

**THE NEW  
MACARONI  
JOURNAL**

**Vol. 2, No. 12**

**April 15,  
1921**

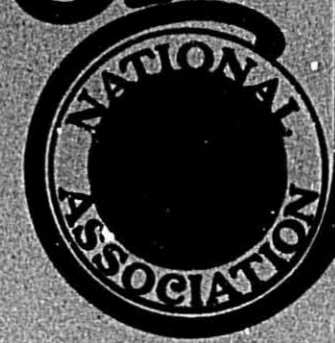
*The New*  
**Macaroni Journal**

Minneapolis, Minn.

April 15, 1921

Volume II

Number 12



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

## Wasted Opportunity

This is the underlying cause of most  
**FAILURES.**

You know it.

We know it.

Make use of each one as it presents itself.

Tomorrow may be too late.

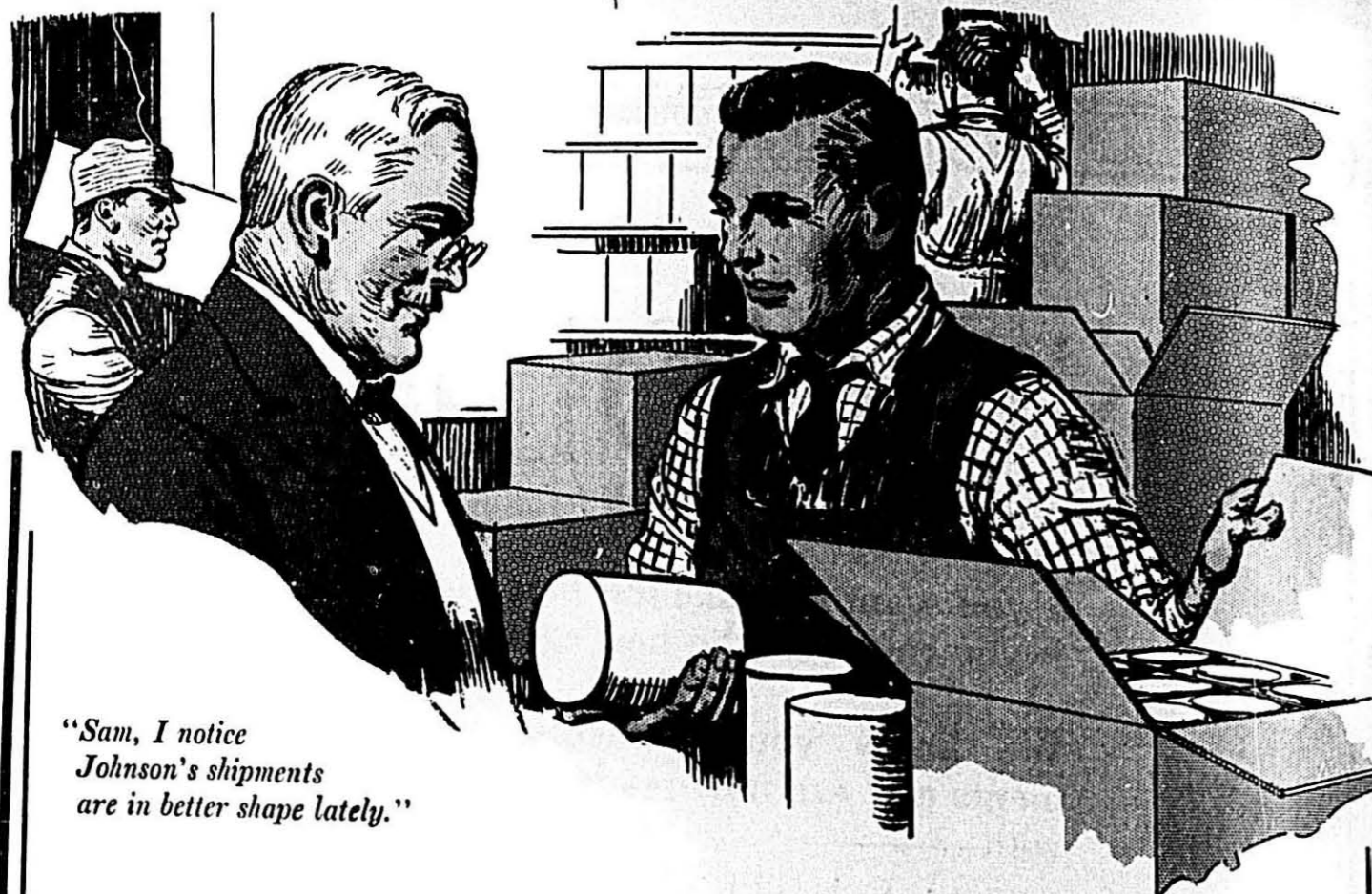
Now is the accepted time.

Act as individuals and in concert with your  
fellow manufacturer for the welfare of the  
unit and of the Industry.

An opportunity neglected or overlooked is  
wasted.

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**LET US STANDARDIZE**



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

## Cut Down Shipping Losses

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

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

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### Deliveries on Time

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

### Andrews Service

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

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*Cartons and Shipping Containers for the Macaroni Trade*

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

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

April 15, 1921

THE NEW MACARONI JOURNAL

**JoLo** PRODUCTS **Best**  
SERVICE

# NOODLES

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

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

### Special Noodle Whole Egg—

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

### Special Noodle Egg Yolk—

Selected bright fresh yolk—entirely  
Soluble.

*Samples on Request*

**JOE LOWE CO. INC.**  
"THE EGG HOUSE"

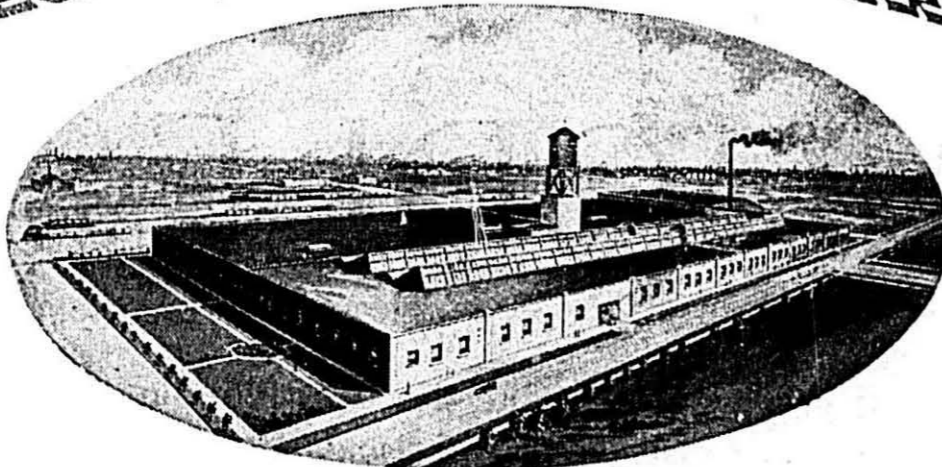
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## MACARONI, SPAGHETTI AND NOODLE CARTONS

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

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

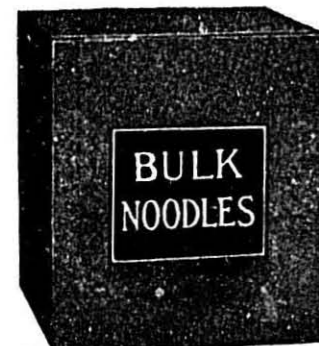
**Excel-all and Perfection Caddies are carried in both the blind and display styles**

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

*Write for Samples and Prices*



EXCEL-ALL  
DISPLAY CADDY



PERFECTION BLIND CADDY

AN excellent illustration of how the H & D Service Department worked out an intricate problem of packing a certain manufacturer's product. This style container has proved not only the most economical and practical for this unit but because of its convenience and uniqueness it has been a factor in actual sales.



## Hinde & Dauch Packing Materials Facilitate Handling and Selling

IT is a real pleasure to your dealers to open up shipments of your goods when those goods are put up in well designed, clean looking and easily handled cases and cartons. Such packing is both a source of satisfaction to them and a help to sales. Not merely to fill a dealer's orders but to pack all goods in the way most convenient and helpful to him is the present tendency among manufacturers everywhere.

The day of untidy merchandise, stuffed carelessly into clumsy boxes and barrels, is past. Economy and good business dictate this procedure:

Pack your goods in corrugated fibre boxes that can be easily handled and unpacked; in clean fibre board containers that can be easily shelved and checked; in neat cartons and unit packages that permit of convenient and attractive display.

The Hinde & Dauch Paper Company maintains a special department for the designing of containers to fit the needs of a given product. Send us, collect, a typical sample shipment of any of your products. We will work out the most practical method of packing—and your goods will be returned to you, prepaid, packed in clean, snug fitting H & D Corrugated Fibre Board. This is our free demonstration service and it places you under no obligation.

### THE HINDE & DAUCH PAPER COMPANY

220 Water St., Sandusky, O.

Toronto, Canada: King Street Subway and Hanna Avenue



This forty-page book, "How to Pack It," is crammed with valuable suggestions and illustrations for better and more economical packing. A copy will be mailed you free upon request. Write for it today.

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 BILL  
 DURUM  
 SEMOLINA

*Fine  
 Medium  
 Coarse*

*Eventually* Why Not Now?

WASHBURN CROSBY CO.  
 MINNEAPOLIS, MINN.



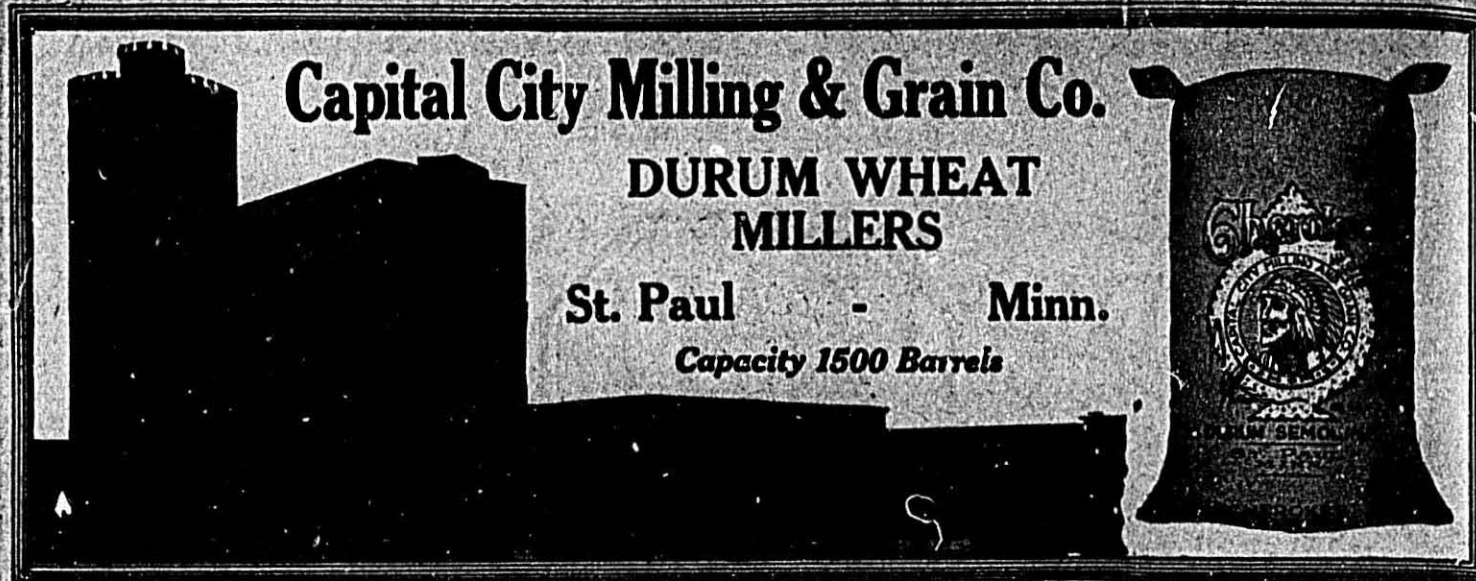
Come to Headquarters  
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Buy your color-printing where selling needs have been studied for fifty years and more. Here color is made to work for the balance-in-bank — because it is applied in a way that promotes selling activity. Good design and fine workmanship put invitation to buy into

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The size of your order doesn't matter. Large runs and small are both welcome and receive the same kind of care. Brilliant tones, satiny finish, uniform appearance and full money value are characteristic of the color-printing we do. Inquiries get prompt attention.

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**DURUM WHEAT MILLERS**  
 St. Paul - Minn.  
 Capacity 1500 Barrels

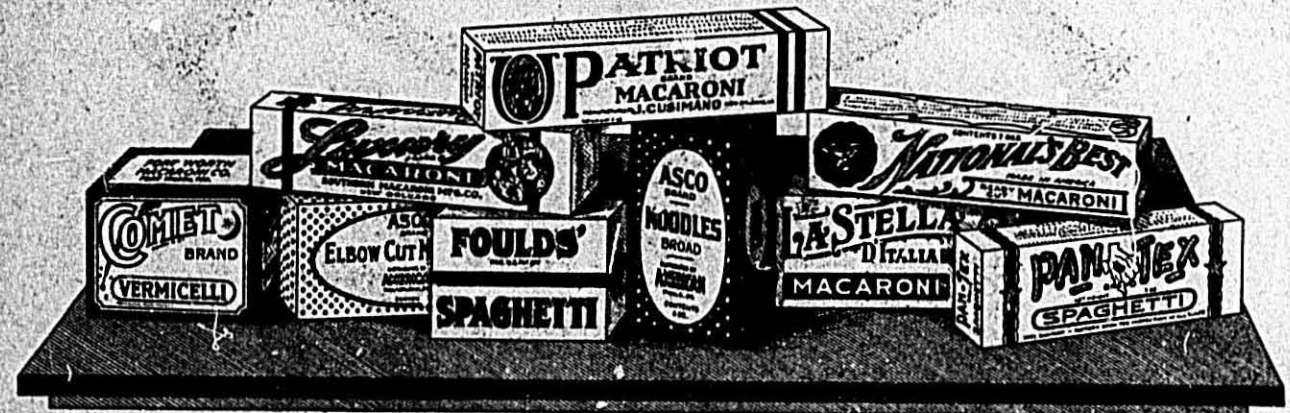
**SEMOLINA**  
 from  
**DURUM WHEAT**

*Quality*  
**Guaranteed**

*Ask for Samples  
 and Delivered Prices*

**Capital City Milling & Grain Company**  
 ST. PAUL, MINNESOTA

**TITELON BRAND**  
**FOLDING PAPER BOXES**  
 ARE KNOWN AND RECOGNIZED THROUGHOUT  
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**QUALITY**



*Quality like blood tells in the long run.*

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

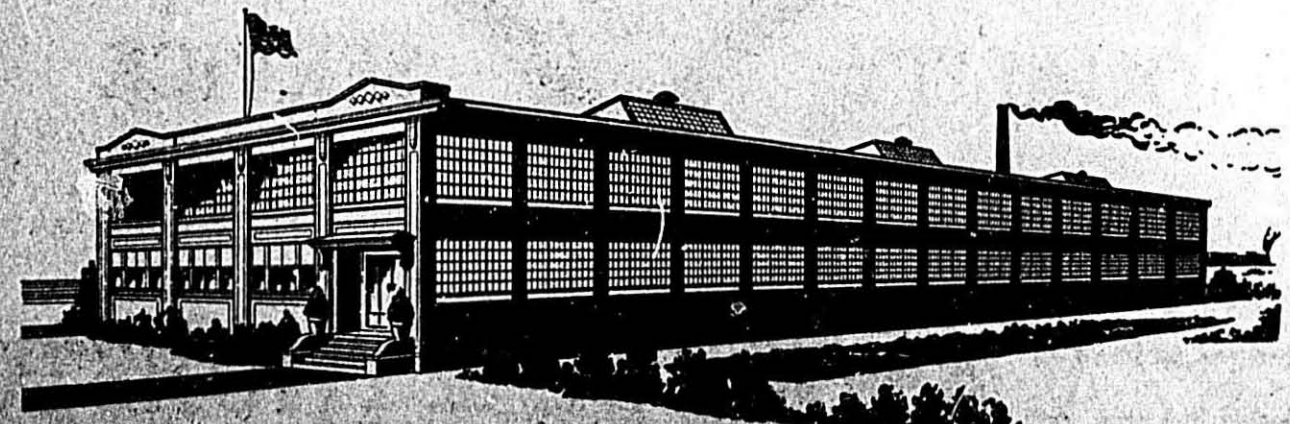
While price is an essential factor, it is *Quality* that makes the lasting Customer—the biggest asset in any business.

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

Your inquiries solicited.

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

**THE GLOBE FOLDING BOX COMPANY**  
 CINCINNATI, OHIO



# USE DURUM SEMOLINAS

For Macaroni and Noodles

Unequaled in Color and Strength



**YERXA, ANDREWS & THURSTON**  
MINNEAPOLIS, MINN.

# MACARONI JOURNAL

## Standardizing Containers

What is unquestionably a movement in the right direction, is that sponsored by the leading retail and wholesale grocers of the country in the interest of a standardization of shipping containers. From reports already received it is meeting with the hearty approval of all manufacturers and shippers as well, who see in this move a considerable saving in investment that is a matter of prime importance under existing conditions.

The leadership in this movement has been taken by the Iowa-Nebraska-Minnesota Wholesale Grocers association, ably backed by other interested groups of distributors. John Mehlhop, secretary of that association, recently appeared before the board of directors of the American Specialty Manufacturers association and by able arguments convinced the members that this is a movement worthy of their backing and support. Resolutions endorsing the principle were adopted and a strong committee, consisting of leaders in their respective lines, was appointed with instructions to try and put into effect the spirit of the resolutions insofar as the attending circumstances prevailing in the interested industries permitted. James T. Williams, president of the National Macaroni Manufacturers association, was appointed on this committee as the representative of the alimentary paste industry in this country and to look after the interests of the macaroni and noodle manufacturers.

Macaroni manufacturers, who are not always of the same opinion on many other matters, are apparently unanimous that the standardization of shipping containers will result in a big saving to them. That there is urgent need of uniformity along this line in the macaroni industry is evident from a mere superficial study of the size and class of containers most frequently used. It is easily discerned that a degree of uniformity prevails in the matter of size of containers for bulk goods but there is a lack of it among package goods manufacturers, and it is among the latter class that a campaign will have to be waged if the interests of this branch of the industry are to be conserved.

Bulk goods usually reach the market in five, ten or twenty pound boxes, while those intended for the strictly Italian trade are contained in twenty-two pound boxes in imitation of the imported container. With uniformity practically existing in this group, the only point of concern with bulk goods manufacturers is with the kind of container that is best suited for this purpose, and something along this line will be heard at the coming convention of the industry when a committee that has been studying this question will make a report.

On the other hand, package goods containers vary greatly in size. Some firms ship their goods in wood or fibre boxes containing two dozen cartons; others ship three dozen cartons in a case and a few even four dozen. In certain sections of the country the trade has been educated to one size of a case, and in another market another size commands the prestige. A manufacturer who usually packs only two dozen cartons to a case is often compelled to pack either three or four dozen for certain markets to meet the keen competition that usually confronts him. In this way his investment in containers alone is often double or treble what it should be and at the end of a year this fact alone adds materially to his production costs.

One large firm of national distribution has been trying to educate grocers to accept only four dozen cases and some success is being gained along this line. This firm argues that by packing four dozen to a case its sales are increased and considerable is saved in cost of containers, in handling and in shipping. Perhaps there are good arguments favoring any of the sizes now in use, but there surely should be no arguments about the advantages offered through uniformity.

