

**THE NEW  
MACARONI  
JOURNAL**

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**November  
15, 1921**



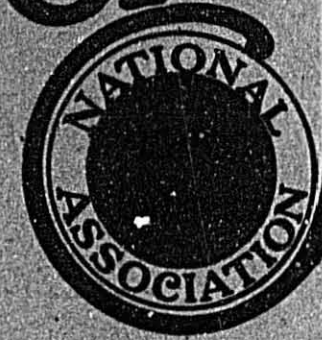
*The New*  
**Macaroni Journal**

Minneapolis, Minn.

November 15, 1921

Volume III

Number 7



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

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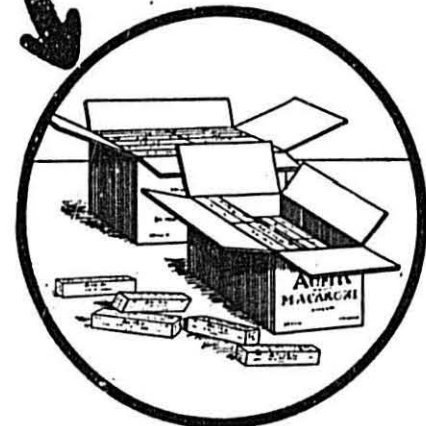


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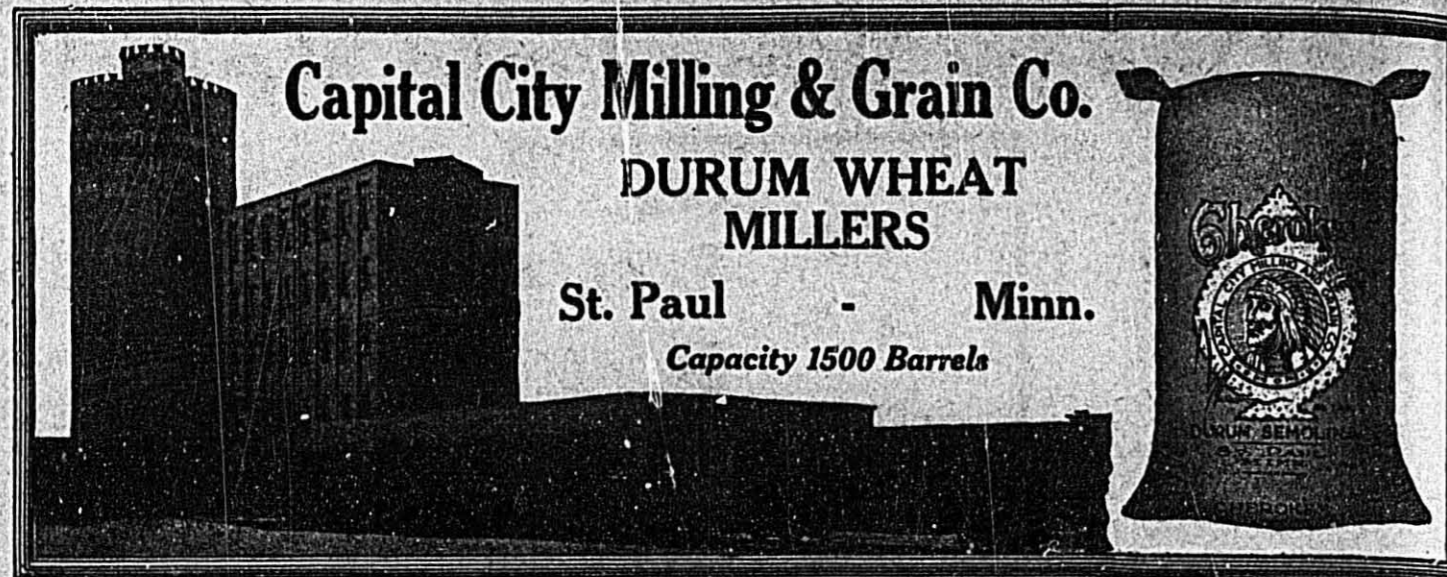
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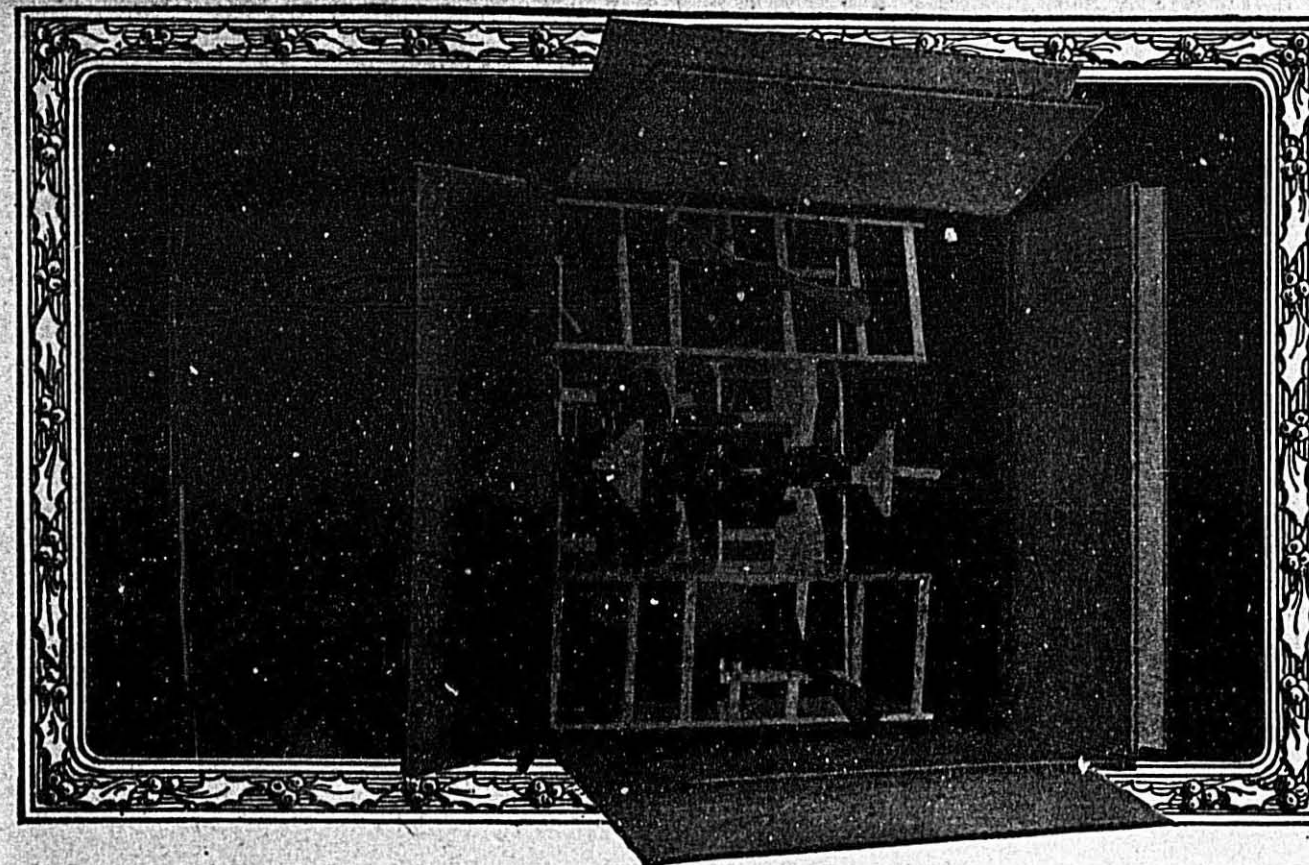


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# MACARONI JOURNAL

## Trickery in Business

The American manufacturer's method of doing business has undergone a radical change within the past fifty years, yet our reputation for "trickery in business dealings" among the buyers of the world is still such, in many places, as to cause the utmost caution to be exercised when dealing with Americans. It has taken years to partly live down the tradition of the wooden nutmeg as being typical of the American businessman's shrewdness. The evil done by smart practices of this kind is hard to live down and will continue to work hardships on the honest dealer whose sole purpose is to make an honest living in an honest way.

This feeling exists to a great extent even among the American buyers, or did prior to the war, when many preferred to do business with foreign manufacturers. This was particularly true among the larger macaroni importers of this country whose fair treatment by the large Italian and French manufacturers retained for them a lucrative business that only a world war's interruption of shipping caused them to lose.

Whether this business is to be retained at home, and the extent to which the confidence of the large consumers has been gained in the recent past, will depend almost entirely on the way business is done by manufacturers who have acquired it. Business trickery must be religiously avoided, and the merits of the goods offered for sale should be the sole basis for continuance of the good will.

It is not upon "smartness" nor on "cuteness" that trade of any kind will be founded or maintained but rather on those ideas and principles recognized the world over as legitimate and based on the theory of dealing with our neighbors as we would be dealt by. Business to be successful must be built up on "repeat" orders rather than on single coups, no matter how brilliant nor how profitable their accomplishment may be for the moment. Profit in manufacture and permanence in business will come only through confidence in your goods. In plain words, might does not make right, and unfairness, meanness, and dishonesty has no place in the business of any macaroni manufacturer in this country who desires to create a demand for his products in the years to follow.

One of the criticisms most frequently heard against macaroni manufacturers is the tendency to "take a flyer" at certain markets or with certain distributing concerns, not for permanency but rather for the immediate profit it will give a particular concern or the loss it will cause a competitor. He enters the market unceremoniously, without properly preparing his ground, takes what is in sight, and then

leaves it abruptly, caring not for damage done to that particular market. On he goes to another market to practice the same trick until finally he runs his business into the ground and drags the industry lower, affecting even those who aim to do a fair and honest business. Steady business can be built only up on good will gained through years of honest dealing, steady growth and reasonable profits.

The markets of the world are always open to any concern desirous of capturing them, but common business decency requires that they be sought in an honorable way as recognized by business men. Let the merits of your goods be your principal argument, backed up by fair dealing and courteous treatment. Business gained on this basis will be permanent and profitable.

The wise manufacturer will heed all criticism and for his own welfare as well as that of the industry will avoid the practices complained of. A criticism of a particular concern may become so insistent and so vehement as to attract the attention of the buyers to the whole industry and, when it does, it becomes the duty of all to cry down the practice that is working hardship on the industry. It is unnecessary to call attention to the many tricks exercised by a few of the unscrupulous macaroni manufacturers, but they are all uncalled for, unnecessary, unbusinesslike, and should be condemned at every opportunity.

Criticisms based on misunderstanding can best be overcome by education and honest propaganda. They will become less and less frequent with the elimination of even the slightest cause for their existence. That the need for education is not entirely confined to the misled consumer but extends also to the manufacturer is admitted. There are some who carry on these criticised practices, not from evil intent but rather from choice, since they must exercise them in order to exist under the competition forced upon them in their legitimate market by others who purposely plan the tricks complained of. Compulsory restraints against the deliberate "trickster," by law if necessary, will educate the unintentional sinner and will go far in eliminating the criticisms reflecting on the whole industry because of the "crookedness" of a few.

Honesty of manufacture, fairness in distribution, and righteous dealings with the retailers and the consumers, will insure a permanence in trade that will mean profits and satisfied conscience. It will mean good will, repeat orders and volume of business that can be gained in no other way.

The oldest business in the world, the greatest business on this universe, is the business of living. Let's live right in our homes and in our business and that will insure your competitor the right to live also. Avoid all tricks in business, and condemn all who practice them.



# Keeping Qualities of Macaroni

A scientific study of the keeping qualities of macaroni and all alimentary paste products is being conducted by several of the large food laboratories of the country with the view of determining just what conditions will tend to produce the best finished product and arriving at some definite conclusion as to the radius of distribution. Among the things now under investigation according to a letter received from the research divisions of a leading eastern food publication are:

- KEEPING QUALITIES
- DISCOLORATION
- RADIUS OF DISTRIBUTION
- CAUSE OF DETERIORATION

Macaroni will keep many years, as has been proven by various manufacturers who have made a thorough study of this phase of the industry. This is true only of macaroni made of the best hard wheat flour or semolina under modern approved methods. One large manufacturer who has been established in business for many years, to convince himself and others of the keeping qualities of this product, has preserved samples of his macaroni every year that he has been in business and he is emphatic in his opinion that properly made macaroni will keep almost indefinitely. Some of his goods made 12 or 15 years ago are still of the rich golden color that marks well made goods, and practically as firm and unbroken as when first stored.

The keeping quality is somewhat dependent on the proper packaging and the subsequent storing. If placed in tight containers of somewhat absorbent paper, not subjected to too long an exposure to the sun, and if made of the highest grade of hard wheat flour or semolina, it is sure to be a clean, easily cooked and an altogether delicious food at any time within 6 to 8 years after its manufacture. It will still retain its golden color and have all the appearances of newly made goods under these conditions.

Macaroni has been known to discolor when kept too long in packages on the shelves, but in the majority of those cases investigation has proved that the product was either wrongly manufactured of inferior grade flour or that the drying process was not as thorough as modern methods of manufacture demand. Improper drying will not only cause early discoloration but will leave the product easily subject to vermin. Too rapid drying produces a fine glossy outer coat on the finished product but leaves a tendency to mould. The proper manufacture will call for the addition of a certain amount of water to flour or semolina in order to make a consistent and workable dough and a subsequent extraction of practically all that moisture in the drying process. Where this is improperly done, defective macaroni is the result.

Vermin is one of the deadly enemies of all grain products and macaroni being for the most part made from the very highest grades of hard wheat flour or semolina is not immune. The germs are present in all flour and germination is unpreventable under certain conditions. Some macaroni has been known to become wormy within 90 days after its manufacture, while another batch made of the very same material and in the same plant kept for years without showing this defect. In the former instance it was discovered that the jobber to whom the macaroni was consigned being a large distributor of this product had been storing his sup-

ply in the same warehouse year after year without much attention to the cleanliness and ventilation of the store room and worms early developed. On investigating the cause he found that the worms had actually established themselves in the floors and walls of his storeroom and that they possessed a happy faculty of going from the old stock to the new as soon as the new arrival was discovered. A thorough cleansing and fumigation of the premises put an end to the worm scourge in that depository and proved that deterioration is largely dependent on the amount of care given to storage of merchandise as well as to its manufacture.

Semolina is really the basis of what is considered by the authorities as the highest standard of macaroni product. As a breakfast food a somewhat similar granulation of hard wheat is widely known as Cream of Wheat while as the basis of macaroni manufacture it is known as semolina. They are almost identical products, or the larger granulations of the best grades of hard wheat. Being very rich in gluten this is easily subject to worms, germs thereof being present in the flour in spite of all that the millers can do to eradicate them. In its preparation as a breakfast food Cream of Wheat manufacturers eliminate this evil to a considerable extent by sterilization, before placing it in airtight waxed cartons. The macaroni manufacturer also sterilizes his semolina to a considerable extent when he adds hot water to his flour or semolina in the mixer in preparing the dough while the subsequent pressure is deadly to all germs and eggs. Even with these precautions the germs are not entirely killed, as is proven by their appearance in the manufactured products under certain conditions. Everything known to science is being attempted by the millers to kill these germs during the process of flour manufacture and considerable progress has been made so that this evil has been reduced to almost "nil."

Climatic conditions also affect the finished product to such an extent as to require its being packed differently for the various markets. Macaroni shipped to African or South American countries where transportation across the torrid zone is necessary must be especially packed for the trip. The United States government in ordering macaroni and kindred products for use in our navy in all parts of the world, appreciating the effect that a change of climate has thereon, orders them placed in tin containers of 12½ pound capacity, with four tins in a box of absorbent wood. The tin containers are sealed perfectly air tight and macaroni contained in them has been found unchanged and fully usable as a substantial food many years after its manufacture.

Macaroni will keep better and easier in arid or semi-arid countries but offers some difficult problems in lands where there is much moisture. In these latter countries the expansion and contraction of the finished product, due to the difference in its moisture contents, not only tend toward discoloration but will crack or break more easily, making less presentable though very slightly affected in quality. Modern and up-to-date manufacturers who know the territory into which their products are to be shipped are studying the best methods to produce goods that will most effectively withstand the prevailing climatic conditions.

The radius of distribution is thus limited only by the markets and the care shown in manufacture. This country

sends goods into Europe, Africa, South America and Asia. Canada ships macaroni products to Mexico and Alaska. Eastern manufacturers ship goods to all parts of the United States while the firms situated in the central west are now enjoying a profitable Russian and Scandinavian export business. Thus it will be seen that the radius of distribution is almost limitless, and this is true in all cases where macaroni is properly manufactured and right care is exercised in packing it for the particular market for which it is intended. In comparison with other well known cereal foods maca-

roni excels in keeping qualities, being useful as a food for many years after the very flour out of which it is made has deteriorated. Canned foods that are supposedly perfectly airtight often spoil within a few years while even the "bulk goods," as macaroni sold in bulk is called, has been known to keep for many years, to remain beautifully golden in color, rich in gluten, free from vermin, and delightfully appetizing and delicious.

Manufacture it properly, pack it right, and there need be no great worry about its keeping qualities.

## Tip Evil a Disgrace

If anything, the tip evil is worse in the middle west than the east, says a writer in the Public Ledger, after a visit to Chicago. He continues: If you are not alert the taxi driver will overcharge you and then expect you to tip him. The waiter, of course, you must tip, no matter whether he serves you ill or well. The chambermaid neglects you in the matter of towels if you do not fee her. And woe to you if you do not cross the palm of the bell boy who takes your bags to your room. But, of all the graft, that of the hat check, perhaps, is the most irritating. If you eat thrice a day in a hotel it means 30 cents per diem, or more in a month than the cost of the hat. And if you neglect the girl once either by chance or design she acts as if she considered you a cheat.

