappetizing dish, flavorless, and often the cheese is stale and tough.

When American women learn that they can economize by serving macaroni cooked with meat and in various other attractive ways, they will serve it often and their families will enjoy it more.

Many industries have increased the consumption of their products by teaching women new ways to use them. This has been done by the citrus fruit growers and by the coffee, rice and apple producers by means of advertising. The macaroni industry would be benefited by the same methods but the campaign should be adequately financed, well planned and carried through.

If a cooperative plan is not practical at this time, each manufacturer can lay out his individual advertising on the educational plan and can publish new recipes, which should be thoroughly tested. Accompanying each recipe should be a line telling how many persons it will serve.

Instead of worrying about competition, let us all put our shoulders to the wheel and build a bigger, broader market. Then there will be business enough for all.

POORLY MANAGED BUSINESS

By John G. Elbs,
Woodcock Macaroni Co.,
Rochester, N. Y.

In my short career in the macaroni industry I have come to the conclusion that, as a general proposition, the macaroni industry is the poorest business managed industry that I have ever come in contact with or heard of. It seems to be the aim and desire of the package macaroni manufacturers to see how cheap and how low a grade of macaroni they can manufacture and sell for price only, to compete with, they say, the bulk macaroni manufacturers. This is not for the public good as macaroni is today one of the leading food articles of the country, said to be the most nutritious and health building food packed for consumption.

I am of the firm belief that the macaroni industry needs a thorough business cleansing, not only for the good of the public but to put it on a profitable business basis in order to be fair and honest with all whom it comes in contact.

I am not here to advise the executives of the various macaroni concerns as to how they shall run their business, but

SEMOLEON
MEANS MONEY



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

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

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

Shane Bros & Wilson Company
Minneapolis - - Minnesota

No. 2 Semoleon
Imperial Rome

SEMOLEON
MEANS MONEY



No. 3 Semoleon
Amberole

will never concede that it is necessary to do business in the manner and fashion in which I have known some other macaroni manufacturers to conduct their business.

PAST AND PRESENT
By Max Abramchik,
San Antonio Macaroni Factory,
San Antonio, Texas

I have been in the game of manufacturing macaroni and like products since 1904. The macaroni industry may be compared with boats borne on the swift current of the river of Time. Whether the boats sink or swim is a matter of intense interest. Our interest is usually so intense on this subject that we can think of nothing else with any zest. Hence we study our own problem of navigation and watch our neighbors to see if they succeed or fail.

The macaroni manufacturers have produced many different varieties of macaroni, distinguished by differences in quality, but they have failed to increase its consumption. Rather, the consumer's taste and judgment have been spoiled; he never knows how much body building nutriment is derived from the various brands on the market, with all the hustle and bustle of short cutting, price cutting, quality cutting and cutting of the contents of packages.

Any industry abused, injured, or neglected, inevitably affects the welfare, health and ultimate success of the entire country. Any industry must systematically protect the elements that are vital to a successful industrial development at large.

The manufacture of macaroni is of great importance to Italy, where it is one of the principal articles of home consumption. Why? Because the Italian macaroni has always been made of a high durum patent mixed in with a hard red wheat from the Black sea coast; hence the creation and enormous consumption of a national, wholesome and nutritious food.

We often hear our contemporaries say that the macaroni business of the United States is still in its infancy. Well, how long is an industry doomed to wear knickerbockers?

The greatest of our many problems of today is the relationship between the employer and the employe and, next, the action of the individual manufacturer toward his contemporaries. Success lies fundamentally in scientific management; insuring competent

and contented workers and cutting costs. Keeping up quality should be the principal idea of each manufacturer.

A campaign by macaroni manufacturers all over the country should be separately organized in each state. Real accomplishment is always preceded by combined effort and intelligent planning. The general who wins a great campaign is the one who has accurate maps of the country.

No man can visualize all of the problems arising out of the terrible war. However, business is gradually growing better and many troublesome problems are abating. The thing to do now is to get back to normal conditions. We are approaching the season of productivity. Indications point toward better times and the coming of saner business.

AMERICAN MACARONI FOR AMERICANS
By J. A. Perkins,
Warner Macaroni Company,
Syracuse, N. Y.

American macaroni manufacturers should devise some plans to educate the American housewife to use more macaroni and its kindred products in her regular weekly menu. By good, consistent reasoning we should be able to convince them that macaroni is, in fact, a highly nutritious food and when properly prepared, is a delicacy thoroughly enjoyed by most everybody.

Make them try to forget the idea that it is a foreign dish. Create the thought that it is a substantial American food, made from choice wheat by Americans for Americans. When we create the desire for macaroni, we naturally increase its consumption, and in turn, more factory production for us all, and we all can get our share in proportion to our own efforts.

This continual wrangle about the other fellow and his selling methods is mostly mythical and is generally the come back of a poor organization.

Italy will soon be exporting her pastes into the United States and if something is not done in the near future for American macaroni, in creating the consumer's demand, we will be "out of luck" as the doughboy expresses it.

It's high time the manufacturers got together and looked the situation over critically and worked along the lines of "consumer interest". When this is done, the macaroni salesman will not get cold feet and receive the "go-by",

the grocer will not get sore eyes from shelves piled high with several brands, rapidly becoming antiques. When the grocer cannot move his stock because of lack of consumer demand, the manufacturer's outlet is blocked. Why not sell the ultimate consumer—the intelligent American housewife, through correct educational propaganda?

EDUCATE THE CONSUMER
By John L. Fortune,
Fortune Products Co.,
Chicago, Ill.

The most vital thing needed in the macaroni industry, to my mind, is the education of the people to the fact that macaroni is the most economical as well as the most wholesome food we have. That instead of its being served as a side dish, the meal should consist principally of macaroni.

The consumption of macaroni would be greatly increased if the public were educated in the proper methods of cooking and serving. I am heartily in favor of a National Advertising Campaign that I hope to see begun in the very near future.

A good Resolution—Resolved, that I will subscribe for my trade paper as the proper way of starting off my 1921 business.

October Macaroni Trade

Importation of macaroni, vermicelli and similar preparations in October 1919 was 104,631 lbs. valued at \$12,895. In October 1920 we imported 82,543 lbs. valued at \$10,338.

For the 10 months ending October 1919 the U. S. imported macaroni products to the amount of 748,831 lbs. valued at \$81,745 and for the same period in 1920 we imported 561,782 lbs. valued at \$75,585.

In October 1919 we exported 943 lbs. of macaroni and vermicelli valued at \$203. For the 10 months ending with October 1919 we exported 39,054 lbs. of macaroni products valued at \$6,558 and in the same period in 1920 we exported 72,088 lbs. valued at \$9,825.

On Oct. 31, 1920, there remained on hand in the U. S. customs warehouse only 195 lbs. of macaroni, vermicelli, etc. valued at \$41, as shown by figures compiled by the department of commerce.

Have you paid your subscription for 1921?

COMMANDER

SEMOLINAS

DURUM PATENT

and

FIRST CLEAR FLOUR

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

Ask For Samples

Commander Mill Company
MINNEAPOLIS, MINNESOTA

Dilemma No. 2

Referring to an article appearing in the December issue of the New Macaroni Journal under the caption, "A Manufacturer's Dilemma", John Mercurio, president of the Mercurio Bros. Spaghetti Mfg. Co. of St. Louis, writes:

"If the author of the article 'A Manufacturer's Dilemma' is bored or troubled by such little things as those mentioned there, I wonder how he will stand up under the many perplexities that will come his way after he has started production. It is but natural for the semolina manufacturers, the machinery builders to claim that each has the leading article in his respective line, as it will be natural for him and is natural for us to claim that we make the best alimentary paste products ever eaten.

"But here is a problem that is perplexing me. Here is one that needs the attention of all manufacturers and one on which I would like some light. I have in my possession two price lists just recently sent out by two manufacturers; one lists macaroni, etc., in bulk at 15 cents per pound, while the other has a price list offering 10 pound boxes at 80 cents less 10 per cent. Now just note the difference. This is a 'dilemma' indeed. By what rules of reasoning can there be any good reasons for both prices. Between 7 cents, the quotation of one manufacturer, and 15 cents, the offer of another, there is a difference of 8 1/2 cents on a pound.

"I know and everybody knows that there can be no such difference in the cost of manufacture; we can almost agree that there is only a slight difference in the purchase price of the raw materials. Why, oh, why, this big margin in selling! Kindly publish this puzzle so that some manufacturer may throw some light on this perplexing situation."

Belgian Imports Small

While during 1918 Belgium proved a good market for alimentary pastes, the readjustment of its internal affairs permitted plants to be established to partly supply the domestic demands so that the 1919 purchases of these products abroad reached a low ebb. In 1919 nearly 3,500,000 pounds valued at \$,615,000 francs were imported as against 620,000 pounds valued at 676,500 francs exported or reexported the same year.

Insist on a FOUR CENTS PER POUND tariff duty on imported goods.

MACARONI QUESTIONNAIRES

The United States tariff commission, in its effort to obtain reliable data on macaroni manufacture in this country for presentation to congress, has issued two questionnaires to all interested in the manufacture and distribution of alimentary paste products in this country. One of these covers the cost and extent of domestic manufacture while the

other deals with importers and importations.

Macaroni manufacturers who have either failed to receive or to fill out the questionnaire should immediately do so and send it to the U. S. Tariff Commission, Washington, D. C. Make use of questionnaire given below for this purpose:

Questionnaire To Manufacturers

- 1. When did you first begin to manufacture alimentary pastes?.....
2. The present rate of duty on all alimentary pastes, (macaroni, vermicelli and all similar preparations) is 1 cent per pound. Do you consider this a proper duty?..... If not, what changes do you suggest?.....
3. State the kinds and amounts of each group of alimentary pastes manufactured by you in the calendar years 1914 and 1919.
Kind 1914, lbs. 1919, lbs.
Package goods
Bulk goods
Pastes with eggs
Pastes without eggs
4. Name the kinds and amounts of each raw material used during the calendar year 1919. Semolina.....lbs. Farina.....lbs. Flour (durum).....lbs. Other Flours.....lbs. Eggs..... Other raw materials.....
5. Is any of the raw material used in the preparation of the finished product manufactured in your establishment?..... If not, where is it obtained?.....
6. Prior to the European war, did you consume any Italian manufactured semolina or durum flour?..... If so, about how much annually for the following years:
1911....., 1912....., 1913..... 1914.....
7. Does Italian bulk macaroni bring a higher price in this country than the domestic bulk macaroni?..... If so, what in your opinion is the basis for this difference?.....
8. Do you know of any special legislation promulgated by any foreign government which serves as a subsidy, directly or indirectly, to the foreign manufacturer of alimentary pastes?..... If so, indicate its character.....
9. Do you find it necessary to have the case and label of your bulk macaroni conform to the Italian case and label?..... If so, to what extent?.....
10. Do you find Oriental competition in alimentary pastes (with or without eggs) a factor?..... If so, explain to what extent.....
11. In what respect does the foreign producer have an advantage over the domestic manufacturer?.....
12. Do you have any difficulty in obtaining a sufficient supply of durum semolina?.....
13. What grade of raw material makes the best macaroni?.....

(Name of person furnishing information)

(Position)

WASHBURN'S BILL DURUM SEMOLINA Fine Medium Coarse Eventually Why Not Now? WASHBURN CROSBY CO. MINNEAPOLIS, MINN.

Questionnaire To Importer

(In case the questions asked do not bring out fully the problems involved, please feel at liberty to add supplemental material.)

- 1. The present rate of duty on all alimentary pastes (macaroni, vermicelli and all similar preparations), is one cent per pound. Do you consider this a proper rate of duty?..... If not, what changes do you suggest?
2. In 1914, was the importation of macaroni and other alimentary pastes an important part of your business?.....
3. In 1919 did you import any alimentary pastes from the Orient?..... If so, does the imported product enter into competition with it?.....
4. Do you handle domestic macaroni and alimentary pastes?..... If so, does the imported product enter into competition with it?..... Explain.....
5. Is the imported product superior to the domestic?..... If so, in just what respects?.....
6. Is the foreign method of packing, or the foreign case and label more acceptable to the consumers of macaroni in this country?..... If so, how can this be accounted for?.....
7. What was the average difference in price between domestic and foreign macaroni in 1914?.....
8. Do you or did you re-pack for retail trade any foreign bulk alimentary pastes?..... If so, indicate to what extent.....

(Name of person furnishing information)
(Position)

It is vitally important that questionnaire be answered accurately and promptly. As the macaroni industry is to be represented at the various hearings on macaroni tariff by the director and the advisory board of our National Laboratory it would be well for all firms to send a duplicate of the answers made to questionnaire to Dr. B. R. Jacobs, Director, 1731 H. Street N. W., Washington, D. C.

While it is true that information given by you is confidential, we should

be equally ready to place confidence in Dr. Jacobs so that he may be in a position to promote our cause in an intelligent manner. Firms unwilling to file copy of questionnaire with Dr. Jacobs should at least be willing to authorize the tariff commission to permit Dr. Jacobs to see the original. The tariff commission otherwise will consider information as absolutely confidential, permitting it to be seen by others only when specific consent is given by the manufacturer.

Olive Oil Trade Organized

The Olive Oil association of America, formed as a war organization to cope with the difficulties which arose then, has been made a permanent body and the name has been changed to the Olive Oil Importers association. At a recent meeting in New York the following officers were elected: President, R. U. Delapenha; vice president, L. J. Scaramelli; treasurer, G. F. Romeo; secretary, C. A. Test; directors, Santiago Briones of Santiago Briones, Henry Brunie of F. H. Leggett & Co., Henry W. Caragol of

M. Caragol & Son Inc., R. U. Delapenha of R. U. Delapenha & Co. Inc., J. E. De Redion of Ricardo Gomez & Dietlin Co. Inc., George O'Hara of La Manna, Azema & Farnan, G. F. Romeo of F. Romeo & Co. Inc., L. J. Scaramelli of Scaramelli & Co. Inc., Christ Staikos of Lekas & Drivas Inc., C. A. Tosi of P. Pastene & Co. Inc., Louis Weigert of Musher & Co. Inc., A. Zucca of Zucca & Co. Inc.

Plenty of reason for the organization to be continued was found, as trade problems of all sorts are still to be settled and cooperative endeavor is necessary to this end. The by-laws were

changed to make eligible for membership any individual, firm, copartnership or corporation dealing in olive oil, whether presser, dealer, exporter, importer or distributor. The association is maintained to foster and develop the olive oil industry; to cooperate so as to maintain healthy competition and depress fraud; to endeavor to regulate the trade for the benefit of those in it and for the general good of the public and to render whatever assistance is necessary the federal government.