Pressure from the distributors and the retailers will force the macaroni industry to take a definite stand on this question ere long and those directly interested should give the question of standardization of containers calm consideration now so as to be in a position to meet this demand. President Williams is anxious to learn the views and the opinions of all manufacturers, large or small, and is of the opinion that a free, open minded discussion of this matter now will result in some definite action being taken at the coming convention of the industry scheduled to be held at Statler hotel, Detroit, Mich., June 9 and 10, 1921.

Manufacturers who have views of their own on this subject are invited to make them known through the columns of the New Macaroni Journal and in personal letters to President Williams. It is hoped that those interested will take advantage of this offer and send in their opinions in time for publication in the May issue of the Journal, the last to appear before the convention. A free-for-all discussion of this vital subject at this time will probably result in some practical solution of the problem for presentation at this annual gathering of the alimentary paste manufacturers.

This is a proposition deserving of close study and consideration of the best and ablest minds in the industry. Tell us and each other where you stand on this proposition of uniformity and reasons for it. "A penny saved is a penny earned" is a practice that should prevail in business today more so than ever before. If a savings can be effected along this line and uniformity established, the whole industry will profit.

Let's have your views.

### WINTER WHEAT BETTER

Estimate of 621,000,000 Bushels, Increase of 3.1 Points Over Dec. 1—Condition April 1 91.6 of Normal—Other Grains Forecast on Present Conditions.

Forecast of a winter wheat crop of about 621,000,000 bushels was made April 7 by the department of agriculture, basing its estimates on the condition of the crop April 1, which was 91.6 per cent of a normal.

There was an increase of 3.1 points in condition from Dec. 1, 1920, to April 1 this year compared with an average decline of 4.8 points between those dates in the last 10 years.

#### Usual Reservations

The production forecast is based upon the average planted last fall with the assumption of average abandonment and average influences on the crop to harvest.

Production of rye was forecast as 66,386,000 bushels from a condition of 90.3 per cent of normal.

Winter wheat condition April 1 last year was 75.6 per cent of a normal and production 577,763,000 bushels. April 1, 1919, it was 99.9 per cent and

production 729,503,000 bushels, while the 10 year average condition is 83.6 per cent.

#### Rye 86.8 Normal

The rye condition a year ago was 86.8 per cent of a normal and production last year was 69,638,000 bushels. In 1919 the condition was 90.6 and production 88,909,000 bushels, and the 10 year average condition is 68.4.

The winter wheat condition by principal producing states was: Pennsylvania, 97 per cent; Ohio, 87; Indiana, 89; Illinois, 96; Michigan, 90; Missouri, 93; Nebraska, 93; Kansas, 88; Texas, 88, and Washington, 100.

Damage to the crop from the recent freeze was said to have been "negligible" and little winter killing reported. The hessian fly was said to be prevalent in all parts of Indiana, but no damage reported. Some fly damage was reported from Michigan, however.

#### Spring Wheat Seeding.

Seeding of spring wheat was said to be practically completed in Iowa and progressing well in Washington.

Corn planting was reported in full progress in the southern states with

good stands obtained. Land is being prepared for planting in the leading corn producing states in the central section.

The fall sown crop of oats in the southern states was said to be generally in good condition, and the bulk of the crop in the ground in the middle west. Some damage to the early sown crop was said to be feared as a result of the recent frosts in Kansas, Nebraska and Tennessee.

#### A REAL SALESMAN

As the millionaire climbed into his costly motor car a shabby little urchin rushed up and offered him a paper.

"Get away," he snarled, "I don't want a paper. Clear out!"

The newsboy stood fast and regarded the churlish plutocrat with an amused smile.

"Aw don't get grouchy, governor," said he, "the only difference between you and me is that you're makin' your second million while I'm still workin' on my first."—Exchange.

One of the things you can't buy on credit is experience.

# Flour Millers' Point of View

### ills of Macaroni Industry As Viewed From Outside—Remedies Recommended for What Ails It— Situation Is Industry's Own Fault—Should Noise Its Products Abroad— Try Advertising Well—Make Profit Over All Cost.

#### ADVERTISING THE CURE

By Dwight K. Yerxa

It seems a great pity, indeed, that the macaroni industry at large does not seem to realize that it is time something drastic be done to stimulate and increase the consumption of macaroni products by the American people.

Granting that all business is feeling definite depression, has experienced it for some little time back and probably will for some time to come, it appears to the writer very emphatically that there is no food hit near as hard as this very macaroni industry, and, frankly, the fault is apparently the industry's very own.

In the first place, manufacturers have been and some still are selling their finished products on a ridiculously low price basis and, what is unquestionably worse, no attempt whatever has been made to properly advertise their product to the American people. As a result, they are suffering intensely from lack of orders and facing appreciable losses on business they get because of ruinous selling prices.

A good macaroni friend, in a letter written a few days ago, expressed a similar opinion, to which we agree and quote it here in full:

We doubt very much if we are going to see the macaroni business pick up to any extent for the balance of this season and we believe that conditions will be even still worse during the summer months, with no material change for the better before September.

Aside from the general business depression, we are of the opinion that the trouble with macaroni is not so much with the consuming public, but with the manufacturers and distributors.

It is one line of good products that is not advertised in a general and sensible way. The consuming public has never been educated properly to the advantages of this foodstuff and, until this is done properly, we undoubtedly are going to see continual depressions in our business, due purely and simply to the fact that consumption has not kept up with production.

While I dislike to prophesy, I am much afraid there will be a good many manufacturers who will find it difficult to exist any extended time under present conditions.

In my opinion there is only one remedy and that is a certain tax per box on bulk goods or per package on package goods to be spent in sane and continuous advertising of the merits of macaroni, to the end that increased demands will keep the present plants going to capacity.

If only the American public could be educated to the merits of macaroni and similar products so that it would consume say only 25 per cent of what the Italians, for instance, consume, why there would not be enough manufacturers to take care of the business that would result. There is absolutely no reason why this cannot be done if attempted in a broad and sensible way.

As long as the export business continued in large volume, that kept many large plants up to capacity and competition was never very keen. Now that this export business is practically at a standstill business will never again be what it was, as Italy is daily getting stronger and the European trade expresses a decided preference for macaroni made in Italy.

Of course these large plants must be kept in operation by hook or crook, and extremely keen competition to get business will result in an attempt to keep plants going as near capacity as possible. This intense competition will serve only to eliminate profits without in any way increasing consumption.

Do you not think it would be for the good of the whole industry to try and stir up something once more that would lead to a general broad and proper advertising campaign toward placing macaroni at its proper point of consumption in this country? It is a wonderful food,—the very best there is,—cheap and nutritious, and it is too bad that the American people are not more intelligently educated to its proper use.

The advertising campaign suggested is a vital one to the industry and should be studied and planned carefully. Plenty of time should be taken to work it out and then spring it at the opportune time, and, what is of vitally more importance, keep it up continuously with increasing vigor and effect. It should, in the opinion of the writer, be started in a modest way, with every assurance of financial backing that will insure its increase in scope rather than an early retrenchment.

The possibilities of a campaign along these lines are very many and wonderful and when once started should never

let up. There is no question in my mind that a campaign of this broad character is the only thing in the world that will elevate the macaroni industry to its proper position and keep it there.

Grant that there may be a few in the industry that are hard to handle in matters of this kind (they are found in all industries), but if progress is made in this effort, these will soon fall into line and everybody will be happy.

#### KNOW COST; MAKE PROFIT

By James C. Andrews

Viewing the alimentary paste industry, not as a manufacturer but as one indirectly interested, it strikes me that the most serious aspect is the big financial loss to many which has resulted from the lack of business and the consequent cutting of prices, irrespective of the cost of raw materials.

I have made a thorough investigation of this subject and, as near as I can figure it now, it is costing the macaroni manufacturer about 4c per pound to put his product on the grocers' shelves, and, as a very large proportion of the raw material which is going into its manufacture is costing him approximately \$10 per barrel, it means that he ought to get at least 10c a pound if he expects to make any profit whatever on the turnover.

Granting this to be true, the first thought that comes to your mind is what remedy to offer for this situation. Well, I would say, first, to start in fresh with the present price of raw material, write off the inventory on material already purchased to the basis of the present cost, and get the loss estimated. This should include not only the cost of semolina, but the cost of all other raw materials which go into the goods up to the time they are placed on the grocers' shelves.

The next move should be to figure out what your overhead expense is, on say a 60 to 70 per cent basis. Add to this, cost of labor, and you will have the cost per pound for goods produced on that basis. After arriving at this it is a simple problem in arithmetic to price your





goods at a figure that will represent at least a small margin of profit. Profit should be figured as liberal as possible, but in view of the extreme competition it probably would be impossible to make what one would term "liberal" profit at this time.

If every manufacturer knew his costs, which by the way should include every item of expense chargeable to production, there might still be competition, but not the serious price cutting fight that is unquestionably stifling the industry.

The above briefly relates what I consider the main difficulty facing the industry at present and the remedy, if properly tried out, should bring satisfactory results.

Then I would go a little further and say that a campaign of national advertising for the purpose of increasing the consumption of alimentary pastes is the sure way of getting business back to the 100 per cent production. This advertising was started a few years ago, and had it been followed up to the present time, I believe that it would have proved of tremendous profit to the macaroni industry throughout this country, though it is not too late to start it over again. I sincerely hope that some steps may be taken toward bringing this about.

[The views of other millers will be given in future issues.—Ed.]

### Strong Men Pull Ahead

The quality most needed by American business men a year ago was caution, according to B. C. Forbes, editor of Forbes Magazine. The quality most needed today is COURAGE.

Did you ever reflect that most of the great fortunes in America have been made by men who courageously held on when others were giving up? Often they salvaged weaklings and the assets thus acquired later became of great value.

In panicky times the strong, by their courage, become stronger.

They have vision to look beyond the immediate clouds. They have faith that the sun will shine. They know that depression will give place to prosperity in this land of unfathomed resources and energy and enterprise and enthusiasm.

HENRY CLAY FRICK, who recently died leaving something like \$125,000,000 (largely for public purposes), laid the foundation for his fortune when the panic of 1873 stampeded the men interested in the infant coke industry.

Frick boldly persuaded Banker Mellon of Pittsburgh to lend him \$10,000, and with this he bought the interests of his partners and others who showed the white feather. They thought he was a fool, for was not coke then selling under cost of production? Within a few years Frick's coke properties were netting him a profit of over a million dollars a year.

One by one CARNEGIE'S early partners deserted the steel ship at times when it appeared to be sinking. Little Andrew stuck to the bridge undaunted. In his recently issued autobiography he tells how he tried to persuade various associates to hold on, but how they saw nothing but ruin ahead. He never doubted that the sea would become calmer in due course. And when it did, it was plain—and very profitable—sailing for Carnegie.

JOHN D. ROCKEFELLER picked up some of his biggest bargains in oil properties during times of acute depression, when the price obtainable for oil was unprofitable. He had resolved to stick to oil through thick and thin, and when others of less backbone and less courage wanted to run away, they found in him a willing buyer.

E. H. HARRIMAN took hold of the Union Pacific when nobody else saw anything in it but a bankrupt, money consuming, dilapidated property, not worth receiving as a gift. And it was in the days when the stock was selling for a song that Harriman bought and kept on buying thousands and thousands of additional shares. He never wavered in his confidence that, as the country's prosperity increased, the earnings and profits of the road would likewise increase. A relatively poor man when he joined the Union Pacific, he left about \$100,000,000 when he died a dozen years later.

It is the original Rothschild who is credited with the axiom, "The time to buy is when everyone wants to sell."

Financial history is full of memorable incidents where men of daring and optimism stepped in and loaded up with securities when everybody was frantically unloading.

Said CHARLES SUMNER: "Only three things are necessary in life. First, backbone. Second, backbone. Third backbone."

*Is there not a lesson in all this at this time when pessimism is raging and retrenchment is becoming feverish?*

According to the calculations of the New York Federal Reserve Bank in its monthly review, the largest declines from the top prices of the present year

have been in rubber, which has fallen 53.5 per cent; in corn, which has fallen 52.7; in sugar, with a decline of 54.5, oats with 57.4, coke with 55.6, bituminous coal with 61.5, silks with 63.5 and potatoes with 71.7. The smallest declines on the list have been in lumber, which has fallen only 10.5 per cent; pig iron, with a decline of 12.9, and steel, with 14.3.

Securities, too, have recently been selling at the lowest quotations of the year.

Has not the time come to ask whether courage will not be better than cowardice, whether the placing of contracts will not be better than cancellations, whether it will not be better to look beyond the present clouds and prepare for the sunshine that is bound to come by and by?

### Poor Containers Work Losses

Perishable products worth millions of dollars are destroyed annually on account of breakage in transit of the containers in which they are packed. More than one railroad has appealed to the bureau of markets, United States Department of Agriculture, to help to remedy this situation, a high official of a southern railroad stating recently that in his opinion shippers should be compelled to use containers of adequate strength, and that proper carloading methods should be exercised. It is vastly to the interests of the shipper to use containers of a strength that will carry perishable products safely to market, and the bureau of markets has made many investigations and experiments to determine just what strength containers should be to accomplish that result. These investigations are still in progress, but the information already collected is sufficiently complete to enable the bureau to advise shippers with regard to the best containers to use in shipping certain foods, and this information is being passed on to those directly interested.

### Florida Orange Crop

From Florida comes the report of the big yield of oranges this past season. In one grove near Miami, three trees bore a bumper crop. The trees were 17 years old; one bore 2,007 oranges, the second, 1,650 and the third 1,580. This made a total of 5,237 oranges from three trees. This is claimed as the record for Florida.

You become a real business failure only when you give up and quit.

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

## ANOTHER MACARONI "COLUMBUS"

Legend Ascribes Origin of "Divine" Food to Cicho, the Mysterious—Inquisitive Neighbor Beats Him to Exploitation of New Food—Story of Outcome and Several Recipes for Meatless Menus.

Still another legend concerning the origin of macaroni is added to the steadily growing list and, judging from the names used in the story, the Italians are justified in their claims that this "divine dish" is of Italian origin. This new contribution is from the able pen of Mrs. George B. Wood, contributing editor of the Syracuse Herald, a recognized dietitian in charge of the women's page.

The interesting legend is followed by several good recipes, the whole being a double action affair, first arousing the woman's curiosity about macaroni and spaghetti and then teaching her how to prepare this delicious food in various appetizing ways. We quote the article in full:

### Cicho, the Mysterious

Credit must be given to the inquisitiveness of a woman for the early arrival of macaroni to our diet. In 1220 there stood in Cortellari a tall narrow building, the leaded panes of which were gray with the dust of ages. The occupants of this building were questionable characters and the one of most interest to his neighbors lived on the top floor and was named Cicho. He was rarely seen on the streets and his windows were never opened. In this building lived Jovanella, a curious and bold woman who, by creeping close to the window of this much discussed neighbor, discovered him bending over parchment, at times stirring something over a furnace or gazing at crucibles.

Unlike the other tenants Cicho could boast of a servant who was frequently seen carrying in herbs and vegetables. This led his neighbors to believe that he was concocting some powerful mixture to spread ruin. But Cicho had a mission to perform and had determined to leave something worth while to the world before he left it. Though his efforts had yielded some results he was not entirely satisfied and was not ready to give it to the world, but inquisitive Jovanella was tireless in her quest and when she found that Cicho ate the product of all this study she began to industriously plot.

### Tries it on a King

Now Jovanella's husband was a helper to the king's cook and she persuaded him to inform this cook that she could cook such a delicious dish that it surely must appear on the table of the king. This resulted in its being prepared for this king. On being questioned as to the origin of the dish she attributed it to a dream in which the process of converting flour into a paste had been revealed.

The king called it macaroni from the word macarus, the divine dish.

Cicho continued his efforts to perfect his discovery and was finally ready to give it to the world, but on one of his rare visits to the street he was greeted with familiar odors. He became inquisitive and pushed open a door where he found a woman who was cooking what she called macaroni and she told him that the formula for it had become revealed to Jovanella. Cicho's disappointment was so acute he not only destroyed all his laboratory contained but he disappeared.

Now whether this is true or not macaroni has been a staple article of food with the Italian nation, and with the coming of this people to our country has come also this grain food and many recipes for its use.

The Dakotas produce a wheat rich in gluten and much of it is made into macaroni and its several varieties.

Because of the proportion of gluten in macaroni it is rather more valuable than bread and is a most economical food. Combined with butter, cheese or milk it is a satisfactory meat substitute and the meatless menus are given variety with its use.

### MACARONI

Into boiling salted water drop 1-2 c. of macaroni (broken in one-inch pieces and measured), cook over boiling water five minutes, drain and rinse in cold water. Return to enough boiling salted water to cover and cook over boiling salted water 30 minutes, or until soft. Drain and rinse with cold water. Turn about one-half of macaroni into a buttered baking dish, add 1 T. of butter, cut in tiny pieces, sprinkle with 1-2 t. dry mustard and about 1-4 c. grated American dairy cheese. Add the remainder of the macaroni, 1 T. butter, cut in tiny pieces and 1-4 c. grated cheese and 1-2 t. mustard; add 1-2 c. white sauce, cover top with buttered bread crumbs. Place below the middle of a hot oven and make until crumbs brown.

### BAKED MACARONI AND PEANUT BUTTER

Cook 1 c. macaroni broken in one inch pieces, same as above, and place in a buttered baking dish. Heat 2 c. milk to scalding point and gradually add it to 4 T. peanut butter. Pour this over the macaroni. Cover, place below the middle of a hot oven and bake 35 to 40 minutes. Remove cover, sprinkle with buttered crumbs and brown.

### MACARONI AND CHIPPED BEEF

Cook 1 c. macaroni broken in one inch pieces as above and drain. Remove skin from about one-quarter pound thinly sliced dried beef and separate in pieces. Cover with boiling water, let stand 8 or 10 minutes and drain. Arrange layers of the macaroni in a buttered baking dish, having first and last layer macaroni. Cover with 1½ c. white sauce and three-quarter buttered cracker crumbs. Place below the middle of a hot oven to brown.

### ITALIAN MACARONI

Cook one-half pound macaroni or spaghetti as for recipe No. 1, drain and serve.

### MUSHROOM SAUCE

Cover one ounce of dried mushrooms with 1 c. of boiling water and let stand 1 hour; in 4 T. of olive oil cook 2 T. of chopped onion three or five minutes; add the drained mushrooms and saute three or four minutes; then all the water the mushrooms were soaked in; add tomato paste or sauce, salt, pepper and spice; cook for 20 minutes.

### MACARONI AND ONION FRITTERS

Break macaroni in small pieces, boil in salted water till tender; drain, cover with cold water, drain again and add one-third as much boiled onion that has been drained and mashed; add moistened bread crumbs, the well beaten yolks of two eggs to one pint of mixture, salt and pepper, drop by spoonfuls into deep fat; cook till brown; serve with brown sauce.

### MACARONI CROQUETTES

Boil quarter pound of macaroni in salted water till tender; drain, then return ma-

caroni to sauce pan; add ¼ T. of butter, 4 T. grated cheese, 4 T. finely chopped boiled ham or beef tongue; blend well. Spread the mixture in a shallow buttered pan, place a weight on this and set in cool place. Form in cylinder shaped croquettes, dip in beaten egg, roll in grated crumbs, fry in deep fat and serve with tomato sauce. Break macaroni in one inch pieces before boiling.