Does the hotel man tip the shoe salesman who serves him when he buys shoes? He doesn't. The hotel man's wife or daughter would complain to the proprietor of a department store or specialty shop whose employes had their itchy palms out all the while for tips, yet hotel attaches act as if it were their right and privilege to exact toll.

In common honesty and decency hotel men should run their business as other merchants do theirs. The tip evil is a disgrace. No reasonable person objects to rewarding a servant for special or good service, but does object to being viewed as a bird to be plucked because he must, perforce, patronize a hotel. And he doesn't object to not getting even a "thank you" when he does tip and tips well at that.

It is idle for hotel men to say they cannot abate the evil. They grant special rights to taxi companies and receive a considerable sum annually from the taxi people. If they do not run the hat check rooms themselves they sell the "concession" to hat pirates. Many hotel employes look more to

their tips than their wages, and with reason.

The whole thing is wrong. It is a foul growth. It doesn't fit in a democ-

racy. A worker should receive honest and full wages. He or she shouldn't have to depend on graft. It's un-American in essence and in fact.

## ARE YOUR EGGS RIGHT? SEE TABLE

The relative amounts of yolks and whites contained in eggs have recently become of great importance to the macaroni manufacturers, says B. R. Jacobs, director of the National Cereal Products Laboratories. A large amount of eggs in various forms are sold to the macaroni manufacturers, most of these products being imported. The importers, to save part of the duty, import the yolks and whites separately when in the dry form and mix them here. The dried whites, or albumen, command a better price than the dried yolks and therefore the seller of eggs will often deliver so called dried whole eggs which are deficient in whites or albumen.

The chemical literature on the subject of eggs shows that an average egg consists of approximately 34% of yolk and 66% of white in the natural state; due, however, to differences in moisture content of yolks and whites when the product is dried, the relative percentage of yolks and whites is almost exactly reversed and in the dried whole egg we have a proportion of 66% of yolk and 34% of whites.

The following table of analysis, made in this laboratory, shows the weight of whites and yolks; the relative percentage of the white and yolk, and the percentage moisture in the white and yolk. These determinations were made on individual fresh eggs purchased in the market at various times between Sept. 20 and Oct. 20, 1921. The eggs were purchased from various dealers and ranged in size from an abnormally small egg to an abnormally large one, as may be seen from the table.

It will be noted that although the eggs themselves varied considerably in weight the proportion of yolk to white remained fairly constant, while the amount of moisture in the yolk and white was extremely constant.

Composition of Individual Fresh Shell Eggs

Lab. No.	Weight of edible portion in grams		Percentage composition of edible portion		Percentage moisture		
	whites	yolks	total	whites	yolks	whites	yolks
30	26.61	15.21	41.82	63.64	36.36	86.20	49.50
31	30.59	17.11	47.70	64.20	35.80	86.10	50.04
32	32.83	18.24	51.07	64.29	35.71	85.00	49.90
33	30.77	16.35	47.12	65.31	34.69	86.40	48.55
34	36.08	18.22	54.30	66.45	33.55	86.20	49.75
35	27.27	18.77	46.04	59.23	40.77	86.80	49.20
36	40.96	22.82	63.78	64.22	35.78	87.55	49.70
37	39.51	20.42	59.93	65.93	34.07	88.00	49.52
38	35.22	19.55	54.77	64.30	35.70	86.15	50.75
39	38.53	20.48	59.01	65.30	34.70	85.60	51.30
40	32.88	20.84	53.72	61.21	38.79	87.30	50.04
41	29.36	18.64	48.00	61.13	38.87	86.54	49.76
42	47.65	19.70	67.35	70.80	29.20	87.22	49.50
43	30.70	13.19	43.89	69.95	30.05	85.06	50.50
Average	34.19	18.53	52.75	64.71	35.21	86.43	49.85



# Macaroni Food Makes Sturdy Folks

Anything that comes from a dietitian, cookery school expert, or voices the opinion of the general consumer concerning alimentary paste products is of particular interest to manufacturers of this foodstuff. The east is particularly fortunate in being able to get a greater amount of expert information and advice particularly with reference to foods in the macaroni line, the writers of the women's page of so many of the eastern papers devote considerable space to extolling the value and proper preparation of this food.

## North American's Food Expert

As an indication of the kind of publicity so freely given, particularly in this section of the country, we reproduce herewith an interesting article by Mrs. Anna B. Scott, prepared for the society section of the Oct. 9 issue of the North American of Philadelphia, entitled "Macaroni Makes Sturdy Folks." To sum up the advantages in a few words this recognized expert in good foods and their proper preparations: "Macaroni is rich in food elements, wasteless, easily digested, and combines well with other foods."

To macaroni is attributed one of the reasons for the sturdiness of the Italian people as conclusive evidence of the value of this food to mankind. Several varied appetizing recipes are given to substantiate the arguments advanced. The article reads:

### Text of Article

Do you know why the Italians are so sturdy?

The answer to this query includes two food reasons. One is macaroni; the other tomatoes.

These swarthy sons and daughters of the sunny southern clime eat one or both of these excellent foods every day—and if they don't have tomatoes, they never fail to do justice to macaroni or spaghetti.

We Americans have come to a fairly full appreciation of the tomato, especially since our best food experts have told us it is rich in valuable vitamins and should be fed even to little babies—and generously given to the children, as well as the grown-ups. But we do not yet make as much use of macaroni and spaghetti as we should.

This delicious food material—and it is good in so many different ways as to make it one of the most adaptable dishes that comes into the home—is

rich in the nutritive elements of bread. But in macaroni these elements are provided in a more highly concentrated form than in the ever popular loaf.

### Wasteless, Labor Saving

More than this, it is one of the few absolutely wasteless foods, and that is a large consideration in times like these. It can be kept for a long time without spoiling, and is easily cooked. After being prepared, what is left from one meal can easily be combined with



some other food for the next meal, and, this being the case, it also is a labor saving food.

When served with cheese—and nothing is better to thus combine—it supplies one of the most perfectly balanced of fat-and-protein dishes. And it is so good that there is no excuse for not making constant use of it in the menu.

Moreover, it is among the most easily digested of foods. All in all, it has so many virtues that the home which neglects it should be liable to a fine for lack of right consideration.

## Mrs. Scott Gives Some Good Recipes

To detail the many ways in which macaroni and spaghetti may be cooked and served would take more space than is available in one issue, but here are some recipes which will provide excellent eating for the family:

### Macaroni With Fried Tomatoes

1 package macaroni.  
1 cup grated or chopped cheese.  
6 medium size tomatoes.  
1 cup milk.  
¼ cup flour.  
1 tablespoon butter or oleomargarine.  
1 teaspoon salt.  
1 teaspoon sugar.  
1 green pepper.  
Boil and blanch the macaroni as usual. Fry the tomatoes as usual while macaroni is

cooking; also make 1 cup of cream sauce as usual. Place the macaroni in center, cover with cream sauce to which the cheese has been added; place the fried tomatoes around the edge. This makes a full, well blended meal for a hungry family. Left over can be reheated or put through food chopper; add milk and thickening and you will have a good plate of soup.

### Macaroni Croquettes With Tomato Sauce

2 cups elbow macaroni.  
1 cup tomato sauce.  
1 tablespoon butter, butter substitute or drippings.  
2 tablespoons flour.  
1 cup milk.  
1 teaspoon chopped parsley.  
1 egg and bread crumbs.  
Boil and drain the macaroni; chop fine and add to the cream sauce and parsley; mix well; spread on platter; set outside to cool. When stiff and cold, take a large spoonful into floured hands, form in cone shape. After all are formed, dip in egg (1 egg beaten with 1 tablespoon of cold milk), then in bread-crumbs; fry in hot oil. Serve with tomato sauce.

### Cheese and Macaroni Loaf

1 cup boiled elbow macaroni.  
1 cup milk.  
1 cup soft breadcrumbs.  
1 tablespoon butter.  
1 tablespoon green pepper, chopped fine.  
1 teaspoon each chopped onions and parsley.  
3 eggs.  
1 tablespoon salt.  
1 cup grated cheese.  
Cook parsley, onion and green pepper in little water; add the butter. Beat egg whites and yolks separately. Mix all ingredients except whites of eggs, which should be added last then folded in rapidly. Line quart baking dish with buttered paper, turn mixture into it. Set baking dish in pan of water and bake in moderate oven for ¾ hour. Serve turned out with tomato sauce.

### Baked Macaroni Loaf Flavored With Ham

½ pound macaroni.  
1 cup white sauce.  
½ cup strained tomatoes.  
1 cup ham pickings, put through food chopper.  
1 teaspoon salt.  
½ teaspoon pepper.  
1 tablespoon finely chopped celery top or stalk.  
2 tablespoons finely chopped green pepper.  
1 egg.

Macaroni is boiled as usual, or left over macaroni may be used, then put through food chopper; add sauce, tomatoes and ham or any left over meat that is on hand; add seasoning and flavoring and well beaten egg; mix all well; put into well greased tube pan or barkedish. Smooth and brush top with a little of the beaten egg; take 30 to 35 minutes; serve with sauce of choice.

### Plain Boiled Macaroni Instead of Potatoes or Dumplings

½ pound macaroni.  
2 cups coarse breadcrumbs.  
2 tablespoons butter or substitute.  
1 teaspoon salt.  
Boil, drain and blanch macaroni in salted

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

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## Commander Mill Company

MINNEAPOLIS, MINNESOTA



water as usual; put in hot dish and cover with buttered crumbs. Melt the butter in small pan; add the crumbs and brown slightly; sprinkle top with chopped parsley.

#### Creamed Macaroni

½ pound macaroni.  
2 tablespoons butter or substitute.  
2 tablespoons flour.  
2 cups milk.  
1 teaspoon salt.  
Flavor of choice.

Boil and blanch the macaroni as usual; cover with sauce made as follows: Put butter into small pan; when melted, remove from fire; add flour; stir until smooth then return to slow fire and add cold milk, slowly stirring until thick and creamy; boil 3 minutes. This may be served with sugar and a little cinnamon or the sauce may be flavored to taste.

#### Baked Macaroni With Cheese

1 cup elbow macaroni.  
1 cup milk.  
1 cup grated American cheese.  
1 teaspoon salt, dash white pepper, dash paprika.

Boil, drain and blanch the macaroni. Put into bakedish which has been brushed with butter; pour the milk over the macaroni, dust with the salt, pepper, paprika and cover with the grated cheese; cover and bake 20 minutes; uncover and bake until a light brown.

#### Macaroni Italian

½ pound macaroni.  
1 cup grated sharp cheese.  
2 cups tomatoes.  
½ cup finely cut onion.  
½ cup canned pimento or chopped green pepper.

1 cup mushrooms.  
2 tablespoons butter.  
¼ teaspoon garlic, crushed fine.  
1 teaspoon salt, ¼ teaspoon paprika.  
Boil the macaroni 30 minutes; drain and blanch in cold water; chop or cut rather fine and add to the sauce; boil 3 minutes and serve in hot dish. Sauce is made as follows: Put half the butter and onion into pan, fry until tender, but not brown; add tomatoes and boil 5 minutes; put the other half of butter into a saucepan with the chopped mushrooms, pimentos or peppers; cook 15 minutes; add the garlic, salt and pepper. Strain the onion and tomato over the mushrooms and cook 3 minutes; add to macaroni, bring to boil and serve at once; sprinkle with parsley.

#### Macaroni With Stewed Chicken

3 to 4 pounds stewing chicken.  
½ pound elbow macaroni.  
1 tablespoon cut onion.  
1 tablespoon finely cut parsley.  
1½ teaspoons salt.  
¼ teaspoon pepper.

Clean and prepare the chicken as usual; cover with boiling water and boil until nearly tender, 1½ hours, then add seasoning; flavoring and macaroni; boil 30 minutes. The macaroni takes the place of dumplings and thickening. When serving, sprinkle with parsley.

#### Beef Stew With Macaroni

1 pound lean stewing beef.  
2 cups elbow macaroni.  
1 cup carrots.  
1 cup tomatoes.  
1 cup cut onions.  
2 tablespoons flour.

1 tablespoon chopped parsley.  
1 tablespoon caramel.  
1 teaspoon salt, dash paprika.  
¼ teaspoon white pepper.

Wipe the meat; cut into 2-inch pieces; put in boiler and add 2 cups of boiling water; boil slowly ½ hour. Add the onion and carrots which have been cut small, boil 1 hour; add macaroni and tomatoes, salt and pepper; boil 20 minutes. Mix the thickening with a little cold water, add and boil 3 minutes; add the caramel and chopped parsley. Serve on hot platter.

#### Baked Macaroni Flavored With Meat

2 cups macaroni.  
2 cups tomatoes.  
½ cup left over meat and gravy.  
½ cup cut onion.  
1 cup grated cheese.  
1 tablespoon butter.  
1 teaspoon salt.  
¼ teaspoon white pepper.  
¼ teaspoon paprika.

Break the macaroni into 1 or 2 inch pieces, or use elbow macaroni; put into saucepan with 3 quarts of boiling water; boil 30 minutes; drain and blanch with cold water. Brush bakedish with oil or butter; put in macaroni and pour over the sauce made as follows: Put the meat and gravy into frypan; add the onion and cook until tender, not browned; add 2 cups of tomatoes, salt, pepper and paprika and ½ cup hot water; boil 5 minutes; add cheese and pour over macaroni. Bake 20 to 25 minutes in hot oven or until a light brown.

#### Chicken Giblet Soup With Macaroni

For the soup we use the backbone cut into four parts, the wings, neck, heart and gizzard.

2 cups elbow macaroni.  
1 tablespoon cut onion.  
1 tablespoon chopped parsley.  
1 teaspoon salt, dash pepper, dash paprika.

Wash the chicken and put on with 6 cups of cold water; add the onion, salt and pepper; boil slowly 1½ hours. Remove the chicken and giblet and add the macaroni; chop and add the gizzard and heart and boil 30 minutes; then add the parsley, a little grated nutmeg. When serving add a dash of paprika.

#### Macaroni Soup

1 cup elbow or broken macaroni.  
1 cup tomatoes.  
½ cup grated cheese.  
¼ cup finely chopped onion.  
2 tablespoons cooking oil or fat of choice.  
1 teaspoon salt.  
Paprika.  
2 tablespoons chopped celery top or a little celery seed.

Put the macaroni on in 4 cups of rapidly boiling water; boil 25 minutes; add the tomato that has been mashed through the strainer; add the onion which has been cooked in the oil until tender, but not brown; add salt and paprika; boil 5 minutes. If too thick add hot milk to suit one's taste. Sprinkle top with cheese and celery. This makes an exceptionally good, hearty dish.

#### Macaroni vs. Ground Bones

John Mercurio, president of the Mercurio Bros. Spaghetti Manufacturing Co. of St. Louis, known throughout the industry as an ardent advocate of

quality goods at fair prices, is much and rightly incensed at the action of a food specialty company that recently mailed a check for \$5.70 in full payment for 103 pounds of spaghetti, after all deductions were made. Mr. Mercurio in his reply compares the selling price of macaroni products with that of ground bones.

In his letter he says in part: "While conditions compel us to accept your small check with deduction, we cannot but help to comment on your notation wherein you claim that you can buy any amount of these goods at 4½c per pound, in barrel lots. We do not question your veracity, but we do question the quality of the goods that can be purchased at these figures.

"It resolves itself into a simple problem in mathematics. Figuring the cost of the empty barrel and the cost of freight as equal to about 1c a pound, paying 4½c a pound would indicate that the goods so sold can be made of only the poorest materials obtainable.

"While walking down the streets sometime ago the writer's attention was called to a large sign, which read, 'Ground Bones, 3c per Pound.' Now, if waste materials like bones will bring 3c a pound in a ground state how ridiculous it must be to expect to buy spaghetti at 4½c a pound.

"It is a crying shame that an industry like ours should be buffeted about and trampled under foot by fellows directly concerned, who must use only the very poorest grades of otherwise unusable flour for this purpose. It is surprising that they have been 'getting by' on deals of this kind, but there is one cheerful sign in the horizon and that is that food authorities are occasionally picking up and condemning foods of this kind.

"To continue the practice of manufacturing macaroni products out of these inferior grades of flour will tend to kill the industry. Every thinking man and every conscientious woman appreciates that a price of 10 to 12c a pound for macaroni, considering its food value, is most reasonable, in fact it is cheap at that. When comparing prices paid for ground bones it would appear to any sensible buyer that macaroni sold at 4½c a pound cannot possibly be made of any material of much higher grade than sawdust."

Rainbow chasers get at least a run for their money.

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Are in use all over the country  
Time of drying optional to the operator

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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.



## PAPER CONTAINERS BEST?

For Shipments Under 90 Pounds and Less Than 70 Inches Combined Dimensions—Two Dozen Arguments Why This Type Is Superior to Wood for Light Packages for Transportation.

Whether it is more advantageous to ship alimentary paste products in wood or paper containers is a question exclusively pertinent to the individual manufacturer and one which must be considered from the viewpoint of distance to be shipped, the weights packed and the requirements of the buyer. Leaving this question in abeyance it is well to note what manufacturers of a particular kind of container claim to be the advantages offered by one over the other.

The O. B. Andrews Co., which professes to be the only concern in the world manufacturing lumber and paper and these products, in turn, into wooden, wire bound, corrugated, solid fibre, and folding boxes of every description, in its new house organ, "Waste Paper and Sawdust," gives 26 reasons why corrugated fibre and solid fibre shipping cases have taken the place formerly occupied by the wooden shipping case in all shipments weighing less than 90 pounds and where the combined dimensions do not exceed 70 inches. The railroad requirements are such that wooden cases must be used where the weight is over 90 pounds and the total dimensions over 70 inches. Here are the reasons advanced for the use of paper instead of wood in the lighter cases:

1. The cost of a fibre case is in nearly every case much cheaper than wood.
2. The weight of a fibre case is generally several pounds less than a wooden case, and this results in a material saving in freight on each case shipped.
3. Injuries to the hands and damage to clothing is entirely eliminated in the use of fibre cases, due to the absence of nails, staples, or metal of any kind.
4. Storage space is reduced to a minimum where fibre cases are used. These cases are shipped flat, and thousands of them can be stored where only hundreds of wooden boxes can be stored.
5. Concealed losses by theft or pilferage are plainly detected at the time of delivery. The professional thief leaves the fibre case alone, as he cannot conceal his theft as he can with a wooden case.
6. Labor costs in the shipping room are oftentimes cut more than half when fibre cases are substituted for wooden boxes.
7. The time consumed in sealing fibre cases is much less than for nailing up wooden boxes.