The association will be national in scope of operation and membership. One of the first problems to be considered will be extending the sale of olive oil and reducing prices in the primary markets.

The first annual convention of the association will be held this month in Atlantic City.

Something to tell the public—Not that your brand is the best but that ALL macaroni is good.

The Alphabet of Success

- Attend carefully to details.
Be prompt in all things.
Consider well, then decide positively.
Dare to do right, fear to do wrong.
Endure trials patiently.
Fight life's battles bravely.
Go not into the society of the vicious.
Hold integrity sacred.
Injure not another's reputation.
Join hands only with the virtuous.
Keep your mind free from evil thoughts.
Lie not for any consideration.
Make few special acquaintances.
Never try to appear what you are not.
Observe good manners.
Pay your debts promptly.
Question not the veracity of a friend.
Respect the counsel of your parents.
Sacrifice money rather than principle.
Touch not, taste not, handle not, intoxicating drinks.
Use your leisure for improvement.
Venture not upon the threshold of wrong.
Watch carefully over your passions.
Extend to every one a kindly greeting.
Yield not to discouragement.
Zealously labor for the right, and success is certain.

Educate the consumer to serve macaroni daily.

When You Want Quality and Service

Buy

NOMCO

Durum Products

Farina
Semolina
Flour

Write or wire for samples and quotations.

Northern Milling Company
Wausau, Wisconsin

What Are Vitamines? Is Answered Best by Telling What They Do

"What are vitamines?"

This is a question asked repeatedly since the importance of these compounds in foods has come into prominence, but no definite answer has yet been given. Investigations by scientists at universities, agricultural experiment stations and institutions for medical research have revealed much information regarding the function of vitamines in body maintenance and building, and the parts of the various foods in which they are to be found.

Unisolated As Yet

That vitamines are compounds absolutely essential in the food, in order to maintain the weight of the body and produce growth, has been definitely proved. The lack of vitamines causes deficiency diseases, so named because they are due to lack of something in the diet. Vitamines are present and are needed in such small quantities in the food that chemists have not yet been able to isolate them from the many other compounds which are in foods. For this reason, we know very little of the actual character of vitamines.

According to Dr. Carl O. Johns, formerly in charge of nutrition work in the bureau of chemistry, United States Department of Agriculture, vitamines have been classified into three different types depending upon the functions which they have in promoting well-being and growth.

Three Types In All

The first type is known as water-soluble vitamines, and these are necessary to obtain growth from food. Lack of these causes beriberi, which manifests itself by disease of the nervous system and by other symptoms. These vitamines are found in seeds, in green plants, in certain bulbs and fleshy roots and fruits, and in milk and eggs, as well as in certain organs in the animal body. The seeds referred to include beans, nuts, and the various cereal grains. When cereals are highly milled to obtain a very fine white flour, a large part of the vitamines may be removed. Vitamines are also lost when rice is polished in order to remove the outer layers which contain most of the vitamines. It is for this reason that a diet consisting mainly of polished rice may cause beriberi, while unpolished rice does not cause this disease.

(And for the same reason, macaroni products made out of coarse ground wheat, semolina, grades high in vitamines, and they thus become one of the necessary foods for mankind. Manufacturers and distributors knowing it to be true have made use of it in advertising this fact to the consumers, and others should not overlook this advantage.—Ed.)

Xerophthalmia

The second type is known as fat soluble vitamines, and these are found in butter, eggs, milk, and in certain animal organs such as the heart, kidneys, and liver, and to some extent in other fats as well as in green vegetables. They also exist in smaller quantities in certain seeds. When fat soluble vitamines are absent from the diet, animals and man are subject to a disease of the eyes, which appears to be related to xerophthalmia and which, if prolonged, may produce blindness.

The third type is known as antiscorbutic vitamines—that is, those that prevent scurvy, which manifests itself by disease of the bones as well as in other ways. These vitamines are found in oranges, grapefruit, lemons, and other citrus fruits, and in green vegetables, such as tomatoes, spinach, and lettuce, and in eggs and raw milk. The drying of vegetables frequently destroys the activity of the antiscorbutic vitamines. The best source of vitamines is in the leafy parts of vegetables, and this is one of the reasons why spinach, lettuce, and cabbage are valuable foods.

Watch Your Waste

Big wastes are the result of carelessness in small things. Long ends of thread, breakage and throwing away of spools not entirely emptied; cements and blackings kept in open dishes and carelessly applied; tacks and nails that become rusty, or are carelessly scattered over the shop floor; sand paper used too green or kept in a damp place; all are, in themselves, small things yet many profits in the repairshop find their way to the waste barrel through these mediums. These may be the little leaks that will sink your business into financial failure, just as a small leak may sink a great ship.

Home is where a man is treated best—and acts the meanest.

Carelessness and failure are twins.

Tie a can to your cannots.

Trade Mark Lawyer Revels in Laughable Argument for Client

A well known lawyer of Chicago filed an argument when he made an application to register a trade mark for "Limestone Brand," a cathartic medicine, which was denied by the examiner of trade marks on the ground that it contained no limestone, as though anybody would want to take limestone as a cathartic. When he wrote back and said that it contained none, then they said it was deceptive. So he prepared a remarkable brief on the subject, which included the following statements:

"Ivory is a good trade mark for soap not made of ivory. Gold Dust Washing Powder is not made of gold. Old Crow Whiskey is not distilled from crows. There is no bull in Bull Durham. Royal Baking Powder is not used exclusively by royalty, nor is Cream Baking Powder made of cream. Pearlina contains no pearls, and White Rock is water.

"There is no cream in cream of tartar, in cold cream or in chocolate creams; no milk in milk of magnesia, in milkweed or in cocoanut. These are all as remote from the cow as the cow-slip.

"There is no grape in grapefruit nor bread in breadfruit. A pineapple is neither pine nor apple; a prickly pear is not a pear; an alligator pear is neither a pear nor an alligator, and a sugar plum is not a plum. Apple butter is not butter. All the butter is taken out of buttermilk, and there is none in butternuts, or in buttereups, and the flies in the dairy are not butterflies. Peanuts are not peas,—and it is doubtful if they are nuts. Sailors wear peajackets—peas do not,—they have peacods, which by the way, are not fish."

Too Much Boss

Repairers who are also employers should bear in mind that the best work cannot be obtained from men who are subjected to constant nagging. A few diplomatic suggestions will bring much better results from the workmen than a constant harping upon your pet hobby. Too much bossing will keep the men under you in constant state of irritation, whether apparent or not, and will serve only to give you a reputation for being a crank and desirable men will not seek employment in your shop.

SEMOLINA

FROM PURE

DURUM WHEAT

Coarse Medium Fine

Ask For Samples

Our Location Enables Us to Quote
Attractive Prices

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

Get in touch with

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

Produce Exchange
Board of Trade
Lytton Bldg.
Williamson Bldg.
Pierce Bldg.

Bourse

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

CROOKSTON MILLING CO.

CROOKSTON, MINN.

TIMELY MIXER ADVICE

One of Most Useful Units in Plant Apt to Become "Rattly"—How to Maintain Usefulness and Lengthen Life of Machinery.

The high cost of machinery that the macaroni industry has had to contend with the past few years has proven a blessing in disguise to the thoughtful manufacturer, in that he has been compelled to study his machines with a view of lengthening the years of service of each unit. To the careless manufacturer the increased cost of new parts and new units has proved an added expense that might have been reduced to a minimum, or practically eliminated, had he given the mechanical end of his plant only a small percentage of the close attention usually given other departments.

Mixer Is Abused

Take the mixer, for instance. This is one of the most useful and essential units in the plant, yet it is oftentimes the one most neglected. In the larger plants an engineer or attendant is usually employed to care for the machinery, and these plants have proportionately less trouble than do the smaller manufacturers who usually act as general overseers. One of the most common defects in an uncared for mixer is that of becoming loose or "rattly".

A macaroni machinery expert who has seen long service with one of the leading concerns supplying the industry offers the following advice relative to the care of this troublesome machine:

PRACTICAL HINTS BY EXPERT

Two identical mixers, equally solid in construction, placed in two different plants, will show a great variance in service due to attention or lack of attention given them by their operators. One may be ready for the junk pile within a few years while the other will still be "on the job" at the end of ten years. Here are some simple rules to follow that will unquestionably lengthen the years of service of any machine:

Tighten all the parts regularly and keep them tight. Keep all bearings well oiled. Some of the mixers are fitted with oil cups, others with grease cups and still others use both systems of lubrication.

Keep Cups Filled

Keep cups filled with a good grade of medium oil, as this grade will prove more serviceable than light oil. Fill cups with best quality grease of medium hard consistency, and be methodical in

your lubrication, giving cups one turn each shift or day.

Inspect all bearings and packing. When bearings show the least sign of leaking tighten them by using the adjustments provided in the different makes of mixers.

Delays in making adjustments will not only permit leakage but will do irreparable harm to the bearings and shaftings. Salts and other minerals will corrode on these parts. If leakage is permitted to continue, "frozen" shafts or bearings will result.

Avoid "Frozen" Parts

Frozen shafts or bearings are common and are due principally to improper or inefficient oiling. Machine oil is intended for use on practically all machines. Avoid the use of olive oil, linseed oil, castor oil and kerosene, so-called lubricants that have frequently and unwisely been used, as any of these is worse than no oil at all. Permitting mixers to go unoled for months at a time is a faulty practice of a few careless operators whose plants are to be distinguished by the sound of their mixers which resembles that of a threshing machine rather than a smooth working factory unit.

Daily Attention Advisable

Any good mixer will last several years with proper care, and an occasional overhauling. A few minutes spent each day in giving your mixer the "once over" will not only extend the life of mixture of the ingredients and ultimately a higher quality finished product. the machine but will produce a better

Eastern Leaders Discuss Tariff

A special meeting of the Alimentary Paste Manufacturers association, of which Frank L. Zerega of A. Zerega's Sons Consltd., Brooklyn, is president, and Edward Z. Vermylen of the same company is secretary, was held at the Imperial hotel, New York city Jan. 5, to discuss prospective tariff legislation affecting alimentary paste products.

D. C. Roper of the U. S. tariff commission, Washington, D. C., was the principal speaker and aided the numerous macaroni men in attendance from the seaboard states in filling out the questionnaires sent out by his commission.

The bulk goods manufacturers of that section of the country, who feel that they will be first affected by the resumption of macaroni importation, were very well represented at this gathering. After a general discussion of macaroni

importation and the tariff, a duty considered sufficient to protect the domestic industry was agreed upon and a committee representing the eastern manufacturers was chosen to present their views before the U. S. tariff commission and the ways and means committee of the House of Representatives at Washington, D. C., when the schedule covering alimentary paste products is reached in the public hearings planned to be held by these two bodies.

The Traveling Salesman

The salesman is a necessary factor in every successful business. Especially is this true of the salesman who goes out from his headquarters to call on the public, says Leslie's Weekly.

You may not think so at once, but if you stop to consider the salesman's place in our domestic economy it may give you another thought.

In large measure the prosperity of the country depends upon the men who sell goods.

Many a factory or business house would come to a standstill if it did not send representatives into the field to tell the public of the merits of its merchandise.

The salesman is the pioneer in business, the missionary of trade, the advance agent of prosperity.

When he calls on you, give him a minute or two that he may tell his story. What he has to say may prove to be of great value. You have all to gain and nothing to lose by listening to him for a moment.

The salesman's life is not an easy one. He is seeking to make a living. Wife and children are dependent upon him. He is engaged in an honest and honorable calling.

Don't give him the cold shoulder. He is the door opener for trade. He can help you. Let him show you how.

If he succeeds, you profit. If he fails, you lose nothing.

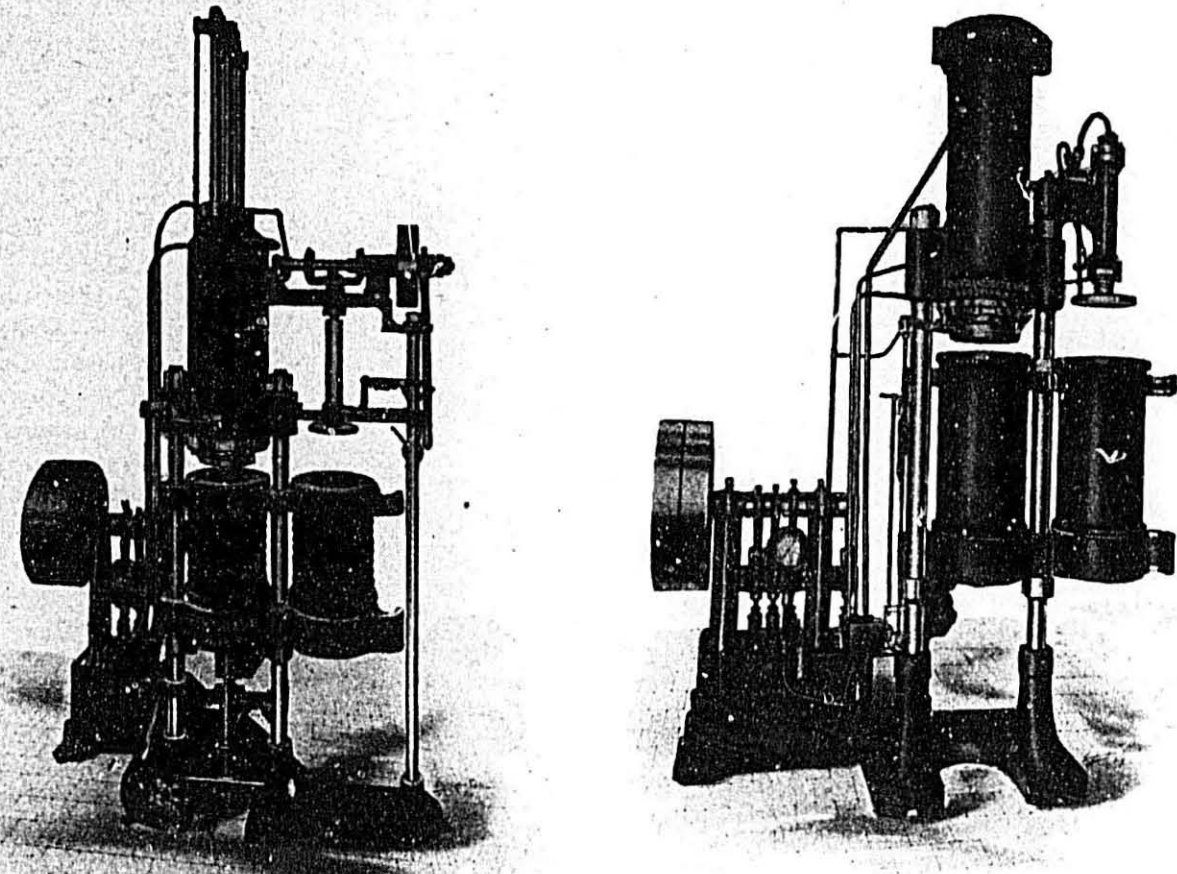
Many a man who began with selling has become the master of a big business. Selling taught him the gift of merchandising successfully. Welcome him who may teach you things you ought to know.