### MACARONI WITH TOMATO SAUCE AND CHEESE

Cook macaroni as in recipe No. 1, drain and place about 1-2 of it in a buttered baking dish or casserole; add about 1-2 of the tomato sauce, cover with grated American dairy cheese, add remainder of tomato sauce and again cover with grated cheese. Cover and place below the middle of a hot oven. Bake 20 or 30 minutes, remove cover and brown.

### TOMATO SAUCE

Simmer 1 pound can of tomatoes with a small piece of onion, 2 or 3 celery stalks, 1-2 t. sugar and a tiny piece of bay leaf. Melt 2 or 3 T. of butter, add same quantity of flour, stir and cook without browning; add the strained tomato liquor (there should be not less than 2 c.) Stir and cook until thick. Use for steaks, fish, chops or macaroni. Stock or hot water may be added to the tomato liquor to make required amount.

The Syracuse Herald of Feb. 24 from which this interesting article was taken contained in connection therewith an attractive advertisement by the Warner Macaroni Co. of that city urging use of macaroni as a Lenten food. This is the kind of macaroni publicity that the industry needs and is exactly along the lines suggested in our leading editorial last month. Similar service is at the disposal of all macaroni manufacturers who advertise in the daily papers, and failing to take advantage of it are surely wanting or overlooking a wonderful opportunity.

### Ten Golden Maxims

1. Honor the chief. There must be a head to everything.
2. Have confidence in yourself and make yourself fit.
3. Harmonize your work. Let sunshine radiate and penetrate.
4. Handle the hardest job first each day. Easy ones are pleasures.
5. Do not be afraid of criticism—criticize yourself often.
6. Be glad and rejoice in the other fellow's success—study his methods.
7. Do not be misled by dislikes. Acid ruins the finest fabric.
8. Be enthusiastic—it is contagious.
9. Do not have the notion that success means simply money making.
10. Be fair and do at least one decent act every day in the year.

Correct your shortcomings and your short answers.

When You Want Quality  
and Service

Buy

# NOMMCO

## Durum Products

*Farina*  
*Semolina*  
*Flour*

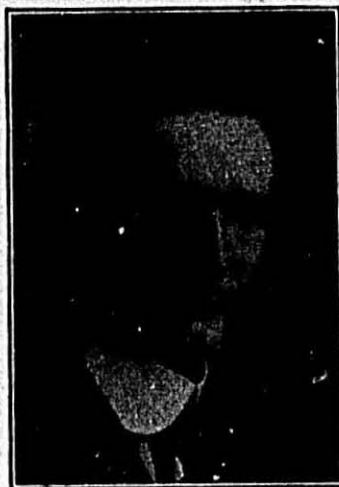
Write or wire for samples and quotations.

**Dodge-Hooker Mills**  
Wausau, Wisconsin

## QUALITY MEANS STABILITY

**Honesty in Business Dealings Makes for Stability, Which Alone Works for Success, Says Executive Committeeman—Must Avoid Production of Pastes of Cheap Raw Material—Such Manufacture Is Unfair Competition.**

Though the columns of this progressive paper have always been open to manufacturers and to all others interested in the alimentary paste industry we have, as a general rule, failed to avail ourselves as frequently as we might of the opportunities it offers. The New Macaroni Journal is the spokesman of the macaroni industry on this continent and should be used more often in expressing our sentiments and exchanging our ideas, according to Henry D. Rossi,



Henry D. Rossi

of Peter Rossi and Sons, Braidwood, Ill., member of the executive committee of the National Macaroni Manufacturers association. The macaroni manufacturing business, in keeping with other food lines, has undergone a radical change since last summer. Every one of us has experienced our little troubles and each of us has had our pet peeves. Whether these worries are to increase or diminish within the next few months, only time will tell. Every indication is that the spring and summer of 1921 will be trying times for most of us. The period can be considerably shortened and its evil effects lessened by judicious preparation and careful planning.

### Price Business not Lasting

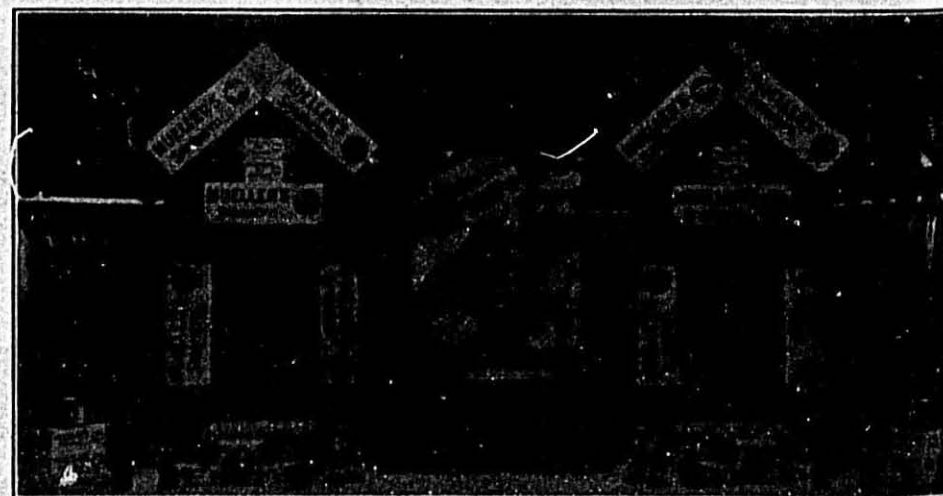
The one factor that has had the most detrimental effect on the macaroni manufacturing business in the recent past is unquestionably the LOWERING OF QUALITY TO MEET A PRICE, one especially noted in the markets of the

central states. Investigations show that large quantities of this class of inferior goods were made from the very poorest grades of flour instead of semolina, and that these were placed on the market illegally labeled "macaroni", "spaghetti", etc. They found ready buyers because general business conditions often forced jobbers and distributors to snap up these goods because money was tight. Business obtained on price instead of on quality is not lasting, and is usually spurned by the better class of manufacturers. Business based on quality and good will should be our aim.

Again, offering poor quality goods is unfair competition, a kind of competition that hurts, frequently the competitor, but finally and most disastrously the manufacturer of the inferior grades. There is only one purpose or excuse for placing such goods on the market, and that is to undersell competitors, to injure a fellow manufacturer. With so flimsy a basis to stand on, is it any wonder that manufacturers of this class fail to build up a good, steady business! Sound business will mean repeat orders, and this can be built only on good will gained by honest dealings and backed up by quality goods.

### Continue Quality Goods

Experienced manufacturers throughout the country will agree that the peak of production was attained in our indus-



A standard window display extensively used by the C. F. Mueller Co. of Jersey City during Macaroni Window Display Week, attracting attention of thousands of consumers during the Lenten season. The arrangement is easy, the beautiful center piece is suggestive. A trim of this kind is always welcomed by retailers because it is simple, attractive and appealing.

try during the war and that much of the increased business that we have enjoyed or are still enjoying will "tumble like a drunken sailor" if we resort to the production of pastes out of any kind of raw material just because the price is low. Let us continue to make "quality goods" such as were made during the war and which gained for us a reputation that means dollars-in-profits if continued, now that the long expected foreign competition comes along. By doing so we will not have to use our individual or combined association influences to get congress to pass favorably legislation. No tariff wall can be built high enough to ward off this importation evil, if we are not determined to retain the advantages gained during the war by manufacturing pastes of high standards only, not merely the equal of but superior to the imported article

### Fight for Quality

All this fear of importations from Europe and all the evil effects of home competition will be quickly dissipated if all will arrange to use only the very best raw materials in the manufacture of macaroni and spaghetti. Fight for quality with half the vigor and determination we sometimes employ in fighting for our competitor's business and there will be enough demands for our products to keep us all busy and to discourage importations from foreign countries. If this be done, we can then more consistently ask for tariff protection and then there need be no further fear about the future welfare of the macaroni industry in this country.

Quality goods plus honesty in business dealings makes for stability, which alone makes for success.

# 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.  
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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.

## REDUCE EXPRESS NUISANCE

**Campaign On to Keep Down Lodgement of Stray Shipments in "On Hand" Departments—Growth of This Freight Handicap to Improvement in Service—Privilege Abused**

A campaign has been started in the express business to keep down shipments which find their way to "on hand" departments because the addresses are inaccurate or incomplete, or because of cancellation of orders, or some other disagreement between shipper and consignee. An energetic effort is being made to clear up the undeliverable matter found in the "on hand" rooms of the express company, and at the right way meetings of the express employes throughout the country the subject is receiving special attention.

### Abuse of Privilege

It is the opinion of operating heads in the express business that the growth of "on hand" freight is a handicap to improvement in the express service. Practically every industry is interested in prompt delivery of goods and the carrier is seeking the cooperation of the shipping public to remove the heavy burden which the storing and care of "on hand" freight involve. It is found that many claims and annoying controversies are directly chargeable to the abuse of the "on hand" privilege.

While it is a decided advantage to the transient shipper to have the express carrier hold his goods for him until he arrives, and to do this without added expense, it was not intended that regular express patrons would ask or expect the carrier to store their goods while some argument between shipper and consignee is being settled. The express company does not generally charge for storing shipments, but some such step may be taken unless the situation improves.

### Plain Workings

In seeking the cooperation of the shippers, the transportation company lays emphasis upon the importance of every shipper having the consignee's full name and address, street and number plainly marked on each piece he sends by express. It is equally important that each shipper show his name and address clearly on each piece of a shipment.

That consignees should accept delivery of shipments offered and not leave them on the carrier's hands is the contention of the express company in this campaign. This should be done even if

shipments are offered in bad order, for then the consignee can dispose of them to the best advantage and thereby reduce the loss to the lowest possible figure. Shippers and consignees are urged to give special attention to postal notices, sent out by the carriers to them when a shipment cannot be delivered by an express driver for some reason.

When a shipper is informed by the express company through the usual postal notices that the consignee has refused to accept the goods, it will facilitate matters if he will give prompt and definite instructions for disposal of the shipment.

Enthusiasm creates self confidence and courage.

## President Williams' Mother Dies

Mrs. Catherine Williams, aged and respected mother of James T. Williams, president of the National Macaroni Manufacturers association and prominent in business circles of Minneapolis, died at her home in Minneapolis on March 28, 1921, after an illness of about six weeks. She had attained the ripe old age of 79 years, more than 50 of which were spent in this country.

Mrs. Williams was born in Limerick, Ireland, and came to this country in her youth, settling in Minnesota 51 years ago, the last 30 years of her life being spent in Minneapolis where most of her children still reside. Deceased was highly respected by her neighbors, esteemed by her friends and beloved by her children, 12 in number, all of whom survive and mourn her loss.

The sympathy of the entire National Macaroni Manufacturers association, which he has served long, faithfully and well, goes forth to President Williams, as well as to other children in the bereaved family, who are D. N. Williams, John P. Williams, Frank P. Williams, Mrs. A. F. Krueger, Miss Tressa Williams, Mrs. J. M. Sullivan, Mrs. T. J. Gibbons, Mrs. George S. Jones, Mrs. M. J. Horgan and Miss Belle Williams, all of Minneapolis, and Mrs. J. J. McCullough of Seattle.

## Italian Land Reclaimed

"Campagna Romana" may be reclaimed and planted for produce growing and agriculture. This is the vast tract of land which stretches about Rome for several miles. Since the fall of the Rome empire it has been slacker land, when before that time it was a paradise on earth, historians relate, luxuriant with flowers and fruit.

War has made many changes. This new idea seems to be one of them. Therefore proposal to reclaim this malaria breeding desert which only a few hardy shepherds seem to be able to live in.

The law which recently passed, decreeing that any one who does not cultivate his land to the utmost of its capacity is liable to have the land confiscated, is beginning to have its effects. Prince Aldobrandini has engaged a company to reclaim a huge estate of several thousands of acres which he owns in the "campagna."

The work has begun and an experimental station has been set up at Ostia. The land was first of all drained and arrangements were made to obtain water from the Tiber for irrigation. Electric tractors to draw the plows were then bought and various kinds of fruits, vegetables and cereals cultivated in order to find out how fertile the land is and what kind of crop it is most adapted for.

The results were beyond the wildest hopes of any of the promoters of the company. The land, after lying idle for centuries, seems to have stored up its fertility throughout all that time and now yields crop upon crop with unstinting hand.

### GOOD LINKS

The man in the rainbow stockings was trying to play golf. The difficulty was, of course, to hit the ball. It was so much easier to hit the ground. He hit that every time. The turf flew in all directions. Swish! Swosh! Plop! More excavations. Something was wrong somewhere. It couldn't be his stockings. It must be the links. He turned helplessly to his opponent.

"What do you think of these links?" he exclaimed.

"What do I think of 'em?" gasped his opponent, wiping a bit of soil from his lips. "Pouf. Best I ever tasted."—The Argonaut.

Opportunity comes more than once to those who welcome it.

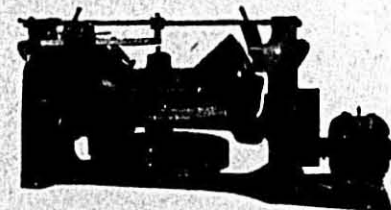
Established 1861

# ELMES

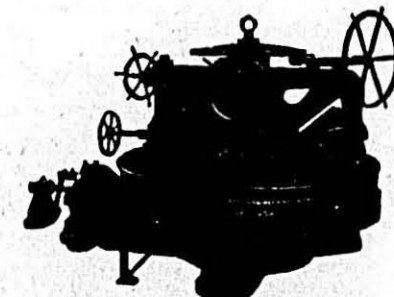
## CHICAGO

Incorporated 1895

*Builders of Macaroni, Spaghetti and Paste Goods Machinery*



Motor Driven Dough Kneader  
No. 1486



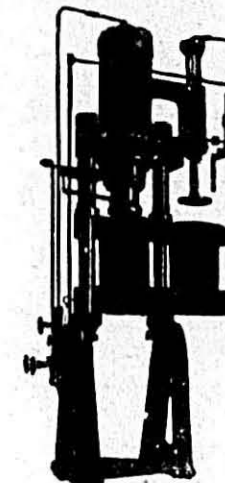
Motor Driven Dough Kneader  
No. 1382

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



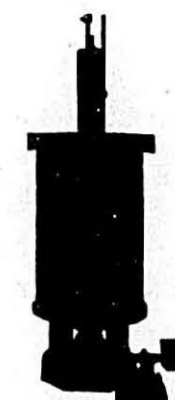
Three Plunger Vertical Pump  
No. 549

High  
Grade  
Machinery  
Only



Hydraulic Macaroni  
Press No. 1110

Greater  
Output  
With  
Less  
Maintenance



Inverted Tank  
Weighted Acc.  
No. 1232



Horizontal Dough Mixer  
No. 1487

Horizontal Short  
Cut Presses



Four Plunger Horizontal Pump  
No. 9

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

## Charles F. Elmes Engineering Works

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

## American Raid on Italy's Spaghetti Markets Is Surprise

If there was one form of business enterprise more than another which was not anticipated, it was a raid on the spaghetti markets of Italy by American manufacturers, says the New York Telegram of March 3.

But manifests don't lie. The United States Mail Steamship company's Princess Matoika sailed with no less than 50,000 tons of the delectable tubes on board destined not merely for Milan and other ignorant places but for Naples, the home town and headquarters of the famous staple.

If the American made spaghetti seemed superior when eaten in New York without the accompaniment of the fiasco of chianti of preprohibition days, it ought to be doubly so when consumed under normal south Italian conditions.

Besides, it is highly important that the Neapolitan rules for eating it should be mastered and observed fully by foreigners.

Possibly 10 years from now it will have passed into a proverb that nobody knows anything about spaghetti unless he has tasted the American article in a restaurant at Naples.

In commenting on this shipment the Troy Times says: "Shipping spaghetti to Italy would seem to be a much more complete reversal of the usual order of things than carrying coals to Newcastle. As a matter of fact recent conditions have wrought many changes in commercial intercourse. There is no occasion for surprise, therefore, in the announcement that a steamer which cleared from New York for Genoa and Naples took as part of the cargo 15 tons of macaroni and spaghetti made in the United States. The explanation is interesting. Good macaroni and spaghetti can be made only from wheat of the best quality. The price of the grade of grain used in preparing those foods is so high that Italian manufacturers have adulterated the flour produced therefrom, and this has impaired the quality of the articles. It is stated that Italians in their home country have had little good spaghetti since 1914. Meanwhile the making of macaroni and spaghetti has progressed rapidly in America. There are varieties of wheat raised in this country which appear to be of a quality that fully meets Italian requirements, and it is regarded as certain that the 15 tons of the favorite Italian edibles will meet a fer-

vent welcome and find prompt consumption.

### Putting Ideas Across

Some valuable tips are obtainable from the "Ten Commandments" announced by John H. Patterson, president of the National Cash Register company, as embodying his opinion of how best to convey ideas to prospective buyers, and they are worth studying from the view point of properly advertising alimentary pastes of macaroni manufacturers and distributors. The Commandments follow:

1. The nerves from the eyes to the brain are many times larger than those from the ears to the brain. Therefore, when possible to use a picture instead of words, use one and make the words mere connectives for the pictures.

2. Confine the attention to the exact subject by drawing outlines and putting in the divisions; then we make certain that we are all talking about the same thing.

3. Aim for dramatic effects either in speaking or writing—study them out before hand. This holds the attention.

4. Red is the best color to attract and hold attention, therefore use plenty of it.

5. Few words—short sentences—small words—big ideas.

6. Tell why as well as how.

7. Do not be afraid of big type and do not put too much on a page.

8. Do not crowd ideas in speaking or writing. No advertisement is big enough for two ideas.

9. Before you try to convince any

one else, make sure that you are convinced, and if you can not convince yourself, drop the subject. Do not try to "put over anything."

10. Tell the truth.

### Figuring Income Tax

The Belleville Advocate quotes an expert who gives the following instructions on how to figure your income tax:

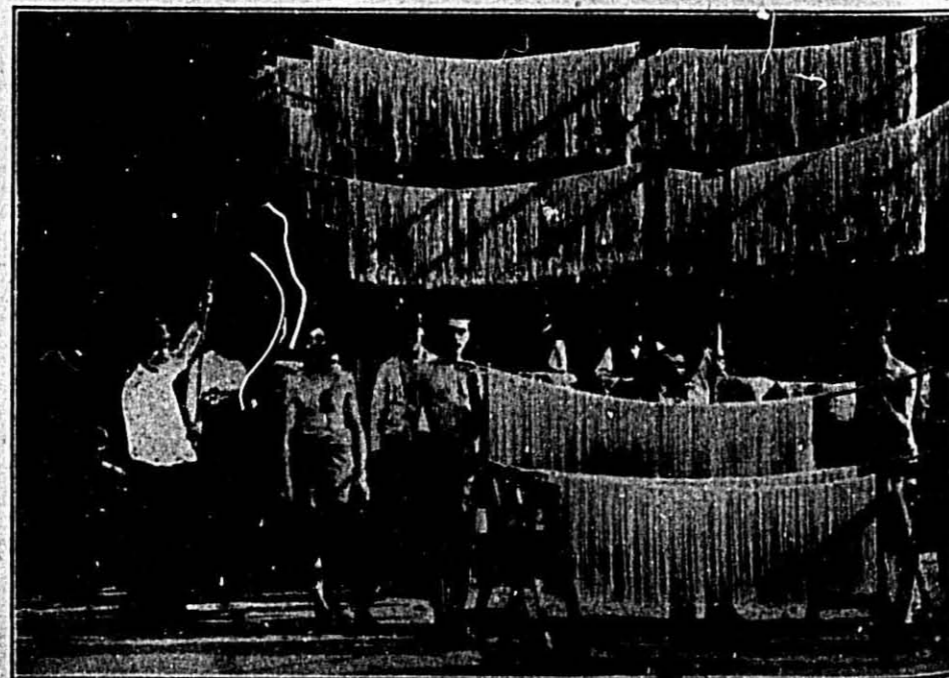
"In the first place it must be worked out by algebra, astronomy and syntax and then you arrive at an answer which may be correct and may not. If your income is \$2,400 a year and you have a diamond ring and an automobile and are married to a brunette girl 26 years old you take the amount of your income and add your personal property, subtract your street number, multiply by your height, add your wife's height and divide by your telephone number.