8. The advertising value of the fibre case is superior to that of a wooden case, due to the ease and cheapness with which excellent printing in colors can be done on both sides and ends of a fibre case.

9. As a shelf package—its lightness and neatness makes it superior to any other form of container.

10. In shipping glass—the corrugated fibre box, owing to its shock absorbing characteristics, reduces loss by breakage to a minimum.

11. The outside dimensions are smaller than the outside dimensions of a wooden box holding the same cubic contents. Storage space is thereby saved in transit and in warehouses.

12. Noise in the shipping room is almost entirely eliminated due to the absence of nails and dropping of hammers and lumber.

13. Spoiling of contents by rain or moisture is plainly shown where a fibre case is used. A wooden case when rained upon will when dried give no warning to the purchaser that the contents have been damaged by water.

14. Spoilage by absorption of resin makes wooden cases underivable for many forms of food products. Fibre cases impart no odor, color, or taste to any article shipped therein.

15. Paper lining—generally necessary with wooden cases is unnecessary with fibre cases.

16. Dust and dirt do not accumulate in fibre cases. There are no cracks nor knot holes for them to enter.

17. Shrinking, warping, and swelling, are unknown to the fibre shipping case.

18. Air tight shipments are the rule with fibre cases. Should matches in a fibre case become ignited by handling, the fire will be smothered for lack of air.

19. Dropping a wooden case often results in its complete destruction and the loss of the contents. The same treatment given a fibre case might damage the case but would not destroy it sufficiently to scatter the contents.

20. Women employed in the shipping room can handle fibre cases efficiently. Wooden cases cannot be handled satisfactorily except with male labor.

21. Conservation of the nation's resources is aided by the use of fibre boxes wherever possible. Wooden boxes are made from the forests that are being rapidly depleted. Lumber should be conserved for use only where necessary. Fibre cases are made from materials over half of which are waste products.

22. Paper and twine are eliminated in all shipments made in fibre cases.

23. Smaller packing units can be established by the use of fibre cases thereby enabling the jobber or wholesaler to distribute a given product without repacking. In this way, the cost of repacking is eliminated and the contents reach the retailer or consumer exactly as they left the manufacturer.

24. Accidents in the shipping room and elsewhere, due to infections from nails, wires, and splinters, are unknown where fibre cases are used.

25. Tying of cases in warehouses is

easily accomplished when fibre cases are used. Not only do fibre cases stack easily and without falling; but also they can be more easily stacked and taken down than wooden cases can be, due to their light weight.

26. Discrimination in the use of various kinds of fibre boxes must be used. It is important to adapt your box to your product. There is a fibre box adapted to your product, and care in selecting the kind and style of a fibre box for a given product will always prove to be a sound economy.

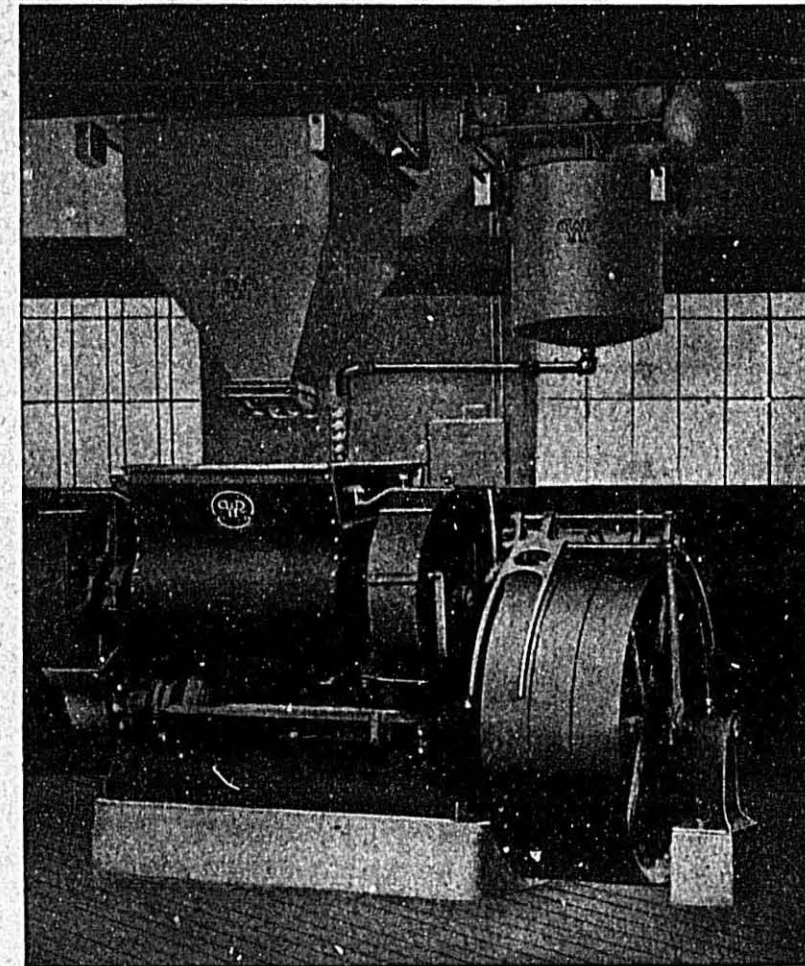
## Trade Association Information—Data Exchange Legitimate

During the late summer the federal trade commission sent out 2,750 questionnaires to trade associations asking for information as to the activities of such associations, particularly with respect to the collection and exchange of information regarding prices, statistics relating to stocks on hand, quantities produced, orders received and orders on hand. The commission reports that it received replies from 1,673 associations and that, according to such reports, 141 collect and exchange price information; 376 compile and distribute other statistics, and 768 engage in no statistical activities. The commission reports that its information shows that price information is distributed among the members of such associations at frequent intervals, depending upon the character of the business, but that all of such information relates to closed transactions.

### A TREE

Behold, my child, this noble tree!  
 'Twould make a house for you and me.  
 'Twould make a coffin for me, dead,  
 Also a headboard for your bed.  
 'Twould make a cradle for the young,  
 A gallows for me, if I'm hung.  
 (I know that one is "hanged" for crime,  
 But "hanged" don't lend itself to rhyme.)  
 Oh, many things this tree would make,  
 If trouble we should care to take.  
 But, should we fell this monarch tree,  
 A thousand plagues it would be,  
 And it would leave, if it should die,  
 A vacant place against the sky.  
 Its tenants, bug and beast and bird,  
 In piteous protest would be heard.  
 Here rest the birds their weary wings,  
 And here the mournful tree toad sings:  
 Here, in a kindly shelter hid,  
 Are locust, cricket, katydid;  
 Here daintly the spider weaves,  
 And caterpillars sew their leaves;  
 The robin and the blackbird here  
 Record their season of the year.  
 These little folk, it seems to me,  
 Have vested interests in this tree.  
 Let us just camp beneath its shade,  
 Nor mar the thing that God has made!

# BAKER-PERKINS



## To insure Uniformity and checkmate waste

W & P Automatic Flour and Water Scales eliminate guesswork. They give an absolute check on the weight and composition of every batch turned out by the mixer.

They insure uniform results from day to day. They cut down waste of materials. They save precious time and labor.

W & P Automatic Flour and Water Scales are but one item of W & P LINE of machinery for macaroni, spaghetti and noodle manufacturers. Write for our complete catalog.

Joseph Baker Sons & Perkins Co. Inc. Baker-Perkins Building 44 White Plains, N. Y.  
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## Automatic Machinery for the Macaroni Trade



## WHAT IS GOOD WILL?

Good will in modern business is property, as actual, positive, certain and genuine, as machinery and materials. It is the fruit of honest work, patient experimentation and expenditure of money in creating a market and efficiently serving the purchasing public. It is an estate, accumulated through a continuous policy of making every promise good and standing back of every product. It is a possession, acquired by such establishments as have held a public referendum and received a vote of approval.

Good will is the interest accruing from the rule of reciprocity, the belief that any transaction which results in injury to one party is immoral. It is the asset, built up from no monopoly power, but through continual competition in a fair field and no favors. It is the corner stone in the structure of truthful trade. It is the guaranteed link between maker and user. It is the sap and life of the tree of honest business whose roots are standardized quality and price.

Good will, once established, can defy every attack save that of the piratical price cutter. It can overcome the crafty deception of the substitutors with his "something just as good." It can protect itself against the counterfeiter who would steal a registered trade mark, label or brand.

But it is at the mercy of buccaneer bargainers, who slash standard prices and set up "misleaders" in order to deceive the public. It is slaughtered by the "Kamerad" pistol in the hands of dealers who use it as bait to catch the unwary purchaser. It is destroyed by those who defraud the public on a hundred unidentified articles, through a bargain on one whose quality and value is known to all.

Good will must be put in the keeping of those who have earned it, not left at the mercy of business pirates. No man is permitted to steal a purse, neither should he be permitted to rob an honest business of its good name for furnishing a standard article of uniform worth at uniform cost. No man may wilfully destroy a house, neither should he be permitted to destroy the very foundations upon which rests the prosperity of every firm which sells guaranteed goods to the public.

Good will belongs to the maker of the goods; he does not sell it, but is

vitaly interested in preserving it after the goods are in the consumer's hands. For the best interests of every party in the transaction, the user and distributor as well as the maker, there must be legislative provision by Congress that the manufacturer of standard identified, trade marked goods, whose quality and price have won the good will of the public, shall have power to protect it by enforcing a standard price policy in the marketing of his product. —Congressman M. Clyde Kelly, of Pennsylvania.

## FAVORS MANUFACTURERS

**Italian Government Makes Additional Concessions to Encourage Turning of Raw Materials Into New Goods—Special Permit to Import Wheat for Pastes Duty Free.**

To encourage manufacture of raw materials into finished food products, the Italian government will grant a special permit to all firms or individuals to import, free of all duty charges, such articles as soft wheat for milling and hard wheat for semolina and pastes, according to the report by H. C. MacLean, U. S. commercial attache at Rome.

This advantage, added to the bonus formerly offered by the Italian government on all foodstuffs manufactured from imported raw materials for exportation purposes, enables macaroni manufacturers, particularly, to compete in the various world markets on a basis most favorable to them.

Applications for temporary importation of soft wheat for milling and hard wheat for making semolina and pastes (macaroni) may be filed by Italian flour millers or macaroni makers. These applications may be made either in their own name or through some firm engaged in the wheat trade prior to the war, addressed to the Direction General of Food Control, which will forward them with its recommendation to the ministry of finance for final decision.

The name of the factory where the wheat is to be manufactured must be specified in the request. Permits for temporary importation will be valid for 4 months without monetary guaranty. When it is desired to have this time extended, the request must be presented

before the expiration of the allowed 4 months.

For every 100 kilos of soft wheat imported temporarily for milling purposes, 74 kilos of flour and fodder meal may be reexported. In the event of the temporary importation permit being used for the reexportation of glutinous macaroni, the permit will be discharged at the rate of 250 kilos of wheat for every 100 kilos of glutinous macaroni, the quantity of fodder meal (14 kilos) remaining the same. When fodder meal is to be reexported the permits for temporary importation will be discharged at the rate of 9 kilos of fodder meal for every 100 kilos of soft wheat, and 14 kilos for every 100 kilos of hard wheat.

The exportation of flour, paste, semolina, fodder meal, glutinous macaroni, and foodstuffs for diabetic patients is permitted to all destinations, while bran and fine bran, whether made from national or foreign wheat, may not be exported except under special license.

## Work

We sometimes hear of people who work themselves to death, just as we hear of ghosts and man-eating serpents. And all the time we know "there ain't no such thing."

For one man who works himself to death, ten thousand die from lack of exercise, overeating, late hours, or avoidable worry. Fatalities from overwork or from hiccoughs are about equally rare.

Work develops; work stimulates; work strengthens; work induces, promotes, and compels growth; work lays a corner stone in the success-structure whose place cannot be filled by a substitute.

Work is the greatest actuator, greatest accelerator that any person can attach to his job, but all the time let it be understood that we mean intelligent work, intelligently applied.

Aimless effort counts for nothing; the spasmodic, unintelligent worker is comparable to the frog that started to get out of the well, hopping up three feet each day and slipping back two feet each night.

Hard work will not at all take the place of judgment, thoughtfulness, tact nor an earnest purpose. Added to these, however, it always means a successful career.

But to many people work is an ugly word. —The Optimist.

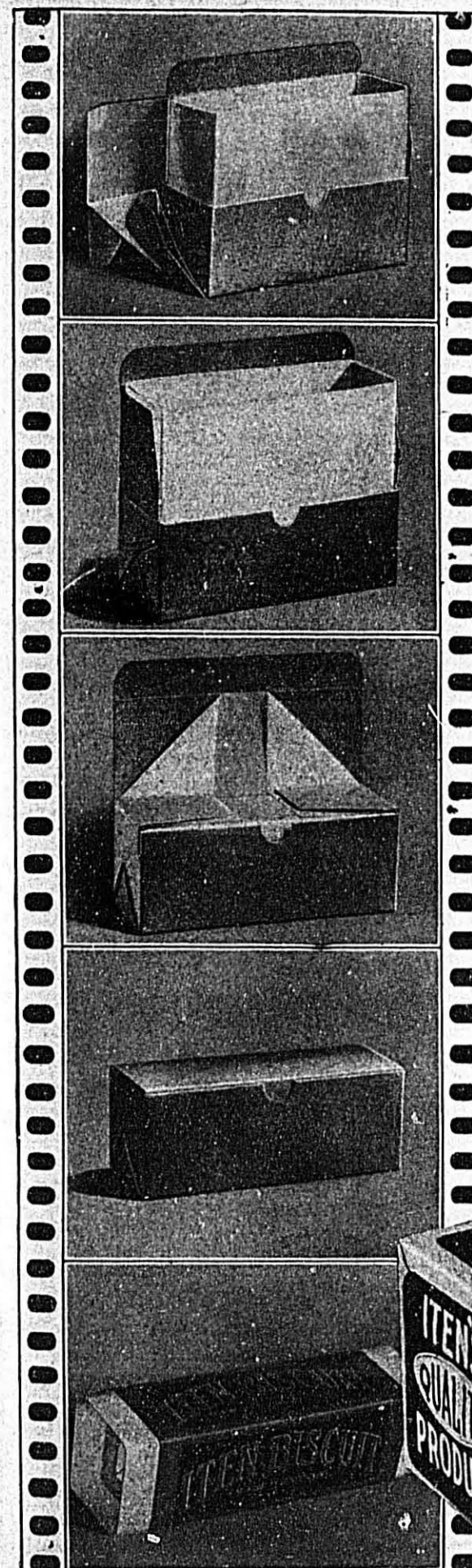
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Your Product Can Be*

## PETERS PACKAGED

- 1—The Peters forming and lining machine neatly forms the carton and lining, then—
- 2—Deftly tucks the flaps at the ends. Notice that the interfolding of the lining paper and carton forms an air-tight seal. If desired the lining may be omitted.
- 3—The Peters folding and closing machine next brings down the upper portions of the package. At this point an advertising slip may be automatically inserted.
- 4—By the same machine the cover is accurately closed, and a seal affixed over the edges, if wanted. The operation is here complete for those who use a lithographed, unwrapped package.
- 5—The Peters wrapping machine wraps, labels and seals the package in an attractive, sales-getting wrapper.
- 6—Here is the Peters Package, dust proof, moisture proof and contamination proof.

You can get a Peters machine to perform a large or small volume of packaging. Why not let us present the facts for your business?

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One of the  
many packages  
made by Peters  
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## VARIETIES OF DURUM WHEAT

All of the varieties of spring wheat which have shown promise in the northern Great Plains area belong to two main divisions or species—common wheat (*Triticum vulgare*) and durum wheat (*Triticum durum*).

Durum wheat can be distinguished from common wheat chiefly by the flattening of the spike at right angles to the face of the spikelets, instead of parallel as in common wheat. The spikes usually also are shorter and denser and the awns longer. All durum wheat varieties have awns, except a few awnless strains developed through breeding.

**KUBANKA GROUP.** Most of the important commercial varieties of durum wheat grown in the United States are included in the Kubanka group. This group has yellowish awns, glabrous, yellowish glumes and large white or amber kernels. The Kubanka is the best known variety of durum wheat in this country. The principal introduction of this variety was made by M. A. Carleton, cerealist of the United States Department of Agriculture, in 1900, from the Uralsk government in Russia. That importation has become widely grown, especially in western North Dakota and in South Dakota. Several other introductions of the variety have been made from the Samara government of Russia. Other introductions of similar wheat were made under other names, including Beloturka, Gharnovka and Pererodka, all very similar to the Kubanka.

The Beloturka variety was obtained at the Paris Exposition but undoubtedly is of Russian origin. The name, in Russia, means White Turkish.

The Gharnovka variety was obtained in three lots from Tagarog, Province of the Don Cossacks, Russia.

The Pererodka variety came from the Province of Orenburg, Russia.

**ACME VARIETY** originated from a pure line selection of Kubanka made by Manley Champlin in cooperative experiments at the Highmore substation, Highmore, S. D., in 1909. This high yielding selection was first known as No. 7 and by 1914 had been increased for sowing in plats. By 1916 it was grown commercially and in the rust epidemic of that year it was discovered to be resistant to stem rust. As it differs from the true Kubanka, it has been given the name Acme.