It is a free education for you.

Forget your squabbles and cooperate for the good of the industry.

SPEED—SAFETY—CLEANLINESS

Guaranteed to Users of
De Francisci Macaroni Machinery



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

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

Macaroni Machinery of all kinds

Made by

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

Manufacturers of Hydraulic and Screw Presses, Kneaders and Mixers.

AIMS AT MARKET HERE

Italy Shows Postwar Activity That Looks to Reestablishment of Paying Macaroni Trade in United States—Article Outlining Progress and Promises.

The Italian Chamber of Commerce of New York has been advised that the Italian government is planning to cooperate with the Italian alimentary paste manufacturers in an effort to reestablish the lucrative macaroni market in this country, according to the Journal of Commerce. This conclusion is based on the new order issued by the Italian government permitting exportation of whole semolina macaroni in a proportion equal to the importation of wheat. This article, which tells of the extent of the macaroni industry in Italy, will be of special interest to the manufacturers of this foodstuff in this country, reading:

The Article

Before the war three-fifths of the macaroni exported was manufactured in the Naples district. There was a notable competition from Genoa and a lesser one from Catania, the former supplying a more expensive article and the latter having been overshadowed by the Naples paste owing to the greater output and better transportation facilities.

The Naples district, which includes the city of Naples, Torre Annunziata, Gragnano and Castellammare di Stabia, numbers about 130 factories, operating a total of 362 presses. These factories may be classified in two groups, those manufacturing for the export trade and the others for local consumption. The best factories are in Gragnano and Torre Annunziata and have specialized in the export trade, which requires more care in manufacture and drying to fit the product for transportation overseas.

Dried In Air

The drying is effected in the great majority of factories by natural process, in open air spaces specially provided for, where the paste on racks or on trays remains exposed to the air till hard dry. The drying is finished indoors in special rooms and requires for its completion from 8 to 12 days. Artificial drying is a shorter process, requiring less space, less time and less labor, and more economical. The drying requires the largest space of the factory, and by artificial drying the outdoors drying areas can be dispensed with. In the inside drying the heat and ventilation are more easily regulated, so that quicker results may be obtained.

Notwithstanding the economical advantages of artificial drying manufacturers have, up to the present, preferred the natural drying, which finds so favorable climatic conditions and gives better results.

In the Naples district in 1918, besides 66,000,000 pounds of flour milled, 55,000,000 pounds of semola were produced, equivalent to 48,400,000 pounds of paste, the difference representing the loss of 2-3 per cent in manufacture and shipment of semola to other factories. The most important markets for the Naples paste are the United States and the British colonies, from Gragnano alone 3,000,000 boxes, of 22 pounds each, having been shipped in a year mostly to the United States.

60% of Export to U. S.

Export trade of Italian macaroni had reached in 1913 a total of 154,000,000 pounds equal to 7,000,000 boxes, of which the United States took about 5,000,000. It was developing to an important industry, giving profitable employment to many hands. Since the outbreak of the war it has experienced trying and distressing times, on account of war restrictions, embargoes, labor troubles and financial stringencies.

During the enforced absence of Italian macaroni from this market since the war, American manufacture has had its opportunity, and was not slow in taking advantage of it. Many large factories have come into existence, production has increased enormously, and the quality improved. While it will not be an easy task for the Italian manufacturers to regain their foothold here, the traditional reputation will enable them to again become a factor on this market.

Spaghetti and Matrimony

No Italian, however indiscriminating, will ask a girl to become his wife until he knows that she can cook spaghetti in that one of the 54 ways of preparing it which pleases him most. This is the opinion expressed by Rev. G. Moretto, head officer of the St. Raphael Society for Italian Immigrants of New York, who yearly solemnizes hundreds of weddings of his fellow country men and women.

Spaghetti is no ordinary food. Rightly prepared, it is the most delicious of dishes but with too little cheese or too much tomato sauce, it is an alien to the Italian palate.

This is the reason why the "Italian-American" seldom marries an Ameri-

can girl, in fact, he usually chooses a girl from his native locality. No two regions in Italy cook spaghetti in the same manner and, to an Italian, spaghetti prepared in a way other than that of his home town is not spaghetti.

The young Italian who comes to America is often engaged to his prospective bride before he leaves Italy, or he may have known her before coming here, and then he conducts his courtship by mail. The result is the same in either case. After a few years of industrious work in this country, he has enough money saved to send for his fiancée. Upon her arrival she is received by St. Raphael Society for Italian Immigrants which makes the wedding arrangements.

Vermicelli Exports Decrease

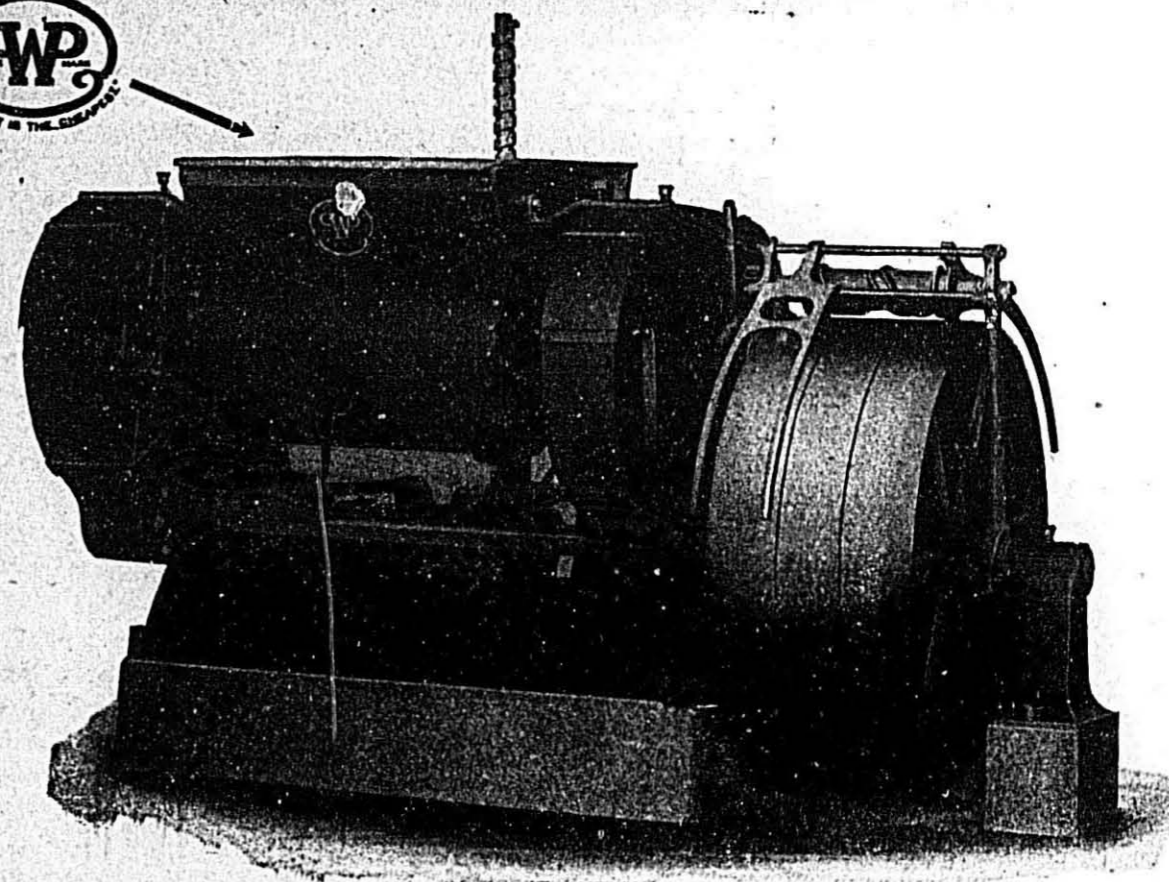
A marked decrease in quantity and value of vermicelli shipped by China to the United States and its dependencies is noted from the report of the consular agents in the Orient covering 1918 and 1919. In the former year, 98,371 pounds were exported with a declared value of \$12,949 while in 1919 this had been reduced to 73,466 pounds valued at \$8,639.

The opposite is true concerning exportations to the Philippines, where value of the vermicelli amounted to \$40,807 in 1919 as against only \$19,824 the previous year. These figures would indicate that Asiatic shippers are paying more attention to nearby markets, the thousands of Chinese coolies in these islands being ready buyers of Chinese products.

Under Oriental Control

China and Japan continue to control the vermicelli business in the Philippines, where consumers depend almost entirely on these countries for their source of supply. From the port of Shanghai alone there were 98,471 pounds of vermicelli shipped in 1918 valued at \$12,949. During 1919 this business was cut into by shipments from the states. During that year 73,466 pounds were shipped from that port to the Philippines, amounting to only \$9,639.

As an indication of the rapid gains made by American manufacturers on the vermicelli market in our Asiatic islands, note the declared exports from this country during three comparative years. In 1913 our total shipment of vermicelli amounted to only \$2,131; in 1918 this had been increased to \$19,824, while in 1919, the last statistics available show, their value reached \$40,807.



Uniformity—do you get it?

A UNIFORM "mix"—a uniform product.

You can't make a macaroni of fine color and even finish unless your mixing and kneading methods are RIGHT.

The "Universal" Kneading and Mixing Machine combines the painstaking thoroughness of the skilled hand worker with machine speed.

Develops to the full the strength of the flour. Blends and kneads the ingredients into a dough of uniform finish and texture.

"Universals" are at work in leading macaroni, spaghetti and noodle factories. Let us show you why.

Our catalog should be in your file. Write for your copy, if you haven't one already.

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

Sole Sales Agents for WERNER & PFLEIDERER Machinery

"UNIVERSAL"
Kneading AND Mixing Machines
for the MACARONI field

UNUSUAL ARTICLES OF DIET

Rat Brains, Ripened Eggs, Silkworms, Caterpillars, Snakes, Maggots, Kangaroo, Puppies, Clay, Tigers, Black Dog Flesh.

In China the brains of rats are esteemed a great delicacy. Addled eggs—or rather eggs that have been “ripened” like cheese—are also eaten, along with such queer foods as shark fins and tails, marine slugs, bats and silkworms. The Japanese are fond of raw foods, including potatoes, seaweeds and fish. Frequently fish are brought to the table still alive and are cut up and eaten without cooking at all. To serve fish hot is considered poor taste.

According to Taste

Among the savage tribes of Africa ants, caterpillars, locusts and locust eggs, usually raw, are favorite foods. Some of the native Filipinos are also fond of locusts. Another queer article on their menus is a kind of water beetle. Native Australian tribes eat snakes, worms, butterflies, snails, maggots, mice and rats, as well as the flesh of the kangaroo, the bandicoot and kangaroo rat.

How Do You Like These?

Some of the South Sea islanders think there is nothing equal to puppy soup. As is well known, the American Indians often ate dog's flesh and this is still on the bill of fare of some of the wilder tribes. In the cold Arctic regions the raw flesh and blubber of seals, whales, walrus and polar bears make up the bulk of the native diet. Such food when digested and oxidized produces a great deal of heat which of course is needed in those frigid lands.

Nature Food

Clay and other earthy materials are eaten with gusto by some of the wild natives of South America, New Guinea and the Malayan archipelago. Dirt eaters are also found among more civilized peoples but this habit usually is more the result of a peculiar kind of disease than of any natural liking or appetite for such unwholesome and often unwholesome “food.”

Real Game Fish

Some of the Malays eat tiger flesh, believing that by so doing they will acquire some of the strength and prowess characteristic of that animal. In China the flesh of black dogs is sold as a cure for consumption.—Pathfinder.

A good Resolution—Resolved, that I

will subscribe for my trade paper as the proper way of starting off my 1921 business.

Useful Pineapple Fibers

The leaves of the pineapple plant contain fine, flexible fibers that are used for making cloth and useful articles of various kinds. The bers, which are long, white and silky, are among the strongest obtained from plants. In tests strands of them have been shown to be much stronger than strands of flax of equal size. Pineapple fibers are prepared and used principally in China, the Philippines and central Mexico. Usually a plane is utilized to remove the fleshy portions of the long leaves. This lays bare the fibers and facilitates their extraction. This work is done by hand—no machine has been produced that will do it altogether satisfactorily. The next step is to steep the fibers in water. After this they are washed, dried and bleached. They are then ready for spinning. The Chinese weave the fibers into a coarse kind of cloth, similar to what is known as grass cloth. In Europe they are woven into novelty fabrics of various kinds and also into mixtures with other textiles, including silk, wool and cotton. The Mexicans use the material for making ropes, twine, thread, hammocks, bagging, etc. Fibers from wild pineapple plants are used in the Philippines for making pina cloth, a fabric that is much admired in America and elsewhere for its delicate texture. This cloth, though thin and soft, is remarkably strong and durable.

Cranberry Swamps

Cranberry land in Wisconsin bore heavily this year. Eighty acres on two islands, Stockton and Michigan, will furnish wild cranberry sauce to lumberjacks who were to open up the former island timber this winter. An immense cranberry swamp at the mouth of the Brule river, it is reported from Ashland, was full of ripe berries, where hunters frequently gather them for use on hunting trips. Pickers here have to be supplied with rubber boots, otherwise many of these swamps would have been more fully harvested. The short vines usually stand in clear, ice cold water, growing out of a mossy peat bog, where the water comes well up over the ankles of the berry pickers, although in some places it is possible to enter the bogs with little danger of getting wet. With a gunny sack and a shingle in one end of

which saw teeth have been cut, the amateur berry picker obtained his winter supplies of cranberries in a few minutes in any one of a hundred natural cranberry marshes, almost anywhere in this country of lakes and woods. No attempt at systematic cranberry picking has ever been made in this region. Some of the employes of the camps on Stockton island already have sent in sacks of cranberries to their families in Ashland.