"If you have a child in the family you subtract \$200 from your income, add the amount to your personal property multiply by your waist measure, subtract by the size of your collar and the child's age, multiply by the amount you have given to the church the past year, and divide the number of your automobile license by age.

"If there is a second child, you deduct \$400 from your income, add the weight and age of your child, divide by the date of your birth, multiply by the size of your mother-in-law."

Put the "you" in "youth" by learning to enjoy your work.

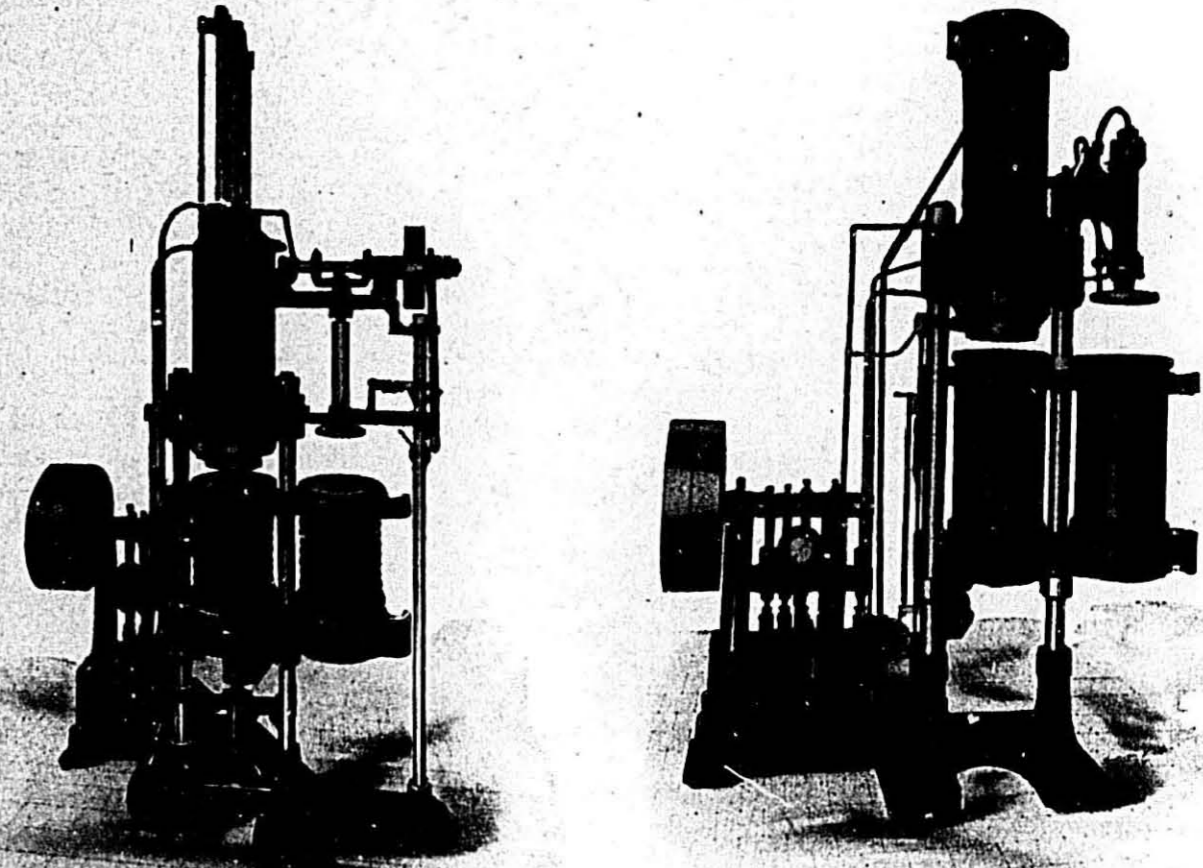
Bigger doughnuts have larger holes



Phase of macaroni manufacture in Italy. Notice produce hanging on long poles.

# 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.

# World Wheat Prospects Average Well

In the southern hemisphere, where harvesting has been completed, indications are that a yield safely above the early estimates is assured. This is true in all the wheat sections south of the equator, with the possible exception of South Africa where a 2 per cent decrease is reported.

### Big Argentine Crops

In Argentina, the leading South American wheat country, the 1921 outlooks are most promising. Production has evidently been underestimated, and crops will be at least equal to the record breaker of last season. It is estimated that the exportable wheat of this country will figure about 130,000,000 to 150,000,000 bushels. This is slightly less than the 184,000,000 bushels exported in 1920, but that was abnormal as it included much held over wheat that it was impossible to ship the previous season for lack of shipping facilities.

In Chili the unofficial figures estimate this season's production at approximately 25,200,000 bushels, as compared with 20,300,000 bushels, the ten-year average.

In Uruguay the prospects for a good harvest of wheat are promising.

### Australia Looks Well

In Australia, where the wheat harvest is almost completed, the crop promises well of being up to 147,000,000 bushels, last year's estimate, with prospects of passing this figure.

South Africa reports about a 2 per cent decrease in previous estimates from droughts, though the harvest should exceed that of last year by approximately 2,000,000 bushels.

In the northern hemisphere winter conditions as a whole have been favorable to cereals, with the exception of India where dryness affected development.

In the United States the winter wheat wintered nicely though in spots it suffered slightly from lack of snow covering. The acreage is about the average and the prospects are promising.

In Canada nothing new has developed and no estimates have been made except of a very general character.

### French Prospects

France reports approximately 12,000,000 acres of fall sown wheat with conditions about 70. Spring sowing has just started with land in good shape.

Climatic conditions continue to be most favorable for cereal sowing. There are as yet no official figures as to the

acreage under cereal cultivation, though from the meager reports obtained the indication is for slightly below normal.

Russia continues to be a guessing problem as nothing authentic is obtainable from that source.

The Rumanian wheat situation is improving and the 1921 crops should approach about 80 per cent of the prewar production. The mild weather has been beneficial to the winter sown crops and permitted an early start in the spring sowings.

### Spain Wheat Promising

In Spain favorable weather conditions speaks for a satisfactory crop as wheat is now in a promising condition.

In Germany the appearance of the young wheat is promising though it lacked the snow covering that is usually so beneficial. Wheat has grown so that a severe frost at this time would be serious.

Belgium reports increased acreage with favorable conditions following the set back sustained by frosts and freezing last December.

In the United Kingdom a somewhat larger acreage is reported, with autumn sown grains in good condition, except in the low lying areas where the young plants suffered from excessive wet.

North Africa reports final sowings under favorable weather conditions, though the area planted is slightly less than that of last year. In Tunis the appearance of the crop is satisfactory and in Egypt the water supply has been ample.

### Rules to Uphold Contracts

The Chamber of Commerce of the United States after a study of the "cancellation" evil has found it to be one of the greatest contributory causes to the present business depression and makes suggestions that should be followed in all business dealings, in an effort to restore the confidence and good will so necessary to avoid future misunderstandings, as follows:

Draw contracts in conformity with the law of the state in which they are completed or accepted, making the obligation of both the seller and the buyer equitable.

Provide in contracts for arbitration in case of dispute either under the state laws, rules of trade organizations, or other equitable agency.

Stand for "Golden Rule" policy throughout your business, taking less if necessary to demonstrate you mean it.

Without preaching, keep before your employes and your trade continually

the value of good will built on promise kept.

Take an advanced stand personally for American business integrity and let it be known.

### Steal Olive Oil Shipment

A carload of imported olive oil valued at \$10,000 consigned to the S. Vivian Macaroni Manufacturing Co. of 97 Monroe av., Detroit, was stolen last month from the Michigan Central railroad yards, or the middle of March, according to advices from that city. The shipment consisted of 200 cases sent from New York city. Railroad officials are of the opinion the robbery occurred while the car stood on a siding in Detroit and that a motor truck was used for removing the goods. Detectives are on the hunt for clues.

### Excelsior!

Efficient production is the only guarantee of employment and of decent living conditions. Never in our lifetime have the shelves of the world been so bare. The whole world is hungry for the things the United States can supply, says The Optimist.

If the business of the nation is to go forward, as it must go forward, the American public must learn to take world view. We must learn to think internationally.

We must trust in the good faith and in the productive power of Europe, lending to them our raw materials and goods to enable them to resume productivity, and accepting in payment therefor securities representing their productive activities.

We are getting relieved of the impurities in our business life. The process is not complete yet. It may take some little time longer, but the cure will be effective and American business, like a giant refreshed, will emerge with vigor and an energy the world has never known before.

Iron and steel, coal and building materials represent the last stronghold of inflation. But already the outer defenses are yielding. Prices of bituminous coal and cement, for instance, are cracking under the strain.

With the liquidation of these basic branches of industry, the way should be prepared for the establishment of a new price level and the resumption of business under full pressure.

Speed the glad day.

# Business Is Good

*for the Manufacturer of Macaroni that use*

## Barozzi's Dryers Equipment

*dry your Macaroni in 60 hours.*



Do not cost any money, because it makes money for the manufacturer.

*Information and Catalogue from*

## BAROZZI DRYING MACHINE CO.

400 Columbus Ave.

SAN FRANCISCO, CAL.

### English "As Is"— Murder Committed In Correspondence

The English language not as it should be used but as it is actually employed by many Americans is shown in letters written to the bureau of war risk insurance relative to allotments. An unheard of variety of appeals are received weekly and many are filled with rare flashes of unconscious humor found nowhere in the recorded English language.

Extracts given below are only a few of those that attracted the attention of a girl clerk employed in that department. Being so struck with the humor contained therein, she listed them for her home paper, as follows:

Please let me know if John put in an application for a wife and child.

You have taken my man away to fight and he was the best I ever had. Now you will have to keep me or who will?

My Bill has been put in charge of a spittoon (platoon). Will I get more pay?

Please send me my allotment. I have a little baby and I knead it every day.

I am writing you to ask you why I have never received my elopment. His money was kept from his pay for the-elopment for me which I never received.

I am left with a child, seven months old, and she is a baby and can't work.

I ain't got no money since my boy went sailing over the top.

The man—Ole Johnson—to whom you sent the check is dead and wants to know what to do with the check.

I ain't received no pay since my husband has gone from nowhere.

My husband has gone away at Crystal Palace. He got a few days fur and has been away on a mind sweeper.

We have your letter. I am his grandfather and grandmother. He was born and brought up in our house accordin' to your letter.

Will you please send me my money as soon as possible, as I am walking around Boston like a bloody pauper?

If I do not get some money soon, I will have to lead an immortal life.

You have changed my little boy to a little girl. Will it make any difference?

I have already written to Mr. Headquarters and received no reply and now if I don't get one from you I am going to write to Uncle Sam himself.

Caring to my condition which I haven't walked in three months from a broke leg which is \$75.

I did not know my husband had a middle name and if he did I don't believe it was none.

No Mrs. Wilson, I need help bad, see if the President can't help me.

Your relationship to the enlisted man—Ans. I am still his belved wife.

I ain't got no book lurning and I am writing you for inflamation.

Please return my marriage certificate. Baby hasn't eaten anything in three days.

Dear Gentlemen:—Why is it I have not gotten my sons allotment which is now in France. I am his father and will always be therefore I am entitled to the money. Please oblige your sincerely and respectful by sending money.

She is staying at a dissapated house. War Wrists Insurance.

Just a line to let you know that I am a widow and four children.

He was inducted into the surface.

I have been in bed 13 years with one doctor and I intend to try another.

I have a four months old baby and he is my only support.

I remain and obliged . . . . A lone woman and paraley dependent.

To pay of my depths . . . . . Date of birth—Not yet but soon.

Please correct my name as I could not and would not go under a consumed name.

As I need his assistance to keep me enclosed.

Both sides of our parents are old and poor.

You ask for my allotment number. I have four boys and two girls.

It is improbable for me to make a living without his port.

I am a poor widow and all I have is in the front.

To whom it may consume—And he was my best supporter.

Kind sir, or She—I enclose.—Lovingly yours.

Please send me a wife's form.

How do you expose me to live. My husband was my sole export. Long die Germany.

I have not received my sons allotment and there are no symptoms of the money.

I have received my insurance pollish and have since moved my postoffice.

I have received no pay since my husband was confined to a constipation camp—in Germany. When he was drafted in the employment of 18 per week.

I am his wife and only air.

Precious to his departure we were married by a justice of the peace.

Dear President, please send me my money or my husband. Some one told me to write you and tell you my family history.

Date of discharge—I don't know. My son was discharged for physical abilities.

Your relationship to him—Just a mere aunt and a few cousins.

Hello Mr. War Risk Bureau, how are you? I am well and hope you are the same.

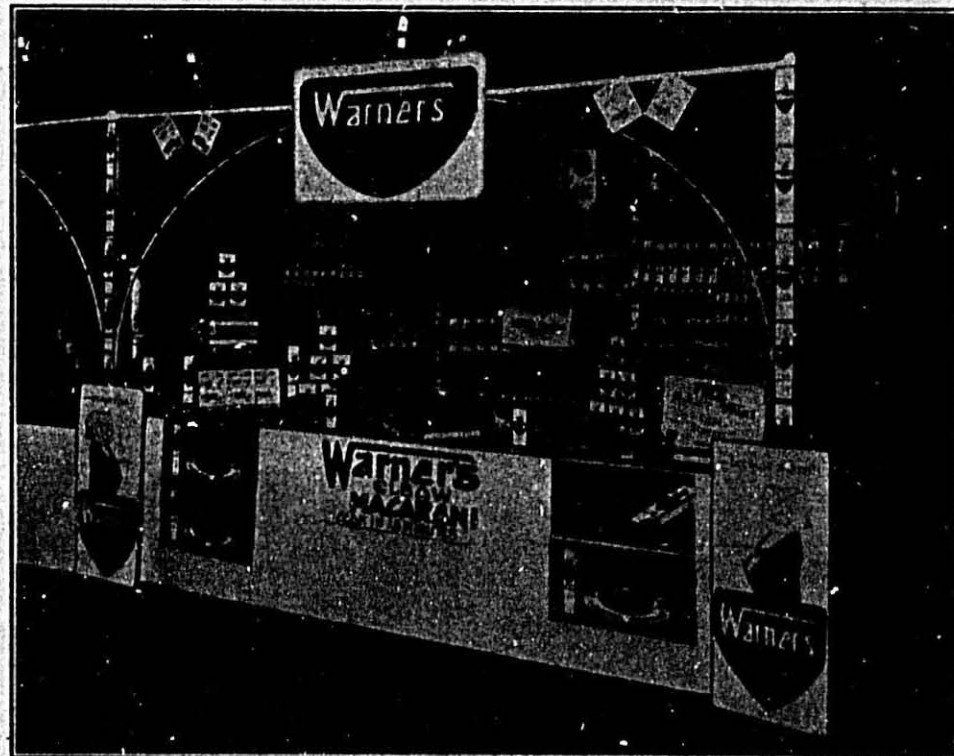
In service in the United States Army. Reason—That is what I want to know.

### New Peppermint Field

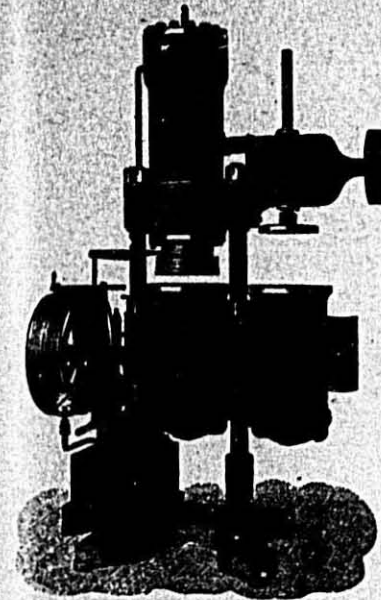
Peppermint oil used extensively as a medicine and, of late years, increasing in popularity as a flavor in candies and other confections, is made by extracting the juices from a variety of mint which, until recently, was grown exclusively in the boggy and swampy regions of New York, southwestern Michigan and northern Indiana. Experiments carried on in the west, especially in the Willamette valley of Oregon, have resulted in what experts term a superior quality of mint on the ordinary valley lands of the northwest. So much superior is the flavor of this mint over the oils produced from mint grown in the boggy regions of the east that it sells about a dollar a pound higher and is usually combined in the ratio of 10% western to 90% eastern oil to produce the commercial product popularly recognized as standard peppermint. The peppermint oil industry in the Willamette valley is still in its infancy, yet 8,000 pounds of this oil was produced this year and sold at an average price of \$6.00 per pound.

Success spelled the other way around means "Know the goods."

Work is the best thing invented for killing time.



A widely used window display that attracts and sells. It is used in large stores where demonstrations are held suggesting proper preparation of this food. The whole arrangement is attractive and the maker's name is most prominent. Though this display has been in general use for some time, it was made especial and profitable use of during National Macaroni Window Display Week, the end of February and beginning of March 1921.



Presses  
Screw and Hydraulic

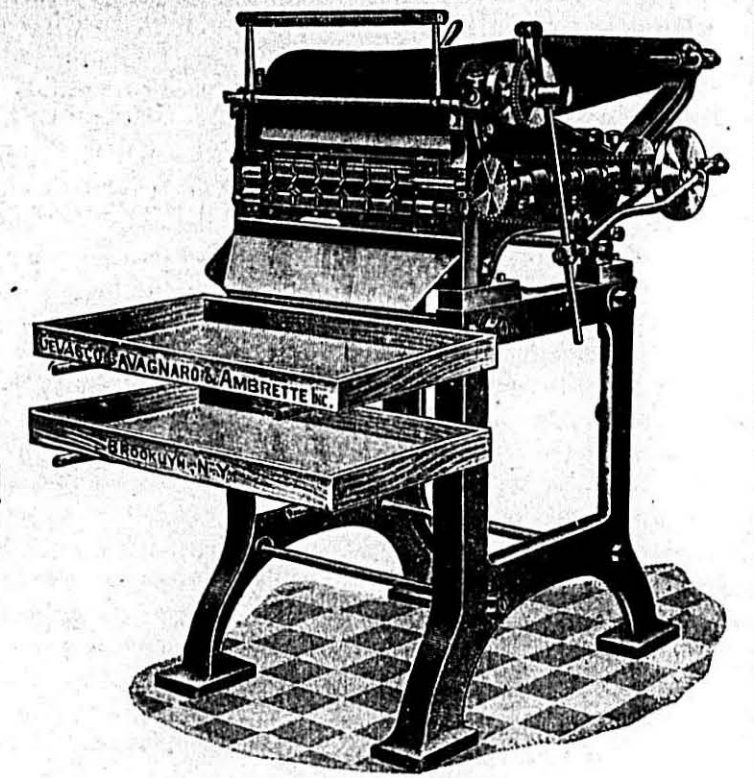
Kneaders

Mixers

Dough Brakes

Mostaccioli and Noodle Cutters

Fancy Paste Machines



### Bologna Paste Machine

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

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

Send for our illustrated circular, containing full information.