**ARNAUTKA.** This is probably the most widely grown durum variety in this country. Its first importation was made by the United States Department of Agriculture, in 1864. After being grown occasionally for a few years it was discontinued. The basis of the present commercial stock is thought to have been brought from Russia by early immigrants. Its distribution by the Department of Agriculture dates from 1900 when seed was obtained from T. N. Ioum of Lisbon, N. D. A commercial lot of seed originally called "Wild Goose" obtained in North Dakota in 1901 has been grown also. This is identical with Arnautka. The Arnautka variety differs from the Kubanka chiefly in having a longer, narrower, laxer and more tapering and more nodding spike. The variety is known in some sections under the names of local growers. One such strain, Pierson, was distributed by George H. Pierson of Claremont, S. D., in 1914.

**MINDUM.** The Mindum variety is the result of a selection made at the Minnesota agricultural experiment station from a variety called Hedgerow, which was probably only a local name for Arnautka. This variety is very similar to the Arnautka but is more resistant to stem rust.

**MONAD.** The Monad variety was obtained from Russia by Professor H. L. Bolley of the North Dakota agricultural experiment station in 1903. The variety was distributed by Professor Bolley as D-1 (Durum No. 1) but was later named Monad after it was found to be a high yielding variety and resistant to stem rust. It is very similar to the Acme variety except that it has a somewhat stronger straw.

**MAROUANI.** This variety was introduced by the Department of Agriculture from Algeria. It differs from the Arnautka and Kubanka wheats in being earlier, taller, and having longer beaks on the outer glumes.

**BUFORD.** The Buford variety is the result of a pure line selection made by F. R. Babcock in cooperative experiments at the Williston substation, Williston, N. D., in 1909, from a variety known as Taganrog. The spikes of this variety are about intermediate in length and density between those of the Kubanka and Arnautka varieties.

### RED DURUM GROUP

Several varieties of durum wheat have red kernels while most white or amberkerneled varieties of durum wheat contain slight mixtures of red kernels. Some selections of redkerneled strains have been made and increased. Only one redkerneled variety (D-5) is commercially grown. As this variety is not named, the group is here designated by the name of the subclass, Red Durum, in which the grain of this variety is graded under the United States official grain standards.

**D-5 (Durum No. 5.)** The D-5 variety was obtained from Russia by Professor H. L. Bolley. This wheat was distributed by Professor Bolley in 1911, and because of its rust resistance it has gained popularity and is now quite widely grown in the durum wheat section. On the farms this wheat is often wrongly called "D-Fife" and also is known as Ladd Durum and Red Durum. The kernels of the D-5 variety are red, midsized, blunt at the brush end and very tapering at the germ end. The glumes are white rather than yellowish as in the varieties of the Kubanka group.

### PELISS GROUP

The Peliss group of durum wheat is distinguished from the Kubanka group by black awns and very large kernels.

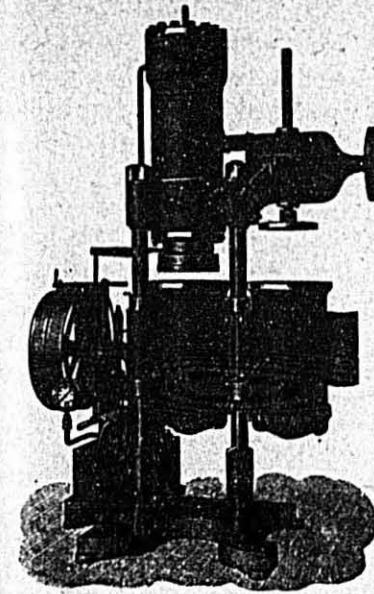
**PELISS.** The Peliss variety was introduced by the Department of Agriculture from Oran, Algeria, where it was developed by a man named Pelissier. It was first called Pelissier, but the name is usually mispronounced and the shorter and simpler form, Peliss, is here substituted for it. It differs from varieties of the Kubanka group in having white glumes, black awns and very large kernels which are somewhat curved.

**SARGOLLA.** The Sargolla variety was introduced from Italy in 1902. It originally was a mixture of several types of durum wheat. The principal type has black awns but differs from the Peliss variety in having yellowish rather than white glumes.

### MISCELLANEOUS DURUMS

The following varieties of durum wheat cannot be included in any of the preceding groups and are here listed as miscellaneous varieties.

**GOLDEN BALL.** The Golden Ball variety was introduced by the United States Department of Agriculture from South Africa in 1918. It has black



### Presses

Screw and Hydraulic

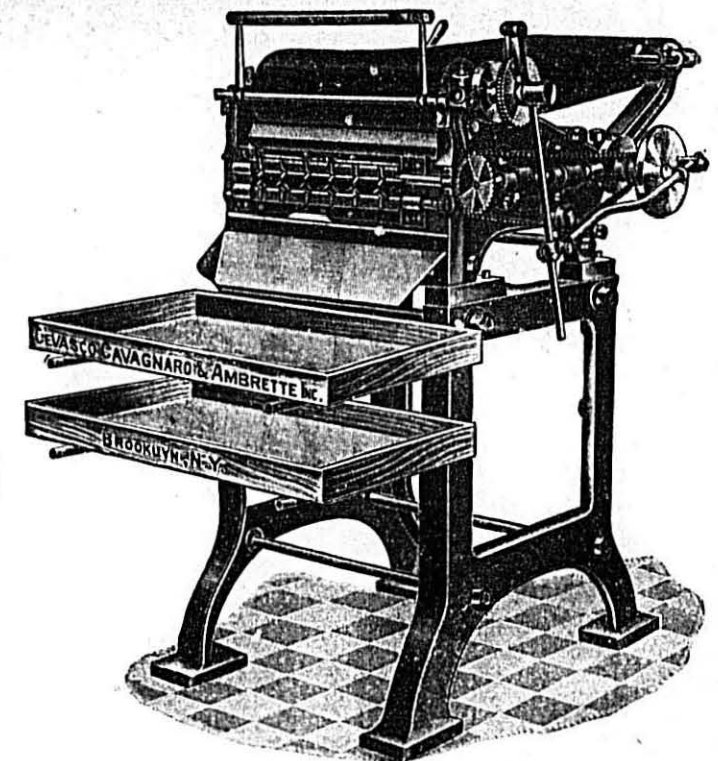
### Kneaders

### 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

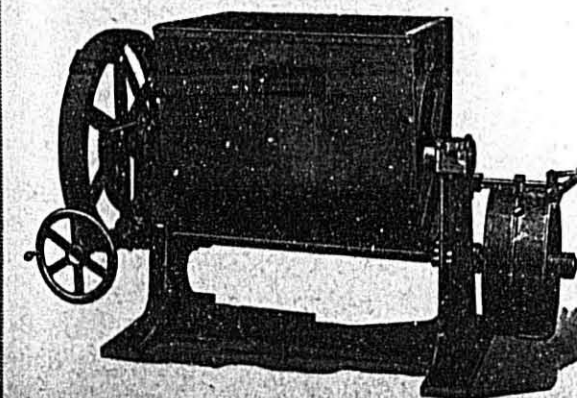
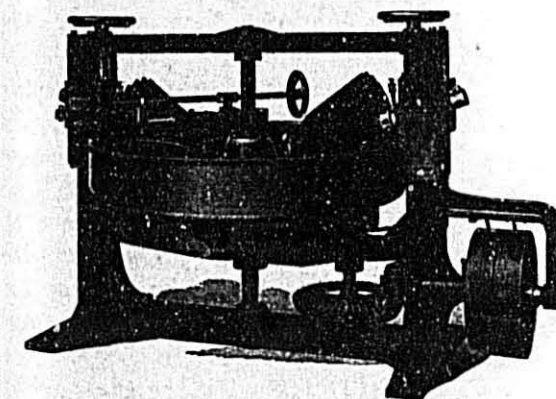
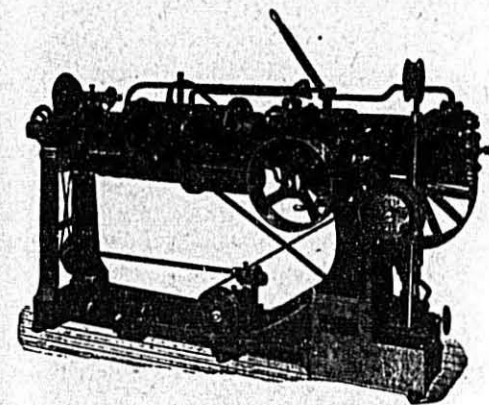
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U. S. A.





awns, pubescent white glumes and amber kernels.

**KAHLA.** The Kahla variety is of Algerian origin. It has black awns and glumes and amber kernels. It is grown commercially in parts of Montana, Wyoming, and the Dakotas under several names, such as Purple Durum, Black Durum, Black Emmett and Sloat.

**VELVET DON.** The Velvet Don was introduced from the Territory of the Don, Russia, in 1900. This variety has black awns, pubescent white glumes and usually amber kernels. This introduction originally contained a considerable mixture of redkerneled durum wheat and has sometimes been described as having red kernels.

#### Heavier than Spring Wheat

Durum wheats are heavier than common spring wheats grown under the same conditions, and in addition to their greater specific gravity they are also less injured by drought and rust. Arnautka, Kubanka and Acme show the highest bushel weights as compared with Marquis.

The protein content of wheat is an indication of the strength of the flour and of the gluten content. The best wheats contain considerable protein. Marquis wheat has an average protein content of 15.3 per cent. Most of the common spring wheats have about the same protein content as Marquis. The durum wheats have about the same percentage of protein as Marquis. Monad is the only variety showing a distinctly greater protein content.

#### High Percentages of Flour

All strains of durum wheat yield a higher percentage of flour than Marquis. Monad and Acme wheats show the highest percentages of flour of any of the durum wheats, as compared with Marquis, being higher by 2.5 and 2.4 per cent respectively.

Two classes of wheat are grown, common and durum. Common wheat is best for bread making. The durum wheats have generally outyielded the common wheats and also have been more resistant to rust and drought. The better varieties of durum wheat yield a higher percentage of flour than common wheat and are equal or superior to common wheat in crude protein but have a weak gluten, as revealed in a lower volume of loaf. Of the common wheats, the Marquis is the leading variety and is more widely grown than all other varieties of spring wheat. For

this reason it has been used as the standard of comparison.

#### Comparative Qualities

Few new varieties have in any way compared favorably with Marquis wheat. The early maturing varieties, Prelude and Pioneer, escape summer droughts in some seasons and are nearly equal to Marquis wheat in milling and baking value. Of the two widely grown commercial varieties of durum wheat, Arnautka and Kubanka, strains of the Kubanka have proved superior to the Arnautka in yield, rust resistance and milling and baking value.

Other durum varieties in some respects have proved superior to Kubanka. The Peliss has been the highest yielding spring wheat in the western portion of the Great Plains area. The Acme and Monad are superior to all other durum wheats except D-5 in rust resistance and are only slightly inferior to Kubanka in milling and baking value. They have also given higher yields, especially in rust seasons, than most other durum varieties. The D-5 variety is the most rust resistant variety grown and has yielded only slightly less than Acme and Monad. Its milling and baking value however is the poorest of all varieties mentioned here.

#### September Durum Receipts

The influx of the new durum crop into the various markets of the country during September 1921 is clearly indicated by the returns made by the inspectors licensed under the United States grain standards act, which shows the total durum receipts equal and almost double those of the previous month. One noticeable peculiarity in the September receipts of carloads of durum is that Duluth far surpassed her ancient rival, Minneapolis, in the number of carloads inspected, getting a total of 4,542 cars of all grades of durum as compared with the 1,042 that went to Minneapolis for this month.

#### Amber Durum

Amber durum was most plentiful and in keeping with the reported phenomenal crop that was raised in the northwest this year. A total of 4,440 carloads of this class of wheat was reported for the month, of which 381 carloads graded No. 1. Duluth received 178 carloads, Minneapolis 147 carloads, New York 14 carloads and Chicago 13 carloads of this high quality grain.

Over half of the amber durum grad-

ed No. 2, the total being 2,805 carloads for September. Inspectors reported 1,274 carloads of No. 2 at Duluth, 473 at New York, 348 at Minneapolis, 312 at Philadelphia, and 235 at Baltimore.

No. 3 quality aggregated a total of 832 carloads during the month, with 563 at Duluth and 104 at Minneapolis. A noticeable feature was the large number of carloads of this wheat that graded below No. 3, a total of 431 carloads of which were reported for September.

#### Durum

During September the movement of durum was below the average. Out of a total of 992 cars inspected only 44 of these graded No. 1, about three fourths of which went to Duluth. The No. 2 grade of durum led in that class with 425 carloads coming under the observation of the government officials. Of this number 297 carloads went to Duluth and 30 to Minneapolis.

295 carloads graded No. 3, Duluth inspecting 188 carloads to Minneapolis 26 in this group.

The percentage of below grade receipts was rather large, a total of 228 carloads being given this grade during the month. Of these 138 carloads went to Duluth and 34 to Minneapolis. Omaha and Galveston ran a close race for third in number of cars inspected of the durum class.

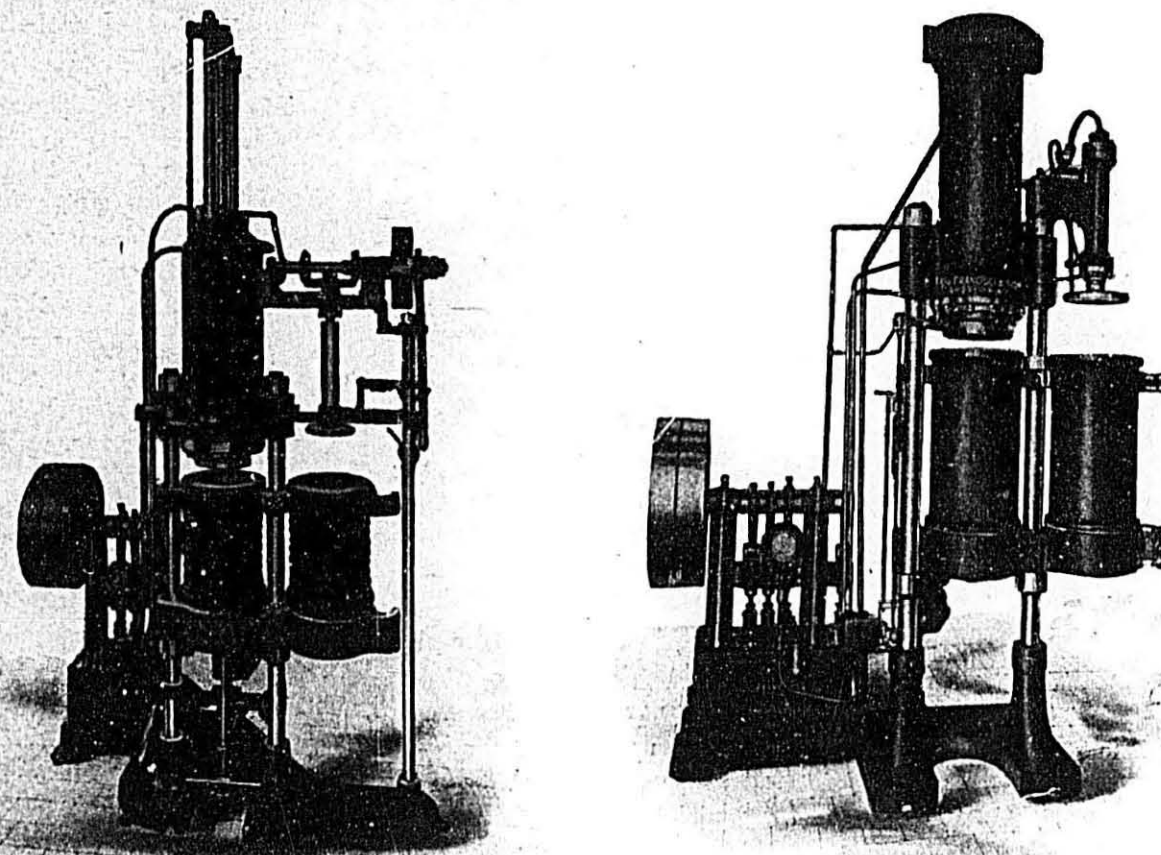
In spite of the low prices prevailing on wheat products and probably due to the large durum crop raised this year, the number of carloads of the various grades inspected since the opening of the crop year, July 1, far exceeds those received in a similar period last year. During July, August and September 1921 a total of 7,656 carloads of amber durum was inspected as compared with 5,147 carloads inspected for the same period in 1920.

In the durum class a total of 1,721 carloads reached the market during these three months as compared with 1,143 last year.

It has been recently discovered that Cote Blanche, an island on the southern Louisiana coast is composed almost entirely of salt. Cote Blanche is one of a string of islands, several of which contain valuable salt deposits. The best known of them is the island of Avery, discovered by accident during the Civil war to have a salt deposit. The site of the world's largest salt mine is on the island of Avery.

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# Open Price Plan Not Illegal

The practice of trade associations exchanging price information, cost and production data and similar facts and figures, that has been looked upon with suspicion by some of the government bodies, is now considered legitimate procedure under the decision handed down the first of the month by Federal Judge George Carpenter of Chicago, in the now famous Linseed Oil Case. The court denied the government's petition for injunction against this association of Linseed Oil Crushers and dismissed the case for want of equity. The suit may be regarded as a precedent, as it was started by the government to decide whether trade associations may be formed for the purpose of exchange of price lists, and other trade information, and the ruling affects 3,000 other such associations throughout the country.

The comprehensive decision of the court is an interesting review of the economics involved and should go far in removing much of the uncertainty that has existed regarding the legality of collecting and distributing trade information.