Peanut Butter Good Food

Peanut butter, many people think, is good only for sandwich filling or for spreading on crackers and bread. It can, however, be used in many dishes that are cheap, easy to make, and very wholesome, according to home economics specialists of the United States Department of Agriculture. Moreover these dishes have the rich flavor of the peanut without the pasty texture of the butter.

Food experts have known for a long time that peanuts are rich in protein and fat, two things that the body needs. Within the last few years these scientists have also learned there are many kinds of protein and that only those which supply everything needed to make body protein can be called perfect or complete. These complete proteins are found in eggs, milk, and meat. While the protein of peanuts is not complete in itself, it becomes so when combined with that of wheat. For this reason peanuts and wheat eaten together, even in a dessert, reduce the amount of meat actually needed.

Peanut butter, in spite of its name, is just finely ground peanuts to which salt has been added and, particularly when ground at home or bought in bulk, is one of the cheapest foods on the market at present, considering what it furnishes.

Peanut butter can easily be made at home by putting through a food grinder fresh roasted peanuts from which the red skins have been removed. Salt can generally be mixed in more thoroughly if added to the nuts before they are ground. The machine should be adjusted to grind as fine as possible. If the butter is not fine enough after one grinding, it may be put through the machine a second time. Many stores are now grinding peanut butter of excellent quality on their own premises and there are also many good commercial brands.

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.

Notes of the Industry

Misbranding

According to supplement No. 88 of the service and regulatory announcements of the bureau of chemistry, Department of Agriculture, in the case of U. S. vs Mercurio Bros. Spaghetti Mfg. Co., the following decision No. 7862 was made:

On May 3, 1919, the United States attorney for the eastern district of Missouri, acting upon a report by the Secretary of Agriculture, filed in the district court of the United States for said district an information in 8 counts against the Mercurio Bros. Spaghetti Mfg. Co., a corporation, St. Louis, Mo., alleging shipment by said company, in the first count of the information, in violation of the Food and Drugs Act, on or about March 23, 1918, from the State of Missouri into the State of Illinois, of a quantity of an article, labeled in part "Sugo Brand Spaghetti 10 Ounces Net" or "10 Oz. Net," as the case might be, which was misbranded.

Misbranding of the article was alleged in the information for the reason that the statements, to wit, "10 Ounces Net" and "10 Oz. Net," borne on the cartons containing the article and regarding it, were false and misleading in that they represented that said cartons each contained 10 ounces net of the article, and for the further reason that it was labeled as aforesaid so as to deceive and mislead the purchaser into the belief that said carton each contained 10 ounces net of the article, whereas, in truth and in fact, each of said cartons did not contain 10 ounces net of the article, but did contain a less amount.

On Nov. 13, 1919, a plea of guilty was entered on behalf of said defendant corporation to the first count of the information, and the court imposed a fine of \$25 and costs. The remaining counts of the information were dismissed.
E. D. Ball, Acting Secretary of Agriculture.

Boston Gets New Plant

The Ideal Macaroni company was organized under the laws of Massachusetts in November with a capital stock of \$50,000. Besides manufacturing alimentary paste products it is the intention of the incorporators to handle imported and domestic groceries. The incorporators are Dominick Sindoni, Frank Satorella, Anthony Dentormaro of Boston and Frank Ramacosti of Somerville, Mass.

Italian Macaroni Imports

Large imports of macaroni are beginning to arrive in the New York market from Italy. This will seriously affect the American market and will undoubtedly mean a bitter war between the Italian and the American industry, says the Retail Advocate of San Francisco. There have been no importations

since the beginning of the war and the local factories are strongly entrenched, having spent many dollars in national advertising campaigns. During the first eight months of 1920 there arrived only 500,000 lbs., but now that importing has actually opened on a large scale it is thought that these will soon reach the vast sum of 83,000,000 lbs., which was imported in the corresponding period of 1914.

Fired Chef Sues Caruso

Enrico Caruso, the king of the tenors, craves only simple foods, a bit of spaghetti and some grated good cheese satisfying his gastronomic wants in most cases. Not so with his wife, who relishes a tomatoless dish now and then, especially for breakfast. And Baby Gloria has not yet become accustomed to macaroni for breakfast, preferring oatmeal. For these and divers other reasons the chef of the Caruso household was "fired" from his job in spite of the contract that had still some time to run. As a balm to his injured feelings the chef, Carlo Rogozzino, has sued the Carusos for \$850 for alleged breach of contract.

Old Company Incorporates

The New England Macaroni company of New Haven, which has been engaged in the manufacture of macaroni and noodles several years, became incorporated under the laws of Connecticut following a decision arrived at by the officers of the company last month. The corporation has a capital stock of \$200,000 distributed among the old members of the company.

"Rainbow" Macaroni

To the ordinary American consumer macaroni, spaghetti and noodles is known only in its natural, golden yellow color. However, this food is frequently made in an attractive green or red that appeals to some of our European friends. "Rainbow" macaroni, spaghetti, etc., is manufactured as is the ordinary paste, except that an admixture of ground spinach is added to the dough when "green" pastes are desired and the red kind is tinted with the blood of beets. These "rainbow"

products must be consumed shortly after the manufacturing process is completed as they spoil readily. While common in Italy these delicacies are seldom seen in this country, as they are only occasionally served in out-of-the-way Italian restaurants.

California Macaroni Co. Suits

Further litigation over the affairs of the California Macaroni Co. has been instituted by the filing in the Superior court of suits by H. Eichwald and A. M. Heineman against A. Cohn and the Northern Grain and Warehouse Co. Each plaintiff charges fraud and each asks for the return of \$25,000, with interest, which they invested in the California Macaroni Co. on May 18, 1920. Each says he was led to believe by the defendants that the corporation was in fine condition and paying large dividends. Subsequently, they say, they learned that the liabilities of the corporation far exceeded its assets.

Discontinues Durum Milling

The Sheffield-King Milling Co. of Minneapolis, manufacturer of "Gold Mine" flour and semolina, has decided to discontinue the manufacture of semolina, according to President H. H. King. Its entire milling capacity will be devoted to the manufacture of flour, in order to supply the heavy demand for this brand.

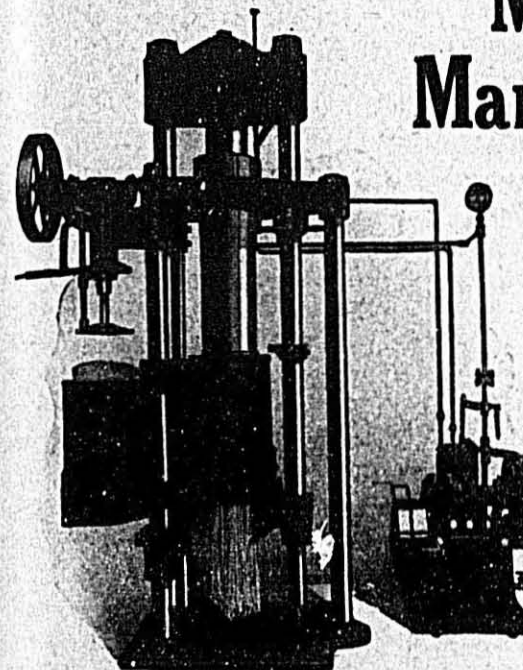
Partner Asks Accounting

Suit was filed in the district court of Leavenworth, Kan., on Dec. 9 by Martin Eggert against J. G. Brewster, his partner in the macaroni and spaghetti manufacturing concern known as the Continental Cereal Co.

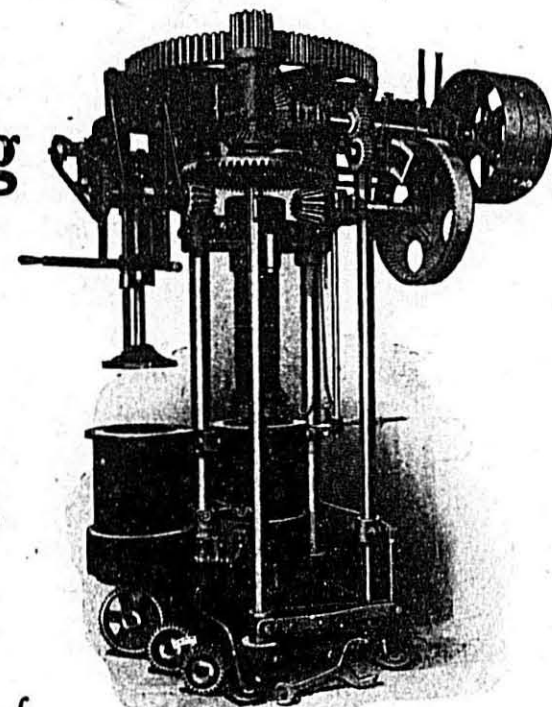
Mr. Eggert alleges that under his partnership agreement he was to receive a salary of \$100 per month plus 40% of the profits of the company; that the books of the company, which were kept by the defendant, showed a loss instead of a gain, although the business had experienced a prosperous season. On June 20, 1920, Mr. Eggert notified his partner that he wished to withdraw from the company and asked for an accounting in order that he might receive his share of the profits, but the petition

Walton Macaroni Machinery

Minimizes Manufacturing Expense



STYLE K HYDRAULIC PRESS



STYLE F SCREW PRESS

Our line of Presses, Kneaders and Mixers

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

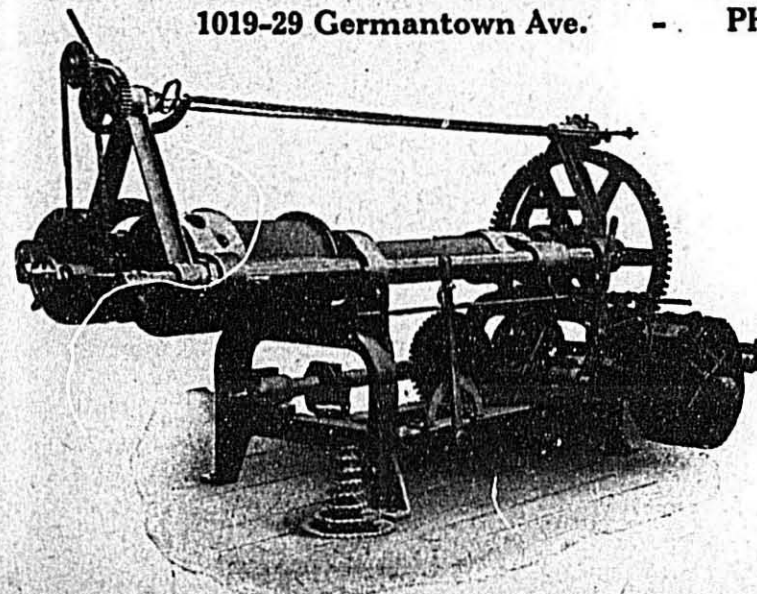
We make both Screw and Hydraulic Macaroni, Vermicelli and Paste Presses in sizes to meet all requirements. Complete machines or parts furnished promptly.

We also build paint manufacturing equipment and saws for stone quarries

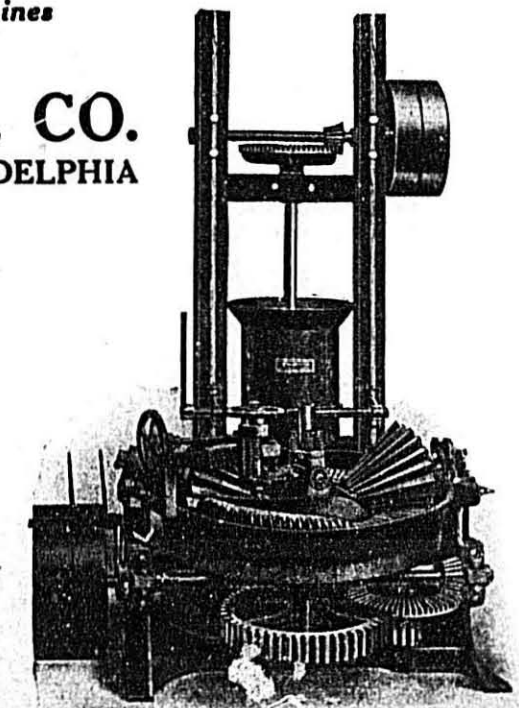
Write for catalog, stating the line of machines in which you are interested.

P. M. WALTON MFG. CO.

1019-29 Germantown Ave. - PHILADELPHIA



STYLE H HORIZONTAL CUTTING PRESS



IMPROVED KNEADER WITH PLOW

alleges that the books showed a deficit and that the defendant "juggled accounts in various respects and failed to make a complete accounting". Under the partnership agreement the defendant was to receive 60 per cent of the profits plus 6 per cent on the \$20,000 valuation of the business, making his income \$1,200 per year, or equal to the plaintiff's compensation besides profits. The plaintiff asks for a full investigation and accounting of the business in the petition filed by Attorney A. E. Dempsey.

Receiver for Macaroni Factory

The Guardian Trust Co. of Houston, Texas, has been appointed receiver for the Pan-American Mfg. Co. of that city by Judge Harvey. The appointment was made upon the application of John M. Dorrance, a creditor. The Pan-American Mfg. Co. is engaged in the manufacture of macaroni and spaghetti.

She Wasn't to Blame

The names of star baseball players have been bestowed upon everything from cigars to railroad stations, but Mme. Luisa Tetrazzini, the famous prima donna, has the distinctions of being the only celebrity to have a brand of spaghetti named after her.

November Durum Receipts

U. S. grain inspectors report arrival of carload durum and amber durum at the principal markets in November to be only a little more than half the number of carloads received in October; also that the receipts of amber durum exceeded the durum received by about 50 per cent. Another interesting point is that receipts of all grades of durum to the end of November 1920 were double the receipts for a similar period in 1919.

Amber Durum

A total of 1084 carloads of all grades of amber durum was received in November, of which 85 carloads graded No. 1, 731 carloads No. 2, and 184 carloads No. 3, while 84 carloads were below grade. Minneapolis and Duluth received 40 and 22 carloads respectively of the No. 1 amber durum with 7 carloads going to Chicago. Three-fourths of the No. 2 amber durum went to Minneapolis and Duluth with 19 carloads to Buffalo, 115 to New York and 13 to Philadelphia. Of the No. 3 amber durum, Minneapolis and Duluth re-

ceived three-fourths, with 21 carloads going to New York and 13 to Kansas City and Kansas.