### Cevasco, Cavagnaro & Ambrette

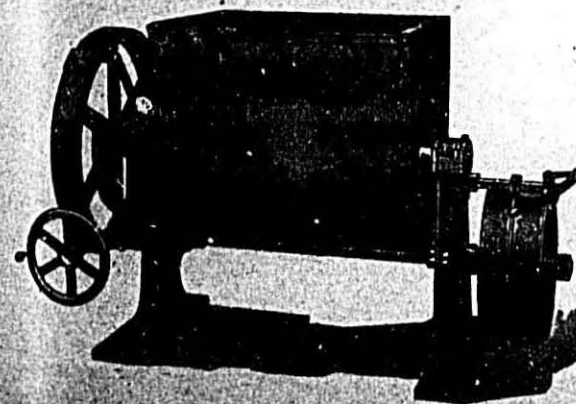
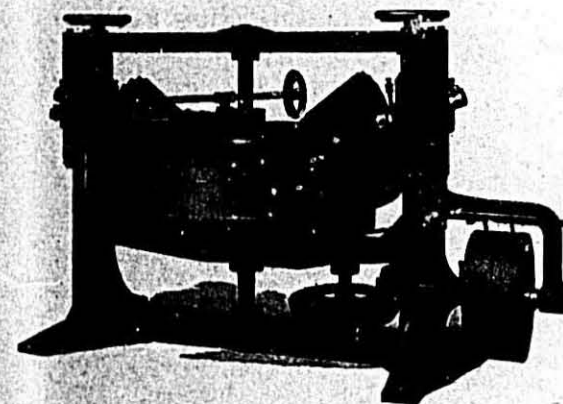
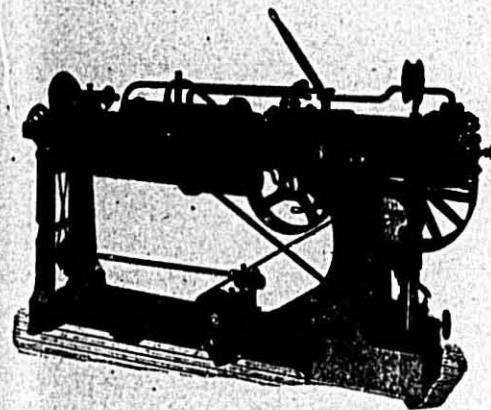
INCORPORATED

Builders of High Grade Macaroni Machinery

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

Office and Works  
156-166 Sixth Street

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



## THE KIND BOSS SUCCEEDS

**Bully Foreman Practically Extinct, But Know-It-Alls Still Vegetate—Wise Overseer Is Accessible and Willing Listener—Great Men As Humble Servants.**

Fortunately the slave driving boss or superintendent in macaroni factories is almost a thing of the past. He is gone with little chance for returning. In the days not long passed, to be a successful captain or boss the idea prevailed that you must be a "bully" or a driver but this has given way to the modern idea that appreciation of one's efforts rather than bullying tactics is the best method of control.

### Bully Eliminated

While the "bully" has practically been eliminated there still exists another class of undesirable, that would rather make a costly mistake than to accept suggestions from his men; in other words, the "know-it-all" boss who is never wrong. Unfortunately he is still altogether too numerous and as each one in this class passes away or is disposed of, the industry takes a forward step.

The boss or superintendent of a plant is usually promoted from the ranks because of his ability and there is no reason whatsoever for his assuming that when he has received this promotion he has cornered all the possible knowledge connected with a particular phase of manufacture and distribution in this business. But does it not often happen that one is promoted, not alone for his ability but because of friendship, appearance or pull? Again may his selection not have been made because of his recognized ability to direct the energies of others rather than for what he knows?

### May Often Profit

In either case, a successful boss should always be accessible, ready and willing to hear suggestions from his men, knowing that should he listen to a hundred worthless propositions and only one practical one, the adoption of which means a saving to his company or the lessening of the chances of injury, he will not only have strengthened himself with his employers and with his men, but will have done an inestimable good for the industry.

The ordinary macaroni plant boasts of men who have devoted practically a life time to the industry. Their knowledge and experience can be made good use of by a tactful, practical boss who always

impresses on his men that they are free to suggest such improvements as occur to them to be practical and workable. On attaining a position of responsibility, however insignificant, it should be this man's ambition to prepare himself for the next higher position and this can best be done through friendly cooperation with those under him and upon whose work his success depends.

### Wrong Sort of Ladder

The man who seeks to climb by keeping others down, climbs slowly indeed. Under present business conditions so intimately is one line or one man dependent upon another that to ignore this interdependence indicates a lack of knowledge of human nature that spells doom.

To succeed one must listen to those above and below. Insist on strict obedience to orders but give them in a kindly tone and with every consideration for the feelings of those to whom the orders apply. Being kind and gentle and considerate will in no wise lower you in their esteem.

The theory of kindness to your employes is not a new one by any means. It has been practiced from time immemorial and by all the big successful men. The acts of kindness practiced by some successful men in the past should impress the boss or superintendent with the need of developing this quality in order to properly supervise the actions of others.

### Truly Great Are Kind

One day a tall man was walking along a side street in Springfield, Ill., when he noted a little twelve-year old girl standing by a gate crying. He stopped and kindly asked:

"What are you crying about?"

"The drayman hasn't come for my trunk," the girl answered, "and I'll miss my train."

"Dry your tears, sis," the man said; "I reckon we can fix this." He placed the trunk on his back and carried it to the railroad station, arriving just in time to permit the little girl to make her train.

The man was Abraham Lincoln.

He was always big enough to be small enough to help a fellow. Later in life this big man fitted well into a big place. Yet in his greatness and his power, his heart was always tender. He even pardoned men sentenced to death as deserters.

A rider on horseback many years ago came across a squad of soldiers who were trying to move a heavy piece of timber.

A corporal stood by giving lordly orders to "heave". But the piece of timber was a trifle too heavy for the squad to handle.

"Why don't you help them?" asked the quiet man on the horse, addressing the important corporal.

"Me? Why, I'm a corporal, sir!" was the answer.

**'Twas G. W.**

Dismounting, the horseman took his place with the soldiers.

"Now, all together, boys—heave!" he said. And the big piece of timber slid into place. The stranger mounted his horse and addressed the corporal:

"The next time you have a piece of timber too large for your men to handle, corporal, send for your commander-in-chief."

The horseman was George Washington.

He was another man who by his humility showed his bigness.

Two men stood in the corridor of a hotel in Cleveland one cold, wintry night. One of them desiring an evening newspaper caught his coat collar around his neck, walked out into the biting wind and bought a paper from a shivering newsboy in the street. When he hustled back into the warm hotel his companion asked:

"Why did you run out into the cold like that? There's a news stand in the hotel."

"Oh," smiled the big man, "that poor, cold little chap outside needs the money more than the fellow inside."

The big man was Major, Congressman, Governor, President William McKinley. Only a big man could have done so small a thing.

### Big Souls, All

No king on a throne has ever appeared more majestic than John Marshall, clad in the robes of his great office, sitting as chief justice of the supreme court of the United States. One day a small boy came to his office to obtain some legal papers for his father. The chief justice noted the boy's awe of one so great. He smiled.

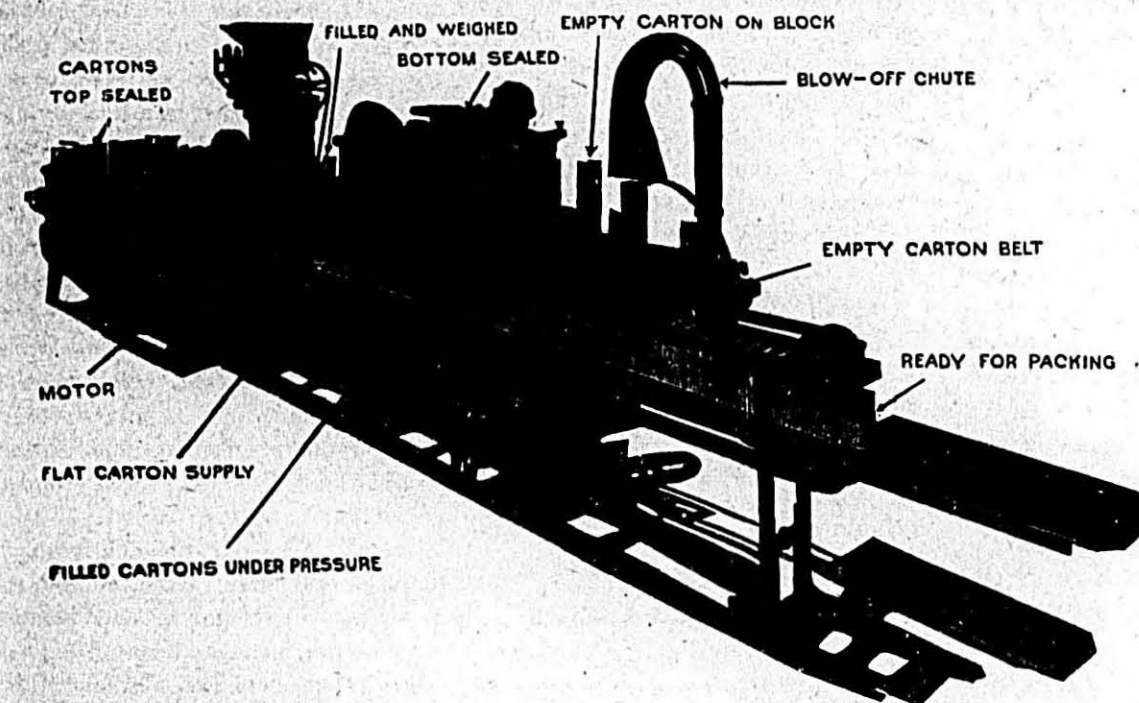
"Billy," he said, shaking his gray head and pointing his wiggling finger at the boy, "I can beat you playing marbles!" And they romped out into the backyard where Billy showed John Marshall that he could do no such a thing. The chief justice was big enough to be small enough to play marbles with a kid.

Lovt Divise stooped to be born in a manger; to build hovels in Nazareth;

# Garibaldi said—

## "Macaroni—the muscle builder—the food of the worker—the one dish of which the appetite does not tire"

### MACARONI IS A MUSCLE BUILDER OUR MACHINES ARE PRODUCTION BUILDERS



The picture to the left illustrates our complete packing equipment with bottom sealer, weighing and filling machines and our double line top sealer, together with conveyers. This is a continuous motion type machine and on a free running commodity will average 58 to 60 two-pound packages per minute, complete.

### Our machines have twice the speed of any other machine on the market.

#### WHAT WE DO

If it is packed in a carton, sealed or tugged, weighed or measured, powder, flakes, granular or liquid in bottles, our equipment will handle it faster, cheaper and with less cost for maintenance than any other known method, and this includes the wax wrappings of cartons and packages.

A letter to us outlining your requirements will bring immediate response and the services of an expert, without charge.

#### HOW WE DO IT

Our continuous type of high speed machines gives a capacity of from 50 to 60 per minute speed, of course, depending upon kind of material to be handled. In other words, we guarantee to give you an output of 60 packages per minute on any of the materials that can be handled at 30 per minute by any other machine.

#### FOR WHOM WE DO IT

Some of the largest users of our machines are as follows:

Kellogg Toasted Corn Flake Co.  
Postum Cereal Co.  
Armour Grain Co.  
Quaker Oats Co.  
American Sugar Refining Co.

The above is only a partial list of our satisfied users. Drop any one or all of them a line and let them tell you what they think of our machines.

# Johnson Automatic Sealer Co., Ltd.

Send for Catalogue

BATTLE CREEK, MICH.

Send for Catalogue



become the friend of the lowly and despised, to wash the feet of His disciples.

Human history is full of the tales of big men who were *always* big. These men fitted well into any place in life, however small it may have been. But history does not show a single instance of a small-souled, vindictive, vengeful person fitting comfortably into a big job. From Cain to the kaiser, they all finally got what was coming to them. It should ever be so.

### February Durum Movements

That the end of the 1920 durum crop movement is about now at hand is indicated by the large decrease in carloads of this class of grain inspected in February 1921. The decrease in cars inspected may be due to the short month, but is most probably caused by the regular marketing during the entire season with its open winter.

#### Amber Durum

Only 276 cars of Amber Durum reached the large markets during February as compared with 528 cars the previous month. No. 1 Amber proved very scarce, only 18 cars being inspected, with 13 of these entering the Minneapolis market. No. 2 lead the Amber Durums, with 182 cars inspected. Of this number, Minneapolis received 119, Duluth 32, and New York 14. Of the No. 3 Amber Durum, 38 carloads were inspected, with 24 at Minneapolis and 9 at Duluth.

#### Durum

In the durum grades a similar decrease is seen. A total of 239 cars of all grades of durum received the O. K. of the inspectors of the inspectors licensed under the United States grain standards act as against 403 carloads in January. Galveston with 4 cars leads all the other centers in the inspection of No. 1 Durum out of a total of 12 cars received during the month. Duluth lead Minneapolis in receipt of No. 2 Durum with 26 cars to the latter's 20 out of the monthly total of 76. 68 carloads of No. 3 were inspected in the month, with the following centers leading: Minneapolis 27; Duluth 15; Philadelphia 6 and Galveston 4.

### Poison Factory Rats

With a loss in one year in the United States of \$200,000,000 by rat depredations, manufacturers and wholesale and retail merchants can well afford to

wage war upon these pests that propagate so rapidly it is almost impossible to keep pace with the increase by ordinary means of destruction. With its large milling district Minneapolis loses \$720,000 a year from rats and St. Paul \$500,000.

The University of Minnesota is aiding these cities in their campaign with a prescription any macaroni manufacturer may utilize whose plant is subject to rat raids. The preparation is inexpensive. The division of entomology and economic zoology at the state farm through Professor F. L. Washburn announces that traps become useless after a time and that poison must be employed. The method follows:

One part of barium carbonate to four parts of bait, generally lean meat, sausage, fish, liver, bacon, eggs, apples, tomatoes, melon rind, mashed sweet potato, banana, cheese, cereals, sweet corn and peanut butter are good bait. This should be placed at intervals of 10 to 20 feet in places frequented by rats. It is best to put the poisoned bait under rubbish heaps in a small box covered by a large one.

An intense thirst apparently is caused by this chemical. The animals try to obtain water, and as a rule they die outside their retreats in from 16 to 48 hours. Care should be exercised, Mr. Washburn warned, that this poison be guarded as the amount set out for one or two rats might produce death of a child, if eaten.

### To Park Your Car

Arrive downtown early. Preferably 4 a. m. This will make it very easy to find a place to park. Draw your car up to the curb with exquisite skill, pulling in forward and stopping with

your front and rear wheels parallel to the curb and exactly four inches from it. Alight quickly and pull out your watch. Stop three or four intelligent looking pedestrians and explain to them that you are going to park your car and that you want them to witness the fact and the moment of your arrival. Verify the time by their watches, exchange names, thank them and then proceed.

Open your copy of "Traffic Rules and Regulations" to page 22. Holding it carefully in your left hand for ready reference, pull out your handy measuring tape and make sure beyond a doubt that your wheels are four inches from the curb; measure the distance from the extreme point of your bumper to the utmost point of the car in front of you—it must be more than four feet; measure the distance to the nearest fire plug—it must be more than 10 feet; measure the distance to the nearest intersection—it must be more than 25 feet; measure the distance to the nearest street car stop—it must be more than 50 feet; measure the distance to the trolley wires—it must be more than 14½ feet. Estimate the location of the nearest district police station. Now call up the city hall and ascertain whether or not there will be a parade passing in the next two hours. If not, all is well and you can park your car for 30 minutes.

Now look at your watch and you will find your car has been standing 28 minutes. Wait two minutes and then drive away and find a new place to park, repeating the schedule as outlined.—Cincinnati Times Star.

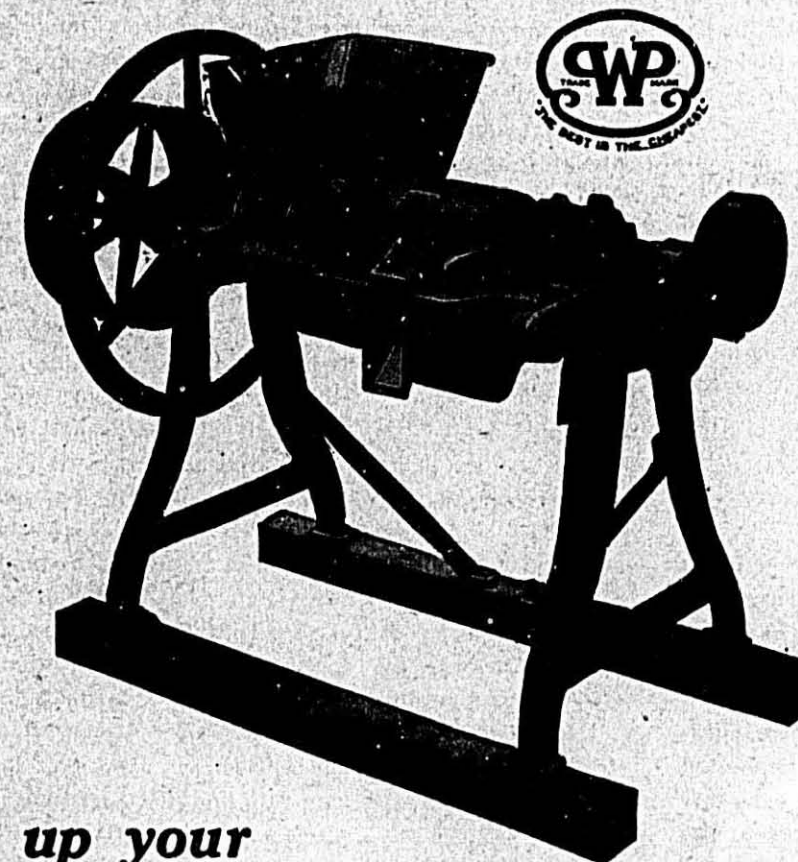
Forget other's faults by remembering your own.



Outdoor drying of macaroni in preparation for market in Italy.

# "Baker-Perkins"

Sole Sales Agents:  
WERNER & PFLEIDERER Machinery



## Grind up your Broken Macaroni

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

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

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

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

# Notes of the Industry

## Eastern Macaroni Men Meet

The macaroni manufacturers of the eastern states to whom the matter of alimentary pastes is of special and particular interest, met at the call of the Alimentary Paste Manufacturers association at Hotel McAlpin, March 18, for a conference with representatives of the United States tariff commission.

The president, Frank L. Zerega of A. Zerega's Sons, Brooklyn, advised that the members were called together to meet Messrs. Fisher and Roper of the committee.

D. C. Roper was in New York to gather information regarding price of Italian macaroni in Naples. Mr. Fisher was there to confer with manufacturers regarding cost schedules. This matter was gone into very thoroughly at the meeting with the result that all members promised to have their questionnaires filled out by the 28th of the month at the latest.

A motion sensing the unanimous opinion of all present prevailed, providing: That a committee of three be appointed to gather suggestions regarding the tariff matter and to submit them to the tariff commission in Washington. Messrs. Henry Mueller, Toomey and Graham were appointed.

A rising vote of thanks was extended to Messrs. Fisher and Roper for their interesting and instructive talks, which were greatly appreciated by the members present. Among those present were:

B. R. Jacobs, National Cereal Products Laboratories, Washington, D. C.; Frank L. Zerega and Edward Z. Vermeylen, of A. Zerega's Sons Consolidated, Brooklyn; Henry Mueller of C. F. Mueller Co., Jersey City; Mr. Cowen of A. Goodman & Son, New York; Thomas Toomey of The De Martini Macaroni Co., Hoboken, N. J.; Mr. Culman of The Atlantic Macaroni Co., Long Island City, N. Y.; H. D. Graham of The American Macaroni Co., Mr. Magee of The West Philadelphia Co., Mr. Kurtz of Kurtz Bros., Mr. De Angelis of R. De Angelis & Co., Philadelphia; Mr. Ryan of The Warner Macaroni Co., Syracuse; Mr. Otterson of The Federal Macaroni Co., New York; Mr. Silver of The Westchester Macaroni Co., Mt. Vernon, N. Y.; F. A. Tommaso of The Naples Macaroni Co., Brooklyn; Mr. Campanella of

The Campanella & Favoro Macaroni Co., Jersey City.