Julian Armstrong, president of the Armstrong Bureau of Related Industries, who was charged with forming what the government declared was an illegal Linseed Oil Council and who was absolved by the decision of Judge Carpenter, was the organizer of the Macaroni Manufacturers Industrial Council that two years ago sought to gain for its members similar trade information. This macaroni council suspended action pending the decision in the linseed oil case. The members of this council as well as the other macaroni manufacturers interested are vitally concerned in the action of the federal court in this case and the complete opinion is herewith given so that it may be carefully studied by all concerned.

**In the District Court of the United States for the Northern District of Illinois Eastern Division.**

UNITED STATES OF AMERICA,  
Plaintiff

vs.

AMERICAN LINSEED COMPANY,  
et al., Defendants  
CARPENTER, District Judge:  
In Equity No. 1490.

November 1, 1921.

In this case the United States, pursuant to the powers and duties imposed

upon it by the Sherman anti-trust act, challenged as a combination or conspiracy a contract between the defendants, linseed oil crushers, and the Armstrong Bureau.

The defendant, Julian Armstrong, in October 1918 organized the Linseed Oil Council and operated it as a member of the Armstrong Bureau. The purpose of the council and bureau was to collect and furnish to the various members current quotations on linseed oil, the record of sales of oil including prices, statistics as to stocks on hand, crop conditions at home and abroad, and other information of interest or value to the manufacturers of linseed oil. The Armstrong Bureau entered into contracts with certain of the defendants and agreed to furnish them the foregoing information for a consideration.

Pursuant to these contracts the various subscribers daily reported their price lists to the bureau, and promptly sent word of any change. Other information was also furnished from time to time. The statements received and collected by the bureau were immediately sent out to all the members of the association.

The record discloses that the information collected was distributed by the bureau to its several members was of the kind which a sagacious business man secures, or endeavors to secure, in the operation of this enterprise. The information was true. The price lists furnished were made in the regular course of business, and offered in good faith to customers or prospective customers. There was no proof that the members of the association ever, at the bureau meetings or at any other place, discussed prices or made agreements with respect to prices, and there was no evidence that the prices asked by any of the subscribers were not in accordance with the market price of flaxseed, upon which the price of linseed oil was based.

Production was not limited during the period the bureau was in operation. There was no proof of division of territory. There was no proof that the prices asked by the individual defendants were not fixed by them upon their own judgment, considering all factors affecting supply and demand. There was no proof showing that any member was under the slightest obligation or

constraint to ask higher prices or maintain prices.

The main argument for the United States is that the operation of the bureau tended toward a stabilization or uniformity of price on any given day, which was not due to competition in accordance with economic law.

Many tables of statistics were offered in evidence and read to the court, from which there appeared at times a striking similarity in price, and that changes in prices were made by substantially all the members coincidentally.

It appears further that the price of linseed oil is controlled by the price of flaxseed, and that the flaxseed market is an open one in which there are wide fluctuations as well as inactive periods.

The government has not shown that there was artificial regulation of price, either by definite oral or written agreement or by tacit understanding.

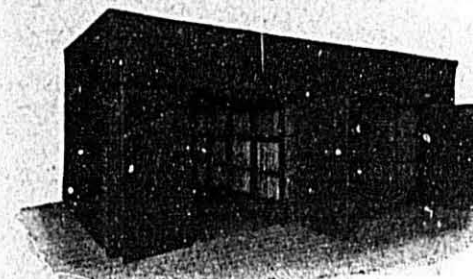
Each individual crusher entering into a contract with the Armstrong Bureau specifically and expressly agreed that all information reported to the bureau or distributed by it should at all times be purely statistical and pertain only to past operations, and that the bureau should not be used to enable the constituent members to fix prices for the sale of linseed oil, cake or meal; to limit the sale, production or manufacture thereof, or to divide the territory in which it was to be sold.

It is incumbent upon the government to show by the clear preponderance of the evidence that the defendants conspired to restrain interstate commerce. In the absence of direct proof of actual entering into of such a combination, and in the face of the denial under oath of the defendants that any such conspiracy or combination was entered into or made, the government must show that what the defendants did necessarily had the result of restraining trade, or, if it relies upon the circumstantial evidence to show that a conspiracy was actually entered into, it must show to the satisfaction of the court that the circumstances upon which reliance is placed are entirely inconsistent with supposition of innocence.

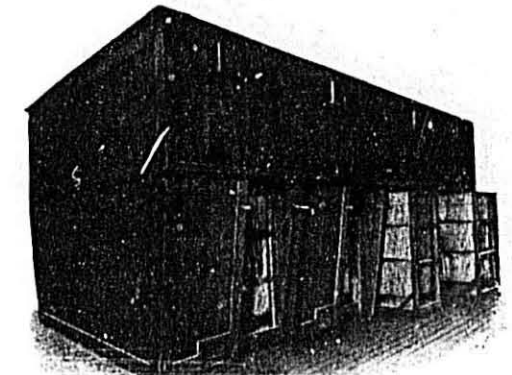
The question involved is whether an association, such as the Armstrong agency (sometimes called the Open Price Plan), is obnoxious to the anti-trust laws, whether or not there is any

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thing inherently wrong in an agreement between producers in a certain line to furnish each other their prices and not to make any sale deviating from the price list without immediately notifying all the others.

Associations of merchants and manufacturers, boards of trade and exchanges are of great antiquity. Evidently such associations were not aimed at by the Sherman act, because they are not mentioned in the act. A distinction is sought to be drawn between the operations of an exchange and what was done by the defendants through the Armstrong Bureau. An exchange sends out reports of actual sales. The Armstrong Bureau gave out price lists. It is difficult to understand any ground for declaring one legal and the other illegal. Every producer or merchant desires to obtain for his goods the highest price he can get. The price which he charges is always the highest which he believes the traffic will bear. He cannot charge, ordinarily, more than his competitors. His competitors' price fixes the point above which he cannot go. When the merchant fixes the price at the level of his competitors he is fixing it in competition with his rival just as much as though he had named a lower price. The competition of his rival has prevented him from charging a higher price. If, on the other hand, he finds that he cannot move his goods at the price fixed by his competitors he will naturally lower the price and this will establish a new level. This is the essence of which constitutes competition.

Quotations established by the sales on an exchange establish the market value at the time of the sale, but not the market value the day after. The prices at which goods are offered for sale at any moment establish the market value at that moment.

If it is lawful for dealers to get together in an exchange and provide for a dissemination of the prices obtained on actual sales, why should it be unlawful for those producers and dealers in lines where no public exchange has been established to make some provision for dissemination of the market prices of yesterday, but not those of today.

In order to obtain efficiency in business, as well as in any other human activity, it is necessary to have reliable, immediate and adequate records. With the progress that has been made in the

last century it is not to be expected that business alone stood still.

In the old days when at noon the business men of the community met in the village blacksmith shop, or in the evening met at the corner grocery, a man was supposed to carry in his head all the facts in regard to his business and never to disclose them to a competitor. Adequate systems of accounting had not been devised. Overhead as a cost element in operation was unheard of. Business was run by the rule of thumb. Such days have gone by. The commercial enterprise today which is not so managed that its head can at anytime know how large is his stock, the volume of his sales, the cost of his operation, the amount of his profit and loss, sooner or later will be distanced by his competitors.

It is because business is so much more complex, the volume so much greater, the margin of profit on single transactions so much less, that the merchants of today must have at instant command reliable and adequate information, immediately to be secured and more or less permanent in form. Business is no longer a game of chance, but a matter of scientific calculation.

A merchant cannot compete with another merchant unless he knows what he must compete against. A knowledge of what his competitor is charging is the first step in competition. It does not follow because one man knows the price which his competitor is asking, and he then fixes the same price, that this action is by agreement. If his competitor charged it. It is absurd to imagine that every merchant does not endeavor to keep posted on the prices asked by his competitor. If he fails to keep posted he will find himself losing money. If his prices are too high his customers will leave him. If too low, he fails to reap the profit to which he is entitled. The government cannot seriously contend that it is the duty of every merchant to guard against his competitor, finding out what he is charging. It would be an impossibility. Nor is it wrong for a merchant to endeavor to find out what his rivals are charging. If he cannot get it directly and easily, he will necessarily get it indirectly and at a great expense and slowly. He must know in order to conduct his business properly; nor does the public profit by the mistakes of a merchant charging too much on the one hand or too little on the other, for

want of such information. The mistakes would in all probability fall equally on either side.

Quick and accurate information of what his competitors are charging naturally leads to uniformity in prices. But because one merchant charges the same price that the other merchant charges because he finds that he can get it, does not necessarily indicate that there is any agreement between them to charge the same price. As the supreme court said in the Steel Case a uniformity in price does not prove a conspiracy.

What applies to sales for present delivery, applies equally to sales for future delivery.

Much has been made by counsel for the government of the fact that prices of oil went up along with the price of flaxseed; that afterwards, when flaxseed declined sharply, the price of oil did not come down at the same rate but declined at a much slower pace. The court will take judicial knowledge that for the past several months a decline in prices has been going on. The government has failed to show that the phenomenon of the price of oil declining at a slower rate than the price of flaxseed was not common in other lines, where the price of the raw materials has fallen. That the price of the finished product on a declining market will fall at a slower rate than the price of the raw material is natural, and therefore expected. The price of the finished material under conceded economic rules in the market where there is competition will depend upon the supply and demand of the finished material. The drop in the price of the raw material does not affect the supply of the finished material. Time must elapse before the supply of the finished material is increased by the low prices of raw material, and until a supply of finished material is increased, assuming that the demand remains constant, no decline in price may be expected. When the price of raw material starts to go up, less of the finished material will be produced, and stoppage or slowing up of the manufacture of the finished material will be at once reflected in an increased price.

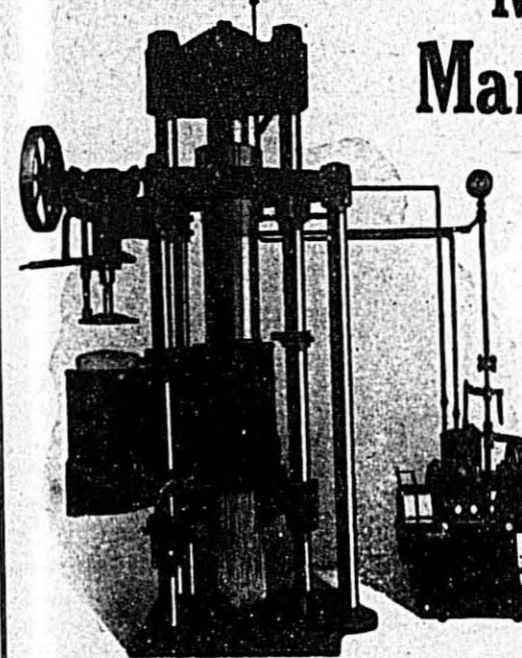
The court should not construe the acts of the defendants to be illegal when it can, with equal facility, ascribe them to an innocent intention.

But it is charged by the government that the defendants themselves claim

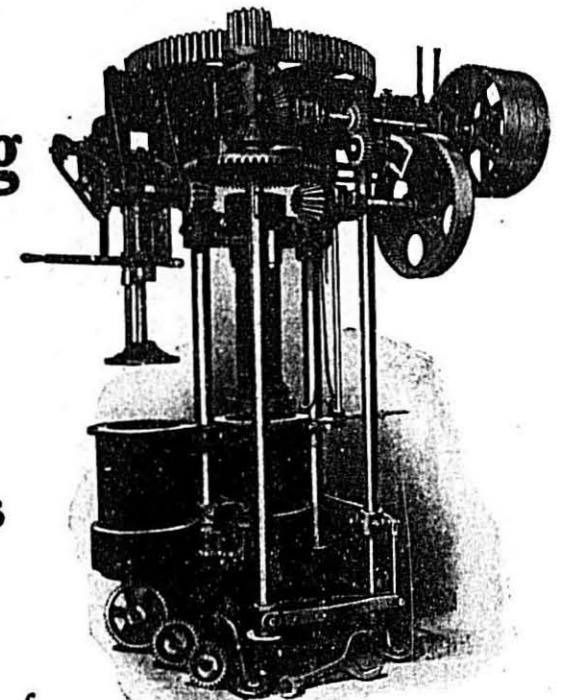
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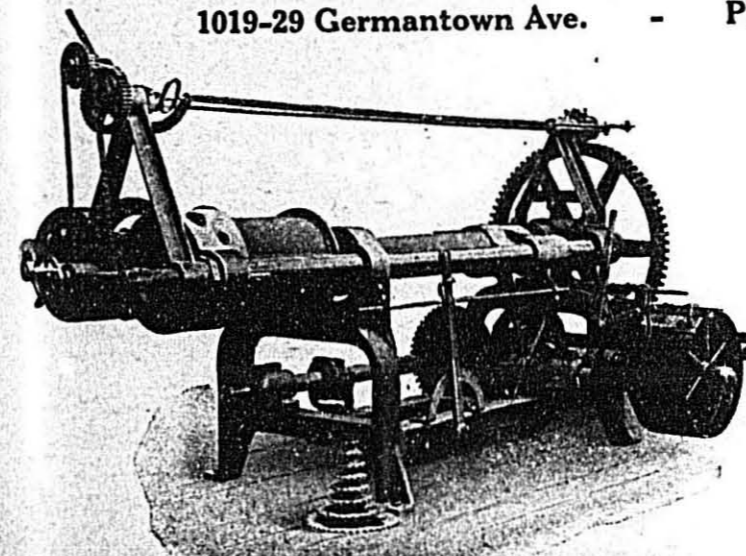
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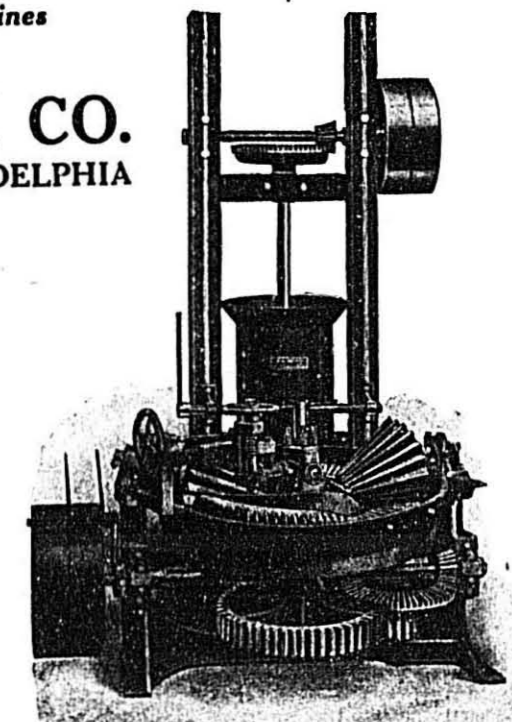
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that the effect of the bureau was to stabilize prices. That is to say, as a result of accurate and instant knowledge on the part of producers, the price of linseed oil instead of varying sharply from day to day, as shown by the sales made, assumed an average price without the deviations. If these deviations before had been the result of real competition, based on accurate knowledge by the producers of the real market conditions, then the government is far from sustaining its contentions. The defendants, however, have shown, and their evidence is uncontradicted, that the deviations before existing were caused by the individual producers endeavoring to meet prices of their competitors which had never been made; and it is common in the trade for buyers to make false representations as to the prices made by other producers. Surely, such a condition is not the one that the Sherman act aims to foster.

The government was greatly disturbed by a statement in the defendant Ferry's books that the Armstrong Bureau brought about a stabilized market. This expression seems to have been a great bugaboo. Counsel for plaintiff would have the court believe that the term "stabilized market" means nothing other than uniform prices. Whatever the proper definition of the phrase the record does not show that there was a stabilization or uniformity in prices.

The defendants contend, and I agree, that the term "stabilized market" means the obtaining and distributing of any accurate information that would enable crushers and buyers of linseed oil the better to understand the conditions of the flaxseed and oil market, to the end that the speculative hazards which formerly had worked injury to both seller and buyer would be minimized and eventually eliminated, and the economic law of supply and demand be more intelligently put into operation.

The Armstrong Bureau was organized solely for the purpose of furnishing information not only to the linseed oil crushers, but to those interested in every other industry. It was a bureau of intelligence, and one which makes for real rather than artificial competition in trade. There was no restriction placed upon any member. He was free to buy from and sell to whomever he chose. The bureau operated solely as to past transactions, and wherever

there is freedom of contract on the part of the constituent members there cannot be a violation of the Sherman act.

The prosecution, down deep, evidently believes that an association of producers or merchants must necessarily be obnoxious to the Sherman act because it affords an opportunity for the members to conspire to restrain trade.

Where there is such an association it is perfectly natural for members to express themselves as to conditions and prices; in fact, that is what the association is formed for, and these expressions have been seized upon by counsel as evidence to show that a corrupt agreement was actually made.

To my mind some of these expressions are evidence that no such agreement was in fact made, if they are evidence of anything. It would be perfectly natural, among a meeting of oil men, for some one to say that he thought prices ought to be higher. The meaning conveyed by such an expression would be that the man was at a loss to understand why prices were not higher, taking into consideration the demand and supply and conditions of the trade. I might well say today that the weather ought to be cooler without laying myself open to the imputation that the temperature had been fixed by an agreement of mine.

Logic which assumes that because there is an opportunity to fix prices, therefore prices are fixed, is contrary to the genius and theory of our law. Every man is presumed to be innocent until he is proved to be guilty. If the Armstrong Bureau is to be dissolved merely because it afforded an opportunity for the members to fix prices, then this court, with equal propriety, could be asked to dissolve any lunch club where business men met. This theory hardly warrants discussion, and I would not mention it had I not been gravely urged in this case, that such was the underlying thought of the prosecution. It is the ancient fallax *post hoc propter hoc*.