Durum

Only 714 carloads of durum wheat were inspected in the month. Of this 18 carloads graded No. 1, 310 graded No. 2, and 217 graded No. 3, while 167 were below grade. Of the No. 1 durum, Minneapolis received 3 carloads, Duluth 7 carloads, New Orleans 2, Galveston 4, and 2 carloads inspected at points not mentioned. No. 2 durum was most plentiful and nearly all of the 310 carloads of this grade went to Minneapolis and Duluth, the former city receiving 42 carloads and the latter 217. The 217 carloads of No. 3 was also inspected principally at Minneapolis and Duluth, Minneapolis receiving 55 carloads and Duluth 131, with 8 carloads inspected at Galveston and 9 at Omaha.

Total receipts July to November 1920 were 8126 carloads of amber durum as compared with 5145 carloads for the same period in 1919. Of the durum wheat, 3168 carloads were inspected in the same period of 1920 as compared with 1452 carloads in the corresponding period of 1919.

Production of Peppermint

Peppermint is a favorite flavoring for candies. It is also a valuable and useful medicine. Probably everyone knows that it is obtained from a species of mint, a plant of the family which botanists designate as labiatae, comprising some 2,800 members. It is doubtful, however, if the fact that peppermint is cultivated extensively for its volatile oil and that the production of this oil is a big commercial industry is generally known. The peppermint plant thrives best in peat swamps after their soil has been properly drained and otherwise fitted for cultivation. In southwestern Michigan a large area of land was long regarded as practically worthless. Then it was discovered to be ideally adapted to the growing of peppermint and within a short time the region became the center of an important new industry. Michigan now leads the world in the production of peppermint oil, supplying three-fifths of all that is used. Peppermint is also grown commercially to some extent in New York and Indiana, also in Japan, England and Germany. Peppermint plantations are started by dropping sections of the running root-stocks of the plant in drills like seeds. When the plants bloom in early fall the

crop is cut and harvested much the same as hay. Considerable pains are taken, however, to keep out all weeds as they would spoil the flavor and lessen the value of the final product. After the plants have been properly cured they are boiled in a closed still. This bursts the oil cells in the leaves and the volatile essential oil passes over and is condensed with the steam. The yield of oil is from 10 to 40 pounds per acre. Ordinarily about 350 pounds of the "hay" must be treated to get a pound of oil.

"J' F GOING TO"

He was just going to help a neighbor when he died.

He was just going to work on the road when it rained.

He was just going to pay a note when it went to protest.

He meant to insure his house, but it burned before he got around to it.

He was just going to reduce his debt when his creditors "shut down" on him.

He was just going to stop drinking and dissipating when his health became wrecked.

He was just going to introduce a better system into his business when it went to smash.

He was just going to quit work awhile and take a vacation when nervous prostration came.

He was just going to provide proper protection for his wife and family when his fortune was swept away.

He was just going to call on a customer to close a deal when he found his competitor got there first and took the order.

THE FEET ON THE BARROOM FLOOR

Same old bar and the same old feet
In the same old place in the same old street;

Same old pose on the same old rail;
Same old drink! Shucks! Ginger ale!

Lift one leg for to save shoe leather.
Here's how. Down one altogether.
Well, old-timer, here we are
At a real Salvation Army bar.

Same old storks in the same old row,
With the same old song of "Here's a go."

Bar rail, bar keep, bar all slick,
But you'll hunt like hell for the same ol' kick. —Detroit News.

Accept criticism because it is your friend. Your enemy will flatter you.

This Motor Driven PACKAGING MACHINE Will Give You

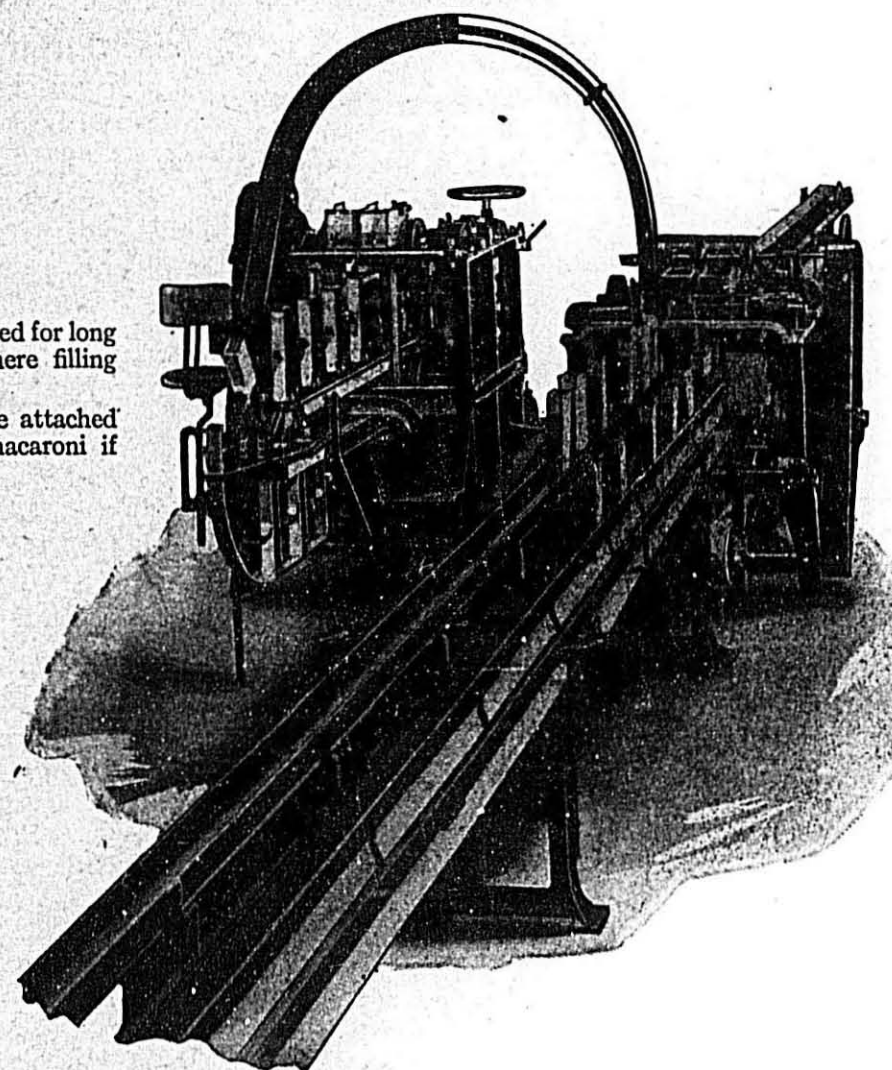
PRODUCTION and EFFICIENCY

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

DIFFER ON HAUGEN BILL

Retail Grocers Believe It Will Serve as Protection for Square Deal Manufacturer -National Association Replies to A. S. M. A. Letter.

At our national convention held in Salt Lake City in June, 1919, a resolution was unanimously passed favoring legislation that would do away with slack filled containers as outlined in H. R. 10311, popularly known as the "Haugen bill" introduced by Representative G. N. Haugen of Iowa, reads the January issue of the National Grocers Bulletin.

"This bill passed the house on Dec. 8 and is now pending in the senate, wherein food is declared to be misbranded if the package be not filled with the food it purports to contain. Reasonable variances and tolerances may be established by regulation but food is declared to be misbranded 'if it be in a container so made, formed, or shaped, as likely to deceive or mislead the purchaser as to quantity, size, kind or origin of the food therein.'

"The American Specialty Manufacturers association is opposing the bill on the ground that many foods pack down subsequently to filling and that some pack-

ages originally filled to the top become slack filled for reasons beyond the packer's control.

"Although manufacturers are urging retailers to oppose the Haugen bill on general principles, there was a good reason for the adoption of that resolution favoring just such a bill by our national convention in Salt Lake City and the retail grocer became much disgusted with a large sized package, can or container, that merely took up shelf room and in which the net weight of the contents of necessity conformed to the law but the deceit is practiced when standing alongside of another can or packages of similar weight it towers above with nothing but air to fill up the difference in space inside the container.

"In reply to an appeal for assistance to defeat the Haugen bill, National President John A. Ulmer answer secretary H. F. Thunhorst of the American Specialty Manufacturers association as follows:

"This demonstrates the necessity for closer cooperation between manufacturer and distributor. There are times when each is striving to correct certain evils wherein the various interests are bound to clash. Our association at its

Salt Lake City convention went on record as favoring this bill, the reason being that we receive many complaints from slack filled containers, especially during the past few years when some manufacturers resorted to the practice of reducing the contents of the package instead of advancing the price. I cannot see where the bill will do any harm but will serve as a protection to the square deal manufacturer."

CONFIDENCE VS. HYSTERIA

Substance of Address Delivered Jan. 17 Before National Canners by President H. A. N. Daily, National Canned Foods and Dried Fruit Brokers.

Early last summer a Philadelphia banker compared the business situation to a high powered automobile which had been running at top speed for long time and finally found it necessary to replenish the fuel tank. The above explains in a very few words present business conditions.

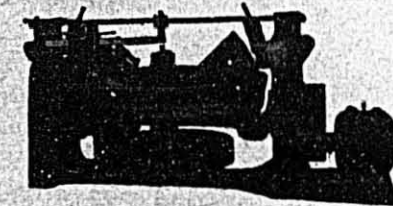
Economic writers and theorists are deluging us with technical surveys, analyses and reviews of conditions past and present, as well as guesses and predictions for the future. Every practical

Established 1861

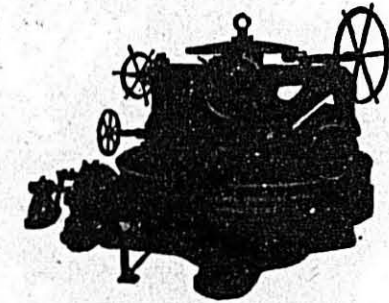
ELMES CHICAGO

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. 1549

High Grade Machinery Only



Hydraulic Macaroni Press No. 1110

Greater Output With Less Maintenance

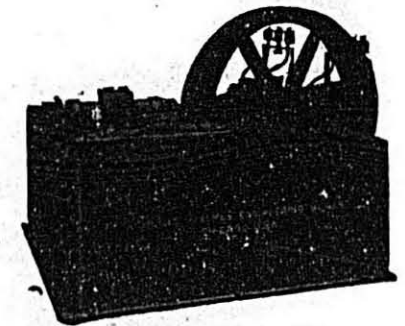


Inverted Tank Weighted Acc. No. 1232



Horizontal Dough Mixer No. 1487

Horizontal Short Cut Presses



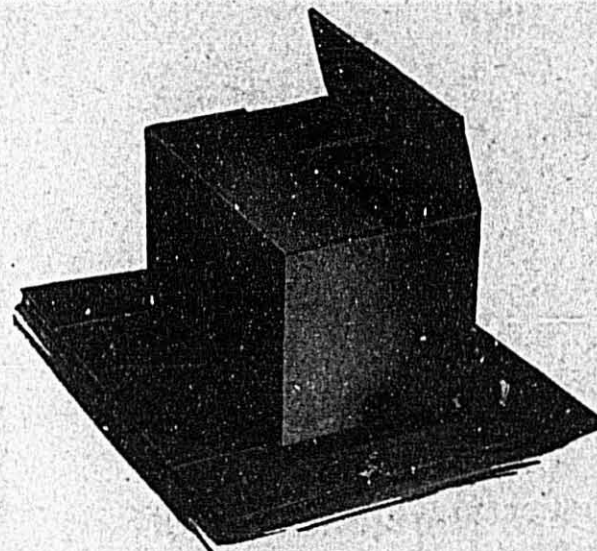
Four Plunger Horizontal Pump No. 9

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.

Corrugated Paper and Solid Fibre Shipping Boxes



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

Let Us Figure On Your Next Order

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

MONROE BINDER BOARD COMPANY

1200 Elm Avenue

Container Division

MONROE, MICHIGAN

SALES OFFICES

Grand Central Palace, New York 923 Stock Exchange Bldg., Chicago 516 Moffatt Bldg., Detroit, Mich. 815 Columbus Saving & Trust Bldg., Columbus, O.

business man in the country wants to know how long present conditions will last. Most of you have been reading and studying these various opinions. Notwithstanding the many encouraging and optimistic opinions which have been written indicating that we have probably passed through the crisis, many find it difficult to be cheerful and hopeful. The dark side of the situation is ever before them on account of their own business difficulties.

Losses May Be Reduced

It is not strange that it should be so; promises and predictions, no matter how well founded they may be, do not swell the bank balance or change merchandise into cash. It would be futile, I believe, for anyone to predict such a resumption of business in the near future as would enable owners of manufactured merchandise to liquidate their stocks without any loss whatever. While this may be improbable, it nevertheless may be possible. However doubtful such a possibility might seem at the present time, stranger things than that have happened. It is, however, well within the range of possibilities for conditions to change so that prospective losses may be reduced well below the present estimate.

It would seem as if the safest and surest way to bring about a better condition in business would be the development of a stronger spirit of cooperation among the various branches of our industry. Unfortunately each branch of the industry is concerned only with its own problems, each feels that its own burdens are heavy enough without giving any concern to the difficulties being encountered by the other divisions. In this, I believe, will be found the true explanation for much of the discontent and criticism which has been more or less general during the past few months.