## Free Macaroni to Jobless

Viviano & Sons of Detroit are getting valuable and unique advertising for their products by offering the commissioner of public welfare of the city to feed at least 2,000 jobless workers in that city where unemployment is abnormal. Commissioner Dolan accepted the offer and, at 4:00 p. m. April 2, Mr. Gaetano and his fellow members of the firm served dish after dish of tasty macaroni and spaghetti, finely flavored with Italian tomato sauce, to thousands who thoroughly enjoyed this free meal, many of them tasting this nutritious and appetizing food for the first time in their lives. The meal served was a well balanced one, consisting of other foods that properly accompany macaroni, all prepared by expert cooks at the plant at 622 East Lafayette av. Until such time as the serious unemployment situation in Detroit improves, Mr. Viviano has informed the welfare commissioner, he is willing to serve 2,000 men with meals once each week.

## Plan New Paste Plants

Judging from inquiries reaching headquarters of the National Macaroni Manufacturers association for names and addresses of firms in a position to supply macaroni machinery, a revival of macaroni plant building is indicated for early spring. Among those most recently allured into the macaroni manufacturing field is J. E. Condray of Paris, Texas, who plans to erect a modern plant in that city and T. J. Page of Ft. Smith, Ark., who has similar construction intentions. No specific plans have been adopted for the plant in either place, though machinery men have been approached as to prices and possibility of filling orders.

## Trenton Firm Incorporates

A firm has been organized at Trenton, N. J., to manufacture and sell alimentary pastes. It is called the Trenton Macaroni company and was incorporated in March with a capital stock of \$200,000. Incorporators named in the papers filed are Harry K. Hoch, Charles I. Hoch, John J. Jolia.

## January Imports and Exports

Macaroni, vermicelli and similar preparations are reaching our shores in ever increasing amounts, according to the bureau of foreign and domestic commerce of the U. S. department of commerce for January 1921. 187,100 pounds valued at \$29,345 were imported from various countries in January, compared with 53,344 pounds valued at \$6,124 in January 1920. The steadiness of this increase is noted by comparisons for the seven months ending January covering 1919, 1920 and 1921. For the seven months period ending January, 1919, 249,186 pounds of alimentary pastes were imported, valued at \$25,293. For the same period ending January 1920 a total of 587,283 pounds valued at \$71,848 was imported. During the seven months ending January 1921 importations of this foodstuff reached 725,596 pounds, valued at \$98,030. Practically no domestic pastes were exported in January 1921 as far as the records of the bureau are concerned. Of the foreign goods reexported alimentary pastes show a large increase during January 1921 over the same month last year. This year the January records were 47,909 pounds valued at \$5,942 compared with 2,758 pounds valued at \$399 in January 1920. For the seven months period ending January 1920 the amount of foreign goods reexported was 90,702 valued at \$12,438, but for the same period ending January 1921 the amount had decreased to 62,049 pounds, worth \$8,082.

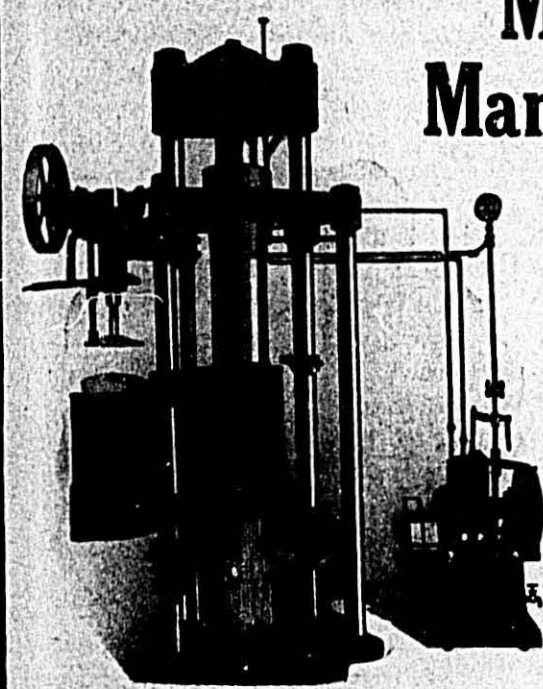
## Macaroni Exports From Naples

Consul Byington of Naples, Italy, reports that the total exports of macaroni from Naples to the United States in December and January totaled 99,000 pounds. Restrictions on the export have recently been removed, but so far the exports show no probability of an approach to prewar figures. In 1913 shipments from Naples to the United States amounted to 936,771,000 pounds, with a valuation of \$4,258,070. The curtailment of the Russian wheat supply is suggested as one of the main causes for the present decline in the production. The Italian Confederation of Industry, according to U. S. Commercial Attache MacLean of Rome, is conducting a study

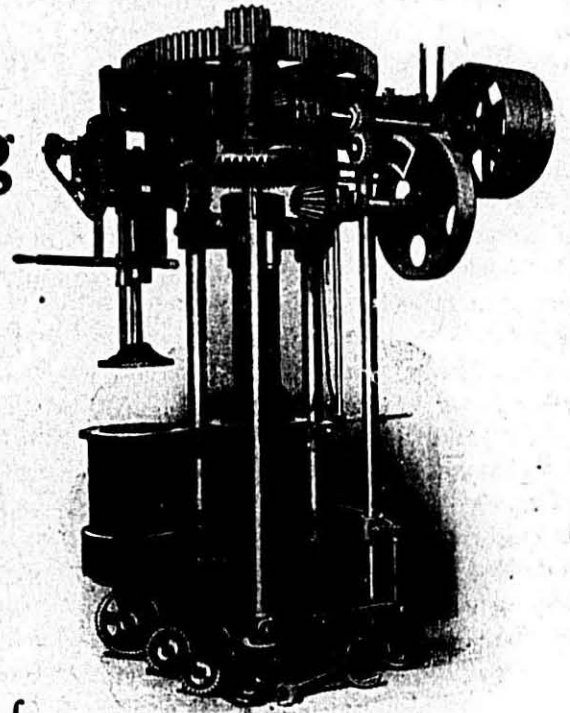
# Walton Macaroni Machinery

## Minimizes Manufacturing Expense

Our line of Presses, Kneaders and Mixers



STYLE K HYDRAULIC PRESS



STYLE F SCREW PRESS

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

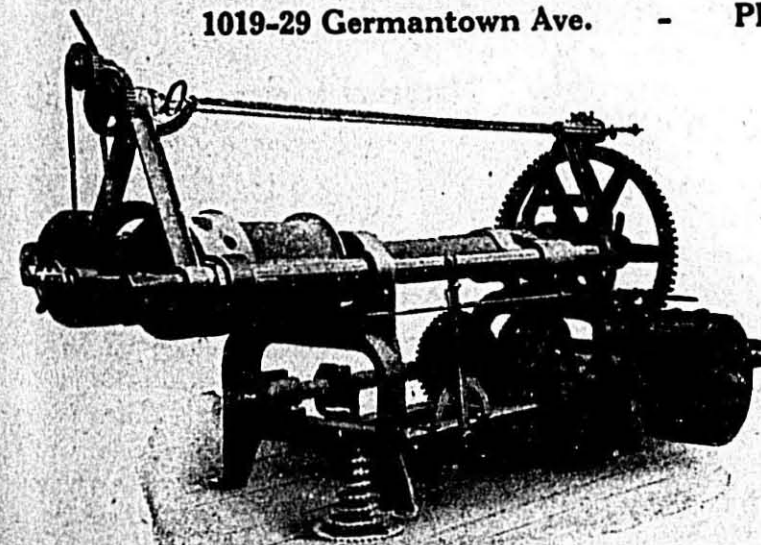
We make both Screw and Hydraulic Macaroni, Vermicelli and Paste Presses in sizes to meet all requirements. Complete machines or parts furnished promptly.

We also build paint manufacturing equipment and saws for stone quarries

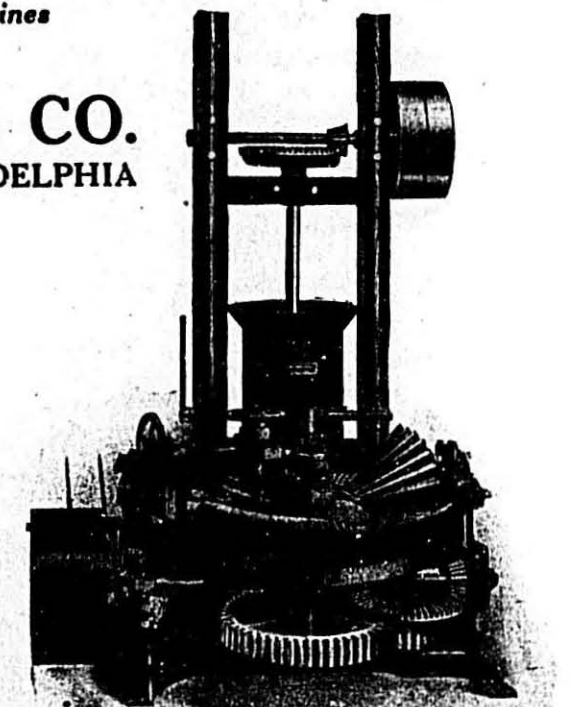
Write for catalog, stating the line of machines in which you are interested.

**P. M. WALTON MFG. CO.**

1019-29 Germantown Ave. - PHILADELPHIA



STYLE H HORIZONTAL CUTTING PRESS



IMPROVED KNEADER WITH PLOW

of the production in the principal industries during the past year, as compared with that before the war. The preliminary results of this study show a 40 to 45 per cent decrease in the production of macaroni and similar products.

### Fire Destroys Factory

Fire of undetermined origin caused an approximate loss of \$10,000 to the contents and building of the Gandolfo-Ghio Manufacturing Co. for the production of alimentary paste products. The fire occurred on March 29 about 10:45 a. m. and spread rapidly through the three stories. About 15 employees were in the building, smoke from the basement giving them ample warning. President Harry W. Wibracht estimated there was about \$15,000 worth of raw and finished materials on the floor and that machinery worth about \$25,000 was partially destroyed. This plant was formerly occupied by the Dalpini Macaroni Manufacturing Co. and was taken over by the Gandolfo-Ghio company when Hugo Dalpini of the former company sold out his plant and went to Italy to visit his old home. Plans have been made for immediate repairs of

damage done by the fire and only a short period of suspension is indicated by the progress so far made.

### New Firm in Delaware

The Miceli Macaroni Manufacturing Co. Inc. was incorporated under the laws of Delaware in March 1921 to manufacture and deal in food products. The concern starts off with a capital stock of \$200,000 fully subscribed by the incorporators, Orazio Miceli, Frederick B. Warder, Albert J. Phillips. The latter gives his address as Washington, D. C.

### Form Joliet Macaroni Co.

The Joliet Macaroni company of Joliet, Ill., was incorporated under Illinois laws last month. This concern will occupy the plant formerly conducted as the International Macaroni Co. at 201 Benton st. of that city. Capital stock to the amount of \$25,000 was subscribed to by the following macaroni and business men: Bayard S. Scotland, \$10,000; George L. Comerford, \$5,000; William Redmond, \$5,000; Maurice F. Lennon, \$5,000; C. J. Axling, \$2,500; John H. Garnsey, \$2,500. The commissioners through whom the incorporation

was effected are William E. Austin, Daniel Harrington and Edward C. Hall. Mr. Harrington was the successful bidder for the assets of the defunct International Macaroni company at public auction last February on order of the trustee in bankruptcy.

### Plans New Factory

The Keystone Macaroni Manufacturing company of Lebanon, Pa., according to the treasurer, F. W. Kreider, has outgrown its crowded quarters and the demands for its products are so heavy that a new plant is a necessity. Completed plans provide for a building 70 by 130 feet and five stories, which will be made ready as soon as possible, and the latest equipment will be installed to increase capacity from 700 barrels week to 2000 barrels. G. Guerisi, president and general manager for the successful firm.

### Misbranding

The bureau of chemistry of the Department of Agriculture in its service and regulatory announcements of March 12 giving notices of judgments under the food and drugs act carries the de-

# 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*

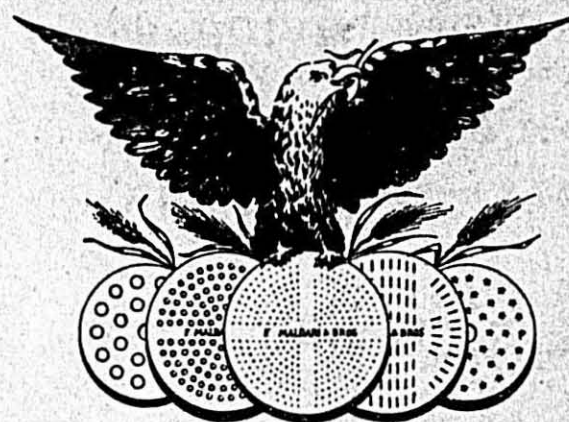
Write or Call for Particulars—  
IT WILL PAY YOU

## A. Rossi & Company

Macaroni Machinery Manufacturers

322 Broadway

SAN FRANCISCO, CAL.



## REPUTATION

inspires confidence and strength

MALDARI'S dies, have firmly established the reputation through the confidence they have inspired among MACARONI MANUFACTURERS using them for the last TWENTY YEARS.

The PERFECT MACARONI that MALDARI'S INSUPERABLE BRONZE DIES with removable pins make, increase YOUR SALES and the TRADE MARK-GOOD WILL.

The entire SEVENTY FIVE PER CENT, of the trade dealing with us has welcomed them. WHY NOT YOU TRY THEM?

*Our catalogue and NEW price list should be in your file.  
It is free on request.*

### F. MALDARI & BROTHERS

127-29-31 Baxter Street

NEW YORK CITY

THE BEST—THE QUICKEST—and MOST EFFICIENT REPAIRING DEPARTMENT IS AT YOUR SERVICE.

cision in the case against alleged "Egg Noodles," decision and announcement as follows:

8519. Adulteration and misbranding of egg noodles. U. S. v. 388 Cases of Egg Noodles. Consent decree of condemnation and forfeiture. Product released on bond. (F. & D. No. 12759. I. S. No. 3434-r. S. No. W-608.)

On or about May 28, 1920, the United States attorney for the Western District of Washington, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district a libel for the seizure and condemnation of 388 cases of egg noodles, at Seattle, Wash., alleging that the article had been shipped by the F. A. Martocchio Macaroni Co., Minneapolis, Minn., and transported from the State of Minnesota into the State of Washington, arriving on or about April 2, 1920, and charging adulteration and misbranding in violation of the Food and Drugs Act. The article was labeled in part: (Cases) "24 Packages Electric Process Quality Brand Machine Dried Products, F. A. Martocchio Macaroni Co., Minneapolis, Minn.;" (carton) "Electric Process Quality Egg Noodles 4 1/2 Ozs. Net Wt. Quality Brand Egg Noodles made from semolina and eggs F. A. Martocchio Macaroni Co., Minneapolis, Minn."

Adulteration of the article was alleged in substance in the libel for the reason that a product deficient in eggs had been mixed and packed with, and substituted wholly or in part for, the article.

Misbranding was alleged for the reason that the statement on the label, "Egg Noodles," was false and misleading and deceived and misled the purchaser when applied to a product deficient in eggs. Misbranding was alleged for the further reason that it was an imitation of, and was offered for sale under, the distinctive name of another article.

On July 30, 1920, the F. A. Martocchio Macaroni Co., having filed a claim for the property, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be released to said claimant upon the payment of the costs of the proceedings and the filing of a bond in the sum of \$500, in conformity with section 10 of the act.

E. D. BALL,  
Acting Secretary of Agriculture.

### New Exchange Basis

Commercial Attache H. C. MacLean has cabled from Rome that beginning April 1, 1921, the payment of customs duties in Italy was based on the average exchange in New York, instead of an arbitrary increase of 300 per cent. A surtax of 300 per cent is charged on duties paid in paper.

If your work is a "grind", take off the "d" and grin.

### Recommends Macaroni and Cheese

Dr. Brady who has charge of the health column that appears in the St. Paul Pioneer Press acclaims macaroni and cheese as an "exceedingly nutritious and wholesome dish" in his reply to a query. We quote the question and the reply in full:—

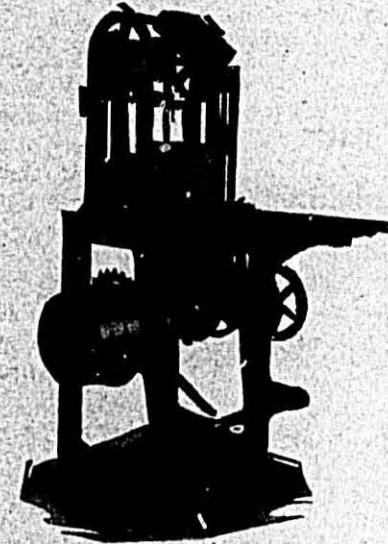
Is there any nourishment in an orange or a grapefruit? Is macaroni with cheese a nourishing food, and is the cheese contained in it, or the cooled milk, liable to cause constipation?

—C. H. W.

A.—The food value of an egg is about 80 calories, of an orange about 70 calories, of an average grapefruit about 80 calories. Macaroni cooked with cheese is an exceedingly nutritious and wholesome dish. Cooked milk or cheese is not constipating. Cheese is a concentrated food, leaving little residue after digestion; likewise milk leaves little residue—hence, if the diet is limited to such foods wholly or to a large extent, there is little occasion for intestinal evacuation. But such foods do not produce constipation. Indeed, I know of no food that can be considered constipating, save boiled tea or boiled coffee (boiling extracts tannin from these otherwise wholesome foods.)

Hope, when not harnessed to hustle, is really a handicap.

## Use Peters Package Machinery to increase your product's selling power



Peters Package Machinery with three operators can do the work of 30 to 40 hand operators, at lower cost with greater cleanliness.

Two factors are essential in winning steady sales for your product. One is the care and skill you use in making a tempting, appetizing food. The other is the care you use to see that the consumer receives the food fresh and untainted, with all its original flavor.

Are you wasting money on the first factor by overlooking the second? Your product is judged by the way it tastes when it reaches the home. You can increase your product's selling power by packaging it in the way that protects its good quality.

Peters Package Machinery has helped hundreds of food manufacturers—both large and small—to increase sales by increasing the satisfaction of their customers. It can do the same for your business.

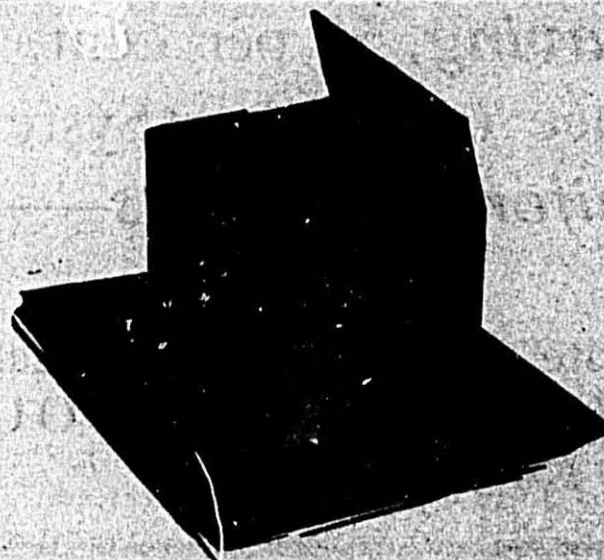
Investigate this unit of three economical machines, which will form, line, fold, close, wrap, label and seal protective packages for your product. Full information will be sent upon request.