The bill will be dismissed for want of equity.

### New Haven Firm Bankrupt

The New England Macaroni company of New Haven has gone into voluntary bankruptcy and a receiver has been appointed to conduct its affairs until the creditors are satisfied. Ref-

eree Hoadley of the federal court, who is in charge of the hearing and who will appoint a receiver satisfactory to both parties, announced that the creditors of the macaroni company have claims amounting to about \$70,000.

### Food Trade Reformers

To regulate men's habits, even as to the foods he eats, has almost become a hobby with some of the reformers and their actions are being condemned in every section of the country and in every group of students of business. Senator Reed of Missouri expresses the opinion of many when in a recent address he paid his respects to reformers by calling attention to the evil that follows their attempts to compel people to go contrary to the economic law, saying:

#### The Senator's Thoughts

The only way to get back to the normal is to allow commerce to flow in its normal and even course; trade and and barter to settle the question of values; each citizen to exercise his natural God given right to deal and traffic for himself; do that and the genius of our people will restore prosperity.

The great economic structure of America was of gradual development. Its growth was as natural as that from infancy to manhood. There is not an industry in the United States that thrives unless it fills some economic want. If it did not fill that economic want it would die. The little corner grocery must close its doors unless it meets some want of its customers.

The little grocer knows what to buy because he knows what his customers need. The wholesaler knows what to buy because he knows what his commercial customers want. The manufacturer knows what to make because he knows what the demands of the wholesaler will be upon him. A system run in that way regulates itself. The law of competition comes in play. Whenever any individual charges too much some one enters the market and takes his trade away from him or he is obliged to reduce his price. That is the general system that obtains in the United States.

But along comes a theorist who has a plan which he thinks will improve upon the methods of business. He soon joins hands with some reformer. Together they bring in a bill which proposes to create a board consisting of four or five men, establish it in Washington and authorize it arbitrarily to change some of the factors of the great economic machine I have described.

But the schemes we indulge in here are based upon the thought that we can pick out four or five men of commonplace ability, frequently below mediocrity, bring them to the capitol, give them a title and immediately they will be endowed with superhuman wisdom and power which they will always exercise in perfect justice. But with

almost infallible certainty they do the wrong thing.

When that single change is made it affects the entire system of production. It is a monkey wrench thrown into the wonderful machine that has been created by a century and a half of time. It interrupts the operation of the machine. It invariably brings trouble and sometimes disaster.

### Fordney Defends Valuation Plan — Two Outstanding Reasons

Much criticism is being made of the proposed American valuation plan in the Fordney tariff bill now pending in the senate. The large importers of the country are among the principal objectors to this plan, saying that it is not feasible and that it will work hardship on the ultimate buyer of goods imported. Circulars are flooding the mails, asking the cooperation of all business interests, manufacturers, and the general public, as well as the congressmen and senators, to defeat the proposed plan. Congressman J. F. Fordney, chairman of the committee on ways and means, ably defends his plan of basing import duties on the value of the imported goods in America, in a statement recently made public.

Why all this objection to a fundamentally sound business policy that cannot help but revert to the financial benefit of Americans instead of to foreigners? Goods are being imported at the rate of about \$300,000,000 a month. If 90% of the total cost, following the raw material from start to finish, is the labor cost, this represents approximately \$250,000,000 now being paid monthly to people employed in the foreign countries who make the goods we import, while many of our people roam idly about the streets.

Last year in the customs office of New York city alone there were 5,400 cases of undervaluation and this year they are running at the rate of 500 cases a month. Why do foreigners who export to this country or people of this country who import from foreign countries undervalue? Because that permits them to pay less duty. Profit is made in the duty if they can import at 50c on the dollar.

They say we cannot take care of some of the articles of import because we do not know their value. How ignorant we are. We now accept the foreigners' statement. Why not accept our own? Haven't you got more con-

fidence in yourself than you have in a foreigner?

There is another good reason why we should have American valuation instead of foreign valuation. That is the exchange value of foreign money, a most troublesome question for us to equitably arrive at. Foreign monies have different purchasing power in the countries of their origin from the exchange values over here, and it is most difficult for our customs collectors to determine these questions. For instance, a German mark which has an exchange value of about 1c in this country will buy 7 or 8 times that value in Germany.

American valuation will fix the value upon the gold dollar. Every dollar of our money since 1896 is worth 100 cents, because it is all redeemable in gold. We thus eliminate those exchange values of foreign money by American valuation. These are the two outstanding reasons why this plan should be adopted by Congress and given a fair trial by the country at large.

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# Grain, Trade and Food Notes

## Andrews' View on Prices

A considerable increase in the future price of wheat is predicted by James C. Andrews of Yerxa, Andrews & Thurston, Minneapolis, in a letter to the trade the last week of October. While the strike threat caused a rush of wheat to the primary markets early in October the movement had little effect on the price as the bottom had evidently been reached.

Wheat below a dollar a bushel was about as low as it ought to go in comparison with prices of other commodities. Government reports are bullish and the present is a good opportunity for buying supplies for a reasonable period, adds the statement. As predicted, speculators forced the option market down to a point apparently too low because a reaction immediately followed which permitted a recovery of a considerable part of the loss due to the actions of these speculators and to the strike talk.

While options on wheat were declining, the price on cash wheat was acting just the opposite, for more is being paid for amber durum for semolina manufacturers than was paid early in October, bearing out predictions that prices on this commodity last month were about low enough.

Both Minneapolis and Kansas City report that the percentage of milling wheat arriving in these markets is smaller than the general average receipts at this time of the year. Checking over the figures of wheat receipts in various markets this year in comparison with last year, it is remarkable to see how small is the increase in the visible supply of wheat when taking into consideration the enormous movement of wheat to the primary markets.

In figuring on future prices of wheat it should not be forgotten that the wheat crop this year went into consumption at least three weeks earlier than usual and that owing to the shortage of milling wheat at the end of the last year's crop the 1921 crop must be depended upon to supply 13 months of milling instead of 12.

Statistics will not control the price of wheat, but should the present demand continue for another period of 90 days, as it has since the beginning of the crop, good wheat may soon become

a scarce article and prices thereon increase in proportion.

## Macaroni Flour to Vera Cruz

People in the vicinity of Vera Cruz, Mexico, have been consistent users of American flour for years. The American product is mixed with the flour made from home grown wheats and is used extensively in the manufacture of crackers and macaroni. The imported goods give to the blend the quality for this purpose that is found lacking in Mexican wheat. Impetus to importation of flour and flour products was given by the reduction in duty on these imported goods, effective Oct. 1. The rate on flour from the United States to Vera Cruz was reduced 50 per cent, from 2¼ to 1½¢ per pound. This reduction is expected to increase the demand for American flour in the country to the south.

## World Demands American Foodstuffs

While the world can wear its old clothes for another season and even get along with last year's automobile it must have food and, as a consequence, says the Trade Record of The National City bank, our exports of foodstuffs continue to show increases in quantity in all of the more important articles. Corn exports in the 9 months ending with September are 105,000,000 bus. against only 11,000,000 in the same months of last year, and will show a bigger total in the calendar year 1921 than at any time in the past 20 years. Wheat exports in the 9 months were nearly 300,000,000 bus. (including flour in terms of wheat) as against about 200,000,000 in the same months of last year, and it is quite apparent that the total exports of wheat in the calendar year 1921 will exceed those of any earlier year in the history of our export trade. Rice also makes by far its highest export record in 1921, the quantity for the 9 months being 49,000,000 pounds against 294,000,000 in the same months of last year, and 393,000,000 in the full calendar year 1920, the former high record in rice exportation. Barley exports are also far in excess of those of the same months of last year, over 20,000,000 bus. against 11,000,000 in the corresponding months of 1920, though in oats and rye there is a material decline in quantity as well as value. Europe is of course the chief

destination of the foodstuffs being exported in such large quantities, the largest ever in wheat and rice and the largest for 20 years in the case of corn. In the 8 months ending with August the latest period for which full details are available, Europe took 175,000,000 bus. of wheat exported, though in the wheat which was exported in the form of flour a considerable percentage went to the Latin American countries. Of the corn exported Europe's share was less than in the case of wheat, though nearly one half of the big exports of corn are now being sent to that continent. Europe is also making a favorable acquaintance with our rice, of which we have become large exporters only in very recent years, Germany having taken 54,000,000 lbs. of the rice exported in 1920, the latest year for which details are available; Greece 35,000,000 lbs.; Belgium 20,000,000; and France 20,000,000 lbs.

## Brie Cheese

Brie cheese is of French origin although American manufacturers are now making as fine an article as ever was made in France. It is made of cow's milk, first heated to the required temperature and then curded in accordance with the ordinary cheese making method. This set curd is molded into shapes and allowed to drain so that the cheese resulting will be about 1 inch high and 15 inches in diameter. The peculiarity of this cheese is due entirely to the curing process. Placed on a shelf in a moist cellar the cheese is cured at a warm temperature, requiring from 6 weeks to 2 months to complete the curing process. In the curing stage it is washed and salted at regular intervals. When the required consistency and flavor has been obtained it is packed one cheese in a box for shipment to retailer and consumer.

## Details of Wheat Stocks

Total stocks of wheat in the United States in all positions on Oct. 1, excluding farm requirements for seed and feed, estimated at 100,000,000 bus. for the year, are estimated by the Department of Agriculture to be 529,000,000 bus. compared with 605,000,000 a year ago. Farm holdings on Oct. 1, excluding farm requirements, are estimated to be 28.9 per cent smaller than a year ago, or 318,000,000 bus. against

17,000,000. Holdings in country mills and elevators are 17.3 per cent more than a year ago, or 152,000,000 bus. against 129,000,000; the commercial 29,000,000 bus., against 29,000,000 a year ago, an increase of about 103 per cent. Reports from crop reporters indicate that the quantity of wheat marketed from July 1 to Oct. 1 this year was 31.4 per cent greater than in the same period last year. Last year mills and elevators received 42.2 per cent of their year's receipts in the 3 months from July 1 to Oct. 1, which, on the basis of 680,000,000 bus. marketed during the year, is equivalent to 287,000,000 bus. An increase of 31.4 per cent over this amount makes 377,000,000 bus. as the indicated farm marketings from July 1 to Oct. 1, 1921. The total farm supplies, including crop and July farm carryover, are 795,000,000 bus. this year, compared with 835,000,000 last year.—Northwestern Miller.

## Gain in Italian 1921 Grain Crop

The Italian minister of agriculture just issued a statement placing the total of this year's grain harvest at 51 to 52 million quintals (1 quintal=220

pounds). This is 14,000,000 quintals greater than last year's crop, which totaled only 38,000,000 quintals. The price of wheat is controlled at present by the Prezzo Consorzio Granario (Grain Price Consortium) and is quoted at 130 lire per quintal in the Naples market. Rye, barley, and oats, important crops in Tuscany, have also registered favorable increases over last season.

## Big Raisin Advertising

Industries contemplating a national consumer advertising campaign are naturally interested in publicity movements of the nature of the campaign now launched by the California Associated Raisin Co., which is attracting much attention. According to advance announcements this company has planned the largest newspaper campaign ever launched for a single article of food. It is estimated that during this campaign more than 430,000,000 advertisements will be printed in the fall newspaper campaign alone, telling the consumer of the many uses of Sun-Maid raisins and advancing convincing reasons why this particular brand should be demanded and used. In ad-

dition to this newspaper publicity millions of copies will appear in the national periodicals and food magazines. The publicity campaign calls special attention to the small 5c package of "Little Sun-Maids" recently put on the market by the California Associated Raisin Co., and which met with instant approval. Attention in this campaign will be given to the demand for this product recently created in the Orient where California raisins are now much in demand.

By virtue of Royal Decree No. 1063, published in the Gazzetta Ufficiale for Aug. 16, the official gold exchange rate will hereafter be based on the ruling dollar-lira quotation. For many months past the gold rate has depended on the changing value of the pound sterling, reckoned in lire.

Get a package about twelve inches long, and about four inches in diameter and have it wrapped so that one end comes down to a long tapering point.

Then put the package under your arm and start down the street.

That's all!!!

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



## PACKING MACARONI FOR EXPORT

**Better to Err in Favor of Overstrength Than to Fail to Deliver Goods in First Class Condition at Receiving Port—Some Trials Through Which Packages for Foreign Customers Must Pass Outlined Picturesquely—Data as to Preferable Sizes and Shapes.**

Knowledge of the approved methods of properly packing goods for shipment to foreign countries is really worth while to all connected with the shipping end of the macaroni industry, although it may interest only a small per cent of the macaroni directly.

The uninformed will hardly appreciate the rough handling that goods intended for foreign markets must undergo in comparison with the handling of goods intended for domestic consumption. Proper packing not only affects the value of the product laid down at the ports of the importing countries but also insures against pilferage, a practice much more to be guarded against on export shipments.

It is conceded that the difference in the handling of cases and packages for overseas requires that they be made of stronger material and of a size and shape best suited to withstand this rough handling.

### Wood Preferred for Macaroni

Macaroni intended for foreign markets may be shipped either in wood or paper containers, though the former is much preferred. Exporters advise that macaroni boxes of ordinary size should first be bound with two 1/4 inch iron bands, one around the ends and one around the top, bottom and sides. It is further advised that as a security against breakage four of these boxes be firmly bound together, thus insuring easier handling from warehouses to the hold of ships and vice versa.

Protection against the elements is an important consideration in the proper packing of this foodstuffs for exporting. Stevedores in different ports are frequently accused of carelessness in the matter of sheltering goods either while awaiting the arrival of a ship or after unloading before transfer to a warehouse. To prevent damage from moisture shocks of cleated slabs are recommended and linings of heavy absorbent paper are essential. The latter will not only serve to absorb excessive moisture but will prevent the entry or dirt, dust and vermin that are so much to be guarded against.

Goods intended for shipment to or

across the torrid zone demand special packing to withstand the climatic conditions that they are sure to meet in traveling from port of shipment to port of disposal. Seasons vary in this zone; at times the rainfall is excessive, while at all times the heat is very penetrating. While macaroni properly manufactured will withstand considerable heat and dry atmosphere, it is subject to undergo changes if exposed to excessive moisture. To guard against these extremes waterproof paper should be used on the outside of a good heavy paper wrapper placed next to the goods.

While these extra precautions call for an added expenditure in packing, the better price that they will bring on the final market amply repays the shipper for this extra care.

Comparison of the amount and kind of handling that domestic and foreign shipments undergo will impress one with the necessity for better packing of goods intended for export. A case of macaroni intended for domestic shipment is first trucked from the shipping room to the delivery wagon and usually from the delivery wagon to the inside of the railway freight shed, then again by truck to the freight car itself. On reaching its destination the reverse order is used.

### Same for Ocean Trip

For overseas shipment the case undergoes about the same amount of handling, from the shipping room to freight house, to freight car, to wharf. At the latter place it is usually dumped without ceremony, handled with hooks, thrown into a sling or net, lifted 30 to 50 feet from the wharves over the side of the vessel and dropped with a bang into the hold of the ship, where it is stored alongside of other goods and finally subjected to all the shifting that ships cargoes usually meet during a voyage.

On reaching destination it must again be piled into nets or slings, lifted from the hold and dropped over the ship side to the wharves with a bang, in cases where the harbor permits the ship to reach the wharf. Where this

is not practical extra handling is needed from ship to lighter or barge.

Having reached the port of distribution, the case must undergo another attack of handling in going from this port to its ultimate destination, where the case is opened for distribution of contents. It can be easily seen from this that packers and shippers cannot be too careful in selecting the proper containers for their goods which must withstand this hard usage in transfer.

### Crated to Arrive O. K.

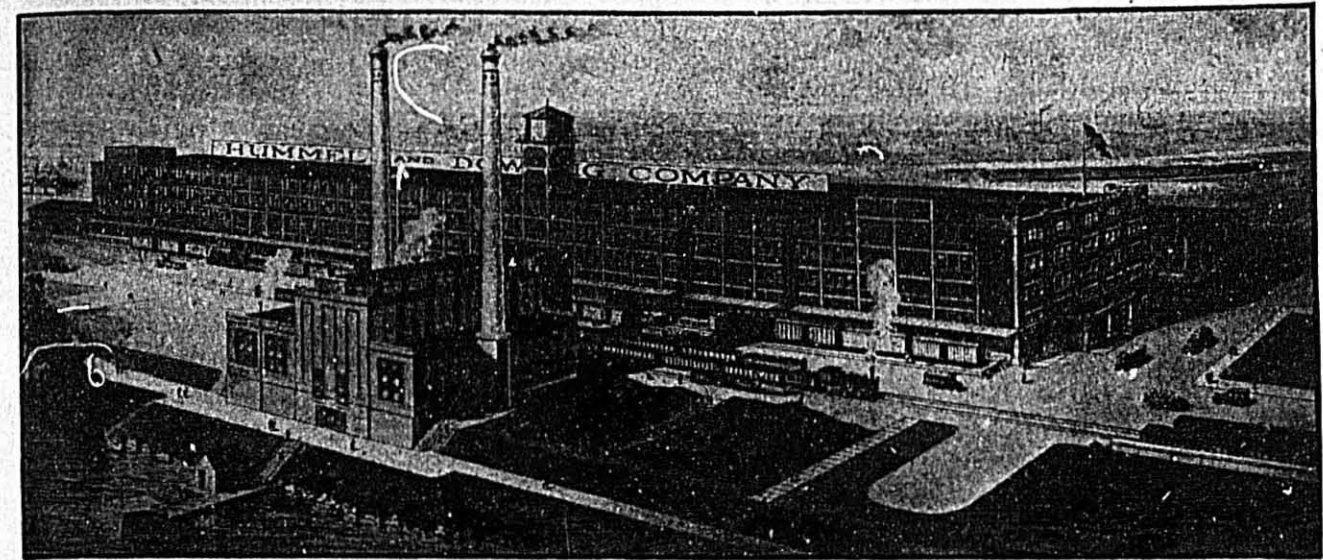
The principal point to be kept in mind in packing goods for the foreign trade is that they should be so crated as to insure their arrival in as sound and as clean a condition as they left the shipping room. It is better to err by making the case stronger than is necessary rather than to take a chance with one too weak, that bring goods to the buyers in a condition usually not too inviting, especially foods.