Patience and Cooperation Win

Business is a big complex machine and unless every single part is functioning the whole machine is thrown out of order. It is useless to attempt to operate the machine until the necessary repairs are made. A man is not in business for any other purpose than to make the most of his own particular efforts and if he would obtain the maximum results he must realize that he is absolutely and utterly dependent upon the coordinated branches of the same industry. Much has been said about the failure of the old established methods of distribution to function. It is ridiculous to imagine

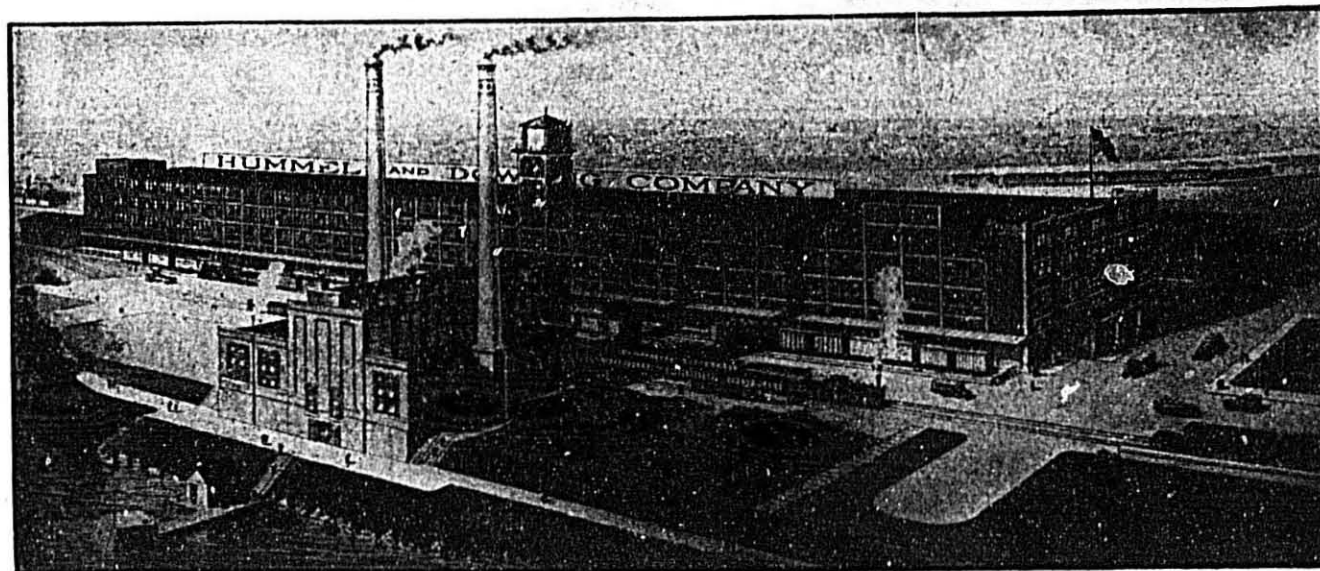
that these time proven methods are worthless simply because they do not seem to be working as well now as under normal conditions. The present system has endured with profit and satisfaction for so many years it is obviously unsafe to think that the disrupted condition is due to anything other than a temporary disarrangement which, with patience and cooperation, can most assuredly be corrected.

The United States the past few years has enjoyed a period of prosperity the like of which goes beyond the wildest dreams and expectations of the greatest dreamer. We find ourselves at the end of 1920 and the beginning of 1921 averaging for that period of unexampled prosperity. Has it ever occurred to you that this world operated under a law of averages, which is as immutable as the law of gravitation? The only trouble with the present situation is that no one guessed it right. Everyone knew that the false prosperity which we were enjoying could not last, but no one expected the reaction so quickly.

Not Banks to Blame

It is useless and absurd to blame the reaction upon the banks. Other countries had much more distressful experience.

(Continued on page 40.)



Cartons, Caddies or Containers for the Macaroni Manufacturers

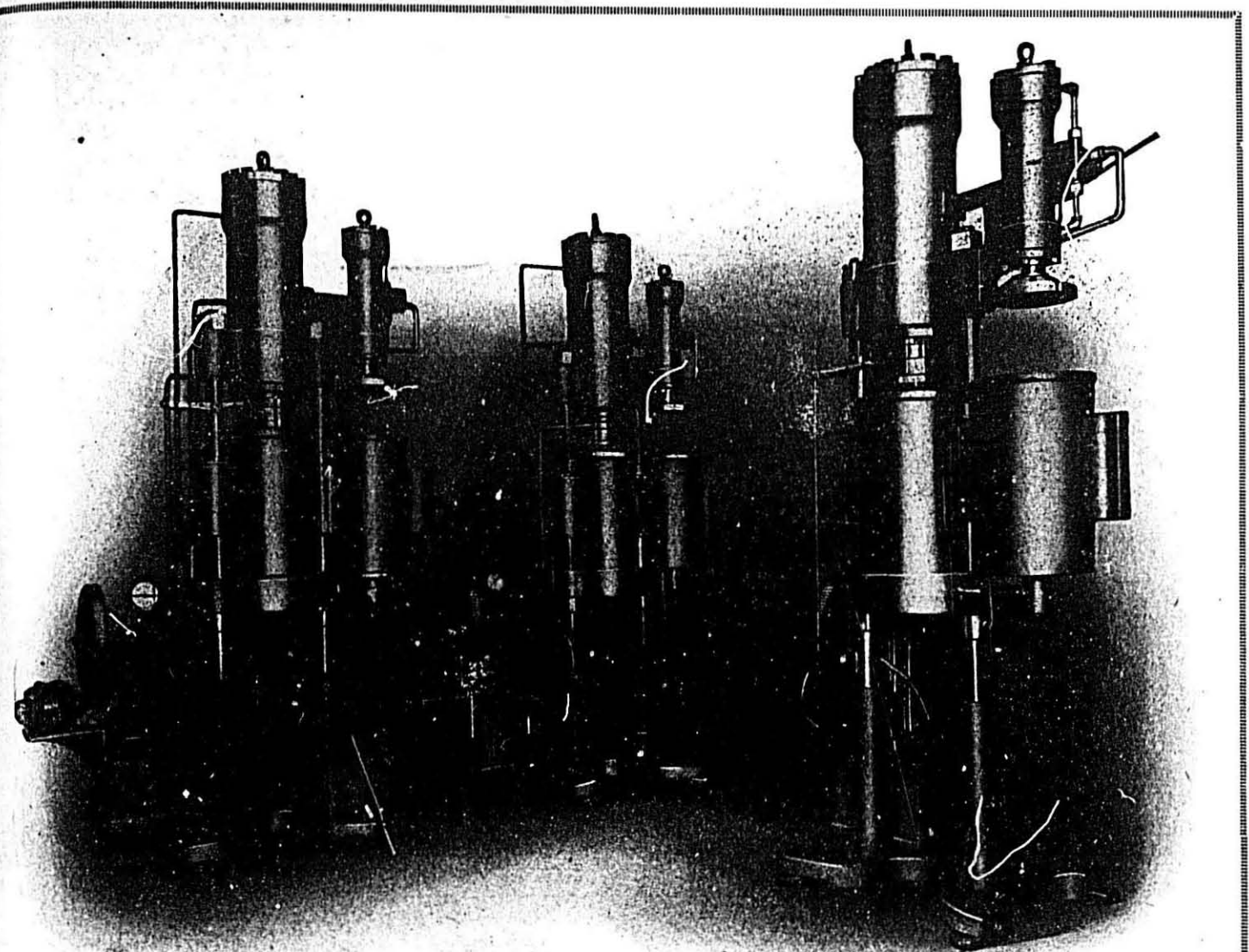
Our organization and modern mills offer you the best available facilities for your packing requirements. We make our own board, control extensive sources of supply and specialize in high grade cartons and containers.

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



Three Modern 13½ inch Macaroni Presses

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

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

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

We will be pleased to furnish further particulars upon request.

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

Presses, Kneaders, Mixers, Noodle Machinery, Etc.

Cevasco, Cavagnaro & Ambrette, Inc.

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

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

National Cannery to Meet

The annual convention of the National Cannery association will be held Jan. 17-21, 1921, at Youngs Pier, Atlantic City, and will be dedicated to the consumer. The attendance is expected to be about 5000.

Many noted men will address the general sessions of the convention, among them being Dr. Carl L. Alsberg, U. S. bureau of chemistry; Dr. H. C. Taylor, chief office of farm management and farm economics, U. S. department of Agriculture; and Secretary E. T. Meredith of the Department of Agriculture will speak, other engagements permitting. Among the speakers before the economics section meetings will be Dr. Harvey W. Wiley of Washington, D. C.

French Alimentary Pastes

Some idea of what may be expected in the way of competition of foreign made alimentary paste products can be gleaned from a study of conditions in France where there has been a rapid resumption of the manufacture of these products for shipment to this country.

According to U. S. consular agents, France exported not one pound of ali-

mentary pastes in 1918. However, in 1919, the port of Havre alone reported goods to the value of \$40,000 exported to the United States. While this is a small amount considered in the light of

heavy exportations of prewar years. Yet, it's a true harbinger of what may be expected when reconstruction and readjustment have been completed in that country.

USE YOUR HEAD

A woodpecker peeks
Out a great many specks
Of sawdust
When building a hut

He works like a nigger
To make the hole bigger—
He's sore if
His cutter won't cut.

He doesn't bother with plans
Of cheap artisans,
But there's one thing
Can rightly be said:

The whole excavation
Has this explanation—
He builds it
By
Using
His
Head.

—Exchange.

THERE WAS A REASON

"Why are you in prison?" asked a visitor of a sad-looking inmate.

"I married a new woman", replied the prisoner.

"Well? But they can't put you in prison for that."

"No." And the prisoner sighed and his fingers gingerly touched his forehead where it was still blue with bruises. "But I married a new woman and the old woman I still had heard about it, and after she seen me about it she had me shoved in here on a charge of bigamy."—Pittsburg Chronicle-Telegraph.

If the boss calls you down be grateful; the probabilities are you should have been fired.

The man who can, but doesn't, must give way to the man who can't, but tries.

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

DRY YOUR MACARONI in 18 to 60 Hours!

The BAROZZI System takes care of the product from start to finish.

Its seven chief features are:

1. No high priced labor.
2. Short drying process -- 18 to 60 hours.
3. Taking up of less floor space.
4. Prevents spoiling or souring.
5. Preservation of original bright color of paste.
6. Preventing breakage.
7. Guarantee of a sanitary product.

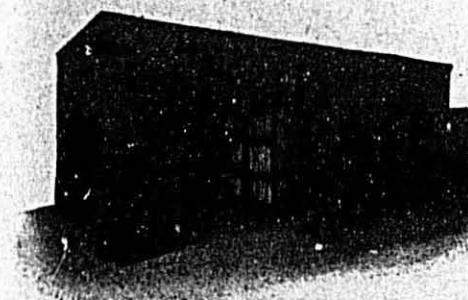
The Barozzi Drying Machine and all improvements thereon are fully protected. Infringements will be prosecuted to the fullest extent of the law.

Send for illustrated catalogue and estimate.

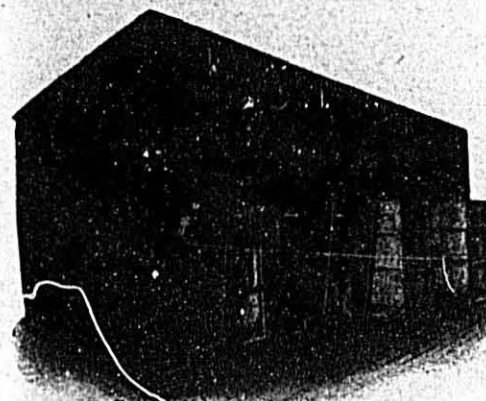
BAROZZI
Drying Machine Co.

400 COLUMBUS AVENUE

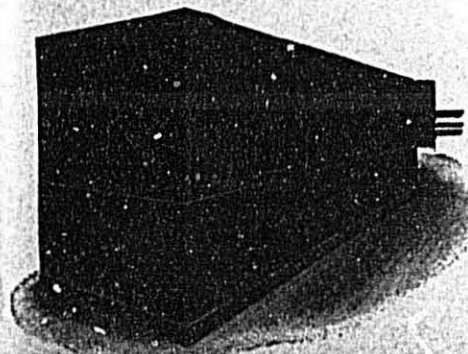
San Francisco, Calif.



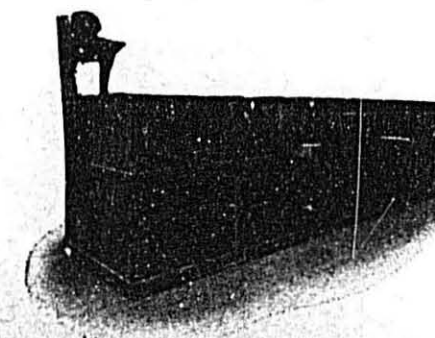
BAROZZI Preliminary Drier for Long Paste



BAROZZI Finishing Drier for Long Paste



BAROZZI Drier for Curly Paste



BAROZZI Drier for Cut Goods

"Confidence vs. Hysteria"

(Continued from page 35.)

ences despite the fact that they were not regulated by the same banking laws. Inasmuch as present conditions are the result of the inflation of the past few years is it not reasonable to view the situation philosophically and optimistically, not with reference to the past year of itself but rather contemplating all of the recent years as a whole, then the net result is very apt to be much more pleasant to contemplate?

Another helpful thought is to ask yourself whether it was reasonable to expect that we in this country should have been left in the undisturbed possession of great wealth which had been acquired as a result of the awful world war. Grant, if you will, that there was nothing unmoral or in the slightest degree wrong in American business profiting to the fullest possible measure in the opportunity which came to it unsought and undesired; there must, however, remain in the minds of all thinking men the question as to whether or not it was to be expected, or even perhaps desired, to retain wealth acquired through the horrible suffering of our fellowman. This view may not be popular; it is, how-

ever, I firmly believe, the logic of sound reasoning when approached with the knowledge and belief that there is a higher law—the law of Divine Providence—to which are amenable and subservient all the natural laws.

Lend Encouragement

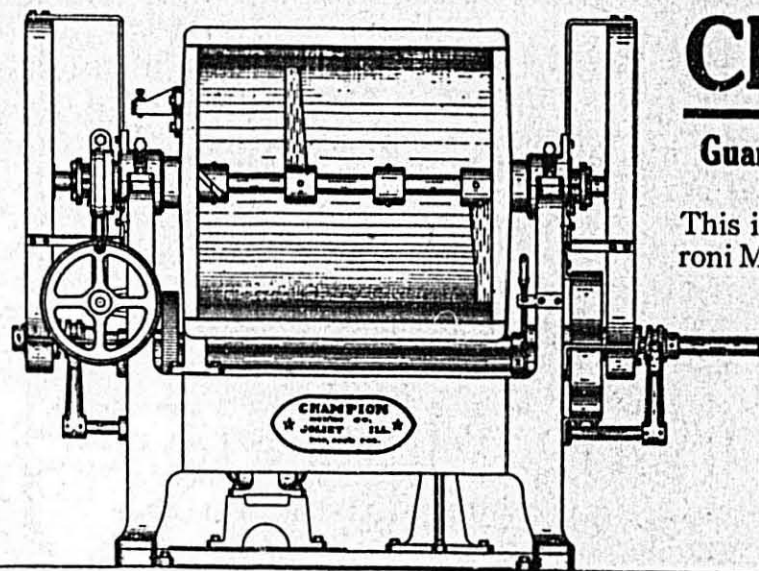
Wild and hysterical plans, radical ideas and quack commercial remedies have no place in the well ordered scheme and plan of business under which we operate, and cannot help or relieve our present necessities. Rather is it necessary for everyone to lend encouragement to the adoption of a more healthy spirit of constructive cooperation.