TRADE-MARK

PETERS MACHINERY COMPANY  
209 SOUTH LA SALLE STREET · CHICAGO

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

Samples on Request

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

### MONROE BINDER BOARD COMPANY

Container Division

1200 Elm Avenue

MONROE, MICHIGAN

SALES OFFICES

Grand Central Palace, New York

923 Stock Exchange Bldg., Chicago

516 Moffett Bldg., Detroit, Mich.

248 Leader News Bldg., Cleveland, Ohio

## Advertising Is Guarantee of Merit to Trade

Evidence of the efforts of business organizations of repute throughout the country to aid in the worthy cause of stabilizing business conditions is being found on every hand. Many concerns are issuing literature that should help greatly in preparing the readers to take a part in the adjustments now being made. One piece of this particular propaganda that has attracted wide attention is an editorial by H. K. Boice, president of Critchfield & Co., Chicago. Chiefly, its text is concerned with advertising, and is being reprinted by newspapers of the country in a nationwide campaign. Following is the message:

The advertising of merchandise is the consumers' guarantee of merit. In his advertising the manufacturer, over his own name, makes claims for his goods which must be lived up to. Consumers look for the qualities advertised, and if they fail to find them promptly transfer their patronage to another brand.

Advertising is a two edge sword. It gives the consumers the advantage of knowing exactly who disappoints them. No one realizes this more keenly than the manufacturer. So with him it is a principle of good business as well as honor to make his goods measure up to his advertising claims. Manu-

facturers brought constantly before the public by their advertised goods are usually men of high character, who make their goods as represented, but in addition to this the educational force of advertising is such that the consumer is assured of honesty and quality because of every reputable publication and advertising agency demanding it.

When the consumer buys unadvertised goods, he turns up all these guarantees. He has no protection whatever, neither name nor assurance stands back of the product he buys. If it is poor he has no recourse, he does not know who has cheated him. The dealer is only the intermediary, he, himself, may have been cheated in the goods.

In buying advertised products the consumer makes sure of goods manufactured on honor. He has the price advantage that comes from the big market built by the manufacturer's advertising, which by increasing the output decreases the cost of each package or article and enables the manufacturer to take a smaller individual profit on account of his great volume of business.

From every standpoint the consumer is the gainer in buying advertised goods.

### General Business Conditions

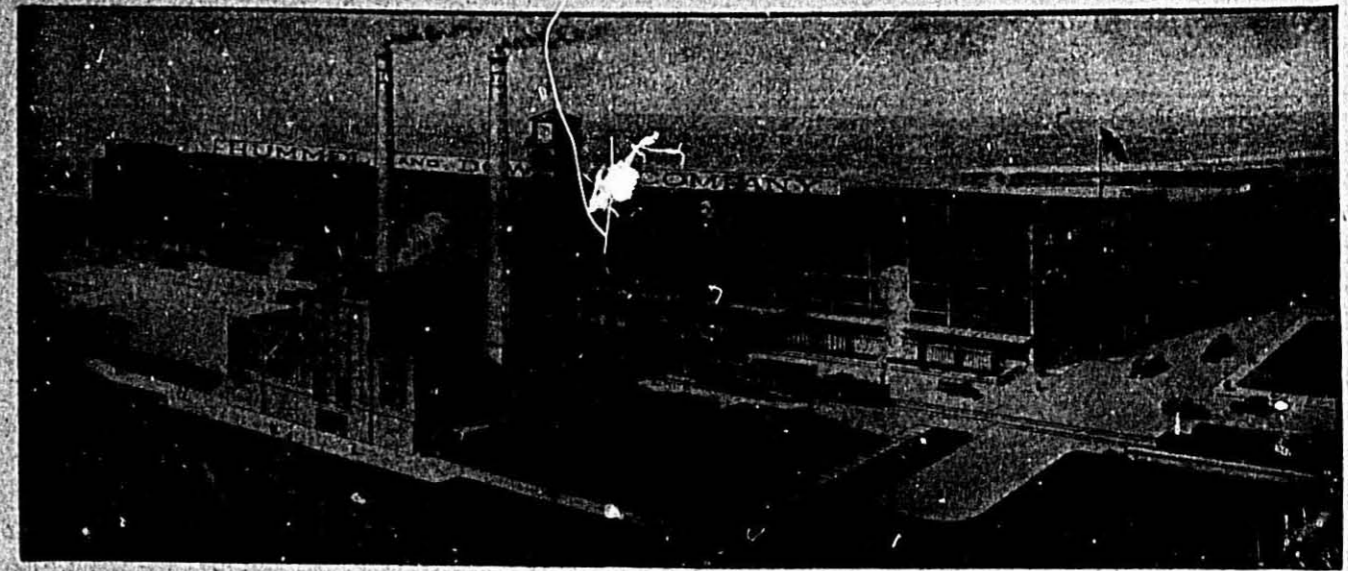
The mild winter has been followed by an early spring and with the revival of outdoor operations there are symptoms of improvement in business, although they are not sufficiently pronounced to justify sanguine predictions, says the National City Bank of New York in its April 1 Review, which follows in part.

Retail trade continues surprisingly

good in the cities, and wholesale distribution is very fair, considering the low prices of farm products and the amount of unemployment reported. Payments through banks reporting to the federal reserve board and passing through the clearing houses are running 20 to 25 per cent lower than a year ago, which is not so great a decrease as might be expected in view of the decline of prices. The index number of commodity prices compiled by the bureau of labor for February last was 83 per cent below that of February 1920. Current payments, of course, do not accurately represent current business, and considering the amount of unemployment at this time, it must be concluded that they are holding up better than production.

### Carlots

For the last week of February the carloadings reported by the railroads aggregated 658,222 as against 783,296 in the corresponding week of last year. For the month of February the cotton mills consumed 385,563 bales of raw material, against 515,599 bales in February 1920 and 366,270 bales in January 1921. The production of bituminous coal for the week ended March



## 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, Columbia

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

# LINCOLN MILLS

Lincoln, Neb.

MILLERS OF

## PURE DURUM WHEAT FLOUR

*We will be glad to send samples  
on receipt of your request*

12, 1921, was 6,891,000 tons, against 10,277,000 tons in the week ended March 14, 1920. Pig iron production in February 1921 was 1,937,000 tons, against 2,978,879 in February 1920, and 2,940,168 in February 1919.

Exports of merchandise for February 1921 were \$489,310,942, against \$645,145,225 in February 1920; imports of merchandise, \$214,525,137, against \$467,402,320 in corresponding month of last year. Business failures in January and February 1921 numbered 3,505, with liabilities of \$138,334,990, against 937 in number with liabilities of \$21,462,271 in the corresponding months of last year.

#### Hopeful Signs.

The above figures show what everybody knows, that we are passing through a period of depression, and when we take into account the state of business over the world, and the heavy fall in the prices of our staple products, there is reason for congratulation that conditions are no worse.

The movement of goods in retail trade makes a better showing than any other feature of the situation, indicating reserve buying power and

that commodity stocks are being reduced. There is not the amount of distress that might have been expected from so much unemployment, nor the number of business failures that might be expected following so severe a depreciation of values.

The most encouraging circumstance is the fact that the readjustment of wages and prices which is necessary to a general revival of industry is steadily progressing, and without a serious amount of friction.

One of the notable incidents of the month was the agreement between the meat packers and their employes, by which the latter accepted a moderate reduction of wages. A compromise was brought about by negotiations in Washington in which the secretaries of agriculture, commerce and labor participated. The labor leaders yielded to representation by these officials to the effect that in view of the decline in cost of living and particularly the decline in prices of the live stock which these operatives were handling, packing house wages ought to come down.

#### Meats and Products Down.

Meats have been reduced, and by-products, such as hides, are below pre-

war prices. The price which the farmer gets for his live stock and the prices which the working millions must pay for meats are affected by the cost of converting live stock into meats. It is more than a question between the packing house workmen and their employers; the packing house workmen are middle men between the farmers and the consumers; moreover, they are consumers themselves, not only of meats but of the products of other industries.

Their real pay comes in the goods which their wages buy, and in that sense their pay has been increasing rapidly in recent months, and is greater after these reductions than it was at any time last year. Their pay is larger in proportion to the value of the products they handle than it ever was before.

Fair play requires that the compensation of workers in all industries shall rise or fall together. Moreover, when it does, employment is not disturbed; the workers are still able to buy each other's products; but when the balance is disturbed and any class of people suffers a severe loss of income, business quickly becomes bad in the other

## THE VALUE

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

## INCREASED

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

# Fibre and Corrugated Boxes

Manufactured by

**DOWNING BOX COMPANY**  
MILWAUKEE WISCONSIN

## 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

## TRADE-MARKS

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

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

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

**EDWARD W. HOLMES**  
Counsel in Trade-Mark Matters  
918 F. Street Washington, D. C.  
In Practice Since 1902

## Discriminating Manufacturers

Use

# Hourglass



# Brand

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

Quality and Service Guaranteed

Write or Wire for Samples and Prices

**DULUTH-SUPERIOR MILLING CO.**

Main Office DULUTH, MINN.

NEW YORK OFFICE:  
F 7 Produce Exchange

BUFFALO OFFICE:  
31 Dun Building

BOSTON OFFICE:  
88 Broad Street

PHILADELPHIA OFFICE: 458 Bourse Bldg.

PORT HURON, MICH. OFFICE, 19 White Block  
CHICAGO OFFICE: J. P. Crangle, 14 E. Jackson Blvd.

industries and many workers are thrown out of employment.

#### Wage Reductions and Industrial Revival

It is a not uncommon remark that employers are taking advantage of the state of depression and unemployment to force wage reductions. It is an ill advised comment, calculated to cause bad feeling, and indicates a want of understanding of the actual requirements of the situation. The fact is that depression and unemployment exist because the industrial situation is out of balance, and there is no remedy except by such readjustment of wages and prices as will restore the balance and enable the various industries to exchange products on a fair basis. It is impossible when one-half the people of the country have lost approximately one-half their purchasing power for the other half of the people to go on without taking note of it. The depreciation of money which resulted from the war was not a natural or permanent development. Nothing of the kind has ever happened without a readjustment afterward, and it is always the case that the sooner that adjustment is accomplished, so that normal relations

are restored between the industries, the better for everybody.

#### Agricultural Conditions.

The winter wheat crop is showing a record condition, and at this time promises a larger yield than last year. Favorable reports also come from European crops. The acreage of the latter is increased and condition is generally favorable. Rumania's crop is reported as likely to be 80 per cent of prewar yield. The price in our markets has been working lower, the May delivery selling at the close of March about 20 cents per bushel lower than at the beginning of that month.

The winter is over and only three months remain of the crop year. The situation which last October was the subject of much controversy is to a great extent cleared up. An active agitation was going on at that time for the purpose of pledging the farmers to hold their wheat for \$3 per bushel, and in some quarters it was confidently predicted that a shortage would develop this spring.

The stocks of wheat in this country on March 1, according to the bureau of crop estimates, aggregated about 320,000,000 bushels. The requirements

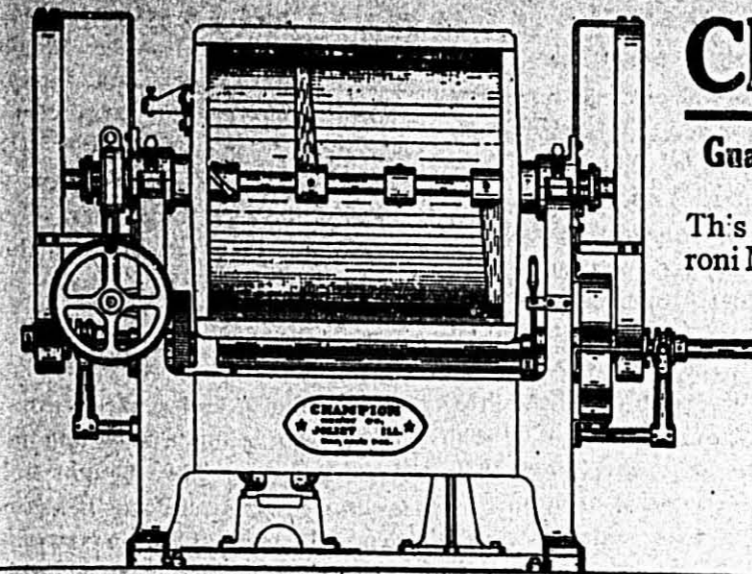
of the country to July 1 for consumption and seed are estimated at 200,000,000 bushels, leaving 120,000,000 bushels for export and carry-over. World stocks are not large, but there is enough to go around and little desire anywhere to speculate on conditions in the next crop year. Trading in the July delivery, first of the new crop year, began in Chicago on the 28th at \$1.25 per bushel.

#### Millers' Hardships.

Millers have had a hard year, working constantly upon a falling market. Dealers in flour have bought only for the immediate trade, and it has been a constant source of wonderment that their purchases have been so light. The mills have run at not more than one-half their capacity since the break in prices occurred, indicating that there were large stocks of flour in the country.

The stocks of corn and oats in the country are the largest on record. These grains have lost about 5 cents per bushel off the price since March 1.

A nickel's worth of vinegar will ruin a dollar's worth of molasses.



## 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.

## Richard Griesser

Architect and Engineer

Designing and Equipping Macaroni and Noodle Factories

## A SPECIALTY

Have designed all kinds of Food Product Plants.

Consult me about Factory Construction or Alteration

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



## MOULDS SPECIALISTS

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

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

#### Specialists in Copper Moulds

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

Work done in American, Italian or French style.

Repairing done at reasonable prices.

#### International Macaroni Moulds Co.

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

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.

# Grain, Trade and Food Notes

## Food Price Decrease in February

According to the department of labor a decrease estimated at 9 per cent was noted during February 1921 in the price of family foods prevailing the previous month. Of the 44 articles investigated, 43 showed a decrease. Macaroni and other alimentary paste products recorded a slight decrease, being near the bottom of the list.

Decreases were as follows: Strictly fresh eggs, 39 per cent; storage eggs, 35 per cent; potatoes, 13 per cent; rice, 12 per cent; pork chops, 9 per cent; plate beef and sugar, 8 per cent; chuck roast, lamb, butter, lard and prunes, 7 per cent; round steak and fresh milk, 6 per cent; sirloin steak, rib roast, oleomargarine, crisco and onions, 5 per cent; nut margarine and cornmeal, 4 per cent; bacon, flour, rolled oats, navy beans, cabbage, baked beans, coffee and oranges, 3 per cent; bread, canned corn, canned peas, canned tomatoes and bananas, 2 per cent; canned salmon, evaporated milk, cheese, corn flakes, ma-

caroni, tea and raisins, 1 per cent. The prices of ham and cream of wheat decreased less than .5 of 1 per cent.

Comparing prices for February 1921 with those for 1920, 37 articles investigated showed marked decreases, 5 showed increase and two were stationary. Macaroni, and similar alimentary paste products, was one of the five foods that sold at a higher price in February than the corresponding month of 1920. This is true because during the war little or no increase in price of this food was experienced, the big increase in the selling price being made in the summer of 1920 when semolina reached its highest figure. Since then the decline has been steady but, according to the department, the prevailing price is still 7 per cent above that of February last year. The articles recording decreases are: Cabbage, 61 per cent; onions, 58 per cent; potatoes, 57 per cent; sugar, 58 per cent; rice, 43 per cent; lard, 36 per cent; cornmeal, 23 per cent; butter and prunes, 22 per cent; flour and canned tomatoes, 20 per cent; oleomargarine,

18 per cent; plate beef and oranges, 18 per cent; pork chops, 13 per cent; chuck roast and lamb, 12 per cent; bacon, nut margarine and cheese, 11 per cent; evaporated milk and baked beans, 9 per cent; round steak, fresh milk and canned corn, 8 per cent; rib roast, 7 per cent; sirloin steak, 6 per cent; ham, bread and canned peas, 5 per cent; chickens, 4 per cent; cornflakes, 1 per cent.

The five articles which increased in price during the year were: Raisins, 8 per cent; macaroni, 7 per cent; rolled oats, 3 per cent; cream of wheat, 2 per cent, and tea, less than five-tenths of 1 per cent. Prices were the same in February 1921 and February 1920 for canned salmon and bananas.

## Fibre Orange Containers

Florida oranges and grapefruit may soon be had by the consumer in sealed fiber containers carrying one, two or three dozen to the package at a cost, it is said, of 50 per cent less than under the old system. The first packing house

**Selling Below Cost**

OUR STOCK OF

**Macaroni Drying Dowels**

**ADOLPH STURM CO.**

542-544 W. Washington Street

CHICAGO, ILL., U. S. A.

**TO SAVE WASTE**

and consequent High Cost of manufacturing Your Products order PENZA'S BRONZE MOULDS with removable pins, etc.



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.

# AH-DA-WA-GAM

"Say it as it's spelled"

**Shipping Containers**  
Solid Fibre                      Corrugated

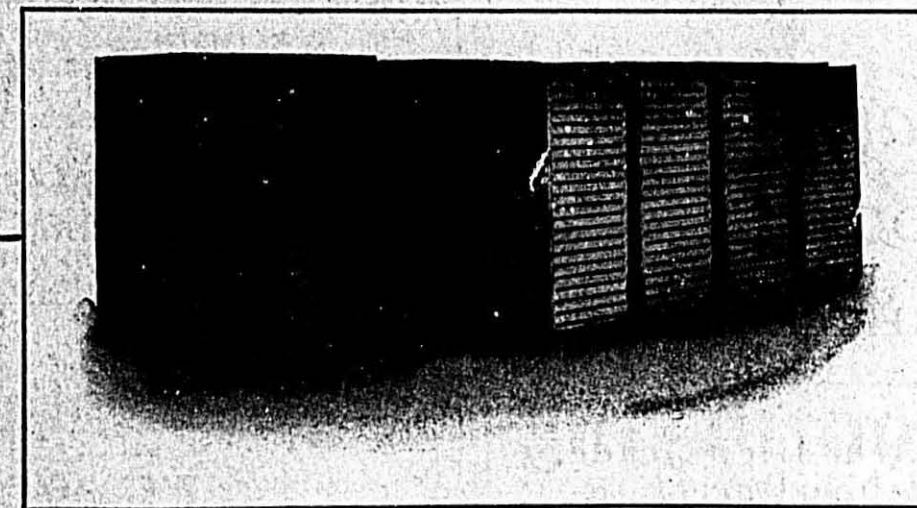
Lower Packing Costs, Save Freight and Prevent Damage Claims

**Waxed Papers**  
Either Printed or Plain

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

*Samples are yours for the asking.*

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



## Buhler Dryer for Noodles

One thing BUHLER Dryers can't do—They can't fool the weather.

This is probably one of the reasons why we never made a failure with any of our Drying installations.

Right here on the island of Manhattan we have some times a variation of over 40 degrees in temperature within 24 hours. Atmospheric conditions like we have them here in the East are the real test for a dryer and that is why we are replacing all these makeshifts of dryers by Buhler machines.

"Paul" who has charge of the Buhler dryers feels it in his bones, when the wind blows in the wrong direction and before going home he regulates the air currents in the dryers. It takes a little time to get on to it, but one thing is dead certain, that with a little common sense you can accomplish uniform and better results than with any other dryer. We have 60 years experience in building dryers, so we ought to know something about it.