### World's Wheat Crop

Washington, Nov. 4.—Total wheat production this year of the 29 leading wheat growing countries of the world, excluding Russia, reached 2,852,825,000 bus. or approximately 190,000,000 more than in 1920, according to latest estimates reported today by the Department of Agriculture. For next year's crop the department reported generally favorable conditions throughout the northern hemisphere for winter wheat sowing.

Seeding was said to be nearly completed in Canada and all but the far west section of the United States where it has been seriously delayed by drought and a similar condition was reported for central Europe where favorable conditions except in France which is suffering from drought should tend to increase acreage, it was said. Favorable growing conditions and increased acreage was said to promise a large crop for Australia. In Argentina spring planting was said to have been seriously delayed by insufficient moisture with the result that the 1921-1922 acreage would be approximately 1,000,000 acres short of the 14,947,000 acres planted last season.

Favorable sowing conditions and prospects for a normal acreage in India and south Africa were reported while the condition of the wheat crop in China was said to be generally disappointing with prospects of being below average in volume.



## Cartons, Caddies or Containers for the Macaroni Manufacturers

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

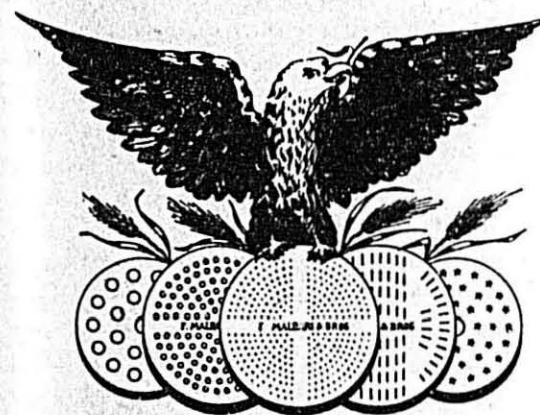
Give us an opportunity to submit our samples and quotations the next time you are buying in our line. Our service is excellent. Our product is better than the average.



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

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

## DO YOU KNOW THAT? MALDARI'S INSUPERABLE BRONZE DIES



Stand the hardest tensile strength tests put to.

Will outwear THREE ordinary dies now in use on the market.

May cost a little more at first but have proven to be cheaper in the end.

And produce the BEST and most PERFECT Macaroni.

**OUR AIM—Not how cheap, but how good—and SERVICE,  
it is another feature we are well known for.**

**F. MALDARI & BROTHERS**

(ESTABLISHED 1903)

127-29-31 Baxter Street

NEW YORK CITY

If your dies need repairing, our PROMPT and EFFICIENT REPAIRING DEPARTMENT is AT YOUR SERVICE.



# Notes of the Industry

## The St. Louis Situation

A St. Louis manufacturer writes in a humorous vein to throw light on the macaroni manufacturing situation in that city. He appreciates the good work being done by the Journal for the industry but regrets that the city of St. Louis does not obtain as frequent mention in this publication as the extensiveness of the industry in that city should demand.

"We wish to inform your readers that we have ONLY 8 macaroni factories in St. Louis, with a combined capacity of about 425 barrels a day. We are working full blast, while others are doing a little extra time and hustling to catch up with orders.

"We ought to have 4 more factories in St. Louis to supply the enormous demand for macaroni. Several macaroni manufacturers are contemplating trips to Europe as a means of expending funds which are so rapidly accumulating in their hands. In fact one of these manufacturers has recently returned from Europe with the title of 'Chevalier' pinned on his breast for his generosity, kindness and big heartedness toward his fellow men. The ceremony of presenting this well deserved title took place in a well known cafe in this city, amidst much splendor and in the presence of the highest officials of the city. We macaroni manufacturers all were there and thoroughly enjoyed the banquet in honor of the occasion.

"The situation in St. Louis can be summed up in a few words. We are all well and hearty and very, very busy. If you know of anyone who wants to start a macaroni factory steer him down to St. Louis. We might save him all the trouble of starting a new plant. He can have his choice of any one of the 8 now making unheard of profits and we guarantee that any or all can be bought at a very reasonable price, since we have all made money, are willing to quit, retire, and go abroad.

"We enjoy reading the New Macaroni Journal and the most pleasing articles therein are those that prove to us that not all the fools are dead yet, as we occasionally see therein that some are starting new macaroni plants. We feel rather sorry for these beginners because they are getting into the business a little bit too late. Had they started sooner they might now be ready to retire, take a jaunting trip

to Europe or Asia with the rest of the St. Louis macaroni manufacturers and live on Easy street."

## Youngstown Manager Resigns

C. T. Tornello, for 11 years general manager of the Youngstown Macaroni Co., has resigned and will direct his activities along some other line of business, the nature of which has not been announced. In his long connection with the Youngstown Macaroni Co. Mr. Tornello made many friends, being held in high esteem by his fellow workers, and employers. It is generally known that since his entrance into that position the business of the company has greatly increased. Mr. Tornello's friends and admirers join in wishing him success in whatever line he may determine to follow.

## Fine Newspaper Publicity

The American Beauty Macaroni Co. of Denver was given some favorable publicity in the Home Products Section of the Rocky Mountain News of Denver on Sunday, Oct. 23. Besides giving a history of the firm and compli-

menting its two principal moving spirits, Antonio and P. E. Vagnino, the paper carried 3 interesting cuts of photographs made of the plant showing the press, the drying and packing rooms. The firm carried an attractive 1/2 page ad in the colored supplement that, added to the free publicity referred to above, should make for the firm in that section many friends and customers. This cooperation by the Colorado manufacturers and this recognizedly leading newspaper of that section is part of a campaign inaugurated by the press of that state to boost home made goods.

## "Crabbing" Macaroni

At a meeting of the Housewives League of New Orleans Miss Rosa Michaelis demonstrated a method of preparing what is known as crab macaroni as follows:

After the water has come to a boil the macaroni is put into it. While this is boiling prepare a sauce of two tablespoons of shortening into which has been sliced one small onion. Once the shortening has reached the proper heat



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

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

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

Let us hear from you today.

**ALL WORK GUARANTEED.**

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

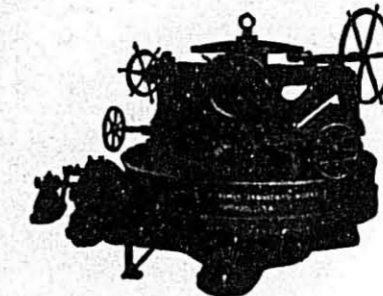
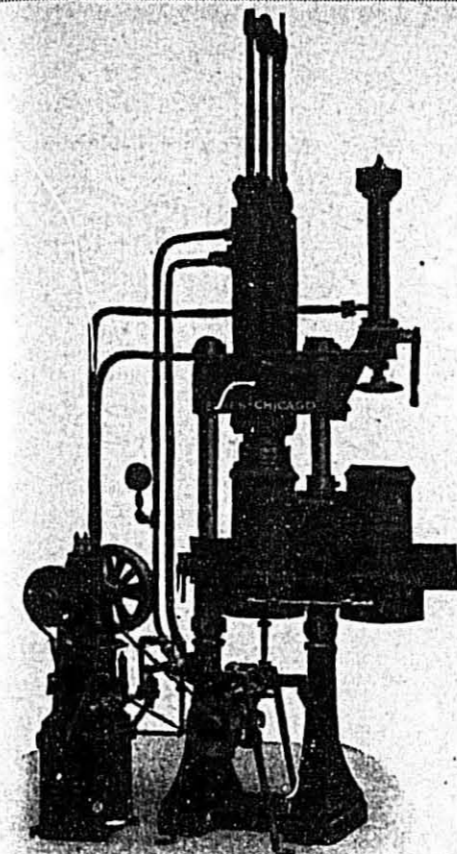
# ELMES

CHICAGO  
"SINCE 1861"

**COMPLETE PLANTS**

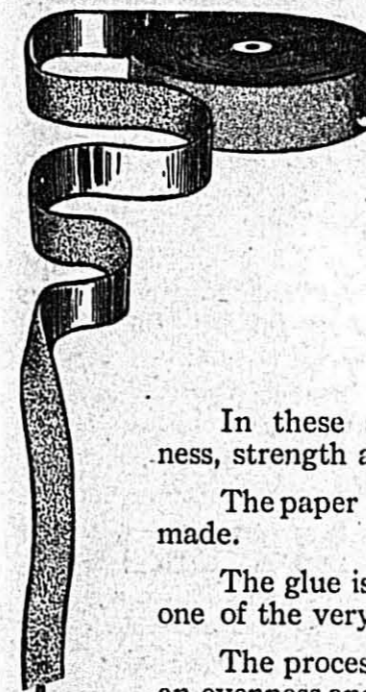
FOR THE MANUFACTURE OF  
MACARONI, SPAGHETTI, PASTE GOODS

ADVANCED METHODS  
MAXIMUM OUTPUT



Send for Catalog.

**CHARLES F. ELMES ENGINEERING WORKS, Inc.**  
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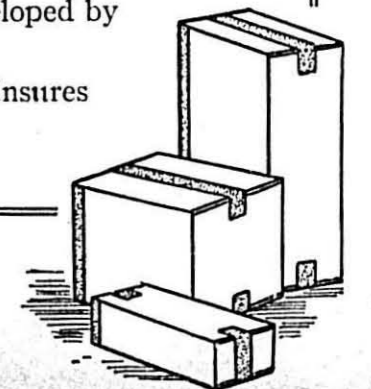
**The Paper - The Glue  
The Process**

In these six words you have the secrets of the remarkable toughness, strength and adhesiveness of Troy Sealing Tapes.

The paper is a special Kraft than which there is no tougher, stronger made.

The glue is made especially for us after a formula developed by one of the very few glue experts in this country.

The process we use in the gumming of Troy Tapes insures an evenness and uniformity that never varies.



Write for samples of Troy Sealing Tape and Test it on your shipping cases.  
Widths 1 in. to 4 in.; weights, 30 lb. to 90 lb. Every inch is guaranteed.

**The Gummed Products Company**  
TROY, OHIO



a small box of tomato paste and a cup of warm water are added. A teaspoon of salt, a bayleaf and a sprig of thyme are the final touches, the sauce being left to cook down for about five minutes. The crabmeat is placed in the center of the dish with the macaroni forming a ring around it and the sauce is poured on top. Italian cheese is then served with it. How to peel an onion without bursting into tears was also shown by the demonstrator. The onion is neatly speared and held under water in a bowl, whilst the skin is worked off with a knife. The demonstration was a pronounced success. Miss Michaelis has been conducting like demonstrations for the past 5 years.

#### Big Plant in California

Contemplating an expenditure of \$500,000 Mark E. Fontana of San Francisco plans to erect one of the most modern and sanitary alimentary paste and food specialties plants in the country. The new concern, formed in October as the Fontana Food Products Co., has purchased 9 acres of land in South San Francisco, bordering the bay, with railroad facilities on the Southern Pacific. According to the plans the first part to be constructed will be known as the macaroni unit. It will be a 4-story reinforced concrete building, 100x300. The second unit, which will handle food specialties exclusively, will be constructed as soon as the first unit is completed. Mr. Fontana in speaking of the big enterprise said that in addition to building the largest and most sanitary factory in America he is going to bring to that section machinery of the latest type which, with the cost of the land and the building, will call for an expenditure of practically the half million. Mr. Fontana, the president, is son of

M. J. Fontana, for many years connected with the California Packing corporation. Lucian Podesta, former owner and manager of the Pioneer Macaroni Co., is vice president and A. E. Sharboro of the Italian American bank of San Francisco is treasurer.

#### Verdict Against Noodle Company

According to a decision by the supreme court at Buffalo, N. Y., the Home Noodle Mfg. Co. of Rome, N. Y., has been found guilty of breach of contract and will be compelled to pay \$802.70 for failure to accept 75 barrels of flour sold by Theodore S. Banks to the litigant. The suit was for payment of \$1,100 alleged due and the verdict was somewhat of a compromise, though upholding the stand taken by Mr. Banks that a contract for flour is binding on the purchaser whether prices decrease or not subsequent to the purchase. According to testimony submitted at the hearing the Home Noodle Mfg. Co. contracted with Mr. Banks for 100 barrels of flour at \$14.50 f. o. b. warehouse Buffalo, on May 17, 1920. Repeated requests for shipping directions resulted in 25 barrels being taken in September by the noodle manufacturers and removed to the Rome warehouse. It was not all used till October when, after permitting the flour to remain in the warehouse, weevils had developed therein. On the ground that the flour was weevily the buyer rejected the remaining 75 barrels of the order, testifying on the stand that eggs must have found their way into the flour before the time of the sale. Mr. Banks testified that the wormy condition developed as a natural result of flour standing too long in the warehouse, and that the probable reason for rejecting the balance of the order was the sharp decline of \$3.30 per barrel on

semolina. The supreme court sided with Mr. Banks and gave its verdict as above stated.

#### New Food Superintendent

A. H. Jones of Robinson, Ill., has been appointed by Governor Small as superintendent of food and dairies, to succeed J. L. McLaughlin, whose efficient management of this position during the past 2 years has made the Illinois food inspection bureau one of the recognized successes in that line. Mr. Jones took charge of the Chicago office in the middle of October, retaining most of the employes who were conversant with the exacting duties of that important office.

#### Macaroni Firm Changes Name

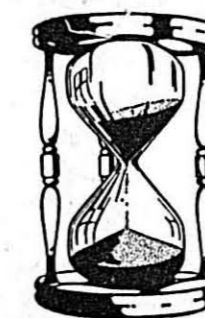
The Andersen-Jurgensen Macaroni Co. of Minneapolis, organized two years ago to manufacture alimentary pastes, has been completely reorganized and, according to petition presented to the secretary of state of Minnesota, its name has been changed to the Mill-Drake Macaroni Co. New capital has been interested in this concern and the following officers have been chosen to look after its business: C. A. Carlson as president and Alfred Anderson as secretary. The company's plant and offices are situated at 1500 Fifth st. NE., Minneapolis.

#### Macaroni Imports Decrease

A decrease averaging approximately 40 per cent in the quantity of alimentary paste products imported in August 1921 as compared with the same month in 1920 is indicated by the figures in the bureau of foreign and domestic commerce of the department of commerce. Only 1430 pounds of all kinds of pastes were imported, the whole quantity being listed at \$183 in

## 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*

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**Main Office DULUTH, MINN.**

**NEW YORK OFFICE:**  
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**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.

## MID-WEST BOX COMPANY

Look  
for the  
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Use  
TRIPLE TAPE  
CORNERS.

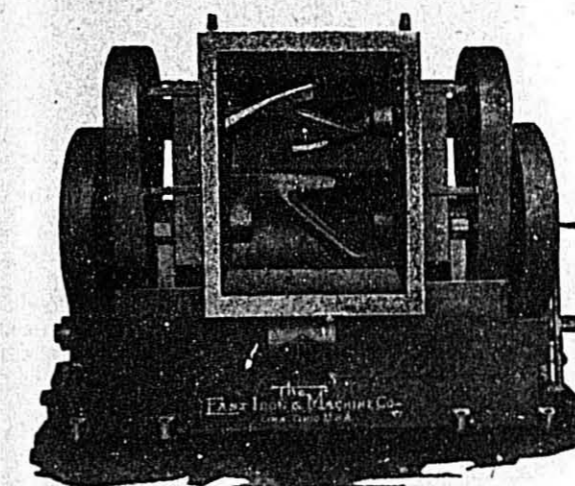
**CORRUGATED FIBRE BOARD BOXES**

**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



## "EIMCO"

### Mixers and Kneaders

**Insure Uniformity, Color and Finish**

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

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

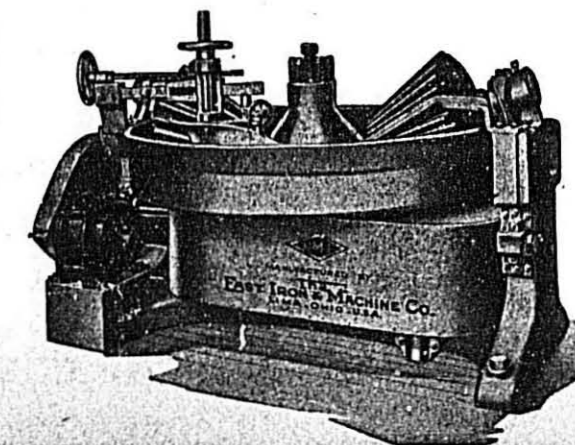
Save time, labor, power, and make better doughs at less cost. "Eimco" mixers and kneaders will do it for you.

Ask us for bulletin and photos.

## The East Iron & Machine Co.,

**Main Office and Factory, Lima, Ohio.**

**New York Office, 45 W. 18th St.**





value. The same month of the previous year 2499 pounds valued at \$356 were imported. Due to a fall in prices exporters in foreign countries which usually supply the American market with this grade of foodstuff found it convenient to reduce the amount of alimentary paste exported. This is indicated by figures for the first 8 months of the year. In 1920 67,291 pounds valued at \$9,055 reached our shores during this period, while in 1921 only 64,539 pounds valued at \$7,129 were imported. Students of this market are not agreed that this falling off is due entirely to the lowering of the prices on the American market but are of the opinion that American manufacturers have strengthened their hold on the American market through the production of extra high quality goods that will more than hold their own with the best grades that can be purchased in the renowned macaroni manufacturing countries of Europe.