Let us get both feet back on the ground, look our situation squarely in the face and stop useless worry. Already there are positive indications of a betterment. Food must be consumed every day. Its purchase cannot be put off until next year or next season as you would put off the purchase of some other commodities. Bad business conditions will not enable people to exist on empty stomachs. If goods have been moving slowly from primary sources, there must be a reason—perhaps several reasons. I am prompted to believe that much of our present trouble is due to the fact that there has been a far great-

er hidden supply of food than anyone imagined. Human nature is human nature and self preservation is the first law of nature. It is reasonable to suppose, however, that the reserve stocks are, or are about to be, exhausted. With anything like a resumption of normal economic conditions, the jobbers and retailers will once again carry reasonable stocks.

Rainbow of Promise

Calm, cool headed and hard headed common sense, devoid of every vestige of hysterical impulse, is the needed panacea for today's problems. The country is beyond question readjusting itself to a basis from which it is safe to predict it will go forward into a period of real prosperity. When we are safely embarked upon that pleasant voyage, today's troubles will be forgotten and we will have cause to rejoice that we did not despair. We will have even greater reason to rejoice if we will improve our present opportunity by preparing to take full advantage of our possibilities and be ready to embark the minute the storm of business depression subsides. Even now, perhaps, the rainbow of prosperity is forming and right soon will its welcoming rays bid us to be on our happy way.



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.

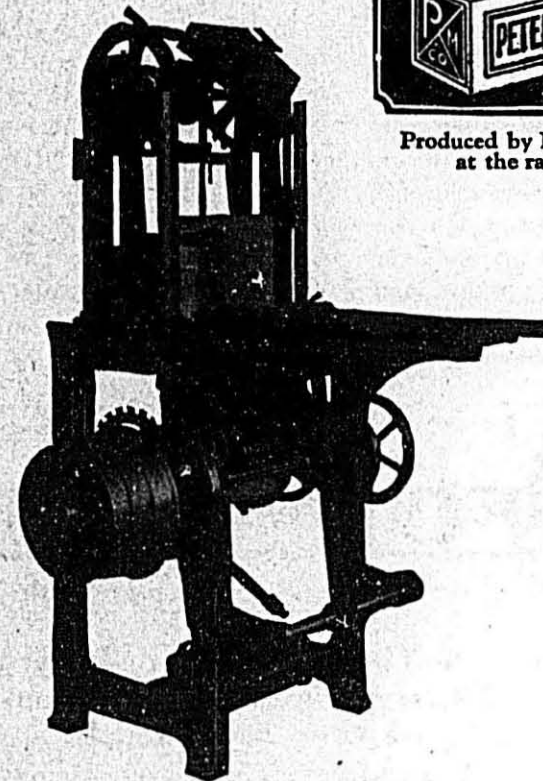
JOLIET, ILL.

Peters Package Machinery

For the production of sanitary and protective packages, in any size required, for food products and the like.



Produced by Peters Package Machinery at the rate of 40 per minute.



The Forming and Lining Machine
Space occupied, 4 x 4 feet. Weight, 1000 lbs.
Power, 1/4 H. P.



TRADE-MARK

Package Your Goods as They Should Be

NO MATTER how perfect the quality of your product when it passes your final inspection before packing, unless it retains its original goodness and measures up to the standard of the housewife, it never will be successful.

Upon its quick turnover depends the success of your product. Every dealer knows that it is comparatively easy to sell a food article once, but upon the goodness and cleanliness of the goods depends the *second* sale.

Housewives and dealers from coast to coast know the Peters Package. Built to exclude moisture, dust and odors, this distinctive package can be produced with Peters Package Machinery more rapidly and at less cost than any other type of container.

Let us tell you more about Peters Packages.

PETERS MACHINERY CO.

209 South La Salle Street
CHICAGO

Grain, Trade and Food Notes

Germany Food Production

According to report from Berlin to the Liverpool Daily Post, the food position in Germany is desperate. The food minister has made appeal to agrarians and others to help fend off the approaching disaster, and it appears he has stated there is a deficit of nearly 3,000,000 tons of wheat, of which 1,000,000 tons have been already imported. We are of opinion that the quantities mentioned refer to bread grain, that is, wheat, rye and barley, for we do not think for one moment that Germany would contemplate import of some 112,000,000 bushels of wheat for this season. The home wheat crop is 88,000,000 bu., and if 112,000,000 bu. were imported the supply of wheat per head would be greater than in prewar times. Agrarians are stated to be holding up supplies of grain and potatoes for cattle food. It is asserted that the financial position is desperately bad and we can well believe this seeing that the exchange value of the German mark is still only about 1d, but at the same time

it is well known that the Germans have been voting big sums of money to the former kaiser and the government is spending freely in many other directions. It seems certain that if the needed supplies of foreign grain are to be obtained some drastic financial measures will have to be introduced.

Durum Crop Valuable

In his annual report to the president, E. T. Meredith, secretary of the Department of Agriculture, reviewed the wonderful results attained through research for and introduction, acclimatization, and adaptation of new crop plants that have added millions to the agricultural and business interests of the country. Among other crops that have been extensively grown, he mentions that of durum wheat, which was introduced by the department in 1889 with seed obtained from Russia. This foodstuff so essential in the manufacture of high grade alimentary paste products proved a blessing to the semi-arid regions of the northwestern states

where annual crops in excess of \$50,000,000 are now produced.

Short Rice Crop in Italy

A. A. Osborn, secretary to the American commercial attache at Rome, reports Italy is confronted with a diminished rice crop this year. Sowing in the chief rice districts of Lombardy and Piedmont was delayed for three weeks by farm labor difficulties, and as a result when seeding was finally begun it was done hastily and after inadequate preparation of the soil. Accordingly the domestic supply of rice in Italy, on which much dependence is placed as a staple food to supplement the macaroni element in the people's diet, will be considerably straitened for the coming year, thus adding to the difficulties of the food problem.

Italians Biggest Wheat Users

Italy's average yearly per capita consumption of wheat, including wheat flour, during the years 1909 to 1913, in-

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.

Illinois Shipping Container Company

1302-1308 W. Division Street
CHICAGO

Manufacturers of

Fibre Shipping Containers

Folding Paper Boxes

QUICK SERVICE on any quantity FROM SMALL LOTS TO CARLOADS.

FOR SALE:

Two Elmes Horizontal Macaroni Presses for fifteen inch dies. Complete with operating valves, variable speed drives, etc.

Two Elmes motor driven Kneaders with ninety-one inch pans, eleven and one-half inches deep.

Two Elmes Flour Mixers.

These machines are new, having never been used and are offered at an attractive price.

ADDRESS AG
Care of Macaroni Journal
BRAIDWOOD - ILLINOIS

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.

clusive, was nearly 6¾ bu. The per capita consumption in the United States during the same period was a little more than 6 bu. The per capita consumption in the United Kingdom was approximately the same amount. Statisticians compute that of the 6¾ bu. of wheat consumed per capita by the Italian, more than one bushel is used in the form of alimentary paste products, in the consumption of which these people lead the world. Before the war it was figured that more than 50 lbs. of macaroni, spaghetti, etc., was consumed by every man, woman and child in that Kingdom per year.

Wheat and Flour Control in Rumania

A decree has been promulgated in Rumania, effective as from Nov. 1, which has for its purpose control of wheat and flour in that country, according to the American agricultural trade commissioner at London. By a ministerial decision the Rumanian flour mills are now permitted to mill only one quality of flour, which consists of the whole wheat excepting 23% husk and 2% loss, leaving 75% flour. The council of ministers has also decided

to take steps to immobilize the wheat crop of the entire country. The measure, if taken, will prevent any portion of the wheat crop being moved from its present place of storage or warehouse save with ministerial authorization.

Rice Advertising Campaign

The Associated Rice Millers of America have instituted an extensive advertising campaign on rice in an effort to increase its consumption. The market for a considerable length of time has been in a deplorable condition. Prices to growers have been low and crops throughout the United States very large. In addition to this the growers in the Orient have large surplus stocks they are anxious to sell in the U. S. The millers will endeavor to create a slogan and place it in every grocery or other store handling rice, of "Buy a bag of rice."

Output of Wheat in Alberta

Alberta produced 26,131,000 bushels of wheat in 1919, 680,000 bushels of which was winter wheat. The crop was worth \$53,000,000. This province maintains a high average of wheat produc-

tion per acre, the general average for the past 10 years being more than 20 bushels. The fertile Peace river valley helps materially in creating this average. Both oats and wheat from Alberta make first class seed and much is exported to the United States for that purpose. Barley and rye are also extensively raised, principally for feed, however.

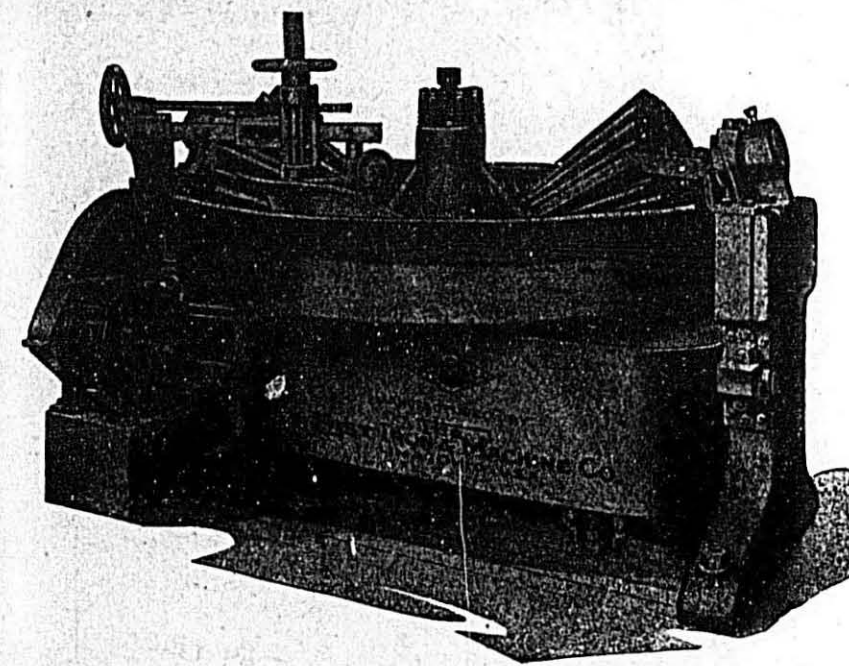
Locusts Used as Food

Locusts are eaten in many countries where they are roasted or fried in butter. They are also preserved in brine and often dried in the sun. They thus appear in the markets of Arabia, Syria, Egypt and Madagascar, and even are exported as an article of commerce. They are also candied and eaten as a delicacy in China.

Record Cargo Through Canal

The largest cargo of wheat ever shipped through the Panama canal was recently sent from Seattle to Avonmouth, Eng. The steamship Friesland, a former German vessel now owned by the British shipping controller, passed through the Canal on Nov. 8 with a

"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.

"Start The New Year RIGHT"



INCREASE your business —use PENZA'S bronze moulds with removable pins. :: :: :: ::

DON'T just say, "Bronze Macaroni Moulds", say, "PENZA'S KLEAN-E-Z PATENT Removable SPECIAL PINS", which will assure you SMOOTH, VELVETY and uniform products and consequent increased Sales.

The moulds are guaranteed for materials, and excellency of workmanship. ::

WE ARE "AT YOUR SERVICE"

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

SELECTED AMBER DURUM

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

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

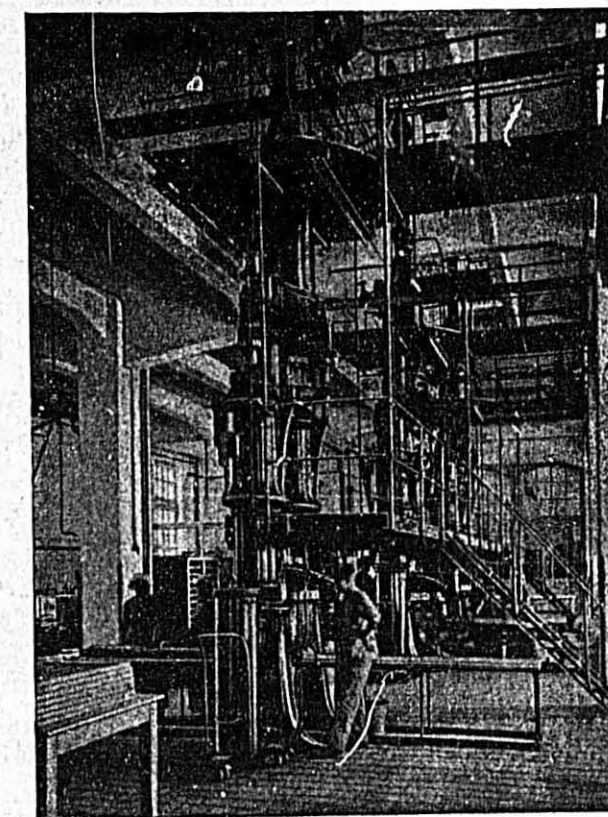
Write or wire for samples and prices.

Sheffield-King Milling Co.
Minneapolis, Minn.

BUHLER'S Macaroni Press with Laying Table

The Macaroni is automatically piled into Drying boxes and cut to suitable length.

The boxes are placed on trucks and wheeled into the BUHLER DRYERS.



Largest Builders in the world of **MACHINERY** for manufacturing Alimentary Paste

Specialty: Complete Installations of Macaroni plants.

Established 1860.

Buhler Brothers
UZWIL, Switzerland

SOLE AGENT

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

cargo of 13,516 long tons of wheat, or 488,320 bu. figured on the basis of 62 lbs. to a bushel. This is not only the largest cargo of wheat ever carried through the canal, but it is also the largest cargo of grain ever put aboard one vessel in a Pacific coast port.