**BUHLER BROTHERS**  
Uzwil, Switzerland

Sole Agent

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



in Florida to introduce the method is the Florence Villa Growers exchange, Florence Villa, Fla., which is using the fiber containers manufactured especially for the citrus trade by the Philadelphia Paper Manufacturing Co. The exchange plans to precool, pack and ship its fruit in individual packages, reaching the consumers through the chain stores of the country. Among the advantages claimed for this new method is the high quality of the fruit because of precooling, less cost to the consumer, and as it is in small units of from one to two and three dozen to the package will be more attractive to the buying public and tend to cause the sale of oranges and grapefruit by the dozen rather than by small-er quantities.

### Atlantic Oyster Beds

There are oyster beds along the Atlantic all the way from Cape Cod to Mexico, but the bivalves are not found in the open sea, but in the bays and estuaries where the water is neither salt nor fresh. The oysters would have been exterminated some time ago if it had not been for the practice of planting the beds. More than half of our oyster crop is gathered from planted beds. In

New England this proportion reaches 90 per cent. Chesapeake bay is the greatest oyster producing locality at the present time, although a great many are taken from the Delaware river.

### Recommends Sowing of Marquis

The Spring Wheat Crop Improvement association of Minneapolis strongly favors the planting of marquis wheat in preference to any of the others and in various ways, is appealing to the farmers of the northwest to sow marquis in order that the states in that region may retain their prestige and reputation for fine wheat. Among the many reasons advanced in favor of this grade are:

Marquis wheat is the favorite wheat because it contains plenty of gluten of the best quality for bread making, and outyields all other varieties.

It matures from 5 to 10 days earlier than other wheats, avoiding that much danger from hot winds and drouth. When sown early, it matures early, which is important in a rust year, and it is not more susceptible to rust than any other good milling wheat.

Marquis does not shell out and waste so badly as blue stem, fife and velvet chaff during harvest, even when over-ripe.

Marquis is a beardless wheat and eas-

ier handled than wheat with long awns. Marquis straw is shorter and stiffer, and therefore suffers less from lodging.

More fall plowing has been done this season than ever before, and we ought to be able to get our wheat in early.

The rust problem is a serious one, but black rust cannot directly infect wheat until it has passed the cluster cup stage on the common barberry bush. The rust spores spread through weeds and grasses, and are blown by the wind for miles off of the barberry until they reach wheat, then they turn into the black stage. Therefore dig up the barberries.

### Developing Rice Varieties

The American rice crop is growing rapidly under the care of the Department of Agriculture. Out of 2,000 kinds experimented with two varieties, Acadia and Fortuna, have been found the best for use in this country. The department proposes to make the new varieties available to all growers through the markets, thereby benefiting the industry as a whole.

Many have gone since July 1919 on a quart. Some mileage.

Talk panic and you will foster panic.

## Better Boxes Help Sell Macaroni

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

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

### CHICAGO MILL AND LUMBER COMPANY

Executive Offices  
Conway Building, 111 West Washington Street  
Chicago

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

Corrugated and  
Solid Fibre  
Macaroni Boxes

Built to tested strength  
especially for the Macaroni  
trade. Strong and neat  
appearing.

Every Type of  
Box in General Use



We print your advertise-  
ment on your box  
if you desire.

## Standard Paper Boxes

FOR  
FOOD PRODUCTS

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

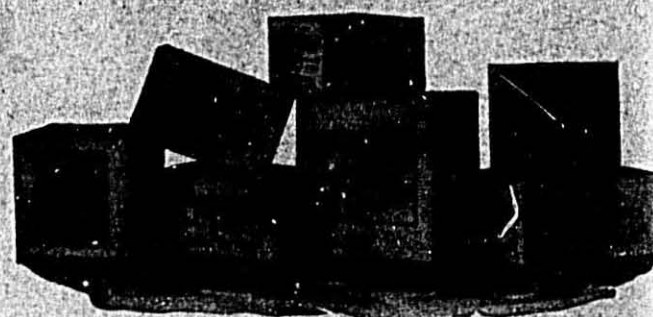
If you require Quality and Dependable Service, send your specifications to

**Standard Paper Company**

Kalamazoo, Mich.

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

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



WE ARE  
**CARTON AND CONTAINER  
SPECIALISTS**

MANUFACTURING  
CARTONS, CORRUGATED AND SOLID FIBRE SHIPPING CONTAINERS

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



THE LARGEST COMPLETE  
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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"

# 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.

**ANDERSON-TULLY CO.**

MEMPHIS, TENN.

## The New Macaroni Journal

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

### PUBLICATION COMMITTEE

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

### SUBSCRIPTION RATES

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Back Copies - - 25 Cents

### SPECIAL NOTICE

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

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Vol. II April 15, 1921 No. 12

## 1921—Detroit—1921

The board of directors has selected Detroit for the 1921 convention of the National Macaroni Manufacturers association.

The convention will last two days—June 9 and 10.

It will be held at the Statler hotel.

A program of merit is being prepared that should prove of value to all who attend the convention.

Entertainment of all delegates and their ladies is one feature that will receive the close attention of those in charge. A committee of women will look after the comforts of the fairer sex.

Manufacturers and others interested are requested to suggest subjects, speakers, and forms of entertainment and education that will tend to make the 1921 convention the big success it should be.

Present conditions make it all the more obligatory on the part of manufacturers to touch elbows with those in the same line of business and for that reason alone a record attendance is being anticipated.

Send in your views, recommendations

and suggestions to the secretary. They will be appreciated.

MEET AT DETROIT JUNE 9-10, 1921.

## Ladies Entertainment Committee

Macaroni manufacturers and members of the allied trades need have no worries about the entertainment of ladies who accompany them to the 1921 convention as all these little details are being well taken care of by Mrs. B. F. Huestis, wife of Vice President Huestis, and an able corps of Detroit women who have proven their worth as entertainers at previous conventions held in that vicinity.

Mrs. Huestis, who is head of this important committee, will be assisted by:

Mrs. G. E. Berriman,

Mrs. T. F. Burton,

Mrs. E. S. Cheney,

Mrs. V. L. Garbutt,

Mrs. C. C. Starkweather.

To plan properly for proper entertainment of the fair sex Mrs. Huestis would like some idea of how many plan to bring their wives and daughters, along, and macaroni manufacturers and members of the allied trades contemplating bringing company to the convention are advised to make this fact known to the committee, addressing communications to Mrs. B. F. Huestis, c/o Huron Milling Co., Harbor Beach, Mich.

## Queries

The attention of not only the macaroni manufacturers but also of machinery builders is called to these several queries that have reached the office of the secretary and that are of general interest. To one class they are probably only matters of news but to the other they may mean a source of business.

### No. 1 From a Baker

Ho Kan Hon, P. O. Box 1217, Honolulu, T. H. writes: "Kindly inform me where I may obtain a recipe for making macaroni on the basis of one barrel of flour."

### No. 2. From Cuba

A. W. Caraballo of Laya & Co., Sagua La Grande, Cuba, is planning establishment of a noodle plant and is anxious to get in touch with firms supplying machinery of this character.

### No. 3. New Texas Plant

J. E. Condray of Paris, Texas, is planning to erect a macaroni plant and

wanted names of firms supplying machinery for this purpose.

### No. 4. Will Build in Arkansas

T. J. Page of Ft. Smith, Ark., also wants names of macaroni machinery and supply firms for the purpose of contracting for the equipment for plant he plans to construct this spring.

### No. 5. From Advertising Agency

Will you kindly give us whatever information you can on the use of the motor truck in the macaroni manufacturing fields? How large is the market, and to what extent have motor trucks been bought by manufacturers and dealers in alimentary pastes? What are the chief demands made upon trucks in this line? What size of trucks are most popular? Why?

## Dr. Alsberg Resigns

Dr. Carl C. Alsberg, many years chief of the bureau of chemistry, Department of Agriculture, has accepted a position as one of the directors of the new food research nutrition institute at the Leonard Stanford university of California, and his resignation from the government position is now in the hands of Secretary H. C. Wallace. Dr. Alsberg's many years of experience as a government chemist and his knowledge of food legislation should serve him well in his new position which he expects to assume about June 1. Problems of feeding people in the mass and of work in connection with the food supply of the nation will be undertaken by the new food research institute that will be composed of some of the best known food experts in the country.

You may get the other fellow's goat, but if you do, you will have to feed it.

## MANAGER

Looking for connection with large concern. Twenty years actual experience in manufacturing Macaroni, Egg-Noodles, and like products.

For Information Address

"S. A." Care of  
New Macaroni Journal  
BRAIDWOOD, ILL.

# 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

### COLOR

### EVEN GRANULATION

### 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

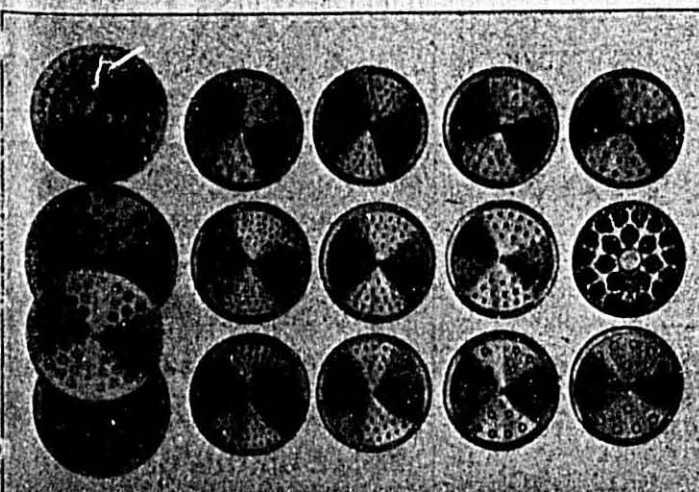
manufacture labels, corrugated and solid fibre shipping cases. We operate two large paper machines in connection with our Box Department, thereby assuring prompt delivery on your shipping cases and uniform quality in both color and test. Let us figure on your requirements.

## CINCINNATI, OHIO

# The Dies of no Regret

## American Macaroni Dies, Inc.

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



**Patents and Trade Marks**

**Feb. 22-March 22 Inclusive**

No trade mark registration reported. No patents reported.

**Trade Marks Published but not Registered**

**Feb. 22**

Ser. No. 137,514—for Tomato Spaghetti Sauce—Umberto John Baccarino, Fort Lee, N. J. Consisting of the letters "U. B. J." printed upon the respective leaves of a shamrock placed upon a green disk, which disk is surrounded by a white circle; the whole being surrounded by a red circle. Claims use since Sept. 20, 1920.

**March 1**

Ser. No. 138,559—for Macaroni, Breakfast Cereals, etc.—Guyer & Calkins Co., Freeport, Ill. Consisting of the words "GOLD CHORD". Claims use since Jan. 10, 1902.

**Prints Registered March 22**

No. 5,553—For Advertising Purposes for Heinz Spaghetti—H. J. Heinz Company, Pittsburgh, Pa. Title—"HEINZ SPAGHETTI SOMETIMES IT IS DOUBTED THAT SPAGHETTI SO DELICIOUS COULD COME IN A CAN—BUT WHEN YOU SEND FOR AND SHOW THE VERY CAN IT CAME IN THE CASE IS PROVED."

No. 5,554—Same Goods and Owner as above—Title—"HEINZ SPAGHETTI READY COOKED READY TO SERVE ITS RICHNESS AND FINE FLAVOR APPEAL TO EVERYONE WHO APPRECIATES GOOD COOKING."

**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 Patties**

Break spaghetti in very small pieces, cook until tender in salted water. Make a cream dressing of two tablespoonfuls of butter, one of flour, and one cup of cream. Cook butter and flour together; when smooth add cream and salt to taste. Put in a little patty pan a layer of spaghetti, alternating with the cream. On each layer grate a goodly quantity of cheese. Bake a nice brown.

**Macaroni Croquettes**

These have meat value. Put four ounces of macaroni into a kettle of boil-

ing water, boil rapidly for thirty minutes, drain; chop or cut into small shredded pieces. Put half a pint of milk over the fire; when hot add a tablespoonful of butter and two tablespoonfuls of flour rubbed together. Stir until thick; add hastily the yolks of the eggs; take from the fire and add a teaspoonful of salt, a saltspoonful of pepper and the macaroni. Turn out to cool; when cold form into pyramid shaped croquettes, dip in egg, roll in bread crumbs and fry in deep, hot fat. Serve with tomato sauce sprinkled with cheese, or with cream cheese sauce.

**FOR SALE**

One Ford car, with a piston ring, Two rear wheels, one front spring, Has no fenders, seat made of plank,

Burns lots of gas, hard to crank. Carbureter busted half way through, Engine missing, hits on two. Only three years old, four in the spring Has shock absorbers 'n everything. Ten spokes missing, front axle bent All tires punctured—not worth a cent Got lots of speed—runs like the deuce, Burns either oil or tobacco juice. If you want this car, inquire within, Helluva good car for the fix it's in. Anon.

Don't talk about what you are going to do; do it and produce the evidence

Honking the horn doesn't help much as steering wisely.

Do business with a smile. It pays.

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**This Space  
Is For Sale**

**Inquire for Rates**

New Macaroni Journal  
P. O. Drawer No. 1  
**BRAIDWOOD, ILLINOIS**

Keep your name and business before the Macaroni Manufacturers of United States and Canada through use of **BUSINESS CARD** Space on this page.

**John J. Cavagnaro**

*Engineer and Machinist*

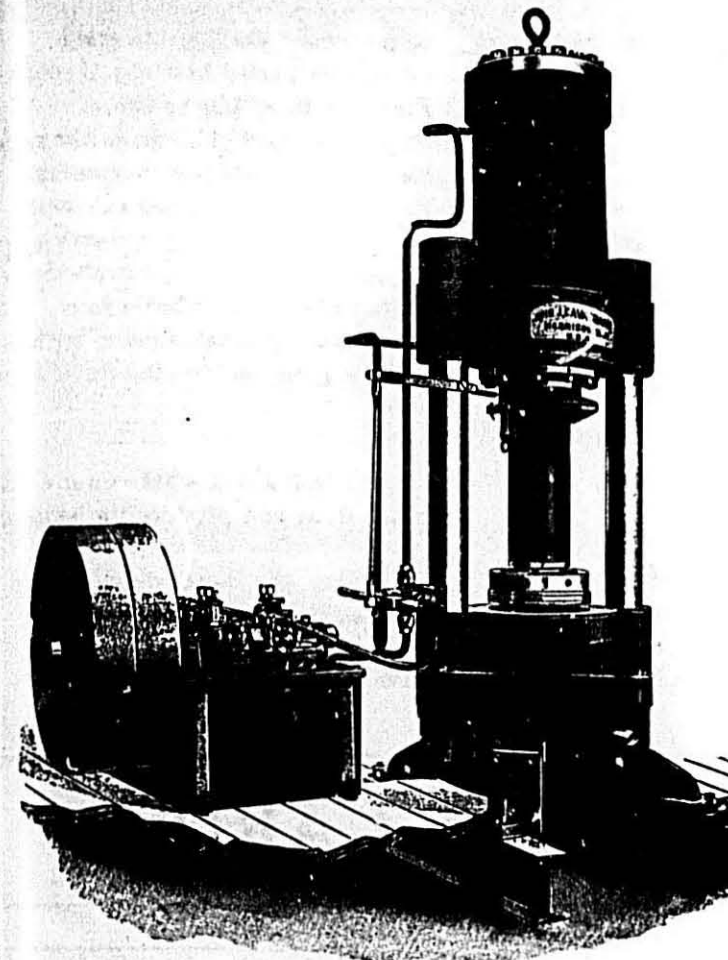
**Harrison, - - - N. J.**

U. S. A.

*Specialty of*

**MACARONI MACHINERY**

*since 1881*

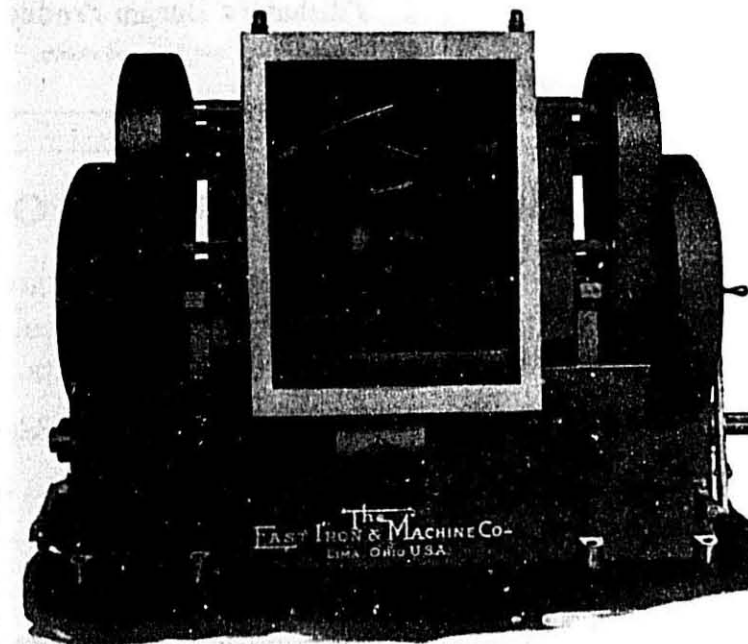


N. Y. OFFICE & SHOP  
255-57 CENTRE STREET, N. Y.

**"EIMCO" Mixers and Kneaders**

**The Type DC Mixer**

is a heavy built double-blade machine, made in one-bbl. and two-bbl. sizes. It is equipped with our patented blades which give a perfect mix in much less time than ordinary mixers, and provide just the right kneading action to produce doughs of absolute uniformity in color, moisture and temperature. This machine requires very little power, and it operates almost noiselessly.



**"EIMCO" Kneader**

**The Kneader you need  
to knead the dough.**

The "Eimco" is an up-to-the-minute machine in every way and a big step ahead in kneading efficiency. It is a very strong machine, has scientifically designed rolls, a plow that does the work, and scrapers at each roll to prevent the dough from climbing. It produces extra fine doughs quickly and runs as smooth as a top.

"Eimco" Mixers and Kneaders mean equipment; that improves the quality of the products and reduces production costs.

Ask us for bulletin M-101 and photographs.

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

Philadelphia Office  
Transportation Bldg.



**Durum  
Semolinas**

**Durum  
Patents**

## Pillsbury's Durum Products

Durum products are not a "side line" with Pillsbury. Pillsbury maintains special mills devoted exclusively to the grinding of selected durum grain.

Special equipment and complete, well-trained organization combined to produce durum products which are known throughout the country for their high quality.

We especially recommend our Semolina No. 2 and Durum Fancy Patent Flour.

Ask the Pillsbury man, or write to our nearest branch office—today.

**Pillsbury's Semolina No. 2**

**Pillsbury's Medium Semolina**

**Pillsbury's Semolina No. 3**

**Pillsbury's Durum Fancy Patent**

**Pillsbury's Durum Flours**

Vi saremo grati se offrirete ai nostri rappresentanti l'occasione di discatere con voi in merito ai vantaggi che otterrete usando la nostra SEMOLINA No. 2 o la farina DURUM FANCY PATENT per la manifattura dei migliori maccheroni.

Non mancate di scrivere subito alla nostra Succursale piu' vicina, ed un impiegato della nostra Casa, conoscitore perfetto dei prodotti Pillsbury, si fara premura di venire a trovarvi.

***Pillsbury Flour Mills Company***

***Minneapolis, Minn.***

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