#### Increase Shown in September

According to report by the bureau of foreign and domestic commerce an appreciable increase in both the quantity and value of alimentary paste products

imported into this country was indicated in the figures issued for September. A slightly lower rate per pound prevailed on the goods reaching this country that month as compared with the per pound rate a year ago. A total of 89,361 pounds, valued at \$8,517 in macaroni, vermicelli and similar preparations, entered through the customs houses during September 1921 as compared with 67,618 pounds, valued at \$7,105 the same month a year ago. For the 9 month period ending September 1921 a total of 1,079,476 pounds of alimentary pastes was imported at an invoice value of \$122,930. This equals about 2½ times that imported during the similar period in 1920 and about a 75% increase over the amount imported for the first 9 months of 1919.

#### Will Open With Reception

The formal opening of the macaroni plant being erected by the Shreveport Macaroni Manufacturing company at Shreveport, La., is expected to take place about Dec. 1 and will be in the nature of a public celebration intended to show how this food is manufactured and the many ways in which it may be prepared as a substantial one-dish meal.

According to plans laid by the promoters about 25 men and women will be employed at the start and more added weekly as the business develops. The company is backed by local capital amounting to \$100,000, with Sam Guas as president, W. M. Meriwether vice president, and Joe Sunersi secretary-treasurer.

#### Macaroni and Fruit Pies

A new use has been found for macaroni that will not greatly enhance consumption but will tend to make a useful article to have about the house, especially when baking fruit pies. One of the pet peeves of housewives who bake fruit pies is that the juices usually run all over the crust, spoiling appearance. To prevent this macaroni sticks prove most handy. An experienced pie baker advises that when making these delicious pies, moisten the edges with milk or water and run smooth, then insert two or three pieces of macaroni in the center of the pie. The juice will bubble up in the macaroni instead of spreading all over the crust.

You are successful if you are happy

## Better Boxes Help Sell Macaroni

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

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

### CHICAGO MILL AND LUMBER COMPANY

Executive Offices  
Conway Building, 111 West Washington Street  
Chicago



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

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

Every Type of  
Box in General Use



We print your advertisement on your box if you desire.

## 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



## 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. Steel 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.

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

—NOT—

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

## "GOOD WOOD BOXES"

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

Write or wire us for prices—quotations made gladly.

WE SPECIALIZE IN MACARONI SHOOKS

**ANDERSON-TULLY CO.**

MEMPHIS, TENN.



## 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, F. O. Drawer No. 1, Braidwood, Ill.

### PUBLICATION COMMITTEE

C. F. MUELLER, JR., . . . . . President  
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### SUBSCRIPTION RATES

United States and Canada . . . \$1.50 per year  
in advance  
Foreign Countries . . . \$3.00 per year, in advance  
Single Copies . . . . . 15 Cents  
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### 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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Display Advertising . . . Rates on Application  
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Vol. III November 15, 1921 No. 7

## Queries and Answers

### Waterproof Corrugated Box

A box manufacturer advertising in this publication asks the question: "Is macaroni affected by moisture or water in transportation? We have perfected a waterproof corrugated fibre box which we desire to bring to the attention of the industry where it is especially needed."

**Reply.**—Alimentary pastes, if properly dried, will easily absorb moisture and may be spoiled if this absorption continues to an excessive degree. A waterproof box, if not too expensive, should find great favor with alimentary paste shippers.

### Chemistry Book on Macaroni

A Vancouver macaroni enthusiast writes as follows: "Can you advise me where to procure a publication on 'Chemistry of Macaroni,' or some other book dealing with such a subject?"

**Reply.**—We know of no publication on "Chemistry of Macaroni," or books dealing with this subject other than

those in the Italian language. However, we are attempting to get this information for you and should we obtain it will gladly inform you.

### What is Roux?

"In connection with some macaroni recipes we are advised to pour roux over boiled macaroni. What is roux and how is it made?"

**Reply.**—Roux is defined in the dictionary as "a thickening made of flour for sauces and gravies." Among macaroni manufacturers the term "sauce" is more commonly used.

### Specialty Manufacturers Meet

Preliminary indications are that the 13th annual convention of the American Specialty Manufacturers association to be held Nov. 15-18 at the Hotel Traymore, Atlantic City, will be one of the most interesting and largely attended gatherings of distributors in the history of the organization. Final arrangements were completed at a meeting of the directors held the evening before the formal opening of the convention. Fred Mason, who last year was unanimously elected president of the specialty manufacturers, will preside. A program of unusual merit will tend to keep those in attendance at a high pitch of interest during the four day meet. Addresses are to be delivered by leading government officials and by officers of retail and wholesale organizations directly associated with the specialty men.

The interest of the macaroni manufacturers lies in the cereal section of this organization of which alimentary paste manufacturers form a part. This sectional meeting will be held on Nov. 16 and will be presided over by James T. Williams, president of the Creamette Co. of Minneapolis, who is a director of the association and chairman of the macaroni section. Consideration will be given to the many problems affecting the distribution of macaroni products, at this sectional meeting.

### Macaroni Rates Reduced

According to announcement the latter part of October by the division freight agent of the Southern Pacific railroad, a 40c decrease per cwt., has been made in the freight rate on macaroni or similar products from Texas to New York. The report states that the old rate of \$1.40 per cwt. on alimentary

pastes in carload lots, minimum 230,000 pounds, has been reduced to \$1 flat. This new rate should help increase long hauls in carload lots to and from that section. It is hoped that this reduction will induce other railroads to offer a similar decrease in rates on this important food product.

## Partner Wanted!

Macaroni manufacturer, founder and sole owner of a going concern, established six years, enjoying excellent business, wants more capital to develop the promising field in the west where located.

Will sell a half interest in this up-to-date plant to a live and capable executive willing to devote his entire time to this well-established business. A paying proposition for the right man.

For Full Particulars address  
G. L. O., Care Macaroni Journal.

## Position Wanted!

Experienced, capable and competent macaroni manufacturer seeks position as plant manager or superintendent.

Knows all details of manufacture from mixing to drying.

If in need of the services of a married man, honest and sober, address—

"Lindoro,"  
Care Macaroni Journal, Braidwood, Illinois.

## FOR SALE

Four 17-inch Reversible Dough Brakes.  
Perfect working condition. \$500 each.  
The Atlantic Macaroni Co., Long Island City, N. Y.

### WANT ADVERTISEMENTS

Five cents per word each insertion.

MANAGER LOOKING FOR POSITION—  
ARE YOU IN WANT OF PROGRESSIVE  
AND EFFICIENT MANAGEMENT?  
I HAVE HAD MANY YEARS OF ACTUAL  
EXPERIENCE IN MACARONI MANU-  
FACTURE. LET'S GET TOGETHER.  
Address "S. A." c/o Macaroni Journal,  
Braidwood, Ill.

WANTED—Salesman, A-1 organizer and producer, 4 languages, 10 years with Swiss Macaroni Mfg. Co. Lucerne, desires salesman position California territory. Highest references. Address E. Eutermeister, 933 Bonnie Bldg. Los Angeles, Calif.

# Shipping Containers

*Solid Fibre Corrugated Fibre*

FOR PARCEL POST—EXPRESS—FREIGHT

## WAXED PAPERS

Bread Cereals Spices

## WINDING CORES

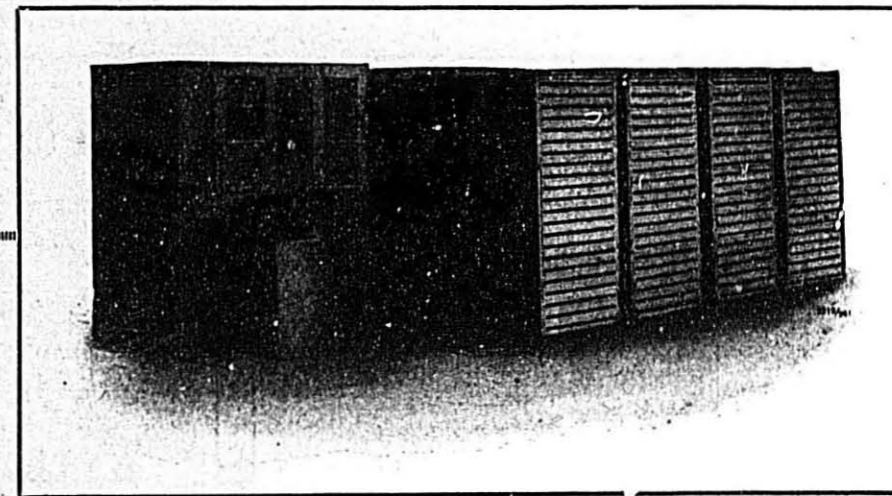
FOR PAPER Fabrics Rubber

## MAILING TUBES

# AH-DA-WA-GAM

PAPER PRODUCTS COMPANY  
WISCONSIN RAPIDS, WISCONSIN

603 EIGHTH AVENUE



## Buhler Dryer for Noodles

We have built Dryers for Alimentary Pastes for 60 years.  
Our Dryers are in operation all over the world.  
They are dependable under all weather conditions.  
Your Drying problem is solved once for all, if you install  
Buhler Dryers.

**BUHLER BROTHERS**  
Uzwil, Switzerland

Sole Agent

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



Patents and Trade Marks

Drying Macaroni

On Aug. 23 Alexander Gallerani of Pittsburgh was awarded patent rights on a method and an apparatus for drying macaroni or the like which was assigned by him to H. J. Heinz Co., Pittsburgh. The application for the patent rights was filed April 6, 1920, and was given serial number 371,638.

An official diagram of the drying rooms shows several compartments for the reception of newly manufactured pastes and a long shaft running through the section with adequate motor driven fans in each compartment, so arranged as to provide for alternating currents of air.

The appearance is officially described as follows: "The herein described method of drying macaroni and the like, hung fringelike from a support, which consists in maintaining the material in an atmosphere adequate to effect drying, and while so maintained, subjecting it to swaying impulses, alternately opposite in direction and operative in abrupt succession, one upon another."

TRADE MARKS APPLIED FOR

(Notice of Opposition to be Filed within 30 days of publication.)

Checker

No. 137,377. Spaghetti, macaroni, vermicelli and noodles. Gandolfo-Ghio Manufacturing Co., St. Louis. Application filed Sept. 20, 1920. Manufacturer claims use since May 1, 1920. Published Aug. 30, 1921.

Enrico Caruso

No. 145,053. Macaroni. The Atlantic Macaroni Co., Inc., Long Island City, N. Y. Filed March 22, 1921. Claims use since May 25, 1920. Published Sept. 6, 1921.

The trade mark is diagonally divided by a band bearing the signature of Enrico Caruso in a white field in the center and white stars in a blue field, on either end of the band. In the upper triangle appears a photograph of Enrico Caruso and the words, "Sublime Quality Macaroni, the Acme of Perfection." In the lower triangle are shown the mill and macaroni plant of the company and the words "Caruso Brand." In registering the label the patent office states: "No claim is made to the following words, 'Sublime Quality Mac-

aroni, the Acme of Perfection Brand, Manufactured by . . . . . Long Island City, N. Y.' The present trade mark has associated therewith and therefore includes the exclusive use of the photograph of Enrico Caruso and his name in signature form part of the mark shown."

La Fanciulla

No. 144,923. Macaroni. Filed March 18, 1921. Claims use since about March 11, 1921. Published Sept. 13, 1921. Lopez & Co., Philadelphia. The label shows a child happily eating a dish of macaroni. In granting the registration the patent office makes the following statement: "The pictorial representation of the color shown in the drawing is fanciful. No claim is made to the words, 'A Treat to Eat,' 'Pure Semola Guaranteed, No Color,' 'Terminai Imerese Style.' Distributers, Philadelphia. Apart from the mark shown in the drawing no claim is made for the words, Lopez & Co."

Red Top

No. 148,847. "Macaroni and spaghetti, sealed in paper cartons. Also egg noodles put up in paper packages." Filed June 8, 1921, by the Macaroni Foods Corporation, Omaha. Claims use since about April 18, 1921. Pub-

lished Sept. 20, 1921. The trade mark shows a red top from which is unwound a string, the windings of which form the letters.

Engelhard

No. 146,732. Registered Sept. 20, 1921 for macaroni, spaghetti, noodles and other named foods. Engelhard & Sons Co., Louisville. Filed April 5, 1920. Published May 24, 1921.

Italia

No. 147,289. Italia, in the center of which is a large five pointed colored star. For spaghetti. G. G. Cornwell & Son, Inc., Washington, D. C. Filed Oct. 22, 1920. Published June 7, 1921.

LABELS

No. 23,354

The title "Fortune" for egg noodles by the Fortune Products Co., Chicago. Filed Jan. 31, 1920. Granted Sept. 6, 1921.

No. 23,479

The title "Italy Brand" for macaroni by G. Matalone, Chicago. Filed March 22, 1921, granted October 18, 1921.

Choke the worry habit till it strangles.

BUSINESS CARDS

GEO. B. BREON

Specializing in Macaroni Shooks. Prompt Local or Carload Shipments.

314 Liberty Bldg., Philadelphia  
Filbert 3899 Telephones Race 4072

GEO. A. ZABRISKIE

123 Produce Exchange  
NEW YORK CITY

Telephone 6617 Broad

DISTRIBUTER OF

Pillsbury's Durum Products  
in Greater New York and vicinity.

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In Practice Since 1902

Write for "PRACTICAL POINTS"

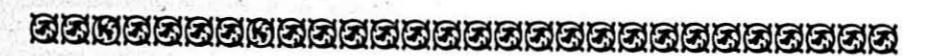
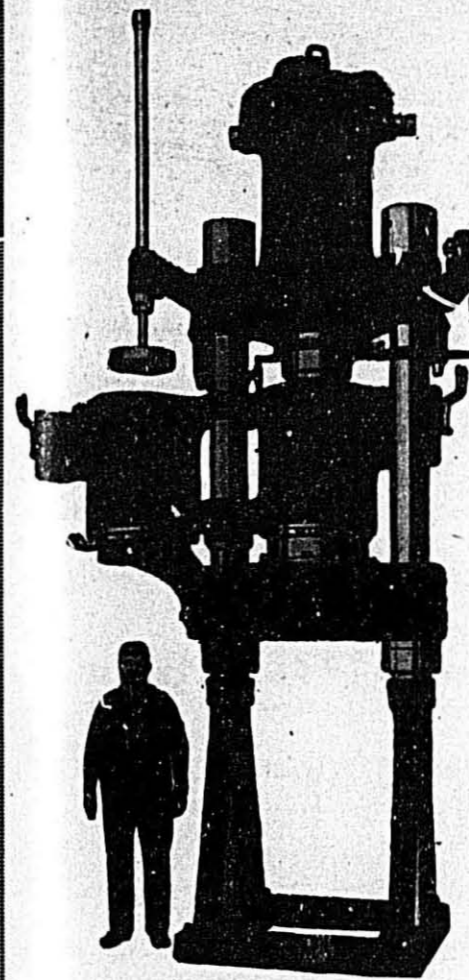
Edward W. Holmes  
PATENT ATTORNEY

918 F. Street Washington, D. C.

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

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

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



John J. Cavagnaro

Engineer and Machinist

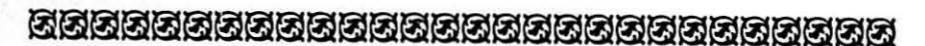
Harrison, N. J. - - U. S. A.

Specialty of

MACARONI MACHINERY

Since 1881

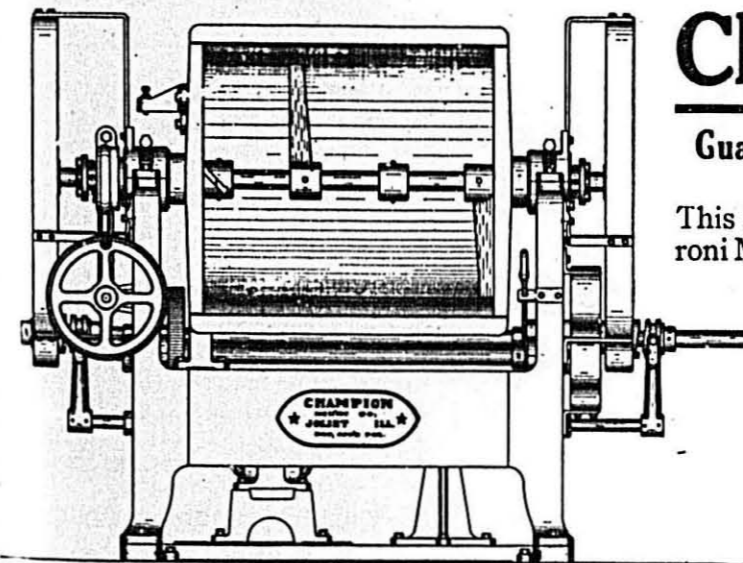
N. Y. Office & Shop 255-57 Centre Street, N. Y.



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.





Durum  
Semolinas

Durum  
Patents

## Pillsbury's Medium Semolina

Compare Semolinas by quality, not by number. Pillsbury's Medium Semolina is a high quality product and used by leading manufacturers in making a first class quality of macaroni and spaghetti.

Remember this when you are tempted to buy a cheaper product. Quality considered, Pillsbury's Medium Semolina is an economical purchase. It gives you the most for your money, and produces a quality of macaroni products that will build business.

If you want durum flours and semolinas which are always uniform in strength and color, use Pillsbury's. Ask our salesman, or get in touch with our nearest branch.

### Pillsbury's Medium Semolina

Pillsbury's Semolina No. 2  
Pillsbury's Semolina No. 3

Pillsbury's Durum Fancy Patent  
Pillsbury's Durum Flours

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

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

**Pillsbury Flour Mills Company**  
Minneapolis, Minn.

BRANCH OFFICES:

Albany  
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Atlanta  
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