China's Egg Trade Improved

The egg trade in China within recent years has assumed a position of importance, according to the American consul at Tsinanfu. Shantung particularly supplies a heavy percentage of the eggs used in the preparation of dried egg albumen and yolk. It is estimated that Shantung province provides about 1,000,000 eggs for the dried egg industry daily during the spring of the year. There are dried egg factories at Tsinanfu, Tsining, Tsingtau, and at various other points throughout the province, some of them with modern equipment. One of the largest factories in Tsinanfu has facilities for handling from 20,000 to 30,000 eggs a day during the principal season, requiring a force of from 200 to 300 employes. The export of egg albumen through Tsintau in 1919 amounted to 535,600 lbs., and of egg yolk, 1,442,533 lbs. In 1913 the egg albumen exported from Tsingtau amounted to 215,600 lbs., and the egg yolk, 1,201,200 lbs. These statistics take no account of the products shipped out of the province by other routes.

Early Crop Hoped For

New Zealand will be forced to use next year's supply of wheat as soon as it can be put on the market, according to the American consul at Auckland. The chairman of the New Zealand Board of Trade has announced that if the country has an early harvest there will be plenty of wheat on hand to carry over but if the harvest is late there may be a slight shortage. The consul says that the supply at any rate will fall from 1,000,000 to 2,000,000 bu. below what is needed.

New Hardy Wheat

As a result of experiments carried on by the field husbandry department of the Manitoba agricultural college, a new wheat is said to have been produced which it is expected will find a place in the far north. There are immense areas of rich land in northwestern Canada which can be turned to the production of wheat if a variety has

been discovered that will mature in a short season.

A good Resolution—Resolved, that I will subscribe for my trade paper as the proper way of starting off my 1921 business.

That their economic welfare depends on a greater consumption of macaroni products.

Have you paid your subscription for 1921?

Cultivate the habit of reading The New Macaroni Journal monthly.

Make it plain to everybody . . .

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 PLANT IN THE U.S. DEVOTED EXCLUSIVELY TO THE MAKING OF CONTAINERS & CARTONS

WALDORF PAPER PRODUCTS CO.
 ST. PAUL, MINNESOTA

"THE WALDORF DAILY PLAN - PRODUCE THE BEST THAT MORTALS CAN"

Liberty Tape - for better service

LIBERTY TAPE is not an ordinary sealing tape. It is made of the strongest, most durable Kraft paper, adapted to quick, easy handling. It holds cartons in a tough, vise-like grip; and it gives support where the strain is greatest. Printed Liberty Tape is a medium for valuable advertising. It repeats your name or trade mark at intervals on your shipping cases. Let us submit color estimates and designs.

LIBERTY PAPER COMPANY
 59 Vanderbilt Ave., N. Y. C. Mills: Bellows Falls, Vt.

Both Plain and Printed



LIBERTY TAPE

AMERICAN MACARONI AND SPAGHETTI CO.

MID-WEST BOX COMPANY

Look for the trademark.



Use **TRIPLE TAPE CORNERS.**

CORRUGATED FIBRE BOARD BOXES

SOLID FIBRE CONTAINERS

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

General Offices: CONWAY BUILDING, CHICAGO

Factories: Chicago, Cleveland, Anderson, Ind., Fairmont, W. Va., Kokomo, Ind.
 WE OPERATE OUR OWN BOXBOARD AND STRAWBOARD MILLS

BAY STATE
DURUM WHEAT
SEMOLINA

QUALITY
 COLOR
 UNIFORMITY
 CLEARNESS

WIRE OR WRITE FOR SAMPLES AND PRICES.

BAY STATE MILLING Co.

MANUFACTURERS OF
DURUM FLOUR

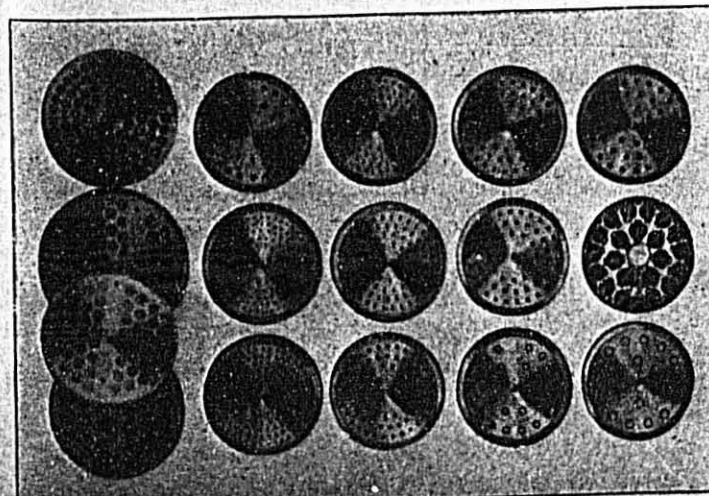
DAILY CAPACITY 1000 BARRELS

WINONA, MINNESOTA

The
Charles Boldt
Paper Mills

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

CINCINNATI, OHIO



The Dies
of no
Regret

American Macaroni Dies, Inc.

2342 Atlantic Ave., Corner Eastern Parkway
 Brooklyn, N. Y.

The New Macaroni Journal

(Successor of the Old Journal—founded by Fred Becker of Cleveland, O., in 1903)
A Publication to Advance the American Macaroni Industry
Published Monthly by the National Macaroni Manufacturers Association
Edited by the Secretary, P. O. Drawer No. 1, Braidwood, Ill.

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Queries and Answers

Macaroni Or Paste?

“Why do people in the east call themselves **Macaroni Manufacturers?**” This is a question asked by the owner of the Pacific Macaroni Co. of Los Angeles. He argues as follows: “This is a misnomer. They are really **Alimentary Paste Manufacturers.** We should be called the Pacific Paste Co. and not the Pacific Macaroni Co. but are compelled to bow deference to eastern methods and ideas because nobody lives in this end of the state but easterners or descendants of such. Up north, the factories are paste manufactories. Maca-

roni is only ONE of a hundred different styles of paste made and practically the least eaten of all. Why not call ourselves **SPAGHETTI** companies? As there are about two pounds of spaghetti eaten throughout the world for every pound of macaroni. Because a fruit company sells apples as well as a number of other kinds of fruit, a company would not be called the Pacific Apple Co., but rather the Pacific Fruit Co.

Answer. No answer is necessary but the opinions of manufacturers would at least be interesting.

Help! Help!

Question: “Can you give us some information on the macaroni and spaghetti situation?” asks a New York advertising agency. “The macaroni account we have in mind is not now advertising but may become an advertiser should the facts warrant.”

The following are some of the questions that come to mind.

1. How many brands are in the market and which are the leaders?
 2. Approximately what is the annual sales volume of all brands?
 3. What sections of the United States are the heaviest users of macaroni and spaghetti?
 4. Is there a larger consumption of macaroni than spaghetti or vice versa?
 5. What are the retail prices and sizes or weights?
 6. What margin of profit does the manufacturer usually allow the wholesaler? The wholesaler to the retailer?
 7. What form of advertising and sales cooperation do the wholesalers and retailers prefer?
 8. What seems to be the distinctive feature, from the standpoint of the article itself as well as the sales and advertising policy, that may account for the success of the leader in this field?
 9. How many wholesale grocery houses are there in each of the states?
 10. How many retail grocers are there in each of the states?
- Any help you can give us will be very much appreciated.”

Answer:

1. We have no record of number of names of brands. Leaders in one section of the country are sometimes trailers in other sections.
2. Annual sales volume approximately \$50,000,000.
3. The densely populated cosmopolitan districts.
4. Macaroni consumption leads closely followed by spaghetti and short cuts.
5. The retail price varies with quality. Bulk goods usually sold in 10-lb. or 20-lb. boxes and package goods in cartons of from 8 to 16 oz.
6. We do not know.
7. Opinions vary.
8. Quality and consistent educational advertising.

Laboratory Subscriptions

Dr. B. R. Jacobs, director of the National Cereal Products Laboratory at Washington, D. C., reports relative to subscriptions for the maintenance of the macaroni laboratory as follows:

Previously reported \$7,645
A. Goodman & Son, New York City 100

Total \$7,745

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FOR SALE Complete Macaroni Plant

Machinery and Equipment All New. In use less than one year. Located in city of 120,000 people, with no local competition.

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To M. J. Donna, Secretary, P. O. Drawer No. 1, Braidwood, Ill.

Inclosed find check for \$1.50 for one year's subscription for The New Macaroni Journal.

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WHY

experiment with substitutes when it is a universally acknowledged fact that the only safe and sure way to transport macaroni is in a wooden box.

One of our specialties is shooks for macaroni boxes, and we shall be more than glad to quote on your requirements promptly upon receipt of specifications.

Do some business with us so that we will both make a little more money.

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Patents and Trade Marks

Prince

Application of the Prince Macaroni Mfg. Co. of Boston for use of the word "Prince" as a trade mark for use on macaroni products was acted upon favorably by the U. S. Patent Office. Rights were granted and published Nov. 30, 1920. The company claims use of this trade mark since Dec. 14, 1912.

Fortune

The U. S. patent office on Dec. 7, 1920, granted the Fortune Products Co. of Chicago exclusive use of the word "Fortune" on its macaroni, spaghetti, vermicelli and noodles. Application was made Jan. 31, 1920, and claimed use prior to that time.

Lincoln Brand Macaroni

Registration was made on Dec. 7, 1920, of the title "Lincoln Brand Macaroni" for use on macaroni products, by Peter Rossi & Sons, Braidwood, Ill. Application for this title was filed Sept. 14, 1914.

Bona

The trade mark "Bona" was registered in the U. S. patent office Dec. 14, 1920, by the Dundas Food Products Corp. of Philadelphia. Application was made Dec. 22, 1919, and was published Aug. 31, 1920. Company claims use since Sept. 1, 1919.

Diana

The trade mark "Diana" was registered in the U. S. patent office Dec. 14, 1920, as one to be used exclusively by the Modern Macaroni Mfg. Co. of Brooklyn. Claim was filed June 29, 1920, published Aug. 31, 1920. The company claims use of this trade mark since Sept. 1, 1919.

Cultivate the habit of reading The New Macaroni Journal monthly.

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.

Spaghetti and Ham

One pound spaghetti, one-half cupful of tomato soup, three tablespoons butter, two tablespoonfuls flour, one onion minced, beef extract or beef stock, salt and pepper, one cupful cold, chopped boiled ham. Cook and drain spaghetti. Cook the onion in melted butter, add flour and cook smooth; add one-half cupful of beef stock (or broth made from extract of beef and one-half cupful of boiling water) and one-half cupful of tomato soup. Stir and cook until boiling, add grated cheese (if liked)

and one cupful of cold boiled ham chopped fine. Add the spaghetti and send to table steaming hot in the casserole dish.

Italian Tomato Sauce

2 cupfuls tomato.
 1/2 cupfuls finely cut onion.
 1/2 cupfuls cut green pepper.
 1/2 cupfuls cut carrots.
 1/2 cupfuls cut turnips.
 4 tablespoonfuls butter.
 2 tablespoonfuls flour.
 2 tablespoonfuls salt.
 Add 1 flake garlic.

Cook vegetables, except tomato, in butter in frying pan until tender. Add tomato and salt. Cook 5 minutes. Put through strainer, return to fire, add flour mixed with cold water. Boil 5 minutes.

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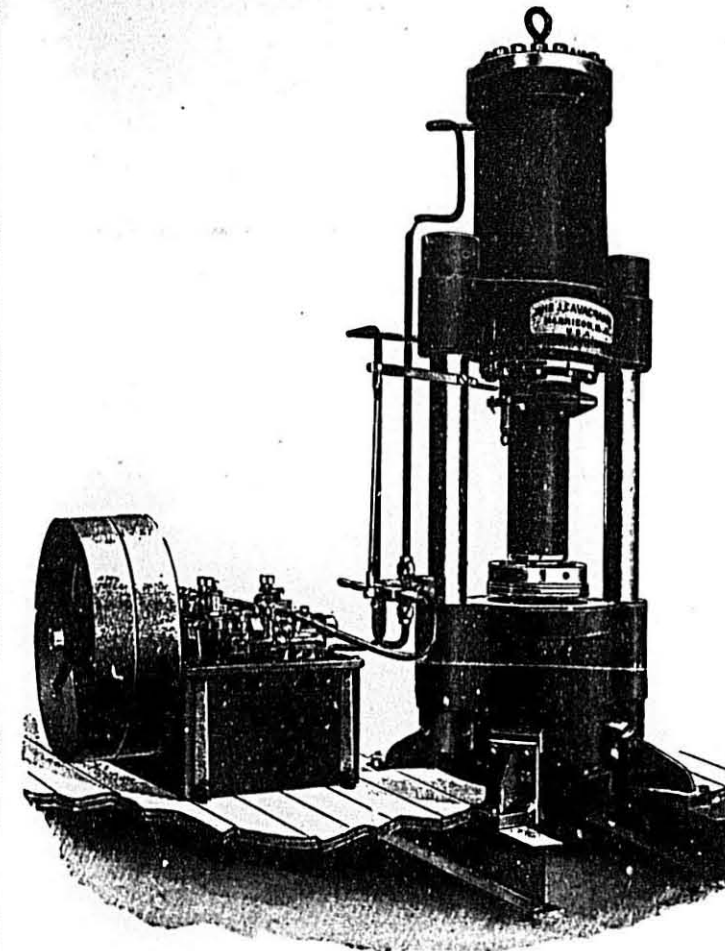
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Leading macaroni manufacturers endorse Pillsbury's Durum Products.

You will find that the best-known, best-selling brands of macaroni are made from the highest grades of durum wheat—such as Pillsbury uses exclusively.

Pillsbury's Semolina No. 2 and Durum Fancy Patent Flour are favorites with leading manufacturers everywhere.

If you want durum flours and semolinas which will produce a superior quality of batter, always uniform, ask the Pillsbury man, or get in touch with our nearest branch.

Pillsbury's Semolina No. 2

Pillsbury's Medium Semolina

Pillsbury's Semolina No. 3

Pillsbury's Durum Fancy Patent

Pillsbury's Durum Flours

La SEMOLINA No. 2 della Pillsbury e la Farina DURUM FANCY PATENT, ottenute esclusivamente dai migliori grani Durum, hanno tutto lo speciale favore delle piu' importanti Fabbriche Italo-Americane produttrici delle piu' accreditate marche di maccheroni.

Se volete ottenere una qualita' superiore di pasta, di tipo sempre costante, comunicate colla nostra Succursale piu' vicina ed il nostro Rappresentante sara' subito da voi per spiegarvi i magnifici risultati che si ottengono usando i nostri prodotti.

Pillsbury Flour Mills Company
Minneapolis, Minn.

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